

# BURBANK LAUGHS LAST AND PROFITS BY JOKES ON CITY

BURBANK—The airline pilot announces to his passengers, "We're now landing in Burbank. Fasten your seat belts and set your watches back 20 years."

So goes a typical Burbank joke, one of several popularized by television's Laugh-In, the show that poked good-natured fun at "Beautiful Downtown Burbank" for six years.

Laugh-In has been cancelled for the new season but Burbank jokes have not been. Johnny Carson has taken up where Rowan and Martin left off.

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# BURBANK

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And the city's officials and civic leaders don't mind people continuing to laugh at their community one bit. They believe Laugh-In put Burbank on the map, not just in the United States but all over the world.

Former Mayor John Whitney, now city treasurer, recalls receiving calls from all over the country after Laugh-In began making Burbank jokes.

Charles Compton, another former mayor, says he was recognized all over the world after the show socked it to him during a guest appearance.

City Manager Joseph Baker said he believes the show attracted new entertainment industry to Burbank.

Walt Disney Productions, Columbia Studios, Warner Brothers, the Burbank Studios, NBC television and several minor production groups now admit with pride that Burbank is their home.

As a matter of fact, you might say Burbank today is more Hollywood than Hollywood—an impressive feat for a city that started out in 1911 as a dusty agricultural town with 500 residents.