

# YOUR BURBANK HOME



Presented by...

BURBANK  
MERCHANTS'  
ASSOCIATION

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917.  
9493





# Welcome to BURBANK

Dear Newcomer:—

**Y**OU HONORED us when you chose Burbank as your new home. That you will be satisfied beyond question we know, for Burbank is the "White Spot" of the Great San Fernando Valley.

Burbank is a city offering many advantages. With its beautiful playgrounds, unparalleled schools and its thriving business and industrial district, it offers to you an ideal place in which to make a permanent home.

As President of the Burbank Merchants' Association, permit me to wish you contentment, happiness and prosperity.

Cordially yours,

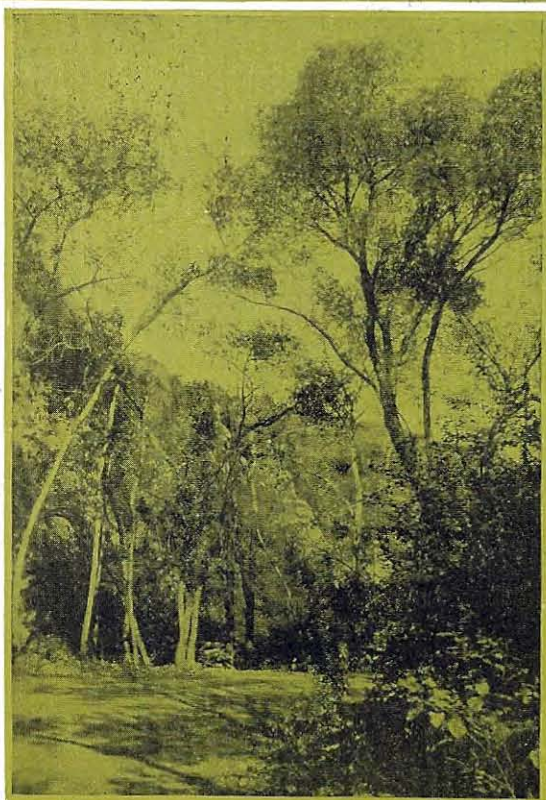
*E. J. Jackson, President*

BURBANK MERCHANTS' ASSOCIATION.

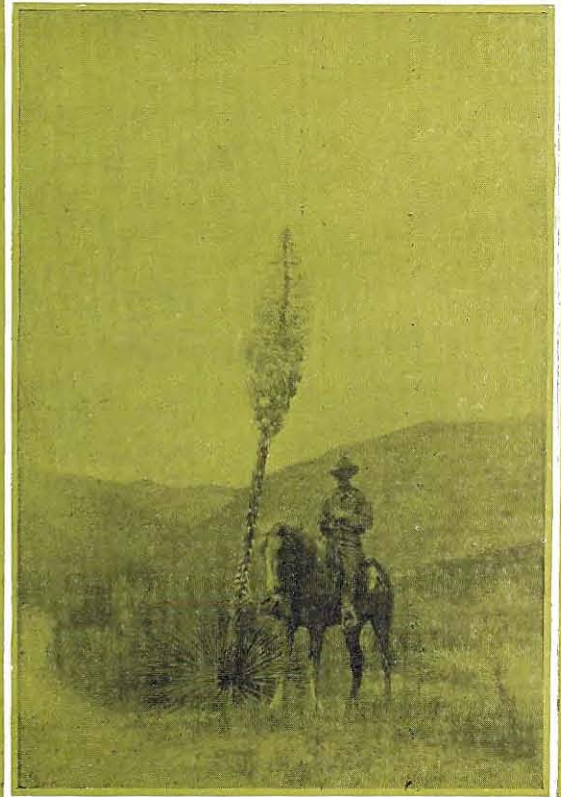


# A WELCOME

*We, who have lived in the land,  
Labored and helped it grow  
Out of a desert waste  
To the pleasant land we know;  
Ours was the vision first—  
Our love, as our faith, endures,  
Through the toil of the weary years,  
Building our home—and yours.*



—Photo by Ruby Decorsaw Culver.



—Photo by Ruby Decorsaw Culver.

*Now we can welcome you,  
To a home 'neath a kindly sun,  
Sharing our vision and toil,  
For the task is but begun;  
Building your home and ours  
Into the great design,  
That you may say at the close of day,  
"This is your home—and mine."*

—FRANK C. TILLSON.



917.9493

YOUR **Burbank** HOME

# Your Burbank Merchants Association

By JAMES W. SCOTT, *Manager*

IT IS with pleasure and satisfaction that we, as the Burbank Merchants' Association, are permitted to present to you this beautiful illustrated booklet of Burbank.

We are interested in you and want you to become interested in us. For that reason we hope you will like this booklet—that you will read it—every page—and keep it.

You are doubtless familiar with the erroneous saying that all we get from life is that which we eat and wear. In truth these are the least in life, for it is the friendships we have made, the deeds we have done, the history we have builded: all these measure what we are getting from life.

We want to know you and you to know us, now that you have chosen Burbank as your home.

Burbank has her clubs, her theatres, and her parks. Her outdoor playgrounds are enjoyed the year round.

Beautiful churches has Burbank and very proper thought as to her moral training. She has wonderful provisions for her boys' work and a moral cleanliness seldom equalled.

Burbank has her institutions of learning and culture as well as the added advantage, that the entire family can live at home while the children advance from kindergarten to college and University graduation.

With all these that make life worth while, Burbank has her business and her industries. Industries which provide a large payroll for her citizens and a business district which carries varied stocks to meet the needs of its people. She has her small shops as well as her large stores. Her business district is one of the most up-to-date. Her streets are wide and clean, without the heavy congested traffic of much larger cities, offering convenient parking space and parking privileges, which make shopping a pleasure and a comfort.

Burbank merchants, though they carry stocks which are extensive as to selection, are still able to give to their patrons that personal attention which means so much in satisfactory merchandising.

We want you to meet all our merchants. They want to be a part of those friendships we mentioned as meaning so much to us all.

This Association is striving to keep merchandising in Burbank on the highest plane possible. Our members are encouraged to continually improve their present

high standard of merchandise and service.

We try to hold the customer's viewpoint before our many members. We are opposed to all untrue advertising and fake sales. We stand for honest dealing between merchant and customer as well as between customer and merchant.

We continually strive for the upbuilding of industry and home life in Burbank.

The offices of this Association are open to you at all times. The Merchants of Burbank are desirous of your good will and support.



—Photo by Walters Studio.

JAMES W. SCOTT

Remember, too, your credit in this, your new Burbank home, is as good as it was in your old home town. Write us a letter, or fill out the enclosed blank. We shall be glad to be of service and help to you.

By filing this information with us you will be helping to create between yourself and merchant a friendly credit relation, and this is so essential in good business.

If you have not as yet transferred your bank account, do so now, thus availing yourself of Burbank's exceptional banking facilities.

If you have not purchased a home, see one of our reliable real estate men and enjoy again the satisfaction of being settled.

If you need professional services you can find these in this,

your Burbank Home.

If it is something you need, Burbank has it.

Yes and Burbank needs you! It needs your influence in its home life.

It needs your friendly co-operation in matters of government.

It needs you in its City life.

It needs you as a "Booster" in all that the word implies. For a "Booster" is one who has faith in the community in which he has cast his lot, holding always paramount in his mind the interests of that community.

Ours is a Beautiful City—the "White Spot Of The San Fernando Valley"; but our city cannot be greater than the vision we people who make up its citizens hold for it, so—"Let's Get Acquainted!"

You with Burbank and Burbank with you—thus together on a co-operative and mutually profitable and pleasant basis, continue to build the business and friendships of this beautiful city, Burbank—Your Home.

Cop. 2



# Your Burbank Chamber of Commerce

## OFFICERS

HOMER REED, *President*A. C. FILLBACH, *First Vice-Pres.*J. L. NORWOOD, *Second Vice-Pres.*J. O. BISHOP, *Treasurer*C. C. RICHARDS, JR., *Sec'y-Mgr.*

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CHAS. B. WOOD

THE Burbank Chamber of Commerce is an organization combining all the various interests of our community for the common purpose of helping Burbank grow into a bigger and better city.

It advertises the virtues of this community with the idea of acquiring a larger population, inviting any and all men of good moral character to come and live with us.

It promotes industrial development as a basis of sound prosperity. It originates and promotes projects which facilitate transportation, bringing about new highways, better service for the public on public utilities and lower fares where possible.

It exerts a strong and beneficial influence on the educational, moral and commercial life of the community. In fact any problem of civic betterment comes within the scope of the activities of the Chamber of Commerce. Furthermore, it is the only organization in the city devoted exclusively to matters of this kind. Whenever organized effort is needed to bring about some program not political in nature, but whose accomplishment will be beneficial to the city as a whole, the Chamber of Commerce is the organization that puts it over. It does a vast amount of good in the way of small courtesies to individuals who seek information about the city, or who need advice about commercial matters. It always stands ready to help the private citizen find his proper place in our community life or to aid the largest industry in solving its problems.

The chamber of commerce is very cosmopolitan in its membership; drawing from every line of business and profession, having members in common with all service clubs, fraternal organizations, religious institutions and other similar groups of citizens. Many members are salaried employees of local institutions who feel it a duty and pleasure to do their small part in the city development. The fact that a citizen owns real estate in Burbank is considered reason enough for him to belong to the chamber of commerce, for its activities are conducive to higher real estate values and therefore are profitable to the taxpayer.

Lack of space does not permit any detailed statement of what the Chamber of Commerce has accomplished in the past, nor to enumerate the many projects now being brought about through its influence. It is sufficient to say that its policy is to build a city with sufficient industries to stabilize business by regular weekly payrolls, to encourage the beautification of the city by

parks and other improvements, and to encourage education and art along with proper material and commercial development.

To you citizens who have recently moved to Burbank, we extend a hearty welcome. Make our city your city and feel that you have a part ownership in our civic and community life. We would have you feel that you are one of us and invite you to participate with us in our efforts to make Burbank the best place in Southern California in which to live.

We urge you to adopt our motto, "Bank on Burbank."

In selecting our City for your home, you have come into a community which is yet in the plastic stage and where opportunities for the development of new commercial and industrial institutions are most favorable.

It is not difficult for a person with initiative and reasonable good judgment, to make a place for himself in this City. Burbank is growing at a very rapid rate, the new population creating new possibilities for individual enterprise. Within the next ten years a City of at least 50,000 people will occupy the present confines of our incorporated territory, and with this development of the immediate future, the newcomer of today can profit tremendously by taking advantage of the opportunities now offered.

Burbank is situated at the entrance of the great San Fernando Valley, where the growth of Los Angeles must find its way. Rapid Transit, now approaching at a rapid rate, will bring the valley close to the metropolitan area of Los Angeles, and this fact unfolds a vision of development which will bring prosperity to all who prepare for it.



—Photo by Walters Studio.

CHAMBER OF COMMERCE



# THE STORY OF BURBANK

Courtesy SECURITY TRUST & SAVINGS BANK OF BURBANK.

JAMES MONROE, fifth President of the United States, in proclaiming his famous Doctrine, was thinking more of the possibility of permanent Russian colonization in California than he was of European expansion in South America. This fact is almost lost sight of today. During Thomas Jefferson's second administration Prince Rezanof, intrepid Russian Explorer and Colonizer, had visited California and sent back the following report to the Czar:

"If Russia would engage in an advantageous commerce with these parts and procure from them provisions for the supply of her northern settlements, the only means of doing it is by planting a colony of her own. In a country which is blessed with so mild a climate as California, where there is such a plenty of wood and water, with so many other means for the support of life and several excellent harbors, persons of enterprising spirits might, in a few years, establish a very flourishing colony."

Six years later an opportunity came for the Czar to act on Rezanof's suggestion. In March, 1811, when the United States was deep in its controversy with Great Britain that was to end in the war of 1812, Russia took possession of Bodega Bay, 30 miles south of San Francisco, and established on its shores, Fort Rossiya, or Fort Ross, as it is called today. Ivan Alexandrovich Kuskof was the commander and his first act was to rename Bodega Bay. He called it Rumiantzof Bay.

The colony was a success from the start and emboldened by the favorable prospects for further expansion, the Czar, late in 1822, issued a proclamation excluding all other nations from commerce and fishing in

north Pacific Coast waters. The American President lost no time in answering the ruler of the Russians. In a message to congress in 1823, he said; "The occasion has been judged proper for asserting as a principle in which the rights and interests of the United States are involved, that the American Continents, by the free and independent conditions which they have assumed

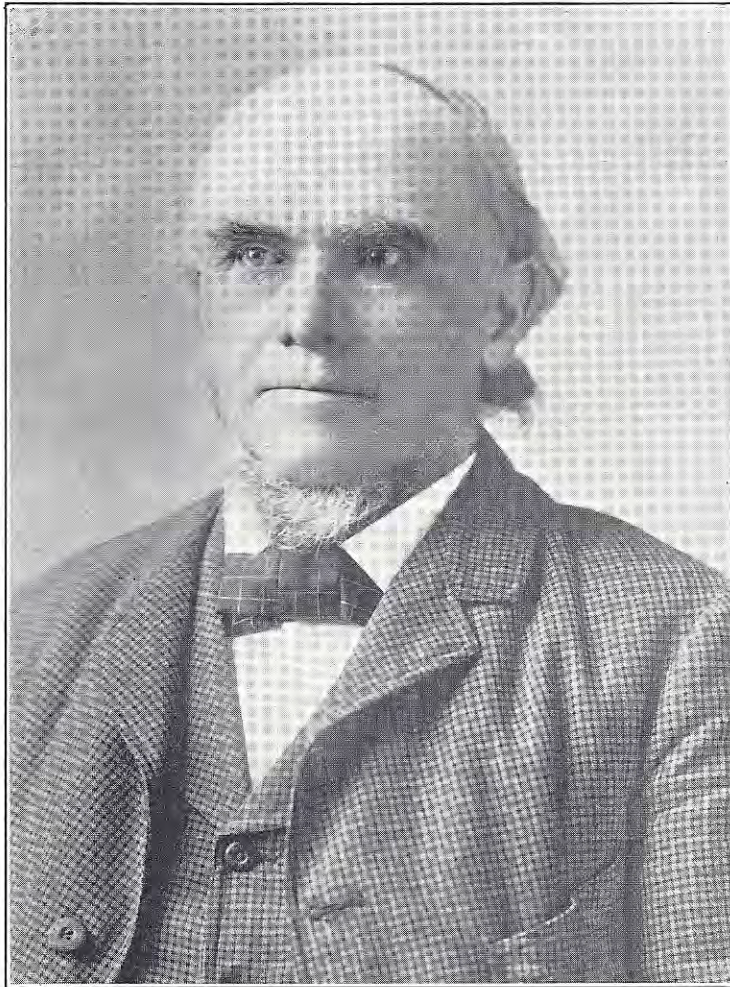
and maintained, are henceforth not to be considered as subjects for future colonization by any European power."

Thus was California saved to the American People. In 1825 Russia recognized the principle laid down by Monroe, agreed not to extend the influence of Fort Ross, and in 1839 sold the place with all its concessions and equipment to Captain John A. Sutter of Sacramento. By 1840 there was not a Russian left on the California coast.

At the time the courageous Virginia President penned his historic message that remains to this day the keystone of American Foreign policy, a baby boy was born up in New England who was to benefit by that action more than most of his fellows. Had Russia remained in California or had Eng-

land extended her domain down the coast and taken this section from Mexico as she had planned, David Burbank probably would have lived all his days among the New Hampshire hills where he first saw the light. Instead, however, we find him while still in his thirties giving up a good medical practice and joining in the great migration that was to take him to the opposite side of the American continent where lay a new destiny before him.

He could not wait until Jefferson Davis, Secretary of War, completed the survey for a railroad route before



Dr. David Burbank, California pioneer, for whom Burbank is named. He acquired all of Burbank in 1867 and operated it as a sheep ranch. In 1887 he joined in founding the townsite. A little later he built the Burbank Theater in Los Angeles, the most pretentious playhouse on the Coast at that time.





SAN FERNANDO BOULEVARD AT VERDUGO AVENUE, 1911.

lone Protestant church had great difficulty in retaining a minister, so slender was the attendance and interest. The lone public school house was located at Second and Spring streets. A police force and fire department were minus quantities. Street sprinkling was done personally by the merchants standing in front of their places of business with a hose. Public conveyances were entirely lacking. There were no banks or loan offices; there were no men's or women's clubs, no temperance or other organizations except a Masonic and an Odd Fellows' Lodge.

starting on the long, long journey from the Atlantic to the Pacific Ocean. He found his way as best he might on horse back and in covered wagons over the Indian infested trails marked by the gold seekers. He arrived in San Francisco in the middle fifties after a perilous trip and was again well established in his profession before the Civil war broke out. After the war he came to Los Angeles. The pueblo of Los Angeles was a new experience even for one as accustomed to frontier life as was Dr. David Burbank, by this time. No place of the same size in all the Far West was still so predominately Spanish. The Castilian and Mexican tongues were heard more than English on the streets. Adobe houses still outnumbered those built of wood. Saloons with open gambling seemed to outnumber all other places of business combined. The town was "Shot Up" with great regularity. Every week-end furnished its quota of killings. The coroner made a fortune. There wasn't a foot of paving in town: there were no railroads in all Southern California and only semi-weekly mail service between Los Angeles and San Diego, the next largest place. There were no newspapers, the editor of the Star having moved to San Bernardino hoping for better support. The

There was no theatre, no music hall, although small wandering theatrical and minstrel companies occasionally put in an appearance and gave performances in a hall. Circuses came annually from Mexico and did a good business. Where the Alexandria Hotel now stands there was a stable, and across the street, the present site of the Security Trust and Savings Bank was a corral. A wood-yard occupied the present site of the Angelus Hotel.

Dr. Burbank, nevertheless, found life in the pueblo attractive and interesting, despite primitive conditions and surroundings, for there was scarce a night without a ball or dancing party being held somewhere in

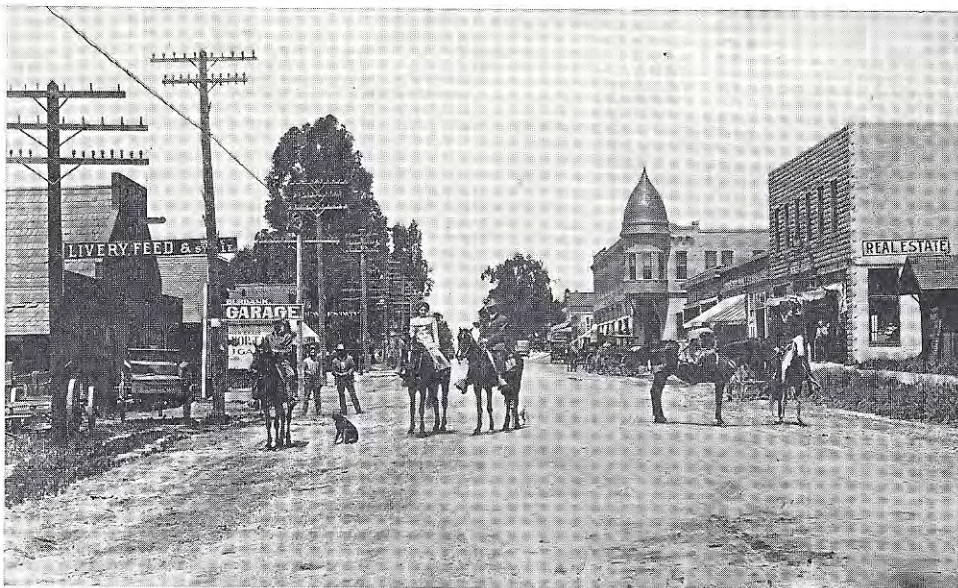


LOOKING UP OLIVE AVENUE SHORTLY AFTER THE FOUNDING OF BURBANK, SHOWING OLD BOOM-TIME HOTEL IN THE FOREGROUND.



the pueblo. The bon-vivant could obtain many of the good things of life for almost nothing. A finely fattened turkey hen of 10 pounds could be purchased for 50 cents and chickens for 15 and 20 cents; steaks 7 cents to 10 cents per pound, and fish not over 5 cents per pound.

The City of Burbank is now located on the land formerly known as the Rancho La Providencia; this Rancho, a Mexican land grant of some 4600 acres, which, when the Mexicans' enjoyment of independence from Spain was at its flood tide, had been given to Com-mandante J. Castro Luis Arenas and Vincente de La Ossa. This land was owned by David W. Alexander and Alexander Bell, and to them goes the honor of being the first Americans to ever own land in any portion of Burbank. Upon these broad acres was fought the battle of La Providencia that was to end in the death of a horse and a mule, but which, nevertheless, unseated Governor Emmanuel Micheltorena and placed Pio Pico in his place. To this day Burbank people dig up cannon balls from time to time in their gardens. When Alexander and Bell acquired the land, Rancho La Providencia, there was difficulty with General Andres Pico in establishing the boundary between it and Pico's great prin-



LOOKING WEST ON SAN FERNANDO BOULEVARD, 1911.

cipality, Rancho Ex Mission San Fernando. A commission composed of Colonel J. J. Warner, H. D. Barrows and Mathew Keller finally settled the matter to the satisfaction of all. La Providencia was acquired for 37½ cents an acre. In selling to the Americans, Vicente de la Ossa wrote: "The sum of \$1500, which has been paid to my entire satisfaction, is the first price and true value of aforesaid Ranch. It is not worth more nor have I found anyone to give any more for same."

When the United States government finally issued a patent to Rancho la Providencia on December 22, 1871, it was in the name of Mr. Alexander. As a matter of

fact, however, the great tract had, on March 20, 1867, been deeded by Alexander and Bell to Dr. David Burbank. Dr. Burbank later sold his holdings, and 4607 acres which he had purchased from Jonathan R. Scott, to the Providencia Land, Water and Development Company, in 1886. This company took the two tracts, surveyed and platted them as a single piece. Burbank came into being the following year. May 1, 1887, was the birthday. "Land and ocean, mountain and valley, sunshine and shade, offer here their choicest benefactions to prolong the



SAME VIEW AS ABOVE, 1928.



lives of the feeble and enhance the enjoyment of the robust. In no place are these natural advantages more remarkably manifest than in the San Fernando Valley, in which are spread the broad acres of Providencia and on whose slightest eminence stands the new townsite of Burbank." So declared the company in its advertising literature which drew people during that "Boom Time" year from all parts of Southern California. Before the year was out sales amounted to \$475,000, "and this without a single free lunch, brass band or excursion and with but little advertising."

Speaking of the new town in September of that year, the Los Angeles Express said: "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. 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. The 25 or 30 residences which have been completed are models of beauty with all the conveniences of a city residence. There is no handsomer hotel on the coast than Burbank Villa, to be opened the first of next month. Architecturally it is a gem and its equipment is as faultless as the style of architecture. Everything done at Burbank has been done right—there is not a shabby building in town." At another time the Express said, in describing a trip to the San Fernando Valley: "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 terminal. 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 thirty substantial dwellings, a fine store building with stock of goods, a passenger station on the Southern Pacific line, the \$30,000 hotel, a furniture factory, a horse-car line nearly completed to the foothills a mile and a half away and two immense reservoirs about a mile apart on the upper edge of the town, which is 300 feet higher on a perfect slope, than the lower side.

"Since commencing operations last May the Providencia Land, Water and Development Company has expended some \$90,000 in improvements and has more work to do. It is putting up a brick block in which a bank is to be located." But alas and alack for poor Burbank and the Providencia Company. One year of progress and the great land boom of the eighties was to break and leave the promising little town in the lurch. There on the gentle slope of the Ranchos of the Saints it was to sleep in the consoling Californian sunshine for nearly two decades before it awakened again to its destiny. Most of Southern California took that length of time to recover from the collapse that followed the feverish speculation of the middle eighties. Boulevard and foothill lots went for taxes. C. B. Fischer bought three lots at Olive Avenue and Kenneth Road for \$80.00 and three lots at Olive Avenue and San Fernando Boulevard for \$800. The Burbank Times suspended publication. Tramps enjoyed siestas in the furniture factory until it finally burned down. Five-room houses sold for \$400, or were taken on foreclosure. Many of the men promoting the Providencia Company were ruined. Few of them lived to see the beautiful city of their dreams come true. They completed the brick block, but twenty years were to intervene before a bank would come to rent the vacant room. Their own room at Number 12, South Spring Street, Los Angeles, was finally vacated and the gold letters, "Providencia Land, Water and Development Company," was scratched from the window, and with these letters was also the letters spelling the names of L. T. Garnsey,

President; John E. Placer, Treasurer; T. W. T. Richards, Secretary, and I. McCudden, H. I. MacNiel, David Burbank, W. H. Goucher, E. E. Hall, G. W. King and J. Downey Harvey. Directors — Men who had caught the vision of the present lovely and prosperous city of Burbank, who had laid out a townsite that justified that vision but never enjoyed a reward for their labors.

Of the 20,000 people and more who now live in Burbank, but a handful are aware of the long hard fight to maintain throughout the



SAN FERNANDO BOULEVARD AT ANGELENO AVENUE, 1928.



"lean nineties" what had been established by the Providencia Company in the promising and prosperous 80's. More than half of them have come to California since 1920, and most of the other half have come since 1910. If Californians had understood in the 90's, as they do now, the science of saving water, the collapse of the boom in the 80's would not have been such a calamity. But, added to the hegira of the people and money from California and the national business depression that followed came seven years out of a decade in which the rainfall was much below normal. During five of those seven years less than ten inches fell a season. Even that amount of rainfall would have filled the reservoirs had there been any to fill. Unfortunately there were but very few. Times were hard.

The great unsold portion of the Providencia Land Company reverted to the cattle and sheep land they had been when owned by Dr. Burbank. Dr. Burbank, before his sale, had operated this vast 9000 acres as a sheep range and cattle ranch. He was counted one of the most successful sheep men in Southern California. Even as late as 1908, when Burbank had grown large enough again to support a newspaper, to attract a bank, and to build a high school, great herds of sheep used to be driven down San Fernando Boulevard. The BURLINGAME REVIEW in its issue of May 3rd of that year, speaks of the largest herd seen in some time passing through town. It was necessary for Ralph Church to shut all the doors and windows of his little pioneer bank when he saw a herd approaching, to keep its dust from completely stopping business.

The dust problem on this principal thoroughfare was solved shortly after this, however, when San Fernando Boulevard was macadamized all the way into Los Angeles. This was the biggest step the town had taken since the boom. 1911 marked two events of outstanding importance; first the completion of the Pacific Electric Railroad through from Los Angeles; second, the incorporation of Burbank as a city. Burbank was, in 1911, but a village of 1000 population; the town was yet peopled quite largely with original settlers who had stuck by the place after the bursting of the boom in 1889.

Burbank prepared in other ways to welcome the P. E.

Realizing that the coming of the electric line would make it a city, it decided to be one in name at least before the arrival of the first car which was September 6, 1911. The election for incorporation was held and carried on July 8th, 1911. The new city government lost no time in getting into action. One of its first steps was to contract with the Brand Pumping Plant on Verdugo Avenue for power with which to light its streets and homes with electricity. The next was to name all streets and number the houses. Uncle Sam was induced to give the town two mail deliveries instead of one daily. A new grammar school was built. Bonds were voted to buy the water plant. By 1916 a City Hall was built, and a fire truck purchased. By this time the population had passed the 1500 mark by a good margin, but Burbank's greatest growth was yet ahead. Nineteen hundred and seventeen marked the advent of manufacturing as the out-



BURBANK FROM AN AIRPLANE, 1928.

standing industry of the community, and with it the passing of agriculture. Today there are but few acres of all the land platted by the Providencia Land Company that are cultivated. Instead they are subdivided, either for homes or factory sites under a carefully planned zoning system. And they are being used as such.

So great has been the development of transportation facilities that now the center of the greatest city west of Chicago is but half an hour away. An hour away its great port and the ocean's pleasant beaches. Within 20 minutes, you are in the famed community of Hollywood, soon to be rivaled by Burbank itself with First National, the largest motion picture studio in the world, within its own borders.

Too often one conjures up thoughts of grime and ugliness and of unhealthful tenements when told that a certain town is an industrial center. If these conditions must accompany a town, then Burbank is not a typical manufacturing city. It is, however, representative of a new order of things which says that beauty and cleanliness and home ownership are the handmaidens of industry. The bungalow of the employee and the mansion of the employer blend alike with the friendly grandeur of the landscape. Not even in the pastoral Verdugan days when these ranches were given their hallowed saintly names that made them the veritable "Ranchos de Los Santos" could more peace prevail!





INTERIOR OF NORWOOD FURNITURE STORE



J. L. NORWOOD

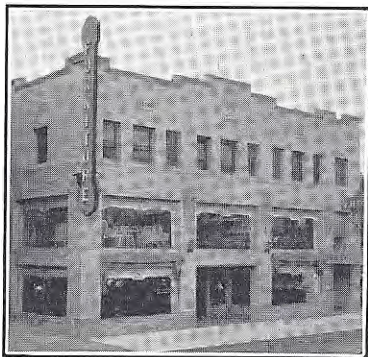
—Photo by Walters Studio.

## WELCOME

TO BURBANK, THE CITY OF HOMES, MOST OF WHICH ARE NORWOOD FURNISHED.

NOT so many years ago this firm was a stranger in Burbank but in the few years of its existence it has won the almost universal support of a people that are ever ready to reward the man, woman or the store "with something on the ball." And so we have grown to be the leading furniture store of the valley, recognized as the value center of things furniture.

WE EXTEND you a most cordial invitation to visit us and become acquainted with your Burbank furniture dealers. You will meet many old friends here in our displays. Such names as Karpen, Kroehler, Simmons, Sealy and hundreds of other names that are known the world over for quality. So come right in and feel at home.



EXTERIOR NORWOOD'S

VISITORS  
ALWAYS  
WELCOME

**Norwood's**  
COMPLETE HOME FURNISHERS

PHONE  
BURBANK  
402

The House That Service Built.  
220 WEST SAN FERNANDO BLVD.

BURBANK, CALIF.



# BURBANK CITY GOVERNMENT

By COUNCILMAN H. E. BRUCE

THE CITIZENS of Burbank are proud of their city and take delight in making its charms known to all who have the good fortune to reside or visit here. After you have motored over the smooth highways through the beautiful residential district, viewed Burbank from one of the mountains which adjoin it, taken note of our picturesque setting, we know that you will feel that impulse which makes every resident a booster.

We want you to know the city administration. The City of Burbank operates under a charter form of Government. The charter provides for a manager, five councilmen, city

clerk, city treasurer and six commissions or boards. The various departments of municipal affairs are in charge of one particular councilman, who is with the city manager and the mayor held responsible for the efficiency of his department. Thus we have the Commissioner of Public Utilities and the Commissioner of Public Safety, Commissioner of Streets, Commis-

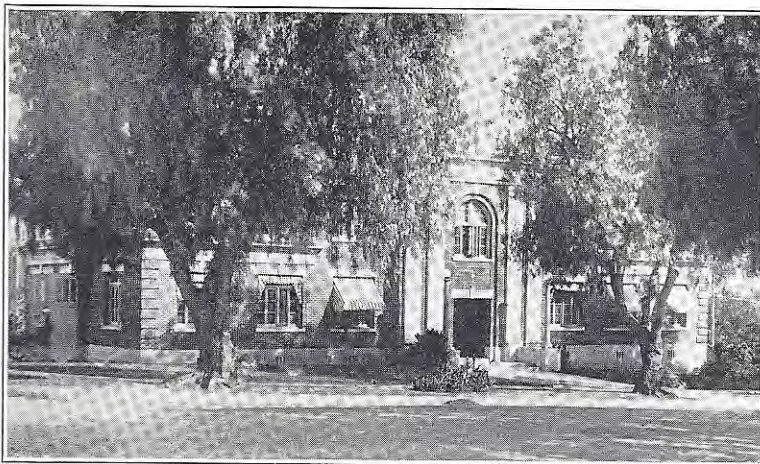
sioner of Fire Protection, and three Commissioners of Finance. The altruistic affairs of the community are in charge of the Library Board, the Park Commission, the Planning Commission, the Playground and Recreation Commission and the Public Health Department. Each of these commissions consist of five citizens serving without pay. The tax vote levied to support all these various activities is limited to one dollar per hundred of assessed valuation. The school and interest levies are not included. The assessed valuation for 1927 was in excess of twenty-three million dollars.

The city owns and operates its own water system, sewer system, light system and garbage collection. Burbank enjoys under this plan of city owned water, the finest water in the south. Her present reservoirs have a capacity of nine million gallons. The current for lights and industries is purchased from the Edison Company. Her sewage goes direct to the ocean. Her three fire stations are fully equipped with the most modern of fire fighting equipment possible. The thought of the future Burbank was considered at the time of installing the above systems. Burbank has ample water, light,

sewerage and fire equipment for a city many times larger than it is at the present time.

A word relative to the city administration. It can be successfully shown that the many departments of a growing city need the constant supervision of a trained head. A city is as much entitled to one executive head to function under proper direction, as is a bank, a mercantile business or a factory. Another glowing attribute to the present form of Government is the placing of city matters strictly on a business basis. The city manager has no motive whatever to take part in political matters,

but is expected to treat all citizens with equal fairness, since he is amenable only to the charter. The charter form of Government is a splendid example of the democratic American idea of Government organization. That Burbank shall continue to grow, reaching out into new areas is apparent. This rapid growth, new residences being built, new manufacturers coming



CITY HALL---BURBANK

to our industrial district, bring with them a need for efficiency and planning which will remove the obstacles that would impede progress for Burbank.

This need is appreciated by the City Government of Burbank and is best understood by looking back over the record of accomplishments. The election for incorporation of Burbank as a city was held and carried on July 8th, 1911. Its first step then was to contract with the Brand Pumping Company for light and power and the next to name streets. The post office at this early date was induced to give to Burbank two mail deliveries a day instead of one. Schools were built, bonds voted to buy a water plant and by 1916 the city hall was built and the first fire truck purchased. At this time our population had reached approximately 2000, but its greatest growth was yet ahead, but successfully and with forethought the city government administered to the needs of the city with a full understanding for its need always uppermost.





*"A Paint for Every Purpose"*

*"Wall Paper for the Most Fastidious"*

—Photo by Walters Studio.

# BURBANK PAINT COMPANY, INC.

F. J. KUNTZNER, President

CORNER SAN FERNANDO AND TUJUNGA AVE.

Phone Burbank 702

YOUR  
Burbank  
HOME



YOUR **Burbank** HOME

# THE PARAMOUNT DAIRY

IN BURBANK'S INDUSTRIAL DISTRICT

**I**N MAKING a survey of the industrial plants in Burbank you will receive a pleasant surprise when calling on the Paramount Dairy Company, whose office and plant is located at 801 Main Street. This complete and up-to-date dairy is under the supervision of C. S. Greaves, secretary and manager of the organization.

You will be astonished to find how large a plant of this kind we have in Burbank.

The milk first arrives at the receiving platform, where it is weighed and tested. From there it is pumped into large glass lined tanks, where it is heated to 142 degrees Fahrenheit and held at that temperature for 30 minutes. This operation completes the Pasteurizing process. These tanks have nickel valves through which the Pasteurized milk flows over a large cooler into an automatic bottle filler and capper. No milk in this plant after Pasteurization is touched by human hands. After this operation the milk goes to the storage room which is always kept at a temperature of 38 degrees Fahrenheit. They operate their own refrigerator department where the ice which keeps the milk cool in the plant and wagons is manufactured. In a separate room the wagons, on returning from their routes, are unloaded and the empty cans and bottles are automatically washed and sterilized.

## MAINTENANCE DEPARTMENTS

This organization maintains a complete garage and mechanical force, with a fully equipped repair shop; also a paint shop, blacksmith shop and many other smaller departments that assist with the keeping of their equipment in first class condition.

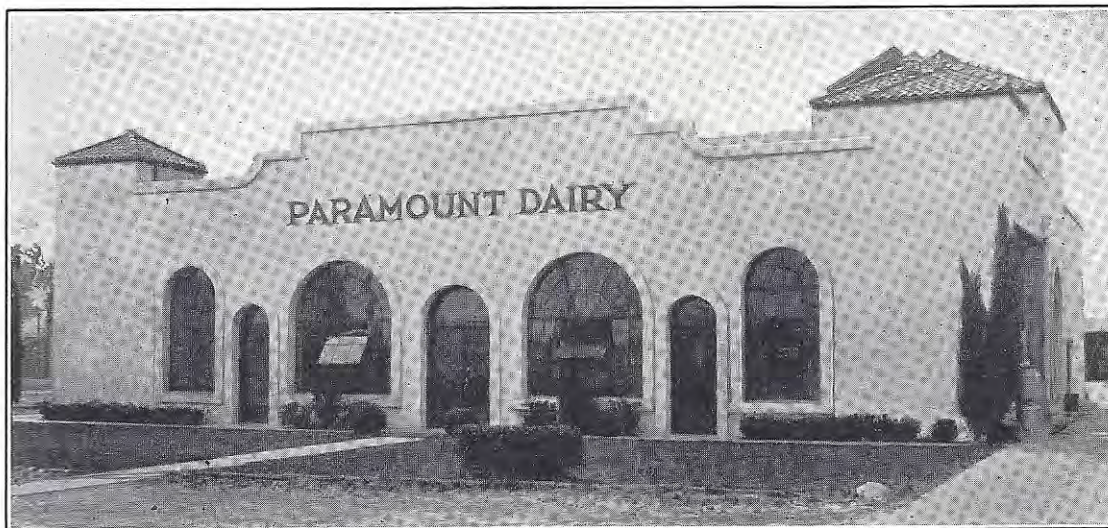
Just off to the left of the general offices a neat, modern, uptodate laboratory is maintained.

Their annual sales are approximately \$400,000 and an average of 40 to 45 employees are on the payroll of this company at all times, which payroll is in excess of \$70,000 annually, with the expectation of a greater volume of business during the coming year.

After visiting this plant one will be greatly interested and surprised at what they will see and will leave with a fuller understanding of the quality of milk and service that the people of Burbank and environs are receiving.

As milk plays such an important part in the building of strong, healthy bodies, one can understand the need for the care and sanitary methods of handling that is so vigorously insisted upon by this company.

The Paramount Dairy extends a very cordial invitation to all citizens and newcomers to Burbank to visit their plant at any time.



—Photo by Walters Studio.

801 MAIN STREET  
BURBANK, CAL.

## PARAMOUNT DAIRY

PHONE  
BURBANK 800

*"Paramount for Health"*

WHOLESALE

RETAIL

A complete line of Dairy Products is distributed by  
our modern plant to which visitors are welcomed.



YOUR **Burbank** HOME

U N I F O R M   S E R V I C E   B Y   U N I F O R M   M E N



First and Angeleno Ave.

BURBANK ICE CO.

Phone Burbank 376



WELCOME TO BURBANK



WE WISH TO WELCOME YOU TO  
BURBANK, AND INVITE YOU TO MAKE  
THIS STORE YOUR STORE FOR DRY  
GOODS, NOTIONS AND LADIES'  
READY TO WEAR.

"MODERATE PRICES,  
QUALITY ALWAYS"

C. M. YOUNG  
*Angeleno and San Fernando Boulevard*

PHONE BURBANK 270-W

BURBANK



# Industrial Potentialities of Burbank

By W. A. BLANCHARD, *Chairman, Industrial Committee, Burbank Chamber of Commerce.*

**T**HE STEADY GROWTH of Burbank is in a great measure due to her stable industrial development. Manufacturers in varied lines find in this city the ideal conditions for industry. Splendid railroad facilities on high land at the junction of the main coast lines of the Southern Pacific extensive switching area, its broad boulevards and boulevard connections, offer industry a low shipping cost to a nearby three million market population.

The manufacturer finds here a pleasant environment that has attracted a high class of employees, for 95% are white and over 50% are home owners—the climate is such that it permits all year operation of plants.

Other advantages of Burbank as an industrial centre are its nearness to raw material as well as a sympathetic city administration.

That others appreciate Burbank as a center for manufacturing can best be ascertained by noting the development of this district during the past ten years. This section was zoned and set aside as an industrial center by our city government prior to 1917, and ample provisions were made at that time to take care of the growth which might develop in this area.

In the year 1917 Burbank made its first change, which was later to mark it as an industrial community, rather than one of agriculture.

To the Moreland Motor Truck Company goes the honor of being the first to open this new regime for it established its plant consisting of twenty-five acres on San Fernando Boulevard, adjacent to railroads, within

easy distance of the city and yet give its employees the advantages of a smaller community for the making of permanent residences.

The Moreland Company has a floor space of 164,000 square feet. This plant includes among other things, a frame manufacturing department, machine shops, a transmission and clutch department, steam hammer, forges, tool shops, inspection rooms, body shops, etc. Last year the average number of men on the payroll of the company was 350, more than half of whom own their own homes. The Moreland company has some of the most modern up-to-date machinery and equipment, for instance in the frame manufacturing department, the rivets are electrically heated. In the carbonizing plant, where the steel is treated to give it special wearing qualities, a quantity of the steel parts to be carbonized are placed in large container rail cars and shoved into the furnaces. In the foundry some of the ore used comes from California. In the body plant a great deal of the wood employed is grown in California, however, wood grown in South American countries and the Philippine Islands is used. Even the radiators are built in the radiator department at the plant. The Moreland Truck Company produces a truck, of which every part must meet a high standard. This company further purchases all available raw materials when possible in California. A plan that if adopted whole-heartedly by all manufacturers and the public as well would relieve the unemployment situation and would further

(Continued on Page 17)



MORELAND MOTOR TRUCK COMPANY FACTORY



**WELCOME  
TO  
BURBANK**

## Choosing Furniture for The New Home

Is just like choosing friends one wants to keep a life time.

We choose our furniture safely only if it fits perfectly our ideas of restraint, comfort and economy.

Russell-Pierce Furniture Company have an unusually complete service which includes among other things suggestions as to the appropriateness of the various furnishings you wish for in any particular decorative scheme.

A beautiful display of upholstered suites in mohair, lustrous rugs in the Oriental colorings, unique and occasional chairs, solid mahogany decorative pieces, artistic beds, refrigerators—all these and more, even to the most slender and graceful of Spanish wall desks, as well as shaded lamps, to replete the home.

WE DISTINCTLY EMPHASIZE QUALITY  
CONVENIENT CREDIT - NO INTEREST



**RUSSELL - PIERCE  
FURNITURE COMPANY**

130 E. SAN FERNANDO  
BURBANK





## INDUSTRIAL POTENTIALITIES

(Continued from Page 15)

the development of California and California products.

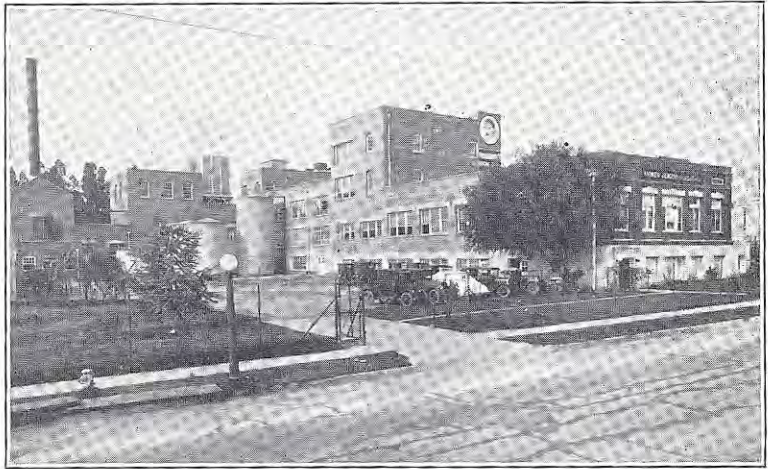
With the establishment of the Moreland Company, other manufacturers gave Burbank consideration, with the result that in the past ten years our Industrial District has continued to grow, to such an extent, that we now have within the city limits of Burbank some 40 manufacturers producing in excess of 60 products, some of which are First National motion pictures, Woodbury's soap and facial preparations, china tableware, sash and doors, motor oils, California fruit candies, Libby fruit and vegetable products, poultry and stock feed, silverware, Lockheed Aeroplanes, and many others, all of which mean a real payroll which now exceeds \$8,000,000.00—and is rapidly growing.

A few of the companies that make up our manufacturing center which are nationally known are, Libby, McNeil and Libby, Andrew Jergens Company, The Empire China Company, First National Pictures Inc., Mission Glass Company, Porter Blanchard—Silver Smith, Standard Oil Company, Shell Oil Company, Union Oil Company, and the Lockheed Air Craft Company.

The Lockheed Air Craft Company is a new concern in our Industrial district, but already has done its bit toward focusing attention on Burbank. Although its landing field is not yet complete, this company has received the largest order for planes ever placed with one single company, and they are filling the contract on time. We might mention that the order received by this company called for 250 planes, which would be a huge order for a plant of long standing.

The Lockheed plant is located on San Fernando Boulevard and Empire Avenue.

The activity as shown in our Industrial district the past ten years we think speaks well for Burbank and its future is assured. The problem before us now, is the choosing of those industries, which Burbank



PLANT OF ANDREW JERGENS COMPANY

most desires, for successful manufacturing depends primarily upon two things, and Burbank has them both—they are, economy of production, and economy of distribution. Our natural location is such that these two items are predominant in favor of industry at this point, raw materials can be assembled at minimum cost, living conditions and labor situations are ideal.

It would be possible to continue an analysis of the Industrial potentialities of this community over many pages, but the facts given are probably sufficient to indicate the sound foundation. With such advantages, the primary problem lies not in attempting to develop industry indiscriminately, but in fostering only those manufacturing plants which can secure the maximum benefits from the position of this community.

Important industrial sites when leased to plants importing raw materials from other portions of the country and finding their primary market outside of Southern California, only benefit this city in the employment of a certain amount of labor, particularly if such plants should happen to be branches of Eastern Organizations or those financed in Eastern portions of the country.

The geographical location of this City affords great opportunity for future growth and because of these natural resources, the city officials were prompted to lay definite plans to meet the growth that results where these conditions exist.

Our advantages have been heralded to the world and large and small manufacturers from all states have heard. They are giving Burbank the consideration it rightfully deserves, with the result that our manufacturing section is growing and straining forward at a speed that would seem unbelievable to one not familiar with conditions prevalent here in Burbank.



PLANT OF THE EMPIRE CHINA FACTORY



NEWCOMER — YOU WILL LIKE OUR STORE



—Photo by Walters Studio.

## for This is A Friendly Store

### FOR CHILDREN

We chose Pied Pipers—the ankles, arches and in-steps are correctly supported. Feet of children are trained to grow as nature intended. Children get the benefit of nine patented health and comfort features—that's why doctors and health boards endorse Pied Pipers.

WE HAVE TRIED very hard to make this a friendly, pleasant place to shop. Service here is understanding service, and the folks that wait on you are pleasant folks, always ready to help you.

Customers in the store often remark about the friendly attitude of people here. We are mighty proud of that. You may rest assured that all of us will continue to do our utmost to keep alert and alive this spirit of friendly service.

We want you to visit us, for it has always been a policy of this store to carry a complete line of the latest in shoes and hosiery.

## TORELLI'S SHOE STORE

208 E. SAN FERNANDO BLVD.

Phone Burbank 294-R

BURBANK, CALIFORNIA



# FIRST NATIONAL STUDIOS IN BURBANK

THE FIRST NATIONAL STUDIOS, at Olive and Dark Canyon Road, are considerably more than a huge factory, and decidedly different. The physical side of the giant film plant, the studio itself—was the largest in the world when it was completed a year and a half ago, with six great stages, twenty-seven other buildings, several miles of paved streets and whole cities of sets. Its cost, when complete, was three million dollars. The studio is also artistically landscaped with lawns, flowers and shrubs. One of its marvels is that it was constructed from the first spadeful of earth turned in an alfalfa field to completion in just 72 working days. Conceived by men of vision and practical experience, it is conceded to be the most perfect motion picture studio ever built. Total area of studio is seventy-three acres, of which 20 acres are covered by studio buildings and sets. In addition to this, the First National Studios have within the past six months, laid plans and are at this time building new offices, new stages, a wardrobe building and many smaller structures at a cost of \$1,000,000.

Features of outstanding importance are the fireproof film vaults, to hold the priceless negative and master prints of pictures completed or in the making; these occupy a part of a large new building. A telephone exchange larger than that of the average city of 10,000 population, occupies the remainder of the building. The electrical plant has twelve generators, and is capable of furnishing 33,000 volts, twenty billion candlepower—enough to supply a city of 20,000 people. A Grinnell fire sprinkler system protects the entire plant.

In addition to a tremendously increased and non-fluctuating production schedule promised by First National officials, the personnel of famous stars, featured players and directors is to be increased in the near future. It may be said now, however, that within the next few months this great Burbank film plant will be

the largest in the world, not only in the sense that it has been since its inception, that of physical size, but in the number and caliber of its productions, the bulk of its weekly payroll and the size of the army of its employees.

The First National Studios are surely a City within a City, for through every part of the studio throbs the heart of picture making—the mechanical departments, the giant dynamos that furnish the power for the lights, the carpenter shops, the foundry, the plaster

shops, the paint shops and the wardrobe departments pulsate with life. Around this heart are grouped dressing room buildings and the stages where pictures are made for distribution all over the world.

Few of us have seriously considered what the First National Studios are doing for Burbank, but more of us should, for this huge plant distributes throughout the world in excess of 40 productions a

year, which are shown to all classes of people and all nationalities in the civilized world, as well as 7500 theatres in America. The majority of First National pictures are made in the Burbank Studio. Many of them will have Burbank scenes, which means that every day First National advertises its product and Burbank.

The same force which made Hollywood the most distinctive community name in America is daily at work in behalf of Burbank. Every story about a First National Picture or a First National Artist bears a Burbank date line. Several million letters each year emanating from this studio mention Burbank at least twice. Literature of all kinds distributed to the extent of many millions of copies will mention this city prominently. Many faces known to millions of people, including The First National Stars, Colleen Moore, Billie Dove, Corinne Griffith, Richard Barthelmess, Milton Sills, Ken Maynard and Harry Langdon, will be identified with Burbank. The First National Studios in coming to Burbank express the confidence of that Organization in our city and we of Burbank do appreciate it.



FIRST NATIONAL STUDIOS, OLIVE AVENUE AND DARK CANYON ROAD



# BURBANK APARTMENTS

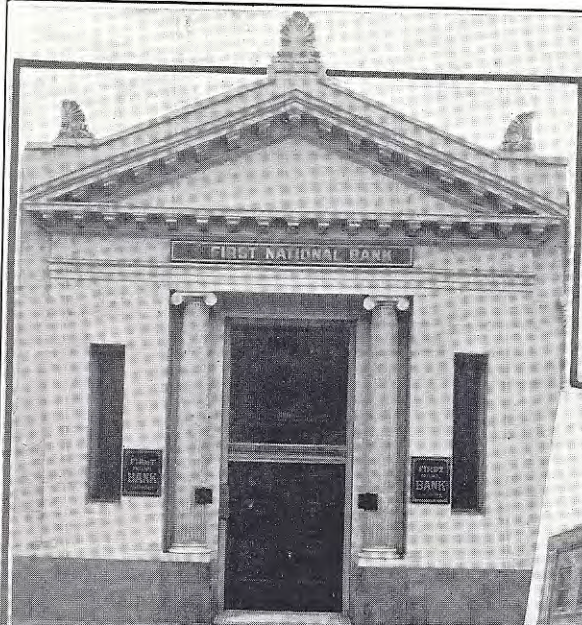
*The Golden West  
~ Apartments*

*The Elliot~  
Apartments*

*The Anita~  
Apartments*



# FINANCIAL INSTITUTIONS



FIRST NATIONAL BANK~



MAGNOLIA PARK NATIONAL BANK



BANK OF ITALY~



SECURITY TRUST & SAVINGS BANK~





—Photo by Walters Studio.

# Victory Theatre

205 EAST SAN FERNANDO BLVD.

*Burbank's leading Theatre, which provides good, clean entertainment for the entire family, featuring only the best in pictures at popular prices.*



# BURBANK SOCIAL AND CLUB LIFE

By FRANK HARBERT

A CITY'S RECORD of hospitality may be judged by its club and social life. Burbank's excellent Country Club and the activity of the National Fraternal Organizations speak well of the friendliness and co-operation of the citizens of this city. This spirit of good will likewise is manifested by the cordial welcome given to its visitors.

Out of town guests are made to feel at home by visiting these places. Most of the well known fraternal organizations and service clubs are here. The Masons, Elks, Odd Fellows, Knights of Pythias, Moose, Druids, Yeomen, and others, have active local bodies, several occupying buildings of their own. The Woman's Club of Burbank has a very large membership and is located in its own new home at the corner of Olive and Seventh. Besides these, there are Rotary, Kiwanis and Optimist Clubs, all with a well represented membership. The Business and Professional Women also have an active organization.

The Sunset Canyon Country Club, pictured here, occupies some 1300 acres, in one of the most beautiful wooded canyons in Southern California, with its club house overlooking Burbank and the great San Fernando Valley. It is one of our show places, and though a private club, membership is available.

The new club house, formally opened December 31st, 1925, is of Spanish design, with elegant appointments and accommodations. The property is within the city limits of Burbank and is valued in excess of \$1,000,000.

A well paved and oil road extends up the canyon for two miles; along adjacent to this road one hundred members of the club have availed themselves of the cabin site privileges and have erected cabins, artistic and in harmony with the beautiful wooded setting.

Hiking paths and bridal trails throughout the property lead to points of advantage which afford splendid views of surrounding country.

Water, gas and electricity, as well as phone service, are available at all cabin sites.

In a climate which makes golf possible twelve months of the year, and on fairways cooled by a semi-tropical breeze, the golf enthusiast will find the game here at its best. The Sunset Canyon Club golf course, whose

grass greens and fairways spread out on a gentle sloping and rolling plateau, makes one of the most picturesque, and offers the golfer real enjoyment.

Year around surf bathing brings wholesome recreation to those wishing to avail themselves of this delightful sport, for Burbank, situated on high ground, practically free from fog, is but 45 minutes, over smooth, broad, paved highways, to the ocean.

The ocean climate, in summer, averages 65 degrees; the winter is approximately 55 degrees throughout. Pier, surf and deep sea fishing are every-day diversions.

Yachts and fishing dories make daily trips from beach towns to Catalina Island over huge kelp fronds, where again the avid angler combats with the never failing game fish, and gigantic catches are brought in daily, attesting to the skill of the anglers and the abundance of game fish. These sports are fascinating and full of genuine sportsmanship.

For the theatre-goers, Burbank offers the best in pictures, two of which are shown in this booklet.

The Loma Theatre, on East San Fernando Boulevard, features United Artists Productions, showing such players of note as Mary Pickford, Douglas Fairbanks, Norma Talmadge, Gloria Swanson and others. The Victory Theatre, located in the heart of Burbank business district, is one of our leading playhouses. An interior view is shown in this article. This theatre is locally owned. Mr. Myers, manager, says, "It is the desire of this house to always provide for Burbank, clean, wholesome entertainment, showing always, only the best in pictures for the entire family, at popular prices."

Clean, wholesome recreation and entertainment for the young people is an important factor in the life of a city.

The citizens of Burbank realize this and have a clear conception of the value of the younger generation. This is evidenced in the keen interest and support shown in all worthwhile agencies for the conservation and training of their greatest asset—The Boys and Girls.

The most active of the Boy organizations in Burbank is the Boy Scouts. This organization is in excess of 192

(Continued on Page 25)



CLUBHOUSE OF THE SUNSET CANYON COUNTRY CLUB.





—Photo by Walters Studio.

## LOMA THEATRE WELCOMES YOU TO BURBANK

In the land where "movies" are made you will want to see the newest pictures. We offer for your entertainment such artists as Mary Pickford, Doug. Fairbanks, Gloria Swanson, Norma Talmadge, John Barrymore, D. W. Griffith and others.

ALWAYS AT POPULAR PRICES—10c-25c-35c

319 EAST SAN FERNANDO BLVD.

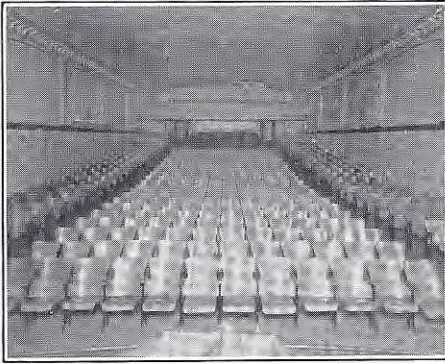


## SOCIAL AND CLUB LIFE

(Continued from Page 23)

making a total of seven active troupes. The organization is now maintaining five Scout cabins and is planning in the early future to erect another cabin on one of the city school ground locations.

It is the plan also to make vacation excursions in which all of the members are able to participate. As an illustration, during the summer months a camp is maintained in the Yosemite Valley and also one in the Mojave Desert. The vacation period for the boy trouper is 10



—Photo by Walters Studio.  
INTERIOR VICTORY THEATRE

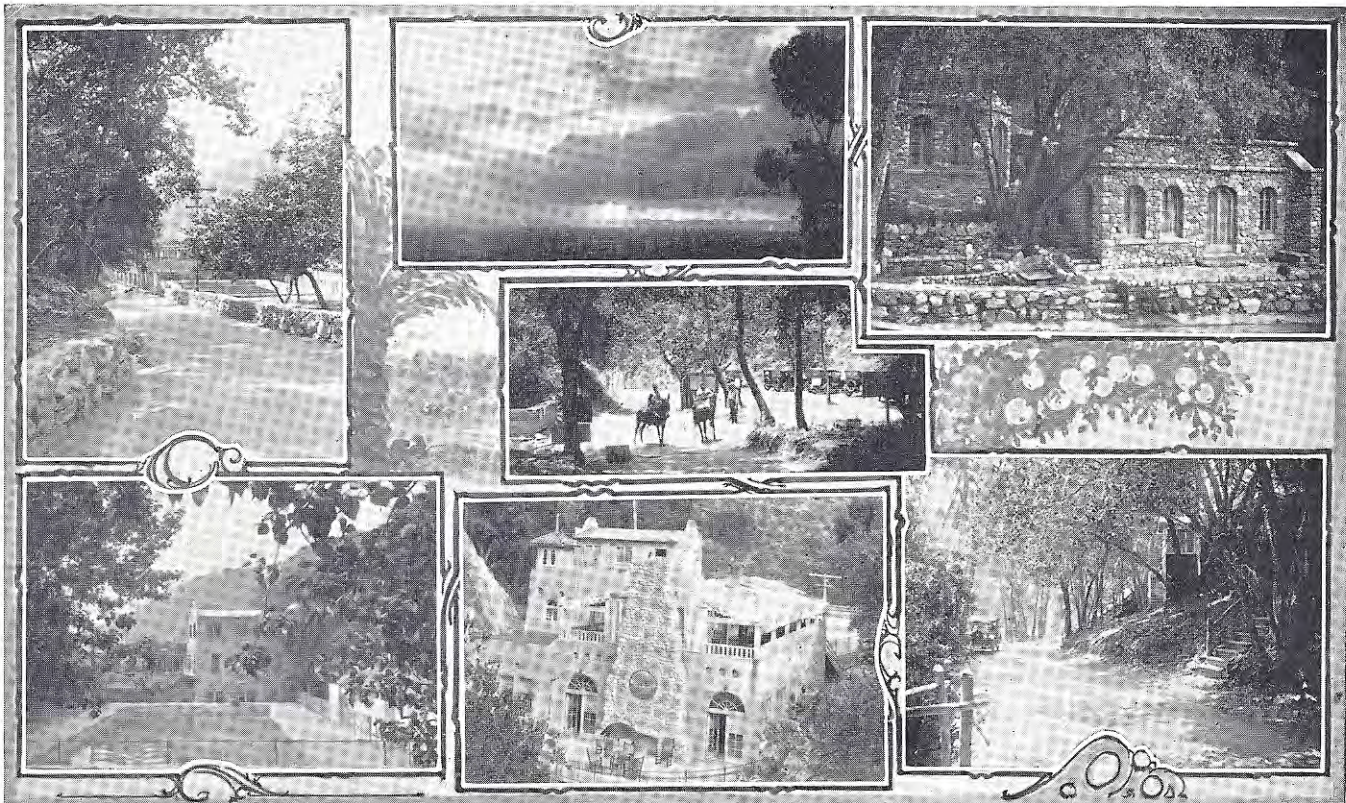


—Photo Courtesy Sec. T. & S. Bank  
CLUBHOUSE OF THE WOMAN'S CLUB.

days and the expense for such trip being but \$10.75; this amount being sufficient to take care of all expenses.

When troupes are on vacation or trips, they are always under adult supervision. Harvey Theesaman, executive of the Verdugo Hills Council, is in charge of the Burbank division, but he advises that a full time man has been appointed to assist him in the management of the Burbank troupes.

All in all the newcomer will find that the Social and Club life of Burbank extends a feeling of cordial good will, inviting the companionship of himself and family.



VIEWS IN SUNSET CANYON





—Photo by Walters Studio.

**OTTO. G. SIMON, Men's Furnishings** This Men's Store is located opposite Security Bank Bldg. A complete stock is carried for men including the well-known make of Middishade Blue Serge Suits as well as Mallory Hats, Hendan Shirts, Phoenix Hose.

## HARTZELL'S

*Welcome You to BURBANK, the Fastest Growing City in the World.*

WE GREET YOU WITH A COMPLETE STOCK OF  
*Nationally Advertised Merchandise*

Skinner and Clayburg Silks, Silk Prints, English Prints, Printed Organdies,  
Flaxons and Voiles, Athena and Sunbeam Underwear,  
Humming Bird and Allen-A Hosiery

*And a Complete Line of*  
FLOWERS, COLLARS, HANDKERCHIEFS, BAGS AND NOTIONS

When Down Town Make Our Store Your Store.

110 E. SAN FERNANDO BLVD.

PHONE 809-J

*"The Store With Better Values"*



# EDUCATION IN THE CITY OF BURBANK

By LEONARD F. COLLINS, *Superintendent of Schools.*

## EDUCATIONAL FACILITIES AND ENROLLMENT

**I**N BURBANK we have nine schools, with land and equipment valued at \$1,652,866. These schools take care of over three thousand pupils. One hundred and thirty-five teachers, highly trained and specialized, devote their energies to the instruction and development of these children. The following is a list of the Burbank schools, giving their valuations:—

### HIGH SCHOOLS—

Senior High School.....	\$375,581
Junior High School.....	279,923

### ELEMENTARY SCHOOLS—

Joaquin Miller .....	96,145
George Washington .....	45,032
Thomas A. Edison .....	229,457
Luther Burbank .....	120,106
William McKinley .....	45,533
Abraham Lincoln .....	81,854
Theodore Roosevelt .....	77,877

### NIGHT SCHOOL

Besides the regular day enrollment, there are a large number of adults attending night school with a special teaching staff to give the work.

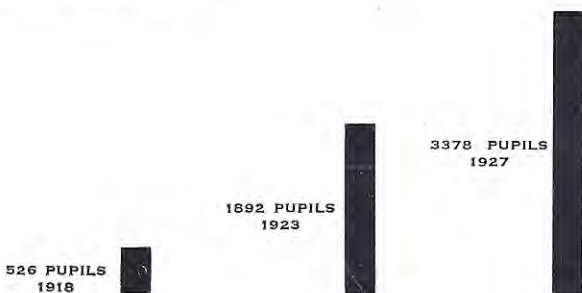
### SPECIAL WORK FOR CRIPPLED

### CHILDREN

A special teacher has been provided to go to the homes of those children who are unable to attend school because of physical handicaps.

## RAPIDITY OF GROWTH OF OUR SCHOOLS

Few people realize how rapidly our schools have grown. In fact no school system in Southern California, as large as Burbank, has had the tremendous increase in pupils that ours has had in the past few years. The following diagram will show graphically the great growth of our schools:



That is, in 1918, in the Elementary and High Schools, we had a total of 526 pupils; in 1923 the enrollment had leaped up to 1892, an increase of over 300%, and in 1927 our enrollment had grown to 3142 pupils, which is an increase of almost 600% of the amount in 1918.

This year there has been a heavy increase above the 3142 pupils that we had in September.

During the past 10 years the average annual increase in pupils has been 21%. We have every reason to expect this rapid growth to continue.

## FACILITIES KEEPING UP WITH GROWTH

Even with the above unprecedented growth in school enrollment, the schools, with splendid community co-operation, have been able to provide for the continual stream of new pupils. Just recently the people of Burbank voted a \$765,000 bond issue to provide for the needs of the District. This bond issue provides for the following:

A new Junior High School in South Burbank.

Additions to the present Junior High School, which will make it more modern, with modern shops, gymnasium and an excellent auditorium.

Three additional classrooms for the Joaquin Miller School and an auditorium.

Six new additional classrooms for the William McKinley School.

Three additional classrooms for the Abraham Lincoln School and an auditorium.

Six additional classrooms for the George Washington School.

A modern, up-to-date, and well equipped elementary school in the northern part of the city.

The people of Burbank point with pride to the fact that they have been able to vision the future needs of their children and have provided so well that the school organization has not been forced to resort to half-day sessions on a large scale or other expedients to take care of the large numbers of new pupils.

## OBJECTS OF EDUCATIONAL PROGRAM AND

### CHARACTER BUILDING PROGRAM

The main objects of Burbank's educational program are to center attention of all pupils on:

Ethical character.





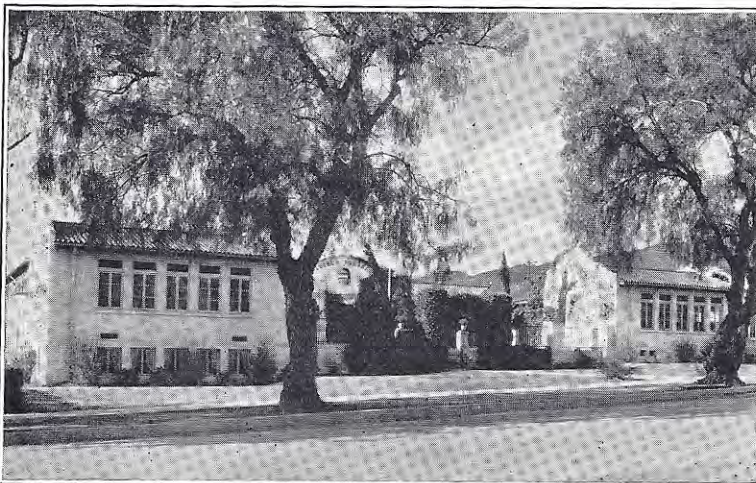
SENIOR HIGH SCHOOL CAFETERIA

Development of fair play.  
Spiritual growth.  
Sound physique.  
Mastery of fundamentals.  
Liberal education.

We believe strongly in mastery of subject matter and in good discipline, but we believe both of these aims are only a part of the main program, namely, character education, or good citizenship.

The most successful method that has ever been devised for developing character is the learn by doing method. Pupils become good citizens by being good citizens. They participate whole-heartedly in good citizenship work only when they are taken into the plan and are helped to understand the aims of the program, the reasons for the program, and the advantages of the program.

#### FOR LEISURE TIME OF PUPILS



LUTHER BURBANK GRAMMAR SCHOOL

Such movements as the Boy Scouts, Girl Scouts, Campfire Girls and Y. M. C. A., furnish valuable aid in our work. These movements have grown from nothing, or a bare beginning in 1920, to vigorous and active organizations in 1928.

We now have seven Boy Scout troops, eight Girl Scout troops, five Comrade groups, one Hi-Y group, one Junior Hi-Y group, four Friendly Indian groups, ten Pioneer groups and three Campfire Girl groups.

Classroom teachers are leading most of these groups and deserve most of the credit

for the success of the work. We know of no other city where this work has succeeded so largely.

#### PROFESSIONAL TRAINING OF BURBANK TEACHERS

Our teachers feel that studying one or two university courses a year under a good instructor keeps them growing mentally and brings to them the most up-to-date methods of teaching. Numbers of Burbank teachers take university work every year and apply the ideas obtained to their every-day teaching work.

From last year's annual report we have gathered the following statistics: Thirty-three of our teachers hold a Bachelor's Degree, and five a degree higher than a Bachelor's Degree. There are twenty-five who have completed five years of college work. The number who hold a credential only is fifty-seven.

We now have a total of seventy-eight Burbank teachers who are working for a higher degree.

#### A NEW DEPARTMENT

Our schools use all the latest worthwhile educational methods and ideas. This year we have added a Visual Education Department which the teachers have found valuable in presenting practically all types of classroom work. We have in the Visual Education Department pictures, booklets, and exhibits concerning many different subjects. Realizing that "one picture is worth a hundred words", the teachers use these materials to obtain results in art, geography, history, literature, nature study, healthful living and character education. The department is still growing as new materials are being added.

#### THRIFT IN OUR SCHOOLS

This time last year 35 per cent of our pupils were saving money through



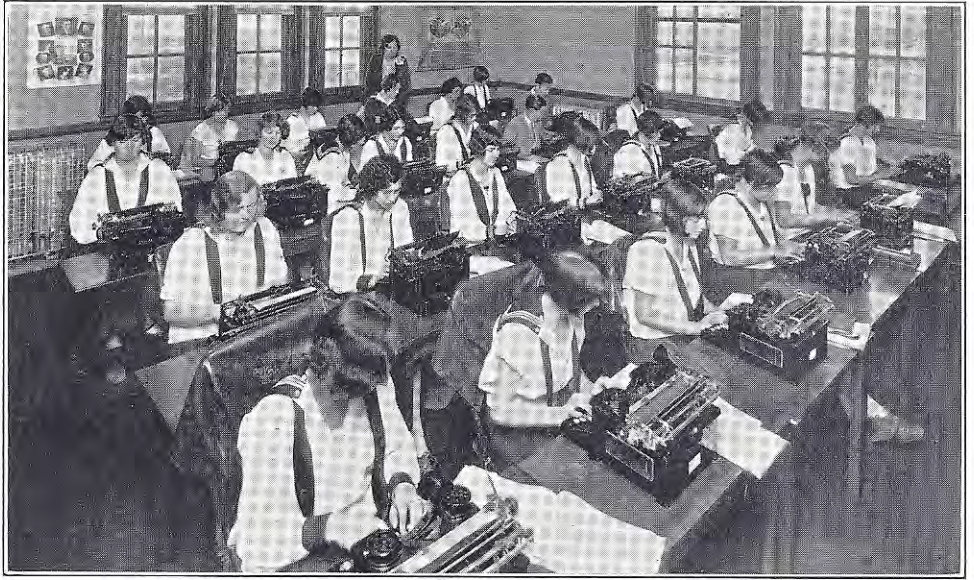
the schools. We now have 70 per cent of our pupils participating in School Savings Accounts; a 100 per cent increase, which we feel shows much progress. However, we are still working; we hope to have 100 per cent depositing.

The teachers emphasize the importance of saving not only money but also time, health, supplies and general equipment. The stressing of the value of earning, spending wisely, and saving systematically will, we feel, result in making our boys and girls, the future citizens, more thrifty.

#### OUR AMBITION FOR THE BURBANK SCHOOLS

Our ambition for the achievements of the Burbank schools is neither small nor lukewarm. For over 10 years our chief ambition has been that the Burbank schools shall become the best on earth in character education.

A little reflection will show the possibility of this ambition. A recent survey showed that one large division of our schools ranked higher in teacher rating as measured by the County Superintendent of Schools than any other schools supervised by the county. (It is well established that the best schools on earth are in the United States—and in the United States, our own



TYPING ROOM---SENIOR HIGH SCHOOL

state, California, ranks first in education.) Southern California has led in educational progress. We lie near four great universities and are thus able to get an unexcelled selection of teachers—a vital matter. Our schools are not so large but that they can work together as a unit without cross-purposes.

With the continued community co-operation in the school program, with the ablest Board of Education that Burbank has ever had, with a steadily growing population and a climbing assessed valuation, and with a vision of our great opportunities, we look forward and work together whole-heartedly to make our schools the best on earth.

## Word of Appreciation

*To the Security Trust & Savings Bank of Burbank we are indebted for many of the illustrations showing scenes of Burbank in the early days and for much of the material pertaining to that date.*

*We are particularly grateful to the Burbank Chamber of Commerce for favors extended and to the different writers for their contributions which have been so kindly offered, after much effort and research on their part.*

*This Booklet has been made possible only by wholehearted co-operation of your local business men whose advertisements appear herein.*

*If you, as a newcomer, appreciate this booklet and would like to have the newcomers who are yet to come receive a copy, let your FRIENDS, the MERCHANTS, know you have received it, for only by this expression of yours will they know that their efforts have been worthwhile.*

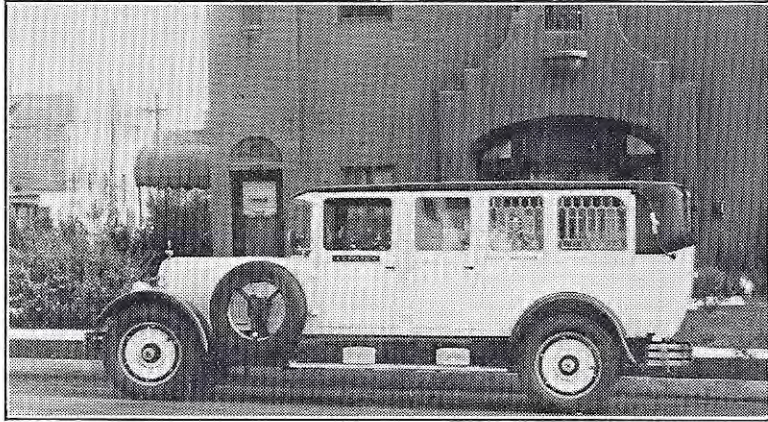
FRANK HARBERT, Director of Publicity.



YOUR **Burbank** HOME

# A. C. FILLBACH

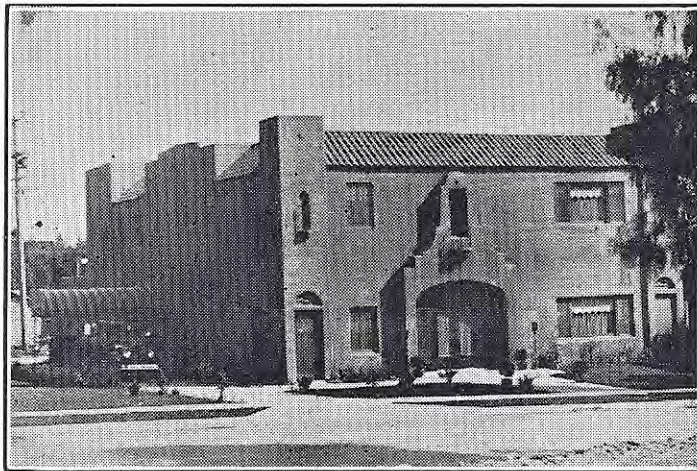
Burbank Undertaking Company



BEST EQUIPPED, OLDEST ESTABLISHED  
IN BURBANK

## AMBULANCE SERVICE

Day or Nite—Any Time—Any Place



IN OUR NEW HOME—152 NO. PALM AVE.

Phone Burbank 51

Burbank, California



## BURBANK--A City of Beautiful Churches

ALL thoughtful men and women desire to live in homes that are attractive physically, with the most helpful and inspiring environments that may be obtained.

The community that possesses natural beauty, acquired wealth and intellectual achievement through the activity of its citizens wins the esteem and respect of all who appreciate worthy living.

The acquisition of wealth and financial power, the most attractive environments in themselves will not make a home, for the fundamental quest of those who desire ideal homes and happy surroundings is the quest for culture and integrity that will insure the highest type of character embodied in the individual life.

A way to build a successful city is to build it of homes that embody the noble virtues erected in the individual life. Where there is no spiritual vision, the people perish, for the life of the city is formed by the vision of its citizens.

The City of Burbank has come into possession of a rich inheritance, in that her early citizens laid a foundation for a religious consciousness that has permeated the life of the community and established a religious environment that gives strength of character and a high moral to the splendid institutions which are identified with the prosperous and rapidly growing city.

The people have delighted from the very earliest

history of this city's life to acknowledge their loyalty to the church as an institution, erected and dedicated to God, as the supreme and honored Inspirer of all worthy life.

Burbank's Church life is recognized by the people of this city as the greatest asset to the citizens of this community. Her splendid and beautiful churches have experienced a rapid growth and have demonstrated their

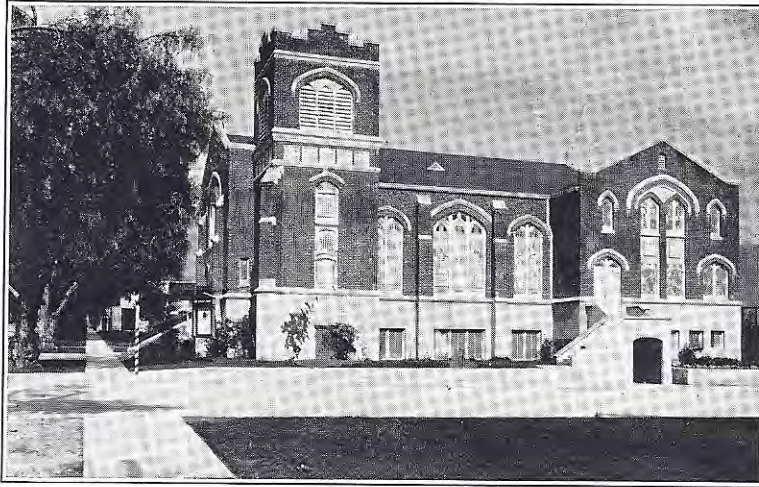
influence upon the community through the loyalty of her citizens in their present support and they represent at the present time a total valuation in excess of one-half million dollars.

It is worthy of note that the churches of our city are loyal to the obligations imposed upon them through the rapidly increasing growth of the city and the responsibility involved in minister-

ing to the moral and spiritual welfare of this district. An outstanding phase of the church life of our city is the unusual effort which the churches make to prosecute the religious education of the youth through the organizations of the churches adapted to meet this great need. Also through allied agencies to build upon the young manhood and womanhood of the community, efficiency in teaching and training for future leadership to meet the moral and spiritual obligations of the present and future, challenging men everywhere.

The churches of Burbank are seeking to promote

(Continued on Page 43)



—Photo by Walters Studio.  
FIRST METHODIST EPISCOPAL CHURCH



—Photo by Walters Studio.  
FIRST CHRISTIAN CHURCH



—Photo by Walters Studio.  
FIRST PRESBYTERIAN CHURCH



# Magnolia Park ~

*Earl White*

OWNER AND  
DEVELOPER

of

MAGNOLIA  
PARK

*The man who started  
the development of the  
Valley Section of Bur-  
bank.*

Is the new business center of the valley section of Burbank. It is now well established at Magnolia Boulevard and Hollywood Way.

This is the future center of the Metropolitan Business District of the San Fernando Valley — Los Angeles' Better Half.

HOLLYWOOD WAY AND  
MAGNOLIA BLVD.

PHONES { BURBANK 1601  
GRANITE 3193

" W E L C O M E T O B U R B A N K "

## LUMBER

HARDWARE AND PAINTS



CAMPBELL LUMBER & SUPPLY CO.

No Order Too Large or Too Small for Us to Fill

MAGNOLIA PARK LUMBER YARD

J. B. CAMPBELL

1201 W. HOLLYWOOD WAY  
BURBANK, CALIFORNIA

Phone Burbank 852 M



## MAGNOLIA PARK IN BURBANK

EVERYONE is thinking real estate, talking real estate, and those with money, it seems, are buying in Magnolia Park, the new residential district of Burbank, the future business center of the metropolitan area of the San Fernando Valley. This district of Burbank is rapidly developing, and its advantages for the investor and home builder, have proved to be a safe and profitable purchase.

Magnolia Park is the outstanding example of the stabilization of real estate values, because of its civic development, business increase, home building and other activities. It is distinctly the type of business and residential center that has worked a revolution in realty affairs.

Magnolia Park is the creation of Earl L. White, Civic Builder and Developer. To his visualization and the execution of his plans, Southern California is indebted for this community, which is now a magnetic point of investment, as well as being the chief factor in the drawing power that is steadily pulling Los Angeles and Hollywood over the hills into Burbank and environs.

The tide of expansion is flowing over now, absolutely justifying the plans for a great business center at the intersection of Hollywood Way and Magnolia Boulevard.

Because of the wonderful success in establishing residential and business conditions here, Magnolia Park in Burbank was a deciding factor in the locating of the First National Studios at its doorway, incidentally bringing to Burbank the largest film plant in the world with its attending payroll of financial magnitude.

Magnolia Park has directly and indirectly given our municipality 2500 thrifty, contented homes, many miles of paved streets, dozens of miles of paved highways, and more than two million dollars in property valuation.

In Magnolia Park there are at this time beautiful and properly equipped school buildings, crowded to almost capacity, handsome brick business blocks, and other attractive structures, stores, shops, service stations, daily paper, garages, lumber yards, furniture and hardware stores and a bank with a \$100,000 capital stock.

Magnolia Park, as a residential and business district was inevitable, it was destined to be such because of its

proximity to the 65 industries of Burbank, with their present and ever-increasing pay rolls; this gives solid foundation for the future growth of this community, and is in a large measure responsible for the rapid increase in volume of trade which is being enjoyed by the various commercial enterprises of this business district.

Of even greater significance is the fact that Magnolia Park is located in the center of the overflow of residents from Los Angeles, Hollywood and Glendale. These cities as mentioned surround Magnolia Park on three sides, and the great San Fernando Valley of hundreds of thousands of homes make up the background.

Under such conditions visualization of a great population and commercial center at the intersection of Hollywood Way and Magnolia Boulevard is entirely logical and assured.



MAGNOLIA AVENUE

—Photo by Walters Studio.



—Photo by Walters Studio.

### To The Newcomer.....

- ¶ You will no doubt want some one to care for the cleaning and pressing of your clothes.
- ¶ You will want to know then that those to whom you trust even your most dainty garments are capable.
- ¶ Permit us to say that we have been in this business, in this one location, for over six years, and that our business, like Burbank, is growing.

(Suits Tailored to Your Order)

### BURBANK CLEANERS & TAILORS

116 E. SAN FERNANDO BLVD.

PHONE BURBANK 108

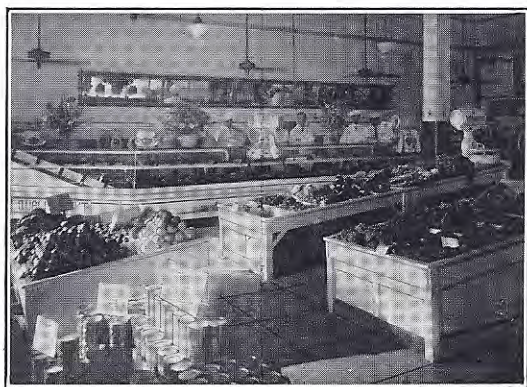


W E L C O M E   T O   B U R B A N K



—Photo by Walters Studio.

## A COMPLETE FOOD STORE



WE are the only store in Burbank carrying the best grades of steer beef, lamb, veal and poultry—fruits, vegetables and fancy groceries.

YOU will enjoy shopping at the "Quality Market" for here under one roof—Quality Merchandise is displayed offering you a wide variety from which to make your selection of food stuffs for the table.

Burbank  
**307**

**PHONE FOR FOOD**

TWO FREE DELIVERIES DAILY

Burbank  
**308**

# Quality Market

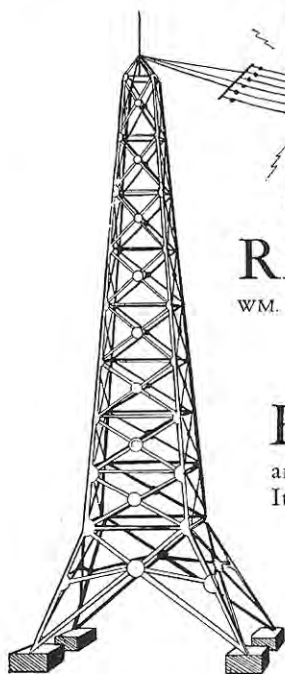
Two Markets for Your Convenience

144 W. San Fernando Blvd.  
Phones Burbank 307 and 308

Magnolia Park Market  
3617 Magnolia Blvd. 964-J.



YOUR **Burbank** HOME

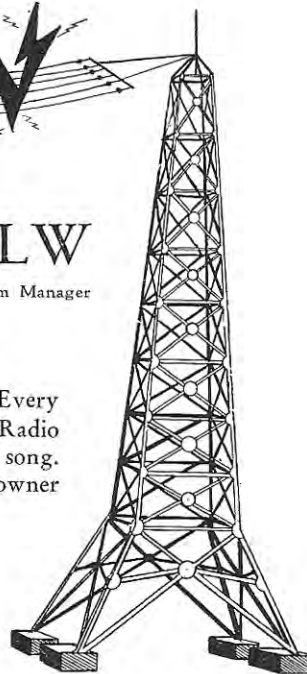


## RADIO STATION KELW

WM. GOULD, Business Manager

HARRY A. JAMES, Program Manager

BURBANK, CALIFORNIA



EVERY DAY Burbank is broadcast to the world. Every day listeners in have in their homes, because of Radio and KELW, the best in music, drama, literature and song. It is the sincere and earnest wish of Earl L. White, owner and operator of KELW, that this station will be a source of civic helpfulness. It is the plan of this station to keep open house. You and your friends are invited to come to the studio any time. If it is your first time to a Radio Broadcasting Studio, you will find it to be sufficiently remunerative

in experience to more than reward you for the time. If you cannot come, "tune in", anyway, on the programs and let KELW have your suggestions and comments from time to time, so that they may be better able to render even greater service to the friends who listen in.

Burbank is proud of this station, and that others enjoy its programs is evident in the thousands of letters of appreciation which pour into the studio from all

parts of the country, and many from remote regions. There is no doubt that this good work on the part of Radio KELW is creating good will for Burbank, in the minds of people near and far, and such publicity going to them direct cannot help but create a feeling of interest and give to them a desire to come and see our city.

KELW operates on a wave length of 228.9 meters-frequency, 1310 kcl.



BE OUR  
GUEST  
HERE AT  
THE  
PUMPKIN  
—  
ANY  
NOON

## REAL ESTATE IS A GOOD INVESTMENT

*Magnolia Park*  
**REALTY CO.**

3611 MAGNOLIA BLVD.

BURBANK

Phone Burbank 1260

OUR SUBDIVISIONS IN BURBANK AND NORTH HOLLYWOOD ARE  
WORTHY OF YOUR INVESTIGATION.



# *Story & Sons*

ESTABLISHED 1915

120-24 EAST SAN FERNANDO BLVD.  
BURBANK

*... To Fill Your Wants In ...*

HARDWARE { BUILDERS  
HOUSEHOLD

PAINTS

PLUMBING { CONTRACTING  
REPAIR WORK

LINOLEUM

WINDOW SHADES

---

WE SOLICIT YOUR PATRONAGE ON OUR REPUTATION  
FOR FAIR DEALING.  
AND WELCOME YOU TO OUR STORE AND BURBANK

Telephone Burbank 111



# BURBANK TODAY AND TOMORROW

By JAMES W. SCOTT

IN BURBANK today there are many residents who were living here at the time of our incorporation. To them it does not seem that our growth, from a very small village to the city you see today has been anything unusual. This is because effort and thought was given even at that early date, for the Burbank of Tomorrow.

Visitors compare our development to the wonders of Aladdin and his lamp. But like Aladdin's wonderful lamp, our wonders have not all been revealed, for the vision of the early pioneers has not as yet been realized.

They visioned a city of 50,000 people, beautiful homes on the rolling slopes and a busy, thriving, industrial and business district.

The insurance of this continuous growth was the problem that confronted those before us, the same as it confronts we citizens of Burbank today.

The real task, then, is to put into effect a system that will meet the needs of the city today, yet, take care of the needs of that city of tomorrow.

This will be done by making provisions and plans to meet the future needs of this community as they make themselves known.

The building of a city is much like the building of a business, the first element is foresight, then we must proceed with optimistic ideas in a sound, systematic, economical manner.

Industry, commerce and people move very much like a stream, seeking always the path of least resistance, consequently the barrier must be removed before conditions which would block our growth reach us.

Transportation, streets, parks, lighting and water supply, schools, churches—these are necessary and should be adequate all times to meet the demands that are made upon them.

In Burbank, through the efforts of the planning commission, definite progress has been made to provide for the growth of this city, and at this time thought is being given in an endeavor to bring to our active industrial district new manufacturers and larger pay rolls.

The people of Burbank realize the value of its natural resources, visitors here recognize them equally as much as we, as a result this sense of appreciation will help a great deal in the future growth of Burbank.

This city, situated as it is, 30 minutes from the heart of Los Angeles, holds a unique position, for it is the gateway to the Great San Fernando Valley, and thousands of people must pass through this gate daily.

If this tremendous flow of people through the heart of our business district can be checked and made a part of the buying public of Burbank, this one condition

(Continued on Page 39)



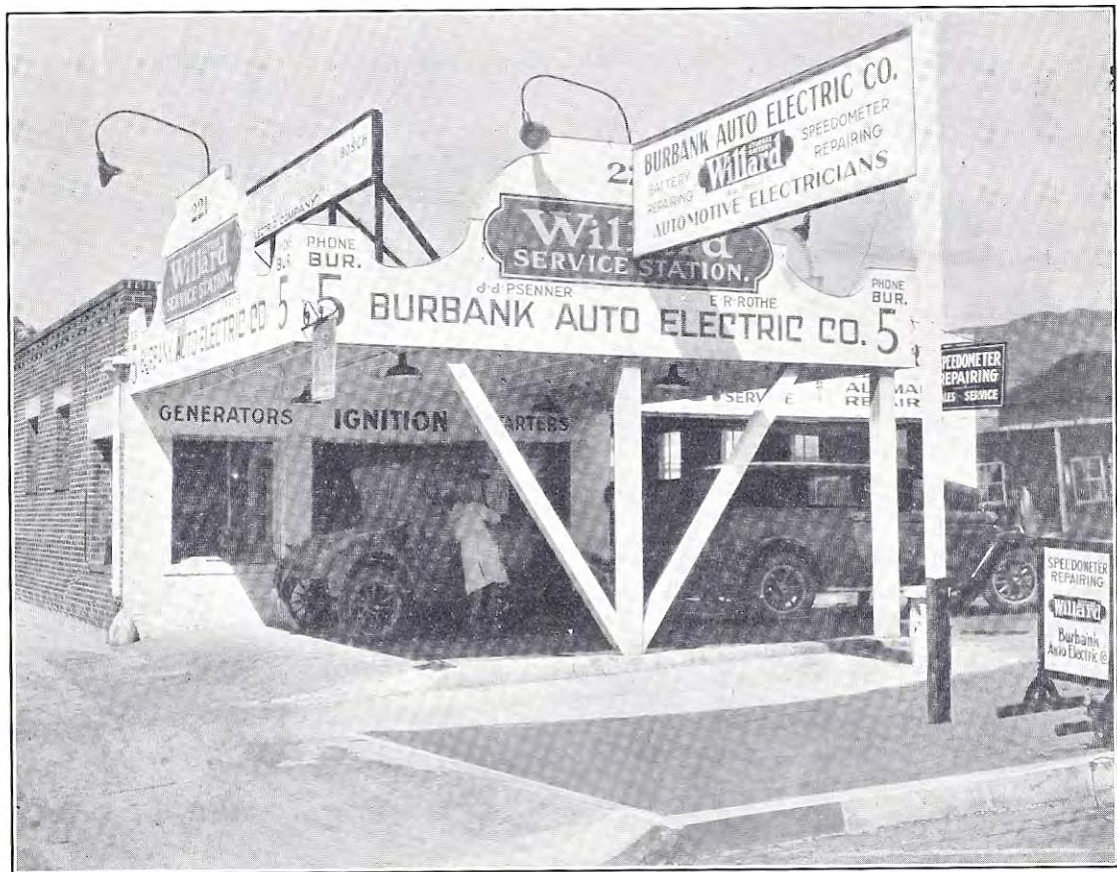
—Photo by Walters Studio.

## SCHMELZEL'S BOOTERY 145 EAST SAN FERNANDO BLVD.

You will be pleased to know that at Schmelzel's Bootery, you can select your footwear needs for the entire family from stocks nationally known which are extensive in sizes and newest patterns. "A cordial welcome is extended all newcomers."



# Welcome to Burbank



—Photo by Walters Studio.

*If Your Car Will Not Start*  
**PHONE BURBANK 5**

**COMPLETE CARBURETOR AND  
REBUILDING DEPARTMENT**

## **BURBANK AUTO ELECTRIC CO.**

JOE PSENNER

221 North Orange Grove Avenue

ERNIE ROTHE



## BURBANK TODAY AND TOMORROW

(Continued from Page 37)

alone will be of paramount importance to our future growth.

To check this tide of hurrying humanity, is the problem of the Burbank business man. That this condition is appreciated by him is evident in the care he gives in the selection of merchandise, in its display, in store and windows, as well as the courteous, fair treatment he shows all shoppers here.

Homes are important, other factors in the building of a city are of importance, but after all a city is judged principally by its business houses and the stocks of merchandise carried.

In the building of homes, finance plays an important part and it is in this relation that the Banks are able to be of service, for their limitless bounds for loaning money on real estate is a recognized resource.

While capital is available in any reasonable amount, it is desirable to require evidence of good faith on the part of organization or builder to insure that Burbank shall not grow in leaps and bounds to meet ruin as the ultimate outcome of such procedure, but rather that a steady, consistent growth be enjoyed.

Playgrounds, parks and recreation centers are being given careful thought; such study includes consideration of community centers, playgrounds and large

neighborhood parks as well as outlying recreation fields or nearby park reservations.

Playgrounds and parks for children and home people are an asset to a city, for a city must be inviting and compel appreciation for that city to bring within its limits people desiring homes.

Burbank, but a few short years ago, was a rancho, stretching league on league, here and there dotted with a band of sheep or herd of cattle.

In this land of Siesta and plenty, the early residents lived in peace and contentment, undisturbed by desire or ambition. The passing of years brought to this land new types of people. The Indians who were the original settlers passed their holdings to the Spaniards from Mexico and they in turn sold to the English and Americano. It was at this time that the feeling of progress was stirred.

The influx of new blood brought about a change. Like a rose given tender care, it has budded forth into a city with a definite future, with a goal set to attain. That goal is the Burbank of Tomorrow, a city of homes, a city of thriving business and a city of industry.

This city of Burbank of Tomorrow may be possible, but only by maintaining a system as mentioned above, a system that will meet the needs of a growing city and have the whole-hearted co-operation of each and every one, with every one boosting and building for a "GREATER BURBANK."

## Store of HAGUE & HAGUE Hardware



—Photo by Walters Studio.

Where the housewife of Burbank obtains her Kitchen Hardware, and the contractor and builder obtains his Building Hardware, Paints and Supplies.

This is a store of courteous service, and invites your patronage.

229 W. SAN FERNANDO BLVD.

PHONE BURBANK 200



*You'll Feel .. ..*

# AT HOME

IN THIS

*Complete Store for  
Men and Boys*



—Photo by Walters Studio.

"SELZ" SHOES

"KAYNEE" JUNIOR SUITS

"FASHION PARK" CLOTHING

"KAYNEE" SHIRTS AND BLOUSES

"DOBBS" HATS

"DR. DENTON" SLEEPERS

"KNICKERBOCKER" SUITS

"HART, SCHAFFNER & MARX" SUITS

## TROY CLOTHING COMPANY

*"Complete Outfitters for Men and Boys"*

BUY IT FROM US IF YOU CAN—BUT, BUY IT IN BURBANK!



—Photo by Walters Studio.

DO YOU LIKE TO SHOP, where a friendly atmosphere prevails and an excellent display of the newest modes in ladies' wearing apparel compels your appreciation? Do you like to make your selection from stocks that are complete as to variety and pleasingly displayed? If you do, you will like to shop at—

## REIMERS

BURBANK'S LEADING DEPARTMENT STORE

129-131-133 East San Fernando Blvd.

Phone Burbank 151-W



YOUR **Burbank** HOME



A NEARBY BEACH SCENE.

## WELCOME TO BURBANK



—Photo by Walters Studio.

YOU will want in your new home, a Piano, Radio, or possibly some other instrument of music. It will be the pleasure of this store to provide the instrument of your choice, for your home demonstration, without obligating you in the least. This is just one of the services we extend our customers. We invite you to visit our store.

OPEN EVENINGS  
UNTIL NINE

## BURBANK MUSIC STORE

147 WEST SAN FERNANDO BLVD. PHONE BURBANK 70.



YOUR **Burbank** HOME

# HEADQUARTERS

— FOR —

# RADIO

SETS - SERVICE - REPAIRS

EXCLUSIVE AUTHORIZED DEALER

## CROSLEY - ATWATER-KENT - KOLSTER

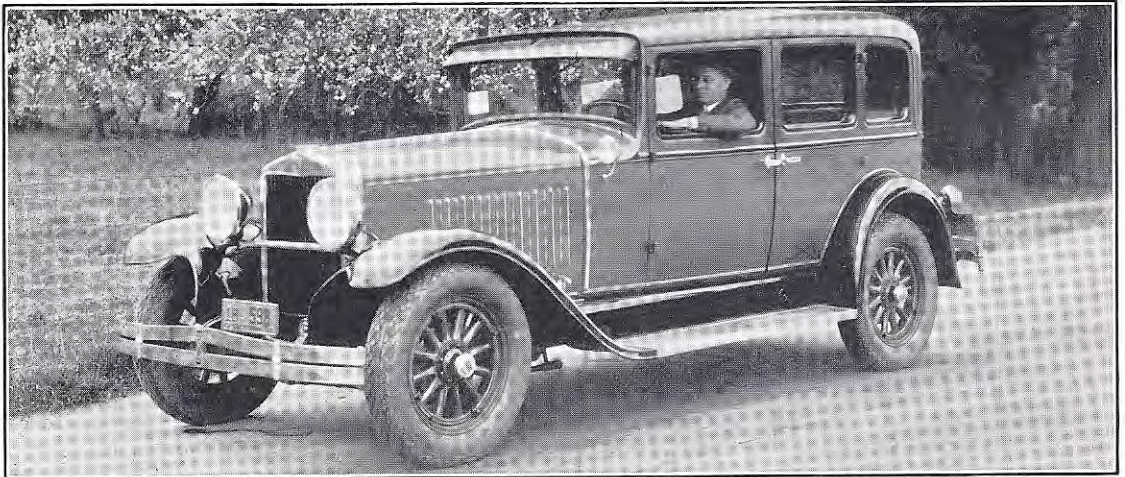
WE REPAIR ANY MAKE RADIO

## COLLINS RADIO SHOP

223 E. SAN FERNANDO BLVD.

PHONE BURBANK 446-W      BURBANK

OLDEST ESTABLISHED RADIO STORE IN BURBANK



—Photo by Walters Studio.

## SMITH & TICKNOR

# 6s - HUPMOBILE - 8s

SALES — SERVICE

230 NORTH VERDUGO

PHONE BURBANK 1464



# BURBANK PUBLIC LIBRARY

ELIZABETH H. KNOX, *Librarian.*

THE Burbank Public Library is a branch of the Los Angeles County Library, and was started in 1913, through the efforts of the Chamber of Commerce. It was combined with the library of the "Brotherhood" and located in their rooms. In 1918 the branch was moved to the City Hall, where it remained for about six years and was then moved to the Dr. Thompson Building, and from there to the present location, 221 North Olive Avenue. The present quarters are light and airy, and very comfortable both in summer and in winter.

Under the new City Charter, the Library Board, in July, 1927, contracted with the County for continued Library service, which has proven very satisfactory.

There are now about five thousand registered borrowers, and about eight thousand books in the collection. The patrons have access to about fifty magazines each month, with back files and the Reader's Guide to Periodicals to assist them in locating material needed. The very best reference books are on file for the students, and the books of fiction and non-fiction are of the latest, as well as those which are standard and should be found in any well equipped library. Special attention is given the school children, many of the teachers having visited the library with groups of stu-

dents to acquaint them with the books and rules of the library. In 1916 the circulation was 16,441 and for the last fiscal year this was increased to 77,978. There is a very rapid increase now going on as the circulation for each month shows a steady gain.

The hours open are every week day from 12 to 9 P. M. and to you newcomers we extend a cordial welcome to visit our reading rooms and make use of the service of this library.



(Continued From Page 31)

a spirit of co-operation not only through the various religious bodies but they are fostering the community spirit and are seeking to demonstrate the fact that in union effort there is strength.

The Ministers' Association and Board of Education, composed of men and women interested in the development of the highest type of Christian Character, are seeking to develop in our city, a worthy citizenship that shall insure a permanent and prosperous community that is attractive to all who cherish the noblest and best ideals of life.

The churches of this city unite in welcoming you to this community and cordially invite you to attend the church of your choice.

C  
A  
L  
L

WRITE  
OR

C  
O  
M  
E



Offices:  
Victory and Hollywood Way

Phones:  
Burbank 516; FAber. 3802

"HERE COMES HOLLYWOOD"



# FASTEST GROWING CITY IN THE WORLD

600% INCREASE SINCE 1920

**B**URBANK is one of the fastest growing Cities in America, according to figures just released by the Chamber of Commerce of Burbank. This survey, which has but recently been completed, shows that while Burbank's population in 1920 was 2913, it now has within its city limits a population of 22,500. These figures are gathered from the school census, and we believe it to be the most remarkable growth of any city in the United States, for it considerably exceeds the government census records for the decade ending 1920.

Burbank homes during this period have increased from approximately 800 homes to nearly 7,000 in 1928. The assessed valuation of the real estate in 1921 was \$3,127,635, and now in 1927 Burbank's assessed valuation was \$21,557,609, which is an increase of nearly 700 per cent.

Of great importance to a city is its streets. In 1920 Burbank had but five miles of paved streets. Now, however, we have approximately 153 miles of pavement

within the city limits and our city is bisected by two heavily traveled boulevards.

Since 1920 Burbank has installed 185 miles of water mains, and the amount of money expended by the city on street improvements, paving, ornamental lights and sewers, during the past eight years has been approximately \$10,000,000.

With such a record to its credit, is it little wonder then that residents of Burbank are Boosters? When you review its remarkable growth and pause to consider that no industry of any importance was located in this city eight years ago, while there are now approximately 65 thriving industries employing 3500 people with a yearly payroll of approximately \$8,000,000. These figures bring forcibly to your mind the possibilities of this city, and should Burbank's increase in population continue like it has in the past few years, when the government's census for 1930 is taken, the increase will be in excess of 1000 per cent for the ten-year period, 1920-1930.

## You are welcome to Burbank

TO GET THE TRIBUNE  
SIMPLY  
Phone Burbank  
998

*Delivered by Mail  
and by Carrier  
Every Afternoon.*

In circulation, advertising and general influence, the Tribune is the fastest growing newspaper in Burbank and the San Fernando Valley.

Complete telegraphic leased wire news service, special editorial features and careful local news coverage makes of the Tribune the best newspaper in its territory.

You may phone your news items or classified ads.

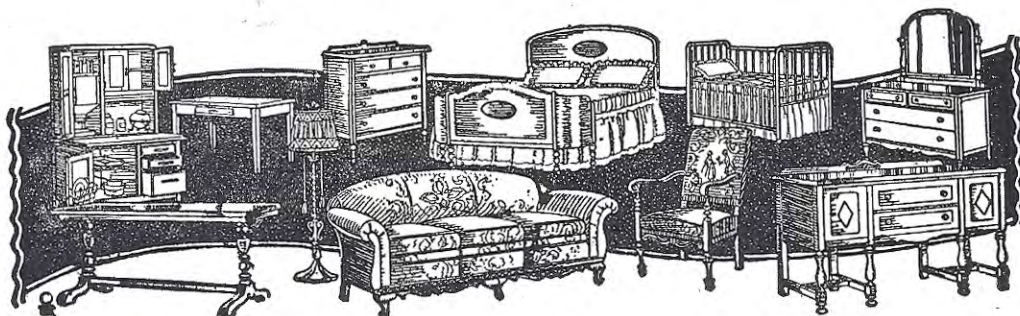
**Burbank** EVENING **Tribune** DAILY





—Photo by Walters Studio.

BURBANK HAS AN ADEQUATE POLICE DEPARTMENT. ABOVE PICTURES THE DEPARTMENT ON STEPS OF THE  
BURBANK CITY HALL—1928



### The Golden Rule Is the Best Rule.

We are building here on the rock of confidence, a structure of real service. We are endeavoring to make of our customers, friends and of our friends, customers.

We believe that this can only be done, in giving genuine value in each and every purchase and standing back of our merchandise guaranteeing you satisfaction.

*You will find this is a mighty fine place  
to save money on home furnishings.*

## GOLDEN RULE FURNITURE

122 N. OLIVE AVE.

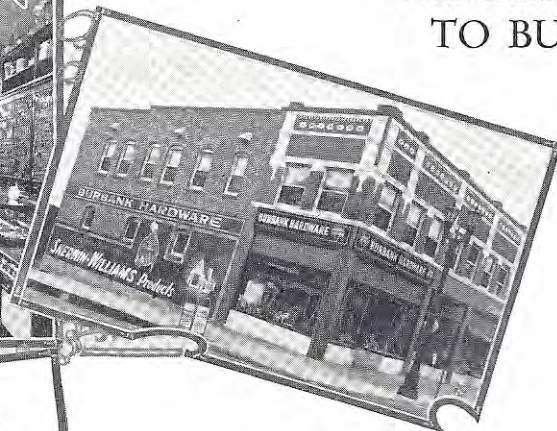
W. F. HOLLOMON, Prop.

PHONE BURBANK 1220





WELCOME  
TO BURBANK



**COMPLETE SERVICE**

A full line of hardware and kitchen  
supplies, for the home or builder.

We guarantee satisfaction.

**Burbank Hardware**

E. J. JACKSON, Owner

201 West San Fernando Blvd.

Just Phone Burbank 1

Established 1920

***Its fun--*** To Do Your Own Work  
With Servants Electrical



AND IN FURNISHING  
YOUR HOME YOU WILL  
WANT A—

**Vacuum Cleaner  
Bath Heater  
Savage Washer  
and Ironer  
or Some Other Appliance**

ALL ARE SOLD ON VERY  
**EASY  
PAYMENTS**

**We Are Distributors in Burbank For The  
Nationally Known ZENITH RADIO**

*Wiring for Light, Heat and Power in the Home or Store*

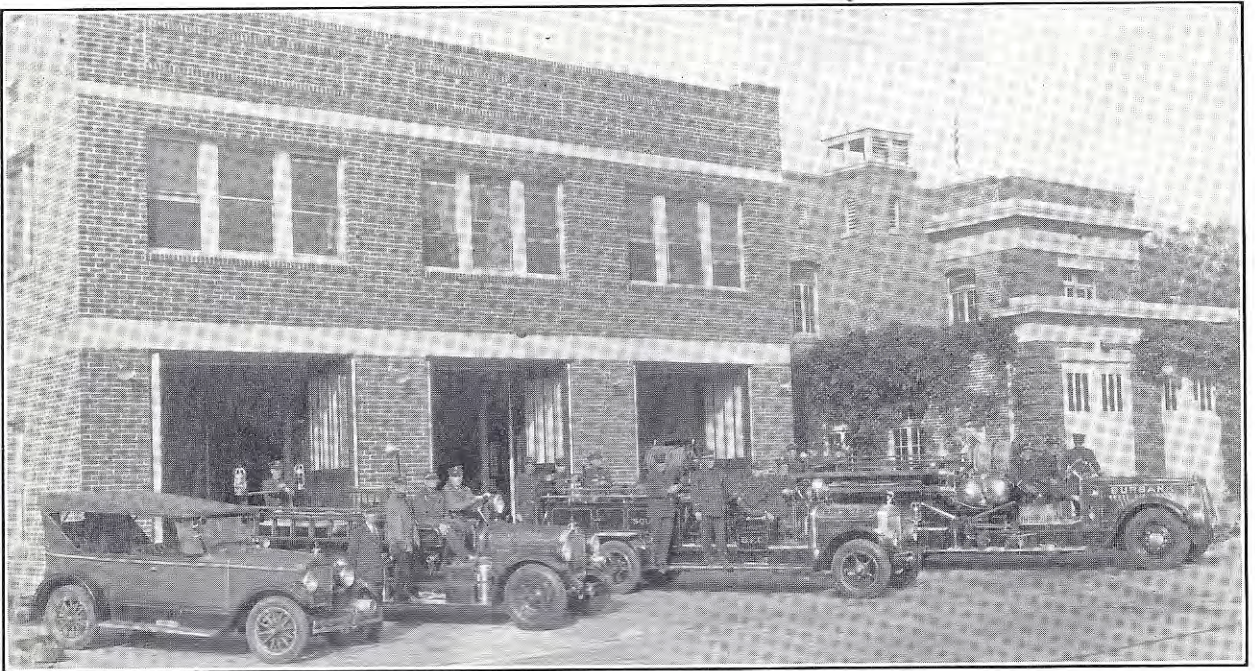
**STOLPER ELECTRIC SHOP**

114 E. SAN FERNANDO BLVD.

PHONE BURBANK 809-W



YOUR **Burbank** HOME



EFFICIENCY OF PERSONNEL, COMBINED WITH THE BEST IN FIRE FIGHTING EQUIPMENT IS RESPONSIBLE FOR THE SMALL FIRE LOSS IN BURBANK. THE ABOVE PICTURE WAS TAKEN IN FRONT OF THE MAIN STATION, LOCATED ON 3RD STREET.

## WE KEEP BURBANK MOVING

PROMPT  
CAREFUL  
SERVICE



PHONE  
BURBANK

23

## To BURBANK From ANYWHERE

MOVING — PACKING — STORING — SHIPPING  
CORRESPONDENTS IN ALL PRINCIPAL CITIES

# CHAMBER'S VAN and STORAGE

268 ORANGE GROVE AVE.

PHONE BURBANK 23



YOUR

Burbank

HOME



## IF MEN WEAR IT—GALLOWAY'S SELL IT

*Here is a complete Men's Store carrying only recognized brands of Men's clothing and apparel that is known to render real service*

219 EAST SAN FERNANDO BLVD.

BURBANK

## GREETINGS

We are mighty glad that you have decided on Burbank as your new home.

**AUTO PLATE GLASS REPLACED**

One of the Largest Stocks in San Fernando Valley.



JONES

**AUTO TOP**

236  
Orange Grove  
Ave.

SHOP

Phone  
Burbank  
170

## AUTO PAINTING

Capable and efficient men, with years of experience in the painting of Automobiles, are all that we employ. We feel then that we can truthfully say—

"You Will Like Our Work."

BURBANK

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# FACTS ABOUT THE CITY OF BURBANK

1. Located at the gateway of the great San Fernando Valley.
2. The entire city has sewers, and a first class ornamental street lighting system.
3. The city is served with the main line of the Pacific Electric Railway.
4. Motor Bus transportation to all points.
5. City operates under Charter form of Government.
6. The main thoroughfare is that of San Fernando Boulevard.
7. The center of the present business district is San Fernando Boulevard.
8. The City has a live Chamber of Commerce, Merchants' Association, and Women's Club.
9. There is in the Industrial district of Burbank approximately 65 manufacturing plants.
10. Factory investment in this Industrial area is in excess of fifteen million dollars.
11. Present population of Burbank is approximately 21,000.
12. Distance from Burbank to Los Angeles is eleven miles.
13. Distance to ocean is 45 minutes away over smooth highways.
14. There are in Burbank city limits 130 miles of paved streets.

## POPULATION

1920	2,913
1926	20,000
1927	22,500 Increase 672%

## REGISTERED VOTERS

1920 Registered Voters	627
1927 Registered Voters	5,080

## ASSESSED VALUATION

1921	\$ 3,127,635
1922	4,765,010
1923	5,638,220
1924	6,928,185
1925	12,279,478
1926	14,586,398
1927	21,557,609

Estimated increase 1927 is 25% to 30%.

Municipal tax rate is one of the lowest of California Cities.

## POSTAL RECEIPTS

1920	\$ 6,713.92
1921	13,346.37
1922	19,174.99
1923	27,300.18
1924	36,999.53
1925	42,292.42
1926	45,421.15
1927	60,623.78

## BANK DEPOSITS

Dec. 31, 1925	\$3,032,050.99
Dec. 31, 1926	3,685,079.12
Dec. 31, 1927	3,950,330.28

## BUILDING PERMITS

1922 (8 months)	\$ 812,695.00
1923	2,265,067.00
1924	2,178,486.52
1925	1,789,610.00
1926	2,992,284.00
1927	2,015,001.26

## TOTAL SCHOOL ENROLLMENT

1917	491
1918	526
1919	550
1920	627
1921	946
1922	1119
1923	1892
1924	2123
1925	2521
1926	2961
1927	3378

## TELEPHONES

Jan. 1, 1920	337
Jan. 1, 1921	456
Jan. 1, 1922	589
Jan. 1, 1923	660
Jan. 1, 1924	841
Jan. 1, 1925	1133
Jan. 1, 1926	1394
Jan. 1, 1927	1996
Jan. 1, 1928	2427

## GAS METERS

Dec. 31, 1922	1786
Dec. 31, 1923	2537
Dec. 31, 1924	3377
Dec. 31, 1925	3882
Dec. 31, 1926	4349
Dec. 31, 1927	4815

## ELECTRIC METERS

Jan. 1, 1921	1195
Jan. 1, 1922	1573
Jan. 1, 1923	1996
Jan. 1, 1924	2640
Jan. 1, 1925	3472
Jan. 1, 1926	4147
Jan. 1, 1927	4356
Jan. 1, 1928	4583

## WATER METERS

Jan. 1, 1921	952
Jan. 1, 1922	1212
Jan. 1, 1923	1543
Jan. 1, 1924	2469
Jan. 1, 1925	3020
Jan. 1, 1926	3412
Jan. 1, 1927	3900
Jan. 1, 1928	4447



**WALTER'S**  
**Burbank Photographer**  
PHONE BURBANK 594 W

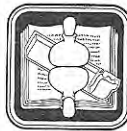


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# THE MISSIONS OF CALIFORNIA

By JOHN STEVEN MCGROARTY  
*Author of "The Mission Play"*

IT SEEMS a long way back to the dawning of civilization in California, to the time when padre and conquistadore pushed their way up by land and sea from Mexico to hold California for Christianity in the name of the King of Spain.

But things move fast in California, and that which is a long time here may be but a brief episode in the pages of world history.

And yet as truly as Greece cherishes her Parthenon and Italy her Coliseum as marks of ancient culture, so also can California point with great reverence to her own golden age when the Missions were in their glory, and peace and happiness blessed this land. The Missions which we see up and down the coast are truly ruins as ancient and as illustrious as those in the countries which border on the sunny waters of the Mediterranean. There is no one now living to tell the tale of an age that is gone, of an age which saw the beginnings of the

white man's civilization on the western shores of this country, and which passed with the passing of the Missions.

The Missions have left their mark on California, from the ground up. Padre, gobernador, capitan, soldier, Indian neophyte and Spanish pioneers reared the foundation and the rafters of a culture which is distinctly Californian. The coming of the American has emphasized all this. True it is that a nation is no bigger than its past, that the march of civilization in any country can be no greater than the pillars of the foundations. So it is that when one would picture to himself the glorious possibilities of California's great future, he would first consider California's glamorous past.

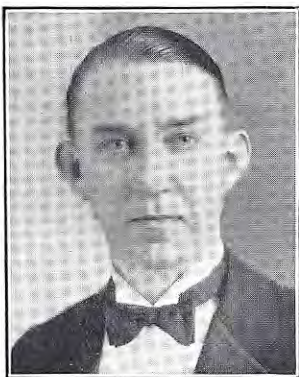
Fearless and brave were these brothers of Saint Francis, who, together with courageous escorts of soldiers

*(Continued on Page 53)*



THE MISSION AT SAN FERNANDO





PHONE BURBANK 234

**DR. WALTER E. LAWRENCE**  
OPTOMETRIST

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C L O T H E S F O R E V E R Y W E A R

## THE MISSIONS OF CALIFORNIA

(Continued from Page 51)

and sailors, braved the unknown wilderness of California that they might bring the light of Christianity to the benighted heathen and to build here the country of New Spain.

Beginning at San Diego in 1769, they kept building their great Mission establishments until there were twenty-one in a chain from Northern Sonoma, in the Valley of the Seven Moons, to San Diego, in the Harbor of the Sun. What remains of these Missions now are mostly the church buildings, with here and there an administration building intact, as well. These great compounds were established exactly a day's journey apart, connected by El Camino Real—"the King's Highway." The Missions were in reality great universities of manual arts, of music and of painting.

All in all, the Indians were taught fifty-four European trades.

The padres worked with a definite purpose and plan in mind, but the final fruition of their work for the Indian was never carried out as they had planned, and for that reason California today finds itself with the problem of the Indian on its hands—a problem which were easily settled but for the greed of the white man and the negligence of the government.

However, in the long of it, the great work of the padres will live forever, for they not only laid the foundations of civilization in California, but they held it for the white race against the possession of these shores by hordes of Mongolians. All that California is or ever will be is embedded in the work of those early Spanish pioneers. Great they made her, but greater they dreamed her to be. A new race has come in the immigration of the "Americano", who did not take long to adjust himself to the traditions of the country and to pick up the threads of progress where the padres left off. California today is the wonder of the world and will become more so, outrivalling both the physical and mental prowess of the Greeks. They are building a distinctive California art and literature and carrying on the sacred and beautiful traditions, the heirlooms of the Spanish pioneers. The Missions have left their mark on the architecture of the new generation, which has been quick to appreciate the priceless records of the past, but even as the Missions carved out a distinctive California culture, they may crumble in the dust where they are not preserved by friendly hands, but California will always remember them and be indebted to all that they stand for. The padres came with nothing, fortified only with indomitable wills and faith, and left an achievement which will remain forever the wonder of the future peoples and the admiration of all historians.

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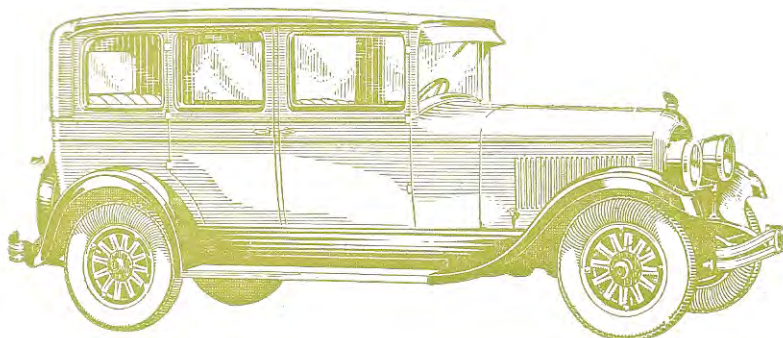
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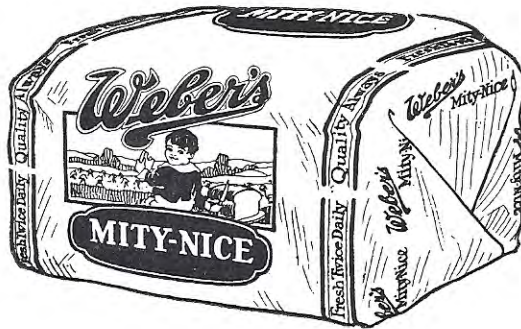
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