CHAPTER 9

INTO THE INDUSTRIAL 1920'S

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

POPULATION

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

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

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

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

THE REAL CITY

Incorporation in 1911 had formally set up a city. But it was largely on paper. In the 1920's the real city of Burbank came into being, albeit on a small scale. When Paul O. Martin arrived in 1920, Burbank was little more than a "carriage stop" on the way to Glendale. Yet it was never the "whistle stop" so many Valley towns had been before they disappeared. By 1920 Burbank official and working personnel reached 150. Rural ways were steadily being dropped. Thus, in 1920 municipal garbage pickup was authorized. Outhouses were banned within the city in 1922. In June, 1922, Lester R. Godward was appointed City
Attorney. James C. Crawford was elected mayor in 1922 and was reelected to 1926.

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

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

Way out West, I've built a nest
In a spot that Nature surely blessed:
'Tis the place I love the best,
Everywhere sunbeams rest
In the Valley 'neath the mountain crest.

I'll never stray far away,
For there's peace and rest both night and day;
Soft breezes sway
Flowers by the way
And even all the songbirds seem to say:

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

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

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

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

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

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

W. H. Bach of Orange Cove, beside Burbank, put four apples, measuring 14 to 15 inches in circumference each on exhibit in the window of the Biggar real estate office in July, 1921. That year the PTA of
Orange Cove entertained at Vinedale School. Contributors to the Burbank newspapers wrote in from Dundee and Stonehurst as well as from Orange Cove.

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

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

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

**ECOLOGY**

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

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

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

**LAND DEVELOPMENT**

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

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

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

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

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

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

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

END OF THE FARM ECONOMY

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

Burbank Dairy was using a phonograph to entertain cows who gave more milk when music was played. The block-long poultry sheds were not all gone but were on their way out. "Vegetized flour" from a Burbank plant was sent to the South Pole to feed explorers of Commander Richard E. Byrd in July, 1928. Earl L. White, the longtime dairyman and city developer, sold his dairy in 1929. Burbank in fall, 1922, had 280 concerns, a telephone company survey showed. In 1923 Burbank had 80 kinds of businesses.

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

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

In 1924 Burbank had 61 industries and 1,278 workers, with an annual payroll of $2,000,000. The Burbank Industrial Exposition, a significant departure for the San Fernando Valley, opened on September 9, 1924; it ran for five days. By 1927 more than 60 different products bore the label: "Made in Burbank." Mission Glass Company bought the old American Aluminum Company building of 66,000 square feet in 1927. Brandt, in his 1928 work, held that Burbank's manufacturing interests tie it more closely with the industrial development of the Los Angeles area than with the agricultural interests of the Valley." Brandt missed only that Burbank industry was now about to lead the whole Valley into industrialization.
In 1928 Burbank reached 70 industries. A glass company selected Burbank because factory building could go up here at half the cost in Pittsburgh. Power cost one third less than in Los Angeles; gas half the cost in the east, water 30 per cent below other places. A readymade market was in existence.

LOCKHEED AIRCRAFT CORPORATION

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

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

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

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

WARNER BROTHERS STUDIOS

When Nelson J. McKenna began shooting a movie of the San Fernando Valley in March, 1920, few could envision that the Valley was to become the world's leading film producer. Sacred Films, Inc., headed by
L. B. Taylor, was producing scenes from the Bible at its studio on the Stough Ranch in August, 1920. Comedian Fatty Arbuckle was in Burbank in August, 1921, making a film "Violet." In 1921 acreage at Third and Providencia was a favorite location for film companies seeking a rural farm background.

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

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

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

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

NEW CITY ECONOMY

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

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

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

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

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

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


The stock market collapse of October, 1929, at first affected Burbank very little. Burbank put out a "Statistical Review" of its accomplishments at the end of 1929. Population was estimated at 16,000. Lots for building were scarce. There were five parks, 55 different industries, a $2,000,000 industrial payroll. But motion pictures and aircraft production were prominent growth industries and plants were diversified.
CHAPTER 10

LIFE IN THE 1920'S

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

TRAFFIC FLOW

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

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

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

As police chief in 1921, George Cole almost immediately installed stop signs at Olive Avenue and San Fernando Boulevard (then called Road). Up to then there were no traffic signals in Burbank. Most motorists had Model-T Fords. By February 27, 1927, 478 vehicles passed at Hollywood Way and Burbank Boulevard in a one-hour check, compared with 328 in 1926. At Magnolia Avenue and Hollywood Way, the count in 1927 was 774, against 534 in 1926. Along Victory Boulevard, between Hollywood Way and Buena Vista Street, the number in 1927 was 288, a rise from the 102 in 1926. "Blinkers" for 45 corners in the Valley were ordered in June, 1928, in a noted story headed, "Request Follows Order for Automation," a very early use of the word.
The railroad which had built the West and opened up the Valley and led to the incorporation of Burbank began to be upset in turn by a new and deadly competitor, the automobile. "Crossings" slowed through rail traffic. Burbank had 505 automobiles in 1920, a fourth the Valley's total. People in May, 1920, were advised to place secret markings on their cars so as to identify them if thieves removed motor and factory numbers, a forerunner of the engraving identification system of the 1970's.

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

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

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

UNITED AIRPORT

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

Valley and Burbank leaders began a drive for an airport early in 1929. United Aircraft and Transport Corporation in 1929 bought 240 acres of land at Vanowen Street and Hollywood Way, to which Burbank added part of Winona Street to provide runway space. That year construction began on the "first $1 million airport in the United States."
Ground was diced and sprinkled seven times with heavy oil for runways. A cushioned surface was set down and two hangars and a terminal building were constructed while the field was still a vineyard with a dry riverbed running through it.

United Airport was the first name of the field, a $2,500,000 enterprise, soon renamed Boeing-United Field. The first air mail, all 334 pounds of it in 5,300 letters, flew out in November, 1929. Burbank was to prove to have the safety factors, freedom from continuous fogs, storms, and other poor weather conditions, and convenience to Los Angeles downtown which thorough checks by government and aviation officials had disclosed. The greatest private airport in U. S. history was on its way to making history.

UTILITIES

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

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

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

PUBLIC SERVICES

In 1921 Joseph Balschweid became the Fire Department's second salaried fireman. He was both relief for Homer Davis and also doubled as a policeman. Davis by 1923 became fire chief and received $140 a month for services as city forester, janitor and fire truck driver. In 1924 two men besides Davis were employed. A second truck was purchased, a Seagrave Suburbanite 350 pumper. In 1926 a fire siren atop City Hall replaced the fire bell; bonds for three new fire stations were approved.
The new City Council of 1927 replaced the volunteer fire department with a regular department. Two branch fire stations were built in the valley section.

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

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

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

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

"Babylon has fallen," ran an article when Sunshine Inn was raided and closed down as a booze resort in July, 1922. Automobiles, movies and booze were called the nation's curse in 1923 by ministers who denounced drunks in joy wagons. "Lots of booze" was being found in cars and their occupants using Cahuenga Pass. Federal authorities in December, 1923, dumped 20 barrels of wine. The malefactor had been fined $1,250 a year before for selling wine to school children. The empty barrels were saved. One of the largest moonshine distilleries
yet uncovered was found by Burbank police in July, 1925.

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

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

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

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

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

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

CHURCH AND HOSPITAL

The building First Methodist Church had started in 1919 was completed in October, 1922. In 1927 the Christian Church was completed, at a cost of some $50,000. Mother Cabrini Villa opened in 1927 and from
then to 1944 prepared about 700 girls for First Holy Communion and Confirmation. Burbank reached 18 churches in 1928. On April 29, 1929, a Valley ministerial union was formed.

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

LEARNING AND COMMUNICATION

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

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

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

In 1923 Earl L. White began the Burbank Daily Tribune at
Magnolia Park. It was said to have more paid subscribers than any other daily in the Valley. By April, 1926, Burbank Review was appearing four times a week, while the semi-weekly Pathfinder went back to weekly publication. On November 1, 1926, the Pathfinder was merged with the Burbank Daily Review. On November 2, 1926, Burbank Review became a six-day daily newspaper. G. C. Emerson was managing editor of the Burbank Tribune in 1927.

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

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

ORGANIZATIONS, POLITICS, MILITARY

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

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

Burbank had 627 registered voters in 1920 and 8,388 in 1930. By the time of the November, 1920 elections, registration had gone up, and 1,037 votes were cast. Warren G. Harding won over John W. Cox by 703 against 177. There were 59 Prohibition and 50 Socialist votes cast. Burbank city and one county precinct had 1,477 registered voters in February, 1921, out of 5,957 in the whole Valley. In 1924 Paul O. Martin organized the Burbank Democratic Club and was its president for a decade. Burbank registration reached 6,853 in October, 1928. Herbert Hoover won 3,851 votes against 1,114 for Alfred E. Smith in November,
1928, in an 80 per cent voter turnout.

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

RECREATION

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

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

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

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

Burbank Commercial Club gave an informal dance in its clubhouse in May, 1921. Members of the Burbank Ministerial Association, on September 19, 1922, objected to public dance halls where they posed various "evils and dangers." On January 17, 1923, police held a dance at the Palais Majestic to raise funds for the poor. A 1922 Christmas dance had raised $480 for this cause, and police held that a monthly dance was needed. Eastern Star held its first dance of the year at Palais Majestic.
People who wanted to dance "the old fashioned dance" were encouraged to come to the Palais Majestic on February 8, 1923, by Manager L. G. Evans. All the "elderly" were invited to do "the square dance, the quadrille, the Virginia reel" and the like. S. C. Rogers was to be caller and E. C. Short to play the fiddle, with a piano player aiding. Young folks were welcome to "a jolly, old fashioned good time." At a masked ball held in Los Angeles, Burbank won first honors. Pietro Romeo and many other Burbankers attended. M. Pastroni and A. Valpreda, one masked as Queen of Italy and the other as General Diaz, was the winning couple. Across the chest of one was "Bur" and the other "bank" to make up the name of the town they represented when they stood right.

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

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

CONTRIBUTORS TO HISTORY

Amos Leslie Burbank, called by some the founder of Burbank, died on October 5, 1920, at age 70 in his Los Angeles home. In 1921 people would say, "Burbank will make the Eagle Scream on Independence Day." Or "if we would have milk, someone must go after the cows." When land was too valuable to continue in any farming, Jim Jeffries let his acres go into subdivision.

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

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

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

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

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

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

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

By 1929 Jim Jeffries ended any farming on his land. Geraldine Jacobi Russell, mother of the future actress Jane Russell, and the family returned to California and Burbank where the mother sought to gain weight. She wrote, "One night, I attended a meeting in the Burbank City Hall, a divine-healing meeting. Dr. Lillian Yoeman, who had been a dope addict and was healed, was giving her testimony." From then on Mrs. Russell too sought help in this way.
CHAPTER 11

THE DEPRESSION 1930'S

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

POPULATION GROWTH

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

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

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

CITY DIRECTORY

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

92
A change in the Burbank city seal resulted from a City Council meeting of April 14, 1931. Its official description was "A seal circular in form with a diameter of two and an eighth inches, and which shall have inscribed thereon a pictorial representation of the Verdugo Hills with a portion of the business and residential section of the City in the foreground, the sun rising above said hills in the background, and an airplane in flight above the city within the radiance of the sun..." Surrounding this design were the words: CITY OF BURBANK CALIFORNIA, INCORPORATED JULY, 1911. The design was passed on and adopted at the Council meeting of December 1, 1931. The seal "reflected the city as an urban rather than a rural community." That year James L. Norwood was elected mayor.

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

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

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

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

ECOLOGY

By 1931 Burbank had 218 miles of trees set in city parkways,
pepper trees at Civic Center Park to make room for picnic areas, a playground, a golf-putting green, four tennis, badminton and volley ball courts, and winding trails on 17 acres. The more than 300 trees made the park resemble an orchard.

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

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

BUILDING

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

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

Burbank by April, 1937, had received $953,370 in Federal Housing Authority loans for buildings and mortgages. Valuations in 1937 rose greatly to $3,283,696, to $5,080,452 in 1938, huge sums for Burbank.
Photographs showed more than a dozen dwellings termed "unfit for human habitation" in March, 1939; demands for elimination of slums were raised. A plan to refinance the Benmar Hills "sour Bond" district failed on September 13, 1938.

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

INDUSTRIAL BREAKTHROUGH

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

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

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

In the depths of the depression in May, 1935, Moreland Truck Company filed a petition on reorganization as a step to lift receiver-
Moreland Motor Truck Company was active, an underwear factory was selling all America shorts, and the soap and cosmetics factory was building an addition. Shippey said that when he revisited Lockheed after four or five years, "the only thing I recognized was the entrance."

AIRCRAFT CREATES MODERN BURBANK

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

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

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

In 1931 Lockheed was down to producing three airships a month. Paul Mantz in 1931 organized his United Air Service, Ltd., at United Airport to do camera and fast charter work. He was soon known as the honeymoon pilot. Post and Gatty made it around the world not in 80 days but little more than a tenth that time, 8 days, 15 hours, and 51 minutes, in July, 1931, using a Lockheed plane. In 1931 Ruth Nichols set a woman's altitude record. Captain George Endress and Alexander Magyar crossed the Atlantic all the way to Hungary; 3,600 miles, in 26 hours.
On June 6, 1932, Robert E. Gross, an investment banker, with six other men, bid $40,000 for the assets of Lockheed Aircraft Company in a federal court. The others were Carl B. Squier, Lloyd C. Steamann, Walter T. Varney, Cyril Chappell, R. C. Walker, and Thomas F. Ryan, III. By August, 1932, Amelia Earhart, the first woman to make a non-stop flight from Los Angeles to New York, flew a Lockheed-Vega from Hawaii to California in 18 hours and 16 minutes. She had already flown, in May, 1932, a Lockheed-Vega across the Atlantic, the first woman to do so. The world's greatest flyers kept Lockheed's name alive while the new corporation kept working on the Electra, which was completed in February, 1934, and was to extend the firm's reputation.

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

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

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

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

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

In restraint of Trade" in 1935. A separation of film production from film theater distribution was to come. Cinecolor Incorporated began putting up a $250,000 film plant in Burbank in March, 1938, on ranch lands occupied once by Gene Autry, cowboy singing actor. Comedian Ben Turpin of the cockeyed look bought the southeast corner of San Fernando and Tujunga in Burbank in April, 1939, for $35,000. Warner Brothers in June, 1939, struck at the practice of "double bills" at film theaters.

ECONOMIC ISSUES

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

The Census of Retail Trade for 1935 showed store sales reached
Ventura and Harpoon bombers. Soon Lockheed had 7,500 employees and a backlog of $30,000,000 in orders. Plant exceeded 360,000 square feet. The 250th bomber for the British was completed in November, 1939. Meanwhile, Bendix Corporation took up options on ten acres of Union Air Terminal land in 1939.

WORLD'S LARGEST FILM STUDIO

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

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

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

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

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The Census of Retail Trade for 1935 showed store sales reached
$4,743,000, up from $3,350,000 in 1933, a 41 per cent gain. Number of stores was 252, employees totaled 449, and payrolls reached $463,000. This compared to 281 stores in 1933, 312 employees, and payrolls of $357,000. By 1938 retail sales rose by 7 per cent over those of 1937 to reach $990,746, while Los Angeles sales fell off by 11.3 per cent.

The Census of Retail Trade of 1939 showed Burbank had a population of 34,037; total stores had risen to 399 and total sales to $11,261,000. From 1935 to 1939 the sales gain was 135 per cent, but only 77 per cent above the $6,350,000 of 1929.

Despite the economic depression, in 1930 Burbank taxes rose slightly as the school rate went up 25 cents and the municipal rate rose three cents. The 1930-31 assessed valuation was $25,951,035. Despite hard times the assessment for 1931-32 rose to $28,105,500, but in 1932-33 fell to $21,380,920, then to $17,590,710 in 1933-34. The 1934-35 assessment of $17,420,265 was the depression low. From then on valuations began to mount, moving to $18,510,755 for 1935-36. By 1939 the figure had gone to $25,185,270, almost back to the 1930 level. Burbank had had 12,53 per cent delinquent taxes in 1936 and 1937, which fell to 10.44 per cent in 1937-38 and 7.24 per cent in 1938-39. A moratorium law on delinquencies aided.

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

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

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

Picket lines formed at Warner Brothers Studios in Burbank on May 1, 1937, as they did at other studios. But production on six pictures continued. Warner Brothers, on May 10, 1937, recognized the Screen Actors Guild and when David O. Selznick did the same, the Guild consolidated its hold.
Union organizers, in February, 1937, were warned away from Lockheed. Some workers said, "We'll organize our own union when we want it." Organizers of the United Automobile Workers' Aircraft Division were active. By March, 1937, a union was formed by Lockheed employees and sought a charter in the American Federation of Labor. Moreover, 400 aircraft workers were meeting at Jeffries' Barn. Representatives of the AFL Machinists Union were present. Lockheed recognized the Aeronautical Mechanics Lodge of Burbank, affiliated with the AFL, within days. But a small group still sought a Congress of Industrial Organizations (CIO) charter with the United Automobile Workers. CIO men charged that the AFL affiliate was a "company union." Joe Washburn was elected head of the AFL Local. Minimum wage was 42 cents an hour and regular pay increases were proposed. Charles R. Rogers, representative of the UAW-CIO, was in charge of further organization; a lot was leased across from Lockheed.

DEPRESSION TIMES

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

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

But by January, 1932, the feeding of 3,500 people for a month at Burbank on some $2,200 was found impossible. Some 853 families had registered at unemployment headquarters in a single week. A four month program of relief headed by the Burbank Unemployment Relief Organization ended on April 1, 1932. But the need for aid was as great as ever, committee chairman Harvey R. Ling held. From December 1, 1931, to March 28, 1932, $9,690.33 were collected and $7,622.26 disbursed. Employment came to 1,900 days and seven hours. By mid-June, 1932,
135 children had been fed for nine months by the P.T.A. at a cost of more than $1,000. Now the city took over the cost of feeding during summer months; a P.T.A. commissary did the actual work at school.

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

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

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

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

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

An area warehouse for distribution of foodstuffs to unemployed in the Valley was located in Burbank in July, 1933. Redistribution was then made to ten different cooperatives. Burbank's own recovery act program, totaling $811,542, was submitted to the county and by it to the federal government. The sheer size of the program showed that local action was insufficient. Meanwhile, how Burbank businessmen began to work with the National Industrial Recovery Act (NIRA) codes
in 1933 was explained to 150 of them in 1933. Burbank people in August, 1933, began inquiring about small home loans from the government's new local office.

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

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

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

The Employment Relief Administration employed 380 people at Burbank in August, 1934. One project built a fire protection road up Stough Canyon. Rittenhouse said that the depression taught his two sons a lesson: "At Christmas time we always fixed up boxes of gifts and toys through the co-op and the American Legion for needy families. I took my two boys on a trip to deliver some of the gifts to the poor families. When my boys saw how fortunate they were in comparison to so many others, it really changed them. From that day on my children never complained about anything." Unemployed cut firebreaks on hills around Burbank. They removed thousands of willow trees growing in the Los Angeles River.
From January to June, 1935, unemployment fell by 15 per cent. Fifty per cent of the unemployed counted in January, 1935, were receiving SERA aid, while the remainder sought odd jobs. If SERA were considered permanent work, unemployed was down by 50 per cent, not 15 per cent.

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

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

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

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

WPA by October, 1936, completed jobs totaling $164,332. Uncompleted projects totaled $151,474; 138 Burbank people worked on them. A WPA sewing project furnished jobs to 91 women and four men. Average monthly payroll was $5,700. Community gardens in Burbank were giving
jobs to an average of 100 men, with a monthly payroll of $6,500. Jobs were in warehouse construction, check dams, school rehabilitation, street improvement, rock crushing, sewers, building demolition, surveying and mapping, delinquency prevention and recreation, crossing guards, and clerical records. Some 600 jobs were on Colorado aqueduct work.

Burbank continued to run its two successful self-help cooperatives even though a state relief commission held that this type of barter and exchange of products operation was a failure in the state by 1937. Burbank contributed about $125 a month to both cooperatives. Each cared for about 35 families, down from the 300 families the original Cooperative Association had handled. By 1937, 78 of the self-help cooperatives at Los Angeles had received $1,000,000 in government funds. By 1939 unemployed relief work fell to the point where the city no longer had a full time employee handling it; the duties were consolidated with those of the license clerk. A unique "back-to-the-land," while going forward to more governmental intervention, had sought to handle a worldwide depression's impact.
CHAPTER 12

LIFE IN ECONOMIC CRISIS

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

MOVEMENT OF PEOPLE

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

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

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

United Airport was dedicated on Memorial Day, 1930, with a three-day military and civilian air show. The largest individual airplane hangar--72,000 square feet--ever built in America was completed at United Airport on November 1, 1930, at a cost of $150,000. Hamilton Standard Propeller plant and another for Northrop Aircraft Corporation were built. At first Pacific Air Transport was the only commercial line using United, on a single flight to San Diego-Seattle. In time the Airport was to grow from 228 to 500 acres and a value of $40,000,000, with two 6,000-foot runways.
On April 1, 1931, United Airport opened the nation's first air mail post office in Southern California at an air field and possibly in the nation. In January, 1932, members of the Russian Aviation Commission visited United Airport. United Airport in 1932 was third busiest in the nation, as 23,580 line passengers flew in and out. Four-fifths of California's half million dollars of purchased air traffic was routed through United Airport.

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

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

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

UTILITIES

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

When electric power from Boulder Canyon reached Burbank in June, 1937, Burbank's power needs exceeded her allotment of power. A steam generating plant was planned at a cost of $1,000,000 to provide 10,000 kwh capacity. Soon a second unit of the same size was added at
a cost of $900,000. Users of electricity totaled 6,906 in 1936 and 10,086 by 1939, while the $1.13 rate for 25 kwh of electricity was one of the nation’s lowest. In 1939, Burbank voters, by 2,914 to 734, approved $350,000 in bonds toward the cost of a steam generating plant. The balance of its $1,000,000 cost came from departmental revenues of the Public Service Department.

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

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

PUBLIC SERVICES

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

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

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

Burbank Justice Court was to be abolished after January 1, 1935,
when the Los Angeles County Board of Supervisors consolidated it with those of La Crescenta, Universal City and Glendale. Judge Irving S. Watson ended ten years of work as Burbank police judge in municipal court and was replaced by Raymond Reid, elected on April 2, 1935.

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

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

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

In November, 1938, Burbank received WPA grants of $60,000 for digging sewers. Garbage collection by 1939 was twice a week.
Pickwick Riding Academy opened at Burbank in 1931. Dr. Charles Whipple Fiddy established his Small Animal Hospital in 1939, at a cost of $50,000. Soon it became one of the largest and best equipped in California. A Burbank Horse Show was held at Pickwick Stables on September 10, 1939.

CHURCHES

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

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

HEALTH

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

Dr. James Citron founded Magnolia Park Hospital in 1939. An emergency hospital went up in the studio district; Dr. John G. Kauffman was in charge.
By Summer, 1931, Burbank schools were down to 159 teachers, from 163 in 1930. Teachers' salaries were cut 10 per cent in April, 1932. In 1933 there were nearly 4,500 children in Burbank schools. As schools were rated "Grade A," graduates readily entered colleges and universities. More than 50 per cent of high school graduates went on to colleges. The Long Beach earthquake led to condemnation of the Edison School for classes. While buildings were vacated, tents and bungalows were put up on each school ground.

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

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

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

In 1938 the year-to-year contract with the Los Angeles County Library was not renewed; on July 1, 1938, Burbank Public Library began an independent existence. All 10,000 county library books had to be returned. But at a book shower more than 2,000 volumes were donated. WPA helped catalog the volumes. When the doors opened on August 22, 1938, Burbank had 5,000 books of its own ready for circulation. Another 3,400 volumes were still being cataloged. By 1939 the library had 12,711 volumes, circulated 134,217 times to 7,382 borrowers.

The Burbank Daily Tribune of Earl L. White disappeared in the depression. In June, 1930, Burbank Review took over the subscription list of the Tribune, with which it had merged. Around 1931 the Burbank News was launched under management of James Lintner, with Bert Jermain as editor.
In 1934 Burbank Review was the only Valley daily. in 1935 a classified ad in the Burbank Review cost 10 cents. Two sisters, Ruth Ann, 10, and Arlajeanne Folkers, 12, were publishing the Neighborhood News Weekly in Burbank, with a circulation of 90 and subscriptions of 5 cents a month in 1937. The four-page mimeographed weekly noted that on its 50th anniversary celebration Burbank had risen to 25,000 inhabitants from 800 in 1895. Burbank now had 281 stores, 52 industries, 20 police, 24 firemen, 14 mailmen and one rural delivery mailman, plus 22 mail clerks.

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

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

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

ORGANIZATIONS, POLITICS, WELFARE

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

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

Registered voters at Burbank came to 8,388 in 1930, a vast rise from the 627 of 1920. By 1940 the figure was to be 19,030. At Burbank in 1932, Roosevelt polled 4,180 votes against 2,667 for Herbert Hoover. Mayor Eugene Goss was recalled from office by 2,152 votes against 1,570
in March, 1934. Of 9,970 registered voters in 1936, 6,211 were Democrats and 3,259 Republicans. Roosevelt led Alfred Landon at Burbank in 1936, 6,061 against 2,384, in an 81 per cent turnout of registered voters. Burbank reached 12,934 eligible voters in August, 1938, with 8,389 Democrats and 3,924 Republicans.

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

RECREATION

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

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

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

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

Paul Pendarvis, a popular orchestra leader at the Palace Hotel in San Francisco, arrived in 1936. Pendarvis was the son of E. A. Pendarvis, head of Burbank State Bank. The WPA band played at the businessmen's meeting in May, 1936. Burbank High School's band took first place in the high school division at the Tournament of Roses on New Year's Day, 1937. While his three children were on radio as The Compinsky Trio, concert cellist Louis Compinsky, who had played before
many kings, was at age 63 experimenting with many plants at Burbank.
Compinsky, who had developed a widely used music system, was an early
organic agriculturist. Mrs. Vina McAdam and her sister, Mrs. Isabella
McWilliams, organized the first all-girls bagpipe band in the United
States at Burbank in 1937.

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

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

CONTRIBUTORS TO HISTORY

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

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

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

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

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

113
fuselage department at Lockheed and a Burbank resident, enjoyed the reunion.

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

In 1939 W. W. Robinson's "Ranchos Become Cities" dealt with Rancho San Rafael, Ex-Mission San Fernando and Rancho Providencia but not Burbank. In his 1939 pamphlet on the San Fernando Valley Robinson mentioned Burbank in the next to last paragraph. While some may regard this as either a slight or oversight, possibly Robinson was recording that Burbank developed quite independently of the rest of the Valley. The engineer who had accompanied Admiral Richard E. Byrd to the polar regions, E. J. Demas, took up residence in 1939 in Burbank, where climate and aviation facilities pleased him.
CHAPTER 13

BURBANK AT WAR

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

POPULATION

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

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

THE CITY

No city could grow so fast and so much without enormous repercussions. Walter R. Hinton was elected mayor in April, 1941; he was reelected in 1943. Burbank's new city hall permit was issued in February, 1941, and WPA contributions for labor were to run to $9,234 a month. City employees inaugurated an annual picnic in 1942. Two murals by artist Hugo Ballin decorated Burbank's new city hall in 1942. Westways magazine wrote: "A town of the past, a boom town of the present, a city of the future: Burbank keeps busy building tools to
win the war." A new war industrial city had emerged. The City Attorney’s job became a full-time post; Ralph W. Swagler was named to it at $500 a month.

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

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

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

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

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

ECOLOGY

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

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

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

Burbank reached the phenomenal building total of $14,467,499 in 1940, more than 50 per cent above the 1939 figure, with Lockheed alone investing $4,046,980 in new structures. The city had 11,132 dwelling units. Of these 10,639 were occupied, 474 for sale or rent, and 19 vacant. The acute housing shortage led to use of garages for dwellings by 1941. War cut back most construction, and building valuations for 1942 toppled to $5,745,302 from $12,342,231 in 1941. In September, 1942, the ordinance banning renting of rooms in homes was lifted to permit householders to "take in lodgers" for the duration and 90 days thereafter.

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

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

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

THE WARTIME INDUSTRIAL CITY

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

Local historian Ed Ainsworth remarked by 1946 that while Burbank and Lockheed were "practically synonymous during the war," now Burbank was emerging in its own right with diversified industry. "Industrial row" along the railroad and San Fernando Boulevard was so
crowded that it was said to be hard to squeeze in even a razor blade manufacturer edgewise. A majority of the Valley's industrial plants were in Burbank, which counted 302 manufacturing concerns employing 34,476 persons—larger than Burbank's entire population of 1940. By 1947 Burbank had 1,500 businesses.

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

Lockheed's Burbank-built planes helped win the Battle of Britain, for which the firm received high praise in October, 1940. A new $450,000 hangar of 150,000 square feet was built for Vega in November, 1940. Lockheed's new $150,000 wind tunnel was under construction in mid-December, 1940. A 7 per cent profit limit was imposed on aircraft companies. In March, 1941, Milo Burcham at the controls of a Lockheed P-38 zoomed to the stratosphere to shatter existing records for a plane in level flight. With passage of the Lend-Lease Bill and President Roosevelt's March message, Lockheed President Robert E. Gross placed the Burbank plant on a war footing. Dale Reed, president of Burbank Lodge No. 727, International Association of Machinists, AFL, and sole bargaining agency for Lockheed employees, accepted the "challenge." Vega moved to its new $3,500,000 plant on 30 acres. Employment of 4,000 was to rise to 15,000 in the 1,090,400-square-foot factory.

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

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

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

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

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

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

When the war ended, more than $1 billion in orders to Lockheed were canceled; employment fell to 35,000. But the Constellation and the P-80 jet fighter plane production was in changeover. Menasco Manufacturing Company completed its 75,000th plane landing gear at its Burbank plant in March, 1945. Flying Tiger Line, Inc. was formed in Burbank on June 25, 1945. The Lockheed Constitution, largest airplane ever built for the U. S. Navy, was completed in August, 1946. The two-deck craft was capable of carrying 180 passengers. In 1947 Lockheed was down to 20,000 employees. In March, 1949, Joe de Bona set a new record for piston planes as he piloted one from Burbank to New York in five hours.
Walt Disney Studios, which allowed no visitors in its earthquake resistant plant, created insignias free as "mascots" for world renowned military units. Donald Duck was on the 1,000th insignia of a U. S. Field Hospital in Europe, and 200 Disney characters were on insignia. Internally 67-degree well water at the studio was used to make it the first completely air conditioned studio by 1940. Not only did Mickey Mouse go to war but also Disney Studio began putting out such defense films as "Four Methods of Flush Riveting." Bond Promotion pictures followed for Canada and a tax picture for the U. S. Treasury.

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

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

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

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

Warner's quit the Hays Film Office at the end of November, 1944, first major studio to move to a less straitlaced view of filmmaking. The studio declined outside censorship and decided to handle its own censorship and labor problems, apart from the Motion Picture Producers and Distributors of America. In 1945 and 1946 Warner's was involved in major film strikes. Meanwhile, much of Columbia Studios' outdoor picture work was filmed at its ranch in Burbank.
United Productions of America, a cartoon film studio, began building at Burbank in May, 1948. A staff of 50 artists and other workers was to function at the new studio. Burbank was now home to dozens of stars, hundreds of actors and actresses, and thousands of studio technicians. In 1949 Warner's agreed to divide its theater showing organization from its motion picture production unit to meet federal demands.

DIVERSIFIED INDUSTRY

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

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

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

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

EMPLOYMENT

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

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

121

Striker violence from the studio grounds

idle throughout the industry in September, 1946. Five unionists were arrested. Pickets were cut to eight men outside Warner's. Patrol cars escorted non-strikers into the studio grounds.

In April, 1947, fully 600 Burbank employees of the Southern
the schools to meet the manpower shortage. By January, 1943, 200 local high school boys were in Lockheed and Vega plants. Soon this rose to 4,000 boys from 40 different high schools and junior colleges under the Boypower plan. The youngsters won high praise as good workmen. During World War Two, Pauline Isabelle, daughter of Postmaster Paul O. Martin, was working at Lockheed.

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

UNIONS

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

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

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

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

In April, 1947, fully 600 Burbank employees of the Southern
California Telephone Company in Burbank were on strike, along with
20,000 others of the parent company, Pacific Telephone. Earlier,
union members of Local 21361 Soap and Cosmetic Workers, AFL, in 1945
had picketed Andrew Jergens Company in a long dispute that went back
to 1937 and led to a five cent an hour raise.

Burbank City bus line employees went on a wage strike on
August 25, 1948, for three days. City Council proposed an increase to
a 10-cent fare to cover added labor costs.
$4,743,000, up from $3,350,000 in 1933, a 41 per cent gain. Number of stores was 252, employees totaled 449, and payrolls reached $463,000. This compared to 281 stores in 1933, 312 employees, and payrolls of $357,000. By 1938 retail sales rose by 7 per cent over those of 1937 to reach $950,746, while Los Angeles sales fell off by 11.3 per cent.

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

Despite the economic depression, in 1930 Burbank taxes rose slightly as the school rate went up 25 cents and the municipal rate rose three cents. The 1930-31 assessed valuation was $25,951,035. Despite hard times the assessment for 1931-32 rose to $28,105,500, but in 1932-33 fell to $21,380,920, then to $17,590,910 in 1933-34. The 1934-35 assessment of $17,420,265 was the depression low. From then on valuations began to mount, moving to $18,510,755 for 1935-36. By 1939 the figure had gone to $25,185,270, almost back to the 1930 level. Burbank had had 12,53 per cent delinquent taxes in 1936 and 1937, which fell to 10.44 per cent in 1937-38 and 7.24 per cent in 1938-39. A moratorium law on delinquencies aided.

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

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

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

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