CHAPTER 22

FROM INDIAN VILLAGE TO WORLD CITY

Out of an historically brief past as Indian rancheria, Spanish rancho, Mexican ranch land, and American ranch, Burbank emerged in the 1970's as a world city. A true headquarters city has major operations based within it. But Burbank did more. It serviced the world with aerospace, films, and television. What is important about Burbank is that so much occurred in so little space across so little time to make it ten times as prominent in affairs as either its land area or population size would warrant. Yet even into the 1970's such was the attractiveness of the area that so formidable a film entity as Columbia moved its entire Hollywood base here.

With all its gains, including the great arsenal period of the 1940's, Burbank still had to operate to enable its people to survive day in and night out in a vastly changed world. No superior attempts to deal with urban problems were made by far bigger cities.

PEOPLE MOVEMENT

The grade crossing of Southern Pacific's spur line tracks on Chandler Boulevard at California Street opened in April, 1970. At a cost of $25,000 transit congestion was eased. The underpass at Hollywood Way and Empire Avenue, which cost $2,800,000 was dedicated in June, 1970; a major traffic bottleneck beside world renowned aircraft plants was removed.

Burbank was under zero population growth in the 1970's. Where in 1971 Burbank had 1,137 births, in 1972 this fell to 1,006. In 1973 Burbank had 87,683 people, slightly below the 1970 census. The birth rate of 12.8 in 1972 was well under the national figure of just under 17 per 1,000 and had fallen 50 per cent since 1953. A death rate of 10 per 1,000 was slightly above that for the country.

Peter Marshall of England's Scotland Yard, on a visit to Burbank in November, 1970, said that he found its streets safer than those of New York. Police were giving out fewer traffic tickets in Burbank in 1971-72 as less traffic officers were involved. Ticketing fell from 31,701 during 1965-66 to 19,596 in 1970-71. In 1965-66 Burbank had 18 officers on motorcycles; by 1972 this was cut to six officers and one sergeant. Traffic accidents in 1972 reached 1,409, a 6 per cent rise in one year. While the increase was small, it was part of a 10-year trend up as officers had been reassigned to high crime areas from traffic patrol.

Bicycle accidents in Burbank rose more than 250 per cent in 1972 over 1968 and 154 per cent over 1971, as there were 4,653 accidents in 1972. In January, 1973, a grant of $15,000 from National Safety Bureau funds went to teach senior citizens how to handle themselves in traffic. The Burbank Traffic Bureau taught 25 senior citizens at a
time how to cross streets safely, how to use reflective clothing, how to employ day and night visibility.

When some citizens complained about the short time allotted on parking meters, police began "feeding" coins painted yellow into the machines in 1970. Police public relations improved greatly, and no one could find a law against police meeting the meter time law while not giving out tickets for overparking. City Councilmen in July, 1970, initiated moves for a $750,000 multilevel parking program on the Golden Mall; space for 160 automobiles would be provided in three years. A study by Parking Research Associates in 1970 showed that the Mall could use municipal parking structures to add 800 more spaces now and 800 within a few years.

A longer range view was to add 1,258 new parking spaces in town over a 10-year period. The parking district of 1970 had bonds for $635,000 against it for all lots under the Parking Authority, which went back to 1958. Parking had become so important that by 1971 it was held not possible to get a loan for three stories of offices over a major new $1,500,000 bank (Wells Fargo) unless adequate parking were guaranteed. Else a one-story bank would have been the limit.

Almost 500 persons were employed at Hollywood-Burbank Airport (HBA). As if to show how history buries its own foundations, by 1970 the Southern Pacific train depot at Burbank was boarded and locked and leased as an appliance warehouse. Only a very few could even see it as it was nearly isolated on an island created by train tracks and industry and overcrossings and the Golden State Freeway.

HBA planned a $750,000 three-story parking structure in 1970. Half of Burbank's air controllers were out in a shutdown that crippled airline service nationally in March, 1970. Burbank's ordinance to ban jet takeoffs from HBA from 11 p.m. to 7 a.m. was invalidated by a court order. On June 16, 1970, Burbank formed a community noise abatement council. Previously, residents near the airport had formed the Burbank Anti-Noise Group (BANG). In July, 1970, the last after-hours trip of a jet plane ended at the airport under the city curfew. Meanwhile, HBA reached a record 1,318,805 passengers in 1970, countering the falling off at other airports. A new jet service of Continental Airline service began in August, 1970, to link Ontario and Burbank to San Jose, Portland, Oregon, and Seattle, Washington. By 1970 some 90 per cent of flights at HB Airport were general aviation, not military or commercial. A bomb threat forced closing of the airport on October 13, 1970.

From 1962 to 1972, passenger traffic at HB Airport nearly tripled compared to the 581,000 carried in the prior decade. Yet there were only 90 flights arriving and departing compared to 1,900 at Los Angeles International Airport. William D. Brodek, 50, became manager of HB Airport in December, 1972. He replaced Jesse Williams, 50, who had died of heart disease.

The security plan offered by HB Airport against skyjacking was rejected by the Federal Aviation Administration on January 4, 1973. Baggage search procedures had already been instituted. FAA insisted
on guards at each boarding gate, not merely at the holding room and search area (concourse). One line, PSA, hired eight new employees to carry out baggage searches; cost was $4,200 a month. Continental used ticket agents at first to conduct the searches. Burbank's airport jet noise curfew of 1970 during sleeping hours was backed by a government brief filed on January 12, 1972, with the U.S. Supreme Court. FAA was overruled by the Department of Transportation and the brief was filed. Inglewood, which was in a similar situation, was paying half the legal costs of Burbank's appeal to the Supreme Court; California attorney general's office also supported Burbank's appeal.

In the meantime a study projected figures of 5,000,000 passengers annually through the airport which, after Los Angeles International Airport opened, had dropped off greatly in 1946. It took to 1972, more than a quarter of a century later, for the airport to exceed 1946 figures. Passengers in 1972 totaled 1,450,000. Growth was about 12 per cent a year, following rebuilding in 1967, the year of a near-disastrous fire. At first Burbank police in 1973 were to serve as armed guards to prevent skyjackings at HB Airport; they were soon withdrawn. Federal marshals were used instead until local officers could be recruited and trained. Then on February 16, 1973, HB Airport entered into an agreement with the federal government under which uniformed U.S. Customs agents were temporary boarding officers on a reimbursement basis.

Before the Supreme Court in February, 1973, Burbank's Assistant City Attorney Richard Sieg argued that the city had to protect its citizens from "noise pollution which invades the right of privacy." Burbank's curfew program to cut jet noise at HB Airport was declared illegal by the U.S. Supreme Court in May, 1973.

Flights in May, 1973, were connecting to the eastern United States, which made for a new position for the airport. Burbank city by July, 1973, spoke of purchasing HB Airport from Lockheed. The $18,540 study over possible purchase was to be completed by June, 1974. Meanwhile, HB Airport reached a record total of 1.57 million airline and charter passengers for 1973, despite fuel shortages cutting flights. The count was a 6.5 per cent rise over passenger figures for 1972 and moved the airport into the top 10 per cent of commercial airports nationally. Before the energy crisis and airline strike late in 1973, volume was running nearly 10 per cent above 1972.

Burbank was to participate in a bus expansion by the Rapid Transit District in 1973. While three bus lines traversed Burbank, a minibus in April, 1971, was added on a six-month trial run by a Yellow Cab franchise. Minibuses carried 17 passengers each; they charged 10 cents each for most persons and 5 cents for senior citizens. Surety Savings and Loan Association started its own 14-passenger minibus service for senior citizens and city shopping areas in Fall, 1971. Five proposals for further minibus service in 1972 were studied. Burbank certified the West Coast Transportation Company as the second taxi service for the city, to compete with Yellow Cab Company in January, 1970. Where Yellow Cab had been operating 31 taxis, West Coast began operating 15. Rates were fixed by the City Council. West Coast sought new rates of 60 cents for the first one-sixth mile and 10 cents for each additional sixth, plus $6 an hour waiting time in September, 1972.
Critics held that taxi service was "miserable." Other cab companies sought to enter the city.

CITY MOVES

A portion of Sun Valley was talking again of joining Burbank in 1973. Burbank sought a $37,000 federal grant to aid in civil service job selection. Mrs. Marian Kendrick became the first woman to be named assistant chief deputy to a county supervisor, as she began work for Supervisor James Hayes, in 1973. Stephen H. Eberle became the new head of Burbank's bicentennial commission. The 70 persons working for the city under the Federal Emergency Employment Act faced a layoff in 1973 as funds were cut. Byron Cook was named Burbank Mayor in April, 1973.

The California Council on Intergovernmental Relations conducted a public hearing in Burbank in 1973 as part of a study of local government. Burbank approved its biggest budget in 1973, for $46 million. City investments earned $650,000 for fiscal 1972-73 and $838,518 in all of 1973, saving $16.50 on each tax bill. Burbank in 1973 was seeking a new city seal emblematic of its new functions. Burbank officials recognized that some of their number might be on a collision course with the 1973 full disclosure law of California.

Ecology students at Luther Burbank High School helped clean up the Golden Mall in 1973. The U.C.L.A. smog study by July, 1973, reported breathing trouble in 17.5 per cent of Burbank persons tested.

ECONOMIC BASE

In a rebuttal to a Wall Street Journal article, Burbank chamber heads declared that Burbank was not a ghost town and business was good. An agreement to redevelop 115 acres of downtown Burbank in a $300 million program was made with Robert Muir in 1973. William Pereira Associates was to design the new City Center proposed. Such rebuilding could add $16 million a year to city coffers.

The energy crisis of late 1973 had enormous repercussions on industrial Burbank. By 1974 Lockheed had cut 2,500 workers, or 10 per cent of its labor force. Pacific Airmotive Corporation planned to lay off 300 persons, or about a third of its labor force, in early 1974. Meanwhile, the cost of living council in December, 1973, had ordered back pay for Lockheed workers, amounting to $6.3 million in all or about $350 an employee. In January, 1973, Wells Fargo Bank opened in Burbank. Multiple units by 1970 made up 40 per cent of all units in town; high-density housing was expanding and months went by without a single separate house going up. Burbank by April, 1973, had 23,844 single family homes and 12,318 multiple units or more than a third in apartments.

At a cost of $196,800 Burbank was considering purchasing three industrial plots to make room for industrial expansion in 1973. Lock-
heed won a $222 million plane order for 35 additional Lockheed S-3A Viking antisubmarine aircraft for the Navy. Lockheed got federal approval for borrowing $20,000,000 from banks, which saved 27,000 jobs in April, 1973. Lockheed bought 2.9 acres of land in the Burbank Industrial Redevelopment Area in July, 1973. Howard Hughes' $100,000,000 loan to Lockheed in September, 1973, had a major impact. Lockheed gained $168,000,000 firm orders for aircraft in September, 1973. D. O. Woods, 58, was named to head Lockheed-California Company in December, 1973.

Lockheed Shipbuilding and Construction Company and its tunnel project manager Loren G. Savage were found guilty of 17 tunnel workers' deaths of 1971 by a court in 1973. Gross negligence and safety code violations were charged. The June 24, 1971, explosion in the tunnel could lead only to a fine for Lockheed.

Disney Studios produced revenues of more than $320,000,000 in 1972, as it prepared for its 50th anniversary in 1973. A new $157,000 building was going up in January, 1974, at Disney Studios to house a museum for the Disney enterprises. The Burbank Studios in May, 1973, announced that they would not sell the 38-acre Columbia Ranch property, up for sale since 1971. Burbank resident Robert Knudson won an "Oscar" in 1973 for the best sound, for the film "Cabaret."

In television NBC-Burbank in 1973 had the world's largest broadcast facilities. Protesters marched on NBC in February, 1973, against what they called the "sexist" Dean Martin TV show. Bob Hope was made an honorary Burbanker in March, 1973. Glenn Strange, bartender-actor on "Gunsmoke" on TV, died at 74 in Burbank. Disney Studios for the first time permitted four of its motion pictures to run on NBC-TV as specials.

The Golden Mall had sales in 1972 of $19 million, well over the $16.2 million of the first year of operation in 1968. A $1.6 million shopping center was approved for San Fernando Road in December, 1973. Burbank tax collections for 1972 came to $11,594,475, slightly under the $11,789,197 of 1971. California state distributed $7,445.84 in returned tax fees to Burbank for 1972, $63,205 in highway user taxes and $12,109 in cigarette taxes. While the tax rate went up to $10.83 per $100 of assessed valuation for 1973-74, Burbank homeowners were to pay an average of $489 in taxes, down $85.75 from the prior year as the state raised the homeowners exemption. Burbank living costs for 1973 rose by 7.8 per cent with food prices alone rising 21 per cent.

**UTILITIES**

In 1970 Burbank was considering joining with Pasadena, Glendale and Los Angeles in building a natural gas pipeline to end dependence on Southern California Gas Company. The move was also designed to cut pollution in creation of electric power.

Burbank received electric power from Oregon on May 22, 1970, through the Pacific Intertie System. The power came from the Columbia River and totaled 50,000 kwh of power. Burbank's share of the 858 mile
long line was $8,000,000. Power from the line could meet Burbank's electrical needs which were rising about 10 per cent each year. By 1971 capacity was 200,000 kwh in Burbank; a $6,500,000 project would expand this by providing two new generators, both smog free, to offer 22,000 kwh of power. However, power from the northwest was saving the city from $6,000 - $10,000 a day over costs of generating its own electricity. Addition of two gas turbines plus power from Hoover Dam and the Pacific Northwest could provide sufficient power for Burbank through 1978. The power flow was disrupted when the 1971 earthquake destroyed the Pacific Northwest Intertie converter station at Sylmar. Partially restored, the electric transmission resumed in 1972. Rebuilding the facilities cost Burbank $1,000,000; in the meantime Burbank had to use more expensive fuel oil in its own steam and gas turbine generators. Then the energy crisis broke in 1973.

Big Boy, a $2,200,000 Pratt & Whitney jet engine, began powering Burbank's newest gas turbine electric generator in July, 1972, to produce 23,000 kwh as its shares of the plant's daily output of 170,000 kwh. The new engine raised peak capacity to 220,000 kwh, enough to meet estimated peak demand of 188,000 kwh in August and September. By December, 1972, about 20 per cent of Burbank's electrical energy needs were supplied from Pacific Northwest Intertie.

Burbank sought to reduce electricity consumption by 15 per cent in October, 1973. Burbank ordered a severe energy cut in November, 1973, of as much as 10-12 per cent for major users. The war memorial torch at McCambridge Park was blacked out because of the energy shortage in November, 1973. Night sports were to be cut or eliminated in the energy crisis. A Christmas home lighting contest was canceled. Outdoor advertising signs were added to blackout rules in Burbank in December, 1973. Burbank in 1974 sought fuel independence in conjunction with Glendale and Pasadena by the use of geothermal energy. Compliance to city energy cutbacks had been running well, 22 per cent below prior months.

Burbank City in April, 1973, was remarking a severe energy pinch as seven oil companies did not bid on supplying the city's vehicles with fuel for the coming fiscal year. Burbank had been paying 20 cents a gallon for premium fuel for its 10,000 gallon tanks. By December, 1973, Burbank had found 1.27 million barrels of fuel, enough for a year's supply, at $5.47 per barrel, below what the city had been prepared to pay. Still gasoline costs for the city went up as much as $100,000. Energy shortages were cutting into traffic at Hollywood Burbank Airport.

In water pumping Burbank was receiving but 40 per cent of its total supply from wells and the other 60 per cent from the Metropolitan Water District by November, 1970. In a longterm court suit the courts found for Burbank and against Los Angeles but set a limit on how much water Burbank and other cities could pump. Before the ruling the proportions of well versus MWD water were reversed. Burbank was paying $13,000 to Engineering-Science, Inc. to aid in determining how reclaimed water could be used to irrigate 1,000 hillside acres the city wished to plant with fire retardant bushes. In October, 1972, Burbank picked
up two valuable privileges of pumping underground water at "a bargain." One was from underground basins of William O. Bartholomew and the other from Mrs. Ellen S. DuBoise. Each had a yearly pumping right which had to be exercised or lost.

Then in December, 1972, the 17-year-old court suit, begun in 1955 by Los Angeles, saw an appellate court reverse a 1968 trial court judgment and rule against Burbank, Glendale and private parties. The decision could mean $12,000,000 in more water costs than Burbank had had up to 1972. The appellate court ruled that the lower court had failed to follow earlier Supreme Court judgments on the issue; one was made as early as 1895. Burbank was granted a new hearing by order of the California Supreme Court in the dispute in March, 1973.

A $1,000,000 grant from the U.S. Environmental Protection Agency in December, 1972, went to improve Burbank's water reclamation plant. State funds were to be added to the $396,547 the city set aside. The plant had a capacity of 6,000,000 gallons of sewage treated per day. Burbank's oldest active well, in operation from 1938 on, was still active in 1973.

Burbank in 1973 had an average of 84.3 phones per 100 persons compared to 7.8 per 100 in the world as a whole.

FIRE, POLICE, COURT, POST OFFICE

In fiscal 1969-70 firemen responded to 1,725 calls, up from 1,447 the year before. On June 11, 1970, Burbank firemen won a 5.5 per cent increase in maximum scale, a 5.5 per cent across the board raise, and a cut in hours from 63 to 59.7. Burbank Fire Fighters Local 778 signed a contract with the city. In 1970 the department had 32 vehicles, 130 total personnel, and one of the highest insurance ratings in the U.S. as a Class 3A city, which meant great savings to property owners. Firemen also helped educate school children in a Fire Prevention Composition and Poster Contest. Columbia Ranch suffered fire losses of nearly $2,000,000 on January 30, 1970, when 17 movie sets, including a western film town, were wiped out. In April, 1970, another fire at the Ranch cost $120,000. A third fire in August, 1970, saw an acre of the Ranch burned.

Yet other fire losses declined for the year. Manpower shortages in 1971 saw firefighting equipment temporarily out of service some 73 times during the year; illness, lack of replacements, and budget economies made for the deficiencies; other stations were able to make up for this.

In 1972 the fire insurance industry resurveyed Burbank's fire defense capabilities; the move could save residents hundreds of thousands of dollars in insurance premiums. Also, the Fire Department budget could be cut and as much as $2,513,728 in cuts were proposed in 1972 and 11.5 less firemen. But City Manager Baker held that insurance ratings were archaic and had the city been given the merited rating, it would have saved $300,000 in insurance costs in 1971. To obtain a cut
in premiums of about $350,000 yearly, Burbank Fire Department reinstated its platoon system in place of the personnel reorganization it had had.

At the same time the new integrated fire alarm and communications system made old fire alarm boxes obsolete. But people wanted them; a brisk sale of $20 each for most boxes, $25 for others and 14 out of 204 for $27.50 each went on in 1972. Price of the new modern radio type box devices was nearly $311,000, payable over ten years. Average response to a call was costing the city about $150 to get men and equipment to the scene. In 1972 347 box alarms were answered and 238 proved false, or better than two-thirds. Some were overreaction by citizens, others by kids getting "kicks."

Winter fire inspections of Burbank churches began in January, 1973, as part of a semiannual inspection of the 45 structures to keep down serious church blazes. The program, which went back to 1956, had meant no serious church fires for 17 years, countering a national trend. Vacant as much as six days a week, old, and containing poor wiring, churches were often fire hazards. Burbank's 106 firemen were granted a pay raise in November, 1973, to increase their annual pay $63,000. Fire losses in Burbank in 1973 fell by 50 per cent, to $529,106, compared with $1,002,997 in 1972. The difference was in several large building fires, since almost the same number of buildings were involved each year, 424 in 1972 and 423 in 1973.

While national crime rates rose, those in Burbank tended to lag far behind and nearly half the 144 police personnel had completed some college training required in police preparation. The 2,655 offenses of 1969 fell off to 2,454 in 1970. Suggestions for many changes came out of a two-year study in 1970. Burbank began eliminating the black and white police car; the all-white color for the 21-car fleet had a softening effect and made resale, after some 75,000 miles of use in a year, easier. By April, 1970, police were increasing the "ride-along" program. Residents accompanied officers in automobiles on their rounds. Now women and teenagers could go along. Burbank joined the Los Angeles Police automated want-and-warrant system in 1970; information on suspects or traffic records could be checked in 10 seconds. Burbank was to pay $8,400 a year for the service, along with $4,500 for the first year of operation.

A Burbank ordinance of 1970 prohibited display of female breasts and private parts of male and female. The ordinance banned topless bars. A $10,000,000 smut film operation was disrupted in Burbank in October, 1970; a huge quantity of film was seized. A "beat-drugs" program was expanding in Burbank in November, 1970. In that month Burbank installed electronic security devices, including closed circuit TV cameras, electric eyes and other warning signals at City Hall, primarily to block possible action by radical groups. Also, thefts as at the Public Service Department were expected to be cut by such security measures.

Crime was down 8 per cent from 1970 to 1971. Major crimes were off 201 cases; however, petty thefts rose from 1,464 to 1,878 in 1970. Burbank approved a war on burglars through electronic means in the city's southwest section in May, 1971. The city applied to Califor-
rina Council on Criminal Justice for a grant of $100,000 from the Federal Safe Streets Act funds. Twelve persons died from drug overdoses in Burbank in 1971. Bicycle use increased greatly in 1971 but bike thefts went up as much. Where in 1970 bike thefts averaged around 40 a month, in 1971 they were running beyond 50 a month and reached 70 in March. Bike thieves in the past had usually been youngsters; but with the higher value of bikes, adults were now operating the thefts. Police were 13 men short of their authorized field strength in July, 1971. Burbank police "meter maids" who kept checking on parking on metered streets were issued 24 dual-control cars in July, 1971, to ease checking and marking from the right-hand side.

Burbank Police Lieutenant David E. McIntyre returned in August, 1971, after 2.5 years as a police department reorganization adviser in Vietnam. He found much less crime in Saigon than in the U.S.; he noted that Burbank had more armed robberies in a month than Saigon in a year. Police were part of the new fire-and-police emergency alarm system which was to cost $420,000 and require expenditures of $550,000 for a decade. The entire old wiring system was to go underground. New alarm boxes went up on bright yellow pedestals with red and white markings for all 207 of the radio alarm devices in 1972.

When crime in Burbank fell off in 1972 to 3,622 major offenses from 4,177 in 1971, Captain R. J. Steckbauer noted that the ride-along program for citizens had contributed. Crime was down 12 per cent in that year. Operation Identification, a plan to engrave a driver's license number on personal property to make it readily identifiable in case of theft, began in Burbank in 1972. Realty firms bought 40 electric engraving tools and lent them to residents to mark property which then became hard for burglars and "fences" to market. A pilot program of more lighting to curb possible automobile and apartment house thefts in a northeastern section began in June, 1972. Since its formation in 1911 the Burbank Police Department had never had a Negro officer although several years before a black applicant had passed all examinations and was on the eligible list but failed to report when notice of his appointment was mailed. The department was seeking to recruit a few more police with Spanish surnames; four men of Mexican-Spanish descent were on the force. A black woman had passed examinations for the force but retained her county office instead.

Burbank police received more than $17,000 in state funds to aid in training for 1972. Four attempts were made to bomb the homes of the City Manager, police chief and a city councilman in Burbank in 1973. A $1,250 reward was offered for the arrest of persons having to do with the attempted bombings. Burbank police and federal narcotics officers confiscated $200,000 in heroin in July, 1973. A $4,000 security system was installed for Burbank police in October, 1973. A 20-person committee of Burbank band radio operators was being formed in November, 1973, to help police combat crime. Crime overall fell 12 per cent in Burbank in 1973, although violent crimes increased. Burbank Police cut patrol services over the fuel shortage and also reduced driving speed to 25 m.p.h. on patrol and 50 m.p.h. on emergency calls, except in a chase.
Nathan Acel, Burbank attorney since 1943, was appointed a Los Angeles Municipal Court Judge on July 23, 1970. Actor-war hero Audie Murphy, once he was cleared of charges of assault with intent to commit murder, said that his immediate plans were "to stay out of Burbank," in October, 1970. Murphy, who had ridden along with Burbank police on night patrols, was the most decorated soldier of World War Two. Burbank Bar Association led a move to increase from one to two Superior Court judges for the Burbank-Glendale area. Cost of a second court would run $250,000 a year, including salaries of judge, bailiff, clerk, other court attaches, and incidental costs. With a backlog of cases of 16 months, Burbank Superior Court sought to speed up trials in 1971. As many as 20 trials a week were held. By May, 1972, Burbank-Glendale Superior Court had available an expert conciliation service for problem marriages. Ralph Foy, 67, and Dr. Elta Pfister, 67, both of Burbank, were named to serve on the Los Angeles County 1973 Grand Jury of 23 members in January, 1973. Superior Judge Thomas Murphy of Burbank began sitting in Department B in his home town in January, 1973. Marion E. Cobler of Glendale was appointed a Municipal Court judge to Burbank Judicial District in May, 1973.


FLOOD, SEWER, ANIMAL, RUBBISH

Burbank's master plan of storm drains was working well in the 1970's. Sewer plants had a capacity of 16,000,000 gallons a day with sewer connection charges as low as $2 a front foot.

Burbank by March, 1972, began enforcing an ordinance requiring dog owners to clean up nuisances committed by their pets within one hour. Most dog owners were expected to follow that dog. Burbank's animal shelter was studying use of a tranquilizer gun for certain animal emergencies. Burbank voted a $10 fee for unregistered dogs in 1973 and $5 for registered dogs. Neighbors, as well as the City of Burbank, objected to the more than 400 "noisy" birds kept by Laure Haile, bird woman of Burbank, in 1973. The planners voted against this number of birds in a private home.

By 1970 Burbank was seeking to use one-man rubbish collection and selfloading trucks; it sought to cut pickups to five days from six, to make for a yearly saving of $174,000. Burbank's longtime gravel pit, operated since 1936, was to be filled and used as an industrial site under a proposal of 1970. Burbank in 1971 studied commercial rubbish collection operations which assertedly could save up to $200,000 annually in capital outlays. Still, in March, 1972, Burbank rejected a franchise to private rubbish collectors to handle commercial refuse and trash. Fully 2,000 of the city's 14,000 apartment buildings were involved. Private collectors held that the city refuse operation was trying to "steal" some of its commercial customers. Burbank had a $237,000 deficit in trash pickups in 1973 and costs were possibly to
rise in the next year.

HEALTH

A Burbank firm, Electro-Medical Engineering Company, was the West Coast marketing agency in 1971 for Meditronic, Inc., largest producer of pacemakers for the heart in the United States. Meanwhile, a $14,000,000 expansion of St. Joseph's Hospital began in September, 1970, to raise bed capacity from 368 to 567 beds. In April, 1973, St. Joseph Medical Center dedicated a $16.3 million wing, with Cardinal Timothy Manning officiating.

More than 7,000 crippled Mexican children had been aided by a Valley airlift and the work of Dr. Robert Nichols of Burbank, who had treated the children over the years from 1961 to 1973. Dr. Nichols founded the Valley Orthopaedic Clinic in Calexico to do the work, with the aid of the Valley Airmen's Association. A new guidance center of the Burbank Medical Center opened on January 2, 1973. Funds of $100,000 made the opening possible. Various psychiatric services were offered in the nonprofit center, previously located in Glendale. Medical patients were treated free; a sliding scale was used when a patient could pay, with the average charge being $3. Burbank Community Hospital, oldest in the city, reached 114 beds in 1973; the fully accredited hospital, founded in 1907 by Dr. Elmer H. Thompson, had 170 specialists and general practitioners, and 300 full time nursing, technical and other personnel.

SCHOOL, LIBRARY, NEWS, RADIO

The 1970 census showed that Burbank had 12.4 median school years completed for adults, ahead of the city and county's 12.3. Burbank had 65.8 per cent of adults completing four years of high school or some college. While 26 other school districts in the county in 1969-70 had to borrow a total of some $30,000,000 to meet their payrolls in 1970, Burbank schools had sufficient reserve funds to pay their bills. Enrollment in kindergarten through grade 6 in public schools slipped from 8,839 in 1950 to 8,615 in 1960 and 7,740 in 1970, as the younger population fell off.

In Fall, 1973, 13,769 students entered Burbank's 21 schools, 372 less than in 1972. This was expected, with a far lower birth rate, to fall to 12,049 by 1982 from the October, 1973, peak of 14,086. More than 1,000 pre-schoolers were in Children's Centers in Burbank in 1973. Burbank used state funds of $53,365 at Miller School to implement and upgrade instruction for 365 pupils. With federal milk subsidies removed, Burbank children had to pay 10 cents a half pint for milk in schools, double the 5 cents of 1972. More than 300,000 half pints of milk were served to youngsters in 1972. Remodeling, refurbishing and repainting of Burbank schools cost $203,974 in Summer, 1973, basically necessary work.

Burbank teachers, some 30 strong, marched in protest outside
the school district Administration Building on April 16, 1970. Villa Cabrini Academy officials placed the 30-acre school campus up for sale and more than 400 surrounding acres as well in February, 1970. For lack of religious personnel, the school had to discontinue operations after 40 years. The more than 400 students were absorbed in other parochial schools. On June 11, 1970, Villa Cabrini Academy closed down. The new California Institute of the Arts indicated that it sought to use the school buildings. Meanwhile, Burbank schools considered relaxing dress codes further; student pressure for lifting all rules on dress persisted. As for adults by 1970, they claimed that anything goes in the new school dress code. Burbank resident Robert Stein was named president of Laney College in Oakland in September, 1970.

Minorities in Burbank schools by Fall, 1971, made up 12 per cent of all students, up 4% in a year. Currently 1,552 Spanish surname students attended, aside from negroes, American Indians, Orientals, and other minority persons. In 1970 minorities made up 11.02 per cent of the student body. By 1972 elementary enrollment was down to 7,609 students. For all schools the enrollment was just under 20,000, about 22 per cent of the population. Some 80 per cent of Burbank's high school graduates continued on to college.

Burbank Board of Education held that its teacher pay was above average compared to 20 other school districts. A beginning teacher in Burbank was receiving $7,727, fourth out of 21 school districts compared in 1972. After some years in teaching a teacher would place in the middle of the salary schedule for the 21 districts, at $10,995. Maximum was $16,454 or sixth of the 21 comparable districts. Between 42-43 per cent were at the maximum. The average junior high school teacher was earning $12,089 and the average senior high school teacher $13,748, while the average elementary school teacher was earning $12,000. Burbank teachers asked an 8 per cent boost in salaries to meet rising living costs for 1973 and also an early retirement plan.

City Council by a vote of 4 to 1 favored the antibusing of school children bill sponsored by Assemblyman Floyd L. Wakefield to repeal Assembly Bill 724, in January, 1972. Burbank school administrators held that the state bill would not be effective here because local schools were in racial and ethnic balance and had been for five years. In Spring, 1972, Burbank adult school dropped the quarter system for lack of support. Presence of both the semester and quarter systems apparently confused students, who when polled preferred the semester schedule.

Evaluation of the efficiency of Burbank schools' 677 certificated teachers and administrators under the Scull bill went forward in 1972. An evaluation district committee was authorized. A 43-member steering committee of teachers and administrators made recommendations. Turnover within the 573-classroom teacher staff was cut in 1972 to 5.4 per cent; 31 new teachers were hired. Teachers sought a 3.9 per cent salary increase, and more than double that in 1973. Budget for 1972-73 was $10,000,000. Burbank participated in the hiring program of the Emergency Employment Act (EEA) by maintaining in employment 83
persons in the schools and city. In September, 1972, Burbank schools
signed a new four-year contract with Superintendent Dr. Robert E. Shanks;
a $1,500 raise brought his salary to $34,500. A questionnaire by the
schools showed that there was much agreement on improvements in hand-
writing, spelling and grammar. Students emphasized more physical
education and sports.

By 1973 schools were doing more in reading instruction with
individual work. The South West Reading Lab (SWRL) learning mastery
system of individual work in reading and math was given. Burbank
Retarded Children's Center celebrated its 10th anniversary on February
13, 1973, with showing of the special film, "Graduation."

The library had 236,019 volumes by 1970, 18 times the 1939
total. Circulation rose to 635,901 or about five times the 1959
figures. Just under five books per resident were circulated a year.
However, as circulation was falling at North Glenoaks branch, in Feb-
uary, 1970, city councilmen indicated that they might not renew the
$2,340 a year lease on the structure; it housed 20,000 books.

Thefts at the library reached the point where in 1972 it was
proposed to install an electronic detector at a cost of $5,000-$6,000
to save money on lost books. Even large encyclopedias were being
stolen; rental book losses ran to 20 per cent. City Librarian John
Jolly resigned his post effective July 15, 1972, having served since
1968. Burbank's third permanent library building was dedicated in
October, 1972. Construction cost $188,340 for the Northwest Park
Library; it began with 30,000 books, taken from the West Burbank Branch
Library, which it replaced.

A record 1,132,425 persons viewed library films in 1972, ten
times the 1962 figures. Burbank library proposed a $699,483 budget for
1973, a rise of $15,000 for utilities and $10,000 for books. New head
librarian of Burbank was Ken Wilson, 48, named in April, 1973.

Jack Gruden was appointed acting general manager of the Burbank
Daily Review on May 6, 1970. Lloyd R. Nicholson, 60, publisher and
editor of the Review, died in 1970 of cancer. Gruden was named general
manager. Terrence T. Donnelly replaced Carroll W. Parcher as publisher
and editor of the Burbank Daily Review and the Glendale News-Press as
of December 31, 1972. George A. Gunston was named executive editor in
Copley, head of the 17-newspaper chain in California (including the
Burbank Review) and Illinois was named Newspaper Publisher of the
Decade by the California Press Association in December, 1972. He died
at 57 in October, 1973. Writers and photographers of the Burbank
Review won 12 awards in the annual Valley Press Club competition.

Burbank's ban on news racks anywhere on sidewalks except on the
Golden Mall faced a higher court test at the end of 1973. Burbank (and
 Lynwood) were enjoined on January 24, 1974, from enforcing a city ordi-
nance banning general use of newspaper sales racks on public sidewalks
and other public property by Superior Judge Campbell M. Lucas. He held
that the proposed ordinances were too broad and could infringe on con-
stitutional rights to freedom of the press and expression. Burbank
Daily Review was associated with the suit brought by many newspapers.

Sale of KBBQ to Burbank Broadcasting Company for $2,200,000 was approved by FCC in July, 1972. Fourteen Southern California businessmen were in the broadcasting firm, with former Governor Edmund G. Brown as their attorney. A $1,000,000 budget was planned. The station, a 10,000-watt AM facility, was acquired in 1971. Gary Price, who had been with KHJ-FM as general manager, was named president and general manager. Radio Station KMQQ (Burbank) promised in November, 1972, to donate receipts of a rock concert to the Southern California Council of Free Clinics. But the rock concert led to arrest or detention of some persons by police on various charges. Some 323 persons were arrested. Fully 32,000 spectators jammed KMQQ's session at Los Angeles Coliseum in November, 1972.

ORGANIZATIONAL PROBLEMS


There were but four more registered Democrats than Republicans in Burbank in January, 1970, 20,441 to 20,437. But in April, 1970, Republicans outnumbered Democrats in registration, 21,247 to 21,056. One-time Lockheed chief of industrial relations, James D. Hodgson, 54, was named Secretary of Labor in June, 1970. In 1971 Burbank sought to have the legislature make Burbank a single political entity and end a split among three state assembly districts, two state senate districts and two congressional districts. Burbank Mayor Robert A. Swanson held that Burbank was a homogeneous community and needed a single political district. Threats of a recall over a dispute concerning the extension of Catalina Street were made in 1972. Democrats outregistered Republicans by 820 votes in 1972, 24,598 against 23,786.

Burbank had a 41.6 per cent turnout for the election of February, 1973, when 18,723 ballots were cast. Six faced a runoff for city council seats. Three new councilmen were elected in April, 1973, for four years.

To dramatize its Judaic-Christian heritage, the First Baptist Church in January, 1970, renamed itself the Inter-Faith Center. Burbank Rabbi Aaron Gold of Temple Emmanuel held that to permit teaching religion in schools would begin to destroy the peace that reigns between various faiths. An arsonist was sought in the fire which destroyed the First Christian Church in Burbank in February, 1973, and caused $100,000 in damages. As they began rebuilding the church, people said: "We are the church and not the building."
new Victory United Brethren in Christ church was dedicated by church officials in January, 1974, to replace the structure damaged in the 1971 earthquake.

Burbank Exchange Club in 1970 continued to run a monthly party for more than 100 physically handicapped persons, as it had done for 17 years. The program, which cost some $2,000 a year, offered music and dances. A new Social Security office for Burbank was in the offing in 1971 and could serve 16,000 people. The office was a sign of how the senior citizen population had grown markedly. Many aged were deluging Joslyn Adult Center with requests for aid in 1973. A senior citizen organization similar to the Youth Advisory Committee was planned by Burbank in May, 1973.

The new Burbank Child Guidance Clinic, headed by Dr. Glen Roberts, began offering guidance and counseling to youth early in 1973. Burbank's four child care centers were imperiled when U.S. funds for them were cut in 1973. Their program need was for $400,000.

Food stamps were neither handout nor giveaway in 1970, explained Henry Cline, Burbank district deputy director for Los Angeles County Welfare Department work. The program, begun in late 1964, was designed only to upgrade food intake of the poorly fed. Recipients had to pay a percentage in cash for the food stamps.

Burbank Human Relations Council held in Fall, 1970, that poverty and low income housing problems would continue to grow in Burbank unless concerted community action were taken. Kenneth E. Norwood, council president, noted that the chronic nature of poverty and poor housing made them centrally important. The report sought a minimum of 150 low cost housing units through the County Housing Authority in buildings of 20 units or less. Housing for the elderly, young and low income persons was deficient. The report held, "there are no ghettos in Burbank." But of 34,300 families some 3,600, or more than 10 per cent, were low income. As of March, 1970, 880 Burbank families received county aid to families with dependent children. A total of 2,217 persons were receiving old age assistance or aid to the disabled. Moreover, of 37,100 housing units, 20 per cent were considered deficient and 10 per cent substandard.


Burbank city workers in March, 1972, were taking courses in Spanish so as to help end a communication gap with a growing minority. Mrs. Otis T. Willson wrote the Burbank Review to ask why Burbank's "barrio" near Flower and Verdugo was not given some redevelopment attention to reverse blight. She pointed to unpainted wooden shacks crowded two or three on one small muddy lot, a substandard trailer park, dilapidated commercial structures and unkempt front and rear yards as marks of a ghetto.

Burbank offered an array of youth programs, including "Bridge,"
Youth Opportunity Center, and the Hap Minor Boy's baseball program. "Bridge," a youth-serving organization led by Mrs. Laura Tutich, wife of Police Captain Don Tutich, a board member, opened a new meeting place in August, 1970. The group began in May, 1969, to help teenagers. The Youth Employment Service, in financial difficulties since Spring, 1970, was expected to shut down in December, 1970, unless funds were contributed. The Burbank Youth Commission of the Burbank Coordinating Council put out a 1971 edition of its "Youth and the Law" which advised parents and youths on legal problems.

The nearly defunct Youth Employment Service in February, 1972, was being reorganized on a new basis as a nonprofit corporation; civic leader James Richman was president pro tem. A first year budget of $5,000 was being sought. Youth leaders held in 1972 that youth can become a political force in Burbank and run a youth candidate for a City Council seat by 1973. Eight new members—four boys and four girls—were named to the Burbank Youth Advisory Committee for 1972-73 in Spring, 1972; they took the oaths of office. Mayor D. Verner Gibson named the eight from more than 25 applicants. Five students from Burbank and Burroughs High Schools appeared before the City Council and upheld accusations by the Youth Advisory Commission that the city erred in closing Stough Park on weekends in October, 1972. Officials cited assemblages of 150 to 300 youths and some older persons who created noisy traffic, hoodlumism, littering, bottle-throwing, vandalism, drug and liquor abuses, and stoning of police cars. Curfew controls were lifted at Stough Park in March, 1973, on weekends, only when youth demonstrate they will accept responsibility, the city manager held. Burbank's Drug Abuse Committee began a program to fight alcoholism among youth in Summer, 1973.

The 350-man 1st Battalion of the 160th Infantry from Burbank and Glendale returned on March 1, 1970, from riot duty at Santa Barbara. Burbank youth were finding legal aid in 1971 to avoid the draft; legal fees could cost $350 or more. Ex-prisoners of war in Burbank for Marine Day in March, 1973, told of strain in Viet-Nam prisons.

Burbank Seneca Indian lawyer Fred Gabourio, 50, was called by the Justice Department to Wounded Knee, S.D., to help in negotiations there with Indians in March, 1973.

RECREATION

Burbank's dance program got under way in Summer, 1970, with all dances scheduled from 8 to 11 p.m. Admission was $1 plus a Burbank identification card. Juleste (Jesse) Salve, Hawaiian-born dancer in top shows, opened his Salve Academy of Arts in Burbank in 1973. Burbank's liberalized dancing laws got their first test in August, 1973, when "The Stoned Crow" struck up the band at 9 p.m.

Burbank Art Association held its Spring Membership Exhibit in April, 1972, at Central Library; 15 artists won first place awards for their work. Four major cultural organizations in Burbank sought an increase in budget from $21,000 to $28,000 in June, 1972. Cultural
bodies of Burbank were allotted $27,800 for fiscal 1973-74. They sought $35,000 for operating expenses, the most ever sought in one year. One person held that his friends referred to Burbank as a cultural desert.

Burbank Civic Light Opera, in financial difficulties for three years, in 1970 was given $1,300 by the City Council to help stage a musical play. The Opera had debts of $3,438 at the beginning of the fiscal year. Dr. Pattee Evenson, conductor of the Burbank Symphony Orchestra, noted in March, 1970: "A musician is married to his work." The noted musician had played with the Minneapolis Symphony Orchestra, the Boston Pops and the Rochester (N.Y.) Philharmonic. Before being named conductor here Dr. Evenson had appeared as guest conductor of the 80-member organization in four programs. If the symphony charged for its programs, it would lose county aid, he noted. All, in all, the symphony association had 500 members, led by President Arthur Ehrlich.


A sports complex for Burbank that could cost up to $22,000,000 was discussed in a study of 1973. In recreation generally a $400,000 and five-year golf course redevelopment program for De Bell Course was proposed in January, 1970. Phil Scozzola was named De Bell Golf Course professional in February, 1970. The new $265,000 clubhouse at the course was dedicated in April, 1970. Three assistant pros and two starters were hired. A city subsidy of $30,000 a year went to the course. But Scozzola employed and paid his own starters, a shift from prior arrangements which cost the city $56,000 a year to six employees. First part of a $500,000 improvement to De Bell Golf Course was to begin in May, 1974.

Once minibike trails were approved in 1970, they were to open in six weeks in Burbank park areas. Some 150 acres were set aside; a charge of $1 a vehicle and 50 cents a rider was planned to make the plan self-supporting. By 1971 Burbank had to open the minibike and trail bike areas in the Verdugos to nonresidents--at the same fees. Breakeven point for the course was $150 a month; minibikes ordinarily were not permitted on city streets.

A $6,932,113 plan for the Verdugo Mountains regional park of 1,100 acres, to serve 850,000 East San Fernando Valley residents, was submitted to the City Council by the Planning Department in July, 1970. Federal funds were to help develop the park at a cost of $952,074 and to improve Stough Park at a cost of $250,039. A water reclamation program would cost $4,480,000 and an associated program to expand the city's water reclamation plant, $1,250,000. Of the total cost for what was called Ecoplan-Verdugos, $4,288,435 would be sought from the U.S. Department of Housing and Urban Development and the Department of Interior. The city's share would be $2,643,678. Of this some $1,167,367 were currently in municipal funds, while $1,476,311 would be financed later. The city would acquire 1,100 of the 2,100 acres of undeveloped land lying within the city and owned mostly by private
interests. Burbank agreed to consider combining properties in the Verdugo Mountains with Glendale and Los Angeles into a larger regional park. Private property in the area was appraised at $1,000 to $5,000 an acre. The entire idea was to maintain "open space land."

Meanwhile, Buena Vista Park was rejuvenated by October 19, 1970. Renovation work went on at 109,000 square feet of Verdugo Park, 40,000 on the Golden Mall and 18,000 at McCambridge Park. A plaque marked completion of a $90,000 facelift of Buena Vista Park in December, 1970. Extension of the park through property of NBC was to begin early in 1971. Construction on Northwest Park and Library began in late December, 1970. By March, 1971, the use of Burbank's minibike parks by some 110 people on Saturday and Sunday showed the possibilities of recycling. The park used was created from compacted rubbish and transplanted earth in the hills near Stough Park and Starlight Bowl.

Permission to use land beneath the overhead power lines along the Whitnall Highway for two long blocks south of Magnolia Boulevard for Burbank's first bicycle trail was received in April, 1971. As patronage fell off, the minibike course in the Verdugo Mountains was closed for the summer of 1971. Expenses of $150 a month were not being met. William F. Keller, "father" of organized recreation in Burbank, retired in 1971 after 28 years of service. David Odell, 20, of Burbank, took a 2,025 mile walk with a 60-pound pack for four months on the old Appalachian Trail starting in November, 1971. The hike lasted 120 days. In 1972 Odell and three others set out for a 2,300-mile traverse of the Pacific Crest Trail.

Burbank held its first tennis tournament in May, 1972, to meet a need. The city had 33 tennis courts, 20 of them at schools, with little public use. Others were jammed all the time. A dozen more courts were required to meet a standard of one court for each 2,000 persons. Dr. Seymour Gold, professor of environmental planning at University of California at Davis, told Burbankers that neighborhood parks were far from dead in Burbank and were not being replaced by larger recreation centers. YMCA in Burbank began a course in survival for those using surrounding hills and mountains for hiking, backpacking and camping in 1972.

"Company House," a one-act farce, was presented in June, 1972, by the Players Theatre of Burbank at the Golden Mall Pavilion, with Donna Anderson as artistic director. A former bowling alley, the Golden Mall Playhouse was converted into a modern, air conditioned 230-seat theater by Walt and Pamela Gilmore and George Strattan. In October, 1972, Burbank authorized $5,000 to build a bikeway system on surface streets. Meanwhile the system was to be brought into the Griffith Park bike system and use of flood control channels and power-line easements for bike riders was sought. Completion of a citywide bike route in June, 1973, topped a five-year plan of Recreation and Parks Director George Izay. The route, first for Burbank, stretched 19 miles and connected all 12 parks. Northwest Park opened on December 29, 1972. The 10-acre park, first major recreation project since 1960, cost $342,000.
The $179,000 first phase of redevelopment work at Stough Park was to begin by April, 1973. With one minipark near completion in August, 1973, Burbank was studying the possible purchase of another. Stough Park was reopened by Burbank city in May, 1973, but a midnight curfew was imposed. Hours there were cut to closing at 10 p.m. daily to reduce youth disturbances, in August, 1973.

Department of Housing and Urban Development approved Burbank city appraisals ranging from $1,000 to $5,000 an acre for land for the proposed Verdugo Mountains regional park in January, 1972. HUD granted $489,902 to match the city’s $400,000 in bonds to finance purchase of all 13 parcels needed. Already in EcoPlan-Verdugos, a development conservation concept, were Brance Canyon Park of 10 acres, De Bell Golf Course on 103 acres, plus a 3-part course. The development plan was to produce an open space land program.

CONTRIBUTORS TO HISTORY

Burbank Kiwanis Club began a project to write, publish and sell a book on the history of Burbank in 1970; any money raised would go to help raise part of the $10,000 Kiwanis pledged to the Burbank YMCA and Verdugo Hills Council of the Boy Scouts. Burbank vice mayor Dr. Jarvey Gilbert was reelected to a two-year term on the executive board of the Southern California Association of Governments in 1970. Mrs. Barbara Wollack was named Burbank Woman of the Year in 1970. Pioneer Burbank resident Mrs. Eva Fox, 104, celebrated her birthday with messages from both President Richard M. Nixon and Governor Ronald Reagan. Heidi Gearhart, 17, Burroughs High School senior, won the state finals of the Native Sons of the Golden West speech contest over students from 700 schools in May, 1970.

Former mayor and councilman Floyd Jolley died at 58 on August 27, 1970. Silent film star Louella Modie died at 74 in Burbank in 1970. She had played for the old KB studios and had joined Mack Sennett in 1915. She was also the first woman police detective for Burbank, in 1943. In 1917 Redbook Magazine had hailed Miss Modie as one of the most beautiful actresses of stage and screen. John Pastor, general director of the Burbank YMCA for the prior 11 years, was named Outstanding Citizen of the Year by the Burbank Board of Realtors in December, 1970. In 1970 Dena Marie Shepherd, the former Anny Song of Korea, had been adopted five years by a Burbank family and at 10 was one of the happiest of children.

James S. Allison, 53, onetime assistant personnel director of Burbank, was appointed Los Angeles County Registrar-Recorder in 1971, Mrs. Marguerite Fanning, postmistress of Burbank for the previous nine years, died at 63 in 1971. Comedian Bob Hope, who owned land across from NBC in Burbank, was talking in September, 1971, of building a museum there to house his thousands of mementoes. Dr. Jarvey Gilbert, Burbank city councilman and former mayor, put together a book, "Prescription for Living," from prescriptions he collected from hundreds of the world’s great and near-great personalities. Gilbert had begun collecting prescriptions when he sought autographs for his three
daughters. Arte Johnson, TV star of "Laugh-In," not only wrote his name but also a little message in German which read: "We have ways to make you happy." From Mae West, Dr. Gilbert got this prescription for living: "Take it easy and you'll last longer."

City Clerk Marion W. Marshall retired on May 1, 1972, after 29 years of municipal service. Woman's Council of Burbank named Mrs. Peter C. Dent Woman of the Year for 1971. Outgoing award holder Mrs. James I. Detweiler presented the award. Five hundred visiting Marines helped applaud Karyn Wyatt as she received her new title as Miss Burbank of 1972. Miss Wyatt was to reign at Burbank night at Disneyland. Burbank's Bicentennial Committee was meeting monthly in 1972 to prepare plans for the 1976 national celebration; Joe Jordan headed the committee. Representative Barry Goldwater, Jr., actors James Franciscus and Dean Jones, and basketball star-turned-TV personality, Tom Hawkins, were several residents of Burbank and North Hollywood added to Who's Who in America for 1972-73. Among residents of Burbank listed were Allen Blair, Lee Grant, and John Myers. Onetime actor and stuntman Robert Strong was secretary-treasurer of the Chuck Wagon Trailers, a nonprofit organization of retired cowhands and film and TV cowboys dedicated to keeping alive the traditions of the Old West. One of the oldest CWT members was Captain Walter Field, 98, who had been in films before World War I.

Harry Richman, one of the top nightclub singers of the 1920's, 1930's, and 1940's, died in a nursing home on November 3, 1972, at age 77. For years he had resided in Burbank. His "Puttin' on the Ritz" theme was the most widely copied singing style by major entertainers. In 1966 the onetime boy friend of silent film star Clara Bow and pianist for Mae West, penned his life story, "A Hell of a Life." Mrs. Jane Teague of Burbank was elected 1973 president of the American Baptist Churches of the Pacific Southwest. George Cole, 83, former Burbank police chief and federal law officer, died on January 25, 1973. In 1973 85 years of Burbank history painted in oils on 50 canvases were to go on permanent display in City Hall. Mrs. Helen Deckert, president of the Burbank Art Association in the past and who had done several of the paintings in 1961, was surprised to learn they were going to be hung finally. Kay Mulvey (Mrs. Bernie Williams), for the last six years women's editor at Disney Studios, retired in 1973, a pioneer in her field.

Mrs. Avery Rosten was named Burbank Woman of the Year for 1973. Burbank residents Richard B. Williams and his wife Christine completed two years in the Peace Corps with a tour of duty in Micronesia. There he gave legal assistance and his wife taught in a community college. Former Mayor James Norwood, 81, died in October, 1973.

Great and small, known and unknown, thousands had contributed to Burbank history. Out of an Indian, Spanish, and Mexican past had come a world city in the present.
CHAPTER 23

THE CHALLENGE TO BURBANK

By 1975, three-quarters of the way through the twentieth century, Burbank faced—and faced up to—the greatest challenge in its history since it began as a ranch in 1866-67. A people shift drove down the number of residents. An economic change exposed the city to rampant inflation. The computer wrought its magic in speed and precision, but the promise of affluence and leisure did not end major problems. Many were worsened. But with all of them Burbank was doing well in circumstances unknown to prior people.

POPULATION CHANGEOVER

Burbank was no Malthusian case of people overrunning land. On the contrary, while the population rose from but 2,913 people in 1920 to 90,155 in 1960, by 1970 it had moved down to 88,871. By January 1, 1974, county planners reported it at 84,472, considered low by Burbank's planners. By 1975, they found Burbank still had 87,649 people. Planners postulated that by 1975 one could show a descent to 86,044, by 1985 to 83,842, and by 1990 to 81,262.

Behind this lay important changes in the birth rate, which in 1974 hit a 30 year low, in line with a major national downward move. School authorities estimated that from 22.3 births per 1,000 living people here in 1963, the rate fell to 11.1 by 1972, or to less than half. By 1973 there were 1,057 births and 880 deaths. The death rate is running at about 9.6 per 1,000. Also new in-migrants were apparently entering with smaller families, while some who were leaving departed with larger families, in part to find cheaper housing elsewhere, as a top postal official, who had himself moved out, explained. Burbank was left with an older population; but older persons can be far more skilled and useful than was formerly supposed.

Within these population changes were others, as minorities were increasing. A buffalo feast was held in Burbank on March 31, 1974, to help raise funds for the American Indian scholarship. Burbank Latino Association sought more bilingual teachers' aides in elementary schools with a significant Latino enrollment. While Burbank's military contingent was low, nonetheless the city held its eighth annual Marine Day celebration on March 15, 1975.

A highly significant shift noticeable in the Burbank of the 1970's was that regardless of how large the population was, it had all the problems of cities with millions. In fact, the entire tenor of local history had changed; in place of tiny local events and incidents involving individuals, the personalities were increasingly more a showing of what was happening to thousands of others here and millions elsewhere. Burbank had become a microcosm of urban changes worldwide.
Women were receiving more recognition. Mary Greene was named Woman of the Year by the Board of Realtors. Woman's Council of Burbank in February, 1975, named Evelyn Johnson Woman of the Year; on the first ballot she was tied with Reba Yapp. Dr. Joan King, chief of medicine at Burbank Community Hospital, was named Woman of Achievement by Tri Valley District, Business and Professional Women's Clubs in January, 1975. Sister Georgette Jean, administrator of St. Joseph Medical Center, was honored as 1975's Woman of Achievement by the women's division of the North Hollywood Chamber of Commerce.

Among youngsters, Youth for Understanding sought city aid in hosting foreign students in Burbank homes in Fall, 1974. Burbank asked for county funds to aid social groups such as BRIDGE, a youth recreation and rehabilitation center, and also for a newly organized temporary aid shelter. Tom Miller, quarterback who led Burroughs High School to the CIF semifinals, was chosen as Burbank Daily Review's football player of the year in 1974. Youth job funds for the annual summer program were being sought by March 1, 1975, from county and federal funding authorities. Begun with the national Neighborhood Youth Program Corps in 1970, the youth program was employing from 150 to 200 students for some ten weeks.

THE CITY

Burbank the microcosm and vital center had a vast range of governmental moves going on which were symptomatic of the new age of the computer and affluence confounded by inflation. City investments for 1973 earned $838,518, 42% above 1972's earnings, and enough to save the average homeowner $16.50 on his tax bill. Vince Stefano was elected Mayor in April, 1974; he replaced Byron Cook. Burbank and Glendale agreed to mark their boundary with an ornamental sign at Glendale Boulevard in May, 1974; they shared the $5,000 cost.

Burbank's computer, in use since 1966, was outmoded by 1974 and newer models were needed, faster and more efficient. By August, 1974, Burbank was to receive $3 million in revenue sharing funds from the federal government. A deferred compensation program was established in September, 1974, for city employees to increase supplemental retirement benefits. The International City Management Association honored Burbank City Manager Joseph Baker for promoting the training of municipal government employees and coordinating energy conservation. Burbank applied for a $55,000 federal grant to hire a science advisor to assist in geothermal and energy conservation programs.

Under the impact of inflation the city manager offered ways of saving more than $7 million, with some reduction in personnel and services. Ora E. Lampman, former public works director of Pomona, was appointed Burbank's director of public works on December 31, 1974. He replaced Frederick Butcher, who retired after 14 years with the city. Burbank's revenues from taxes, fees and fines for 1974 rose to $14,886,041, more than a half million above the $14,354,941 of 1973.
By 1974, Burbank's Personnel Department noted a 10% reduction in personal injuries and a 30% decrease in vehicle accidents compared to 1973. The department received $510,000 in federal funds under the Comprehensive Employment and Training Act of 1974. With 1,300 city employees on the job, Burbank's Information Systems Department so improved mailing as to save the city from $10,000 to $15,000. The system implemented the animal license billing system, the Burbank data dictionary, the deferred compensation pay plan and budget salary leave system. Moreover, the team concept was extended among major departments in 1974.

Burbank's City Council opened 1975 by approving an 11% budget reduction of some $5.4 million for the rest of fiscal 1974-75, chiefly through delaying development of geothermal power. A virtual freeze on new hiring, like the 1971 freeze, was begun in preparation for the 1975-76 annual budget. Fully 25 projects were delayed by budget cuts by February, 1975; still, 42 of 151 objectives scheduled were completed. Burbank voter approval of $5 million in federal funds was rejected by the City Council on February 18, 1975, but councilmen favored applying for apportionments. Burbank was not getting its fair share of federal funds, the Southern California Association of Governments noted on February 27, 1975.

Burbank City Councilman Byron E. Cook and former Mayor D. Verner Gibson received the two highest vote tallies in the primary election on February 25, 1975, and were to face the third and fourth highest vote getters in an April 1 runoff. The other two qualifying were E. Daniel Remy and James W. Elter.

Beauty, poise and personality were to be the criteria for 23 young ladies vying on March 6, 1975, for the title of Miss Burbank 1975. Burbank received tentative approval on a $70,000 grant for its science advisor to assist in geothermal development, in March, 1975.

Plans Unfold

The Burbank Studios in July, 1974, suggested a moving picture theme for the Burbank shopping center redevelopment project. Burbank's redevelopment plan for much of the Golden State Project promised to upgrade land value an estimated $4.5 million. The project of 1,113 acres continued despite the economic crunch. Begun in 1970, the project got under way with funds from a tax increment by August, 1972. By 1974, some 200 acres were being redeveloped. At the same time a City Centre Redevelopment Project was launched, with land purchases started in September, 1974. An 11-member advisory board was selected.

On its part the planning body noted more than 700 nonconforming residential uses, such as living above a store; phasing out of such uses went on in 1975. On its 17.1 square miles, or 10,954.9 gross acres, Burbank had 3,625.4 acres allocated to residential uses, 398.1 to commercial, 1,409.8 to industry, 554.0 to public and quasi-public uses, 2,914.4 to open space and conservation, 48.5 mixed uses, to give 8,950.4 net land area. The rest of the land went into 2,004.5 acres for streets and freeways.
Voting

From July, 1911, when voters approved incorporation by 81 against 51, Burbank had by 1972 reached 51,452 voters, now including, of course, women and 18-year-olds. Democrats slightly led Republicans in the off-year count of March 7, 1975, 17,416 to 16,599 registered voters, out of 35,652 in all. In 1974, the registration had been 45,466. The American Independent Party in 1975 registered 136; miscellaneous, 30; and "decline to state," 1,471. In 1974, the Peace and Freedom Party had registered 43, down from its highest figure of 541 in the presidential election year of 1968.

Burbank city officials by October 17, 1974, had met the requirements of financial disclosure under a new state law. Fifteen officials filed conflict-of-interest statements with the county. In the November, 1974, gubernatorial election 29,705, or 63% of 46,894 registered voters, turned out. Republican candidate Houston Flournoy received 16,488 votes to Edmund G. Brown, Jr.'s 12,010.

Candidates for Burbank City Council, reports of February, 1975, showed, spent more than $15,500 of the $17,000 received in contributions.

CONTRIBUTIONS TO HISTORY

In March, 1974, the Burbank Historical Society was conducting "Remember When" sessions, an oral history, with people at Joslyn Center. A search for the city's oldest resident and oldest native born was begun. A museum site was sought, including the second floor of the Central library, after an old depot was removed from consideration. Plans to incorporate the society in 1975 were forthcoming; president was Mary Jane Strickland. Burbank antique dealer Doug Humphrey bought the entire collection of Jim Jeffries' memorabilia from Knott's Berry Farm and offered to donate it to the Society when a museum was set up. A film about the post World War Two period was shown by the Historical Society in January, 1975. Meanwhile a Burbank city study backed a movie museum site in the City Centre Project on March 9, 1975.

Many a Burbank personage was making history. Steve Stimpson, who in 1929 got the idea for airline stewardesses, died in Burbank in January, 1974. At the age of 97, Antonia Labadie Romero, honored at Joslyn Center, was more active than some of her five surviving children (out of 10). Dewey Kruckeberg, former head of Burbank Parks and Recreation Department, died November 15, 1974. Myrtle Van Degrift reached 100 years of age on February 12, 1975, and was told by her doctor to quit raking leaves. Guy "Bud" Edmund Bohan, longtime auto leaser, died at 68 on March 1, 1975. Ronna Rollins, 20, a legal secretary and former Miss Studio City, was crowned Miss Burbank 1975 by the outgoing queen Helen LaDonne on March 6, 1975.

Burbank's entry in the Pasadena Tournament of Roses won a second place award on New Year's Day, 1974. Some 10,000 people attended Burbank's Marine Day fete on March 17, 1974. Success of the first
annual Latino Festival at Burbank's McCambridge Park in June, 1974, assured its continuation, sponsors held. Some 70 groups planned exhibits in the Burbank Community Fair to be given on the Burbank Studios Ranch (formerly Columbia Ranch) grounds. Fire in September prevented the Fair from going on. Miss Peggy Lamb, 20, was named Miss Marine Day from a field of 20 candidates in March, 1975.

THE ECONOMIC UNDERPINNING

Burbank's powerful industrial economy staggered under the burdens of inflation, taxation and unemployment in 1974 and 1975. But in a rebuttal to a Wall Street Journal article, the Chamber of Commerce noted that far from being a ghost town Burbank was doing well economically. Fuel oil was sought and found. Christmas trade was very good. Burbank's 1974 real estate sales, countering a national trend, totaled nearly $3 million more than in 1973.

Building and Housing

Just as 1973 had been the year of the condominium in Burbank, so 1974 was the year of the apartment. Permits for 1974 totaled 1,599, slightly under the 1,628 of 1973. But valuations came to $17,203,282, well over the $14,959,509 of 1973 and the $14,211,620 of 1972. If this was under the $20,824,342 in valuations of 1971, it was still more than two-thirds above the $10,603,112 of 1970.

Construction began in June, 1974, on a 10-story senior housing project. A huge Alpha Beta and also a Von's Market were built, as was a major Sav-On Drug store, all well over $400,000 in valuation. In January, 1975, it was held that some 20% of the population lived in substandard housing; upgrading was proposed if $5 million in federal funds could be had. Canaveral International Corporation said that it was taking a loss on the sale of 700 acres of Verdugo Hills property to Burbank despite the city's agreement to raise the price to $1.2 million in January, 1975. Developers of Villa Verdugo, who had spent $2.6 million on the project by 1975, were given a year to complete the remaining 185 condominiums.

Apartmentalization proceeded apace. In November, 1974, not one permit was issued for a home in Burbank and only 17 for all of 1974. This was down from 28 in 1973, 84 in 1972, 43 in 1971 and 92 in 1970. As significant was the fact that there were more demolitions of buildings than new single family homes, 68 demolitions in 1974, 74 in 1973, 57 in 1972, 56 in 1971, and 55 in 1970. Meanwhile, 316 apartment units were on permit in 1974, compared to 298 in 1973, 14 in 1972, 45 in 1971 and 131 in 1970, or 845 in five years.

Burbank, by 1974, had reached 36,330 dwelling units, 12,452 or 38.3% in apartments, 23,878 in homes, duplexes and trailers (440). When the city had 32,907 units in 1960, only 7,214 or 22% were in apartments. In 1950 of 25,938 units but 4,051 or 16.6% were in apartments. Postal counts showed on March 28, 1975, 648 vacant units in the
Burbank postal area, or 1.1%. But planners held that the actual figure was above 3%, still very low. In 1972 the figure was 2.6% and in the 1970 census was 3.4%. Burbank housing is jammed.

Business

The economic crisis pushed down Burbank businesses to 3,804 in 1974, from 3,830 in 1973 and the same number in 1972. But this was above the 3,760 of 1971 and 3,661 of 1970, although under the 3,870 total of 1968.

Employment

For some years Burbank had more than $250 million in industrial payrolls, the equivalent of a city of 300,000 or more. But in early 1974 Lockheed and Pacific Airmotive laid off 2,900 workers. Lockheed cut its work force 10%, Pacific a third. A new branch of the State Department of Employment opened in Burbank in May, 1974, to help locate jobs and reduce travel to work outside the city. Meanwhile, fire and police employees won a 10% raise in June, 1974. Increases for all city employees cost more than $1 million.

With jobs scarce, some 50-year-olds and over picketed Burbank City Hall in July, 1974, to dramatize their problems. With $256,000 in federal funds available, Burbank was creating 27 jobs for the unemployed by August, 1974. Burbank adopted the Comprehensive Employment and Training Act (CETA) of the federal government. Burbank was to receive an additional $253,542 in federal job funds in October, 1974, to create jobs within the city government. Still, Lockheed had 17,500 employees at Burbank and 22,000 in California and expected to keep employment high during 1975.

Both "Miss" and "Mrs." were no longer to be on applications for Burbank city jobs after mid-November, 1974. Of the city's work force of nearly 1,300 some 9% were from ethnic minorities and 25-30% were women. Jobless claims in the Burbank area rose in November, 1974, to 18,821, about 10% above October and more than 7,000 above the 10,942 figure of November, 1973. A new federal law, requiring application of Fair Labor Standards Act to firemen and policemen, could cost $1 million more than present personnel costs and force a reduction in jobs, it was noted in December, 1974.

In January, 1975, Burbank sought $2 million in federal funds to create 207 public service jobs that would increase the city's work force by 15%. Burbank had 7.3% unemployed in January, 1975, just under the county's 7.7% and Los Angeles City's 8.7%. A proposed $2 million construction project at St. Joseph Medical Center was looked to to help the job market. By February, 1975, Burbank was to receive $440,984 in federal funds to create public service jobs. New unemployment claims in the Burbank area for February, 1975, were down to 4,448 from the January total of 4,870, but were well over the February, 1973, figure of 2,406. Then in March, 1975, as an additional $490,000 in federal funds were made available, some 45 new public service jobs opened up.
One federal study, using a revised procedure, found the Burbank labor force in February, 1975, to have 46,797 people, with 42,279 employed and 4,518 unemployed, or 9.7%.

Unions

A total of 17,000 Lockheed employees in Burbank and Palmdale on May 2, 1974, were to get a 12 cents an hour cost of living raise. The International Association of Machinists hired a company in August, 1974, to analyze Lockheed’s pension plan. Four hundred workers walked out on strike at Pacific Airmotive on October 13, 1974, in a contract dispute. The strike lasted 22 days. In October, both Lockheed and Weber Aircraft settled contracts with the I.A.M. The three-year agreement avoided a strike and included a 5.5% wage rise the first year and 3% rises the second and third years. Lockheed Employees Credit Union in Burbank had assets of $62 million by January, 1975, a one-year rise of $11-million. Burbank lodges of the International Association of Machinists donated $50,000 for striking members at McDonnell Douglas Company, whose group insurance benefits ran out, in March, 1975.

Finance


Latest Sales Management Survey of Buying Power figures in 1974 showed Burbank had income of $493,759,000, which could have meant exceeding a half billion dollars by 1974. Per household income was listed at $10,611, above both county and state and well over Los Angeles City's $9,563.

Industry

From the 1937 Census of Manufacturers count of 28 industries in Burbank, the city rose to some 400 by 1974. Industrial payrolls were $2,909,465 in 1937 and more than $250,000,000 in 1974-75. Burbank was truly a world industrial center. A Japanese Shinto ceremony was held at groundbreaking for the Rainwo and Ohara Publications Inc. plant in August, 1974. Two Burbank area companies, RCA and NBC, among 1500 U.S. firms on an Arab blacklist in 1975, could not explain why they were on anybody's list.

By 1974 Mayor Vince Stefano noted that the Burbank Redevelopment Project would show a profit by 1976. In July, 1974, ground was broken on 90,000 sq. ft. of land in the redevelopment project. The largest property sale--109,500 sq. ft. in the Golden State Development Project--was approved on January 28, 1975. An entire square block was

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authorized for sale for $315,000. A windfall acquisition came with the purchase of the 9.71-acre San-Val Drive-In Theater for approximately $1.4 million in February, 1975, largest single purchase in the project. But in March, 1975, the redevelopers made their first repurchase of property--15,500 sq. ft. for the same price, $48,000, that it originally cost--with the land moving into negotiations for resale.

A $3 million damage suit for the wrongful death of Air Force Captain Robert R. Rumber was filed against Weber Aircraft Company on March 6, 1975, on charges that an ejection system manufactured by the company was defective. Menasco Corporation was awarded a contract of $8 million to build 737 landing gear by Boeing Corporation in May 1974. Pacific Southwest Airlines began construction in June, 1974, of a 25,200 sq. ft. passenger terminal at Hollywood Burbank Airport, at a cost of more than $1 million. Zero Manufacturing Company (AMEX) reported sales, net income and earnings per share for the first nine months ending December 31, 1974, were the highest for any similar period in the company's history.

Lockheed Aircraft Corporation—an entire vast history in itself—on March 29, 1974, received supplemental loans of $75 million, in addition to $650 million contained in a 1971 loan agreement and including a $250 million federal loan guarantee. Lockheed's loans involved 24 lending banks. Orders for some $40-$50 million worth of aircraft came to Lockheed in March, 1974, from Saudi Arabia. In its annual report of 1974 the firm noted that it was carrying $418 million work of development costs for the jumbo L-1011 Tristar program. Total costs had gone up to $1.16 billion.

A 46-year flying career ended when A. W. "Tony" LeVier retired in May, 1974, as assistant director of flight operations for Lockheed. In May the company was working on an underwater oil drilling procedure for the continental shelf, using submarine and other advanced equipment, the U.S. Senate was informed. Also in May, 1974, Lockheed acknowledged that it was holding "very preliminary talks" of merger with several companies, including Textron, Inc., of Providence, R.I., a widely diversified firm which had $1.9 billion sales in 1973. By May Lockheed gained a $5.7 million contract with Canada for work on the Canadian Long Range Patrol Aircraft. By June, 1974, Lockheed was reported to be in line for $85 million of new cash from Textron, Inc., as part of a restructuring with the eastern conglomerate to enable work on the L-1011 Tristar Jetliner program to go ahead. Also in June, 1974, Lockheed was reportedly discussing with Russia the sale of some 30 of its new L-1011 Tristars, part of a request for aid in constructing an aircraft plant in Russia.

The U.S. Navy awarded a $1.3 million missile contract to Lockheed in August 1974. Lockheed was tentatively given a $20 million contract in September, 1974, for testing work on space missiles. A $3.5 million submarine contract for the Trident submarine program with Ocean Technology, Inc., was expected to create many Burbank jobs in September, 1974. Lockheed earnings moved up in the first half of
1974 to $10 million or 96 cents a share. A Lockheed jet outraced the sun to fly from Los Angeles to London in September, 1974. The 5645 miles, traveled at 1480 miles per hour, took 3 hours, 47 minutes and 59 seconds. Lockheed was awarded a $323,000 contract for a giant power-producing windmill on September 29, 1974, by NASA to use space age windmills to supplement conventional electric power sources.

Clarence L. Kelly Johnson, designer of the Lockheed SR-71 reconnaissance plane that set two world speed records, was honored October 11, 1974, by the California Air Force Association at McClellan Air Force Base. Lockheed, on November 29, 1974, announced that it had rejected an Arab bid to invest $100 million in the firm to buy control. Lockheed entered its P-3 Orion Aircraft in competition for a Canadian production contract worth up to $700 million in December, 1974. Employee inventors at the firm were honored with patent certificates and cash totaling $5,500 in December 1974. 

Lockheed reported as of year end 1974 that more than 1425 military and commercial Lockheed Hercules cargo carriers had been ordered by governments of 37 nations and by private operators over the past two decades. Up to 125 of the heavy duty airfreighters were expected to be sold in 1975-76.

Then in January, 1975, top Air Force officers bid farewell to Clarence L. Kelly Johnson, Lockheed design chief, who as early as 1938 had persuaded the British Royal Air Force to order Lockheed's Hudson Bomber, credited with helping to hold off the German Luftwaffe in the Battle of Britain. First production model of the Lockheed P-3C Orion, an antisub plane, was delivered to the U. S. Navy by Lockheed in January, 1975. Lockheed facilities throughout the U.S. cut electricity usage almost 19% and natural gas consumption more than 20% in 1974 compared to 1973. Enough energy was saved to service a community of 100,000--larger than Burbank. Textron, Inc., on February 28, 1975, abandoned its plan to invest some $100 million in Lockheed which noted that the shift "will have no effect on Lockheed's operations."

Industry-Film

A $157,000 building was proposed in January, 1974, to house a museum for the Disney Film Studios creations. Disney productions announced that the financial outlook for 1974 was the best ever. Clifford M. White, security guard at The Burbank Studios, was named 1974's recipient of the Achievement Award from the San Fernando Industry and Education Council in March, 1974. Prince Charles, heir to the British crown, visited Burbank on a film tour in March, 1974, and saw actress Barbra Streisand among others. Burbank resident Robert Knudson, 48, on April 2, 1974, won his second Academy Award (Oscar) for achievement in film sound; Knudson had won the prior year.

The longtime Columbia Ranch in Burbank was to continue as a film center but six acres were also approved on April 23, 1974, as a shopping center site. With 11 shows scheduled, The Burbank Studios planned to match 1973's film production record in 1974.
Pictures Industries in May, 1974, reported third quarter profit of $487,000 compared with a loss of $6,479,000 for the same period in 1973. Technicolor, Inc., in June, 1974, agreed in principle to acquire Drewry Photocolor Corporation of Burbank. Ted Ashley, head of Warner Brothers from 1969 to 1974, and already called by some 'The King of Hollywood,' was 51 in 1974 when New Yorker magazine profiled him and found that under his guidance the studio was making a considerable sum of money.

Police were probing embezzlement of some $249,000 from The Burbank Studios in July, 1974. Ted Ashley resigned as board chairman and chief executive at Warners on August 26, 1974, but remained as co-chairman and adviser to new board chairman, Frank Wells and new president, John Calley. Burbank won a court fight to close Warner Boulevard September 20, 1974. The Burbank Studios were diversifying into commercial drapes, commercial printing and even the possible building of Rose Parade floats in 1974. Based on the intangible value of motion picture films, Burbank received $367,874 from the state in lieu of property taxes formerly collected on assessments in this sphere. A movie museum for Burbank was foreseen by Bob Hagel, president of The Burbank Studios, in November, 1974. Hagel said, 'Burbank is unquestionably at this point the entertainment capital of the world,' as Hollywood's last two studios were now gone. Hagel noted that he did not like "the rigid look, as if executives were turned out with cookie cutters" and had a standing rule of a $5 fine for the junior film executives who showed up wearing ties.

Walt Disney producer-writer Bill Walsh, 61, died on January 27, 1975. Rebuilding at The Burbank Studios was to be completed by mid-July, 1975, at a cost of nearly $500,000 to replace four outdoor sets and three sound stages destroyed in a September 8, 1974 fire at the TBA ranch. In February, 1975, Columbia Pictures Industries of Burbank announced second-quarter net income of $739,000 compared with a loss of $3,326,000 for the same period the prior year. Walt Disney Productions looked forward to a good year in 1975, its 3,500 shareholders were informed in February, 1975. Attendance at the two amusement parks of the firm was reported 4.6% higher on Sundays compared to the same period a year before. E. Cardon Walker, with the firm since 1938, was the new chief. Burbank, as part of its attempt to show its rising importance as a world film center, produced a 55-page movie location guide to attract more filmmakers.

Retail Trade

Baskin-Robbins, the Burbank-based ice cream firm, opened five outlets in Tokyo, Japan in 1974. First land for the City Centre Project at Burbank was to be purchased in May, 1974, on a former funeral home site. A six acre shopping center was going in in September, 1974, on part of the old Columbia Ranch site. By February, 1974, bakers reported that increasing costs of many ingredients were forcing prices up; by October, 1974, rising sugar prices were forcing some bakers out of business. Burbank's former downtown developer, Robert Muir, cut final ties with the city's redevelopment on
November 12, 1974, by selling his property there for $81,980. But by February, 1975, Muir said that if the economic situation were to improve he would renew his interest in the project. An 80,000 sq. ft. shopping and restaurant plaza at Verdugo Boulevard and Hollywood Way was to be ready for occupancy by June, 1975.

Sales Management reported Burbank total sales had reached $242,415,000 for 1973, a $20,000,000 rise over 1972. Estimates for 1974 were in excess of $260,000,000. Back in 1938 Burbank's retail sales came to but $5,351,000, in 1940 to $11,261,000, in 1950 to $80,585,000, in 1960 to $106,311,000, and in 1970 to $203,889,000.

Taxes

Burbank by 1974 had the twelfth highest assessed property valuation among California cities. The 1974-75 assessment was $398.8 million, compared to $377,422,483 the prior year. Taxpayers were to pay their highest taxes in history as taxes rose 85 cents per $100 of assessed valuation. For the first time in 32 years Burbank property owners, and not the city, were to pay the Metropolitan Water District tax, some 14 to 18 cents per $100 of valuation. Back in 1966 assessed valuations were $266,923,360. The nearly ten year gain was about 50%. For 1974-75, an estimated $6,250,000 in taxes were being collected, compared to $3,972,000 for 1966.

Third quarter 1974 taxable retail sales in Burbank rose by more than $6.2 million compared to the same period in 1973, moving from $64.8 to $71 million. In all of 1973 the total taxable sales were $270,871,000, which could possibly rise for all of 1974 to $285-$290 million. Sales tax collections for 1974 came to $3,025,554, a rise from $2,950,957 in 1973, or 2.5% more. The state, in February, 1974, sent Burbank $60,142.61 as its January share of highway users taxes. Burbank was to receive more than $1.6 million from the state in 1975 in highway users taxes and motor vehicle license fees.

ECOLOGY

Burbank Beautiful in May, 1974, presented 17 awards to various bodies. Burbank air was comparatively cleaner in 1974 than a decade earlier, the state monitoring station at Burbank showed. From 1963 to 1972 a fall of 14.4 parts per million hourly average in carbon monoxide production was recorded. However, a Rand Corporation project noted that air quality in Burbank could be improved by more than 90%. And the County Air Pollution District in November, 1974, still rated Burbank's Public Service Department the 16th top stationary source of air pollution in the county. Meanwhile, Reynold Metals Company, in December, 1974, opened its first permanent recycling service center in Southern California at Burbank to buy up aluminum scrap for 15 cents a pound.
Energy

Burbank electrical rates were driven up in 1974 by the energy crisis. The city could hardly afford low-sulphur oil at $24.30 a barrel and had to use high-sulphur oil at a cost of $5.47 a barrel. Senator John Tunney met with the mayors of Burbank and Glendale in January, 1974, to discuss energy. Burbank received a federal oil allotment for February, 1974, of 74,800 barrels, 95% of the February, 1973, allotment. Burbank's Redevelopment Agency approved a $472,500 contribution on January 29, 1974, to switch to geothermal electrical energy. The U. S. Government accepted Burbank's $1.1 million bid on geothermal land leases in the Lourd and Imperial Valley areas in California in February, 1974. The joint venture partner was Republic Geothermal Inc.

Gasoline thefts were rising in Burbank in March, 1974. Residents were doing far less driving. Lockheed cut its fuel bill by 30%, Newsweek reported in April, 1974. Lockheed was working on a flywheel device for operating new forms of power for San Francisco, in May, 1974. With low-sulphur oil available again, Burbank was embarrassed by having 49,000 barrels of high-sulphur oil on hand; later in 1974 the oil was sold at a loss of $60,000. Burbank received a $45,000 refund on import duties it paid on 200,000 barrels of oil in July, 1974.

Burbank and 13 local firms in the city won an award for energy conservation in October, 1974, from the U. S. Department of Commerce. By December, 1974, the high price of fuel oil was costing Burbank about $500,000 more each month than in 1973.

In January, 1975, Burbank approved a fuel adjustment increase to stave off a $7 million deficit; further price rises were indicated if fuel costs pushed up. Burbank city's gasoline consumption and costs rose some 12% in 1974 over the 1972 figures to operate nearly 700 vehicles. Current gasoline price for the city, which pays no federal excise tax, was 42 cents. But 1974 had seen a 4.5% drop in electric consumption by consumers. Burbank planned to move "full steam ahead" on geothermal energy in February, 1975. Ted Toon was unofficial adviser on geothermal power. The average Burbank household, by March, 1975, was using 420 kwh of electricity a month, the equivalent of a barrel (42 gallons) of fuel oil. Residential electricity consumption had risen by 20% in 10 years.

An estimated rise of $2.50 a month in average electricity bills was to occur in the fuel adjustment period beginning in March, 1975. Price rises had pushed the city's fuel expenses from $3,089,674 in 1970-71 to $12 million in 1974-75. By 1974 the city had 35,019 residential electric meters in service, up from 34,887 in 1973.

As costs rose, water rates went up 18.5 cents in September, 1974. Burbank's longstanding antitrust suit over water meter equipment led to $12,269 in payments on December 2, 1974. By 1974 the city had 25,753 meters, a rise of three water meters over 1973. Water demand reached 1,078,067,000 cubic feet, slightly more than in 1973 but below a half dozen prior years.

TRANSPORTATION

An increase in the use of buses in April, 1974, led the Rapid Transit District to add ten buses to lines serving Burbank and Glendale. The full service gas station was slowly sinking and might even disappear, a spot check of July, 1974, showed. A transportation department report supported a proposal for two more RTD bus routes for Burbank and a dial-a-ride system. Without a rate increase in October, 1974, Red Top Cab Company indicated that it could not continue to operate taxis in Burbank. Increased fuel costs and higher workmen's compensation insurance rates were causing losses of $16,000 a month. In October, 1974, agreement was reached on a fixed route intracity transportation system on a one year trial basis with RTD. Burbank's park-and-ride bus service doubled ridership by December, 1974, but remained below what RTD called success. A dial-a-ride intracity transportation system for seniors and handicapped was sought. Burbank's first bus shelter went up at Joslyn Adult Center; the Unitarian Fellowship funded it. Burbank applied for a $73,984 grant from the state in January, 1975, for a proposed dial-a-ride intracity transportation system for aged and handicapped.

Meanwhile, city transportation included Amtrack by rail, 22 major truck lines, five scheduled airlines, Southern California Rapid Transit District, Continental Trailways, and Greyhound Bus Lines.

Streets

Metering began on Burbank freeway on-ramps in Summer, 1974. A $6,044,000 project involving six miles along the Golden State Freeway was approved by the state in the Burbank area in February, 1975. A $750,000 hillside street improvement project, begun in 1959, opened on March 14, 1974, to provide access to Burbank's Starlight Theatre and De Bell Golf Course.

Parking

The city approved free two hour parking around the Golden Mall during the Christmas holiday season of 1974 even though this cut revenues by $3,400. While complimentary parking reduced the "hurried" approach to shopping and probably increased sales, the "meter bandits" were back in action in January, 1975. The city had 1,318 parking meters in 1974, with revenues in excess of $80,000.
Airport

Hollywood-Burbank Airport, one of the country's busiest, set a record of 1,643,454 passengers in 1974, up from 1,571,318 in 1973. The airport, a World War Two phenomenon, as early as 1946 had handled 1,296,836 passengers. In 1947, when Los Angeles International opened, the airport tumbled to 171,944 passengers and fought a decades-long battle to reach prominence again. Burbank presented a phase of a plan in July, 1974, which would lead to purchase of HBA by the city. In March, 1975, the FAA approved a $116,348 grant for Burbank to study environmental problems at HBA as part of possible acquisition of the Lockheed facility.

Hertz opened its first branch in the Los Angeles basin at HBA in November, 1974, and was selling vehicles as well. Avis was contemplating a move to HBA. Slowing seat sales led to Pacific Southwest Airlines temporarily discontinuing use of its L-1011 TriStar jets at HBA in 1975.

THE COMMUNICATION ARTS

Burbank had a resounding continuity in the communication arts whether in schools and libraries, newspapers and radio, television or telephone.

School

A task force recommended in March, 1974, that a community college to serve Burbank and Sun Valley be set up within the Los Angeles Community College District. A 1974 report showed that Burbank school reading scores for 1973 in Grade 1 went up slightly, to 36, on national test scales, from 34 in 1972. In Grades 2, 3 and 6 the scores were down, and in Grade 12 the same. A product of Burbank schools, Marlan Proctor Jr., was elected president of the Burbank School Board in May, 1974; he was also the youngest board president in the board's history. Burbank Schools proposed a 1974-75 budget of $22,940,047, to cost 28.03 cents on the tax dollar. Annual enrollment for 1974-75 was 13,903 for all levels of school, compared to 14,058 for 1973-74. Delores Palmer became assistant superintendent in charge of instruction on October 14, 1974. Minority students made up 15% of the enrollment.

Parents and others were invited in December, 1974, to volunteer to aid in teaching students as part of the state's Early Childhood Education Program. By March, 1975, its program at three Burbank elementary schools received high state rating. New budget procedures were adopted by Burbank schools in 1974. General Motors launched its new School of Product Service at its Burbank training centers on January 2, 1975. For 1975, Burbank was to spend $1,155 on each pupil in the public schools. Burbank High School had a new campus aide, Jim Schoengarth, on the job by January, 1975, not to "bust" anybody but to keep students in class and keep offenders off campus. Newly enacted state legislation by January, 1975, enabled some Burbank teachers to work part-time at
reduced salary from age 55 to 66 and still collect full retirement benefits if they retired after 60.

Burbank Board of Education turned down seven initial teacher salary proposals in January, 1975. The district's top teacher salary ranked fourth highest among the county's 43 unified school districts for 1974-75. Los Angeles Valley College Outreach Program opened 12 courses in Burbank in February, 1975. Burbankers, if the city approved, would be voting for representatives to the Los Angeles Community College District in the April 1, 1975, municipal general election. Burbank was a member of the district. The schools were offering vocation oriented courses in March, 1975, and after, with state funded Burbank Regional Occupational Program guidance. Burbank had 23 public and seven parochial schools in 1975, plus schools at several industries, such as Lockheed and General Motors.

Library


Newspaper

Burbank's postmaster honored the Burbank Daily Review and Glendale News Press in January, 1974, for aiding in finding jobs for youth. Superior Judge Campbell Lucas on January 23, 1974, ruled that Burbank and other cities' newssack bans were invalid. John Murphy, 15, carrier boy for the Burbank Review, was named one of six outstanding newspaper boys in the state by the California Newspaper Foundation in January, 1974.


Radio

Lockheed Employees Recreation Club's amateur radio organization held its annual ham convention in Burbank in May, 1974. The club operated under the call letters of W6LS.
Television

Burbank ordered rebates of overcharges for cable TV service in Burbank from October, 1973, to January, 1974. The rate had been raised from $1.50 a month to $4.90 by the franchise holder, Sammons Communications, Inc., but was rolled back. Some $12,500 in overcharges were refunded in May, 1974. A KABC documentary on TV compared Burbank to European cities as a place to live and shop. TV personality Cliff Arquette (known as Charley Weaver) died at 68 at St. Joseph's Medical Center, Burbank on September 23, 1974.

Construction plans called for a $750,000 service addition at NBC in October, 1974. NBC's shooting location for Little House on the Prairie led to transforming an area just northwest of the Valley in 1974 into a Minnesota community of the 1870's.

Telephone

On March 11, 1974, Burbank speeded up its telephone system by installing Centrex. No central switchboard was needed. The city had 107,000 telephones in 1974, up from 106,000 in 1973.

PUBLIC SERVICES

High winds in December, 1974, downed trees and wires all over Burbank; gusts rose to 35 miles per hour. Burbank had an average rainfall of 14.53 inches, a minimum average temperature year round of 51.9, mean of 63.6, and maximum of 75.3 degrees.

All public services were involved in earthquake affairs. Geologists from Envirom, which was studying Burbank's seismic safety, located the Burbank fault line in the Verdugo Hills just above the cul-de-sac at Church's Court, off Sunset Canyon Drive, in July, 1974. Burbankers were to be refunded $3 million in federal money for the added costs of electricity caused by the 1971 quake.

Burbank's Public Works Department painted more than 240,000 feet of curb, crosswalks, and stop bars in 1974 and 180 miles of yellow and white street lines, 661 parking stalls, 172 street arrows and 3,698 street letters.

Expansion of the Burbank sewer plant cost $2,252,400 in May, 1974.

Refuse

Burbank's single major dump, the Land Reclamation Area, extended over 33 acres. The city's 22 refuse trucks hauled 67,611 tons there in 1974, down from 72,866 in 1973.

Animal

Three brave bulls overplayed their roles—hams that they are—
in an Adam-12 script for TV in October, 1974, and went windowshopping outside the studio. The bum steers were corralled by three officers. Burbank Animal Shelter in 1974 sold some 200 more animal licenses than in 1973 but cut down the number of dogs put to sleep from 1922 to 1559. Cats removed totaled 1872, down from 2678 in 1973. Some 10,200 dog registrations (licenses) were issued in 1974, about 20 cat registrations, 350 for horses, and 14 for wild animals.

Fire

Karen Christoffersen, 23, daughter of Burbank Fire Chief Robert V. Christoffersen, took the examinations to go on the force in June, 1974, first woman to do so in Burbank. Burbank's senior fireman Captain Herbert Hinthorne retired in July, 1974, after 36 years on the job. The captain always carried a nickel in his pocket, used in the old days to make telephone calls for more fire units. Fire destroyed three sound stages and four movie sets at The Burbank Studios Ranch 30-acre facility; damages came to $5.8 million. Burbank appropriated $119,323 to hire six more firemen in October, 1974. Fire Inspector Dean White noted that transients breaking into abandoned buildings were a "never-ending problem" in Burbank.

Burbank had 420 fires in 1974 with total losses to buildings of $6,495,027. In 1973 the figure was 423 fires but only $529,106 in losses. Emergency first-aid responses totaled 1,285 and all responses 3,508. Eight Burbank firemen recruits were graduated after seven weeks' training, in March, 1975.

Police


While national crime rates went up 5.75 during 1973, Burbank's rate fell by 3.9%, from 3791 crimes (major or Part I) in 1972 to 3641 in 1973. But the figure rose to 3756 in 1974. Operation Identification was keeping some crime down. Still totals were well under the high figure of 4368 crimes in 1971. Burbank was a safe place to live with a relatively low crime rate and high clearance record for crimes, Police Captain William Smith noted in October, 1974. In 1973, 30% of crimes in Burbank were cleared compared to 21% for Los Angeles County. New youth coordinator for the Police Department was Karen Selikson, 26, of Van Nuys, former youth counselor for the Glendale police.

Four policemen were added to the Burbank force in December, 1974. Vandals forced an end to Golden Mall Christmas tree lights in December, 1974. Some 800 light bulbs were removed by vandals in 1974. By Febru-
ary, 1975, police were seeking a neighborhood watch to aid in lowering crime rates. Lt. Joe Norris received the title of Burbank Police Officer of the Year from the Burbank Exchange Club on February 26, 1975. Police in Burbank made a rare haul in March, 1975, a drug laboratory in which hallucinogenic materials were produced.

**Court**

The Burbank City Attorney's office sought to compel Atlantic Richfield Company to remove some three miles of pipeline from under city streets. Donald Ervin was sworn in in April, 1974, as Municipal Court Clerk, the second one in Burbank's history.

Ronald E. Swearingen became Superior Court Judge at Burbank on July 29, 1974; he succeeded Edward Olson, who retired in May, 1974. North Central District of Superior Court, serving Burbank and Glendale, cut the waiting period for trial in 1974 and handled more cases. Richard R. Rogan of Burbank continued his term on the California Judicial Council for the rest of 1975.

**Post Office**

Burbank Post Office was handling about 130 million pieces of mail a year in 1974. Receipts rose to $5,095,000 in 1974, from $4,767,461 in 1973.

**CULTURAL ACTIVITIES**

A wide range of cultural activities was offered in Burbank in 1974 and 1975. Burbank was considering applying for a $34,000 grant from the California Arts Commission to develop cultural activities for residents 16 years old and under and 60 years of age and over in December, 1974. To stimulate greater community input into cultural affairs recreation officials recommended recognition be given to the Burbank Performing Arts Federation, Fine Arts Federation and Athletic Federation in March, 1975.

**Art**

Burbank Arts Federation, formed in 1972, was increasing the joint work of city cultural bodies. Knife artisan John Nelson Copper, who had crafted knives for 45 of his 69 years, was gaining recognition as one of the world's finest carvers. Some of the knives were crafted for such adventure films as Jeremiah Johnson and Night of the Grizzly.

**Dance**

Cliff Ramsey, Lockheed engineer, and past president of Associated Square Dancers, America's largest square dance organization, was public relations director in 1974 for the organization. Ramsey noted, "square dancing is a far cry from the old idea of the overall-clad hillbilly prancing to the tune of Turkey in the Straw between nips from
a jug of moonshine." He said, "It is constantly changing in order to keep step with today's tempo and attitudes. Yet it has retained such basics as rhythm, fun and friendliness that have such a wide appeal to youths and adults."

Myrna Johnson, who in the 1930's had been a member of the Modie and Lemaux top professional dance team, retired from the Burbank Police Department in 1974. Her mother Louella was Burbank's first woman detective and a silent film star playing in movies with cowboy actor Tom Mix. Burbank's Le Bal de Noel glittered and people danced on and on at the 15th annual Christmas formal presented by Burbank Chapter, National Charity League. Foxtrot and waltz classes were offered seniors at Joslyn Adult Center in February, 1975.

Music

Burbank High School Marching Band was holding concerts in Spring, 1974, to raise funds to pay for an international marching band tour of Europe. Burbank-San Fernando Valley Youth Symphony Orchestra, directed by Thomas Osborn, presented the final concert of its spring tour on May 19, 1974. In 1975, the youth symphony helped to celebrate Washington's Birthday with a concert. Dr. Louis Nash, music supervisor for Burbank schools, was appointed consultant for fine arts for the State Department of Education in June, 1974.

Two members of the Burbank High School instrumental music department, Miss Blennie Tuggle and Keith Stone, were chosen as members of the Southern California School Band and Orchestra Association in January, 1975. The old clubhouse at the De Bell Golf Course was made available in February, 1975, for use by various bands. Burbank Symphony, guided by conductor Hansel Rayner, presented its third concert of the 1974-75 Winter Season on February 22, 1975. Burbank Community Concert Association began its 30th annual membership drive on March 17, 1975, to increase its 1,100 member roster.

Recreation

First phase of a $500,000 De Bell Golf Course project was being considered in May, 1974. The $100,000 landscaping project began at De Bell Golf Course in October, 1974, and was completed in March, 1975, making it a more challenging course. Longtime vaudevillian and Burbank resident Charles Cirillo, 65, performed for senior citizens in March, 1974. More than 450 walkers and bike enthusiasts gave a program at Buena Vista Park in March, 1974. Burbank purchased 59 acres of Verdugo mountain land in April, 1974, as a step towards a regional park. John C. Horan, 56, of Burbank, was made chief executive officer of the Los Angeles City Department of Recreation and Parks in May, 1974. Burbankers on the new four-day week said that it was like a vacation every week.

In June, 1974, Buena Vista Park's flood control channel was being turned into a meandering rock-strewn stream by special engineering work. Canaveral Corporation of Florida in July, 1974, filed an $8 million damage suit against Burbank and claimed ownership of the De Bell
Golf Course. More than $692,000 were budgeted for improvement of Burbank parks in 1974-75.

A bow and arrow hunting ban died in Burbank City Council in August, 1974, when councilmen agreed that state law would negate city control efforts. Lockheed Employees Recreation Club sponsored a stamp exhibition and bourse on October 5, 1974, with 120 frames of exhibits featured and a bourse of 20 dealers. Completion of Phase II of both the Brace Canyon Park and Buena Vista Park construction highlighted recreation activity. Eight tennis courts were resurfaced. The Burbank Theater in downtown Los Angeles, built in 1893 by Dr. David Burbank, founder of Burbank (he died in 1895), was razed in 1974.

On January 1, 1975, Burbank won the Founders' Trophy award in the Pasadena Tournament of Roses Parade. Melodie Brooks, 18, was runner-up in the national competition to select Miss Drill Team 1975 in February, 1975. Burbank Civic Light Opera opened its 29th season with Time for Music on February 28, 1975. Circus Vargas, world's largest traveling big top, was to reach Burbank with more than 100 performers and 130 animals by March 21, 1975. Randy Gardner and Tai Babilonia, along with Wendy Burge, all representing the Burbank-based Los Angeles Figure Skating Club at Pickwick Ice Arena, were headed for the World Figure Skating Championships in Colorado Springs in March, 1975.

Burbank Tournament of Roses Association requested $1,500 in city funds in March, 1975, to recover additional float costs. Burbank's hillside Stough Park was fully reopened by March, 1975, after 2.5 years, following completion of street improvements. The old De Bell golf clubhouse was leased as a banquet facility in March, 1975, to Verdugo Restaurant Corporation, owner of the Castaway Restaurant.

In 1975 Burbank's various recreational facilities stood on 850 acres. The 15 parks had 12 lighted ball fields, two swimming pools, three recreation centers indoors and one senior center. A creative arts center functioned. Of 36 tennis courts, 24 were lighted. The city had a 3,000 seat amphitheatre and both an 18-hole regulation golf course and 9-hole par 3 course.

ORGANIZATION

Burbank Chamber of Commerce sponsored the city's first annual Community Fair, disrupted by the fire at The Burbank Studios Ranch, and successfully operated an anti-rabies clinic in 1974. The city had 107 organizations of all kinds. L. Kenneth Wilson, City Librarian, became 1975 president of the Burbank Chapter of the National Management Association. For 1975 Ben Wolk replaced D. J. "Lefty" Leiker as President of the Chamber of Commerce. Burbank YMCA increased the Family YMCA to more than 260 men in 1972-74 and held a successful summer camp at Camp Earl-Anna.

On February 14, 1975, the city's first Optimist Club looked back on a half-century's progress since its organization with 26 members.
in 1925. Burbank Exchange Club sponsored a gala Marine Day for service-
men at San Diego's Camp Pendleton. Ruth Spiegel was recipient of the
Burbank Interfaith Council's 1975 Brotherhood Award. Burbank Family
YMCA had a $200,000 Burn The Mortgage Campaign Drive under way in March,
1975.

CHURCH FUNCTIONS

Burbank had 45 churches in 1975. When three of the churches
were burglarized on November 8, 1974, they reported a cash loss of
$39.76. Church of Jesus Christ of Latter-Day Saints opened a fourth
ward in Burbank in 1974. Burglars broke into two churches and a school
and took $785.50 in cash and equipment on December 29, 1974. Other
thieves stole turkeys, hams and other items from Christmas baskets
delivered to the needy through the Coordinating Council.

Inflation was hurting all churches in 1975. Some congregations
were facing financial ruin as expenses outran contributions. The budget
at Pastor Hazen Simpson's Central Baptist Church rose from $54,000 in
fiscal 1968-69 to $101,000 in 1975-76, a near doubling. Simpson,
president of the Burbank Ministerial Association, said that the major
expense, salaries, had jumped 12% this latest year just to keep up with
the rising cost of living. The 200-member Burbank Seventh-Day Adventist
Church was dropped from the 94-church Southern California Conference of
Seventh-Day Adventists for 'worship irregularities and financial prac-
tices' in March, 1975. Average attendance at the church reportedly
had fallen to 40-to-60 persons each Saturday although the books showed
200 members. Dissenting Adventists met in the church anyway and were
threatened with court action for trespass.

HEALTH

For the first time in the history of the San Fernando Valley
Dental Society two girls were among six winners of dental scholarships,
given in July, 1974. The first private alcoholic detoxification center
opened at Burbank (and the Valley) on August 12, 1974. Ending a 42-year
practice in Burbank, Dr. Erwin Pratt retired in October, 1974. Bur-
bank's nine-man paramedic unit completed clinical training at St. Joseph
Medical Center and then was ready for a two-month internship in a county
mobile unit in November, 1974.

A Veterans Administration Community Center was opened in Burbank
by the Veterans Administration Hospital at Sepulveda in November, 1974.
No ill effects from Burbank's relatively hard drinking water can be
linked to heart disease or infant mortality, a U.C.L.A. School of Public
Health study showed in January, 1975. Dr. Preston B. Ervin of Burbank
was named to the Southern California College of Optometry Council of
1000 in February, 1975.

Burbank hospitals were feeling the cost of malpractice suits
as malpractice insurance costs rose. An eye clinic held at Joslyn Adult
Center in February, 1975, detected eye problems in 43% of 542 senior citizens tested. Some 54 persons or 10% had accelerated eye pressure or suspected glaucoma. Dr. Joseph Pessin of Burbank was one of three members of the medical staff of Gateways Community Mental Center selected to receive the first Mental Health Achievement Award for long and distinguished service, in February, 1975. St. Joseph Medical Center and UCLA in March 1975 began a cooperative research project which aimed at a possible test for cancer.

WELFARE

In 1974 the Burbank office of the Bureau of Public Assistance was providing aid to 2,200 families with dependent children and an equivalent number of food stamp cases. Burbank Salvation Army Commander Captain Clarence Eliot, a third generation worker in the Army, left his post in June, 1974. Burbank Temporary Aid Center opened in December, 1974, to provide temporary shelter, food, clothing and even gasoline to anyone stranded between jobs or lacking help from regular social service agencies. Burbank's newly organized Community Development and Goals Committee in December, 1974, was preparing a recommendation to gain as much as $5 million in federal funds. More than 360 baskets were distributed to needy Burbank families for Christmas, 1974, as part of the annual Food for Needy project sponsored by the Coordinating Council. The California Community Foundation awarded Burbank Council Camp Fire Girls $1,193 and Burbank Retarded Children's Center in $316 in 1974 for their work.

More than 100 seniors were given awards for giving time to the retired Senior Volunteer Program at Burbank in January, 1974. A 1974 study of aged in Burbank and North Hollywood revealed that of 88,924 people in Burbank, 14,561 or 11.37% were aged. Former Health, Education and Welfare Department chief, Arthur Flemming, spoke in Burbank and praised the city for using federal funds to build the Joslyn Center for seniors. A nutrition center for senior citizens, opening at McCambridge Park on March 19, 1974, offered a meal for 65 cents.

Some 2,000 seniors in Burbank began to apply for a $40,000 refund on utility users' taxes and sewer charges by April 1, 1974. In December, 1974, Burbank asked the state to continue to provide funding for the supplemental nutrition program for seniors. The tenth and final story of the Pacific Home of Burbank was being prepared in February, 1975, with modular sections fabricated in Saugus and concreted in place at the site. The huge home was to replace one destroyed in the 1971 quake. McCambridge Park Nutrition Center celebrated its first anniversary on March 17, 1975, with a luncheon for 275 senior citizens. From 35 meals served its first day, the center was serving 135 people a day in 1975. An ad hoc committee was furthering establishment of Burbank's Committee on Aging in March, 1975, as the number of aged exceeded 15,000.

Burbank, at the three-quarters mark in the twentieth century, was a slice of American life that was energetically confronting new
problems prior generations had not known. The struggle for jobs and lower prices went on in virtually endless forms. Computers were used to ease the burden of inflation. In just about every sphere of life Burbank was up-to-date in striving on a 17.1 square mile territory to meet the challenge of urban life in an age when affluence had turned out to answer no problems whatsoever. Hundreds of new moves were being tried and others were being formulated to handle situations and issues that called on thousands for continuous and heightened efforts.
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