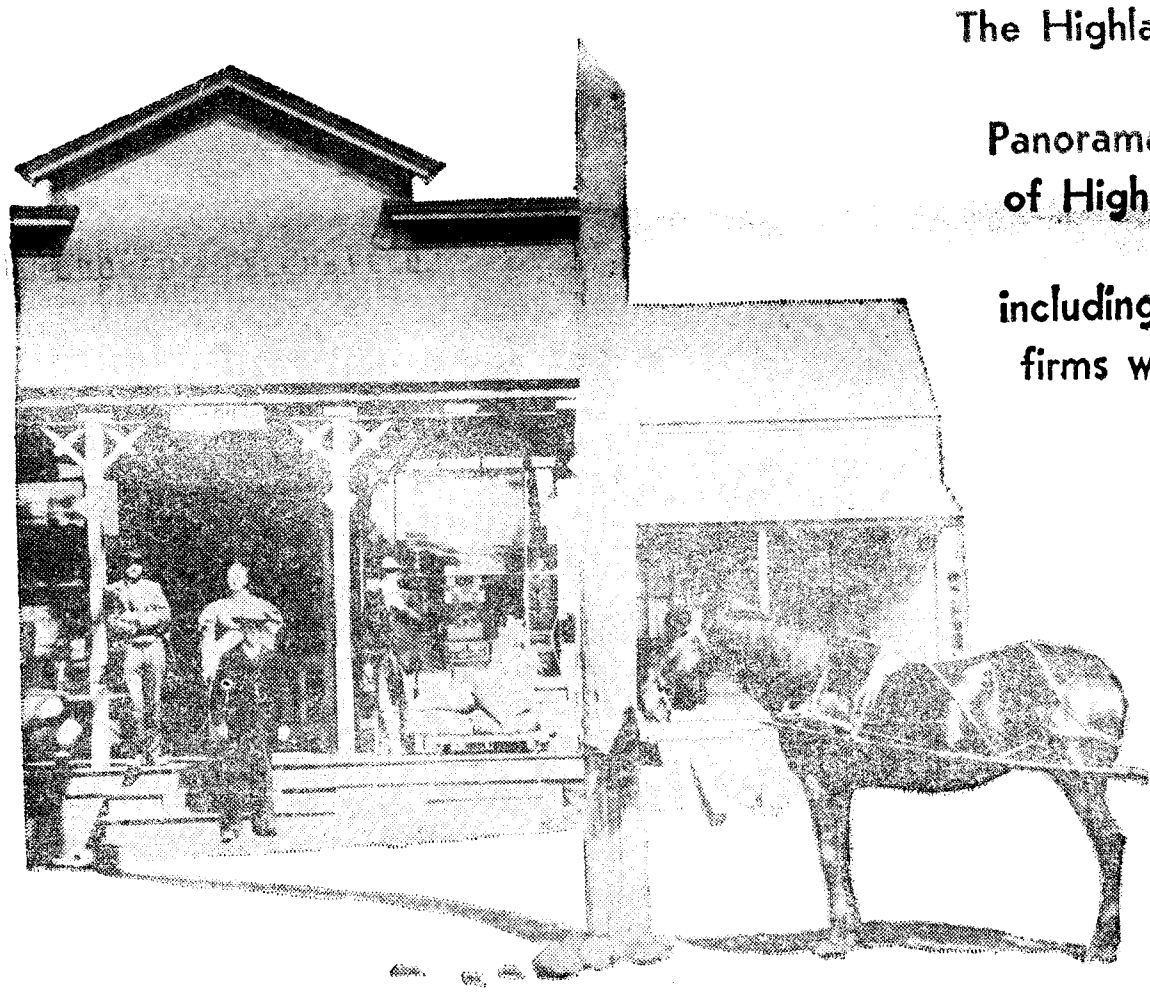
HIGHLAND PARK'S

75 YEARS OF PROGRESS

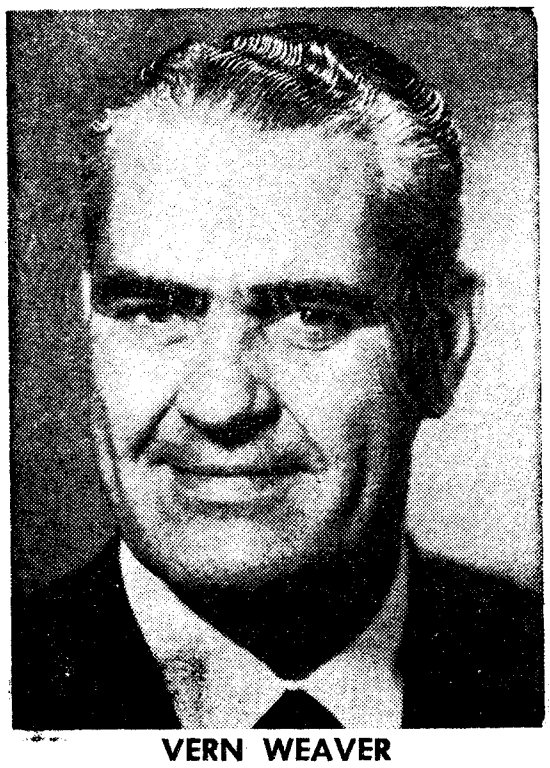
DIAMOND JUBILEE



The Highland Park News-Herald & Journal presents a Pictorial and Feature Panorama of the Historical Development of Highland Park on the occasion of its 75th Anniversary... including sketches of the individuals and firms whose faith and plans have made its forward progress possible.

1888
1963

SOUVENIR EDITION



VERN WEAVER

a report

from the President of the HIGHLAND PARK CHAMBER of COMMERCE

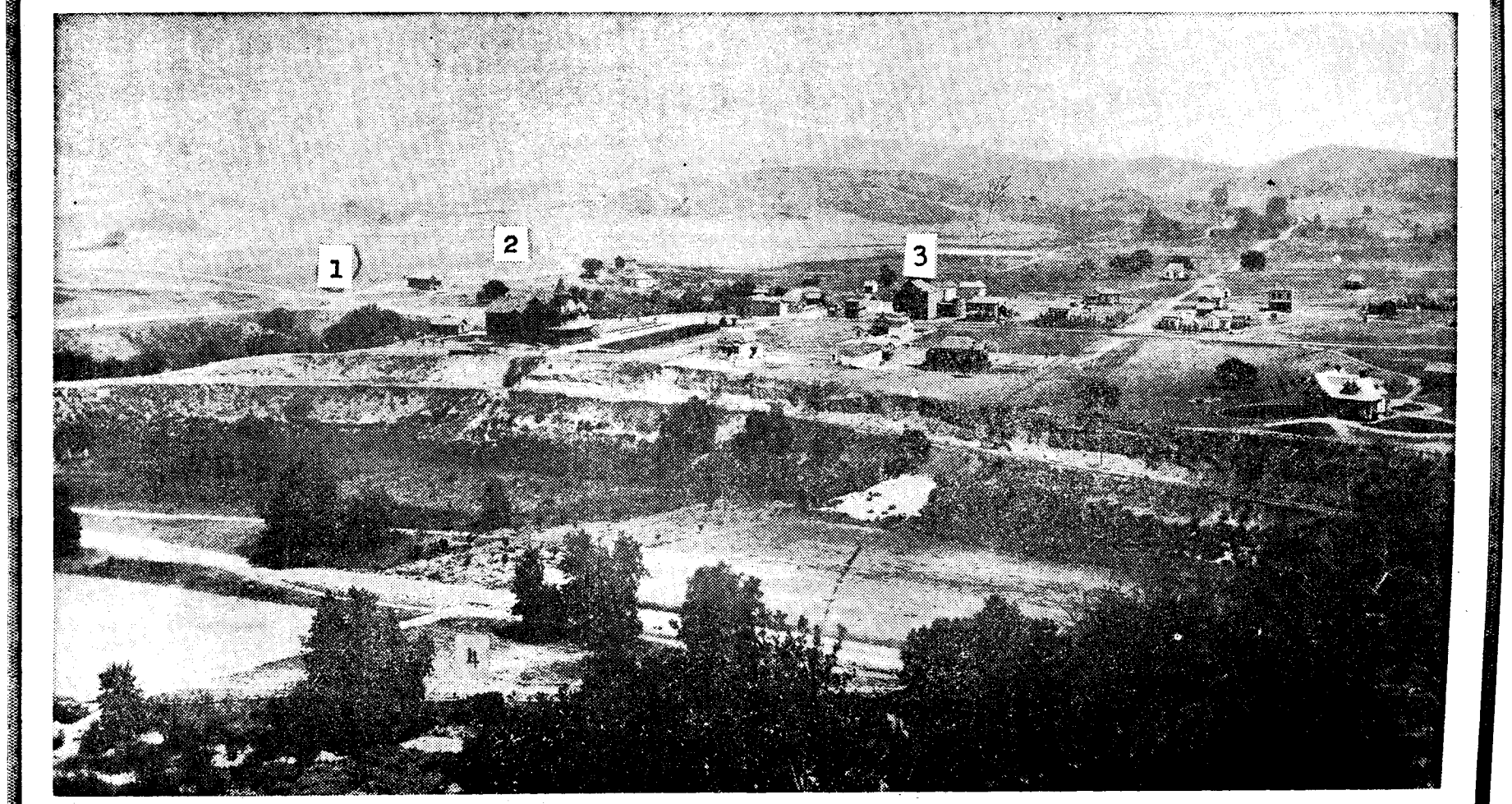
The Highland Park Chamber of Commerce is proud to have played a part in the exciting 75 year history of Highland Park which this special commemorative magazine unfolds.

In initiating the Diamond Jubilee celebration, your Chamber of Commerce felt that it was an especially appropriate time to pause and look backward over the full years. We need to do this. We need to put the present in the perspective of the past so that we can project a future which will be channeled in the traditions and pleasant ways of life that have characterized Highland Park throughout its 75 years.

We need to do this also, for the city planners and investment experts tell us that Highland Park is on the verge of a new era of explosive growth. Already the signs are visible everywhere. The chain reaction apartment building boom, and this means multiplying population. The new, modern shopping center developments, which are already in process of construction; all of these things presage a brilliant future for the community.

What will Highland Park be like when the apartments are built and filled up and the new shopping centers are established to serve the tripled population? We of the Chamber of Commerce believe that the answer depends on us and other civic organizations working in concert. The future, as has been said, belongs to those who prepare for it. We of the Chamber of Commerce intend to take hold of the future by planning for it; to assure our people that the meaningful traditions of Highland Park's past shall not be washed away in the flood of dynamic progress that is upon us.

VERN WEAVER,
President 1963



RECOGNIZE THIS SCENE?—This is what the Garvanza section of Highland Park looked like back in 1887. Number 1 is the present location of York Junction; number 2 is North Figueroa St. near the present site of Luther Burbank Junior High; ; Number 3 is Miller's Hall, which was torn down in 1959; number 4 is section of Arroyo Seco Park near the big curve of the Pasadena Freeway. To see how things have changed, match the numbers with those in the bottom photo.

(Courtesy Security First National Bank)

FROM RANCHO DAYS TO SPACE AGE

Highland Park 'born' in 1880's

Although the curtain was officially raised on Highland Park as a residential suburb of Los Angeles during the 1880's, the background story began in those drowsy, placid years when Indians peered timidly from their villages in the valley and watched the lordly Spaniards grazing cattle on the hillsides and taking siestas in the vast and princely Rancho San Rafael owned by the Verdugo family. It was one of nature's most favored spots, an idyllic region of lovely rolling hills abundantly clothed with wild flowers and teeming with natural springs and artesian wells. It was inevitable that men seeking the bounties of life came early into the lush arms of the Highlands.

But it was in 1870 that two pioneer Southern California investors, Andrew Glassell and A. C. Chapman, purchased what is now Highland Park from the Verdugo interests for one dollar per acre; and promptly leased the land for further sheep raising; and it was in the year 1871, as recorded in "The Five Friendly Valleys," published in 1923 by the Security-First National Bank, that 15,000 sheep grazed on the hills and valleys of what is now Highland Park. And the hillside that now is the beautiful Occidental College campus was then a sheep-shearing corral; and the adobe ranch house stood on what is now North Ave. 54, near Franklin High School.

SUBDIVIDE HILLS

But it was not until approximately 1880 that a serious consideration was given to subdividing the Highland hills. On May 20, 1882, the Hunter Highland View Tract, located above Cypress Ave. and including lots along Isabel St., was recorded by G. W. Morgan. In 1883 Morgan opened his "Highland Park Tract," formerly known as the "Ramirez Homestead Tract," and in the "Rural Californian" of May, 1883, announced that "It is intended to make this spot the most desirable for suburban homes of any in Southern California."

In spite of the vigorous promotions of the early 1880's, few lots were sold; and as late as early 1887 only half dozen or so houses had been built in all the region that now is Highland Park, including Garvanza and Annandale.

The Garvanza Land Co. owned by Ralph and Ed Rogers, James Booth and W. F. McClure, opened the first Garvanza Tract Dec. 13, 1886, and named the tract "Town of Garvanza," after the garbanzo surrounding hills. Miller's Hall, which used to stand at 6311 Pasadena Ave., was the first business building to be erected, that being in 1886. In November, 1886, the famous Garvanza Villa Hotel, at the corner of Pasadena Ave., South Ave. 63, and Marmion Way, was opened, and was an immediate success, attracting tourists from all over the world. The Garvanza Methodist Church was opened soon after; and in 1889 the Church of the Angels on North Ave. 64, was built by the Campbell-Johnstons. In the same year a school and public reading room were started in Miller's Hall.

GARVANZA LIMITS

The original Town of Garvanza extended between Marmion Way on the south, North Ave. 66 on the east, Elgin Street on the north, and Eagle Rock Ave. (now N. Figueroa St.) on the west. The south boundary was later moved to Ave. 57, and later to Ave. 54, and other boundaries extended.

First railroad through the district was the Los Angeles and San Gabriel, now Santa Fe, laid in 1885. Then things began to boom. By the end of 1887 Garvanza had a population of 500, and lots were selling for from $250 to $400. And the thriving little town had a very creditable newspaper, the "Garvanza Gazette," files of which are now in possession of the Arroyo Seco Library having been kept by Robert H. Lindsay, pioneer resident.

CIVIC IMPROVEMENT

As this small settlement of Garvanza, and smaller one of Highland Park, was in county territory, and was not incorporated nor a part of the City of Los Angeles, the Garvanza Improvement Association and the Highland Park Improvement Association were formed, the former being by far the more active. Later the Annandale Improvement Association was formed. Main job of these groups was to plant trees and furnish other "city" services, such as collect garbage, grade and sprinkle streets, and so on. Among the most active workers for Garvanza were Lindsay, Ernest Braunton, W. M. Miller, Thomas Fellows and Dr. John Lawrence Smith, president.

In 1895, Highland Park, and in 1899, Garvanza, were annexed to the City of Los Angeles, and the story that leads up to the annexations is an interesting one.

Probably the most impelling reason for annexation was the need for better water and more dependable service. The Highland Park Water Co. was formed in 1886 by Morgan and Judson, Highland Park subdividers. They installed a pumping plant

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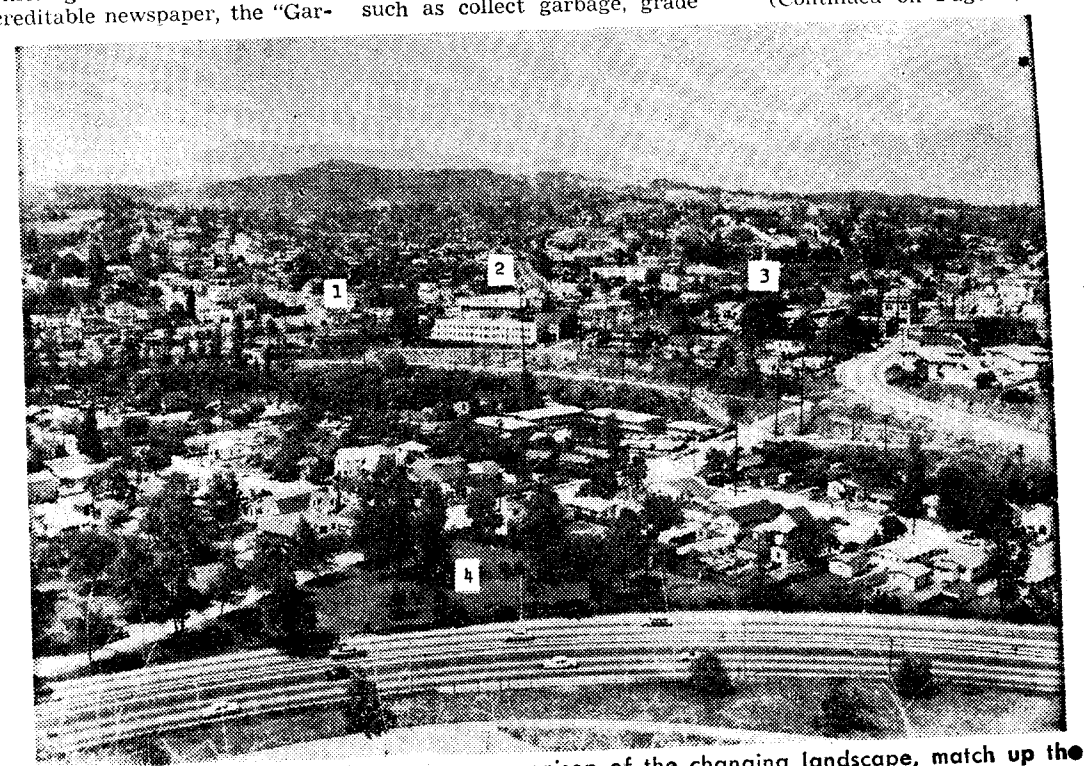

GARVANZA, 1959—For an interesting comparison of the changing landscape, match up the numbers in these two photographs taken 72 years apart.

Highland Park

Rancho to Space Age

(Continued from Page 3)

in the Arroyo Seco, near what is now California St. in Pasadena, and piped the water to a reservoir to the east side of Ave. 66 and Meridian St. This reservoir served all Highland Park and south about Cypress Ave. A similar water company had been formed by Ralph Rogers for the Garvanza Land Co. and for Garvanza.

BIG DROUGHT

But, in years of drought such as 1898, when less than six inches of rain fell, not nearly enough water flowed in the Arroyo Seco to meet the demand; and to add to the troubles, the City of Pasadena built a similar plant at what is now Brookside Park, thus taking what little water there was before the Highland Park and Garvanza interests could get to it. Joy A. Winans, who lived at 4571 N. Figueroa St., was manager of the Highland Park Water Co. from 1896 to 1903, when it was sold to the city.

The only answer to this water problem was to join Los Angeles and get "city" water.

There were other reasons for annexation. Sycamore Grove at that time was a beer garden; and there was a fear that saloons would spread out. As a part of the city, the saloon menace could be controlled. Other reasons included the public services that a city government could give.

FIRST ELECTRICITY

First electricity in the district came in 1898, when the Eastside Lighting Co. was formed, with the same Winans as secretary. The company built its substation on what in now Ave. 24, bought its electricity from Edison, and extended its line up N. Figueroa St. to Ave. 57, then north on Ave. 57 to the F. J. Ganahl home, standing at 316 N. Ave. 57, which is reputedly the first to receive electricity in Highland Park.

A post office was established in Garvanza in 1895. In 1890 the Terminal Railroad, now Union Pacific, was built through Highland Park; and in 1893 the Los Angeles Pacific, later the Pacific Electric, was established. It is interesting to note that Miss Jennie I. Gilbert became the Garvanza postmistress in 1890 and acted as railroad agent for both lines, her depot and post office being as what is now Ave. 66 and Pasadena Ave. The same old railroad depot building was still standing in 1940 at 104 S. Ave. 60, and was the home of Mrs. Laura C. Thayer, a niece of Miss Gilbert, who died in 1936.

THE LEAN YEARS

The 1890's were lean years for Highland Park, as they were for the rest of Southern California. Business lots that had sold for $1500 were sloughed off for as little as $100. The corner lot now occupied by the Security-First National Bank, at N. Figueroa St. and Ave. 56, could have been purchased for $125 in 1893 — if there had been a buyer.

Another event of great importance for 1898 was the coming of Occidental College to Highland Park. That story is told elsewhere in this paper.

Then, with the turn of the century, Highland Park and Garvanza began to feel their way again. In 1903 the Highland Park Ebell was organized. As the "Garvanza Gazette" had not weathered the storm in the 1890's, the community had no paper until the Highland Park "Herald," predecessor of the recent "News-Herald," was founded in 1905 by S. A. "Sam" Wheaton. It was in turn purchased by Charles H. Randall for $100, and under his guidance the "Herald" assumed community leadership. In 1906 the district's first bank, the Highland Park Bank, of which G. W. E. Griffith was the first president, was started. In 1906 the Yellow Car Line was extended from Pasadena Ave. and San Fernando Rd. into the Annandale Valley and York Valley, property owners along the line raising money and helping to finance the project.

HISTORIC EVENTS

There were many other events of great importance during the first 20 years of the century. William Lees Judson founded his famous College of Fine Arts, on S. Ave. 66, in 1901, and affiliated it with USC. Judson attracted to the community a famous group of artists, many of whom stayed here. Los Angeles Pacific College was founded in 1904 in the Hermon District of Highland Park. Charles F. Lummis, famous resident here, inspired the building of the Southwest Musuem in 1913. Franklin High School was opened in 1916. President William Howard Taft visited Occidental College in 1909 and former President Theodore Roosevelt did likewise in 1911.

The decade following the war marked the transition of Highland Park from a small town to the suburb of a great city. In 1920 the Highland Park "Herald" was a small town paper with a subscription list of about 700 and seldom more than four pages in a weekly edition. By 1930 it had consolidated with the Highland Park "News" and its subscription list was in the thousands.

At the beginning of the 1920's Ave. 57 was the hub of the business section of N. Figueroa St., then known as Pasadena Ave., and was the district's western boundary, with a few stores on Monte Vista, around N. Ave. 55. When W. W. Blakeslee announced that he would build a market building in the block below, now occupied by Lloyd's, the old timers tapped their heads sadly; and when Thomas, who had a grocery store where Ivers Department Store now stands, at 5801 N. Figueroa St., announced he would occupy this new Blakeslee building, nothing but disaster was prophesied.

However, this new market building was the opening wedge and in rapid succession followed the moving of the Carl Packard residence from Ave. 56 and N. Figueroa St. and construction on that site of the Security-First National Bank building. Then came the Masonic Building, also at the corner of Ave. 56 and N. Figueroa St., soon followed by the Highland Theater building and the Bank of America.

In the meantime the Highland Park post office had given up its building at 5704 N. Figueroa St. and moved to 5628 N. Figueroa St. D. C. Welty bought the old post office building and the "Herald" combined with the "News" and soon after moved its office and shop to 5531 N. Figueroa St.

Many other important business buildings were constructed during the 1920's including that owned by Miss Nellie White, at the corner of Ave. 55 and N. Figueroa St.; the market building at 6015 N. Figueroa St., later occupied by Si Perkins Market; the Arroyo Seco Bank building at York Square, the inersection of York Blvd., Pasadena Ave. and North Figueroa St., and many others.

NEW CHURCHES

New church buildings were constructed, notably the entirely new edifices of the Highland Park Presbyterian Church and the Garvanza Methodist Church, and additions to the Highland Park Methodist Church. Also, the Grace Presbyterian Church, and others.

In the matter of schools, the 1920's found many additions to Franklin High School, which was growing rapidly; and the complete construction of the fine new Luther Burbank Jun-

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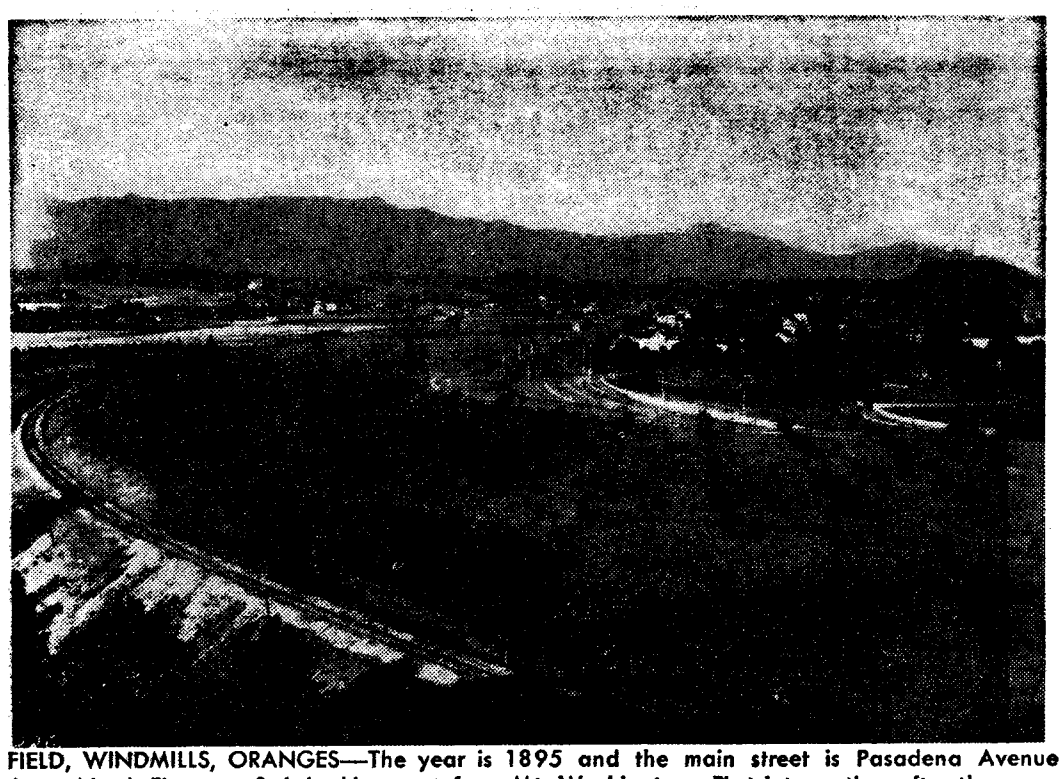
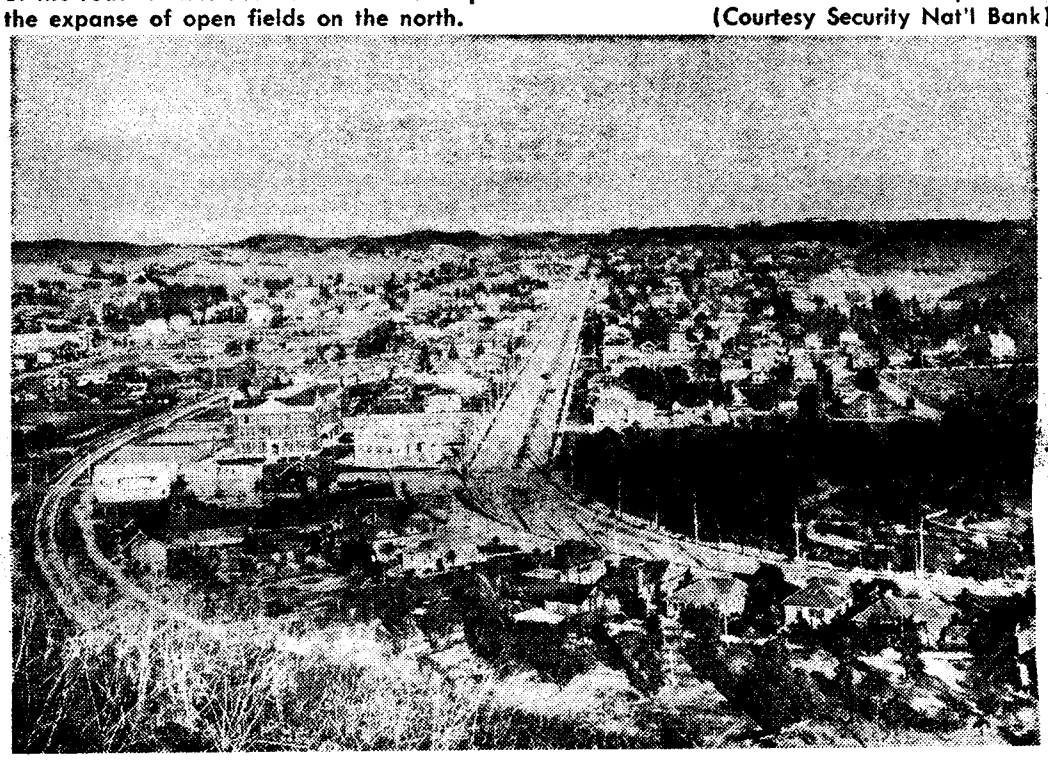
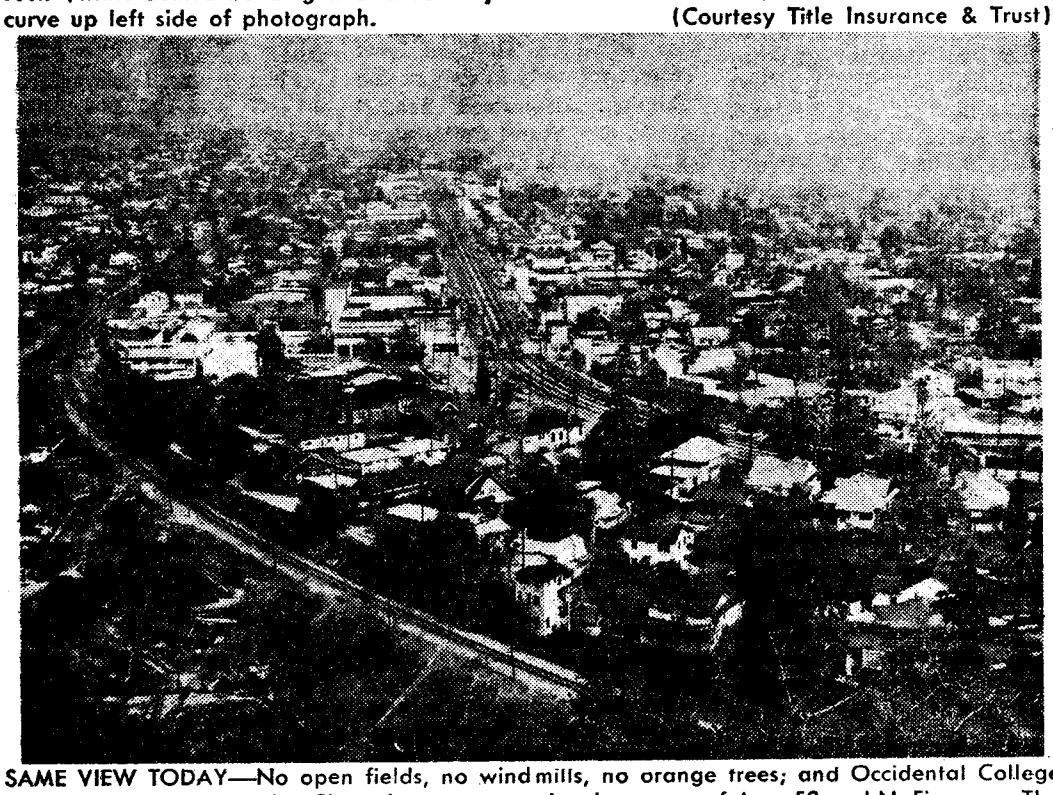


FIELD, WINDMILLS, ORANGES—The year is 1895 and the main street is Pasadena Avenue (now North Figueroa St.) looking east from Mt. Washington. First intersection after the curve of the road is Ave. 50. Note how developed the south side of the street was compared to the expanse of open fields on the north. (Courtesy Security Nat'l Bank)



SAME VIEW about 1910—Open fields have blossomed into homes, and at the intersection of Ave. 50 and N. Figueroa St. two buildings that comprised the first Occidental College can be seen (white-domed building and three-story red brick in center left). Sante Fe railroad tracks curve up left side of photograph. (Courtesy Title Insurance & Trust)



SAME VIEW TODAY—No open fields, no windmills, no orange trees; and Occidental College has moved away. Angelus Chevrolet now occupies the corner of Ave. 50 and N. Figueroa. The only things which haven't changed are the alignments of North Figueroa Street and the roadbed of the Sante Fe tracks.

Highland Park

Rancho to Space Age

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ior High School. A large building was added by the St. Ignatius Church School during this period.

York Blvd. also had great development during the 10 years between 1920 and 1930. The Highland Park Police Station was built at 6045 York Blvd; the York Theater building was another development during these interesting 10 years, as were numerous other smaller buildings. Largest development on York was in the block between Ave. 50 and Ave. 51, although there was considerable activity all along the boulevard to the intersection with N. Figueroa St.

'29 CRASH

Following the severe business depression from 1929 on, considerable let-down of development in Highland Park was noticeable; but by 1935 and 1936 much of the steady pace forward had been regrained. In the 1936-40 years, building permits for Highland Park were considerably over the million dollar mark per year. New school buildings were built to accommodate the increase in population. The famous old Pasadena Ave., between Ave. 39 and York Square was changed to N. Figueroa St. The improvements during the 1930s are too numerous to mention. Suffice it to say that in growth Highland Park kept pace with all other parts of Los Angeles, which is still the fastest growing major urban center in the United States.

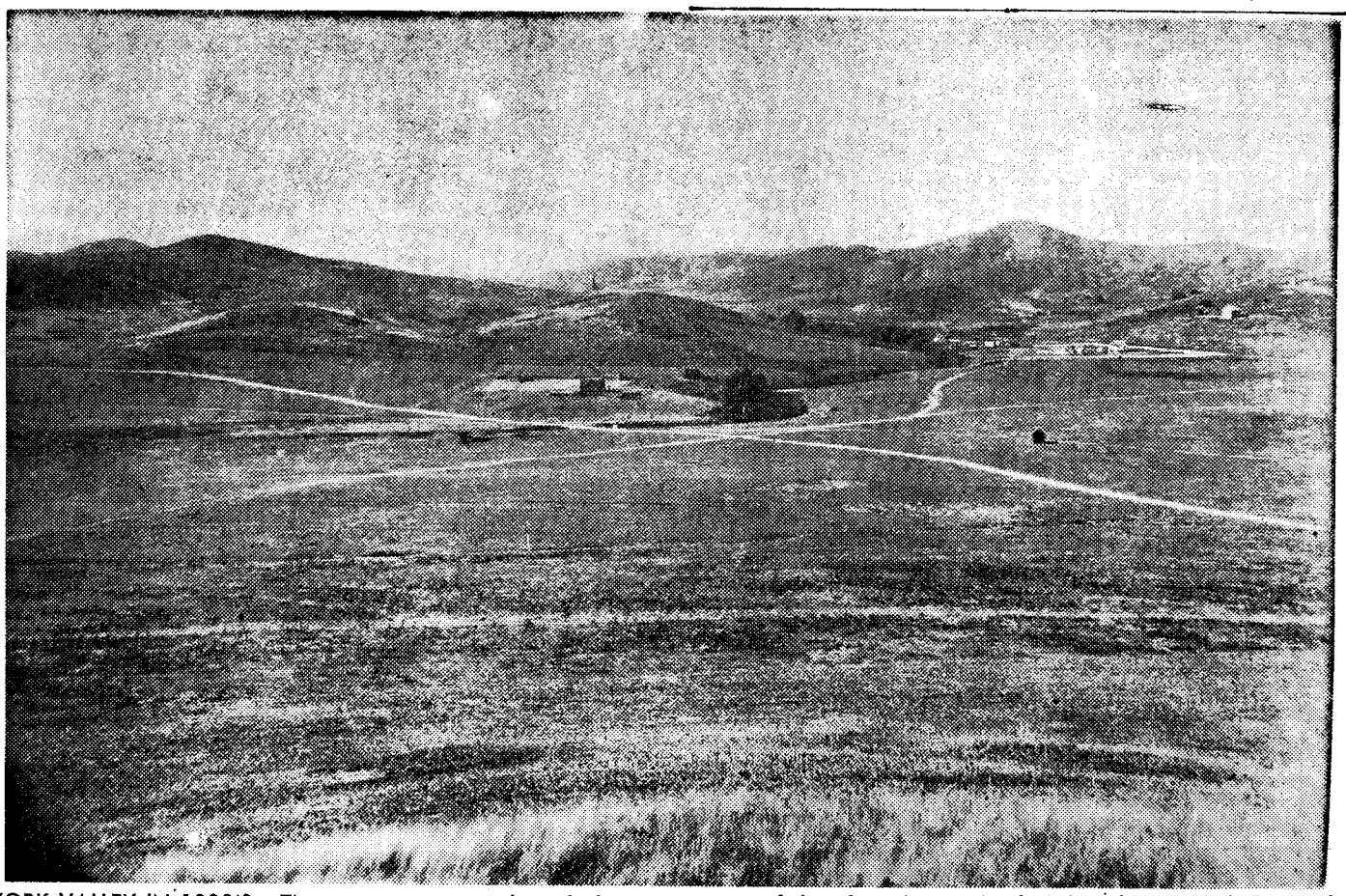
HP RECOVERS

So remarkable was Highland Park's recovery from the depression that building permits for the first six months of 1940 totalled $1,324,490. Although 232 new buildings graced the landscape, the old ones weren't neglected. Burbank Junior High received a new physical education building, Occidental College a new dormitory and Southwest Museum a new wing to house the increasing collection of Southwest memorabilia. A new 3.7 mile section of the Arroyo Seco Parkway from Ave. 40 to Orange Grove Ave. in South Pasadena was opened to the delight of everybody.

In the growing year of 1940 another matter of transportation began giving the cummuting public headaches. The pain was not to abate for years. The Asbury Rapid Transit bus line, which carried passengers from downtown to Highland Park was ordered to stop its service within 90 days by the State Railroad Commission. The Commission said the bus line must receive permission from that august body before it could carry passengers on the Figueroa St. route.

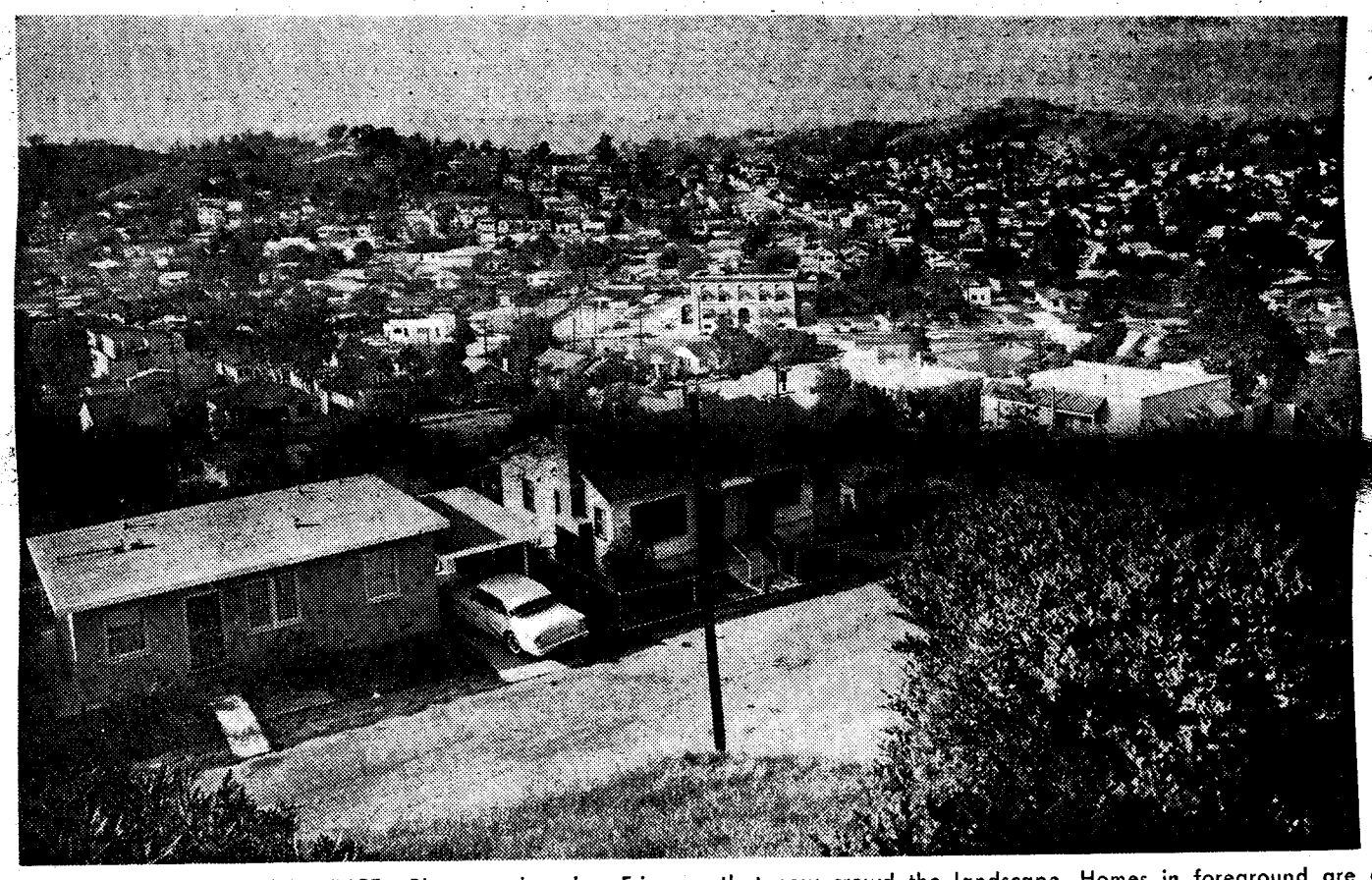
STATE UNAWARE

The bus line had been operating for years but evidently the state commission didn't know this. Asbury did have a franchise from the Los Angeles Board of Public Utilities and Transportation the only authority the bus line thought was needed since is epotriontaETA needed since its operation was entirely within the Los Angeles city limits. The Los Angeles Railway at the same time filed an application to extend its service into Highland Park. An earlier application had been refused on the grounds that Asbury's service was satisfactory.



YORK VALLEY IN 1880'S—There were no more than six homes in Highland Park when a photographer lugged his heavy camera equipment up roadless Mt. Angelus in the 1880's to take this picture of York Valley. That narrow path crossing the center of the photo is present-day site of York Blvd. Far in the distance is a windmill on hill. At top right of photo is a small corral.

(Courtesy Security-First National Bank)



75 YEARS MAKES A DIFFERENCE—Photographer Joe Friezer outdid himself in taking this picture of present-day York Valley as he captured the identical terrain shown in top photo. Mountain range remains unchanged except for hundreds of homes that now crowd the landscape. Homes in foreground are on Outlook Drive. Two story building in center of photo is Highland Park Police Station on York Blvd.

It may be significant that the State Railway Commission's action against Asbury came after Los Angeles notified them of Asbury's lack of franchise.

The Highland Park Realty Board rushed to the defense of Asbury and said the Railroad Commission's order does not mean that the line will be abandoned. Asbury could file an application for a franchise with the Railroad Commission or fight it through the courts.

WAR YEARS

Asbury's difficulties soon paled to comparative insignificance as Highland Park prepared for imminent war. Ten thousand men in Highland Park and Eagle Rock eagerly awaited the lottery, whereby numbers were drawn out of a fish bowl in Washington. Numbers decided when men would don olive green for a year of training. If your name was picked, brother, you were a GI.

Late in 1940 dedication ceremonies for Los Angeles' first freeway, the Arroyo Seco Parkway, which ran from Pasadena through South Pasadena, Arroyo Seco Park, and the North Figueroa tunnels to downtown, was dedicated. The nine-mile "super highway" was considered one of the finest of its kind in America. It featured 16 street and railroad bridges to carry cross traffic over the highway, with access roads on a modified cloverleaf plan at convenient points.

Early in 1941 a clamor was raised for a new swimming pool at Highland Park Playground. The old pool, opposite the library at Figueroa and Piedmont had been closed for two years and people wanted to go swimming again. Need for a new pool was realized by the Los Angeles Playground and Recreation Commission and it sought ways to finance the pool. Perhaps the old pool, once a delight to thugs and young toughs who used the darkness of the small valley in which the pool reposed to mug old ladies and indulge in other mischief, could be sold. The thought that federal or state government might kick in a few bucks was also forwarded.

ASBURY OUSTED

State Supreme Court said the Railroad Commission's cease and desist ruling against Asbury Bus line was valid. Asbury had reached the end of the line. It failed to ask the state for a franchise and operation was suspended in July. The "W" street car line operated by Los Angeles Railway was the only public transportation left in Highland Park and they applied to extend service from downtown out Figueroa to North Ave. 66. It was planned to substitute buses for the "W" line, extend the York Blvd. service from Ave. 50 to Eagle Rock Blvd. which would connect with the "52" street car. The new bus service was approved and began operation in October and an extension of the El Paso-Ave. 50 motor coach line, in service since 1934.

PEARL HARBOR

More than 1000 Highland Park men were in uniform on Dec. 7, 1941 when the Japanese attacked Pearl Harbor. Within an hour of the attack some 30,000 men of the police auxiliary force poured into the Highland Park Police Station for duty. Enlistments in the Highland Park unit of the California

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State Guard swelled. They were promptly issued arms and patrolled public utilities as a safety measure.

Black-outs were common although stores remained open to accommodate Christmas shoppers. An information center was established and manned by the Coordinating Council to distribute national defense news. William C. Schaper, a local attorney, snapped heads upright early in 1942 when he said we were losing the war and Highland Park had better wake up to that fact. "It is better to die on one's feet rather than live on one's knees."

AREA PEOPLE

Highland Park was geared to the war effort during 1943. Men and women alike joined the services to knock the pins from under the Axis. Names of area people in theaters of war would fill a book. They included John Strunk, Winston Thornhill, James Peck, Michael Chance, Richard Kanold, Edith Corns, Lois Sutton, Robert Stovall, Marve and Dalbert Boyer, Robert Hall, F. A. Gilbreath, Mary I. Fitch, Joe Olds, Byron Shaw, Maurice Wolfrank;

Tom Drabek, Milton Dobson, Victor Frost, Jimmy Moody, Walter Larson, James Jackson, H. D. Gordon, Leonard Heath, Jack Browne, George Bunnell, r., Desmond S. Selby, Harold Herrington, Jr., Don Norton, Richard Richter and hundreds, thousands more.

On top of everything else Highland Park was doing for the war effort wouldn't it be a fine idea to buy a bomber? The War Savings Commiteee set a goal of $175,000 and in short order $205,000 had been collected. In June of 1943 the "Highland Park Californian" rolled out of the North American Aviation plant and went to war.

"WATER BUFFALO"

It wasn't known until mid-1945 that all designs and procurement of materials for the famous "water buffalo," an amphibian tank used in all of the major invasions of the Pacific, were made in Highland Park at the Food Machinery Corporation at 6000 N. Figueroa.

Government restrictions on building were lifted late in 1945 but housing construction creeped at a slow pace. Lumber was scarce and much of that available was green and had to be remanufactured. Lumber stocks on hand were only 20 percent woods, mills and yards was of normal and manpower in short. Several northern mills had been sold to eastern interests who shipped lumber east.

End of the war brought renewed efforts to secure a swimming pool for Highland Park. The old pool had been closed for almost six years. City officials said a fine swimming pool was high on the list of post-war projects although scarcity of labor, materials and money were minor drawbacks.

Architectural plans for a new pool costing between $90,000-$100,000 at the Highland Park playground were revealed in October of 1945 although the opening of the pool was almost four years away.

TRANSPORTATION NEED

With the end of the war there came also an increased need for public transportation. Gasoline and oil restrictions were eased but new cars, out of production for four years, could not be easily had. Residents more and more depended upon buses and street cars. Los Angeles Transit, Pacific Electric and Asbury Rapid Transit sought new franchises to serve the public and fatten their own fare boxes.

It was proposed to retain the "W" line's rail service on Monte Vista St. and York Blvd. but with new streamline cars in service. However, on the North Figueroa end of the line street cars would be eliminated and the 64 bus line from Highland Park to General Hospital would go. In their place a modern bus to run from the terminus of the North Figueroa "W" line to downtown was suggested.

The proposal ran counter to the desire of Los Angeles Transit lines as well as certain civic leaders in Highland Park.

STREET CARS OUT

It was believed that the transit company was ready to propose the complete motorization of the "W" line, substituting buses for all street cars here Los Angeles by way of "five and operating into downtown points" and North Broadway. Highway Park civic groups contended that they should operate through the North Figueroa tunnels and the Elysian cut (later to be the inbound Pasadena freeway) into Highland Park.

Early in 1946 a move to restore bus service on York Blvd. between Ave. 50 and Eagle Rock Blvd. by including it in the already functioning El Paso Dr. and Ave. 50 service was made by the Los Angeles Transit Lines. It was approved by the Board of Public Utilities and Transportation and later by the California State Railroad Commission.

Housing was a critical problem during 1947 as returning veterans continued to enroll at Occidental and Los Angeles Pacific Colleges. The shortage was eased somewhat by quonset huts purchased from the government and set up on the campuses. The area was experiencing a population increase unknown in the past. Brooklynites and Iowans, attracted by sun, seashore and opportunity, flocked like migrating birds into all parts of the city.

NEW HIGHLAND PARK

It was during this period that a new Highland Park emerged. It was progressive and driving, not content to make do with the old but demanding the new and modern.

A clamor for better ambulance service was raised in 1947. It wasn't safe to get run down in the street because only one ambulance operated in Highland Park and it frequently was out of service. At such times ambulances from five or ten miles distance had to answer calls, a situation that distressed accident prone people.

Mayor Fletcher Bowron proposed merging the health department and the receiving hospitals under one management as a possible solution. Everybody agreed it was a fine idea except for one thing—Highland Park was still left with one ambulance.

NEW AMBULANCE

The city then went out and bought another ambulance but it, too, was out of service each afternoon between 2 p.m. and 5 p.m. The new University police station had opened and ambulance attendants from the Hollywood Receiving Hospital were transferred to the University hospital and one of Highland Park's ambulances was dispatched to Hollywood for the afternoon.

Passage of a bond issue in May, 1947 assured Highland Park not only of a new swimming pool but a fire station as well. The old one, constructed in 1903, was so rickety that a fireman standing on the roof could rock the building by swaying back and forth.

The idea of off-street parking was germinated at this time and it was Councilman John Holland who suggested the purchase of property just off North Figueroa for the purpose. Installation of parking meters on North Figueroa were favored as they would provide an off-street parking fund and discourage all day parking. It would have been another first for Highland Park as parking meters had not been installed anywhere in the city at that time.

UNDERGROUND TUBES

Henry Babcock, a consulting engineer, stepped forward with a plan which, he promised, would solve the commuting problem. A network of single-track underground tubes would serve Highland Park, Eagle Rock and other areas of a 175 square mile area. They were to connect with other sections of the metropolitan area, permitting people from any station in the system to any other in a "very short time." Tubes would be constructed in loop fashion with 12 radial loops entering the downtown district and circular and shuttle loops servicing the community areas. Highland Park and Eagle Rock would be on a high speed loop line to and from downtown in addition to a cross-town loop to Glendale and two shuttle loops within the Northeast area. It would take 10 minutes to reach downtown from Highland Park, approximately the time it took on the Arroyo Seco Parkway. Babcock's plan never got underground.

Ground was broken for the new swimming pool in May of 1948, fulfilling Councilman Holland's promise that it would be a post-war priority. The pool was the first to be built in Los Angeles since 1938.

NAME CHANGED

Pasadena Ave. was changed to York Blvd. in February, 1949 and the pool was dedicated the same month although it didn't open until May. The new fire station was also unveiled in May, sharing headlines with plans for an adult recreation playground at York junction playground, site of the old swimming pool.

Plans for off-street parking were speeded following a traffic and parking survey that revealed as many as 300 parking meters could be installed between Avenues 55 and 60 if the community desired.

It was in 1953, following years of debate between merchants who wanted the meters and city officials who said they wouldn't pay, that positive action was taken. Two hundred and fifty meters were installed on North Figueroa between Avenues 54 and 61 and on a test basis.

NEW PASSWORD

Construction became a password in Highland Park during the early 50s. A $1 million apartment project, unwanted by Mayor Bowron and area residents who cited a lack of playgrounds and school facilities, was constructed on Verdugo Road, west of Wawona. Initial plans for the Allessandro Freeway, eventually known as the Glendale Freeway, were formulated during this period. Some 30,000 cars used San Fernando Road daily and an additional 27,000 on Fletcher Drive, a bottleneck that gave the freeway priority. The city council voted approval in April of 1950 and state engineers swiftly began acquisition of rights-of-way.

COURT ACTION

The $200 million Rose Hills low-rent public housing project entered a maze of court action (from which it is yet to emerge) in 1951 when a taxpayers' suit contesting the legality of the project was filed by C. R. Drake of the Monterey Woods Improvement Association, and Mrs. Bertha Withers, a widowed property owner. They contended that the public housing could not proceed until sites are approved by a city general or special election as provided by Proposition 10, passed several months previous.

The Los Angeles Housing Authority appealed to the State Supreme Court to allow it to proceed with 12 low-rent housing projecs, including Rose Hills. The Housing Authority contended that the national emergency and resulting expansion of industries performing defense work made California and the Los Angeles area a critical defense housing shortage area, and delays in development of housing projects hamper production of materials and supplies needed for defense.

RESTRAINER ISSUED

The California Supreme Court ruled that the legal controversy belonged in Superior Court, which issued a temporary restrainer halting work on the project. The restrainer was later removed by Judge Julius Patrosso. The Planning Commission in May of 1951 approved the Rose Hills project, an action bitterly opposed by Councilman Holland who demanded to know who was going to pay for sewers, water mains, storm drains, streets and other improvements. It was Holland's contention that public housing projects would leave the people with an enormous future debt which would cost many millions of dollars over a period of years. It would be cheaper to build 10,000 single family residences and give them away, Holland stormed.

Holland won his fight in 1952 when the City Council voted to kill the whole deal and tossed the matter into the lap of the Supreme Court. The Councilman then suggested the 200 acres would make an ideal location for Los Angeles State College, which was tired of sharing a campus with Los Angeles City College.

SAN FERNANDO

Officials in Sacramento favored a site in the San Fernando Valley, which was eventually ruled out together with the proposed Rose Hills site. The State discovered it owned property on Eastern Ave. near the San Bernardino Freeway where the school was built.

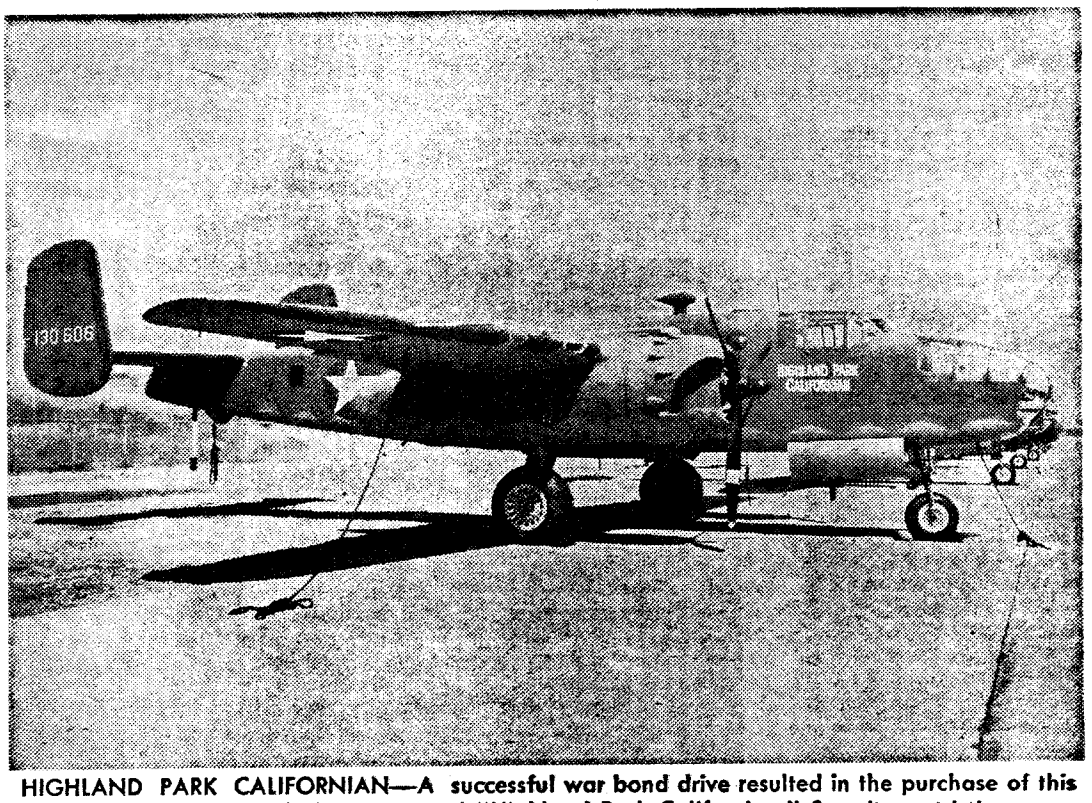
The Arroy Seco Parkway was renamed the Pasadena Freeway in December, 1954 to the consternation of the Highland Park Chamber of Commerce. Chamber members claimed it robbed a portion of Highland Park's identity, an argument that fell upon deaf ears. It followed the State Highway Commission's newly adopted policy of naming freeways according to the geographical destination. In renaming the freeway it threw Highland Park to one side as a destination, leaving Pasadena as the main object of the freeway.

The Monterey Hills Redevelopment Project was mapped out in 1956. Overall plans called for developing 400 acres of mountainous land into single-family homes, beginning with development of 33 acres at the north end of the Hermon residential area and bounded by existing somes along Monterey Road and South Ave. 60.

TAX DELINQUENT

Many of the lots had been tax delinquent and taken over by the State when unhappy buyers discovered their land was almost verticle and streets indicated on maps didn't exist. The Planning Commission gave a green light to preliminary

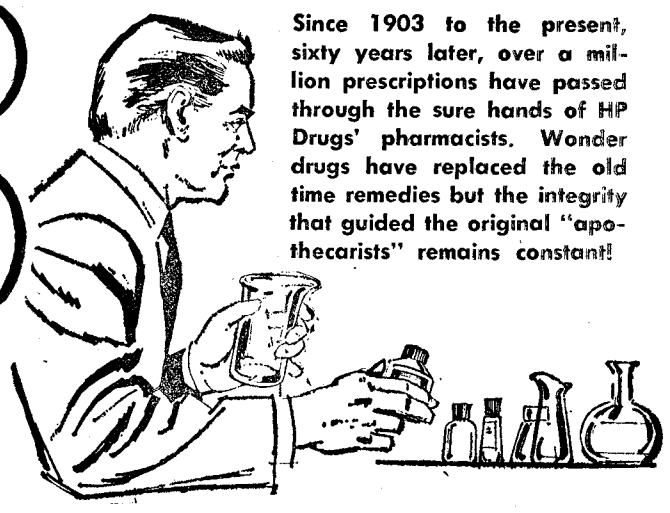
(Continued on Page 9)



HIGHLAND PARK CALIFORNIAN—A successful war bond drive resulted in the purchase of this B-25 Mitchel bomber which was named "Highland Park Californian." Security restrictions prevented residents from learning its destination during the war.

HP DRUGS

OLDEST AND MOST RESPECTED
DRUG STORE IN
HIGHLAND PARK



A Million Prescriptions!

Since 1903 to the present, sixty years later, over a million prescriptions have passed through the sure hands of HP Drugs' pharmacists. Wonder drugs have replaced the old time remedies but the integrity that guided the original "apothecarists" remains constant!

CELEBRATING

60 Years

OF SERVICE TO HIGHLAND PARK

1903 TO 1963

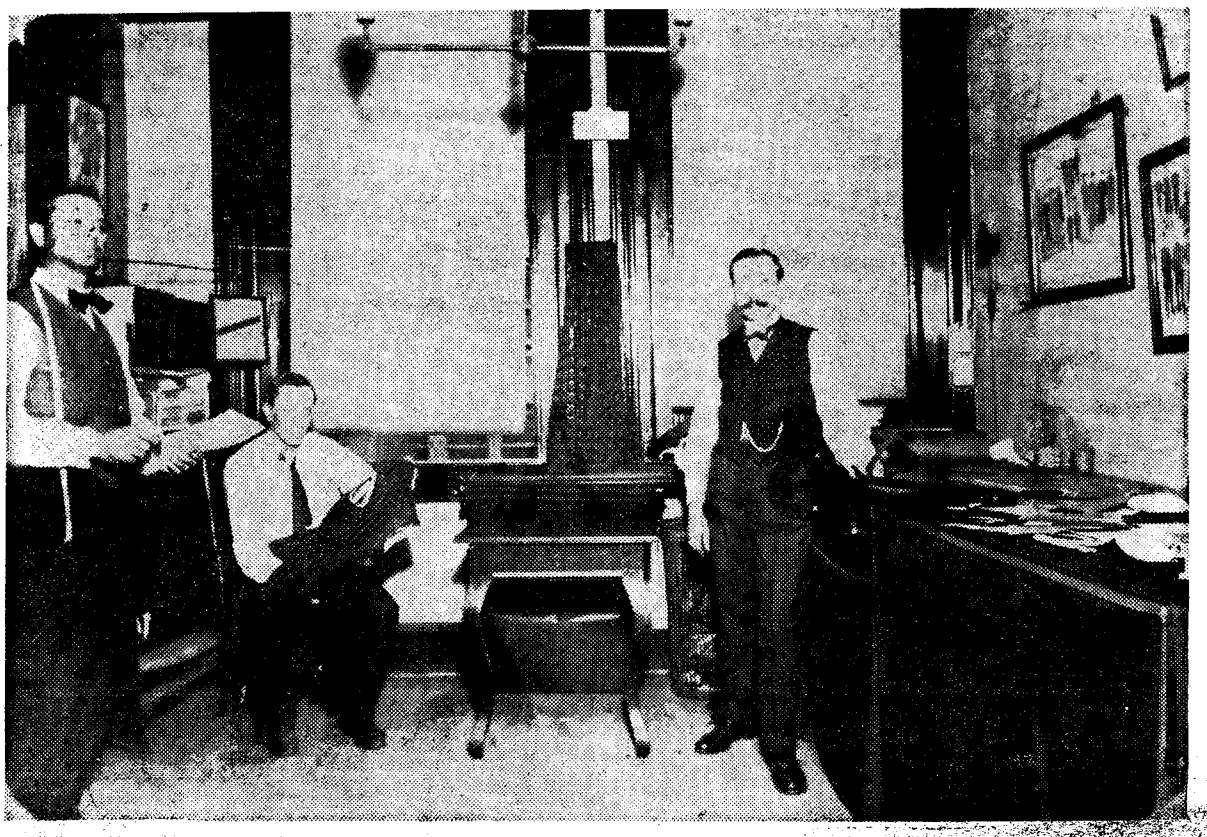
Five years after Al Neiss had brought his blacksmith shop to Highland Park, Mr. Prettyman established the Highland Park Drug store . . . We get nostalgic thinking about it—the rich, solid mahogany cabinets, highlighted by the white tiled floor, and the heady aroma of sassafras tea blending with the tantalizing smells of rock candy and ginger beer.

HP Drugs, Now Presents the Modern World of Science and Beauty!

Things have changed as the times have changed and science has advanced into the age of the miracle drugs, vitamins and tranquilizer pills. Highland Park has grown from a village to a teeming city. Highland Park Drug simultaneously has progressed from the original apothecary shop to the world of science and beauty that the modern drug store has become!

• GOING FORWARD WITH HIGHLAND PARK •

The Vileta Story



FRANK JOHN VILETA, the man on the left replete with vest, bow tie and tailor's tape, had this picture taken way back in 1910. Names of the gentlemen on his staff are not available; however by their impeccable attire it is plain to see they too were dedicated to the apparel world. Interesting note: the smart vests with gold chain, which no doubt boasted a twenty dollar gold piece!

Frank John Vileta heeded Horace Greeley's sage advice and arrived on the Western scene in 1919, opening the original Vileta Men's Store the following year at a Highland Park location now occupied by the Kress store. Next door to Vileta was an electric shop headed by a man, who later became well known in these parts . . . John C. Holland.

In the ensuing years Frank John Vileta was joined by his son, William in the men's store that had enjoyed a constant growth and reputation. William ("Bill") Vileta took over in 1923 and "like father like son" was joined by his son Keith Vileta who is now a partner in the shop.

The Vileta Story is a family story in the true American tradition of personal enterprise . . . a story of service to the community for some 43 years!

Vileta's (SINCE 1920)

5631 NORTH FIGUEROA

Rancho Days to Space Age

(Continued from Page 6)

plans for re-subdivision of three sections of Monterey Hills redevelopment calling for improvement of 360 acres out of 500.

Action on the project bogged down until 1958 when the Community Redevelopment Agency applied for more than $10 million in federal aid. The appeal was refused but the CRA claimed there was reason to believe the 1958 housing act would include funds for the project.

OPEN DRAINS

More than 10,000 feet of chain link fencing, extending from Ave. 45 and the Arroyo Seco channel to Pasadena, was ordered by the City Council in March of 1957, six months after a five-year old girl was killed in one of the channel's storm drains.

The News-Herald suggested that open drains feeding into the channel should be covered with flap or grid gates, but city and county officials were unable to agree on who should buy, install and be responsible for the gates. It was decided that the city and county should split the $18,000 expense and the six-foot high fences were installed.

Passage of a bond issue in 1957 assured Highland Park of a new library, the first one in the nation to feature roof-top parking, to be constructed at North Figueroa and Piedmont, site of the 43-year old library.

"BOOM TOWN"

"Boom Town, U.S.A." aptly described Highland Park during the first six months of 1957. The Northeast Realty Board announced it had handled $3,338,000 in separate real estate sales and approximately another $2 million through exclusive listings. Sales averaged nearly a million dollars a month. Schools were not to go without a share of the prosperity. A new Monte Vista school was to be constructed at a cost of $279,870 and a new Toland Way school at a cost of $459,500.

Construction under way or planned at the end of 1957 totaled $55 million and the prospect for 1958 was even brighter.

Real estate sales during January of 1958 totaled $816,000, almost double the January, 1957 total of $463,000. Sales during the first six months of 1958 neared $4 million, marking the fourth straight year that an increase had been noted.

SEA VIEW DUMP

It was late in 1958 when the second attempt in three years to put a dump in Mt. Washington's Sea View Canyon was tried. Unlike the 1955 plan, which proposed filling the land with combustible and non-combustible refuse and later transforming it into home sites and a playground, the City Bureau of Sanitation suggested it be filled with all manner of trash which could then be improved into a recreation area. The 1955 private developer failed to get a zone variance following arguments by area residents.

Another real estate record was recorded during the first six months of 1959 when about $4,500,000 in sales was recorded, the fifth straight year an increase had been registered. The Arroyo Seco library was torn down in May and the new library constructed, the first one to feature roof-top parking. One of Highland Park's earliest landmarks met its end in June when Miller's Hall, constructed in 1885, was razed to make way for a parking lot.

HAPPIER NEWS

Happier news was the City Council approval of a community parking ordinance which paved the way for five off-street parking lots in Highland Park.

Construction projects in Highland Park and surrounding area hit 20 million dollars in 1959. Hospital, school, business and street improvements were under way. Real estate sales hit an all time high of $8,814,258 during the year.

Highland Park and Eagle Rock jumped off to a fast start in January of 1960 when Occidental College broke ground for a new residence hall and later in the year ground was broken for a $650,000 music and speech center. In February $521,413 was appropriated for the long-awaited widening and improvements on Cypress and Eagle Rock Blvd.

Mayor Norris Poulson signed the off-street parking ordinance in January although 22 separate steps remained before the first car was parked on a city lot in Highland Park. In February of 1960 a multi-million dollar rehabilitation of Franklin High was announced. An architect was commissioned to prepare a master plan and site utilization study at a cost of $2500. It was revealed that seven of Franklin High's buildings failed to meet requirements for earthquake resistance.

$20 MILLION

Construction totaled more than $20 million in Northeast Los Angeles during 1960 with at least $7 million in new buildings completed during the year in Highland Park and surrounding communities. Real estate sales hit an all tinme high of $8,819,258. Los Angeles Pacific High opened its new $100,000 plant while Franklin High was still due for rehabilitation.

In January of 1961 the federal government looked with jaurdiced eyes upon the Monterey Hills development and considered reducing its 1000 acres to 300. The Bunker Hills and Temple area redevelopment projects were federally financed and the government had second thoughts about backing a third.

Overall cost was about $65 million, $43 of which would be realized through sale of improved land, leaving $22 million for government to worry about.

By the middle of May, 1961 some 200 acres of Rose Hills land, at one time intended for public housing, was placed under the jurisriction of the City Recreation and Parks Department. The ordinance transferred the land from jurisdiction of the City Board of Public Works to the Parks Department.

GOLF COURSE

By adopting the ordinance the City Council approved a planning department report of March, 1961 which said the transfer "implements the master plan of recreation." The report further said the master recreation plan "indicate a golf course, park or mountain reserve for this area."

Franklin High School's new main administration building would cost $2,300,000, according to first official architect's estimate — a hike of $800,000 over preliminary planning. The old school must be replaced in compliance with the Field Act which states that buildings constructed before the 1933 earthquake must be supported by a certain amout of structural steel. It was decided, however, Franklin High must await its turn for the new building. Other schools were in worse condition and were given priority.

Highland Park real estate sales had another record year in 1961. More than $8,900,000 in sales had been recorded through November. A big factor in the continued growth was construction of hillside units and new apartment house developments. Also contributing were large incomes. There is a larger percentage of people earning $7000 to $9999 a year in Highland Park than anywhere else in the city.

There is a greater percentage of employed people in the Northeast compared to all of Los Angeles and less unskilled labor and more skilled and clerical labor.

BOND ISSUE KILLED

Voters decided tney wanted no part of another expensive bond issue in June of 1962 and dealt a severe blow to reconstruction plans for Franklin High. Superintendent of schools Jack Crowther hastened to reassure folks that the new school was not dead. It was, however, postponed, he said. The Franklin High School rebuilding was part of a $50 million building program throughout the city.

The $50 million remained from the 1960 school bond issue which was to have been spent by the end of 1962. It was now to be reallocated to take care of most critical classroom shortages.

A campaign for better ambulance service in Highland Park and other Northeast communities was launched when a pretty 15-year-old girl was critically injured in a car-motorcycle accident at Yosemite Dr. and Maywood Ave. The accident occurred Thursday, July 5, and she died the following Sunday from a massive subdural hemmorhage after she had undergone an operation for head injuries. Witnesses claimed it took the ambulance an hour to reach the scene. After careful study of the accident it was learned that it took the ambulance approximately 23 minutes to reach the scene. Ambulance dispatchers at Lincoln Heights Receiving Hospital were "out to lunch" when the call came in and instead of sending the Lincoln Heights ambulance the call went to the Boyle Heights station, some 10 miles from Eagle Rock.

YOUTH KILLED

Further indignation was aroused a week later when another motorcycle accident killed a youth and critcally injured another. The campaign for better ambulance service began to roll in July of 1962. Only one ambulance services the five Northeast communities with a population of 175,000. If ambulance is busy, emergency calls are forwarded to the Boyle Heights area, with a resultant increase in the length of time it takes the emergency vehicle to reach the scene of an accident. The city council unanimously ordered an investigation into ambulance service in the Northeast. They wanted to investigate advisibiliay of stationing another ambulance at Lincoln Heights receiving hospital or Highland Park police station.

Dr. M. X. Anderson, chief of the city receiving hospital system, came out in strong protest against contract ambulances, wherein the city hires private ambulances to answer emergency calls at such times as a city ambulance is not available. He said the private hospital often uses the emergency calls to collect new patients.

The city council unanimously okayed new ambulance for Northeast Los Angeles in December of 1962. They overrode piper who advocated a contract with private firm. New ambulance hit a Council snag in January of 1963 when it was sidetracked for further study. No provision for a new ambulance station was included in the City Receiving Hospital budget. In June the City Council unanimously adopted the recommendation of its finance and personnel committees to call for bids from private ambulance firms for emergency back-up service in Northeast Los Angeles. The Miller Ambulance firm in Glendale was awarded the contract.

The State Division of Architecture was ordered to investigate Franklin High School during 1962 following a controversy over "safe or unsafe" conditions. J. C. Chambers, member of the board's building committee, initiated the action "not to double check the school engineer's findings but to conduct a completely independent study of the condition of the buildings. If the state expert findings don't agree with city school report the three school buildings will be rehabilitated. Otherwise, down they come."

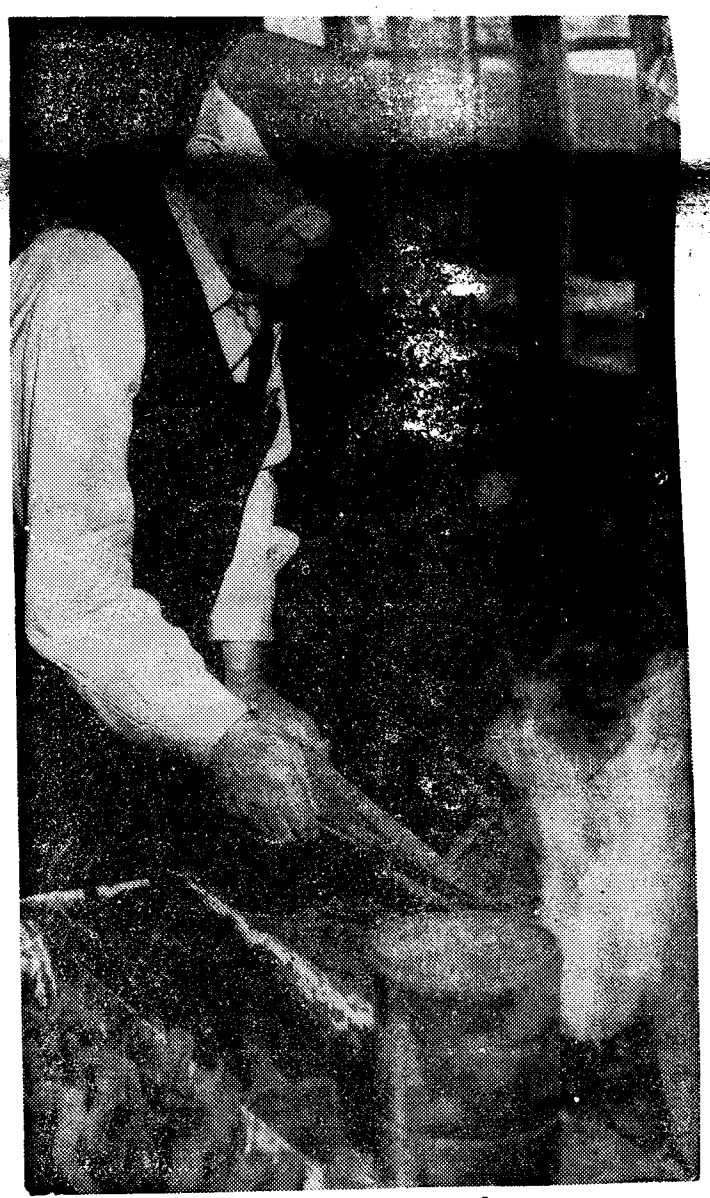
The Board decided Franklin High needed more investigation and halted planned demolition. They ordered a re-study of the feasibility and costs of structural strengthening and necessary moderization of the three buildings only to kill the $45,000 study in October. However, it was re-instated in November.

In February of 1963 the School Board decided to rip down Franklin High and build a new school, replacing it with a four story, 42 classroom building. The new plant is to cost almost $2 million. It was recommended by Crowther after he studied a $42,000 report on feasibility of renovating the three old buildings. It revealed cost difference between fixing up old school and building new one is only $[illegible].

DEMOLITION BEGINS

First step in razing Franklin High began last May when workmen gutted the interior of the annex building. Actual demolition work began in late June when school recessed for the summer.

Another happy ending came in August of 1962. An $87,815 contract was awarded for construction of five off-street parking lots. They were completed last November.



Village Smithy

Oldtimers of Highland Park will remember the late Al Nies, shown above at his blacksmith shop at 6104 N. Figueroa St. Nies opened his shop on Aug. 1, 1898 and until his death held the distinction of being the oldest Highland Park businessman in point of service. Nies used to recall that "there were only five or six small businesses on the dusty avenue" when he opened his shop.

FROM FRUIT STAND TO SUPER MARKET . . . IN ONE GENERATION -- THE STORY OF THE BOYS!



BOYS "NO. ONE" STORE
THE ORIGINAL "FRUIT STAND" LOCATED ON ANAHEIM-TELEGRAPH ROAD IN EAST LOS ANGELES

BOYS MARKET STORY IS HORATIO ALGER SAGA

The original Boys Market, No. 1, pictured at the left, first saw the light of day back in 1925 and was truly a small neighborhood store. A real "Success Story" is the saga of The Boys Market.

More than anything else, it is the story of one man, Joe Goldstein, who is President of The Boys Market, Inc., and the story of his devotion to his family, as well as his business.

When Joe was only 14 years old, his father passed away and he was left head of a family of four brothers and two sisters. This was quite a responsibility for a youngster of his age, but in true American fashion, he worked at whatever jobs he could get; selling newspapers, shining shoes, running errands, doing whatever he could to earn money to keep his family together and see that his brothers and sisters obtained the education he was compelled to forego.

Joe received his schooling, too. It came from experience and hard knocks. By the time he was 17, he had managed to save $100 and with that capital, he opened a small fruit stand on Telegraph Road in East Los Angeles.

The little market became quite popular with the neighborhood and although the store had no name, it was now affectionately referred to by the shoppers as the Market belonging to 'the boys', the eldest being 17. From this friendly appelation grew the present name of "The Boys Market."

Actually growing up in the business, the other brothers really learned food retailing from the ground up and you will still find them working at The Boys Markets, still with the same friendly spirit that was a trade-mark at the start. The Boys Markets are truly giant food stores with a friendly, neighborhood grocery store atmosphere.

The Boys Markets are an impressive monument to courage and all-around ability of a group of kids held together by a 14-year-old lad who became the head of his family years ago, and who has built up a small fruit-stand business to a still-growing chain of 23 of the most modern supermarkets in Southern California.

BIG MARKETS FROM LITTLE MARKETS GROW---

By 1931, it became increasingly evident that The Boys were 'getting too big for their britches', and the big expansion started. Believing that the Highland Park area was one of the most progressive in town, they looked around for a likely location and in that year, opened the original Boys Market No. 2, shown above, at the corner of Avenue 55 and Monte Vista.

Joe's brothers, barely out of school, established a policy of friendliness, quality and low prices that had started the first Boys Market and that has carried on in the present chain of 23 stores. While The Boys changed the size of their operation through the years, they have not changed their methods. They are still as interested in their customers' shopping problems and as anxious to do everything possible to make their trip to The Boys a pleasant one.

Many residents of Highland Park will remember this original store. Their slogan was "The Store That Never Closed." This will bring a chuckle because it couldn't close . . . it had no doors!

Many of the residents who shopped at this first Highland Park store are still loyal customers and can remember this store on the corner, with its open front and all the delicious, appetizing fresh vegetables on display.

But, as it is with progress, this store, too, soon became too small to accomodate the customers in the way in which the Boys wished. Your patronage soon made it evident that more space was required, so in 1941, The Boys took their next step in providing the type of store in which their customers could shop with a little more ease and convenience and the store at the present location at Avenue 56 and Monte Vista came into being.

For the next 13 years, customers continued to prove their confidence in The Boys. They got to know many of the employees; they got to feel at home in the market; they knew they could depend upon the same high quality merchandise at the same consistently lower prices.

There was none of the commercial atmosphere often felt in the business world. The Boys and their employees felt that each customer trading in the store was a personal friend. . . . If Cousin Mary had a baby, the checker at checkstand No. 2 was just as interested in its welfare as its family. If Grandma were ill, the checker at checkstand No. 4 would have a tried-and-true remedy for her and would worry until she was better.

Then, in 1954, once again you . . . the customer . . . showed that The Boys have kept faith with you. You were responsible for changing The Boys Market from an open-front store with big metal doors that closed at night, to the newly remodeled, modern market. You, once again, proved by your continued visits to The Boys that their method of striving to bring a friendly, neighborhood atmosphere to a large supermarket can be done and still give you the benefit of modern-day conveniences and quality.

From the battered wooden checkstands in the old store, you then went through modern, electrically operated checkstands and placed your merchandise on an automatically operated turntable to be checked and then to a continuous conveyor belt to the waiting box boy.

You got a new self-service Meat and Delicatessen Department, eliminating the long waiting at the counter for the butcher to cut your particular order of meat.

You also saw in 1954, an enlarged parking area to give you ample room close to the market to park while you shopped. As it has always been that the old must make way for the new, you saw the tearing down of Highland Park's first school house, that was removed to make room for more parking space. Old-time residents of the area probably spent many pleasant hours under its roof, learning the three R's but, like many other things of the past, it is now just a memory.

You put up with pounding, jack-hammers, dust, confusion and inconvenience during our growing pains but you continued to return to The Boys. This, as much as any other single thing made us proud to know that we would now be able to offer you a place to shop where each visit to our market would be a pleasant adventure rather than a household chore.



ORIGINAL BOYS HIGHLAND PARK



BOYS MARKET -- HIGHLAND PARK -- AS IT IS TODAY

BOYS HAVE BIG PLANS FOR 1964

It has been a big jump from the little corner store on Avenue 55 to the new market planned for early 1964 opening, artist's drawing pictured below.

Still with the thought in mind of providing for their customers the best possible market that can be had, plus convenient parking, etc., **The Boys once again will progress with Highland Park.**

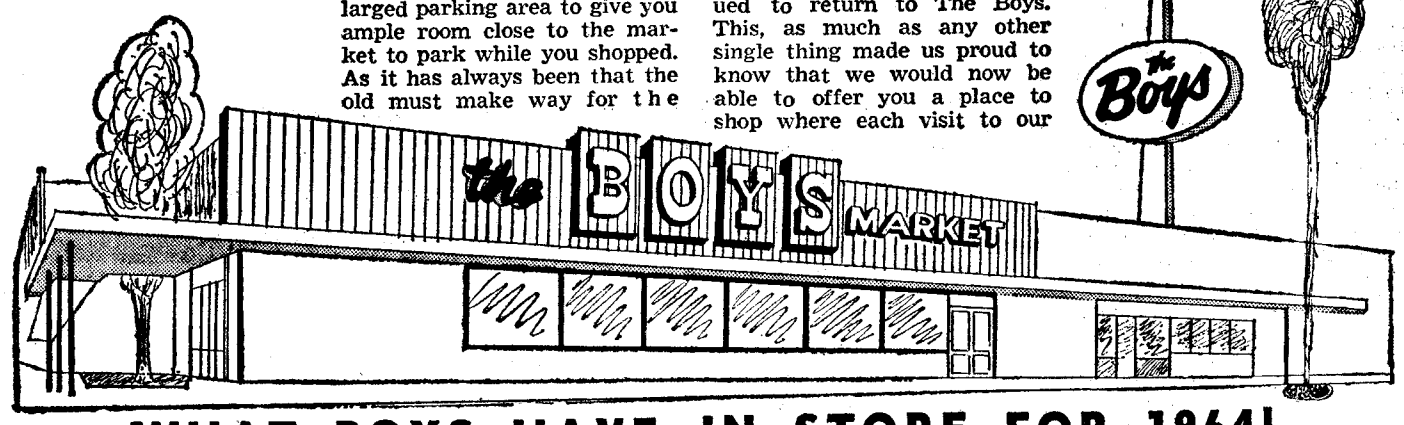
There will be little to recognize from the first store to the new one planned for 1964.

The market will be completely remodeled, modernized and many new conveniences added. A pharmacy department will be added to supply the customers with a really one-stop shopping place, as well as additional parking, and a donut shop with fresh-baked delicious donuts.

The two-story house on the south-west of the market will be torn down to make room for additional parking.

The entire store will be completely remodeled to make room for larger non-foods and frozen foods departments, as well as a new air-conditioning system for the comfort of our customers. You'll hardly recognize the store by the time we get finished with it.

And, so, looking back on the several years that The Boys have grown up in Highland Park, you have the right to say . . . "I helped build that market. . . " for, without your help and patronage, it would not have been possible.



WHAT BOYS HAVE IN STORE FOR 1964!

Loyalty, service keynote activities

By Mrs. L. Maude Symonds

While Highland Park was still in its infancy, depending upon the Pacific Electric car on Pasadena Ave. and horse-drawn vehicles for transportation, the need of a woman's club began to be evident.

In December, 1903, a group of ladies of Highland Park, numbering about 50, were invited to the home of Mrs. Howard L. Lunt, 111 S. Ave. 53, where the organization of a woman's club was discussed.

Mrs. Emma Greenleaf, lecturer and clubwoman of Long Beach, came at the request of Mrs. Lunt and gave what she called a "sample day," speaking on current events and giving some magazine reviews.

At the conclusion of the program it was decided to organize a club which would meet once a fortnight on Tuesday at 10 a.m. This was soon changed to every Tuesday.

FIRST OFFICERS

On March 8, 1904, the following officers were elected for the remainder of the year and the following year: president, Mrs. R. H. Tripp; first vice president, Mrs. Jeffers; second vice president, Mrs. A. A. Phillips; treasurer, Mrs. Mary C. Osmond; secretary, Mrs. S. C. Wing.

Mrs. Lunt, through whose inspiration and intiative this club came into being, gave it the name "Highland Park Ebell" in honor of an eminent scholar, Dr. Adrian Ebell, who planned to organize groups of women in all countries for the study of the arts and sciences, thus fitting them to fill a worthy place in the world's great affairs. The first Ebell Club was organized at Oakland, Calif., in 1876 and is known as the "Mother Club," of which Mrs. Lunt was a member before coming to Highland Park.

The club motto chosen for the Highland Park Ebell was

"To our club, loyalty;
To the community,
wise service";

and the club flower, pink carnation.

Mrs. John M. Grant, 144 Roselawn Dr., placed her home at the disposal of the club and the regular meetings, beginning in January, 1904, were held there until the end of the club year. Following that, the meetings were held at the homes of different members, the Methodist and Christian Churches, Wood's Hall and Masonic Hall until a clubhouse was built.

As the club grew in size, the necessity of securing a club home became evident. In January, 1907, the Highland Park Ebell Association was incorporated and stock sold at $10 per share, most of the shares being held by the club members. A lot on South Ave. 57 was purchased for $1550 on which the clubhouse now stands.

During that year a "clubhouse fund" was established. The first donation, which amounted to $10, was given by Mrs. Mary T. Colby, being the proceeds of a pie social at her home.

Entertainments were given by the club, the sections and different members. For several years the members were untiring in their efforts to secure sufficient funds to build a clubhouse. This hope was realized in 1913 when the present building was erected at 131 South Ave. 57 with only a small indebtedness. This was paid and the mortgage burned June 31, 1922, during the presidency of Mrs. Harriet Williams Myers.

The club continued to grow and in 1923 the board of directors, realizing that in the future the clubhouse would have to be enlarged to take care of the increasing membership, purchased the adjoining property on the north, which will be utilized when the present clubhouse is enlarged.

The programs given at the Tuesday morning sessions all through the years since the formation of the club have been instructive and interesting. Many prominent speakers, lecturers, musicians and entertainers have furnished programs, including Frederick Warde, Lawrence Tibbett, James W. Foley, John Stephen McGroarty, Edward Everett Horton, Rupert Hughes, Carrie Jacobs Bond and others.

STUDY SESSIONS

Study sections have always occupied a prominent part in the Highland Park Ebell Club, the first organized being art and travel, books and conversation, current events, civics, adding during the years Shakespeare, Ramblers, music, French, drama, psychology, household efficiency, physical culture, literature, Bible history and landmark, birds and flowers, English, parliamentary law, and municipal government.

The greatest number of sections functioning during any year was in 1923-24, Mrs. H. L. Stroh, president, when there were nine. The membership increased to 376 during that year.

The club has been active in civic and philanthropic work, having taken much interest in helping to secure for Highland Park a high school and a public library and in keeping the rock-crushers out of the Arroyo Seco.

Assistance has been given the Mothers' Educational Center at Arroyo Seco Library, philanthropic aid along many lines has been contributed and the Ramblers have spread cheer and happiness among the needy and helpless.

SOCIAL AFFAIRS

The social life of the club has not been neglected, fifth Tuesdays in the month given to afternoon social affairs. Luncheons are given each week and parties and other social affairs from time to time.

As a charter member of the Highland Park Ebell and three years its recording secretary at widely separated intervals, I have seen the club grow in numbers from a small group of representative neighborhood women to one of the large and well-known clubs of the City of Los Angeles.

Mail bags tossed onto moving train

"As the train slowed down at the little Highland Park station, we rushed out of the grocery store and threw the mail bags into the car. The engine slid along the track—it never came to a complete stop—slowly gathered speed and continued on to Los Angeles and we went back to the store to wait on customers who came to buy shoes, crockery or groceries."

So stated Mrs. Louise Stocksdale in the Sept. 6, 1929 issue of the News-Herald, as she described how mail was started on its way from the first Highland Park Post Office in 1890. A combined general store and post office housed all the business and was the only store in the entire district.

J. P. Stocksdale, the first postmaster, instituted the service to attract customers to his grocery store. He canceled letters and weighed packages for postage when no one was waiting at his counters; and when a customer arrived he deserted his duties as a postmaster to become a grocer.

Sightseeing trips were not unknown in the early days of Los Angeles, according to Mrs. Stocksdale, who in 1929 had been a resident here 40 years. Even before salesmen learned to be persuasive with the help of correspondence school courses and press agents and publicity experts made Los Angeles the most advertised city in the world, tally-hos drawn by four horses passed through Highland Park daily with visitors from other states.

A coachman and a footman, dressed in swallow-tail coats, white trousers, high-top boots and tall hats, sat upright on the top of the coach as it reeled along over the bumpy roads. The driver brandished a long whip that reached over the backs of the horses.

Mrs. Stocksdale, who in 1929 lived at 5311 Pasadena Avenue, came from New York City to settle in the Garvanza district when it was still virgin land. She assisted with the work in the little store after it was built in 1890—a small frame building at Avenue 57.

The Stocksdale built the first house in Garvanza after the boom of the 80's and had one of the two telephones in Highland Park before that instrument was installed generally. Judge Allen, who lived at Avenue 50 and Pasadena Avenue, had the only other telephone in the district.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS

We are Proud
To Participate
KNUDSON AUTO SUPPLIES
1939-1963

Walter Knudson, the man from Minnesota, opened his first tire outlet at 4685 York Boulevard, some 24 years ago. With an ever expanding operation, Knudson in 1947 moved to 4701 York and finally in 1957 opened at his present location at 5800 North Figueroa.

Known as "the place with the big tire on the corner," Knudson has enjoyed a continued growth in tire sales and service since taking over a key corner location in Highland Park.

Walter Knudson's *firm policy of handling only the best brands of tires, plus "backing up" his sales* . . . have been the factors that have built the Knudson reputation.

Knudson's convenient drive-in location, with parking in the rear for customers, has also contributed to the growth of the firm.

Walter Knudson adds his name to the roster of leading merchants who now salute Highland Park on its 75th Birthday!

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS

Los Angeles Pacific College
takes this
"Diamond Jubilee" opportunity
to join the celebration of
Highland Park's 75th Birthday!

in our 60th year

In 1903, Los Angeles Pacific College was founded by the Free Methodists as an institution of higher learning. In that year, elementary grade classes and Bible courses were taught. Today, a fully-accredited liberal arts college and a college prep high school continue to grow with Highland Park.

Los Angeles Pacific College
625 COLEMAN AVENUE, L.A. 42
CL. 6-6246

LOS ANGELES PACIFIC COLLEGE
FAITH VERA EDUCATIO TRUTH
INTEGRITY
1903



Congratulations to the people of Highland Park! We're pleased and proud to be part of the Highland Park story...and to have had a role in it. Even more important, we're looking forward to the challenge of the coming years!

so much is possible with Security Bank as your financial partner

SECURITY FIRST NATIONAL BANK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

HIGHLAND PARK BRANCH / 5601 N. Figueroa / Raymond A. Bock, Manager

Local history etched by floods and drouths

A one-hundred-degree-plus heat wave baked Highland Park last month for almost a week, making most folks hereabouts forget that it was also one of the wettest Septembers in the community's history.

The heat wave broke an 80-year-old record, and the rainfall (1.26) recorded the fifth highest since records were begun to be kept back in 1896.

Two years ago the 1961-62 seasonal downpour hit 22.86 inches of rain, the highest since 1957, but only a drop in the rain barrel compared to the record season 22 years ago. The storm front that hit here in 1940-41 dumped a record of 43 inches or rain on the area. It was the wettest year on record here, according to Mrs. Elizabeth Stevens, official rain tabulator for the county flood control district whose records go back to 1896.

The second wettest season was 1951-52 when the liquid count mounted to 33.48 inches.

Mrs. Stevens, whose home at 6425 Elgin St., is officially known as the Garvanza Station of the County Flood Control District, revealed the following highlights of Highland Park's rainfall history.

WETTEST MONTH

January of 1916 holds the record for the highest monthly rainfall since 1896—a total of 16.31 inches, with the highest February total in 1940, with 15.76.

Lowest rainfall in one season was 1960-61, when only 6.40 inches fell during the 12 months between July and June.

And in case you're interested in overall totals, the community has received about 84 feet of rain since 1896.

July, as one might guess, has been the driest month in Highland Park. The 66 Julys since 1896, all lumped together, haven't been able to account for more than one inch of rain.

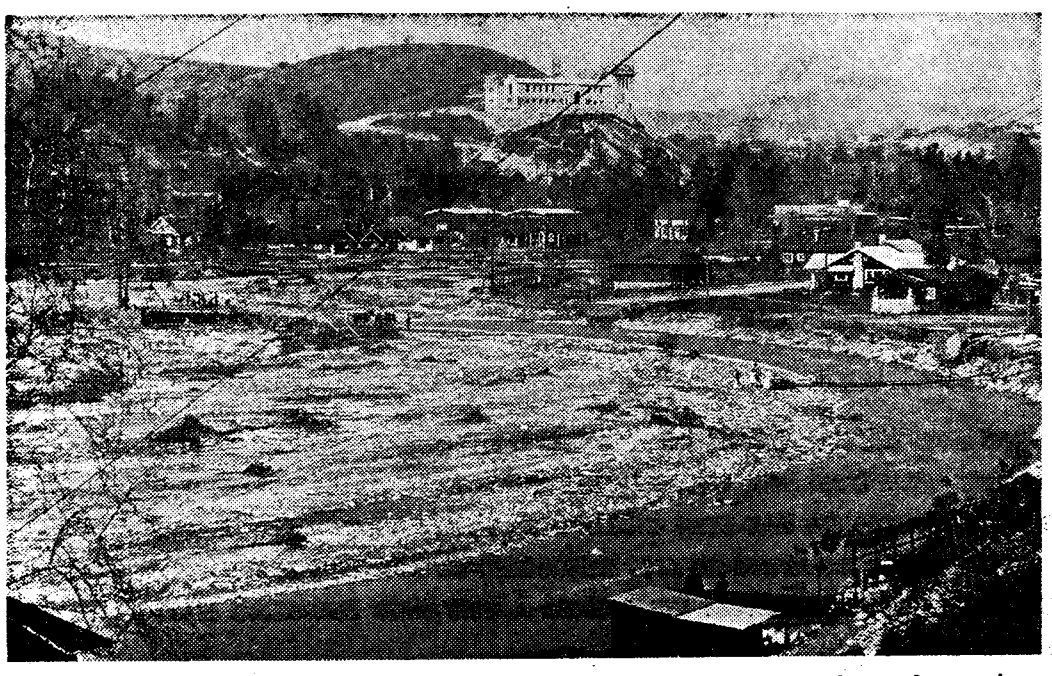
The last time Highland Park passed the 25 inch rainfall mark was the 1957-58 season, when the 12 month total was 25.02 inches.

THE BIG 'FLOOD'

Probably the most interesting "flood," news wise, in Highland Park history occurred in January of 1914 when 13.39 inches of rain washed out three bridges between Ave. 43 and Ave. 57. That devastating cloudburst brought the season total to 30.26 inches for the year, and prompted this news story in the January 31, 1914 edition of the News-Herald:

"No part of Los Angeles suffered less injury than Highland Park from the big rain storm of Sunday night, yet the city dailies were full of pictures and stories of the "Highland Park Flood District." Owing to our high location and superb drainage absolutely no damage occurred here, and no one was inconvenienced by flooded gutters or streets.

"The Arroyo Seco, which drains all of this section was of course on a rampage, but only a few who lived immediately upon its banks were inconvenienced. Wherever the Arroyo had a straight course, no damage was done upon either side, but at numerous bends which threw all of the force of the flood into the bank, widespread washes occurred. This caused the loss of the bridges at Avenues 57, 52 and 43. Mr. Stamm of 250 East Ave. 52 lost two or three acres of valuable land because the city engineer persisted in locating a bridge in such a manner as to force the water against his property. Considerable damage was suffered by A. S. Bent of East Ave. 49 where the water went through the Salt Lake road and took out a barn, carriage, horse and considerable land."



1914 FLOOD—Heavy rains of 1914 washed out three bridges in Arroyo Seco. Scene above is near Ave. 43. Southwest Museum, still under construction, is shown on hill in background. (Lummis Collection)

Highland Park Rainfall Facts

(Compiled by Mrs. Elizabeth Stevens, official Highland Park rainfall record keeper for the Los Angeles County Flood Control office, and her father, the late Robert Lindsay, of 6425 Elgin St.)

Year	July	Aug.	Sept.	Oct.	Nov.	Dec.	Jan.	Feb.	Mar.	Apr.	May	June	Total
1896-97	0.15	0.07	0.00	2.26	2.93	2.49	4.40	7.07	2.62	0.05	0.14	0.00	22.18
97-98	0.00	0.00	0.20	2.62	0.05	0.12	1.58	0.50	1.28	0.03	2.09	0.00	8.47
98-99	0.00	0.00	0.01	0.08	0.00	0.28	3.10	0.06	2.28	0.25	0.03	0.77	6.86
99-00	0.00	0.04	0.00	1.93	1.22	1.08	1.10	0.00	1.37	0.68	2.57	0.04	9.98
1900-01	0.00	0.00	0.05	0.36	6.47	1.92	1.69	5.88	0.48	0.76	1.64	0.00	21.21
01-02	0.00	0.00	0.04	2.52	0.69	0.00	1.52	2.94	3.09	0.40	0.09	0.05	11.34
02-03	0.00	0.00	0.00	0.51	4.04	2.81	2.93	1.82	6.81	3.01	0.00	0.00	21.93
03-04	0.00	0.00	0.52	0.00	0.00	0.00	0.21	3.12	5.25	1.04	0.00	0.00	10.14
04-05	0.00	1.06	0.39	0.83	0.12	1.90	2.39	11.33	7.96	0.13	1.28	0.00	27.39
05-06	0.00	0.00	0.00	0.18	2.64	0.14	3.77	2.54	9.78	1.51	1.43	0.00	21.99
06-07	0.00	0.00	0.00	0.00	0.55	7.40	9.75	2.30	5.28	0.25	0.05	0.06	25.64
07-08	0.00	0.00	0.00	2.11	0.00	0.98	7.10	3.88	0.58	0.48	0.14	0.00	15.29
08-09	0.00	0.08	1.55	0.19	0.80	1.42	8.58	6.38	4.21	0.00	0.00	0.13	23.34
09-10	0.00	0.03	0.05	0.64	1.87	8.65	2.20	0.32	1.91	0.32	0.00	0.00	15.99
10-11	0.04	0.00	0.03	0.80	0.17	0.15	8.47	3.95	6.24	0.39	0.02	0.05	20.31
11-12	0.00	0.00	1.78	0.04	0.06	0.84	0.18	0.00	10.63	2.21	0.16	0.00	15.90
12-13	0.00	0.00	0.00	0.47	0.51	0.06	2.89	11.67	0.36	1.04	0.09	0.60	17.69
13-14	0.01	0.00	0.07	0.01	3.69	1.53	13.39	9.41	0.91	0.73	0.40	0.11	30.26
14-15	0.02	0.00	0.00	0.68	0.26	4.50	5.79	6.24	0.83	1.24	1.20	0.00	20.76
15-16	0.00	0.00	0.00	0.00	1.51	3.29	16.31	1.74	1.32	0.05	0.05	0.00	24.27
16-17	0.00	0.00	0.73	3.63	0.19	3.85	3.05	4.49	0.23	0.52	0.33	0.00	17.07
17-18	0.00	0.00	0.00	0.00	0.48	0.09	0.35	8.06	7.94	0.14	0.46	0.00	17.52
18-19	0.20	0.04	0.75	0.00	2.34	1.48	1.01	1.97	3.14	0.59	0.07	0.00	11.59
19-20	0.00	0.00	2.11	0.61	0.72	2.53	0.52	2.81	5.67	0.99	0.11	0.00	16.07
20-21	0.00	0.00	0.00	0.89	0.98	1.16	3.41	0.95	3.30	0.29	4.89	0.00	15.08
21-22	0.02	0.00	0.45	1.30	0.07	10.62	5.27	4.52	2.25	0.18	0.68	0.00	25.36
22-23	0.00	0.00	0.00	0.42	1.63	4.31	2.06	0.34	0.52	2.60	0.00	0.04	11.92
23-24	0.00	0.00	0.51	0.50	0.00	0.78	0.81	0.14	4.38	1.64	0.00	0.00	8.76
24-25	0.00	0.00	0.00	0.86	1.30	1.44	0.35	0.69	1.90	3.66	0.51	0.72	11.43
25-26	0.00	0.00	0.00	0.74	0.65	2.36	2.56	3.63	0.45	8.51	0.25	0.00	19.15
26-27	0.00	0.00	0.00	0.12	6.16	2.10	1.08	10.28	2.56	1.27	0.00	0.00	23.57
27-28	0.00	0.00	0.00	2.71	0.60	3.58	0.08	2.13	2.47	0.41	0.38	0.06	12.42
28-29	0.00	0.00	0.00	0.54	2.09	3.01	1.53	1.97	2.68	2.38	0.00	0.24	14.45
29-30	0.00	0.00	0.30	0.00	0.00	0.00	5.73	0.51	4.74	0.27	1.63	0.00	13.18
30-31	0.00	0.00	0.02	0.11	1.68	0.00	4.09	4.41	0.00	3.85	0.71	0.00	14.87
31-32	0.00	0.08	0.43	0.22	2.79	6.54	3.66	5.55	0.19	0.34	0.01	0.13	19.85
32-33	0.00	0.00	0.17	0.05	0.00	1.78	10.94	0.01	0.08	0.69	0.20	0.40	14.32
33-34	0.00	0.00	0.00	0.46	0.06	13.48	3.67	2.33	0.00	0.00	0.00	0.31	20.36
34-35	0.00	0.01	0.15	3.53	2.26	4.94	3.76	2.64	3.48	3.61	0.00	0.00	24.38
35-36	0.08	0.21	0.13	0.21	0.92	0.66	0.28	9.98	1.50	1.15	0.00	0.03	15.15
36-37	0.00	0.01	0.00	1.59	0.07	8.28	0.37	7.02	5.41	0.61	0.23	0.00	23.59
37-38	0.00	0.00	0.00	0.00	0.00	7.14	1.75	11.87	9.44	0.60	0.00	0.01	24.43
38-39	0.00	0.00	0.03	0.02	0.00	7.14	3.96	1.40	1.19	0.30	0.10	0.00	14.05
39-40	0.00	0.10	5.83	0.34	0.00	0.49	4.30	8.17	1.66	1.39	0.00	0.00	22.28
40-41	0.00	0.00	0.00	1.52	0.52	7.24	2.49	15.76	12.73	3.64	0.00	0.00	43.90
41-42	0.00	0.00	0.00	1.68	0.09	7.31	0.46	1.06	1.17	2.61	0.00	0.00	14.38
42-43	0.00	0.97	0.00	0.86	0.25	0.97	13.34	4.71	6.90	1.21	0.02	0.00	29.26
43-44	0.00	0.00	0.00	0.34	0.00	7.40	0.80	10.49	3.14	0.66	0.00	0.00	22.88
44-45	0.00	0.00	0.00	0.00	4.68	1.19	0.03	4.39	3.66	0.29	0.00	0.00	14.15
45-46	0.00	0.53	0.00	0.56	0.26	6.14	0.13	2.16	4.88	0.51	0.02	0.00	15.19
46-47	0.00	0.00	0.00	1.01	10.08	6.26	0.52	1.08	0.82	0.32	0.21	0.00	20.11
47-48	0.00	0.00	0.10	0.03	0.11	1.84	0.00	1.63	3.65	1.18	0.00	0.00	8.85
48-49	0.00	0.00	0.00	0.10	0.00	2.58	3.41	1.37	1.39	T	1.01	0.00	9.86
49-50	0.00	0.00	0.00	0.05	2.26	3.78	2.58	2.12	1.12	0.52	0.02	0.00	12.48
50-51	0.01	0.00	0.75	0.38	1.42	T	3.27	1.53	0.66	2.00	0.11	0.00	10.13
51-52	0.00	0.21	0.00	0.62	1.41	5.99	14.45	0.65	7.54	2.61	0.00	0.00	33.48
52-53	0.00	0.00	0.00	0.00	4.20	3.89	1.18	0.32	0.60	1.12	0.05	0.03	11.56
53-54	0.00	0.00	0.00	0.00	1.42	0.23	5.29	3.09	3.61	0.12	0.04	0.04	13.80
54-55	T	0.04	0.00	0.00	2.63	1.06	5.16	9.97	0.74	2.12	1.33	0.02	14.07
55-56	0.00	0.04	0.00	0.00	1.70	1.30	8.77	0.93	0.91	3.97	0.70	0.00	17.47
56-57	0.00	0.00	0.00	0.26	0.00	0.20	4.93	2.83	2.43	1.76	1.39	0.19	13.99
57-58	T	0.00	0.00	1.61	0.56	3.19	2.29	8.16	6.05	3.14	0.02	0.00	25.02
58-59	0.00	0.14	0.10	0.23	0.03	T	1.96	4.83	0.00	0.64	0.00	0.00	7.93
59-60	0.00	0.00	0.10	0.01	0.02	1.59	3.28	1.88	0.43	1.58	0.00	T	8.89
60-61	0.00	0.00	0.00	0.06	3.81	0.16	1.40	T	0.60	0.37	0.00	0.00	6.40
61-62	0.00	0.07	0.00	0.00	2.72	2.19	3.29	12.90	1.37	0.00	0.29	0.03	22.86
62-63	0.00	0.00	0.00	0.08	0.00	0.00	0.36	4.25	2.62	2.12	0.00	0.24	9.67
63-64	0.00	0.00	1.26										

*T — Slight trace of rain but not enough to measure.

HIGHLAND PARK

DIAMOND JUBILEE

75 YEARS OF PROGRESS

We are Proud To Participate

DON PAGE

1952-1963

"The man who runs the Christmas Parade . . . the man with the hearty laff, a cigar and a jolly nature" Out of a dozen or more service records in civic affair, clubs and charities, busy Don Page is probably best known as the Santa Claus director. Co-ordinator (1960-1961-1962-1963) . . . and it appears to be somewhat of a "steady" assignment.

Business-wise, Don Page at one time expanded to eight outlets thru out the area, then decided to combine all in one large, "one-stop" service at 5534 Monte Vista. This Ohio boy has made his mark in TV . . . receiving the '61 dealer award from Zenith for being outstanding dealer of the year.

Besides being one of the leaders in TV. sales, Page has grown steadily in the field of servicing . . . his trucks can be seen daily about this area making house calls.

Don Page proudly salutes "his town" on its 75th Anniversary.

THE Peoples DEPARTMENT STORE
5817 NORTH FIGUEROA STREET
LOS ANGELES 42, CALIFORNIA

In Highland Park
1939 TO 1963

A Brief History of People's Store in Highland Park . . .

GOING FORWARD
with
HIGHLAND PARK

THE BEGINNING WAS THE EARLY PART OF 1939 WHEN THE MARKET WAS REMODELED FOR THE OPENING WITH OVER 5000 SQUARE FEET OF SELLING SPACE. FROM THE BEGINNING YOUR PATRONAGE HAS BEEN GRATIFYING . . . SUBSEQUENTLY FROM TIME TO TIME WE HAVE ADDED DEPARTMENTS AND REMODELED TO ASSIST IN SELF SERVICE AND CONVENIENCE FOR YOU! IN 1961 WE OPENED A GIFT SHOP FEATURING HALLMARK GREETING CARDS.

NOW IN THE FALL OF 1963, WITH THE ACQUISITION OF THE PARK THEATRE, WE ARE DOUBLING OUR SELLING SPACE. ADDING THESE NEW DEPARTMENTS: HOUSEWARES—GIFT CENTER—TOYS—COSMETICS—SUNDRIES—HALLMARK GREETING CARDS—CANDIES AND COOKIES. ALL NEW MODERN FIXTURES IN EVERY DETAIL. SEE NEW FABRIC CENTER . . . NEW FOCUS POINTS: MEN'S AND BOYS', WOMEN'S AND GIRLS'. EACH DEPARTMENT IN DIFFERENT COLOR DECOR. WATCH FOR FORMAL OPENING ON OR ABOUT NOVEMBER 1, 1963.

USE OUR CONVENIENT LAY AWAY PLAN . . . NO SERVICE OR CARRYING CHARGES EVER.

●

YOUR BANKAMERICARD
ALWAYS WELCOME HERE

75 YEARS OF PROGRESS

YEAR AFTER YEAR SINCE 1939 HIGHLAND PARK FAMILIES AND THEIR FRIENDS HAVE DEPENDED ON PEOPLES STORE FOR QUALITY, SERVICE AND ALWAYS BUDGET PRICES. IF ITS NEW . . . WE WILL HAVE IT! BUY HERE WITH CONFIDENCE!

OUR THANKS TO
YOU . . . OUR CUSTOMERS

EACH WEEK DURING
HIGHLAND PARK'S
DIAMOND JUBILEE

WE ARE AND WILL BE OFFERING VALUES BEYOND YOUR EXPECTATIONS. EVERY DEPARTMENT HAS NEW MERCHANDISE AT PEOPLES LOW BUDGET PRICES.

THE Peoples DEPARTMENT STORE
5817 NORTH FIGUEROA STREET
LOS ANGELES 42, CALIFORNIA

Boy in trouble finds a home

Optimistic Mr. Strickland starts it all

By Thomas F. Gaines
Assistant Supt. for
Club Service and
Public Relations
(Member Optimist Home Staff)

Teddy Roosevelt was president and the Highland Park News-Herald was one year old when Los Angeles County's first juvenile court judge, Curtis Dwight Wilbur, brought 11-year-old Henry Dean to the farmhouse of Jacob and Julia Strickland and their adopted son, Robert, on the premises of today's Optimist Home for Boys.

So began the work of sheltering orphans and wayward boys, January 1906. It has continued effectively through 57 of the community's 75 years.

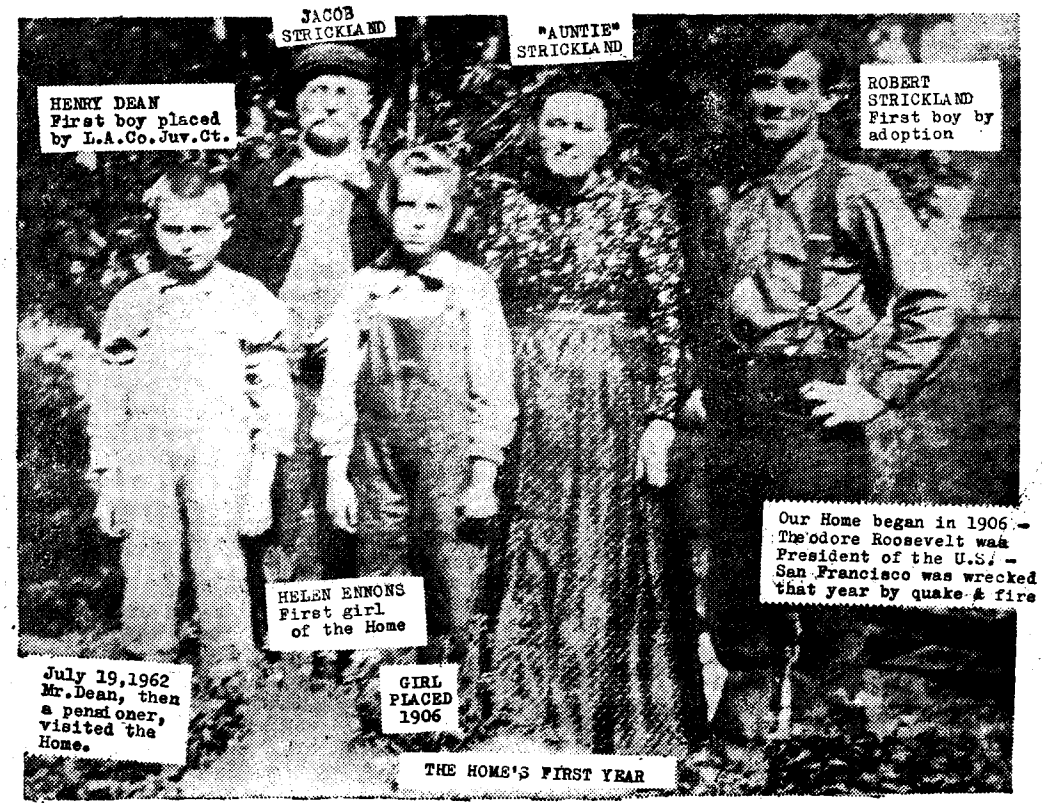
Foster father of scores of boys 1906-1914 was Jacob Strickland, born in Inverness, Scotland, handyman, blacksmith, taxidermist. He stuffed many huge birds for the Cawston Ostrich Farm in South Pasadena.

AUNTIE JULIA

His wife, Julia — universally known as "Auntie" — a native of Hartford, Connecticut, had traveled with him on evangelical tours before settling here. She was big, able, motherly, with a genius for "taming those wild young 'uns."

Young Robert, an orphaned nephew, helped in care of Henry and other boys but soon married and left to set up a home of his own. His widow, Cora, is an Eagle Rock resident, member of Highland Park Senior Citizens, and has contributed pictures to the Home's historical collection.

A member of that original "family" — Henry C. Dean — visited Optimist Home for Boys July 19, 1962. He was stunned to find his photo, taken 56 years earlier, in the album. He remembers his life here well.



FIRST FAMILY for the Stricklands at what is now Highland Park Optimist Home were Robert Strickland, first adopted, Henry Dean, first boy placed by the courts, and the first one of two girls that ever stayed at the Strickland farm, Helen Ennons. (Courtesy Optimist Home)

POPPY'S PEAK

"Strickland property used to extend across what is now Figueroa and about half way up Poppy's Peak," he recalls. "Our four cows were pastured where Annandale school stands. When the street cars came in, they cut off a lot of our farm and reduced the size of our vegetble garden."

"Auntie Strickland knew how to handle us," he relates. "She had to whip some boys because they wanted to play all hours of the day. We all had chores. I used to feed the cows and help in churning, and I sold butter and eggs to neighbors. Our best customer was a lady on Tipton Way."

His reference is to Mabel Morton Phelps who helped the farm family and retained lifelong interest, serving on the home's board of directors from 1915 to 1962. Optimists paid final tribute to her memory in impressive services in the home's interfaith chapel Nov. 18, 1962.

LONG TRIPS

"I remember the names of some of our friends," Dean continues. "There was a Mrs. McClay and Mr. and Mrs. Dinsmore, and two YMCA men, Mr. Green and Mr. Terrill. I used to make long trips in the red car delivering buttermilk to a Mrs. Duncan on Lake St. in Pasadena. She was sick. Her doctor recommended buttermilk."

Like today's boys, Henry and his buddies enjoyed music. "We had an Edison phonograph and records. At nights we would listen to them. In the summer we had trips to beaches, especially Playa del Rey. The Elks gave us a Christmas party downtown.

"They treated us fine. The tree was loaded with presents. Sundays we went to Garvanza

(Continued on Page 16)

PROGRESS THROUGH SERVICE



SERVING WITH PRIDE THE COMMUNITY of HIGHLAND PARK

FOR OVER TWENTY YEARS. DICK'S,
HIGHLAND PARK'S MOST COMPLETE SUPER MARKET

- WE GIVE S & H STAMPS
- COFFEE SHOP
- LIQUOR DEPARTMENT
- MEAT DEPARTMENT
- BAKERY DEPARTMENT

Dick's

6015 NO. FIGUEROA STREET
CL. 7-8189

Strickland farm grows into local Home for Boys

(Continued from Page 15)

M.E. to help fill up the church. Once I was given a hand painted picture of Christ walking on the water for bringing the most boys to church."

A discomfort was insufficient water in spite of two live wells. Baths were limited to one per week. Two boys shared each tub of water. But all washed their feet before bedtime every night.

GATHERED BOYS

Each evening, too, Auntie Strickland gathered her dozen or so boys around her and mended their clothes. Before going to bed they prayed together, and then Auntie kissed each one goodnight. Scores of these troubled boys became strong good men.

The war year, 1914, ended the work of the Stricklands here. Auntie ventured into the new porcelain bathtub, slipped, and broke her hip. She could not continue her strenuous work. They decided to retire to San Diego, sold the property, and departed. The name Strickland remains in Highland Park for the street south of the Home running east from Figueroa. Incidentally, Henry Dean went with them.

Most of the foregoing is from Henry C. Dean, Rural Route 1, Black Springs, Nevada, Zipcode 89401. He would like to hear from old friends here, or from anyone who might help him locate the grave of Jacob Strickland known to be in a Los Angeles County cemetery—name forgotten—and marked with a large flat stone.

SECOND ERA

The second era of the home began April 13, 1914, when the state of California granted a charter to Strickland Home for Boys, Inc., a non-profit charitable corporation. Elected president was the juvenile court judge, Curtis D. Wilbur.

Later he became secretary of the Navy in the cabinet of Calvin Coolidge and still later later judge of the 9th U.S. Circuit Court of Appeals, but he is most remembered as a result of his work for boys here.

On his final birthday (86th), although unable to travel, he sent the home a message of his perpetual affection, and Optimists saluted him with a shower of greetings.

The property had been bought by O. T. Johnson, a Los Angeles philanthropist, about five acres, buildings, equipment, for $15,000. He leased it to the directors with the understanding that it would be deeded outright if and when the project proved successful. That took seven years.

GRANTED PERMIT

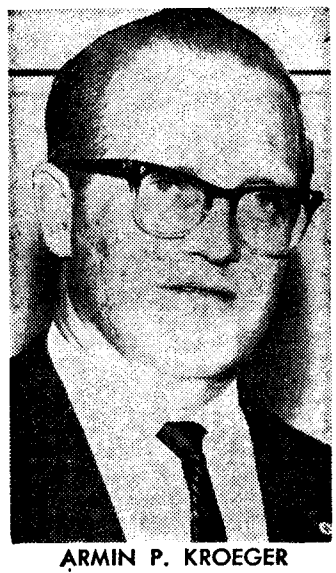
First step was hiring Mr. and Mrs. Frederic J. King who renovated the premises and May 1, 1916, the state granted a permit to keep 25 boys. Money was a nagging problem through these years but workers were devoted.

Staff members rang the bell to get boys up at 6 a.m. and kept busy till all were safely asleep. All were on duty seven days a week, but on one day they could take off from the time boys went to school (9 a.m.) until 5 p.m. Also, they could take one Sunday per month off.

By 1923 the home's success had been demonstrated and the board of directors received the property with only one string attached, in regard to religious training. (That was finally straightened out thirty years later.)

NEW PRESIDENT

Success was gained during the presidency of Frank B. Silverwood, 1918-1923, a poor Chicago newsboy who became a Los Angeles merchant prince. He used to entertain the boys especially at the piano. Boys gathered around and sang "Over There" and "Smiles" and other favorites of the time. "Daddy" Silverwood has been immortalized by the official state song, "I Love You, California." He wrote the lyrics.



ARMIN P. KROEGER
Supt. Optimist Home.

Third president was a Southern California Edison Co. executive, Ben F. Pearson, 1923-1930. Then Frank B. Putnam, president 1930-1934, a banker with the old Farmers & Merchants at Fourth and Main, through friends with money got the home through the depression, feeding hungry boys even when the treasury was empty. Putnam continued on the board until his death in 1962.

NAME CHANGE

A prominent Pasadenan became the president who effected the change of name from Strickland to Optimist Home for Boys, 1940. This credit goes to Vernon M. Brydolf, still a member of Pasadena Optimist Club. The corporate name change followed construction of the residence for 24 pre-teen boys, now known as Brydolf Hall.

Next president was Joseph H. McKie, native of Prince Edward Island, Canada, a Los Angeles manuacturer, member of the Downtown Optimist Club. The hearty, genial personality of "Uncle Joe" affected boys, staff and directors, and gave a happier than ever atmosphere and launched a new building program.

First result was the handsome ranch type dormitory for 33 teenagers on the hill, now called McKie Hall. Now retired, "Uncle Joe" resides in San Marino, remembered with affection by hundreds.

Next president was James V. Westervelt, Beverly Hills realtor, 1949-1952, one of the state's pioneer Optimists, having become a member in 1917. It was "President Jim" who saw that further building would not be advisable unless the Optimists were assured of owning the property without strings.

He took the burden of going through all legal steps that resulted in eliminating a clause in the deed that had prevented religious liberty. From this time forward, the home could serve Protestants of every denomination, Catholics, Jews, Mormons, Christian Scientists and others without risking loss of the property.

This made possible confident raising of funds among Opti-

(Continued on Page 17)

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
HAROLD LEE—JEWELERS
1928-1963

When talking about pioneers of the York Boulevard shopping area, the name of Harold Lee is certain to be brought up.

For over 35 years, Mr. Lee has serviced the residents of Highland Park with the finest workmanship in watch repairs and jewelry.

The reason for his craftsmanship is quite simple. He was one of the few selected to attend an extensive course in watch repairs at the Elgin Watchmakers College in Elgin, Illinois.

Whether it be new purchases or a simple adjustment, Mr. Lee has always considered each patron personally — offering the maximum of courtesy and service.

HAROLD LEE
JEWELERS
5013 York Blvd.
CL. 7-1370



FLAG STAFF stands today where Optimist Home began back in 1906. Dr. Martin L. Henn (left), president of Luncheon Optimist Club, points out place where piano once stood in original dining room. Learning some Optimist history are Boys Home residents Bob and Bill. Mrs. Henn and assistant superintendent Tom Gaines help tell the story.
(Courtesy Optimist Home)

Since 1946

Optimist Club serves needs of community

In Highland Park, "Optimist" has an extra meaning: cooperation. When there's something to be done for the community, Optimists join all public-spirited organizations and citizens in integrated effort for the good of all.

This has been true since September 14, 1946, when Optimist International conferred charter 520 upon the Optimist Club of Highland Park, Los Angeles, California.

Organizer of the club was Murray K. Ross who held the vision of dynamic teamwork by men of varied background, a service club to which all business and professional men of good character would be eligible.

So successful was he in working with the International's representative, A. J. Primeaux, that 103 men were inducted at the charter party, of whom 62 were sponsored by Ross personally.

Some who know only the name assume that the club is content with sponsoring the boys' home on North Figueroa St. The truth is that from the start, the club has engaged in numerous community activities, with emphasis on youth welfare.

For example, the News-Herald of Nov. 2, 1948, has a front page photograph of two Optimists (Hugh Terwilliger and Gene Grau) with Elsa Mae Smith, then girls' vice principal at Franklin High, presenting a plaque to President Dawn Merriman of the school's Ellen H. Richards Club for outstanding achievements. The award has continued annually. As a result, hundreds of Franklin girls, proud and happy, have been encouraged for their good work.

LASTING BENEFIT

Of even more lasting benefit to students is the club's Educational Fund. Revolving scholarships have aided young men through Occidental and Los Angeles Pacific College and this project continues without interruption.

Even a quick survey of News-Herald files reveals an impressive variety of community projects aided by the Optimist Club, and hints the many local agencies with which the club cooperates: Annual Bike Safety Drive, T-Timers Auto Club, Highland Park Y.M.C.A., American Legion baseball teams (for which Chuck Cook worked devotedly), essay contests at Franklin High and Burbank Junior High, Hi-Y at Franklin, Junior Optimists at Franklin and Burbank, Soapbox Derby (Van Sternberger's baby), Air Scout Squadron, R.O.T.C. awards, HEAR Foundation, baseball schools, Christmas parades (with members submitting to clown makeup one year and donkeys for marching companions), tennis and golf tournaments, and promotion of a renaissance of the arts in the area.

HELPS FAMILY

In emergencies the club has acted swiftly. One dawn, a family living on Wheeling Way, routed from their two bedroom home by flames, found all they had reduced to charred embers. Parents and three children had lost everything. Neighbors started to help at once and it was to the Optimist Club that all turned to handle administrative details and make sure that the most efficient help could be given as quickly as possible.

In addition to known benefactions, the club has had many projects known only to persons helped and to members involved in investigating and assisting the case. Today persons of the area who had been seriously handicapped are enjoying a richer life because of medical or prosthetic aid secretly given by the Optimist

(Continued on Page 17)

Optimist Club helps boys here

(Continued from Page 16)

Club of Highland Park.

OPTIMIST AIMS

All these activities are entirely in line with the aims of Optimist International. The Optimist is first and foremost a good citizen, a good neighbor. His club, pooling individual skills and resources, gains power through teamwork.

Motto of all Optimists is "Friend of the Boy." While hundreds of neighborhood boys are helped in athletics, through schools, and otherwise, the local club has the Optimist Home for Boys as a special project.

From the start it pledged and gave support month by month. Then, at a time when some larger clubs seemed to be lagging, the club achieved a coop that won new respect. It raised its own monthly contribution to a sum that seemed incredibly high. This jolted other clubs of Southern California and prompted them to increase their support according to their ability. Highland Park (Luncheon) Optimist Club has consistently been one of the most generous sponsors of the Home.

BOYS' HOME

When the Club was organized, the home had only one "new" building. The other structures included an assorted cluster of sheds, barns and barracks. Extreme vigilance was continuous as fire hazards were everywhere. A building program followed and the club contributed thousands of dollars to McKie Hall (1948), Administration Building (1953), Interfaith Chapel (1957) and the giant Physical Education Building (1960). The club has done an important part of the job of making the boys' accommodations safe and modern, ideal for their needs.

At virtually every luncheon of the club, Thursdays, noon, at Eagle Rock Lanes, there is at least one boy from Optimist Home. He is learning what Optimism means, that men can joke and laught light-heartedly, no matter what their responsibilities, when engaged in such work. And he learns that he and the other troubled youngsters he knows have real friends.

WEEKLY LUNCHEONS

The men help the boys and it works the other way round also. The men do observe and learn from the youngsters who take lunch with them. And at times there is a surprise.

One Thursday a police sergeant was addressing the club on juvenile problems. The policeman told how he had been a boy of their home and how it had helped him. Suddenly one of the members stood up and asked for a moment to speak.

Turning to the officer the member said, "When I was a kid here in Highland Park, I got into some mischief. One day the police picked me up. You were one of them. And it was you who spoke to me and told me a few things that stayed with me. You are the man I have to thank for the advice and counsel you gave me. It worked. That's why I am here today."

OPTI-MRS. CLUB

The Highland Park (Luncheon) Opti-Mrs. Club carries on its own projects. Besides helping the Boys' Home and the Ranch near San Bernardino, it particularly helps girls at Franklin. Most of all it is concerned with helping a girl to prepare herself for a career in nursing. The ladies are doing a big job too!

Optimist International, with clubs throughout the U.S. and Canada, headquarters in St. Louis, has repeatedly commended Highland Park (Luncheon) Optimist Club. Year after year it qualified as "Honor Club" outstanding among all.

Local Optimists organized numerous new clubs including Highland Park Breakfast Optimist Club and North Gate, as well as the widely known Japanese American.

CLUB PRESIDENTS

Four of the club presidents rose to high posts in District 14 of Optimist International, comprising Southern California and Southwest Nevada.

The third president, Hugh Terwilliger, insurance broker, and the fifth, Charles R. Cook, accountant, became District Secretary; the eighth, Robert Young, printer, was twice elected District Secretary, then Governor; the 13th, "Jack" Sinclair, attorney, was chosen Lieutenant Governor.

A boy in trouble

(Continued from Page 16)

mists (entirely non-denominational) for building. And Uncle Jim likewise eliminated obsolete quarters and make the dormitories more homelike and comfortable.

EIGHTH PRESIDENT

Eighth president was Charles E. Bader, Pomona business man, whose dynamic determination led to construction of the administration building (1953), interfaith chapel (1957) and huge physical education building (1960).

Next were Homer J. Wellman, Glendale banker, 1960-1962; Leslie M. Holtz, Glendale, past vice president of Optimist International; and currently John H. Lehmer, Arcadia building contractor. All have continuously improved the home's programs and services, particularly through added professional services.

Due to increased and intensified juvenile problems, highly trained experts are on the staff to provide remedial re-education, psychiatry and other therapies.

Just as the name of Frederic C. King became best known among the boys and in the community during Strickland days, the name of Warren Lee Braly was similarly prominent in Optimist days up to 1958. King served 13 years, Braly nearly 14, and both were so utterly dedicated and unremitting in their efforts that nervous exhaustion compelled their retirements.

NEW CAREER

Fred King is now in his 94th year and lives in the Evangelical Brethren Home, 361 East Cypress, Burbank, and would be happy to hear from old friiends.

Warren Braly has begun a new career and is again winning brilliant success.

Today Optimist Home for Boys operates with an organization unsurpassed in its history. Superintendent is Armin P. Kroeger, who after World War II service as pilot in the Royal Canadian Air Force completed his graduate work at USC and worked with L.A. County Probation Department both with juveniles and as a trainer of staff.

He carries the responsibility for the $550,000 project, as well as the welfare of the 57 boys, age 9 to 16, in residence. He heads a staff of 24 including recreational, supervisory, domestic, office and professional departments.

He is a member of two Optimist clubs, the Masonic lodge, professional societies, and the USC Alumni Association. During his five years the home has progressed in every way.

The budget is now $140,000 annually. Directors number 150 representing Optimist and Opti-Mrs. clubs of District 14, Southern California and Southwest Nevada. Among the sponsors are Highland Park Luncheon and Breakfast Optimist Clubs, Eagle Rock, Lincoln Heights, North Gate and those of virtually all nearby communities.

And the old question, "What becomes of graduates of the Home?" is answered in part by a trophy that stands in the lobby. Each year the name of one man, once a troubled home boy, is added for his achievments.

Last year the name of Donald Bell was added. In 1948 he was an angry youngster who needed help. Today he is a successful I.B.M. engineer, secretary of Hollywood - Sunset Optimist Club, member of Optimist Home board of directors.

HIGHLAND PARK

DIAMOND JUBILEE

75 YEARS OF PROGRESS

We are Proud To Participate

DE WITT VAN & STORAGE

1925-1963

A classic story of the American way . . . personal drive, personal initiative, that resulted after some 38 years in Highland Park, as one of the dominant organizations.

This is the story of Woodrow ("Woody") De Witt.

Moving out to Southern California from Missouri, young De Witt was enrolled at Franklin High and was graduated in 1934. Father R. L. De Witt at the time was operating a transfer company, located at 963 Annandale Boulevard which was later named, Figueroa Street.

After graduation "Woody" worked with his father and took over in later years, after learning all the trials, tribulations . . . and satisfaction of this important type of enterprise.

Today, the De Witt Van & Storage and affiliates virtually straddle the globe . . . a world wide moving service. Including the personnel at the Hawaiian location, plus the Highland Park group, there is an impressive total of over a hundred persons associated and with over 75 trucks in service.

An interesting side-light of the De Witt story is "Woody's" conversion of old theaters into warehouses and offices, such as the old Franklin and the old Arroyo theaters.

Main offices of De Witt Van & Storage are located at 6060 North Figueroa, where "Woody" the boss holds forth daily, brows puckered over plans for future expansion.

Kiwanis

Oldest service club in the area

While most of the attention is being focused on this booming community of Highland Park on its 75th Diamond Jubilee this year, some attention must certainly be given to the local Kiwanis Club, oldest service club in the area with over 38 years of growth and activity under its belt.

The club made its initial step in October of 1924 when with help from the newly-formed Eagle Rock Club solicited local merchants and professional men to build their membership to 50 members.

The first meeting was held at the Ebell Clubhouse, where the 50 local members as well as 29 Eagle Rock Members heard the then District Kiwanis Governor, George W. Bunton of Van Nuys, praise the local group.

FIRST PRESIDENT

At the meeting, Arthur Cresse was selected as the Club's first president, and served so successfully in his first year that he was re-elected for a second term, an honor that no other president has yet equaled.

On Feb. 19, 1925, the Highland Park Kiwanis Club received its charter in a ceremony held in the Franklin High School auditorium, which was witnessed by 14 other clubs in Southern California.

In the club's first minutes at its first meeting the secretary wrote: "For some unknown reason, the birth of the Highland Park Kiwanis Club was marked by the fact that the International Obstetrician was not at his post at the time of delivery, but thanks to the motherly care of the Eagle Rock Club, led by Andy Wilson, we were born into our earthly existence and bottle-fed until he arrived when he nursed us through and set our fractures and dislocations in good position as only the noted Sunshine Lucas can."

NUMEROUS PROJECTS

Keeing in mind the fact that the lack of hard work could send the new club into oblivion, its members quickly set up numerous projects to undertake, and by 1926 had achieved the following:

Presented the boys of Strickland Home (now Optimist Home for Boys) with a giant Christmas dinner at the Idyllwild Inn with entertainment and a movie following; Contributed $35 per month to an elderly lady in the Southern California Home for Ladies.

Presented the Boy Scouts of Highland Park with a Cobblestone Oven at a cost of $100; Contributed $10 per month to Franklin High School for undernourished children; Created an emergency fund to be used for various emergencies of the community.

By 1962, 37 years after the club's first minutes were written, the local Kiwanis organization had sponsored at least six new organizations in the area, including the Highland Park YMCA, 1945; the El Sereno Kiwanis Club; the Lincoln Heights Kiwanis Club, 1948; the Sunset-Echo Park Kiwanis Club, 1953; Franklin High School's Key Club, 1948; and Los Angeles Pacific College Circle K Club, 1962.

SILVER ANNIVERSARY

In 1949, the organization held one of the biggest club events of its history when it celebrated its Silver Anniversary in a party held at the Oakmont County Club. The event was attended by several dignitaries including past members of the club, the Lt. Governor of the California-Nevada District, and the Governor of the California-Nevada District.

Today there are over 70 members in the Highland Park Kiwanis Club. It spends several thousand dollars annually for service projects in the community—indeed a long way from the early days of its initial start, and certainly worth the honor as the first and oldest service club in this community.

COMMUNITY PROJECTS

Among the many community and youth projects conducted regularly by the club are the following: Permanent scholarship funds at both Occidental College and Los Angeles Pacific College; teacher training scholarships for graduates of Franklin High School; Annual vocational guidance conferences with students at Franklin high; donated to Crippled Children's hospital, and support for YMCA, Boy Scouts of America, Highland Park Symphony Association, and many others as needs arise.

Club meetings are held every Tuesday noon at Eagle Rock Lanes.

Following are the past presidents of the Highland Park Kiwanis Club and the year they served: Arthur E. Cresse, 1924-25; Herbert T. Cox, 1926; J. Arthur Lewis, 1927; William E. Ruehle, 1928; Carl E. Eyerick, 1929; Alden Lee Hill, 1930; Calvin G. Tilton, 1931; Clyde Browne, 1932.

CLUB PRESIDENTS

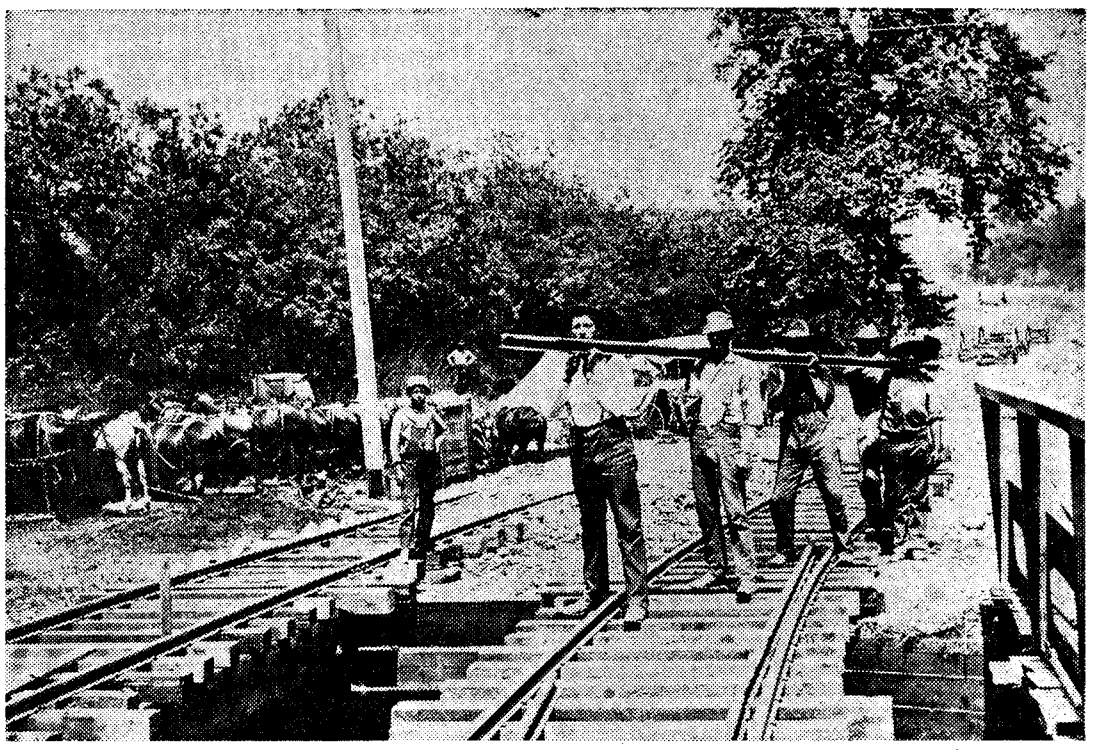
Jack Worsley, 1933 Bruce Kirkpatrick, 1934; William C. Schaper. 1935; George McClay, 1936; George Robb, 1937; O. K. Cole, 1938; Millard M. Mier, 1939; Earl Hayton, 1940; Charles Lindbergh, 1941; Fenton Sink, 1941; Glenn Crandall, 1942; William C. Vileta, 1943; George P. Staff, 1944.

Walter Weyerman, 1945; Hill M. Killian, Sr., 1946; Claude A. Watson, 1947; Warren E. Palmer, 1947; Harry Swanson, 1948; William Marshall, 1949; Norman L. Elwood, 1950; Ralph Watson, 1951; Melbourn Schroeder, 1952; George Piercy, 1953; Charles Adair, 1954; Woodrow W. DeWitt, 1955.

William A. Noll, 1956; Harry A. Hanson, 1957; Lawrence V. Antista, 1958; Jack Campbell, 1959; Edward E. Bishop, 1960; Kenneth A. Belknap, 1961; Jack Cornwall, 1962; John Ivers, 1963.

Among the charter members still living are Dr. Herbert T. Cox, of Laguna Beach; A. H. Cornwell, Highland Park; William C. Carr, Pasadena; Frank J. Dillenberg, Highland Park: Dr. Howard D. Eaton, Highland Park; Carl Eyerick, Glendale; Harry H. Hanson Sr., San Gabriel; Rev. Alden Lee Hill, Highland Park; J. W. Ivers, Sr., Highland Park; J. C. Johnson, Highland Park; J. Arthur Lewis, Highland Park; George Simons, Highland Park; and Cal G. Tilton, South Pasadena.

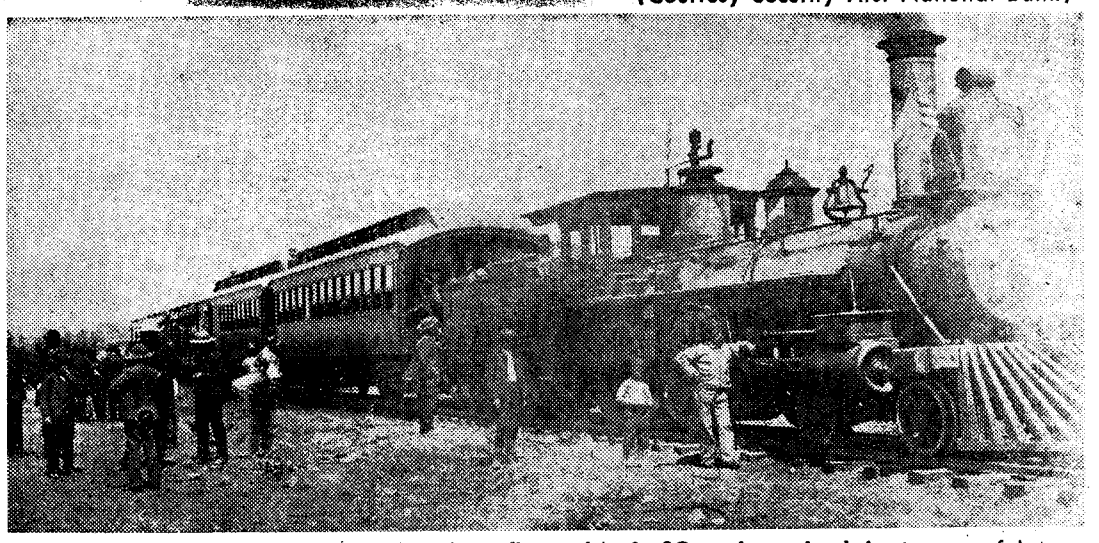
Iron Horse puffs into town



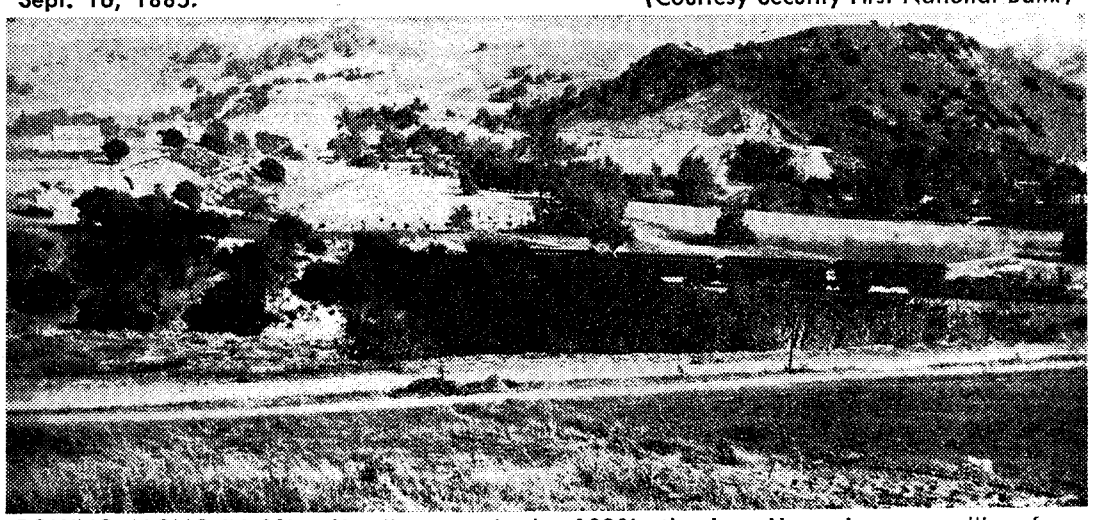
LAYING LAST RAIL of old L.A. and San Gabriel Railroad across the Arroyo near S. Ave. 61 were these workmen in September of 1885. (Courtesy Title Insurance & Trust)



AND THERE SHE COMES—Puffing across newly completed bridge spanning the Arroyo Seco came the coal burner with bells clanging, passengers waving. (Courtesy Security First National Bank)



SAFE ARRIVAL—Festooned with American flags, LA & SG train arrived in town safely on Sept. 16, 1885. (Courtesy Security First National Bank)



ROLLING ALONG IN 90's—Heading west in the 1890's the Iron Horse is seen pulling four cars in this picture taken from Museum Hill. (Courtesy Security First National Bank)

School ain't what it used to be (you know it!)

By Laura Steele

Highland Park schools have changed. In the 1920's at Buchanan Street School, arithmetic was taught at the blackboard. Teacher carried a heavy ruler and when time-up was called on a given problem, she walked business-like down the length of the blackboard, checked each problem, and indicated if the problem was wrong by giving a smart whack with the ruler on the backs of barelegs. The whacks continued until every student managed to figure out the correct answer.

Penalty for getting caught chewing gum, in the 20's, was: stand one-half hour in front of the class with chewing gum stuck on the end of your nose. Wrigley's Spearmint gum was new and delicious to many of us who had previously chewed hunks of tar picked up from street paving outfits. In fact, Wrigley's wealthy family home was quite an impressive tourist walk we took whenever we visited Catalina Island in the summertime.

SPELLING BEES

At Annandale Boulevard School, spelling bees were frequent, weekly I believe—a review of all the words we had had been learning to spell. Push-pulls and Palmer Handwriting were practiced daily. Compositions were written every day in class, then read and discussed.

Sewing, cooking, Sloyd (wood-work), and gardening were a definite part of elementary school curriculum. Once a week a traveling music teacher came to lead singing lessons with her pitchpipe, and an art teacher came for art lessons. As a treat for a good day's work, the teacher usually spent the last half hour of the day reading aloud to the class from a Jack London or other adventure book, continuing it on good behavior days until it was finished.

INTELLIGENCE TESTS

Intelligence tests were new and experimental. Those who could pass tests easily were pushed ahead, grade after grade, until many found themselves already graduated from high school and working downtown by the time they were 15 or 16 years old, while the rest of the gang was still having a ball in high school.

Musical ability tests were also given and the Southern California Music Company accepted the most promising musically from every section of Los Angeles to experiment in teaching "How To Play The Piano With a Cardboard Keyboard." Supposedly, two full years of piano lessons were learned in one summer on a cardboard keyboard. The knowledge was supposed to transfer itself automatically to a real piano whenever one was purchased.

Recess in elementary schools found boys playing mumble-de-peg with pocket knives, marbles, and baseball. Girls played Jacks and Hopscotch, and wore black bloomers under their dresses so they could hang-by-their-knees and do flips on the acting bars or swing on the Maypole.

FLOWER DAY

"Flower Days" were planned conspiratorially for teacher from time to time, by students in whispered groups in class when teacher wasn't looking. On "Flower Day," students brought flowers by armfuls and wagonloads. Students came early to "decorate," banking with flowers the entire front of the classroom, hiding blackboard, desk, and chair. It looked like a funeral parlor. For some lucky reason, teachers never got to class on time on Flower Days so students had plenty of time to set up their beauties, handling them over and over with warm hands that left petals wilting droopily.

(Continued on Page 20)

Elementary schools keep pace in 60's

Keeping pace with the phenomenal growth of the entire Los Angeles school system, Highland Park's elementary schools have expanded to the point where there are now 13 modern elementary schools in the community, as compared to the one make-shift "grade school" it boasted in 1888.

Sidney V. Good, who retired in 1939 from his position as principal of Luther Burbank Junior High School, recalls that in 1888, when he arrived here with his parents from England, the "Garvanza" District had just started a school, located in the old Miller's Hall at 6311 Pasadena Ave.

OLDEST PRIMARY

About two years later, a special school building was built at 317 N. Ave. 62. site of the present Garvanza School, which thus bears the distinction of being the oldest primary school in this section of Los Angeles.

Good later, in 1912 to be exact, became principal of the Garvanza School, serving in that post until 1927, when he became first principal of the new Luther Burbank Junior High School, which has been described as a monument to his Highland Park educational efforts.

PUPIL EXPLOSION

Illustrative of the general progress of the Los Angeles school system are the figures showing an enrollment of only 150, with a daily average attendance of 52, in the city in 1855, as compared with the current total annual enrollment of more than 400,000 children. In 1855, there were three teachers. By 1940 the city board of education teachers totaled more than 15,000. Today there are 27,000.

Highland Park elementary schools still in use are: Aldama, 632 N. Ave. 50; Annandale, 6125 Poppy Peak Dr.; Aragon Avenue, 1118 Aragon Ave.; Buchanan Street, 5024 Buchanan St.; Bushnell Way, 5507 Bushnell Way; Delevan Drive, 2757 Delevan Dr.; Fletcher Drive, 3350 Fletcher Dr.; Garvanza, 317 N. Ave. 62; Loreto Street, 3408 Arroyo Seco Ave.; Monte Vista Street, 5423 Monte Vista St.; Mt. Washington, 3981 San Rafael Ave.; San Pascual Avenue, 815 San Pascual Ave.; and Yorkdale, 5657 Meridian St.



Garvanza School around 1910, is scene of May Festival celebration by local youngsters. Building above is no longer standing. (Courtesy Security-First Nat'l. Bank)

SALUTING HIGHLAND PARK'S DIAMOND JUBILEE

PEACE OF MIND HOME SINCE 1889

FIRST IN SIZE...AMERICA'S LARGEST savings association... with assets 100 times greater than the average savings association, total resources larger than any other savings association (State or Federally-chartered) in the nation.

PERFECT 74-YEAR SAFETY RECORD: Since 1889, no one ever lost a penny of savings entrusted to Home.

ACKNOWLEDGED LEADERSHIP: Nearly half a million people save more than a billion dollars with Home, America's largest.

FIRST IN SERVICE: Maximum convenience. To serve you better, Home maintains more branch offices than any other savings association in the nation.

INSURANCE PROTECTION: Accounts are insured to the full limit of the Federal Savings and Loan Insurance Corporation.

FULL-TIME EARNINGS: Funds in by the 10th of any month earn from the lst of that month. After the 10th, funds earn from the day they are received, when they remain in your account through the end of the calendar quarter.

FEDERAL
Home Loan Bank System
FEDERAL
Savings and Loan Insurance Corporation
AMERICA'S LARGEST
ASSETS $1.5 BILLION*

4.85% Annual Rate
Earnings paid 4 times a year

HOME SAVINGS AND LOAN ASSOCIATION
PEACE OF MIND SINCE 1889

HIGHLAND PARK OFFICE
5700 N. FIGUEROA

Main Office: 761 South Broadway, Los Angeles, California
*Est. 9/30/63
HX-269B

Area youth survey in '62 reveals need for teen recreation center

Highland Park needs a teenage recreation center, a stepped up church youth program, more professional guidance and counseling services.

That's the conclusion of a sociology expert who studied the data gathered during a one-year survey of the local juvenile population and youth facilities.

The survey, conducted last year by the Highland Park Coordinating Council, was aimed at uncovering any youth problems that exist in the community and to compile a complete list of resources available to facilitate youth work in the area.

MANY INTERVIEWED

Dr. Richard Nahrendorf, professor of sociology at Los Angeles State College said the survey was made by interviewing school principals, church ministers, civic and club leaders, directors of youth groups in Highland Park and correctional institutions including police. He said about 56 groups were questioned, with interviews lasting from eight minutes to three hours in length.

According to Dr. Nahrendorf, those interviewed overwhelmingly felt the greatest need in Highland Park is for recreational activities and facilities. Other kinds of programs and services needed, according to the survey, were community activities with adults, guidance and counseling, volunteer and trained leadership, job placement and training, parental interest and a pre-school day nursery. Thirty-two interviewees felt that Highland Park could provide some of these services and programs in the next two or three years while only four felt the community could not do so.

DIFFICULTIES

Main difficulties in providing these services were considered to be lack of finances, lack of adult interest, lack of leaders, apathy and lethargy, and lack of personnel.

Main assets in the community, according to the results of the survey, were indicated as being community solidarity, community facilities, dedicated and concerned individuals, programs and facilities for youth activities, the young people in the community and group organization.

Of those community leaders interviewed, 75 per cent reported that their contacts with young people were with those who get into trouble, either at school or with the police. They responded that the kinds of services needed were guidance and counseling, confidence, parents, expansion of facilities and personnel, youth activities, vocational training and police work.

Dr. Nahrendorf said the survery showed there were no minority group problems in Highland Park.

Almost 60 per cent of the respondents considered the changing population of Highland Park to be a problem both for their own work and for Highland Park. The problem, they contended, centers around the increasing population, its diversification and the increasing number of apartments.

Dr. Nahrendorf said that while the responses were hard to group together, the recurrent theme of these questionnaires may be categorized as follows:

(1) Highland Park is a community that will admit its problems within the community, but will maintain a united front to the outside world—it feels that it can handle its own problems within the community.

(2) This community feeling seems to prevent the respondents from being fully aware of the "home" problems, yet the problems show up in responses to the questions regarding young people who get in trouble and also on the police records.

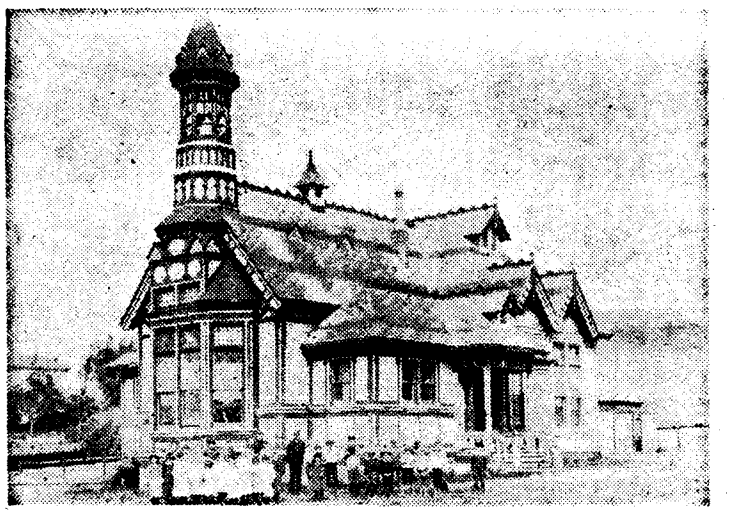
(3) There is a strong emphasis on failures within the community relating to financing services and adult personnel as parents and as leaders.

(4) There is a strong emphasis on increased and improved physical facilities for children and youth activities, thus, the expressed need for a youth center.

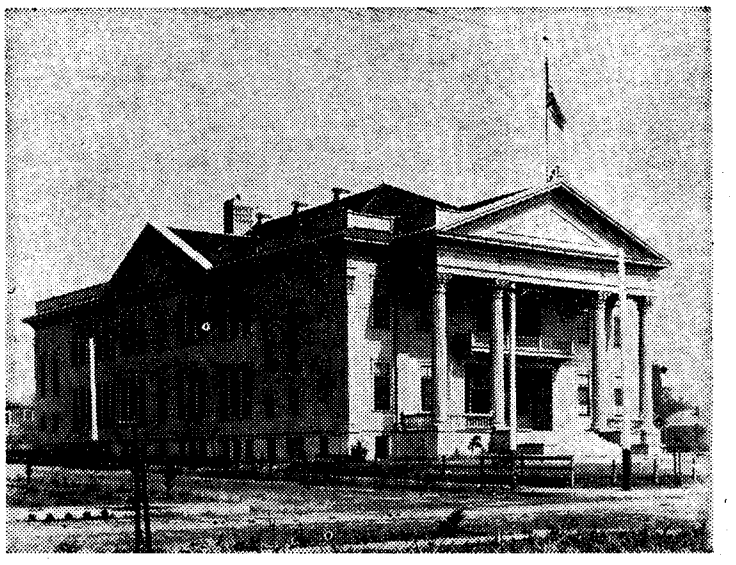
(5) There are "voices" hoping for a greater co-operation of the churches offering "social" and educational" pograms for youth.

"Consequently," concludes Dr. Nahrendorf, "the overall picture seems to be that the representative organizations of Highland Park appear to be reluctant to accept help from outside the community, but as one respondent put it, 'Highland Park must pull itself up by its boostraps'."

"This is to be done basically by providing for young people a youth center, the most important single item next to personal counseling guidance and casework, and improving physical facilities, and, so it seems, it is hoped that this in itself will make Highland Park a strong community without major youth problems," Dr. Nahrendorf concludes.



FIRST MONTE VISTA SCHOOL—The year was 1896 and there was one teacher and 76 students at "Highland Park School" at Ave. 54 and Monte Vista St. With the growth of the community, a second building for the school was added in 1909, eventually housing most of the students.



SECOND MONTE VISTA SCHOOL—This is the second building constructed for Monte Vista School in 1909 at the corner of Ave. 54 and Monte Vista St. A third school was built in 1928 and demolished in 1958 for the present modern low level structure that now occupies the site.



THIRD AND FOURTH MONTE VISTA SCHOOLS—Picture taken in March, 1958 shows side view of school built in 1928 (background) and new school under construction in foreground. Two story school in rear was demolished when new school opened.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
YORK FURNITURE CO.
1945-1963

Back in 1944 Morry Freeman was selling furniture for La Popular out on First Street. The company had a store on York Boulevard and decided to sell, so Freeman bought in.

Now, after some 18 years, Morry is glad he did for the York Furniture has shown a continual growth in serving this area (generation after generation).

The Freemans (Ethel, his genial wife, takes part in buying and on the books) are well-known figures in the community. So the York Furniture story is truly a "family" story . . . serving hundreds and hundreds of other families for nearly a quarter of a century . . . with quality home furnishings and appliances.

The Freeman family are proud of this opportunity to salute Highland Park on its 75th Birthday!

5019 YORK BOULEVARD

School ain't what it used to be in 20's

(Continued from Page 19)

However, when teacher finally arrived she was always duly "surprised," and ecstatically grateful, leaving the children feeling virtuous for their generosity.

Because of the many flowers raised at homes, the Highland Park schools held a flower parade each spring. For this event, doll buggies, bicycles, tricycles, wagons, scooters and bikes — anything that rolled — were decorated and entwined with flowers then rolled carefully to school for the big parade.

Maypole dances were also held each Spring, and on May Day paper baskets were constructed at school to be taken home, filled with flowers and left on a favorite neighbor's doorstep, secretly when they were not looking.

American Legion Post started here in '22

Highland Park's American Legion Post 206 was first organized here in 1922, with Harry H. Frank as the first commander, serving in a temporary capacity.

Upon receipt of its permanent charter from the California Department of the Legion, Charles E. McDowel was elected commander and served through 1923. Meetings were held in "Carnegie Hall" of the old Arroyo Seco branch library.

In 1934 the building at 227 N. Ave. 55 was acquired and remodeled, with an assembly room, an auditorium, dance floor and stage. The Legion's new home was acquired mainly through the sale of newspapers gathered by the Legionnaires since Armistice Day, 1927. It was officially dedicated on Feb. 21, 1935.

The members of the post have always taken an active interest in the Emergency Disaster Relief plan, and were ready to render aid, cooperating with the sheriff's office, after the St. Francis Dam disaster. After the earthquake in 1933 several members of both the post and auxiliary maintained an emergency kitchen at Compton while a number of post members rendered aid at Long Beach.

In addition to community activities, the post and its auxiliary continue to help with work among the sick and disabled veterans at local VA hospitals.

First Franklin High relied on tax vote; so history repeats in 1963

Tax-weary Highland Park residents back in 1914 almost killed any chances of a new high school here, but a last-minute newspaper campaign swung enough votes to gain approval of the school bonds that year and put Franklin High School on the planning boards.

The citizens of Northeast LA had just been asked to approve a new power bond issue the same year, and according to the May 9, 1914 issue of the News-Herald "a reaction among voters is likely to occur, and the vote will be very light."

HUNT FOR SITE

However, voters finally came through with an OK for the school bonds, and local school leaders began searching for an appropriate site for the new Highland Park school. Locations were suggested all the way from Avenue 43 to Avenue 60, and including the buildings that once housed Occidental College at Ave. 50 and N. Figueroa St. (now Angelus Chevrolet).

Up to 1915, high school pupils in the Highland Park area attended Lincoln High School, Los Angeles High School, and Polytechnic High School or, by paying tuition, they attended South Pasadena High School.

Since Los Angeles High was soon to move to its present site on West Olympic Blvd., Franklin High Echool was projected to provide more accessible school facilities for this area.

At that time there was considerable opposition on the grounds that this area would never adequately support a high school. In fact, the architect's authorization was "to prepare plans for a school with an ultimate attendance of 600 pupils."

DOORS OPEN

Franklin's doors first opened on February 7, 1916, in half of the second floor of the old Monte Vista Elementary School building.

On April 3, the school moved into the only building then completed. From May to July, the 225 pupils and 15 teachers "rattled around" in the 29 rooms provided in the two original buildings.

Within a year, however, the enrollment had risen to 350 and in 2 years the original enrollment had exactly doubled. The peak in attendance was reached in February, 1927, when the enrollment was 2,460 pupils and 125 faculty members.

In September, 1927, Eagle Rock High School and Luther Burbank Junior High were opened, cutting Franklin's attendance to 1900. Soon afterwards, Florence Nightingale and Washington Irving Junior High Schools opened and took the remainder of Franklin's ninth grade.

ENROLLMENT TODAY

Today the total enrollment is approximately 1670 students, and the faculty consists of 78 teachers. This is the Franklin that was to have "an ultimate attendance of 600 pupils!"

During its 47 years, Franklin has had 6 principals, the first of them being Charles B. Moore. He "reigned" from the opening day to July, 1934.

Robert J. Teall then took over the responsibilities of Franklin until his retirement in June, 1945.

Mr. Moore's second successor was Ralph E. Winchester. He retired in 1950.

Succeeding him was John C. Holt, Franklin's leader from 1951 to 1956.

"A prince and a pal" was the way students described Earl B. Barnett. Mr. Barnett was Franklin's principal until 1960 when he was transferred downtown to serve the Board of Education as Administrator of Secondary Assignments.

Succeeding him was Franklin's present principal, Joseph S. Herman.

Miss Edith M. Hodgkins, who had been the girls' vice-principal since the opening of school, retired on June 10, 1941.

Mrs. Evelyn Smith, the present girls' vice principal, was formerly a teacher at Franklin. She assumed her duties as vice principal in 1961.

'PRESS' IS BORN

Until 1917 the Franklin Press as a separate paper did not yet exist. In spite of repeated attempts to publish a paper either at school or away from school, lack of funds and support blocked all efforts.

For a while the staff and Journalism I students were filling two columns in the Highland Park Herald, and one or more columns in the Garvanza Eagle.

Every country, every institution (including schools) has its "golden age." Many factors combine to produce such a period, chief of which are the enthusiasm of youth and the contagion of success.

The R.O.T.C. drill team started Franklin's "golden age" by winning first place in the all-city contest of 1921. Next year the drill team and band both won first places. As a result, the Franklin Band was asked to represent Washington and Jefferson University in the New Year's Day game in Old Tournament Park. For this service, there was a cash payment of $100, transportation to and from Pasadena, tickets to the game, and dinner at the Vista del Arroyo Hotel.

(Continued on Page 22)



The Franklin Press

Vol. I — LOS ANGELES, CALIFORNIA, OCTOBER 3, 1917 — No. 1

BRILLIANT SPEECHES AROUSE STUDENTS

Mr. Coombe Speaks for Red Star Mr. Newell Cranks Franklin Car

An enthusiastic Aud Call was held in the school cafeteria during roll call period Friday, September 28. There were many interesting topics discussed. Mrs. Claire Coombe, secretary-treasurer of the American Red Star Association for the keeping of the four-legged soldiers on the battle front, gave a most interesting talk on the Red Star relief work. She told of many heroic deeds done by dogs and horses during the present war. There has never, in all the world's history been so great a need for good horses and dogs and men to care for them properly as at the present time. Mrs. Coombe suggested that Franklin High form a Junior League of the Red Star to forward the work of the Association. The dues are twenty-five cents a year and the age limit is seventeen. The students showed their approval of this by their hearty response.

Gardner Partridge, president of the Student Body spoke of the plan adopted by the student Board of Control for financing student affairs. Mary Skeele further explained the ideas of the Ways and Means Committee.

Bruce Lawson outlined the policy for the present term's work in self-government. His very earnest and forceful speech was well received. Later he spoke in behalf of the Franklin Press, of which he is editor, spoke of the three-fold responsibility of each student in supporting the paper—by patronising the advertisers and by contributing news.

Mr. Newell's plea for football was received with "rah, rahs" and hearty laughs. If he can run a car as well as he could steer his way through his interesting metaphor about the "Franklin" car he would rival Barney Oldfield. The key note of Mr. Newell's speech was summed up in the motto he gave the school—"Wholehearted." "All the vigor of youth and newness, and the force that comes from beginning is ours," declared Mr. Newell. A "wholehearted" cheer was given at the close of this brilliant speech and everyone determined to help the "Franklin Football Car."

Mr. Moore before dismissing the assembly, made more clear the financial plan already discussed.

Franklin Faces Successful Year

School Opens With an Enlarged Enrollment

Franklin High School opened on Sept. 11, with an enrollment of almost four hundred students, and an enlarged faculty. With the usual efficiency manifested by Franklinites, students were enrolled, difficulties adjusted, and full time recitations were held on Thursday. "Full work," too, for with the prompt supply of books from the book store, lessons were assigned as soon as classes met.

Several changes have been made in general schedule of work. The noon period has been lengthened to an hour, half of which each student spends in the study hall. This is done, not only to accommodate those who wish to eat in the cafeteria, the capacity of which is limited, but also to provide for the entertainments that are being planned to increase the funds of the Student Body.

Aud Calls will be held every Friday during the lengthened roll call period.

Many new classes have been added. These include work in agriculture, salesmanship, journalism, art and dramatics.

FRANKLIN PRESS IN INITIAL APPEARANCE

Enthusiastic Journalists Edit New School Paper

Enthusiastic Journalists Edit Paper

A cherished dream of Franklin's student body becomes a delightful reality with this first issue of the Press, published by the journalism classes. Speaking for the class, Miss Peterson who is in charge of the work, said: "I was delighted to find that the twenty-eight members of my journalism classes were so eager to enter upon the work of a weekly newspaper. Owing to the fact that all but two of the members enrolled are raw recruits, it has been decided that each class will edit the paper alternate weeks. We will aim for accuracy and sincerity, striving to acquire a clean-cut journalistic style. We expect to make mistakes, but we realise that without constructive criticism, growth is impossible. We want the paper to be an aid to Franklin in its growth and a means of bringing the student body closer together, to supply to some extent the happy community spirit that is inspired by an auditorium, where the entire school may congregate. We invite the co-operation of every student, not only in the financial support of the paper, but in furnishing the materials for its columns. Not a class paper, say the journalists, but 'your' paper, 'our' paper and first and last 'Franklin's paper'."

TEACHERS VISIT HIGH SIERRAS

Mr. Newell, in company with Mr. Bailey, spent a delightful summer in the high Sierras, directing a camp of enthusiastic young "hikers," among whom was Allan McRae, '18.

The first Franklin Press school newspaper which now rates as one of best in LA city school system and has won numerous awards for excellence down through the years.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
SHAUGHNESSY'S
1926-1963

THE SHAUGHNESSY NAME HAS BEEN A PART OF HIGHLAND PARK FOR SOME 37 YEARS . . . AL SHAUGHNESSY FOUNDING THE FIRM IN 1926 AT 5905 N. FIGUEROA.

IN 1946 JACK SHAUGHNESSY RELEASED FROM UNCLE SAM'S SERVICE TOOK OVER AT THE 6029 N. FIGUEROA LOCATION; LATER ADDING A LINE OF FURNITURE AND FINALLY LOCATING AT 6027 N.

DURING ALL THESE YEARS SHAUGHNESSY'S NAME HAS BEEN ASSOCIATED WITH SERVICE. ANOTHER FACTOR RESPONSIBLE FOR THE GROWTH AND SUCCESS OF THE FIRM HAS BEEN THE SALES OF AMERICA'S FINEST BRANDS . . . FRIGIDAIRE . . . RCA . . . TO NAME BUT A FEW.

"LOOKING TO THE FUTURE WE SHALL CONTINUE TO STRESS SERVICE AND QUALITY AND TO INCREASE OUR LONG LIST OF CUSTOMERS WHO HAVE DEPENDED ON THE SHAUGHNESSY NAME FOR COMPLETE SATISFACTION," STATES JACK SHAUGHNESSY AS HE SALUTES THE 75th ANNIVERSARY OF HIGHLAND PARK.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS

THANK YOU . . .

FOR YOUR PATRONAGE DURING OUR FIRST YEAR OF BUSINESS IN HIGHLAND PARK.

POSTSCRIP DRUGS
200 NORTH AVE. 64
CL. 6-3132
PRESCRIPTIONS • HEALTH NEEDS

Bright Future

(Continued from Page 21)

Next year, in 1923, the band represented Penn State in similar fashion in the Rose Bowl. For eight years the Franklin Band appeared in the parade until the association initiated a policy of inviting only bands whose communities entered floats.

ATHLETIC PROWESS

In 1922, Franklin's athletic teams were admitted to the City League over the protests of Polytechnic and Los Angeles High Schools. They felt they would be "slowed down" by Franklin's admission. Franklin's football team answered this objection by tying Polytechnic, 6 to 6, and defeating L.A. High 13-6, for the city championship!

That spring, the baseball team had won the Southern and Central California championship to Sacramento.

Then the school "took fire" and, during the next two years, rarely lost a contest in which it engaged. Cups and banners galore filled the trophy cases for excellence in music, athletics, dramatics, typing and stenography, declamation, oratory, and scholarship. It reached its climax with Don Tyler's sensational victory in the oratorical contest of the Constitution at Washington, D.C., on June 6, 1924.

In 1932, this honor was also won by another Franklin student, Lucille Goldsmith, a record attained by no other school.

Franklin's 1948 football team, coached by Frank Hess, returned to become city champions, the throne they vacated in 1947.

Franklin rolled in five straight victories including a 13-0 conquest of Narbonne in the Milk Bowl. The Panthers also made up for the 1947 defeat by toppling the Lincoln Tigers 33-6.

The honor of becoming Franklin's first Homcoming Queen was bestowed on Nancy Anderson in 1956. She was crowned by Nick Ruggio, captain of the football team.

The Panthers had a winless season in 1961, although a few individual standouts brightened an otherwise dull record. Co-captains Claude Doty and Mike Masterman sparked the Panther campaign.

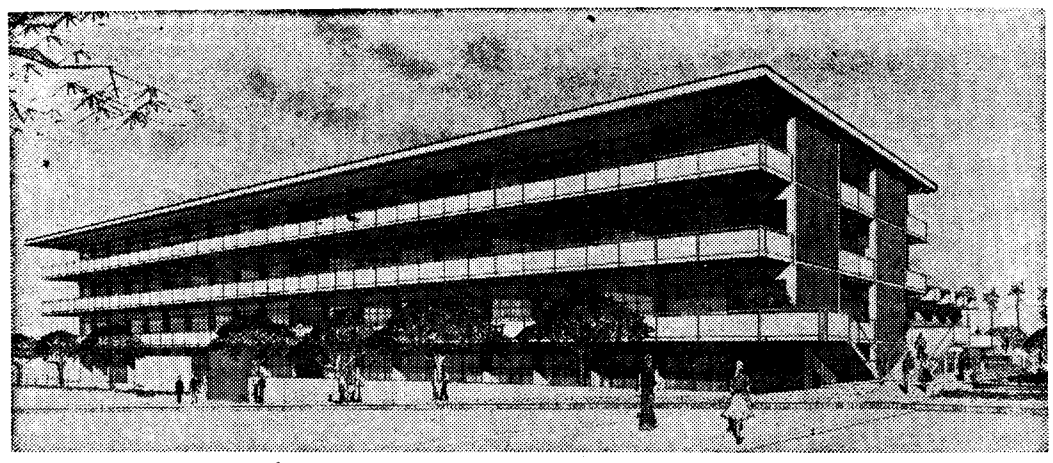
1963 CAMPAIGN

This year Franklin's Varsity got off to a bad start by losing their first practice game to Hoover with a final score of 33-12. Hopes are high that the League games will be much better.

In 1961, plans were being made to tear down the library, main and annex buildings to make way for Highland Park's first school skyscraper. Today all that remain are the shops, the auditorium, and the science buildings.

Bungalows were erected on Irvington Place and on the girls' field during the summer of 1961. This made the Phaeons Class of S'62 the last to graduate in the old structure and the Atlantisians of W'63 the first to graduate from "bungalow high."

Sometime in 1965, Franklin's new building should be ready for occupancy. It will be a four story building with the overpass across Ave. 54 leading from the boys' gym to the second floor of the main building.



Future Franklin High, a $2 million classroom and administrative offices building will be completed sometime in 1965. Old buildings were condemned as unsafe in case of earthquake.

Burbank Junior High celebrates 36th year

By Sheryl Fonteno

While Highland Park is celebrating its 75th anniversary, the local junior high school is celebrating its 36th anniversary. On Sept. 12, 1927, the school, named after the great naturalist Luther Burbank, was opened for the first time, on Annandale Blvd. (now North Figueroa) only to the seventh and eighth grades. Not until the following semester was the ninth grade added.

Burbank has had four principals in its history. The first principal was Sydney V. Good, whose son Robert Good is presently on the school staff as a science teacher. Sydney Good was followed by Earl Rosenberry, then by Meldrin Burrill. Carl W. Handy was vice-principal under Burrill, and then became principal in 1959.

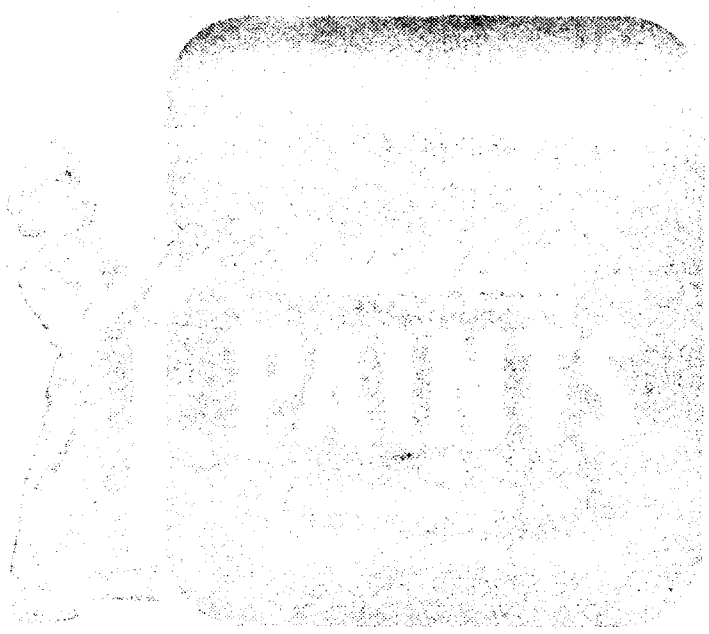
DEDICATION

Since the school was named after a man who did so much in the development of new and beautiful kinds of flowers, masses of flowers were used for the school's dedication in 1927, which was attended by Mrs. Susan Dorsel, then superintendent of schools.

In the beginning, French and Latin were offered as foreign languages. Because of a lack of demand these subjects were dropped and Spanish added: however, enough interest has been shown in the study of French so that it will again be offered in the fall of 1964.

One of the original teachers of those early years was Walter Koerper, who is still teaching at Burbank. For all of his faithful service to the school he was presented with a Life Membership to the PTA in 1957. In an interview this week Koerper said, "I have enjoyed teaching the children of my former students, but Mrs. Koerper tells me that when I get my first batch of students' grandchildren I had better stop teaching." Tracing the history of the school, Koerper said, the enrollment quickly outgrew the space of the early school and eleven temporary bungalows were erected. At that time the girls' gym was under the stage of the auditorium. During the first auditorium call the pupils sat on the floor because seats then hadn't been installed. Later, the annex building was

(Continued on Page 23)



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Complete Paint and Home Improvement center, including: Dutch Boy Paints, Wallpaper, Linoleum and linoleum rugs, Window Shades, Ladders, House Cleaning supplies, Floor and Ceiling Tile.

Supplies at the Lowest Possible Prices!

Since 1933

For 30 years Thrift Paint and Linoleum has followed this simple and direct policy, seasoned with a sincere desire to please.

For quality paints, the decision was easy. Dutch Boy Paints produced then and now, one of the finest paints on the market. Dutch Boy was Thrift's choice, then and now.

But the paint stocks were only part of it, for Thrift Paints management was determined to give Highland Park a full range of home improvement needs. Great names in linoleum, wallpaper, tiling, window shades and paint supplies were added year after year to make it a complete home supply value center.

And added to it all was the priceless ingredient of "neighborly Service." That meant that courtesy, full consideration for the customers' needs and a concern for the customers' problems were to become a part and parcel of Thrift Paint's service.

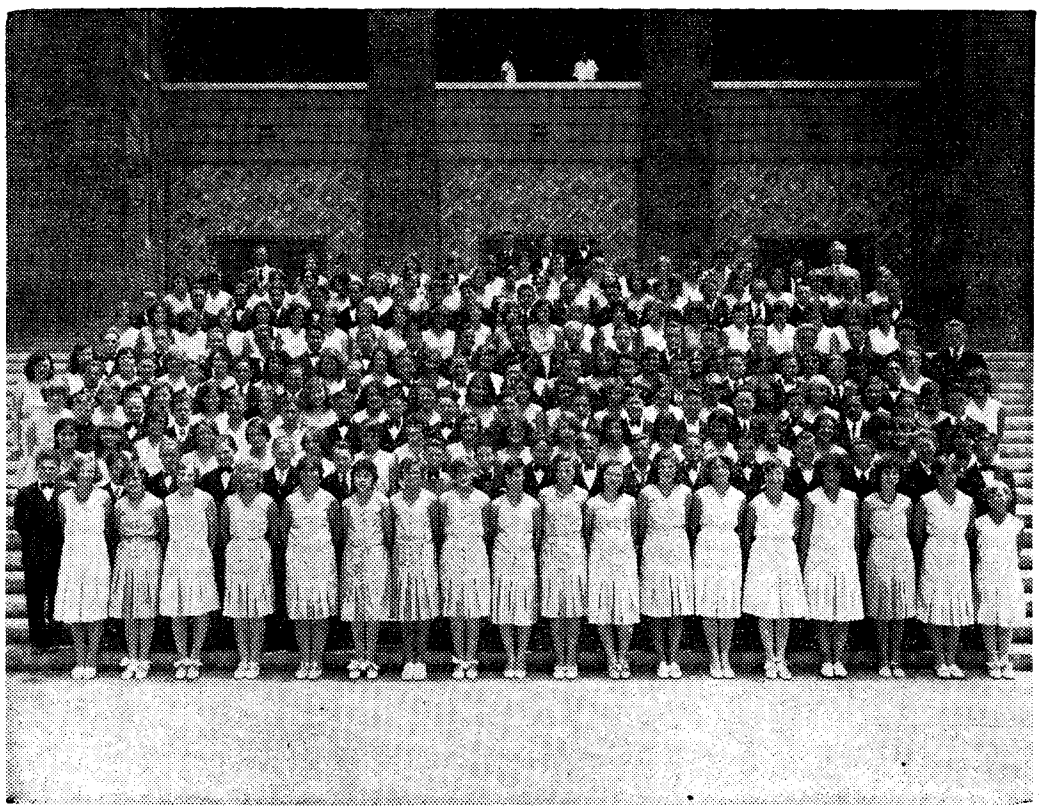
We know that this creed, this way of business life has met with your approval. We know it by your increasing patronage; and for this we thank the people of Highland Park.

Thrift Paint & Linoleum Co.

Thrift Paint Co. has accumulated a list of the best painters, paper hangers, linoleum layers, carpenters, etc. which is available to homeowners.

5560 North Figueroa Street

Call: CLinton 6-4197 or CLinton 6-4198



First Burbank Junior High graduating class in 1930, had distinction of entering as B-7, and became first class to go all the way through. Among original teachers are two who still are at Burbank, Arthur Smith and Walter Koerper.



First teachers

Two original members of teaching faculty today still at Burbank Junior High School, Walter Koerper (left) and Arthur Smith (center) point out school's historical significance to present school principal Carl Handy. Koerper says he expects any day now to get the first batch of his early student's grandchildren. Both he and Smith have been teaching there for 36 years. (News-Herald & Journal photo)

Burbank JH in 36th year

(Continued from Page 22)

added, and the gym building. Today a lack of space is still a problem, and plans are now being made to convert the present choral-music room into two science rooms, while a new and larger music bungalow will be built.

ARTHUR SMITH

Arthur Smith, present registrar, was also a member of the first school staff. He remembers that a public street once cut across the gym fields. Difficulties were involved in securing some of the land that makes up the present campus, because the owners did not want to sell. For a while some of their houses were surrounded by school gardens.

Although Burbank is not so modern on the outside as some other schools, each of its rooms has had soundproof tiling and modern seat-desks installed. The rooms also have flourescent lighting. The homemaking rooms and business office were modernized in 1958. Some of the offices were remodeled in 1962.

The school has complete shop facilities, including a print shop, metal, wood, electric, industrial drawing, and a vast agricultural unit with many gardens, a glass house, lath house and a bungalow. While the school is modern, it has its problems, one of which is the fact that the State of California has judged the homemaking and shop buildings unsafe in case of an earthquake. Plans are now being made to reinforce or replace the buildings.

Luther Burbank is a very busy place. There are nine elementary schools that send seventh graders to Luther Burbank. The school's present enrollment is 1502, with a faculty of 67, and growing each day because of all of the new homes being built in the Highland Park district.

INTRODUCING - - - - -

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AL NIELSON

- Business Opportunities
- Residential
- Income

Altho we have been a part of the Highland Park area for less than a year, we are thoroly "sold" on the future of the Northeast.

We proudly join in the "Birthday" Celebration and the Diamond Jubilee edition and herewith issue a cordial invitation to everyone in Highland Park.

Feel free to call on our office at anytime. If you plan to buy, sell or are thinking about going into your own business . . . drop in . . . talk it over. Let's get acquainted!

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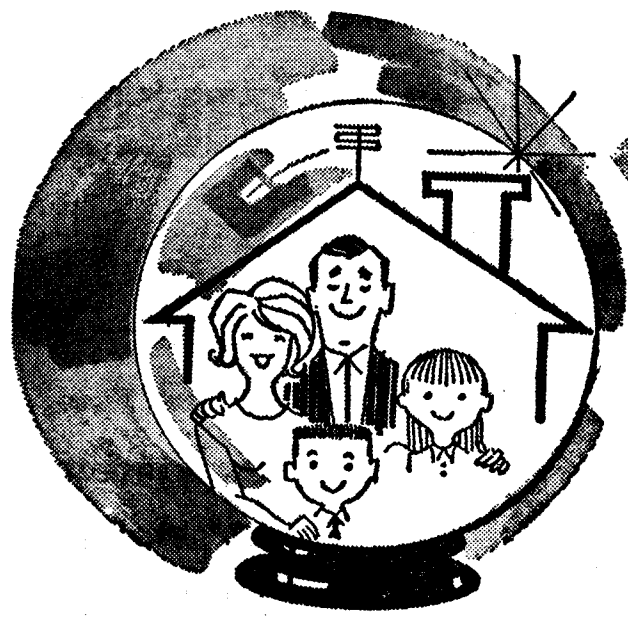
TO HAVE CONTRIBUTED TO THE PLEASANT LIVING OF HIGHLAND PARK

Highland Park has grown into a "Highland" community of trim homes and a very large proportion of these homes are fitted out with the finest modern appliances, television, air-conditioning and musical instruments. Holland Electric is p r o u d indeed to have contributed to this enjoyable way of life.

HOLLAND ELECTRIC HAS EQUIPPED 10,000 HOMES WITH THE FINEST APPLIANCES

And year after year these families and their friends have depended on Holland Electric for the newer appliances, the miracle discoveries (such as television), the latest in musical instruments. They have relied on Holland Electric because of one simple, old fashioned ingredient—integrity!



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A MONTH LONG CELEBRATION SALE!

In the way of saying thanks, Holland Electric has set up a month long series of DIAMOND JUBILEE SPECIALS. Each week you will be offered a unprecedented values in one of Holland Electric's appliances, television and radio, ranges, refrigerators, music. Watch for them!

For Holland Electric Has Assembled the World Finest Television, and Appliances at the Very Lowest Prices to Be Had!

From the beginning, back in 1919, Holland Electric's firm policy has been to offer only the top name appliances. While Holland Electric has never gone into the sideshow type of selling, it has ALWAYS guaranteed the lowest prices. The volume of business that has developed, gaining the confidence of the buyers, has put Holland Electric in a position to get the best terms from the manufacturers. Holland Electric has kept faith with Highland Park and Highland Park has responded with an ever increasing patronage; for this, our hats are off to it on this Diamond Jubilee occasion!

Mark Platt's
HOLLAND ELECTRIC
"QUALITY MERCHANDISE AT COMPETITIVE PRICES"
5634 N. Figueroa St. **CL. 5-0149**

LAPC—a miracle born 60 years ago

Sixty years ago a group of Free Methodist ministers and laymen, desiring educational advantages for their children in a Christian atmosphere, founded Los Angeles Pacific Seminary. The Reverend C. B. Ebey secured from Ralph Rogers a gift of one hundred city lots and a beautiful hillside campus. Friends of the college and parents of prospective students purchased lots which helped to supply funds for the erection of the administration building.

Professor N. J. Davis, the first principal, in his address at the dedication of the new school, declared, "Some events are monumental in their significance. They are mile-stones and mark epochs in the lives of men. We are here to celebrate the birth of an institution, an institution, the sole object of which is the elevation of humanity."

From the beginning the school was beset with financial problems, for in the first report for 1904-05 "the members of the Board of Trustees were gratified over the fact that they had to report only a very small financial deficit, $144.55." But financial pressures, fires and condemnation proceedings have not deterred the slow but steady progress.

YEARS BRING CHANGES

The continuation and evolvement of the institution to meet the needs of its constituents, living in a growing and changing Souhwest, has truly been a miracle. This evolvement of the institution in order to fulfill the requirements of the rising generations has included varied grades of instruction and curricula. In 1911 the junior college was added. In 1954 the school received from the Free Methodist Church authorization of senior college status.

The high school was placed under a principal and was reorganized as a college preparatory high school. The high school principal is a member of the President's Cabinet and the Executive Council. Thus the high school department continues as an integral part of the institution's development. Each school has its own faculty and conducts its own faculty meetings. The staffs of the President's Offices, Business Office, and Public Relations Office serve both schools.

The President's cabinet is composed of campus officers charged with the responsibilities of academic affairs, student affairs, public relations, business affairs, and high school. The Executive Council is composed of the cabinet plus the registrar, librarian and elected faculty representatives.

DEVELOPMENTS SINCE 1954

A review of the development of the College since it has had senior college status shows these accomplishments:

Authorization of the senior college status (1954), building of the Panther Den student center (1956), establishment of a Teacher Training Program (1958), building of Science Classroom Building (1959), building of High School Classroom Building (1960), extensive remodeling of gymnasium and apartments, landscaping on both upper and lower campuses, new parking lots on upper campus, Regional Accreditation by Western Association of Schools and Colleges (1961), building of President's Home (1962), renewal of accreditation (1963), and increase of college enrollments from 79 in 1954 to 284 in 1963.

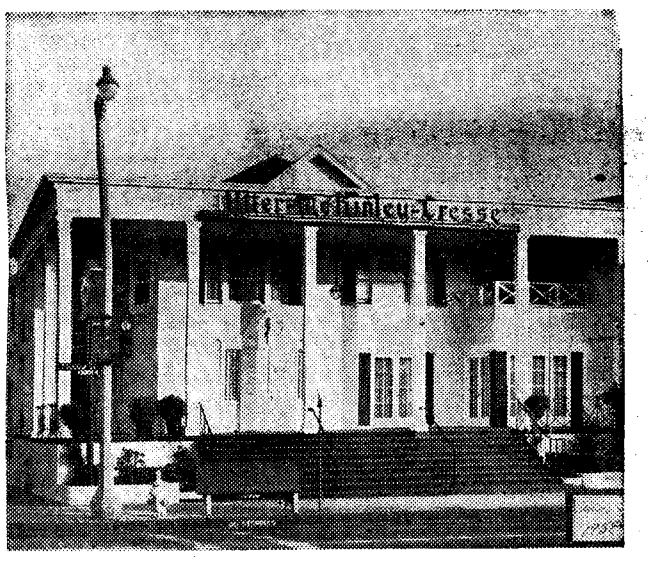
CURRICULUM DEVELOPMENT

Faced with limited resources and the necessity of providing the best kind of education possible for students, the administration and Board of Trustees has carefully confined the educational pursuits of the high school to that of a college preparatory school. The high school principal and his staff are currently launching a survey of the graduates of the school to assist in accertaining the success of this program. In like manner, the college has been developed with primary emphasis on the liberal arts.

Dr. Paul C. Davis, Dean of the college, comments on the liberal arts emphasis as follows:

"In a recent article in the official publication of the Association of American Colleges, Liberal Education, the author deals with the subject of the small college from the standpoint of faculty. She holds that it is more easily possible for the small college to provide for students the common intellectual fare frequently referred to as 'general' or 'lib-

(Continued on Page 27)



Since 1921

UTTER - MCKINLEY IS PROUD TO HAVE PLAYED A PART IN THE INSPIRING HISTORY OF HIGHLAND PARK. OUR SINCERE CONGRATULATIONS TO ALL WHO HAVE CONTRIBUTED TO ITS FORWARD PROGRESS.

UTTER- McKINLEY
17 COMMUNITY MORTUARIES

5860 North Figueroa CL. 5-0166

a message from

the Honorary Mayor

on the occasion of Highland Park's Diamond Jubilee



Forward Together!

Today, the full, stirring story of Highland Park's historical development, its progress and its bright future is told in this commemorative magazine.

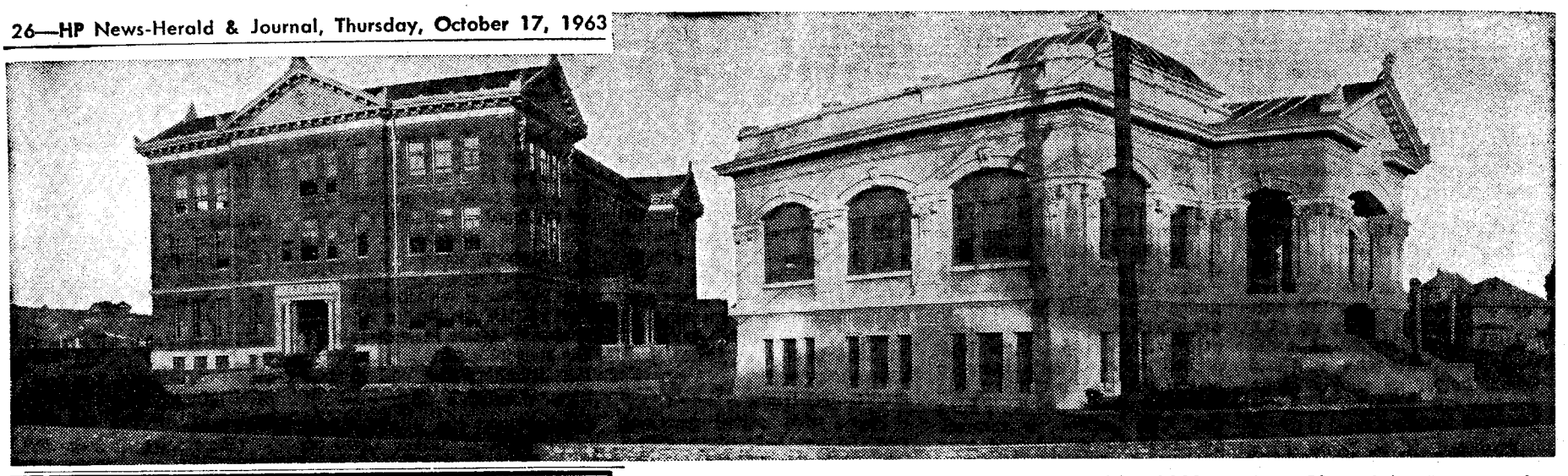
As Honorary Mayor of Highland Park, I want to congratulate the people of Highland Park, its leaders and its organizations; for they are the ones who have given shape and purpose to our community and established its special character.

Particularly, I want to commend the Breakfast Optimists Club of Highland Park, initiating the idea of an Honorary Mayor for Highland Park. Beginning with Bill Marshall there have been four mayors since the beginning of the tradition, four years ago. Other Mayors have been Sam Bua, Joe Rose and now me.

As I see it, the office of Honorary Mayor is a symbol of the unified, village, atmosphere that is part of Highland Park's charm. It is a symbol also of the fact that Highland Park people are going forward together, pooling their interests and their aspirations.

Ray Sneath

Ray Sneath
HONORARY MAYOR OF HIGHLAND PARK
OWNER, ARROYO CLEANERS



OCCIDENTAL COLLEGE CAMPUS as it appeared in 1908 at Ave. 50 and N. Figueroa St. Buildings were later used by Franklin High and then torn down as Highland Park's business section expanded.

Oxy braves depression, fire

Born in the booming 1880's, blighted by depression and ravaged by fire, Occidental College survives today as one of California's strongest and most modern institutions.

Last year, under the direction of president Arthur G. Coons, Occidental celebrated its 75th anniversary as a school of the liberal arts and sciences, co-educational, independent and nonsectarian, but church-related, offering a practical liberal education in a democratic environment. It was a long, hard struggle to fulfill these goals.

Several institutions arose during the real estate boom of 1887 to join Loyola and the University of Southern California in the Southern California academic scene, but only a few became permanent. In the last years of the 1880's, Occidental, followed by Pomona, Cal Tech and Whittier, entered the competition.

EARLY LEADERS

One of the men of vision helping to build the future of the area was J. B. Bell, a local rancher and businessman. He saw the impending failure of the Sierra Madre College of South Pasadena in 1885-86 and urged Rev. William Stewart Young of the Boyle Heights Presbyterian Church to call a meeting of ministers and laymen to discuss the need for a college. This committee voted to establish an institution of higher education sponsored by the Presbyterian Church.

Occidental turned from a dream to a reality in January, 1887 when a committee of the Presbyterian Ministers Union of Los Angeles drafted articles of incorporation for the college, and in February adopted the articles and the name "The Occidental University of Los Angeles." Five years later the "University" was replaced with "College" as more in keeping with the institution's liberal arts character.

On April 20, 1887, celebrated as founders' day for the past 75 years, the articles of incorporation were approved by California's secretary of state.

FIRST CAMPUS

Land at Boyle Heights was offered for the college's first campus, and Occidental became a physical reality in September, 1887 when the cornerstone for the first building was laid. Praised for its Elizabethan style, it housed the first term of the college in October, 1888. A merger with McPherron Academy enlarged the college, which now served as both coed bording and day school and as an academy reserve for young men and boys.

History of the Civilization was among the courses offered in the 1889-90 term, with Greek and Latin required in the freshman year. With a faculty of 10, cost of $295, and an enrollment of 27 men and 13 women, the second year of classes began.

Then the land boom collapsed, and with it the college's financial security. Ineome was only through the sale of campus land, and soon this gave out.

In these uncertain years the enrollment fell from 52 to 12. By 1900 the enrollment was rising again, but conditions were far from stable.

June, 1893 saw Occidental's first graduating class, composed of Maude Bell and Martha Thompson. The college gave its first honorary degrees in 1909.

DISASTER STRIKES

Disaster struck the college in 1896, as fire gutted Occidental's one building in Boyle Heights. All of the furniture and equipment of the college as well as the personal belongings of the staff and students were completely destroyed. The fire brought to an end 10 years of occupancy of the Boyle Heights campus.

Housed for the rest of the year by Dr. Young and the Boyle Heights Presbyterian Church, the college then moved temporarily to St. Vincent's College.

Highland Park was chosen as the site for the new campus in 1898, on land near Ave. 50 and N. Figueroa St., donated by Mrs. Sarah Judson and a group of other local citizens. A beautiful semi-rural setting, the new campus had one problem. The main line of the Southern Pacific Railroad ran up a hill right behind the college, suspending classes for five minutes every time a train went by.

Fifteen students were listed in Occidental's roster in 1898. By 1905 under the guidance of President Guy W. Wadsworth, the student body numbered 294, and the faculty 24. The campus had expanded to seven buildings, and the college had attained a measure of maturity and financial stability. With a successful first large fund raising campaign the difficulties of the uncertain early years were largely over.

EAGLE ROCK SITE

With Dr. John Willis Baer taking over the school presidency in 1906, Occidental rejected a proposal to merge with Pomona College, and selected a site in the Eagle Rock Valley for a new campus suited to the college's ideas for expansion.

The building program began in Eagle Rock in 1911 and in the fall of 1915 the new campus was ready for occupancy.

A million dollar campaign, designed to gain money needed for expansion, failed in competition with the war movement then gaining impetus, resulting in the resignation of Dr. Baer after 10 years of administration.

Dr. Remsen Bird became head of the college and led Oxy through the war years, with enrollment rising to 506 and the faculty to 35.

Depression hit the campus in 1929 and stopped the continual building projects. Nevertheless, beautifying the campus went on, as lawns and flower gardens were added, with entrance gates included in the landscaping project. Despite the depression, the college endowment continued to grow steadily.

Occidental had risen academ-

(Continued on Page 27)

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
NOLL AUTO COMPANY
1916-1963

"One of the oldest and biggest Packard dealers in Los Angeles, Noll Auto Company for many years has been the headquarters for the elite "Carriage trade."

This statement held true for nearly 40 years.

When Packard discontinued a few years ago, President Ralph W. Baldwin and Secretary-Treasurer William A. Noll decided to convert their operations to a foreign car center.

Under the General Managership of O. N. McBride, Noll Auto Company now is one of the largest dealers in Renaults, Austin Healys, M.G.'s, Volvos and International Scouts.

Noll Auto Company is happy to salute Highland Park on its Diamond Jubilee along with every other businessman and resident.

NOLL AUTO CO.
4301 N. FIGUEROA
"SERVING HIGHLAND PARK
FOR OVER 47 YEARS."

(ED. NOTE—SORRY MR. LEE, WE RAN OUT OF CHINESE CHARACTERS)

YEARS HAPPY 75 ON PARK HIGHLAND TO BIRTHDAY HAPPY



The Dragon Pearl—Sumptuous Chinese food
THE FINEST IN LUNCHES & DINNERS
AVENUE 60 & MONTEREY ROAD
CL. 6-0676

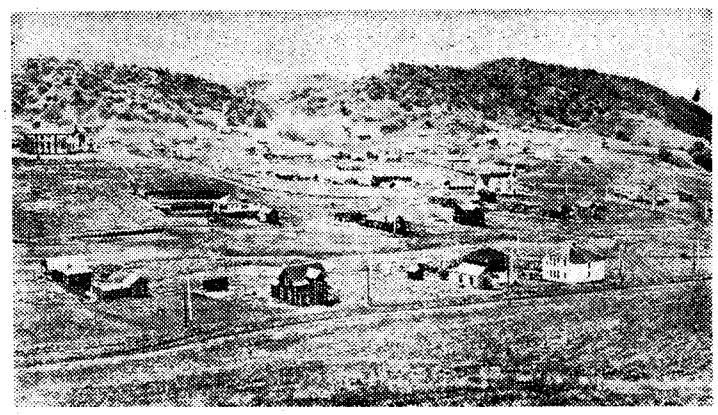
LAPC goal: the educated person

(Continued from Page 25)

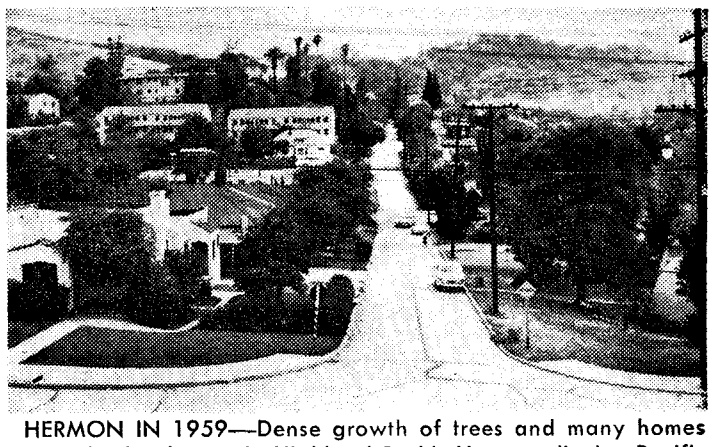
eral' education that should be the possession of every educated man and woman. The principal thrust of the educational enterprise can thus, without apology, be focused upon common goals of producing the educated person."

In attempting to qualify for membership among those institutions that are regionally accredited, L.A. Pacific has purposely chosen to limit its curriculum in much the way suggested by the author referred to above. It is clearly impossible for the College to compete with many larger and more affluent institutions in the proliferation of courses and majors offered. We do feel, however, that it should be possible for the college through its faculty to do an excellent job within a limited range of majors having in common approximately 50% of the courses in the four year college program. As a Christian College we attempt to infuse every aspect of the educational program with the spirit of dynamic Christianity.

Viewed from the above standpoint the curriculum of the college will be seen to be quite severely disciplined with the clear intent that we undertake only what can be done well. Presently all students who graduate receive the Bachelor of Arts Degree. The only professional or vocational program specifically provided is that of Elementary Teacher Education. Fortunately it has been possible to coordinate the requirements of this program with those of the rich general education program.



HERMON DISTRICT IN EARLY 1900—Hermon District of Highland Park, located near the junction of South Ave. 60 and Monterey Road, looked like this around turn of century. Big building on hill at left is Los Angeles Pacific College, recently condemned and due to be replaced by more modern facilities.



HERMON IN 1959—Dense growth of trees and many homes now dot landscape in Highland Park's Hermon district. Pacific College building still stands on hill at left. Photo was taken from South Ave. 60. (News-Herald & Journal photo)

Oxy survives many setbacks

(Continued from Page 26)

ically in those years too, with the establishment of its Phi Beta Kappa chapter in 1926. Only UC, Stanford and Pomona enjoyed similar recognition.

The college's first buildings on the present campus were erected in 1914: Fowler Hall, Johnson Hall, and Swan Hall. Other structures and their dates of construction are:

Mary Norton Clapp Library, 1924; Kenneth Norris Hall of Science, 1959; Robert Freeman College Union, 1928; Helen G. Emmons Memorial, health building, reflecting telescope, 1944; Moore Laboratory of Zoology, 1951; Faculty Club and Alumni headquarters occupy a building erected in 1922 as president's house, remodeled in 1957.

Other structures include: Thorne Hall, erected in 1938; Newcomb Hall, 1956; Chillcott Hall, 1959; Alumni Gynasium, 1933; Patterson Stadium and Athletic Field, 1916; Spencer Baseball Field House, 1958; Tennis Courts, from 1938 to 1945; Hillside Theater, 1925; President's House, 1932; and two residence houses available to administrative officers, one erected in 1932 and the other in 1951.

Willis H. Booth Music-Speech Hall was remodeled into a two-story structure in 1960, and Braun Hall, a residence hall for men, was recently dedicated. A new chapel is now under construction, and plans have been drawn for a new gymnasium.

These buildings stand in a beautiful residential section of Eagle Rock, free from downtown noise and confusion. Occidental faculty and students, however, enjoy the advantages of life in a large metropolitan center; proximity to famous libraries, museums, observatories, concert halls and technical, industrial and commercial centers. It is located in a region of great influence in modern culture industry and civilization.

Throughout the 76 years of its development, Occidental has held closely to the fundamental objectives of its founders. Its program in 1963, as in 1887, is that of a purposely small Christian college dedicated to the development of young men and women of mental ability and good character capable of taking an effective place in society.

FOR 30 YEARS GOODHOUSEKEEPING HAS BEEN DEDICATED TO GOOD LIVING IN HIGHLAND PARK

"We are **Proud**

of our part in the Growth and the Better Living of HIGHLAND PARK

Our pioneer home furnishing store is privileged to have contributed to the gracious community of home, that is Highland Park.



Herman Cohen, pioneer furniture and appliance merchant



Stan Ward, general sales manager, Goodhousekeeping Shop

30,000 Homes

Are Better, More Modern Places to Live!

In 30 years of fine furniture and appliance service to the people of Highland Park, the Good Housekeeping Shop has furnished, refurnished, modernized and remodernized some 30,000 homes. (That's more homes by one half than there are in Highland Park, but the same people keep coming back, year after year, generation after generation.) We have been successful yes, but we count success in terms of those trim, tasteful homes that spread over the hills of Highland Park, and the gracious living within them that we have helped to achieve.

NEWCOMERS WELCOME!

May we personally invite you to Highland Park and to our Good Housekeeping Shop. Let us help you work out all your furniture and appliances needs!

Good Housekeeping Shop

5567 NORTH FIGUEROA

CL. 5-0118

25,000 boys in Scouting

Highland Park can certainly call itself a community that looks to leadership of tomorrow as more than 25,000 boys have passed through the ranks of Boy Scouting since the program was initiated in the Northeast area.

Through the combined efforts of many dedicated people in the community, the thousands of boys in the program have enjoyed the character building, citizenship training and physical fitness of scouting.

Congratulations are certainly in order to the churches, parent teacher associations, service clubs, industries, business leaders and parents who have offered their willing support.

The following list includes the Cub Packs, Scout Troops and Explorer Posts of the community, with sponsor, leader and number of boys in the program.

Troop 43, Washington Irving Jr. High PTA, Edward Montano, 12 boys; Troop 55, LAPD, Highland Park Division, James Arnett, 45 boys; Post 55, Highland Park Lions Club, Terry Moore, 20 boys.

Pack 61, St. Ignatius Catholic Church, Francis Sumner, 58 boys; Troop 61, St. Ignatius Catholic Church, Jerry Schwickerath, 44 boys; Pack 63, American Legion No. 381, Jack Crawshaw, 2 boys.

Troop 63, American Legion No. 381, Ed Rodriguez, 10 boys; Post 63, American Legion No. 381, Van Yrineo, 10 boys; Troop 70, Lutheran Church of Good Shepherd, Tom Teague, 18 boys.

Pack 77, Yorkdale School PTA, Robert McCoy, 36 boys; Pack 96, Annandale School PTA, Odell Treadway, 35 boys; Troop 102, Northeast L.A. Rotary Club, Dempsey Pendleton, 33 boys.

Post 102, Northeast L.A. Rotary Club, Lou Maynard, 20 boys; Pack 103, Fletcher Drive School PTA, Richard Eickhorn, 30 boys; Troop 103, Fletcher Drive School PTA, Jeam Wammack, 24 boys; Troop 104, HP Methodist Church Men's Club, Robert Rinker, 18 boys.

Pack 128, Glassell Park School PTA, Robert Noriega, 20 boys; Troop 128, Glassell Park School PTA, Merton Leach, 26 boys; Post 166, Van De Kamp Bakeries, Mel Evanson, 19 boys; Pack 300, Divine Saviour Holy Name Society, Raul Esquivel, 43 boys.

Troop 300, Divine Saviour Holy Name Society, Ike Villa, 50 boys; Pack 301, Latona Ave. School PTA, Robert Hoy, 27 boys; Troop 301, Latona Ave. School PTA, John Chapman, 15 boys; Post 301, Latona Ave. School PTA, John Scholl, 10 boys.

Pack 335, Hermon Free Methodist Church, Gerald Wickware, 40 boys; Troop 335, Hermon Free Methodist Church, Gordon Coutts, 36 boys; Post 335, Hermon Free Methodist Church, Ray Geer, 12 boys; Troop 370, Highland Park Ward LDS Church, Leo Mathjas, 18 boys.

Post 370, Highland Park Ward LDS Church, Carl Bollinger, 9 boys; Pack 399, Elysian Park Ward LDS Church, Jay Hull, 20 boys; Troop 399, Elysian Park Ward LDS Church, Max Martinez, 28 boys; Post 399, Elysian Park Ward LDS Church, Joe Christiansen, 11 boys.

Pack 508, Buchanan School PTA, L. C. Kemp, 53 boys; Troop 508, Grace Presbyterian Church, John Vawter, 26 boys; Post 508, Grace Presbyterian Church, Vic Sperry, 16 boys; Pack 509, Garvanza School PTA, Richard Stemm, 40 boys.

Troop 509, Garvanza Methodist Church, Jesse Moore, 11 boys; Post 509, Garvanza Methodist Church, Norman Willerup, 8 boys; Pack 522, Delevan Drive School PTA, Donald Manning, 37 boys; Pack 551, Mount Washington School PTA, Jack Masterman, 20 boys.

Troop 551, Mount Washington School PTA, Roy Bundick, 23 boys; Pack 564, Monte Vista School PTA, Reginald Watkins, 25 boys; Pack 566, St. Bernard's Catholic Church, Joe Schrantz, 29 boys; Troop 566, St. Bernard's Catholic Church, Albert Hardy, 23 boys.

Post 566, St. Bernard's Catholic Church, Victor Revetto, 7 boys; Pack 583, Garvanza Ward LDS Church, William Woolsey, 18 boys; Troop 583, Garvanza Ward LDS Church, Lorenzo Mozley, 16 boys.

Post 583, Garvanza Ward LDS Church, Bruford Reynolds, 9 boys; Pack 632, Mt. Washington Presbyterian Church, Dwane Barnhart, 28 boys; Pack 654, Toland Way School PTA, Robert Schofield, 43 boys.

The Foothill District, Los Angeles Area Council has a total of 90 Scout units. Highland Park, with over 50 units represents a major portion. There are presently registered approximately 1300 boys from 8 to 18 years of age. This number will expand to 1700 by the end of December. Looking back over the years one realizes that many units have been chartered for more than 20 years.



SO, NOW THEREFORE:

The undersigned deem it an honor and a privilege to add their names to the long roster of men who have been a part of the "history" of Highland Park and look forward with optimism to the even greater future ahead:

DeFOREST C. CUTLER
JOSEPH A. LAZARONI
MILLARD MIER
GLENN SIMPSON
ED P. HART
MALCOLM H. MACKEY
WESLEY J. MIERAS
J. M. SINCLAIR

CLAUDE A. WATSON

CELEBRATING 75 YEARS OF PROGRESS DIAMOND JUBILEE

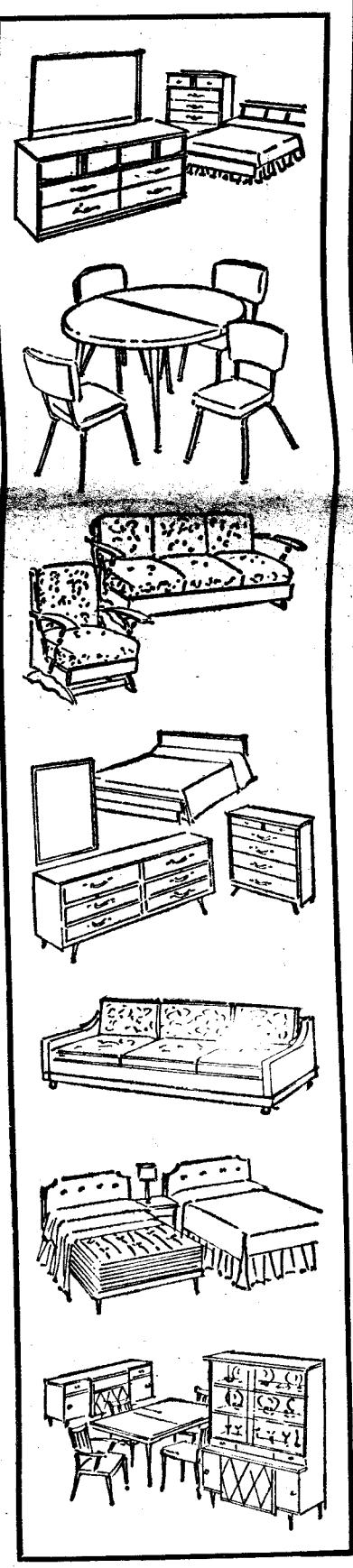
HF

Loves

HP

a twenty year Love Affair

With the Lew Glicks, father and son, it was love at first sight when they came to Highland Park to found and operate the Highland Furniture Company. The trim homes with their evidence of pride in home ownership, told them that the people would want—and demand—a home furnishing service of honest quality, honestly priced and honestly sold. Time has proven the idea was sound. Tims has brought Highland Furniture and its 30,000 customers together—close—in mutual confidence!



2 Generations of Fine Furniture Service

Two generations—and 30,000 customers—away from the day in 1943 when we opened our doors, the same policy that brought the Highland Furniture Company into being, continues to guide our business. Our policy, which places sales and profits secondary to the trust and confidence of our patrons, has set the pace of steady, satisfying growth. It is reflected in the careful selection of fine furniture and appliances; its success has brought us a volume of business that has enabled Highland Furniture to buy and to sell at the lowest possible prices, and to provide Highland Park with a "big town" inventory of fine furniture. Quality furniture from a select group of suppliers (many of these we have dealt with for years) . . . suppliers who stand back of every item they sell . . . a double guarantee for our customers! Double because we too, guarantee everything we sell!

HIGHLAND FURNITURE
CARRIES ITS OWN
CREDIT ACCOUNTS
TO SAVE YOU MONEY
TWO WAYS!

FREE DELIVERY

FREE PARKING
DIRECTLY BEHIND STORE!

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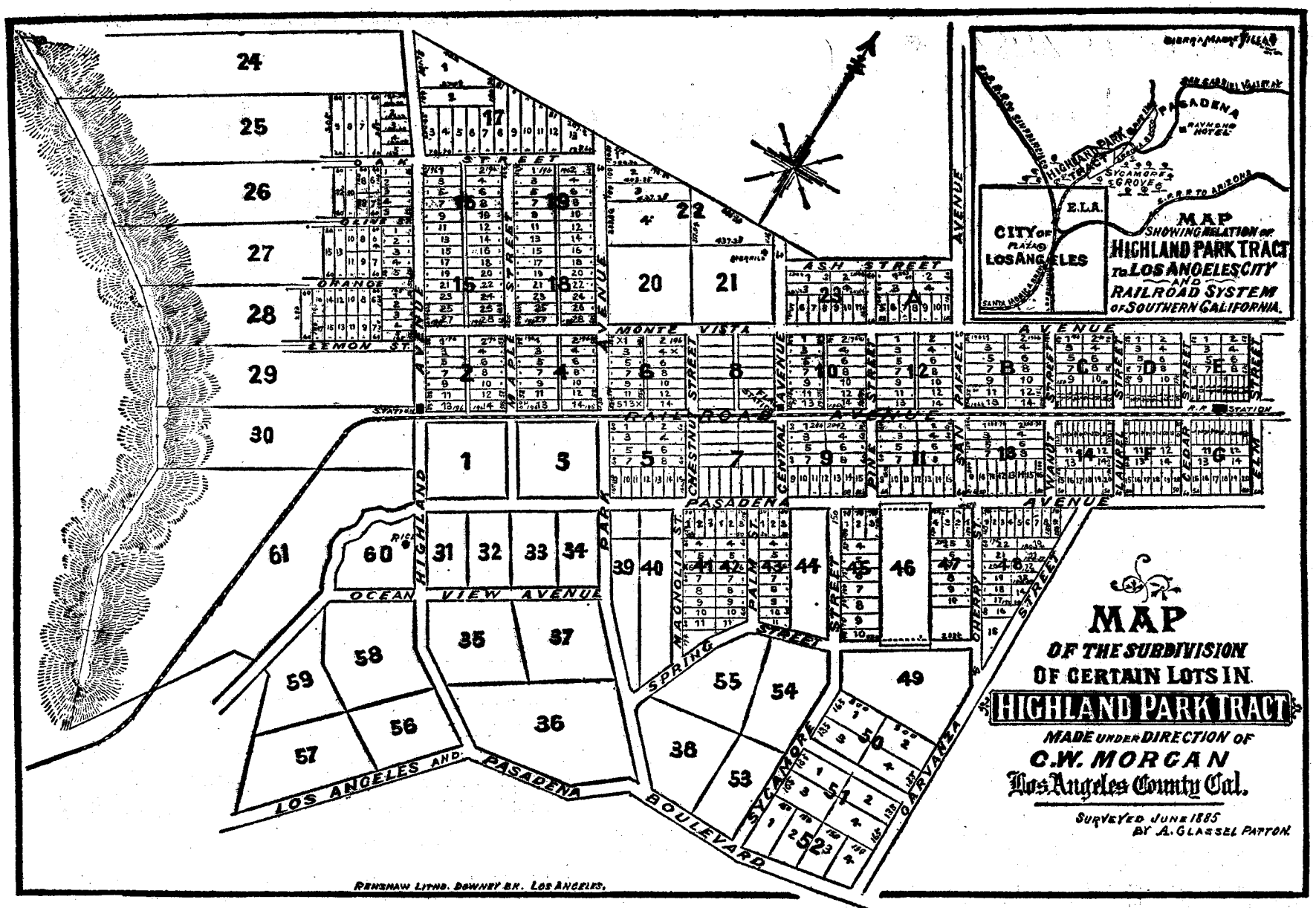


First Highland Park subdivision map—1885

Street names in Highland Park have changed considerably since C. W. Morgan made this first map of Highland Park tract. Only Monte Vista and Ash streets remain unchanged.

(Courtesy Millard Mier)

Colorful names once labeled local streets

Highland Park has undergone a lot of changes in the past 75 years, not the least of which is almost a complete change in the names of local streets.

The community's first subdivision, above, made under the direction of C. W. Morgan after a survey by A. Glassell Patton, illustrates street name changes. Following is a list of the "then and now" names of local streets, which readers can match above:

Pasadena Ave., changed to North Figueroa; Railroad Ave., changed to Marmion Way; Lemon St., changed to Monte Vista; Orange St., changed to Malta St.; Olive St., changed to Lynn St.; Oak St., changed to Granada St.; Garvanza St., changed to S. Ave. 57; Elm St., changed to N. Ave. 60; Cedar St., changed to N. Ave. 59; Laurel St., changed to N. Ave. 58; Walnut St., changed to N. Ave. 57; Cherry St., changed to S. Ave. 56; San Rafael Ave., changed to No. Ave. 56; Pine St., changed to N. Ave. 55; Sycamore St., changed to S. Ave. 54; Central Ave., changed to N. Ave. 54; Chestnut St., changed to Ave. 52; Maple St., changed to Ave. 51; Highland Ave., changed to Ave. 50; Ocean View Ave., changed to Echo St.; Spring St., changed to Longfellow St.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
SLEEPY-TIME
Bedding & Upholstery Co.
1963-1963

That's right! We're not a year old yet. In fact, we've only been in Northeast Los Angeles for one month.

Although here for only one month, we are happy to say that we have been met by the friendliest people anywhere in Los Angeles.

The residents of Highland Park have more than welcomed us—although total strangers—as though we were old-time friends.

Our location at 2148 W. Colorado Boulevard in Eagle Rock is so convenient.

In looking at the community when we arrived from the Green Mountains of Vermont, we could not help but see that this area has not only grown in the past, but will fast become one of the most active areas in Los Angeles.

Congratulations to Highland Park on its Diamond Jubilee. May you prosper for many more years.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
THOMPSON REALTY
1945-1963

More than a decade ago, 18 years to be exact, Martha and "Eugene" Thompson arrived in Highland Park from Denver, Colorado. They had moved "to escape the winters and the big snows."

Their reaction: "Yes, we plan on staying in California, right here in Highland Park, our choice of all places in the Golden State."

With this affection for the Highlands, it is no wonder that Martha J. Thompson and company have made such a success in the real estate business.

A very wise observation used as a slogan for the firm goes as follows: "Whether you rent, whether you buy . . . you pay for the home you occupy!"

Location: 203 North Avenue 64

MEMBER NORTHEAST REALTY BOARD
MULTIPLE LISTING SERVICE • NOTARY

DON CARLOS OF EL ALISAL

Charles Lummis--famous man of Highlands

By Wilfrid Dellquest

His friends often called him Don Carlos. Distinguished as author, explorer, archaeologist, mentor of artists and confidant of the great, Charles Fletcher Lummis was closely associated with the Highland Park section of Los Angeles. Presidents and princes, statesmen, poets, artists, actors, singers, musicians and scientists made pilgrimages to his home, "El Alisal," close by Arroyo Seco on E. Ave. 43. A fitting monument to his vision, the Southwest Museum perpetuates his memory from its hilltop above the valley.

HE WAS UNPREDICTABLE

Lummis was born in Lynn, Mass., on Mar. 1, 1859 and brought up in the New England traditions of scholarship and independence. He was a nonconformist. He was both an individual and an individualist. He delighted in reversing the rules, in doing the unexpected. Men of that breed often make reality out of dreams and stimulate the world by the originality of their minds.

The earliest attempt to educate little Charlie was discouraging. On the opening day of school, he rebelled against pedagogical discipline by crawling under a chair. Neither threats of whipping nor wiles of cajolery could bring him forth. Now, in order to teach a boy, the first thing is to catch him. Charles Lummis refused to be caught. His teacher called him ornery. His father, the Rev. Henry Lummis, regarded his conduct as an exhibition of determination and individuality, removed him from school to take personal charge of his education.

DAYS AT HARVARD

There was never any doubt about the boy's ability to read. He absorbed learning through the pores of his skull and made himself at home in the 4000-volume library of his father. He He celebrated his 10th birthday by reading the New Testament in Greek, and also — for good measure — in the Latin Vulgate. He entered Harvard with the class 1881, but left before graduation. Years later, Harvard presented him with an honorary degree.

Young Lummis helped to pay his way at Harvard by publishing a 12-page pamphlet of his poetry. He printed the tiny book on leaves made from birch bark. It was an endeavor that won him the friendship of Longfellow, Whittier, Holmes, Lowell and other giants of the Cambridge coterie.

It is well to remember that Charles Lummis was no intellectual stuff-shirt. He was an eager devotee of boxing, wrestling and poker; also a willing participant in sundry kinds of collegiate deviltries. Lummis asserted that the skill in boxing and wrestling learned at Harvard saved his life more than once during his western adventures.

DESTINATION: LA

There was a brief interval in Ohio where Lummis, following an abortive attempt at farming, became editor of the "Scioto Gazette." His future enthusiasm for archaeology began when he studied the mysteries of aboriginal mound builders of the Ohio Valley.

In 1884, Lummis made a decision that was to change the course of his life. He left Ohio for California. His destination was Los Angeles where he hoped to find employment on the newly founded "Times," then under he editorship of General Harrison Gray Otis.

The reasonable way for a migrant to get to California was to take the train. But Charles Fletcher Lummis seldom did things the ordinary way. He decided to walk! His tramp across the continent turned out to be one of the famous walks of history.

On Sept. 12, 1884, 26-year-old Charles Fletcher Lummis left Cincinnati on what he claimed was the longest walk for the pure pleasure on record.

He hiked a distance of 3507 miles along a leisurely and dangerous route, arriving at Los Angeles 143 days later. It was not only an historic pedestrian accomplishment, but raised the curtain on an amazing career that made him one of the great personalities of the West.

Lummis wrote "A Tramp Across the Continent," a vivid, fast-paced account of his great hike. His book was published in 1892, and 15 years later was still in print and widely read, an indication that it was one of the best-sellers of its time. To this day, it remains one of the most readable travel narratives in our literature.

He explains what led him to undertake the formidable walk: "I was after . . . life in the truer, broader, sweeter sense, the exhilarant joy of living outside the sorry fences of society, living with a perfect body and a wakened mind, a life where brain and brawn and leg and lung all rejoice and grow alert together. I am an American and felt ashamed to know so little of my own country as I did, and as most Americans do . . . Furthermore, I wished to remove from Ohio to California. So here was a chance to . . . learn more of the country and its people than railroad travel could ever teach; to have the physical joy which only the confirmed pedestrian knows; to have the mental awakening of new sights and experiences; and to get, in this enjoyable fashion, to my new home."

The long trip afoot may have been exhilirating; certainly it was packed with thrills. Lummis tells of encounters with robbers, cougars, venomous snakes and tarantulas. He describes his experiences with the Indians of New Mexico and Arizona. There were days of easy-going sunshine, and there were days of horror.

PLAYING WITH RATTLERS

Lummis had a fondness for teasing rattlesnakes. He tells of his strange fascination: "From boyhood I have had a curious affection for snakes—an attraction which invariably prompts me to play with them awhile before killing them . . . Even the scar of a rattlesnake bite on my forefinger and the memory of its torture, have not taught me better.

"I know of nothing more dreamily delicious than to tease a rattler with some stick or other object just long enough to keep those grim fangs from one's own flesh. . . . No one who has ever played with a rattlesnake can fully disbelieve the superstition that it fascinates its prey. I have felt it often — a sweet dreaminess which has tempted me to drop the stick and reach out my arms to that beautiful death. Unluckily for them, the field mouse and the rabbit have not a mulish man's will."

HOW TO SET A BROKEN ARM

Near the petrified forest of Arizona, Lummis fell off the edge of a 50-foot mesa and broke his arm. It was compound fracture with an end of the broken bone protruding through the flesh. He went about setting the broken bone with the fortitude of a hero of ancient Sparta:

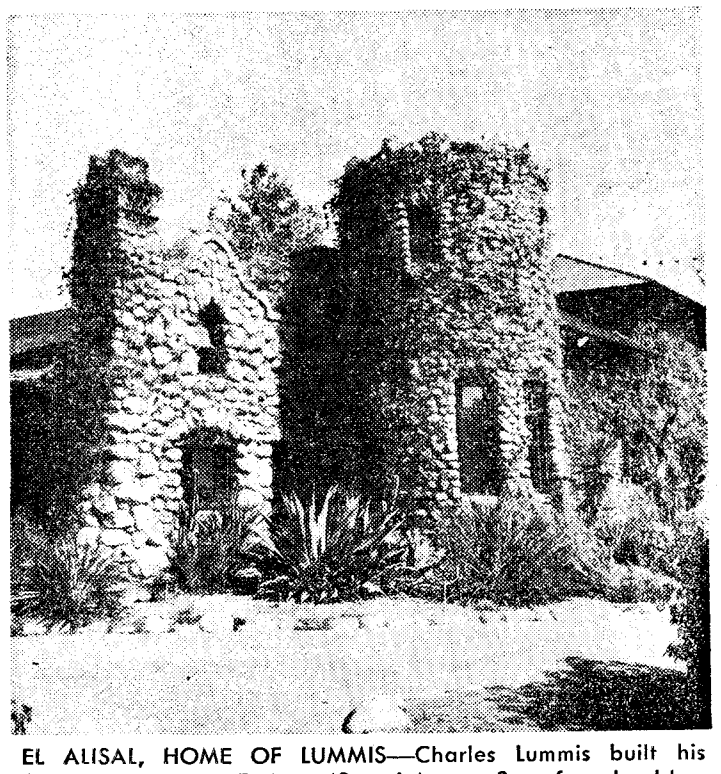
"Here was a bad job — an ugly fracture, and so far from any medical help that the arm would probably be past saving before I could get there. I placed the discolored hand between my feet and tried thus to tug the bone back into place; but flesh and blood could not stand it. Ah! The strap of my discarded canteen! It was very long and broad and strong leather —— just the thing! I gave it two flat turns around the wrists, and buckled it around a cedar tree. Beside the tree was a big squarish rock. Upon this I mounted, facing the tree; set my heels upon the very edge, clenched my teeth and eyes and fist, and threw myself backward very had. The agony, incomparably worse than

(Continued on Page 33)



Charles F. Lummis

Strumming a guitar was a relaxing pastime for the late Charles F. Lummis, distinguished Highland Park author, explorer, archaeologist, confidant of the great and co-founder of Southwest Museum.



EL ALISAL, HOME OF LUMMIS—Charles Lummis built his famous home near E. Ave. 43 and Arroyo Seco from boulders he hauled from river bed. Home is now a State Historical Monument.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud To Participate
SPORTSMEN'S DEN

Where are mountain trout jumping? . . . What lure will get them?

How do you charter a boat for ocean fishing? How about getting a deer with a bow and arrow?

These and all other questions pertaining to the great field of sports . . . can be answered by a man "who has been there." That fellow is John W. Orr, who for 20 years has been handling sporting equipment, and handling it himself right in the great outdoors.

John, a native of Highland Park, noting that the area was not served by a sporting goods store . . . and knowing the market, decided to establish himself. Since that time Orr has enjoyed a growth and reputation in the sporting goods business.

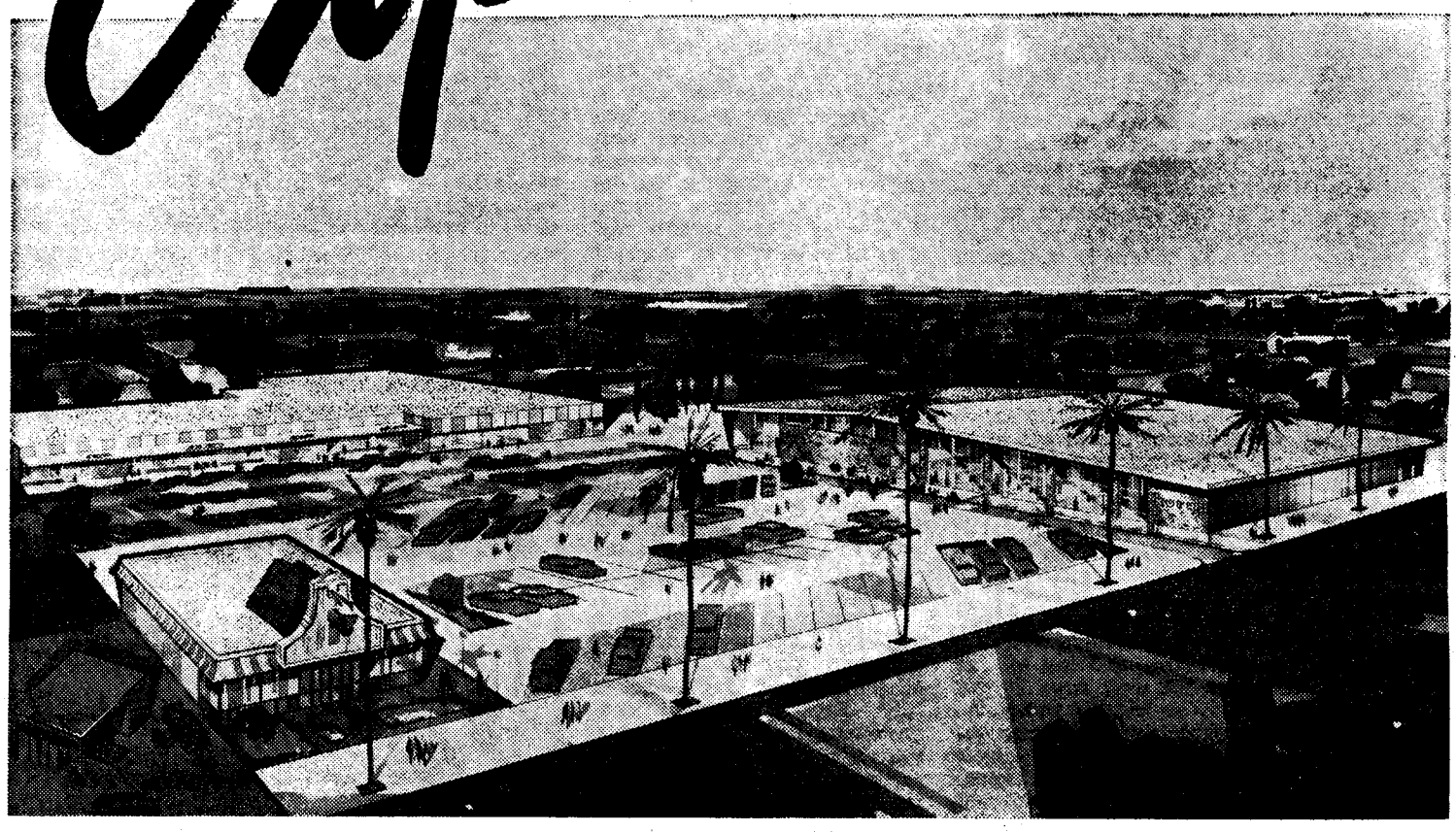
Located at 5011 York Boulevard and surrounded by a collection of guns and fishing tackle, etc., etc. that any outdoor man would envy . . . John welcomes any problem in his game.

Sportsmen's Den salutes Highland Park on its 75th Birthday!

kory's MARKETS

"A DREAM COME TRUE"

Expands



A New Modern

Shopping Center

Kory's prepares to match the excitement of the past with a golden promise for the future . . . In process of planning and construction today, is a complete, modern shopping center, a concentration of bright stores and fast moving merchandising firms. It will offer new conveniences — of complete selections, of spacious parking areas; and at its center will be a new KORY'S MARKET, the most modern, attractive, spacious and complete in Southern California. For Kory's it will be a dream come true . . . For Highland Park it will be a symbol of a new era of good living the future has in store for it.

YORK BLVD. AT FIGUEROA

WE NEVER CLOSE

DON CARLOS OF EL ALISAL

Lummis walked from Ohio to Highland Park

(Continued from Page 31)

the first, made me faint; but when I recovered consciousness the arm was straight and the fracture apparently set — as indeed it proved to be."

CITY OF ANGELS

On Feb. 1, 1885, Charles Fletcher Lummis arrived at Los Angeles. He had walked slightly over 3507 miles, had crossed eight states and territories along their greatest length. The next morning he reported for work as city editor of the Los Angeles Times.

The following year, Lummis was sent by General Harrison Gray Otis, owner of the Times, to cover the campaign then being waged by the savage Apaches in Arizona against the white settlers. He was there when the Apache revolt was ended by the capture of Geronimo by General Nelson Miles.

When Fletcher Lummis became city editor of Los Angeles Times he was still a young man who boasted of his perfect health. But he drove himself unmercifully, often working 22 hours a day. The gruelling pace would have quickly broken a weaker man.

Nature warned him repeatedly that the human body could not continue to take such punishment. He foolishly ignored the warnings. When friends advised caution, he told them he never felt better and that two hours sleep each night was sufficient for him.

WHEN TRAGEDY STRUCK

Tragedy struck the foolhardy editor when he suffered a paralytic stroke and collapsed on the floor of his office. He showed some improvement after three months in bed, then forced himself to get up and announced: "I will get well! I'll go to the wilderness and live outdoors until I am healed!" With his left arm dangling helplessly, he headed for the Old Santa Fe Trail in New Mexico where under blue skies of the great outdoors at the ranch of Amado Chaves he began a dogged and valiant fight to recover his health.

The last chapter of Lummis' book "The King of the Broncos," tells how he won and lost and won again against the darkest odds that ever faced a man. The fierce drive of his will power brought on his collapse. Now, it became his greatest weapon in the struggle to overcome his paralysis. There was never a livelier paralytic. He hunted and fished and rode horseback under the blazing New Mexico sun, until gradually strength came again to his tortured nerves and muscles.

Charlie Lummis did not burn the candle at both ends; he took the whole candle and threw it in the fire. Like a lamed eagle, he exerted himself digging for aboriginal relics in the buried cities of the desert. He had another stroke, and this time lost his speech. There followed another period of convalescence. Lummis was not discouraged. He smiled and waited until the day when his power of speech returned as suddenly as it had left.

HUMAN CRUCIFIXION

At his urging, Amado Chavez took Lummis to witness the secret Easter rites of the Penitentes, a small cult in the remoteness of the New Mexican desert, where frightful things happened. Like a noxious bloom of blood and madness, the practice of human sacrifice had been nurtured from some horror chamber of the Middle Ages. On Good Friday, for over three hundred years, the Penitente fanatics crucified a living human being.

Lummis was there with his camera, determined to be the first to photograph the amazing ceremony. The intrepid adventurer took his photographs, and paid dearly for his rashness. He was shot in the throat and face and carried the scars to his grave.

This incredible man recovered from a series of disasters that should nver have happened to one person in a single life time. In 1892, he joined the explorer Adolph Bandelier in an expedition to Peru and Bolivia for the American Museum of Natural History.

While there he discovered skulls that proved an astonishing fact. The skulls gave evidence that ancient Peruvians practiced brain surgery. They knew how to relieve brain pressure by trepanning. The skulls brought back by Lummis are now exhibited at the Southwest Museum in Highland Park.

BACK TO EDITING

In 1894, Charles Fletcher Lummis was selected to be the editor of a new magazine, "Land of Sunshine," later renamed "Out West." This valuable magazine not only encouraged the work of native authors but reprinted old Spanish documents and a translation of the diary of Junipero Serra. Ina Coolbirth, Joaquin Miller and Edwin Markham were among its contributors.

The Landmarks Club of California was founded by Lummis in 1893 for the purpose of preserving the old Spanish missions. Many of the Franciscan mission buildings had been long abandoned and were disappearing in heaps of rubble beneath sands and weeds. Through efforts of the crusading editor, the historic monuments of Spanish California were rescued from oblivion and restored.

TO MAKE BETTER INDIANS

Always the crusader, Lummis turned his zeal for justice to the Indians. He founded the Sequoia League and aided by President Theodore Roosevelt, induced Congress to appropriate $100,000 to purchase new lands for dispossessed Indians, helping them along the way to self-respect and self-sufficiency. He said: "The only way to make better Indians is by treating them better."

A new phase in his varied career began when he was appointed City Librarian of Los Angeles in 1905. He served in that office for five years, established administrative reforms and laid the groundwork for the splendid History Department that distinguishes this great library.

His intense interest in archaeology and Southwestern history reached its climax in 1907 with the founding of the Southwest Museum.

El Alisal, the famous stone home of Charles Fletcher Lummis, located at 200 E. Ave. 43 was not entirely finished until 11 years after his death. Lummis designed El Alisal and started building it in 1894. Although uncompleted he moved in in 1897. But the main attraction about El Alisal was Charles Lummis himself. His genius and striking personality made the stone residence a meeting place for many of the most famous people of the time.

Dinners, social occasions and brilliant conversational gatherings at El Alisal attracted noted writers, actors, singers, musicians, artists and statesmen. Sparkling wit, brave tales, reminiscences the songs and music of hacienda days, vibrated through the stone walls of El Alisal. If the conversations of host Lummis and his distinguished guests had been written down, the record would rival the "Autocrat of the Breakfast Table" of Dr. Oliver Wendell Holmes.

Visitors to El Alisal include Theodore Roosevelt, Blasco Ibanez, Helen Modjeska, Will Rogers, William Lyon Phelps, John Burroughs, William Allen White, princes and counts from Europe and many other renowned representatives of the arts and sciences.

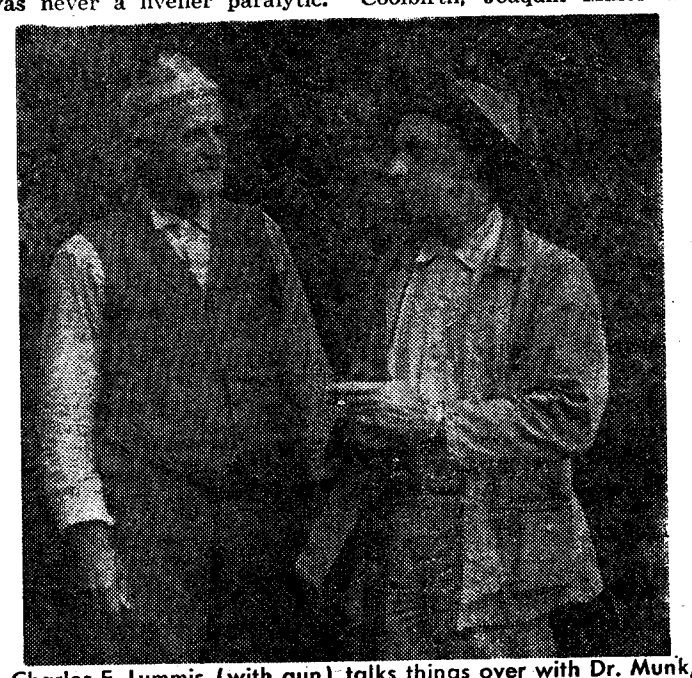
STATE MONUMENTS

When he was 50 years old, Lummis presented El Alisal to the Southwest Museum. In 1944, the historic landmark was taken over by the state of California and designated as a state monument by the legislature. It is now administered by the Charles Fletcher Lummis Memorial Association.

Charles Fletcher Lummis was once asked to name his greatest achievements. He replied: "My founding the Southwest Museum, building El Alisal, saving four missions, studying and recording Spanish America." To these might be added the driving determination and power of will that overcame handicaps and misfortunes.



HONORED BY KING—Charles Lummis is shown in this 1916 photo wearing Order of Isabella La Catolica medal presented to him by the King of Spain through the Duke of Alba. The honor was given him for his research work in Spain and America. (Courtesy Dudley Gordon)



Charles F. Lummis (with gun) talks things over with Dr. Munk, donor of the Arizona collection to the Southwest Museum. (Photo courtesy Southwest Musteum)

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
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DOLLY-MADISON'S
1939-1963

Back some years ago, Joe and Augusta Lobel were "in millinery" with many outlets in Southern California . . . one of which was in the 5600 block on North Figueroa. The Lobels liked the town and came back in 1939, adding a line of dresses and settling down to business under the name of Dolly-Madison's.

Since that time the firm has enjoyed a continual growth based on loyal customers who referred their friends to this enterprising store.

Joe Lobel's knowledge of style trends, his personal contact with manufacturers and his flair for merchandising has made Dolly-Madison's a by-word for dresses and sportswear.

The Dolly-Madison advertising account was for many years under the personal supervision of Oliver B. Jaynes, publisher of the News-Herald back in the '40's.

The Lobels proudly salute "their town" in the Diamond Jubilee year 1963!

5621 North Figueroa

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DOFF THEIR HATS TO HIGHLAND PARK on its DIAMOND JUBILEE!

75 YEARS OF PROGRESS



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Carroll B. Cone, treasurer and director. Owner Air Compressor Exchange Co.



Ernie Oates, director. Founder of the Ernie Oates Automotive Centers.



Robert L. Giacopuzzi, secretary and director; a member of Giacopuzzi & Co. Insurance brokers.



George E. Brown Jr., vice president and director. Congressman, 29th district.



Stephen L. Melnyk, director. Realtor, CPM; owner, Melnyk Property Management Co.

Monarch is a comparative newcomer to communities of Northeast Los Angeles, but it is an authentic product of pioneering spirit that shaped the destiny of Highland Park. The men who conceived and founded and are operating MONARCH are among the civic leaders who h a v e dedicated their lives to the growth and prosperity of the community. It follows as a matter of course t h a t MONARCH, as a HOMETOWN community institution, is concentrating its resources and its services to the continuing progress and prosperity of Highland Park and other communities of Northeast Los Angeles. That's the R e a s o n We Say, You Get the Highest Earnings AND MORE when you put your money in Monarch!

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HIGHLAND PARK LANDMARK

Famed SW Museum opened in '14

By FRANK WHITAKER

In Spanish, "Manana Flor De Sus Ayeres" means "tomorrow is the flower of its yesterday." With this motto the Southwest Museum set out 58 years ago to preserve for the world those rich cultural treasures that shaped the destiny of California and the greater Southwest territories. How well it has done the job can be witnessed today in thousands of displays in the museum's hilltop home overlooking the Arroyo Seco and Sycamore Park.

It was mid-afternoon on Dec. 31, 1907 when California State Secretary C. F. Curry sent a telegram to Charles F. Lummis of Los Angeles, which read: "Southwest Museum Filed This Date Certificate Issued."

FIRST OFFICERS

Three days later a small group of dedicated residents met to elect officers to fulfill their dream — "the founding, erecting and maintaining of a free public museum of science, history and art, for the benefit of the people of Los Angeles and the Southwest," as expressed in the museum's first articles of incorporation. Those first elected leaders were: Lt. General Adna R. Chaffee, president; Joseph Scott and Mrs. Clara B. Burdette, vice presidents; Charles F. Lummis, secretary; and W. C. Patterson, treasurer. Museum directors included Chaffee, Scott, Burdette, Lummis, William Lacy, Mary E. Foy, and Maurice H. Newmark.

Incorporation of the Southwest Museum was the fruition of four years work by its predecessor organization, the Southwest Society founded by the dynamic Lummis, a picturesque crusader for the Southwest and everything Southwestern. A man of enthusiasm and vast energy, he had started the Southwest Society in 1903 as a branch of the Archeological Institute of America.

RAPID GROWTH

Under Lummis' direction the Society grew rapidly. It assembled and transcribed 450 old folk songs of California and The Southwest. It bought the Palmer-Campbell Collection of California archeological material (largely tools and vesses of the Gabrieina Indians) and the Caballeria Collection of California mission books and paintings. Its meetings were held in Lummis' Arroyo Seco home on Ave. 43 and in the Pacific Electric Building in Los Angeles where its collections came to be housed. In these four years incorporation plans were worked out in detail.

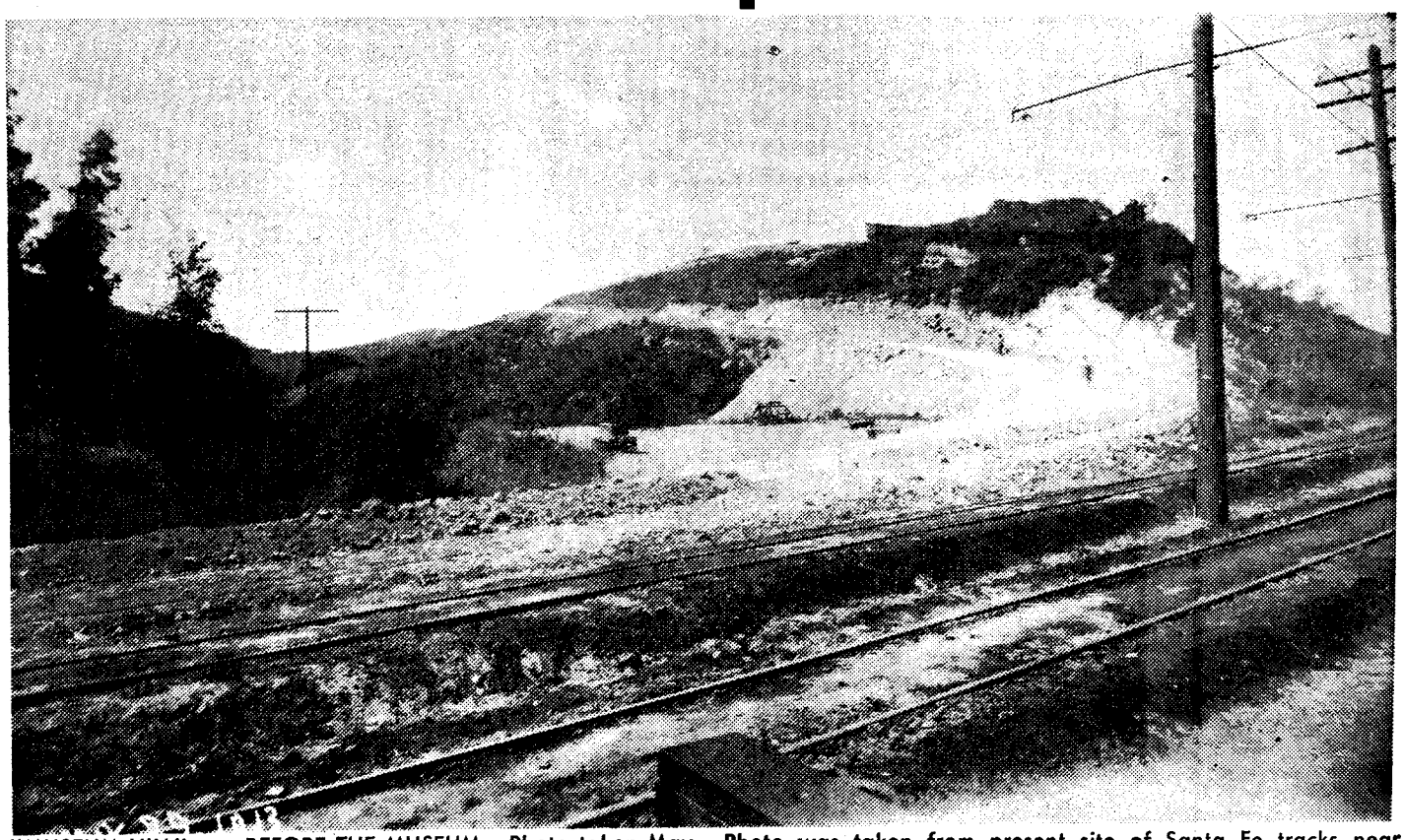
Lummis then announced to members who met Dec. 14, 1907 that "the scientifically most valuable collection west of St. Louis" had been acquired by the Society, with an obligation to turn the collection over to the about-to-be-born Southwest Museum. At the same time, Lummis announced that the Society had secured a site of "38.69 acres which is believed to be the most beautiful location in this country."

HILLTOP HOME

The site was a spectacular Highland Park hill-top, in Lummis' mind, another Acropolis. He followed the Greek tradition which calls for monuments to be built on hill-tops rather than on flat lands. Climbing to the top of the hill, Lummis could see the San Gabriel Mountains looming to the north, the L.A. River turning out of the San Fernando Valley, encircling mountains, and far off, the Pacific Ocean.

The purchase of this site, chosen by Lummis and in sight of his own home, El Alisal, was made possible by Henry W. O'Melveny, a distinguished Los Angeles attorney who raised the money (part of which he advanced himself) and who interested wealthy persons in backing the Museum.

Nearly five years elapsed between incorporation and the ceremony of ground-breaking, but these were years of progress toward a main goal. During that period, the museum collections had been given free quarters in the Hamburger Building (May Co.) at 8th and Broadway; Hector Alliott took over as curator upon Dr. Palmer's resignation; and on Feb. 28, 1910 the important Munk Library of Arizona was transferred to the museum, and Lummis gave his valuable historical library and collections which had been gathered during 25 years of hard work.



"MUSEUM HILL" . . . BEFORE THE MUSEUM—Photo taken May 29, 1913 shows road up "Museum Hill" as construction was getting under way on foundation of famed Southwest Museum. Photo was taken from present site of Santa Fe tracks near Marmion Way and Museum Drive. (Courtesy SW Museum)

BREAK GROUND

By 1912, the year of groundbreaking, O'Melveny had raised the balance of the $50,000 needed to buy the hilltop site, and a matching bequest of $50,000 from Carrie M. Jones was added for the museum's first building. A silver shovel turned the first dirt for the new building at 2 p.m. on Saturday, Nov. 16, 1912.

President Chaffee resigned soon after ground-breaking, and Dr. Norman Bridge took over as president. He and his wife found the museum an ideal outlet for their enthusiasm and they became both administrator and benefactor for the young museum.

Twenty months later, it was finished. On July 26, 1914, the collections of the Southwest Museum were taken from the Hamburger building and hauled up Museum Hill to be lodged in new quarters. Possession that day was taken of "the grounds, building and a staggering debt," to quote then curator Alliot. He was referring to unforseen building costs that ran construction of the new museum to $80,000, which was $30,000 more than the building fund bequest. It took many years of tight budgeting to pay off the debt.

OPEN TO PUBLIC

Without fanfare or ceremony, the Southwest Museum opened its doors to the public on Monday, Aug. 3, 1914—beginning a unique service to those who would see the great Southwest territories as reflected in many fine collections, a service that still continues more than half a century later.

Dr. Mark R. Harrington, who has been with the museum almost since its beginning, today is curator of the vast collections housed at 234 Museum Drive. It is he, more than anyone else, who has done the museum's most important field work. A hard-working and thorough scientist, Dr. Harrington, now 81, came to the Southwest Museum in 1928 with a background in anthropology and important experience with the American Museum of Natural History, the Peabody Museum of Harvard, the University of Pennsylvania Museum and the Heye Foundation's Museum of the American Indian.

While Dr. Harrington was still with the Museum of the American Indian he had found prehistoric pueblo remains—the "Lost City"—in Moapa Valley, Nevada, 1924. In 1929 and 1930, representing the Southwest Museum, he and his assistant, Irwin Hayden, made other expeditions to Moapa Valley where they discovered and mapped 77 ancient sites.

GREATEST DISCOVERY

But Dr. Harrington, sitting this week in his curio-cluttered office examining newly-acquired treasures, remembers his greatest find and his greatest thrill, in a Nevada cave. For the objects dug up by Harrington in a Nevada Gypsum Cave, proved that man had lived at the same time as the now extinct ground sloth and the pre-his-

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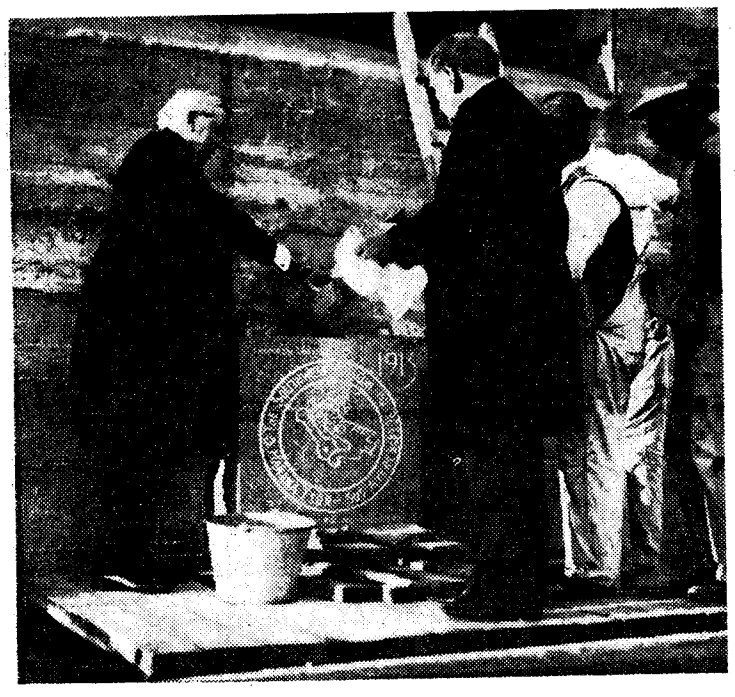
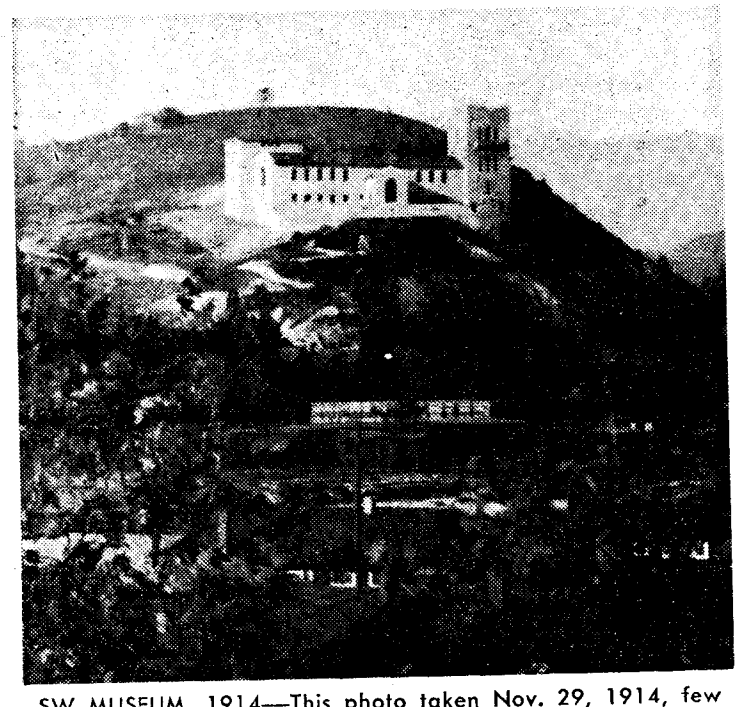


LAYING CORNERSTONE for Southwest Museum in 1913 were Bishop Conaty (left) and General Chaffee. (Courtesy SW Museum)



SW MUSEUM, 1914—This photo taken Nov. 29, 1914, few months after opening of Southwest Museum, shows the famous cultural center which has been visited by millions of people in past 49 years. (Courtesy SW Museum)



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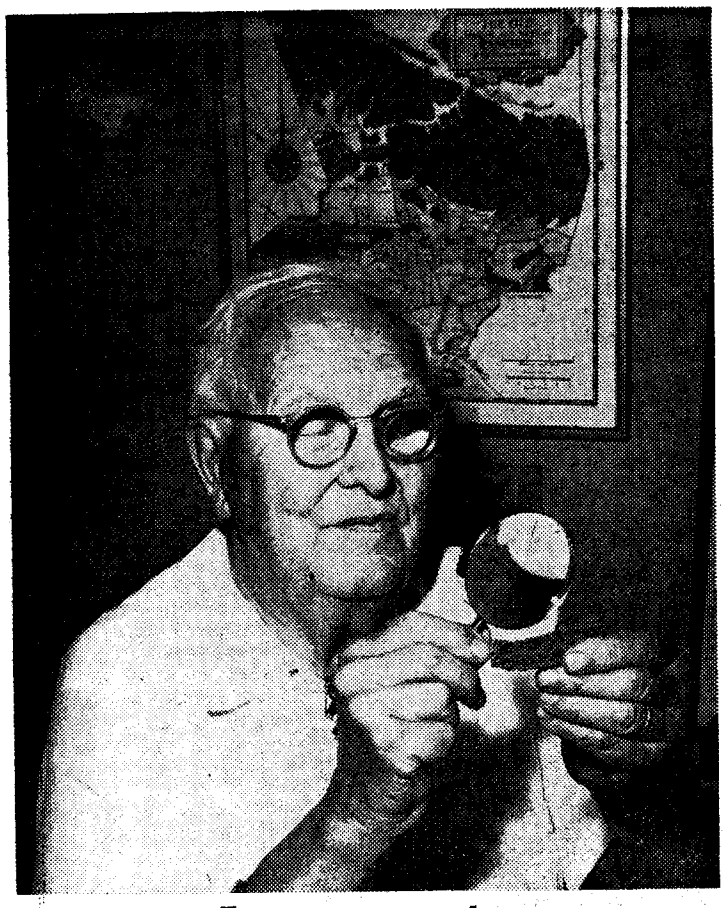


Famous curator

Dr. Mark R. Harrington, famous curator for the Southwest Museum since 1928, examines fossilized piece of pottery donated by the DuShane family. Dr. Harrington has led a number of important expeditions for the Museum.

Thousands visit local SW Museum annually

(Continued from Page 35)

toric horse and camel.

"It was a wonderful feeling, that discovery," Dr. Harrington reminisces. "When we started digging, we found in the upper layers Payute Indian, then Pueblo material, then old stuff, extinct ground sloth and other extinct animals, and on down crude implements made by man."

Dr. Harrington said he found points of darts that had been used before the invention of the bow and arrow. "At least 10,000 years old," Dr. Harrington points out. "They were found among bones of the sloth. And since it was a very dry cave, we found some hair and claws of the sloth that had been pretty well preserved."

OTHER WORK

Other important work was done at Borax Lake and Little Lake, California, showing the area to have been well peopled thousands of years ago. Astonishing results came from the museum-sponsored expeditions to Tule Springs, Nevada, where Dr. Harrington and his associates unearthed ancient campfire refuse that established the man-occupied site to be almost 30,000 years old. This discovery doubled the then known age of man in America, and helped win for Dr. Harrington national honors and in 1956 an honorary degree of Doctor of Humanities from Occidental College in recognition of his years of work in the fields of anthropology and archaeology.

Other men of importance have nursed the museum toward its present status in the fields of archaeology, ethnology, history and aboriginal American art, and many important historical dates tell of its striving toward full maturity:

1903—Founding of the Southwest Society, forerunner of the Southwest Museum.

1907—Incorporation of the Southwest Museum.

1909 — Hector Alliot takes over as curator.

1910 — Acquisition of the Munk Library of Arizoniana, and the Charles F. Lummis historical library and collections.

1912 — Ground-breaking for new building in Highland Park.

1912—President Chaffee resigns, Dr. Norman Bridge takes over.

1914—Treasures are moved into the completed museum. Museum opened to public.

1917—Hector Alliott becomes Director of the Museum.

1920—Build a tunnel and elevator to carry visitors to the hilltop museum.

1925—Receive deed to Casa de Adobe, 4605 N. Figueroa.

1932—Frederick W. Hodge takes over as director to put "new life" into museum activities, a post he held for 23 years.

1955—Dr. Carl S. Dentzel elected acting director and became director upon the retirement of Dr. Hodge.

1957—Golden Anniversary celebration.

MUSEUM TODAY

This week, October 1963, Dr. Harrington sat in his office going over the museum's latest acquisition, hundreds of items donated by Mr. and Mrs. Joseph DuShane of Whittier, California.

"Most of them are unidentified and unlabeled," Dr. Harrington pointed out as he scanned the pieces with a magnifying glass, "but collections like this one are what keeps us moving ahead. For a museum is never complete; we keep searching and discovering new things."

A visitor to the Southwest Museum is immediately aware of this excitement in the thousands of exhibits throughout the building—everything from an Indian arrowhead to the petrified and preserved body of a woman in a cave. Dr. Harrington said that only about 20 percent of the museum's possessions are on display at any one time, since there are so many of them.

Highland Park Reservoir

Water, water everywhere

A strange-looking row of wooden corrugations directly behind Luther Burbank Junior High School has been the subject of much curiosity over the years here, with many visitors and residents alike wondering about its function.

Giving the appearance of a buckled hardwood floor, it is actually a roof covering more than 20,000,000 gallons of water at Ave. 63 and Crescent Sts.

Highland Reservoir and the adjacent Garvanza Pumping Station is the source of most water distributed in the northeast and east area of Los Angeles by the city's Department of Water and Power.

BUILT IN 1889

The Garvanza water system was built in 1889 by a man named Rogers and at the time was only the third pumping system in the City of Los Angeles.

An "ancient" water wheel in the Los Angeles River was the first and a system from Buena Vista Reservoir in Elysian Park to the old Plaza downtown was the second.

The Garvanza pumping system, including the Highland Reservoir, was purchased by the Los Angeles Water Works Co., an independent corporation and later leased and bought by the city.

Those were the days when North Figueroa St. was known as Grasshopper Ave. and Ave. 63 was named Latrobe.

In 1902, Buena Vista and Highland pumps supplied the entire pumping area of Los Angeles, using 337 miles of pipelines to accommodate 23,180 services for the population of 120,000.

Today, the same pumps would last only 19 minutes, with more than 5400 miles of pipelines to 561,000 services for more than 2,000,000 persons.

With the Buena Vista plant now abandoned, Highland Reservoir is the oldest in the city still in use.

FIRST WATER METER

The first water meter in Los Angeles was installed in the Highland Park area on Aug. 16, 1889, by Charles Stein's Winery.

The source of most of the water for the reservoir at that time was the Los Angeles River and a series of natural wells near Ave. 45 and York Blvd., where Sparklett's Company now stands.

Today most of the water for the Highland Reservoir comes from the Hollywood Reservoir, which gets its water from the Owens River Aqueduct, the Metropolitan Water District in Eagle Rock and Silver Lake.

Capacity of the Garvanza Station is 20,536,000 gallons, although it was originally designed to hold 19,979,245 gallons.

Los Angeles water rights were actually established two years before the city was founded.

L. A. RIVER DISCOVERED

The Los Angeles River was discovered on Aug. 2, 1769 by a Spaniard named Gasper de Portola. He named it Rio Porciuncula.

King Carlos III of Spain decided a few years later to establish a buffer colony between the Spanish villages of San Diego and Monterey, proclaiming that all water from the Rio Porciuncula would belong to the people of that village.

And, on Sept. 4, 1781, 11 families from San Diego marched northward to what is now called the Plaza near Union Station and named their community El Pueblo de Nuesta Senora La Renia de Los Angeles.

Forty-three letters were in the name of a village containing only 144 residents.

Highland Park is now part of that "village" and a portion of its colorful history is reflected in the cool stillness under that strange-looking row of wooden corrugations at Ave. 63 and Crescent Sts.

First Snowfall?

It was Jan. 15, '32

It measured hardly more than an inch and it vanished soon after the sun came up, but Highland Park residents were still writing letters back east and up north about the "big" storm.

It began just before daylight on Jan. 15, 1932 — and it continued for the better part of an hour, covering the Highland Park area and all Los Angeles with a heavy mantle of whiteness.

REAL SNOW

And it was the first REAL snowstorm Highland Park ever had, according to the late Robert H. Lindsay of 6425 Elgin St., who had lived here since 1885.

Likewise, as of 1932, it was the first and only snowstorm recorded in the 54 years' history of the Los Angeles weather bureau, which Lindsay operated.

There had been freak flurries, hail and mixtures of snow and rain in times past, but nothing like the 1932 spectacle.

The kids had the time of their lives. It was the first time many of them had seen snow falling or been close enough to touch it and romp in it, and so there was a brief but delicious hour of sliding and snowball fighting before the school bell rang.

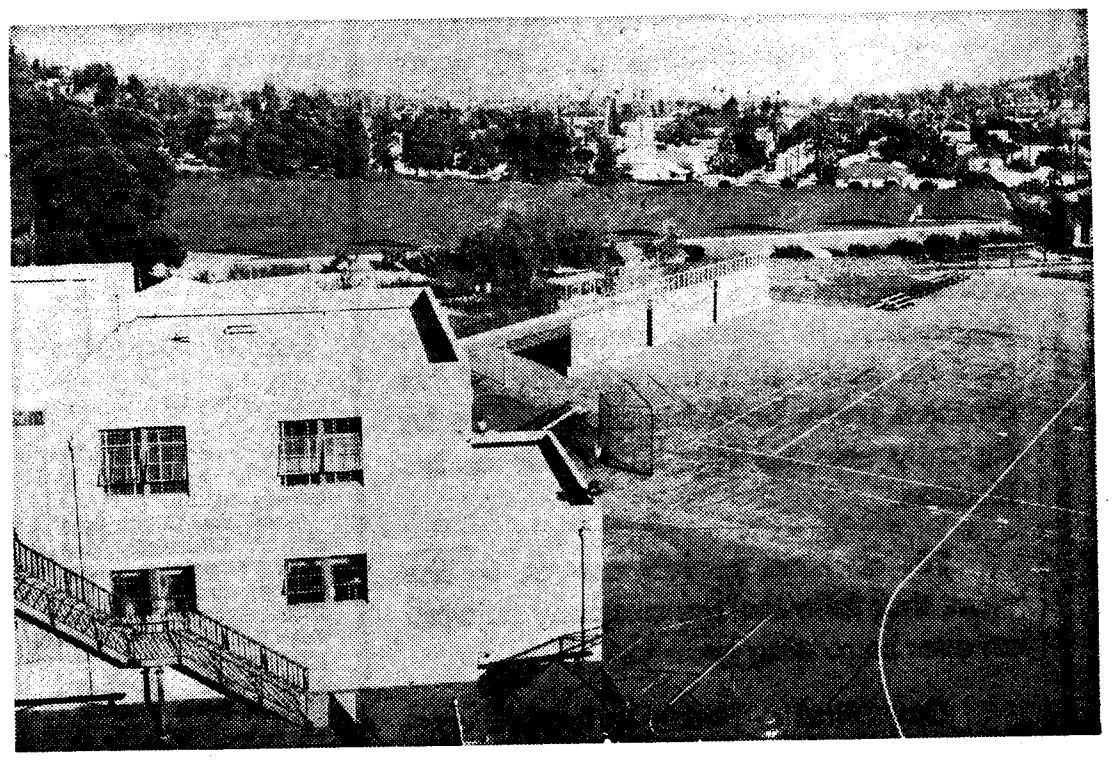
PRETTY SIGHT

Grown-ups, looking out of bedroom windows with almost unbelieving eyes, found their thoughts carried swiftly back to other days and other homes.

Early risers were, for the first time on record, properly appreciative of the value of alarm clocks. To early risers only was accorded the opportunity of seeing the flakes falling and piling up in fluffy white heaps on lawns and housetops just as day was dawning.

But nature was good enough to keep the stage set until well along toward noon so that everybody could see it. Then Old Sol came sneaking out from behind a cloud, blew a warm breath earthward, and, presto! it was gone.

Outside of breaking a few branches from trees, frosting windshields and causing several minor traffic mishaps, the snow did no damage. So far as crops are concerned, it was beneficial.



WATER UNDER THE ROOF—That ribbling row of wooden roofs just behind the athletic field at Burbank Junior High covers millions of gallons of water in Highland Park Reservoir.

HP Breakfast Optimist Club begins in 1957

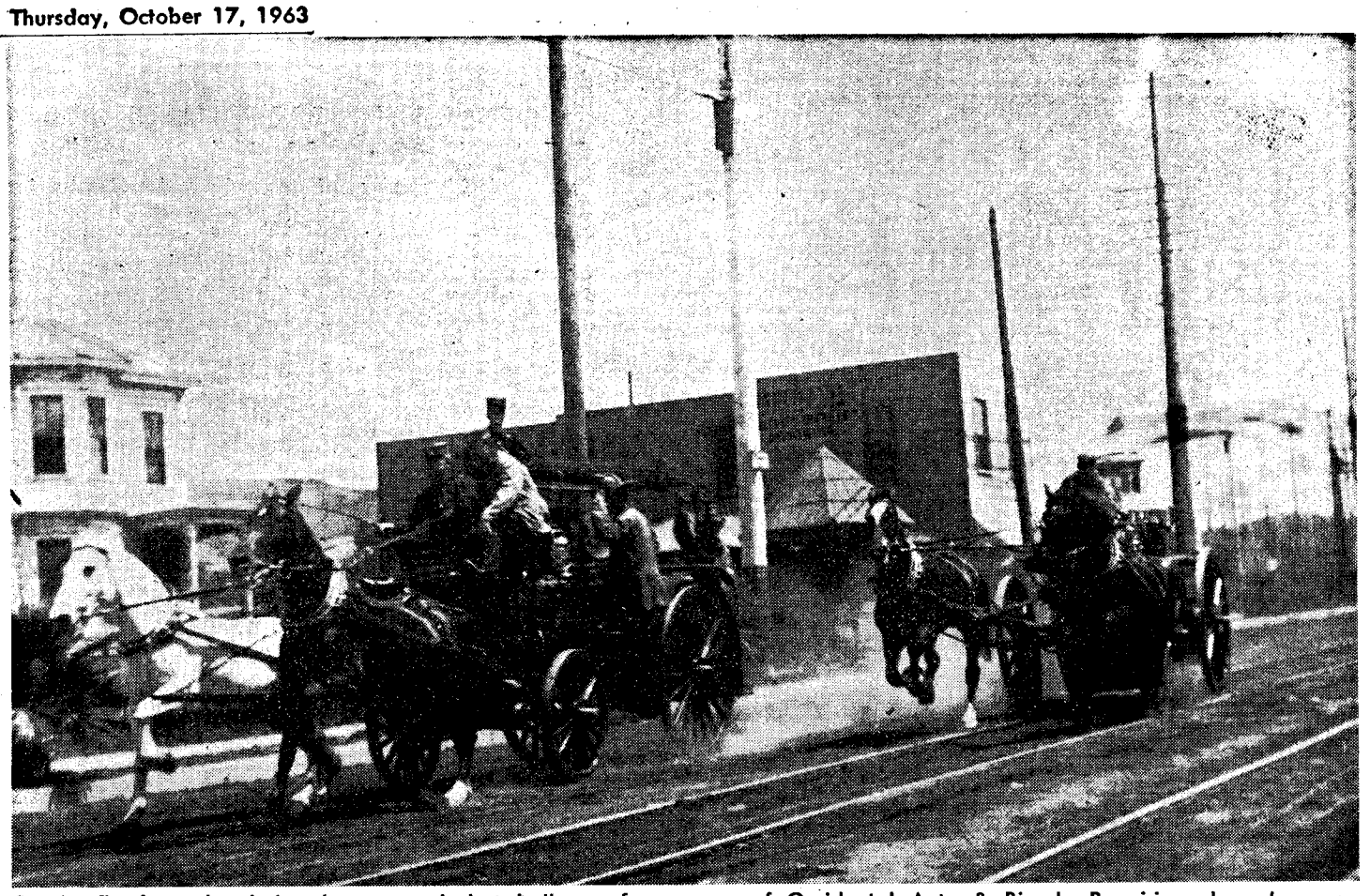
The Breakfast Optimist Club of Highland Park came into being through the efforts of the Highland Park Optimist Club in the month of June, 1957. When still a fledgling organization it suffered the loss of its first president, Michael Harrigan. He was succeeded in mid-term by Peter J. Cavalieri who succeeded in turn the following year to the Lt. Governor's chair in Zone 9.

The second year president was Lou Innerarity who was followed in turn by Joseph Madron, Joseph Hoover, Don Page, Charles Ellis and the current leader Charles Sovjak. Ellis is the club's Honorary Mayor of Highland Park candidate in the current campaign.

'MAYOR' CAMPAIGN

The Breakfast Optimists originated the Honorary Mayor campaign locally and saw William H. (Bill) Marshall elected as the first "mayor." Other mayors in order were Sam Bua, Joe Rose and now Ray Sneath.

The club sponsors an active and full time Junior Optimist Club in addition to a variety of other projects that are related directly to youth work in this community. Their distaff club, the Breakfast Opti-Mrs. of Highland Park, is led this year by Jeannette Merrill.



Sparks fly from thundering hooves and dust boils up from steel-wood wheels as Highland Park's first fire company clang-clangs down North Figueroa Street on its way to a big blaze back in 1903. Gravel from unpaved street is hurled up to doorway of Occidental Auto & Bicycle Repairing shop (square building in center). For a boy in those days, half the fun was getting to the fire!

'Fire!' brought a thunder of hooves

One second-size Amoskeag steam fire engine; one hose cart with jump seat carrying 1000 feet of 2½ inch hose; one white horse to draw the hose cart, and two black horses to draw the engine.

If you haven't guessed it by now, that was the total equipment of Engine Company No. 12 at 5921 Pasadena Ave. (N. Figueroa) in November of 1903 —just 60 short years ago!

Of course it's quite a contrast with the present equipment of two-piece triple engine and pump combination consisting of 1960 Crown Engine and a 1956 Seagrave Pumper; a 1953 Seagrave Aerial Ladder Truck; a 1949 GMC Squad; and a 1962 Dodge pick-up truck.

The first station was located on lot 19 in the G block of the Ralph Rogers Subdivision, and was a two-story brick structure erected in September of 1901 at a cost of $6,550.

A new station was later built in 1948 covering 5637 square feet. Total cost of the new structure was $155,936.77. A parking lot was also purchased in 1960 for the use of equipment and fire station personnel.

The entire roster of Engine Co. No. 12 in 1903 consisted of John G. Todd, captain; F. Engelke, engineer first-class; R. L. Rector, engine driver; James L. Todd, wagon driver; E. A. Johnson, hoseman; and J. M. Magnone, hoseman.

Expenses to run the station in 1903 were totaled at $8102.05 — $7,020 for salaries, and $1082.05 for building and horse expenses. It might also be noted that the original steam fire engine was made of all brass, and not nickel!

Local lawmakers

Highland Park residents are represented by seven local lawmakers: two congressmen, two assemblymen, one state senator, one city councilman, and one county supervisor.

They are Cogressman Glenard P. Lipscomb, Republican, 24th District, Congressman George Brown Jr., Democrat, 29th District; Assemblyman John L. E. "Bud" Collier, Republican, 54th District; Democrat George Danielson, 48th District, State Senator Thomas M. Rees, Democrat, 38th District; and so-called non-partisan office holders, Councilman John C. Holland, 14th District, and Supervisor Ernest Debs, 3rd District.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
OXY BLIND & SHADE
1926-1963

37 years in this area . . . 37 years in the present location. This proven "stability" means but one important thing . . . that is, customer satisfaction.

Here at Oxy Blind & Shade we have made quality at a fair price our dedicated purpose. R. B. Gorento states that years ago he noted that the majority of his business came from this area . . . so he logically selected Highland Park as his location.

His decision proved correct. In the years that followed the company enjoyed an ever increasing growth.

Oxy Blind & Shade is located conveniently at 4435 York Boulevard.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
MEDA C. SHULTZ
1958-1963

Although but five years in the real estate business in this area, Meda C. Shultz is virtually one of the "pioneers" having lived in "our home town" for some eighteen years. She foresaw the potential and growth possibilities of Highland Park . . . now in full acceleration.

To quote Meda Shultz:

Reared and educated in Penna., it was easy to exchange the rigors of the Eastern winters for the balmy climate of Southern California. Five years in our present location we look forward to continued growth in this progressive community. To serve you better our staff now numbers five: Elsie M. Crook, James L. Cullen, Mattie E. Hagar, Nina B. Hernandez and Meda S. Shultz (broker).

The entire staff salutes Highland Park as it now observes the Diamond Jubilee Birthday . . . its 75th!

Paper mirrors growth of Highland Park

The Highland Park News-Herald & Journal, nucleus of a newspaper organization that today circulates more than 100,000 newspapers a week to homes throughout Northeast Los Angeles, is now in its fifty-eighth year of service to its community. Today it observes a span of fateful years that make it the oldest community newspaper in Los Angeles.

Founded by real estate dealer S. A. Wheaten in June of 1905, the Herald, as it was called, made its debut in a community of less than 1000 people, unpaved streets and cultivated fields.

Highland Park's business center in 1905 was tied together by Reed and Manker's livery stable in the 5800 block on Pasadena Ave., a small wooden post office on N. Ave. 57, and a small grocery store at Ave. 57. and Pasadena Ave. The York Blvd. of that era laid claim to the dubious title of "Poverty Flats."

PAMPHLET SIZE

Wheaton's small pamphlet-size issue was printed in a patent side foundry in downtown Los Angeles during the first nine months of its infancy. Wheaton's publishing chores came to an end on March 3, 1906, when he sold to Charles H. Randall, a native of Deadwood, South Dakota, for $100.

Randall added the muscle of previous newspaper experience to the little sheet and placed the Herald at the forefront of community improvement projects during his eight years at the helm. He enlarged the paper to a four-page, six-column tabloid.

Randall was a fiery campaigner for prohibition and the front pages of the early issues were loaded with editorials against the perils of a "demon rum." Randall didn't confine all of his work to "the drys" however, he spearheaded a campaign against efforts to make Occidental College a "men only" institution, was successful in having the New York Blvd. changed to York Blvd., and successfully fought for the paving of Pasadena Ave.

Pasadena Ave. was the first section of any paved street east of the Los Angeles river. The Herald's support of the project lost Randall a few subscribers — several who had to pay assessments for the work —but eliminated the choking dust that travellers had been forced to endure as they wheeled their flivvers or buggies to and from downtown.

DOOR ALWAYS OPEN

Randall set up shop for the Herald at 5811 Pasadena Ave. and in 1907 enlarged the paper to standard newspaper page size. Two years later, as the paper grew with the community, the Herald moved to 5711 Pasadena Ave., where Randall invited the public to "come in and make yourself at home The latch string is not only out, but the door has been taken down and the hinges thrown away."

At the end of the Herald's first five years, Randall noted in an editorial that during the same period the population west of Monte Vista Street had grown to such an extent that it outnumbered the residents between Monte Vista and the Arroyo.

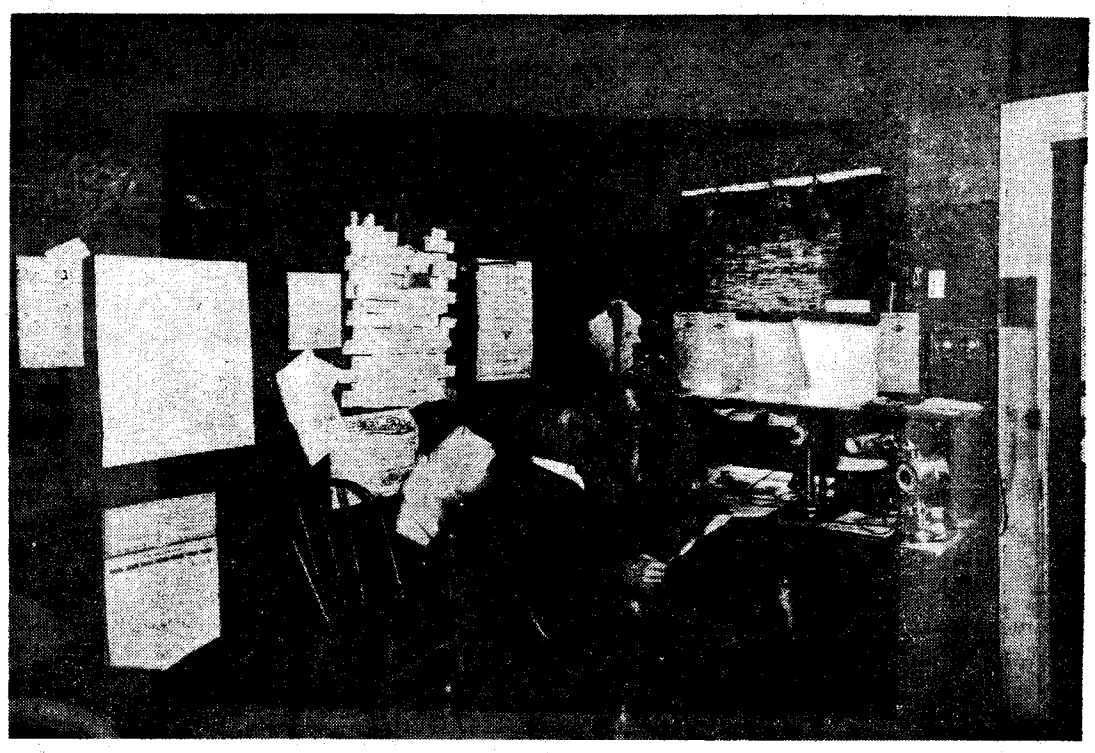
Randall was elected to Congress on the Prohibition ticket in 1914, leaving behind him a community newspaper with a solid foundation and a reputation for fair and accurate news coverage.

A succession of owners followed Randall's departure from the local scene:

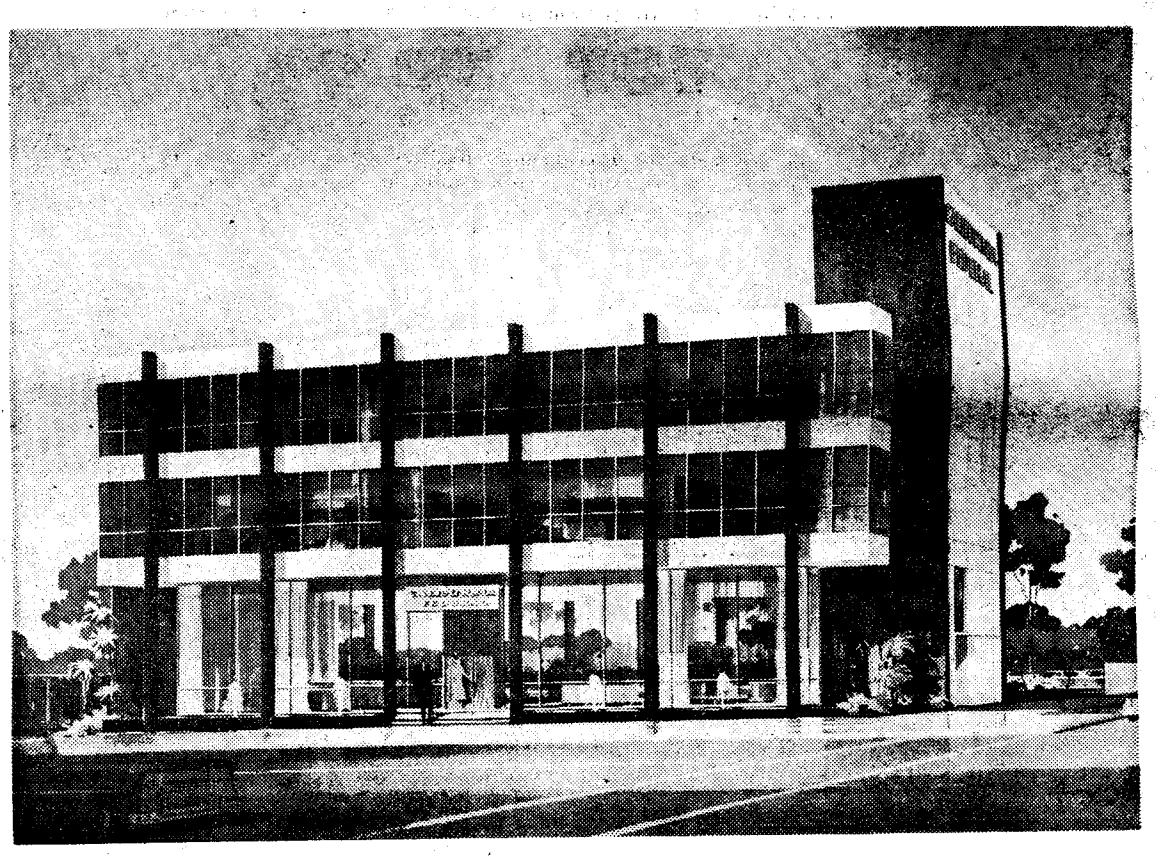
C. Henry Harrington, who went into partnership with D. C. Welty in 1921 and took over sole ownership on January 4, 1924; Harrington and R. M. McCabe, who bought Harrington's interest in the paper in February of 1928, and Oliver B. Jaynes, who purchased the News-Herald from McCabe on May 1, 1928.

Jaynes operated the News-Herald until 1947, when he sold it to Robert Howard. Howard in turn sold the paper in 1950 to Morgan Murphy of

(Continued on Page 41)



NEWS-HERALD'S FIRST EDITOR—S. A. Wheaton, real estate man turned newspaper owner, checks over latest "dispatch" in Herald office at 5809 N. Figueroa St. Picture was taken in 1905 and few months later Wheaton sold paper to Charles Randall.



OPENING SOON IN NEARBY EAGLE ROCK

The Beautiful New Offices of the $1 Billion Federal Savings Association—California Federal

California Federal's new office building represents a $500,000 investment. It demonstrates the confidence of this great billion-dollar federal savings association in the future of the Eagle Rock - Highland Park area. To make the most of that bright, growing future, why not open your California Federal savings account now? Assets-strength over $1 billion and federal charter provisions protect your savings — and quarterly dividends paid at a high current annual rate make your funds grow.

Home Loan? Property Improvement Loan? Call today for a fast, competitive commitment!

FUTURE ADDRESS: 5015 Eagle Rock Blvd.

PRESENT EAGLE ROCK OFFICE: 2127 COLORADO BOULEVARD

LOS ANGELES 41, CALIFORNIA • PHONE CL. 6-2241

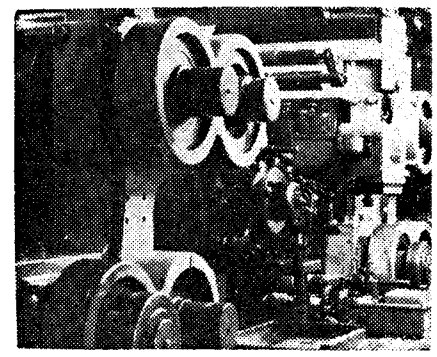
CALIFORNIA FEDERAL SAVINGS AND LOAN ASSOCIATION

Head Office:
611 Wilshire, L.A. 17



"It is not enough to put out a newspaper, no matter how excellent. By definition, a community newspaper has a direct responsibility to take the lead in promoting projects that seem necessary to the well-being of the community it serves."

ORAN W. ASA, Publisher
Highland Park News-Herald
and Journal



LEADERSHIP for 58 years

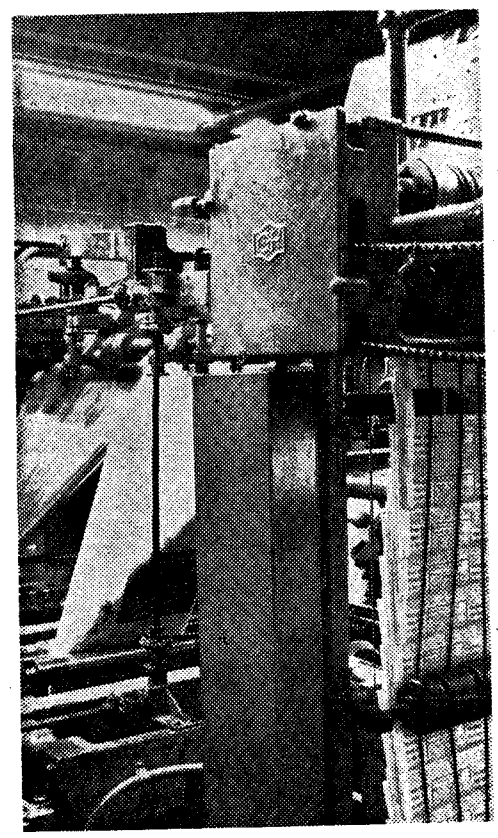
For 58 years, the Highland Park News-Herald & Journal has been in continuous production—oldest weekly in Los Angeles.

It is proud of its record of leadership. Its "partnership" with the community of Highland Park, its civic leaders and organizations, has been long and rewarding.

The publisher has defined (above) the ground rules upon which the Highland Park News-Herald & Journal operates. The "direct responsibility" to work with and for the community has been pursued with dedication; for it is our firm conviction that a newspaper has no meaning disconnected from the community it serves.

The Highland Park News-Herald & Journal drives forward with its community, its future unseverable from the future of Highland Park. What the future holds for Highland Park it also holds for its newspaper.

We think that the future for both the community and the newspaper is bright!



HIGHLAND PARK
NEWS-HERALD & JOURNAL
5722 NORTH FIGUEROA 254-5111

Paper mirrors growth of Highland Park

(Continued from Page 39)

Superior, Wisconsin, who published it until 1955, when it was sold to King Williams.

Oran W. Asa, the present owner, started his newspaper career in Highland Park in 1933 as a printer on the News-Herald, later served as advertising salesman, and then editor until 1946.

ASA STARTS JOURNAL

Leaving the News-Herald in '46, Asa founded the Highland Park Journal the same year; bought the Lincoln Heights Bulletin-News in 1947; Northeast Star-Review in 1949; Eastside Journal in 1951; the El Sereno Star in 1953, the News-Herald in 1956; the Eagle Rock Sentinel in 1957, and the Belvedere Citizen in 1960. He also founded the South Pasadena Journal in 1963.

Hub of the Northeast Los Angeles newspaper operation today is the News-Herald & Journal office at 5722 N. Figueroa St., where a modern publishing plant is geared to the production of local news for a community of 200,000 people in Highland Park, Eagle Rock, Lincoln Heights, Mt. Washington, Glassell Park, El Sereno, East Los Angeles, and sections of South Pasadena and Alhambra.

The Bulletin-News and News-Herald employ approximately 80 full time workers, plus about 20 others on a part-time basis.

Symbolic of the magnitude of the operation is the main switchboard in Highland Park, one of the largest in Northeast Los Angeles, which handles over 25,000 calls a month.

TOP WRITERS

Editorially, the News-Herald & Journal and its sister publications are staffed by a corps of prize-winning writers; in the field of local coverage the Highland Park paper alone published more than 125,000 column inches of news and pictures last year. Seven nationally-syndicated features, not the least of which is the Ann Landers column, augment the local coverage each week.

In the field of classified advertising that department's 12 employees process approximately 1,000 accounts weekly. The display advertising department's nine salesmen at 5722 N. Figueroa St., layout, design and process hundreds of weekly display advertisements, while local managers service each of six communities. A virtual advertising agency service is offered to each advertiser, including layout, art work, and counseling in merchandising and display.

Giving the proper, on the porch delivery of the papers each week is a contingent of 200 delivery boys under the supervision of a circulation manager and assistants.

In the past 10 years the Highland Park News-Herald alone has experienced an explosive growth in all directions. Its circulation, from less than 8,000 on Thursdays, has leaped to a present total of 17,000. A first of the week edition with less than 4,000 circulation was transformed into the present Sunday Green Sheet which, with a massive injection of news, editorial, and features saw its circulation soar to 38,975, more than a 900 percent increase.

To the advertiser this circulation boom meant that new sales markets, never before accessible, were opened to him. In the case of one major merchandising firm, its sale volume more than doubled during the period of this circulation expansion, leading to observe that there was direct relation between sales potential and the newspaper's willingness to accept its responsibility to the commercial and social community.

"We have always had profound faith in the community newspaper as an instrument for the community's social and economical welfare," says Publisher Asa in explaining his work here.

RESPONSIBLE PRESS

"It is not enough just to publish a newspaper, no matter how excellent. By definition, the community press has a direct responsibility to take the lead in initiating projects aimed at bettering the community's social, economic and cultural position."

This conviction has led the

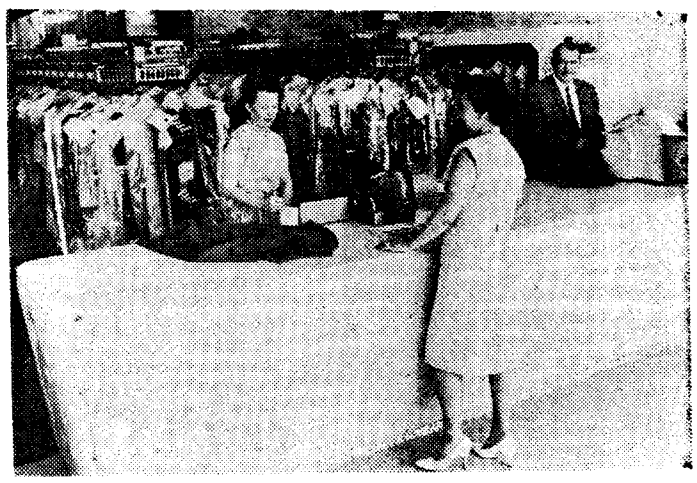
(Continued on Page 43)



HE HATED "DEAMON RUM"—Charles Randall, News-Herald's second publisher shown at right about 1912, filled newspaper with "deamon rum will get you" news. He was later elected to Congress on "dry" ticket. Shown (from left) with Randall are Violet Randall, and Burns Chamberlain.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
1888-1963

Fletcher's CLEANERS
1937-1963



Mildred Fletcher waits on another satisfied customer while Cecil Fletcher looks on in approval. This team has been successful in the dry cleaning business for over 26 years.

Opening up at a Monte Vista location in 1937, the Fletchers operated there to 1943 and then established the Avenue 50 Cleaners which was renamed Fletchers somewhat recently.

With the finest of equipment in their own plant . . . and plenty of "know-how" the Fletchers have enjoyed an earned, continual growth in this area.

Cecil Fletcher has credits of being President of the York Chamber of Commerce 1955, 1962 and 1963; he is an active Optimist and has been driving for off-street parking for the York area . . . this new facility is now nearing conclusion. The Fletchers proudly salute Highland Park on its 75th Birthday.

STORE NO. 1 & PLANT .... 5039 YORK BLVD.—CL. 5-0408
STORE NO. 2 ..... 5826 MONTEREY RD.

— We Operate Our Own Plant —

"Brite-Glo" Cleaning Process

exclusive at FLETCHERS

Every unit of modern equipment has been installed to assure better cleaning. Through these cleaning units a constant flow of clean, sparkling cleaning fluid purifies your clothes of all grime and dirt. There is never the slightest chance that your clothes will be cleaned in dirty fluid.

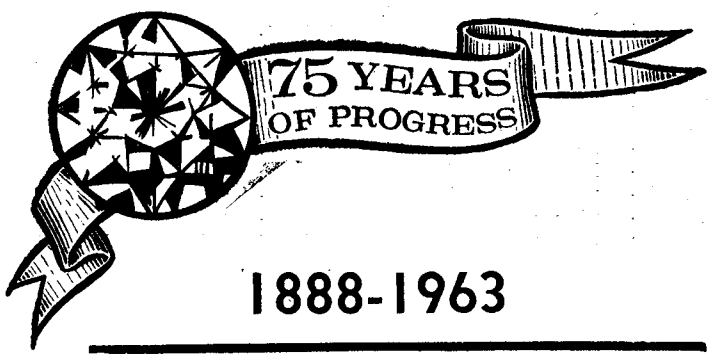
DRESS SHOP

5041 York Blvd. CL. 7-9550

Conveniently located next door to Fletcher's Cleaners is their modern, up to date ladies' apparel shop. Stocking the latest . . . the finest in famous name merchandise . . . The Dress Shop and staff also salute "their town" on its 75th Anniversary.

HIGHLAND PARK

DIAMOND JUBILEE



1888-1963

ART FROST RAMBLER

1933-1963

OUR 30th AUTO Show

OVER 50,000 SATISFIED CUSTOMERS HAVE BOUGHT FROM ART FROST . . . AND HAVE BOUGHT AGAIN IN THE ENSUING YEARS . . . THREE GENERATIONS, IN FACT, HAVE SELECTED OUR FIRM FOR THEIR AUTOMOTIVE NEEDS.

RAMBLER'S for . . .



. . . the Greatest In Our Entire History!

WE ARE PROUD OF OUR 30 YEARS IN HIGHLAND PARK. IT HAS BEEN AN ENJOYABLE EXPERIENCE IN FRIENDSHIP . . . MUTUAL CONFIDENCE AND RESPECT . . . OUR GUIDING POLICY ALWAYS . . . SINCE WAY BACK IN '33

ED BISHOP, GENERAL MANAGER, WHO JOINED THE ART FROST ORGANIZATION IN 1937 ISSUES A PERSONAL INVITATION TO YOU TO SEE THE RAMBLERS FOR '64 . . . AND TO ADD YOUR NAME TO THE EVER GROWING LIST OF SATISFIED AUTO CUSTOMERS.

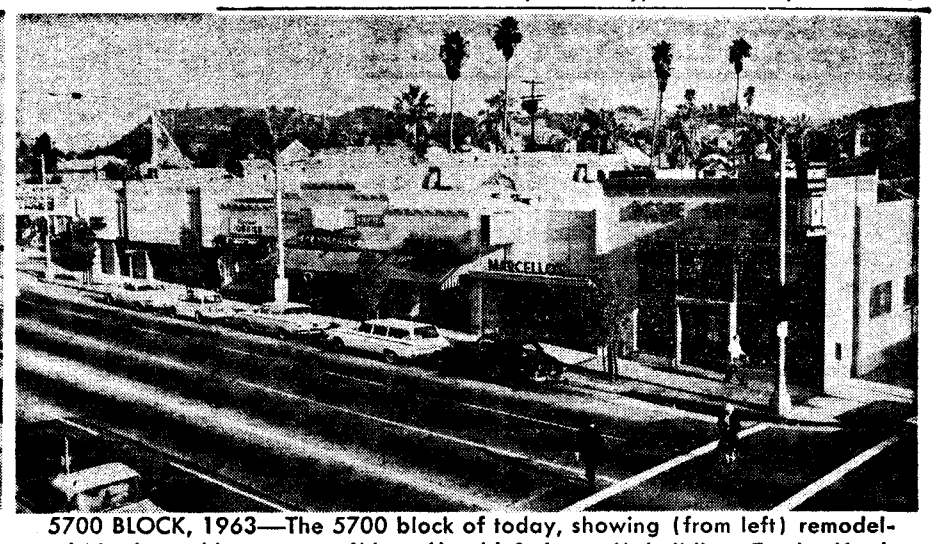


ART FROST RAMBLER

★ 5944 NORTH FIGUEROA ★



5700 BLOCK, 1922—North Figueroa's 5700 block (the southside) looked like this in 1922. Buildings (from left) were Sunbeam Theater (now site of News-Herald & Journal), Douthits Stationery Store, Chaffees Market, Highland Park Association office, Highland Park Herald, Security Bank.



5700 BLOCK, 1963—The 5700 block of today, showing (from left) remodeled Northeast Newspapers (News-Herald & Journal) building, Empire Yardage store, Singer Sewing, Marcellos Hair Styles, and Home Savings. Automobiles and architecture have come long way in 41 years.

News-Herald & Journal nucleus of newspaper group

(Continued from Page 41)

publisher into many diverse enterprises which would seem to the orthodox publisher completely irrelevant to the operation of a newspaper. He has taken the lead in many civic projects and is always urging business and civic leaders in Northeast L.A. to do more long-range planning.

Editorially, the News-Herald & Journal publisher has vigorously supported such civic enterprises as the Highland Park Symphony Association, off-street parking programs, and the like. He has kept a wary eye on city, state and national political maneuvers that might threaten the well-being of the communities served by his papers. For this purpose he placed a reporter permanently in city hall to cover the actions of the city fathers, the first such editorial position to be established by a community newspaper.

Immediately after assuming control of the News-Herald, Asa set about establishing a headquarters plant, complete with composing room, press and facilities for editorial, accounting, display departments, and circulation departments. For the first time in its history the newspaper became self-sufficient, completely integrated and capable of handling the growing volume of advertising and news.

At 5722 North Figueroa, headquarters plant location, extensions and additions have been fitted into the complex of offices and production areas already established. In the brief period since the Highland Park News-Herald & Journal emerged out of a complex of several newspapers, floor space for shops and offices has doubled. A new concrete block newsprint warehouse was built adjacent to the press room and an apartment house was acquired as part of the expansion. The circulation offices direct the work of over 200 carrier boys.

CIVIC MEETING PLACE

Above the circulation offices a dining room was installed, and made available to civic groups without charge. This dining room became an intelligence center where twice a week the various committees of the Northeast Los Angeles Development Council meet with political representatives to think through plans for the orderly accommodation of Highland Park's and the Northeast's share of the coming population explosion: Industrial development, shopping center expansion, residential growth as well as other phases of the well-balanced community are given consideration by special committees assigned to each problem.

OTHER NEWSPAPERS

The publisher, who now produces six newspapers in the Northeast Los Angeles area, one in South Pasadena and two in East Los Angeles, has carried his convictions into state and national newspaper circles. He took a lead in the successful campaign to include community newspapers in the California Newspaper Publishers Association and as chairman of the association's circulation committee he pushed for the establishment of a circulation auditing system whereby statements of circulation would be authenticated by independent auditing procedures. This year he is serving as a director of the California Newspaper Publishers Association, and in the same capacity for the Suburban Press Foundation, a national newspaper association with headquarters in Chicago.

In a color-slide story of the community and its newspaper which was completed coincidentally with the newspaper's fifty-fifth birthday, the statement is made:

"The fact is, the metropolitan press just can't do the job anymore in this abstraction called 'Los Angeles.' Its lens is too broad to deal with the intimate doings of the communities that give purpose and meaning to this region. It is too preoccupied with the sensations and oddities of the news to focus on the ideas and actions of the several civic personalities that give reality to 'Los Angeles.'

"Into the news vacuum thus created have come newspapers that turn their backs on the old journalistic stereotypes to focus their lenses on the normal, the intimate, the wholesome things that people do and live by; that is the principle back of the community press and the reason it has become a vital force for good in each of the communities of Los Angeles."

Nationally, the message of the News-Herald Publications is being promoted by the Los Angeles Suburban Newspapers, a group of selected newspapers of which Asa is past-president. Where before national advertising was virtually non-existent in the News-Herald & Journal, now more than seventy-five of the nation's top manufacturing firms use the newspaper and its sister publications as advertising media. The News-Herald and Bulletin-News, Northeast Newspapers, now have representatives in New York, Chicago, Detroit, and San Francisco, as well as Los Angeles, commissioned to tell the story of the growing importance of the Highland Park News-Herald & Journal in the Los Angeles "fragmentated" market.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
GARVANZA PHARMACY
1904-1963

The Garvanza district is virtually the "heart" of history in the development and growth of Highland Park.

'Way back in 1904 Wm. Bernfeld was compounding prescriptions for the citizens.

In 1947 H. Allan Oliver purchased the store and has operated it ever since, assisted by his wife (1923-1925).

Yes, the Olivers have been a part of the community for a few decades . . . since 1923 to be exact.

"Our policy has been to operate a strictly neighborhood pharmacy . . . specializing in prescription work . . . friendly, helpful service . . . always," states Mr. Oliver.

Garvanza Pharmacy will continue to grow as Highland Park moves forward to even greater achievements . . . and at this time Mr. Oliver and his efficient staff proudly salute Highland Park as it observes its 75th Anniversary.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS
We are Proud
To Participate
GARVANZA HARDWARE
1906-1963

The Garvanza Hardware is exactly as old as the News-Herald . . . "born" back in 1906 to be exact. Some 8 years ago Bill Fisher purchased the business from Chas. Fay Butterfield, truly a Hardware pioneer in this area.

All thru the 57 years, Garvanza Hardware has continued to grow with Highland Park. This growth has been well deserved, based on integrity and fair dealing with all customers, whether an individual making a small purchase or a contractor needing hardwar for a big project.

Bill Fisher, owner, says: "There are big things afoot for the Garvanza district. Within a short period of time the section will explode with super-markets . . . ultra-modern in every aspect. At this time Garvanza Hardware plans to keep abreast of the trend with a complete remodeling program."

Bill Fisher and staff at this time proudly salute Highland Park on its 75th Birthday.

NEWS-HERALD & JOURNAL

Birth of a newspaper

By the late Charles H. Randall
Second Publisher of HP Herald
(Reprinted from the July 2, 1930 News-Herald)

The story of the quarter-centennial anniversary of the Highland Park News-Herald might easily be made to read like a romance of the western frontier. The paper was acquired by the writer when Highland Park's business center consisted of a post office in a little wooden structure on N. Ave. 57, just off Pasadena Ave., in charge of Robert Stewart, a pioneer; of Reed and Manker's livery stable in the 5800 block on Pasadena Ave., and of a small grocery store at Ave. 57 and Pasadena Ave. G. W. E. Griffith, another pioneer, was about to establish a bank, and did so a few weeks later. A bank and a newspaper go well together, especially if the banker is friendly to the editor. Griffith was my friend and still is. The newspaper was successful!

FROM BLACK HILLS

I came to California in October, 1904, direct from Deadwood in the Black Hills, where its frontierism and pioneers had all competitors backed off the stage. I was personally acquainted with Calamity Jane.

My first newspaper venture at the age of 20 was made on the western Nebraska frontier, not far from Cheyenne, Wyo. That paper, the Western Nebraska Observer, is today a live and prosperous publication.

So the stage was well set to enter a new community and help boost when I came to Los Angeles. Hunting about for a location, I happened into a job printing shop in Alhambra. The printer suggested Highland Park. I never heard of it. He said that Melvin Mudge, another Highland Park pioneer who lived on East Ave. 53, was a reliable man to see.

NOT ENCOURAGING

An inspection of Highland Park was convincing, so far as a choice of a home place, but it had little encouragement for a newspaper. So I purchased a home at 136 East Ave. 56 and secured employment in the Santa Fe General Passenger offices, awaiting the time when the Highland Park Herald should make its appearance. The auspicious date arrived some litte time before the San Francisco fire and earthquake when the paper made its bow, and it has continued throughout its existence to spread the manifold advantages of Highland Park as a healthful and progressive community.

A rather peculiar thing happened shortly before The Herald began to appear each week as a real newspaper. The purpose to establish such a paper had been confided to a real estate agent who then lived in Highland Park, named Sam Wheaton, and lo and behold, Wheaton 25 years ago today issued a little sheet which he called the Highland Park Herald, even appropriating the name to be given the new paper. The sheet which Wheaton issued was printed in a patent side foundry downtown, and when I was ready Wheaton accepted $100 for his foresight and enterprise and retired from the field.

Highland Park undoubtedly owes much to the gospel of praise which The Herald preached week in and week out. The paper participated in many spirited contests over proposed improvements, always on the side of progress.

FIRST PAVED STREET

The first section of any paved street east of the Los Angeles River was laid on Pasadena Ave., in Highland Park, and we continued for a long time thereafter to travel throughout dust and mud to reach Los Angeles over the balance of Pasadena Ave. This improvement was due to the efforts of Carl G. Packard, another pioneer, as well as of The Herald, but The Herald lost subscriptions from a few property owners on the street who were to pay assessments for the work.

The North Broadway Bridge across the Los Angeles River has a dual approach from the easterly end of the bridge, one from North Broadway and the other from Pasadena Ave. This is due, however, to the fight put up by the Highland Park Herald to compel the city council to change the plans already drawn, which proposed that the bridge lead directly into North Broadway only, giving Highland Park no approach over Pasadena Ave.

The section of Highland Park along York Blvd. was known as "Poverty Flats" when the Herald come into existence. The street was called New York St. and the territory became known as New York Valley. The Highland Park Herald suggested that the street be named York Blvd., and today this great valley is a rival of the best sections of Los Angeles.

While Occidental College was still on its old site in Highland Park, Dr. John Willis Baer, then president, proposed to exclude young women entirely from its student body. The Highland Park Herald started such a storm, assisted by the unanimous sentiment of the community, that the Los Angeles Presbytery frowned upon the move and Dr. Baer was forced to give up his plan.


HIGHLAND PARK HERALD

Wonderful Colorado Street Arroyo Bridge Joins Highland Park to Pasadena

- SOCIETY -

Scrubbing Unnecessary

ACME QUALITY

C. F. GREEN

Dakan's

Our Endeavor

KITCHEY & GROTTHOUSE

JULY 12, 1913—Highland Park Herald of Publisher Randall's time had big story on construction of new Colorado Street Bridge, spanning arroyo between Eagle Rock-Highland Park and joining communities with Pasadena. Bridge is still standing and in use.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
BOOTH'S BODY WORKS
1921-1963

For over 42 years, the Booth family has been regarded as one of the finest body and fender shops in the Highland Park area.

Passing through two generations, Booth's Body Works has excelled in repairs with the workingman's salary taken into consideration.

This long tenure denotes the patronage of local residents and will no doubt prove the work produced by the local shop.

Jim Booth founded the organization in 1921 and headed the company until his death in 1946.

At that time, his son, Don, began his long reign as owner and general manager.

BOOTH'S
BODY WORKS
4514 N. FIGUEROA
CA. 3-1281

Stranger and bogus bill

(Re-print from Nov. 27, 1915 HP Herald)

A pleasant-faced stranger walked into the Candy Shop last Tuesday afternoon and purchased several packages of chewing gum. He tendered a ten-dollar bill to Mr. Dixon, proprietor of the establishment, in payment for his purchase and was given his change in good, cold cash. Later in the day it was discovered that the greenback was entirely worthless and had been raised from a smaller amount.

Reports state that a man resembling the description of this same stranger worked the trick on a candy store in South Pasadena on the evening of the same day. It is said that he had a ten-dollar bill changed there also.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
HOUSE OF EWALD
1956-1963

For over seven years, Ewald has been the headquarters for the latest in fashions in hair pieces.

Both men and women from all sections of Southern California have made 5210 York Boulevard in Highland Park the one location to patronize for quality workmanship needed in this field.

Ewald studied for many years in Europe, the birthplace for the current trend in high fashions.

With this wealth of experience, the House of Ewald has been established as the fashion headquarters in Highland Park for wigs and hair pieces.

The fact that real hair imported from the European capitals is used in the production accounts for the success of the firm's fine work!

Ample free parking and guaranteed work are two important factors that most customers appreciate.

For these reasons, the House of Ewald will no doubt remain for many more years in Highland Park.

pring in the Highlands

When flowers crowned Poppy Peak

By WILFRID DELLQUEST

The most magnificent ower display in northeast- n Los Angeles took place ch spring when Poppy eak put on her Easter nnet of California Gold- Poppies. The highest ele- tion in the San Rafael ea, rising nearly eleven undred feet above the lev- of the sea, Poppy Peak's diant crown of golden e could be seen for many iles.

When caravels from Castile urned along the California ast, Spanish sailors some- nes looked landward and w the fading sun of dusk gle its slanting rays on the ower-decked summit of ppy Peak. Like molten gold owing down the slopes of a ountain top, Poppy Peak was od's glory in the kingdom of e Dons. "Madre Dios!" the ilors cried, "but it is beauti- l."

The land in those days was sh. It was green and peace- l. Watered by wild streams nd natural springs, the hills ere covered with toyon, the alifornia holly; the laurel su- ac and the spreading oaks. ucca, the Spanish bayonet, thrust its barred leaves in clusters from the ground, and lifted its cream-white blooms towards the sky. "Candles of God," they called them. There were orange and deep red monkey flowers and the bright yellow brodiaea, aristocrat of the wild-flower tribe.

WHEN THE RANCHO CAME

In the 1880's, the Campbell-Johnston Ranch with its two thousand acres sprawled across the foothill area now known as San Rafael Heights. Alexander Campbell-Johnston bought the hilltop acreage from Prudent Beaudry, settled there with his family and died at the old ranch house in 1888. His two sons, Conway and Augustine continued to occupy the property. They built a winding road called Mountain Avenue over the foot of Poppy Peak. Mountain Avenue is still there. It has been renamed Avenue 64 and joins York Blvd. with Colorado Freeway to the north.

IN THE PATH OF PROGRESS

The land was rapidly filling with settlers. Pasadena Ave. and North Figueroa St. became tentacles feeding the population of Los Angeles into the pleasant hills and valleys of the northeastern suburbs. The hills were overrun with picknickers and hikers. The Golden Poppies were picked to the point of extinction.

In 1924, pioneer subdivider William C. Carr bought Poppy Peak. He built new roads and erected the first modern residence in the area. The hills are now dotted with fine homes, a proud part of the fast-growing suburbia of America's third largest city.

IT HAD BEEN A GOOD VOYAGE

Conway Campbell-Johnston often gloried in the inspired spectacle of the Golden Poppies. He planned to be buried with his wife on the top of Poppy Peak. Fate had other plans. On the morning of May 7, 1915, he stood with his arm about his wife on the deck of a trans-Atlantic liner trying to glimpse through the mist the nearby coast of Ireland. It had been a good voyage in spite of the hazards of the war-zone. In a few hours they would be in England. Without warning a German torpedo howled into the bowels of the Lusitania. Conway Campbell-Johnston and his wife rest in eternity far from the peak where the Golden Poppies grew.

1929 to 1963

We are happy to have been a part of the phenomenal growth of HIGHLAND PARK!

We hope you will continue to look in on us for all your Variety Department Store needs — as you have in the past 33 years.

Congratulations

on your 75th birthday

J. J. Newberry's

5031 York Blvd.

Los Angeles 42, Calif.

CL. 7-2800

Daily 9:30 - 6:00 • Friday 9:30 - 9:00

ad

CHILE VILLE

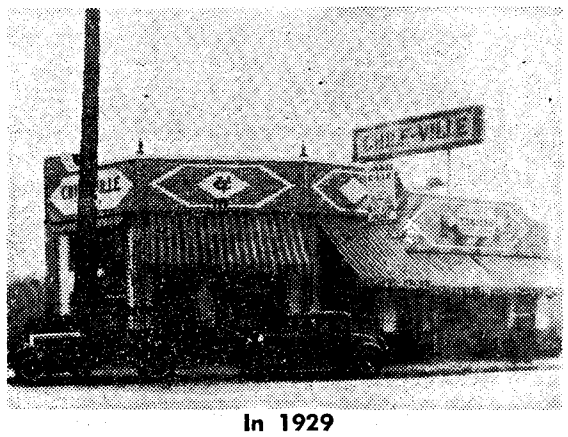
1929-1963

34 YEARS

SERVING

HIGHLAND

PARK



In 1929



I, Paul Buscaglia, have been a resident and in the restaurant business since 1910. In 1923 I built my home in South Pasadena and thus became very familiar with the Highland Park area. To know Highland Park is to love it. It does not take one long to appreciate the many advantages, sincere people, and friendly atmosphere that Highland Park has to offer.

I consider February 15, 1929, one of the happiest days of my life. It was on this day I bought Chile Ville restaurant. At that time the business operated 24 hours a day; and it was during World War II that it became necessary to put locks on the doors and close them from 1 to 6 a.m. to conserve food points.

Many people consider Chile Ville a landmark in Highland Park. In fact it was not uncommon for motor-men on the street car line to call out "Chile-Ville Junction." Many of the older residents can remember courting their best-girl at Chile Ville.

Through the years, working diligently and making many lasting friends has been very rewarding to me. Another very important date for me is September 12, 1947 when my son-in-law, Ray Mortara, became my business partner. It is gratifying to know that a member of your family with the same love and loyalty for business will continue the efforts that you set forth. This makes everything worthwhile.

In 1957 Ray Mortara and I conceived the idea of freezing our Chili. We then built a modern well equipped factory adjacent to Chile Ville and distributed packages available in the frozen food section of markets and larger quantities made available for wholesale purposes.

In 1961 I retired from business knowing full well that Ray Mortara would continue with the same sincere effort to please my many friends and customers. Looking back through the years I realize that my family was always behind me with their loyalty, encouraging words and moral support.

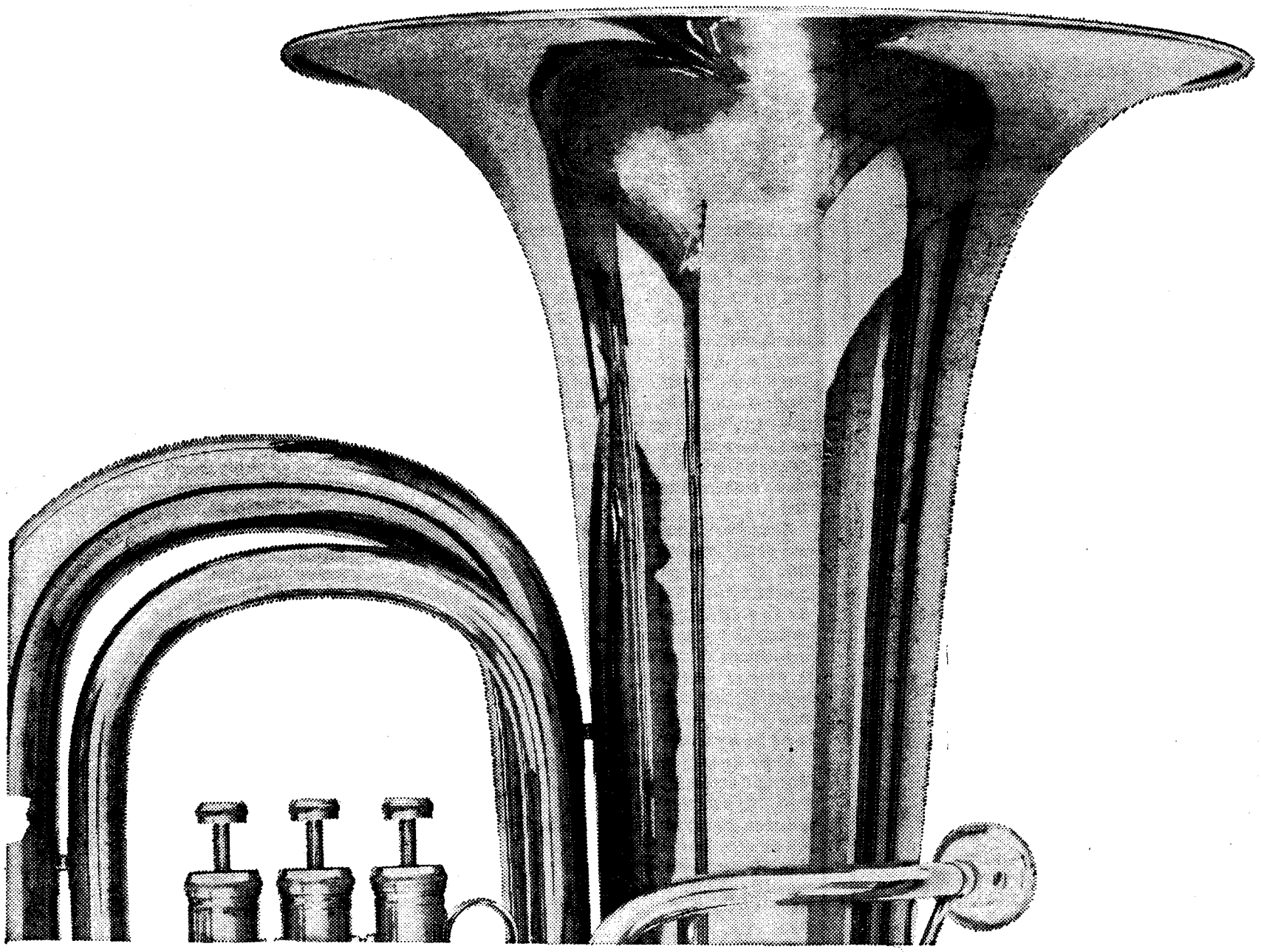
My family consists of my wife, Ida, and two daughters, Carole (Mrs. Ray) Mortara, and Gloria (Mrs. Norf) Jebbia and four grandchildren; Roger and Linda Mortara, and Pauline and Dennis Jebbia.

CHILE-VILLE

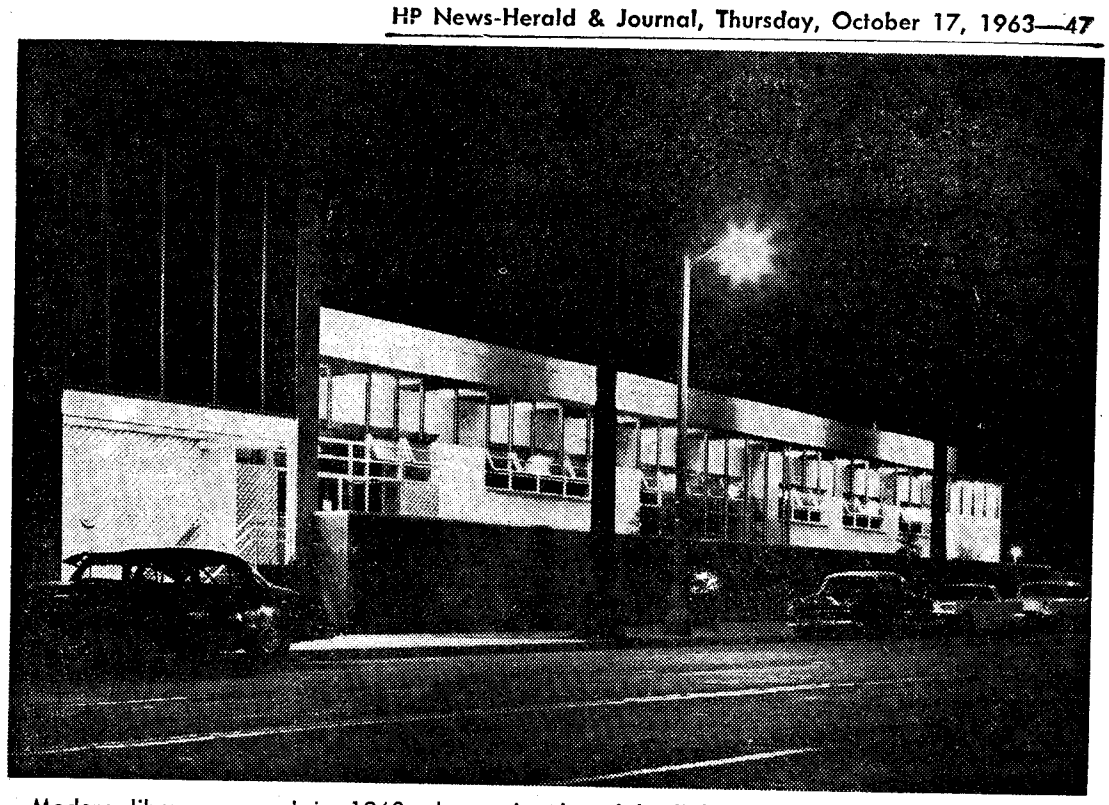
6214 YORK BLVD.

When the Los Angeles & San Gabriel Railroad, later to become part of the Santa Fe, laid the first tracks through the Highland Park area in 1885, the sleepy hillsides little knew what was to come! Highland Park was founded three years later...and, in 1895, was one of the early communities to join even-then-growing Los Angeles. Occidental College, in its original location, was founded there in 1898...in the same year that electricity first came to the Highland Park district! Later, in 1903, L. A. Pacific College was founded; and, in 1906, the Highland Park Bank. But early history is only groundwork for this city that, despite its growth, has retained its identity as a delightful residential area. Seventy-five years encompass a lot of growing. To the thriving and happy city that is Highland Park today...congratulations on your Diamond Jubilee!

Automobile Club of Southern California



Public spirit builds library



Modern library opened in 1960 gleams in the night lights along North Figueroa Street, attracting hundreds of Northeast area residents to its thousands of books. Unique design includes roof-top parking and aluminum sun screens.

One of the finest examples of public spirit in the history of Los Angeles was shown in 1913 when $5680 was raised by popular subscription in Highland Park, several hundred people contributing, and the triangular piece of land, 360 by 135 by 290 feet, on which stands the beautiful Arroyo Seco branch of the Los Angeles Public Library was bought and presented to the city for use as a site for the library building. This movement was started by a committee composed of Dr. John Lawrence Smith, William Miller and Thomas Fellows.

The history of branch libraries in this city began 33 years ago, when the main library was 25 years old. In 1897, the library was housed in rooms in the old City Hall, and three reading rooms were established in the Castelar, Macy and Aurelin Street Schools. The same year the first delivery station was opened in a rented room at 1952 East First St., and this Boyle Heights station is the first that developed into a branch library. It is now the Benjamin Franklin Branch in a Carnegie building at 2200 East First St.

$210,000 GIFT

In 1913 the City of Los Angeles received a gift of $210,000 from the Carnegie Library Fund. With this gift six branch libraries were built, Vermont Square being the first and Arroyo Seco the second.

At a meeting of the Los Angeles Public Library trustees in 1913 a committee of the Garvanza Improvement Association, composed of Dr. J. L. Smith, president; W. M. Miller, vice-president, and Ernest Braunton, presented the deed for the Arroyo Seco site, and later the building was constructed, the new branch being opened in 1914.

The Arroyo Seco branch library is an outgrowth of the old Garvanza branch and a Highland Park branch which, for a time, was housed in the Stimson Memorial Library building of Occidental College. Finally the Stimson Library needed the room, and for two years prior to the establishment of the Arroyo Seco branch Highland Park proper was without public library facilities. This condition led to the public subscription mentioned above.

FIRST BUILDING

Frederick M. Ashley, a very able local architect, was engaged to design and supervise the construction of the first building, the dimensions of which were 54 by 63 feet, the floor space being 8736 square feet and the estimated book capacity being 20,000 volumes. The building dominated the surrounding territory and was easily the finest branch library location in the city, the terraced approach on two streets leading to the building of reinforced concrete, with the upper portion of "medium old gold" brick, trimmed with cream-colored cut stone. The cost, including equipment and furniture, was $39,095, which, added to the price of the lot, made a total of $44,775 — and the City of Los Angeles did not have to pay one dollar of it.

The first head of the branch was Miss Frances R. Foote, with Miss Nettie M. Guiwits as her assistant. Miss Foote was later succeeded by Miss Mary Gertrude Hart.

NEW LIBRARY

Ribbon cutting ceremonies Oct. 17, 1960, marked the grand opening of the new $280,000 Arroyo Seco branch regional library. Bedecked with roof-top parking facilities for 29 cars, the new municipal reading center was dedicated by a host of community and civic leaders, headed by music leader Helen Philips Cordell.

On hand for the ceremony was Councilman John C. Holland, Architect John Landon, City Librarian Mrs. Emma L. Linsenmayer, Central - Northeast Regional Librarian Mrs. Lillian Widilas and Steve Gavin, assistant to Mayor Poulson.

In addition to circulating close to 2000 books the first day, Mrs. Linsenmayer said that 630 new library cards were issued to local residents.

The new library replaces the 46-year-old library building that formerly stood on the same site.

Unique feature of the branch, which serves as administrative headquarters for the entire northeast section of the city, includes the roof parking for 22 cars of patrons and seven cars of staff members. A staircase leads from the roof to the front door of the library. It is thought to be the first roof-top-park library in the country.

Architect Landon designed the facility with aluminum sun screens for control and used reinforced concrete throughout. Seating for 72 adults and 36 children is available.

Mrs. Margaret Jansen is the children's librarian.



HIGHLAND PARK HERALD

SIXTH YEAR, NUMBER 4 — HIGHLAND PARK (Los Angeles), CALIFORNIA, SATURDAY, JUNE 27, 1914 — SUBSCRIPTION PRICE, $1.50 PER YEAR

SOCIETY

Saturday's Big Picnic at Long Beach is For You!

OUR BRANCH LIBRARY IS POPULAR

California's Unfermented Juice of Grape and Orange World's Health Drink

HARDWARE
BUILDERS' SUPPLIES
LAWN MOWERS
C. F. GREEN

Ladies!
Corsets at 39c
JOHN B. GOSS DRY GOODS CO

FLAT TONE

NEW LIBRARY BIG NEWS—The June 27, 1914 issue of Highland Park Herald extolled the beauty and popularity of the new Arroyo Seco branch library at Piedmont and Pasadena Ave. (N. Figueroa St.)

HP Police station here since 1925

Policemen were making $170 a month when Highland Park got its first police station back in 1925. Before that the area was served by the Eagle Rock Division then located at 2336 Colorado Blvd.

The change in the name to Highland Park Division came with the new building at 6045 York Blvd.

50 POLICE

In those days 50 policemen patroled the 7.76 square miles of the Highland Park division and its 50,000 residents. Today the station is manned by 118 officers, covering an area of 23.2 miles and protecting [illegible],000 residents.

First commander of the station when it was still in Eagle Rock was Capt. J. J. Mart, who remained in that position until 1929.

The new Highland Park station was commissioned in 1926, and in 1929 Capt. Schofield became the second commander of the station. Others down through the years were Captains Weyerman, McCaleb, Willian Zink, Fulton, Cornwall, Hagenbaugh, and the present commander, Capt. Al Trembley.

Chief of detectives is Lt. Charles Howe, and Sgt. John Hurst is head of Juvenile Division.

The station serves the 34.600 residents of Highland Park, plus the communities of Eagle Rock, Lincoln Heights, El Sereno and Atwater.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS

We are Proud To Participate

ARROYO FURNITURE CO.
1939-1963

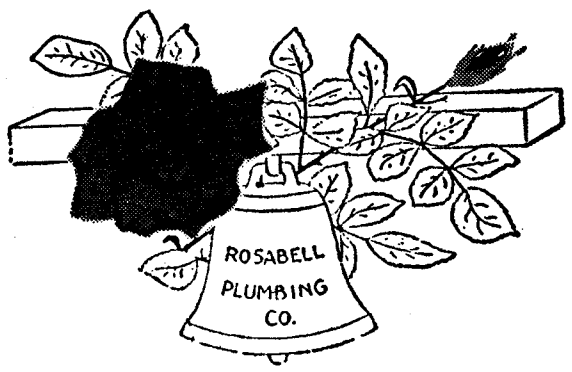
Frank Lodes, owner of Arroyo Furniture, met Walter Dibben years ago. Mr. Dibben at that time had become one of the co-founders of Peoples Department Store. He encouraged Frank to open a furniture store in Highland Park.

So 24 years ago, the Arroyo Furniture Co. was born at the present address 6039 North Figueroa. It has been a story of growth . . . even unto an annex . . . and an continual expansion of stock in fine furniture and famous name appliances.

The Arroyo story is truly a "family" story with sons Frank Lodes Jr. and Lee Lodes now associated with the founder. (Frank's charming daughter drops in with an assist on the books from time to time.)

Beside variety and reasonable prices, Mr. Lodes attributes the success of his store to handling his own credit accounts.

The Lodes "family" is proud to salute Highland Park on its 75th Birthday!



Rosabell Plumbing Co.

Salutes

HIGHLAND PARK

DIAMOND JUBILEE



—And Observing

Their Own 58 Years

of Service to Highland Park

Charles Pedrotti

PLUMBER—BASEBALL TEAM OWNER

1905 - 1963



FIRST OFFICE AT 5032 YORK BLVD.
(PICTURE TAKEN JUNE 3, 1922)
From left to right, Joe Pedrotti, Charles Pedrotti, and a friend, named Harry Stauffer

"Fifty-eight years of active and productive business in and around Highland Park is an apt description of Rosabell Plumbing Company at 4448 York Boulevard. Charles H. Pedrotti is the original owner and present Advisor of this company. His children are its present directors. They are: Joseph L. Pedrotti, President; Richard E. Pedrotti, 1st Vic-President; Louis A. Pedrotti, 2nd Vice-President; and Gloria Pedrotti Cordano, Secretary-Treasurer.

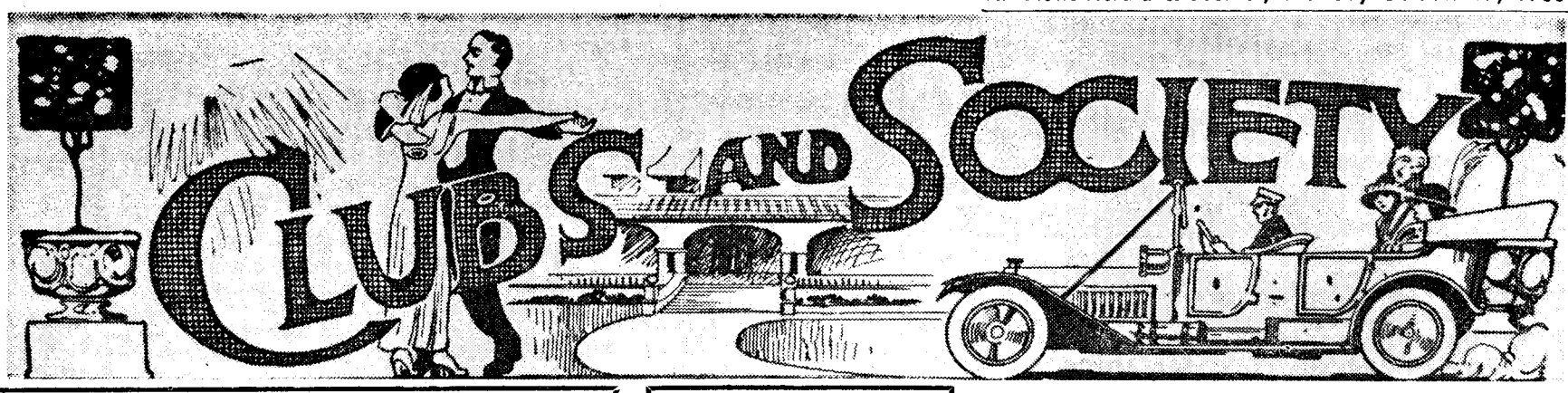
The story of the establishment of this business is another "Horatio Alger" type of success attributed to Charles H. Pedrotti. It came into being in 1905 when Mr. Pedrotti, as a young man found that he had an ability for doing plumbing work on houses his family owned. They were located on Rosabell Street which is the present site of the Los Angeles Post Office Terminal and other governmental buildings.

"As Los Angeles grows, so will Highland Park continue to grow. It has retained its pleasant small-town atmosphere with its big-town growth and expansion. It is as it was, a centrally-located area with unlimited possibilities for business and family life. My hopes and dreams are that my business, started many years ago, will continue to serve the people of Highland Park and others, and to grow and thrive, with my children, now, and later, my grandchildren directing it.

(The Above Historical Review Courtesy of Theresa Pedrotti)

"May the Pedrotti Family Continue to Serve Highland Park in the Glorious Years to Come."

CHARLES H. PEDROTTI



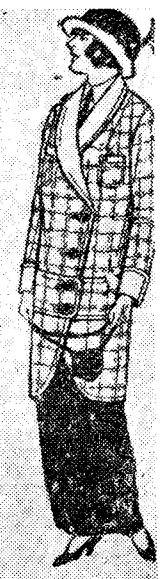


7128—Misses' Waist Sizes 14, 16, 18 Years.
7129—Misses' Skirt Sizes 14, 16, 18 Years.

How About This?

All 25c Ratines
15c a Yard

AND HOW ABOUT THIS?
ALL CALICOES GO at 4½ CENTS
THIS SALE IS NOW ON AND WILL CONTINUE ALL NEXT WEEK



7116—Ladies' Coat Sizes 32, 34, 36, 38, 40, 42 inches bust measure.

THE WHITE HOUSE
DRY GOODS STORE
5719 PASADENA AVE.

Goings-on

A jolly marshmallow roast was held last Saturday by the Happy Thirteen, all school girl chums. Hot chocolate was served around the fireplace and the ladies chatted until almost midnight at which time they departed for their homes agreeing that this had been a delightful evening.

o-o-o-o

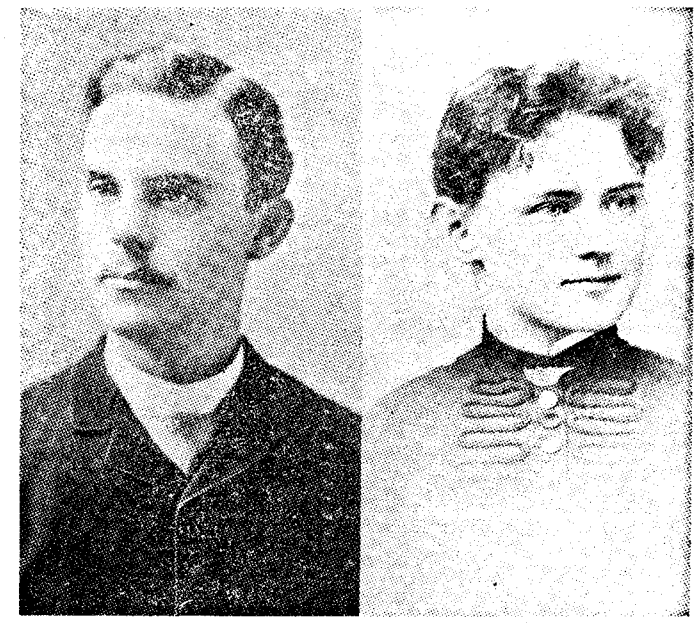
The Ladies Aid Society, disappointed that the quartette from Los Angeles did not show up, went ahead with plans for their chicken dinner anyway. It is reported to have been very tasty.

o-o-o-o

Little Miss Mamie Cunningham is reported improving after being laid up with the measles.

o-o-o-o

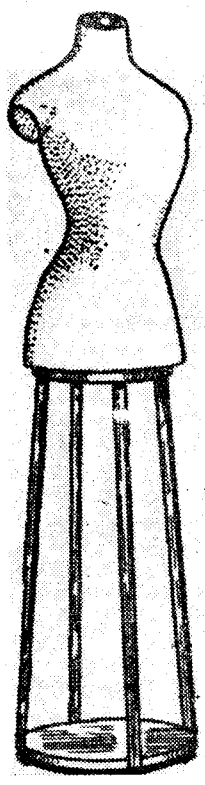
James De Camp, managing editor of this paper, spent a delightful weekend in San Diego, enjoying the sights at the exposition.



Miss Mary E. Stewart and Thomas Fellows were united in the holy bonds of matrimony, and event at which the whole town turned out to offer their felicitations. They were the first couple to be wedded in the community of Highland Park.

Use a

SEXTONE DRESS FORM



AND
MAKE
DRESSMAKING
A
PLEASURE

They are modeled upon your person and are an exact reproduction of every line and curve of your figure.

4306 Homer St., Near Ave. 43
East 2827

Louise Foster, Clarence Judson are joined in bonds of holy matrimony

A very pretty wedding took place Friday evening July 10, 1914 at the home of Mr. and Mrs. J. N. Burns of 369 N. Ave. 35 when their niece Miss Louise Foster became the bride of Clarence B. Judson. The large rooms were a bower of greenery, brightened with myriad blossoms and sweet peas and asters. The ceremony which was read by the Rev. Will Knighten, was performed under a canopy of asparagus ferns and sweet peas. A large bell of sweet peas, being over the couple. The bride, a beautiful blonde, wore a gown of white crepe drapeo with lace and silver and gold and carried a bouquet of pink sweet peas with maidenhair fern. Little Miss Mary Jane Symonds acted as flower girl and was a vision of daintiness in embroidered net and pink ribbons. The bride was given away by her grandfather John S. Symonds. After the ceremony a bridal supper was served.

The wedding will be of interest to a large circle of friends as both young people are well known. Miss Foster is a graduate of Occidental Academy and Los Angeles State Normal School. Mr. Judson is the son of Mrs. Sarah Judson of Highland Park and is a native son and a graduate of Throop. He has been connected with the LA Gas and Electric for several years.

It is rumored that they will spend their honeymoon on a motor trip, visiting the scenes of their engagement.

Proper boots for our school girls

For footwear the college girl will require heavy soled tramping boots of tan calf, two pairs of buttoned boots, one pair having contrasting material in dressy style; one pair of evening slipper and a pair of smart black pumps for wear on ordinary evenings with the dinner costume.

It is better to provide buttoned boots than pumps for day wear with all costumes for the little freshman will be apt to dash out of doors in all sorts of weather, perfectly regardless of her foot covering.

Weds prosperous man

George F. Bertrand, a traveling salesman of Long Beach, and Miss Marie Collins were married July 22, 1913 by Dr. Byron H. Wilson at his home at 5337 Abbott Pl. Mr. Bertrand is a prosperous young man, holding a good position and Miss Collins is quite well known in Highland Park circles.

So few know correct way to help lady remove coat

It is strange that not one person in a thousand who knows how to help a man or lady with his coat or a lady with her jacket. They all make the mistake of holding the garment too high, especially the last sleeve. They lift it so high that a man nearly dislocates his arm reaching for it. The more futilely he grabs and claws and lurches for it, the higher they hold it until the wretched victim would have to get on a pair of stilts to find the armhole. The proper way? Why hold the coat so that the armholes are as low as a man's waist, taking care to keep the skirt of the garment off the floor, of course. If there is any struggle to find the last armhole, drop it still lower. Never raise it. Drop it until his hand slips into it naturally.

Glee Club sings

A big mass meeting to "Keep California Dry" was staged at Highland Park Christian Church in July of 1913. The Hermon Glee Club entertained at the meeting.

Garvanza Congregationalists welcomed their new pastor, Rev. Thomas at a community wide reception on July 28, 1915.

A huge revival was under way at Hermon Free Methodist in June of 1913 where Dr. Tilroe and Dr. King officiated.

Briggs Toilet Parlors



LADIES!

Do Not Wear an Old Faded Switch!

Just look over an audience and see the dreadful, faded, old hair some ladies will wear on their own heads. Oh! Ladies! If you could only see your head as others see it.
Old Switches can be made over to look like new. We are only too glad to explain to you just how this can be done.
Do not hesitate about coming in. We welcome you.

Garv. 878
Home 38187
5812 Pasadena Ave.

Ladies meet for a jolly party

Mrs. Charles E. Anderson very informally entertained about a dozen of her lady friends at her home at 410 W. Ave. 56 last Sunday afternoon.

The ladies busied themselves with sewing and conversation served by Mrs. Darrow. Present were Mesdames Andrew Braydon, Arthur Clapp, John Johnson, L. E. Darrow and the Misses Jessie and Emily Anderson, Margaret Clapp, Claudia Price, Adelaide Haight, Luella and Boyd Rice and Frances McComb.

HIGHLAND PARK'S

Chamber of Commerce

1940-1963

Salutes

HIGHLAND PARK

On Its

75th BIRTHDAY!

75 YEARS OF PROGRESS



WILLIAM C. VILETA
PRESIDENT 1940

HIGHLAND PARK
CHAMBER OF COMMERCE

23 YEARS OF PROGRESS

1940-1963
Charter Membership 42
Official Roster 1963

183 MEMBERS



VERN WEAVER
PRESIDENT 1963

Highland Park Chamber of Commerce

FIRST OFFICIAL ROSTER

1940

William C. Vileta ..... President
George Staff ..... First Vice President
Leo Hepp ..... Second Vice President
A. J. White ..... Treasurer

Members of Board of Directors

Harry M. Chapman
William C. Schaper
Tom Denyer
John C. Holland
Carl Eyerick
C. G. Tilton
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..."Forward to even greater achievements"

HP resident recalls Good Old Days

By Martin Carman

My first recollection of Highland Park dates back to around the year 1915 when our family moved here from another section of Los Angeles to take up our residence on Mesa Avenue. It was while living here that I first attended Garvanza School beginning in the first grade. How well I still remember the old school with its English style, steep-pitched roof, supported by outer walls of white stucco, contrasted with wide, wooden strips trimmed in brown.

Each morning before entering the main building via the steps on Ave. 62, the principal, the late Sidney V. Good would assemble us at the foot of the steps for our daily "pep talk" before having the salute to the Flag. And I confess that to this day, from each of those five-minute talks during the entire eight years, only one single piece of advice has stuck with me — "Do each day's work each day."



WARTIME SONGS

How well, too, I recollect the patriotic songs we learned soon after the outbreak of World War I, such as: "Joan of Arc," "Over There," "Keep The Home Fires Burning," and "Johnny Get Your Gun" and others.

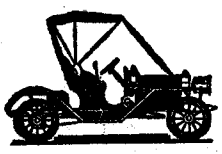
Do you remember that we were asked to save our tin foil wrappers and buy thrift stamps and war bonds?

Interestingly enough, the present auditorium was built several years after the original school and our class of summer '23 was the first to graduate from the new auditorium. And how I trembled when I played a violin solo and gave my oration.

One year before this memorable event, however, we had already left Mesa Avenue and had moved to property which included a two-story house in the heart of the business district on Pasadena Avenue (now N. Figueroa St.).

Living right here in the midst of things, I had the opportunity to become a first-hand witness to the tremendous change which was to follow as Highland Park was gradually transformed into the modern, up-to-date business center that it is today.

To point out just a few examples — when my mother (who passed on in February, 1961) used to shop at Ivers, it was just a small store about where Warren Stationery is now located. And long ago, the famous Chaffee grocery chain store operated their business where the Empire Yardage store now stands.



But I believe my closest observation during 1924 was centered on the huge vacant lot at the corner of Pasadena Avenue and Avenue 56 where the Fox Highland Theatre now stands. For it was on this corner that a local automobile dealer had placed a driverless car, with steering wheel tied, so that it moved ahead continuously in low gear in a large circle, as a ballyhoo for advertising buyers.

SUNBEAM THEATRE

Before the Highland was built, however, how well I remember each Friday night when we were allowed to go to the old Sunbeam Theatre operated by Dorner & Dice. The shell of this old theatre actually supplies the basic structure, with many alterations and improvements, which presently houses the Highland Park News-Herald plant and office. But when Fox West Coast Theatres opened the Highland in March, 1925, little did I realize at the time that they had also purchased the Sunbeam Theatre which was soon to be closed to help eliminate competition.

KNIGHT IN ARMOR

I might add at this point that since Luther Burbank Junior High School had not been completed until after 1923, I became a Freshman at Franklin immediately upon graduating from Garvanza and it was during my sophomore year at Franklin that in going back and forth to school via Pasadena Avenue and Avenue 56, the construction of the Highland Theatre began to capture my attention and I would stop each day on the way home and check the progress. The theatre being of moorish architecture throughout, I became greatly impressed with an artist who spent considerable time in the foyer painting a magnificent picture [illegible] with a trumpet to his lips, while mounted on a horse. This masterpiece, which was to catch the eye as one approached the foyer from the lobby, is now completely obliterated by the present-day refreshment concession.

THEATRE OPENING

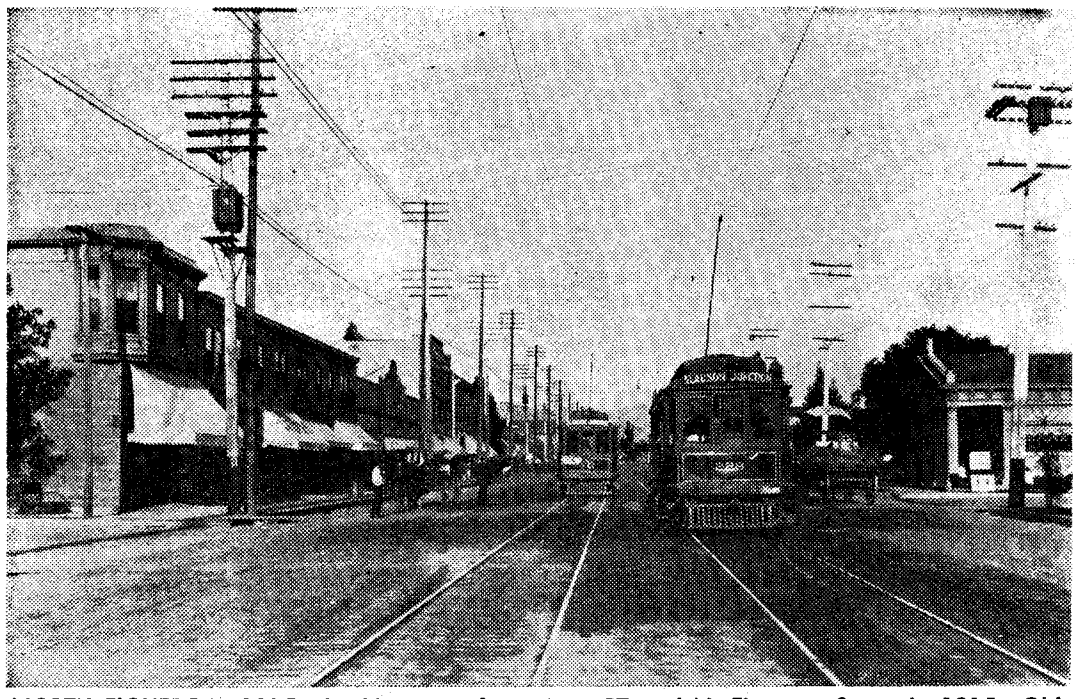
It was in March, 1925 a few days before the Highland was to have its gala opening I had the privilege of witnessing Norma Shearer christen the theatre, and, of course, I had to pick up a piece of the broken champagne bottle for a souvenir. But little did I realize at the time that Miss Shearer was to be the leading star in the initial picture, "The Lady of the Night."

Besides, there was an orchestra in the pit, vaudeville acts on the stage and Monte Blue in person as emcee with a host of celebrities. But more than that, Myron Slagle, the projectionist that evening, has held the same position since that gala opening more than 38 years ago right here at the Highland.

To ramble on — do you remember back when the Security First-National Bank, now at Ave. 56 and Figueroa, used to be in the old original bank building at 57 and Figueroa where the Home Savings & Loan now stands. Or would you remember the old H.H. Grotthouse Hardware store in the wooden building where [illegible] is

I, too remember the big [illegible]sle over the thought of asking the local property owners to help pay for a freeway along the Arroyo Seco channel. This, the merchants contended would remove most of the traffic (potential customers) from Pasadena Avenue. Of course, there would still be the big red cars on Pasadena Avenue operated by Pacific Electric.

Naturally, this is only part of the story but I am sure history has it all well recorded. But it's been both rewarding and satisfying to be a part of the changing scene and I venture to say, in conclusion, that today's youngsters will live to see a constant flow of improvements which, to be sure, will help to make theirs an even better place to live—in Highland Park.



NORTH FIGUEROA, 1915—Looking east from Ave. 57 and N. Figueroa Street in 1915. Old Pacific Electric red cars cruise down unpaved street. Old Highland Park Bank is shown at right (now site of Home Savings) and store in foreground at left is currently occupied by Owl Drug. (Courtesy Title Insurance & Trust)

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
DAILY UNCLAIMED FREIGHT
1942-1963

DAILY UNCLAIMED FREIGHT

has been an integral part of the Highland Park commercial growth. Back in 1942, some 21 years ago this firm selected Highland Park for its "growth potential". In recent years Daily Unclaimed Freight has expanded to the extent of taking over the building formerly occupied by Western Auto . . . 5540 North Figueroa. Featuring all types of Furniture . . new and used . . at wholesale and "unclaimed" prices, Unclaimed Freight has shown a remarkable increase in sales volume.

5540 NORTH FIGUEROA

Was there really a haunted house?

By E. CRUMPACKER

In the early 30's, when we were children, speculation ran high as to whether or not the "Old Jeffries House" at the corner of Cypress and North Figueroa was really haunted.

Everyone knew the prize fighter, Jim Jeffries, used to live there, but that was long before our time. We only knew the house as a symbol of mystery.

On our way to the Arroyo Theatre on North Figueroa, we three never missed wondering aloud about the spectral tenant of the "Old Jeffries House." Returning from a Saturday matinee, we decided to "investigate" the big, grey house and know for sure whether the stories surrounding its lonely life on top of the hill were true.

Access to the house was by climbing about 100 wide, cement steps from Cypress Avenue. Bravely we started up. Twenty steps later, my younger sister lost courage and decided the better part of valor consisted in sitting out the experience right there. Onward and upward our friend and I proceeded — ghosts were not real and we were not afraid! Our friend's better judgment overcame her 50 steps later, and she declared herself the "lookout" at that point.

Nothing would deter me in the quest for truth — and on I went — albeit more slowly—reaching the very porch of the "haunted house." Fascinated and horrified at my rash act, I tiptoed to the screen door.

A man's foot and grey-trousered leg was visible in the gloomy interior. While I took in details of old-fashioned furniture and Sunday papers littering the floor, the foot and leg suddenly materialized into a whole and complete man — not the least bit ephemeral!

His deep voice asked, "What can I do for you?" Terror struck! "Run for your lives," I shouted, dashing down the 100 steps, beating the other two girls to safety two blocks away in the shadows of the recently built Divine Saviour Church on Cypress.

That was no haunted house —that was real!

"WHERE EVER YOU LOOK, 'SOLD BY COOK'!"



Outside view of Cook Realty headquarters, 6330 North Figueroa. Largest and most modern in Northeast Los Angeles, the new Cook headquarters combines attractive modern design with a fast, moving, efficient real estate service. The busy staff of real estate counselors within have set sales records in the past 12 years.

Cook Realty Dedicated to Progress of Highland Park

"If one had to reduce success in the real estate business to one essential quality, I would say it is dedication to the community in which the real estate man operates."

So stated Ernie Harnsberger, president, owner and guiding genius of the Cook Realty Company, 6330 N. Figueroa in considering his firm's part in the growth and development of Highland Park.

"Real Estate organizations cannot work in a vacuum. Their success must be measured in the framework of the community in which they do business," he said.

On this count, Cook Realty has been highly successful, for Cook Realty, and its staff of six real estate specialists has had a major part in "selling" Highland Park to thousands of clients who have come to them for guidance in the purchase of homes, and apartments and businesses.

In addition to this business activity, Harnesberger himself, as lecturer on real estate and sales techniques, has spread the word about Highland Park. As speaker at real estate conventions and clinics throughout the western states, he has made a point of spelling out the natural and civic advantages of Highland Park.

In the course of business and in speaking engagements, Harnesberger and his staff speak with the sincerity of those who have a large stake in Highland Park as a growing, progressive and prosperous community. Everyone of them have made substantial investments in it. All own homes in the area; most of them own apartment houses and rental units.

Ernie Harnesberger himself has made substantial investment commitments that in their size and dramatic effect have sparked the surge of building projects that promises to change the face and character of the community.

For one thing, his Holiday Cove, apartment house at 201 S. Ave. 64 was perhaps the first of the modern luxury apartments to be built in the Highland Park area, complete with swimming pool, modern design and equipped with the latest conveniences.

In concert with other developers, he has given further impetus to the current home and apartment building boom by engaging in a series of big apartment building projects. Presently in being and fully occupied are the Park Plaza, Own-Your-Own apartment complex of 47 units, in addition to Holiday Cove.

Together these add up to a total of over 100 units filled, Harnesberger points out, largely with newcomers to the area; and this is hardly a start. On the Cook drawing boards are plans for three other apartment complexes that will add another 100 units to the total. The total units that Harnesberger will have constructed at that time will be 200 units. It is significant to note that this family capacity replaced 13 original families.

If such a ratio of new incoming population to former residents holds generally, Highland Park would be in for an unbelievable population increase in the not too distant future.

Ernie admits smilingly that he has made an occasional foray into other areas for investment purposes, but "I always come back to my first and only love, Highland Park," he says.

In another venture into the outside world, Cook Realty has taken on a major investment-promotional project. This entails the expansion and modernization of famous Mammoth Tavern at Mammoth Lakes, which will eventuate in excess of a million dollars venture.

Ninety percent of Ernie's efforts and investments have been made in the Highland Park area and will remain so according to Harnsberger.

Dedication to the progress of Highland Park is not just an idea with Ernie. It is a way of life.

Cook Realty Headquarters Symbol of Forward Looking Realty Firm

Cook Realty's new headquarters building at 6330 N. Figueroa St., is the last word in modernity. The graceful effect of its functional design is softened and enhanced by refreshing touches of greenery.

The 5000 square feet building contrasts in spaciousness and impressive beauty with the former headquarters at 6117 York Blvd.

The contrast in fact is an accurate measure of the phenomenal growth of the real estate concern which has set records in sales and the amount of real estate deals handled in the 12 years of its operation.

Beside the Cook Realty offices, the real estate building also houses the offices of a number of other firms. These are: Community Escrow, the law offices of Joseph Lazzaroni, attorney, the Cal-Dak Corporation, and Marion Brown, Insurance.

The interior decor of the building is distinguished by decorative paneling and terrazzo marble treatment. Walnut paneling enriches the interiors of each of the Cook offices—the reception area, the staff room and the office of Ernie Harnsberger, the president and owner of Cook Realty.

Other features of the Cook headquarters include wall to wall carpeting, complete air conditioning and the latest in call director telephones. The unique inter-com system is arranged to literally draw the entire staff together into a tight communications and consulting pattern. Every staff member is connected to it; desk by desk and desk to secretary. Furthermore a car to car office telephone system connects with the salespeople in the field.

Beside the reception and secretarial desk and the various staff offices, the Cook headquarters contains a private room for consultation and interviews. In the rear of the suite of offices an area has been set aside, studded with refreshing green plants, for a coffee leisure room; and this indicates the prevailing air of informality, and close knit comradeship that characterizes the Cook Realty way of life.

The Cook headquarters is easily recognized, for projected on top of the building is a revolving sign proclaiming the name "Cook Realty," on one side, and on the other "Ernie Harnsberger, Realtor."



Old building: Where success story began. Here is Cook Realty's former headquarters. Old building's cramped quarters contrasts with new headquarters at 6330 North Figueroa which has 5,000 square feet in modern setting.

7 Day A Week Service Feature of Cook Realty

To "Serve you when you want to be served," Cook Realty has inaugurated a 7-day a week service.

This service extends to Highland Park, Eagle Rock, West Pasadena, South Pasadena, Sagamore Park, Cypress Park and other Northeast communities to which Cook's real estate sales and counciling service extends.

This extra plus accommodation is characteristic of Cook's unique approach to selling real estate. Harnsberger sums it up this way:

"What makes some realtors highly successful, while others must constantly struggle merely to survive? Ability? Of course. But it is something more than that. It is the ability of attracting and retaining a following — every growing — of clients and customers who freely entrust their confidence.

How To Sell Real Estate In One Easy Lesson

Have property to sell?

Cook Realty has made a science of getting the sure fire answer to that question. It leaves nothing to chance, its formula for finding prospective buyers and selling them takes in to account every proven technique.

Here's the formula that Cook Realty puts at the disposal of its clients:

Trained Personnel:

All successful real estate service must begin with this prerequisite. The strength of Cook is in its highly trained, highly capable personnel. Its real estate counselors are successful business men and women. Cook's constant communications system keeps them in close touch with the office, their clients are advised on the latest changes that occur in the real estate market.

Property Inspection:

Each week the entire staff inspects each new listing. Together the best selling features of the property are singled out; every counselor knows the property intimately, guaranteeing a quick and satisfactory. sale.

Best Of Financing:

Cook's counselors are experts in FHA, Cal-Vet and other efficient and low cost financing. Once the sale is made, the financing arrangements are quick and in the best interests of the client.

Sales Promotion:

A variety of effective advertising and promotion media are used by Cook to make the quick sale. No single method is relied upon. Newspapers, direct mail, property signs, open houses, and the use of multiple listings are all used in a unique, hard-hitting, "saturation" selling campaign.

COOK REALTY RECORD SALES BASED ON FAITH!



Cook Realty staff lineup with automobiles to illustrate unique communications network set up to keep staff members in constant communications. From office intercom system the network extends into the field via telephones in each staff car. Clients can contact staff members even though they may be cruising in the field.

Over $3 Million Sales Tied To HP Progress

The memory of a mother's courage and devotion became the driving force that propelled Cook Realty from a run-of-the-mill office to its present multimillion dollar operation with its fingers in many Highland Park Investment pies.

Ernie Harnsberger, the son who does not forget, took up the reins of management in 1952 when his mother, Mae Cook passed away and proceeded, with the help of Martha Walkinshaw, to build it into one of the most substantial realty companies in Southern California.

It can be said with truth therefore, that Cook Realty which topped the $3,000,000 sales mark in 1962, is a monument to the mother, Mae Cook, who founded the company in 1924.

In the twelve years of Ernie Harnsberger's management, the company's sales volume rose from less than a half million dollars a year to its present 1963 rate which may reach the four million dollar mark by the end of the year.

Ernie estimates that 4,000 pieces of property have been handled in the twelve years of his management which represent nearly one-fourth of the dwelling units in the entire community of Highland Park.

This item brings up a significant tip as to how a successful real estate business is built up. Ernie was quick to point out that the ratio of property his firm has handled to the total number in Highland Park does not have relevant relationship.

A great many of his property deals are "repeats," that is to say that he had dealt with the same clients again and again. In fact, Harnsberger said, a good portion of his mounting volume of sales comes from this situation, where the same clients depend upon Cook Realty for continuing consultation on sales, purchases and real estate investments. Furthermore, "when they are satisfied with the way our people take care of their investment needs, they tell others." Harnsberger said that these two factors, repeat sales and "referrals" meant sound business development based on trust, confidence and the knowledgeability of his staff of real estate investment specialists.

"We have no 'clients' as such," Ernie puts it, "just trusted and trusting friendships. That's the way we like it."

Taking the occasion of Highland Park's Diamond Jubilee celebration as a plateau, Harnsberger estimated that the community is in for "big things" in the future.

"What we thave been doing in Highland Park, that is, in the past, is to lay a solid foundation for the future," he said. Highland Park has built solidly, growing slowly, attracting people who have a sound sense of thrift and savings.

"As the statistics show, our median family incomes have been rising steadily. We have a higher percentage of employment that is general in Los Angeles.

"Now the attributes of our area, its natural beauty, its centralized location, its seclusion, is focusing attention on Highland Park.

"People are coming, investors are coming, new commercial ventures are coming. Our job is to plan ahead, to keep the coming growth within the framework of our economic-cultural pattern."

Team Work of Cooks Staff Aided By Car Telephone Network

Whether the Cook Realty staff is sitting in their frequent staff conferences or its members are out in their cars driving to serve a client, the Cook Realty associates are always in close touch with each other.

A combination of basic working philosophy and a unique communications network brings this about.

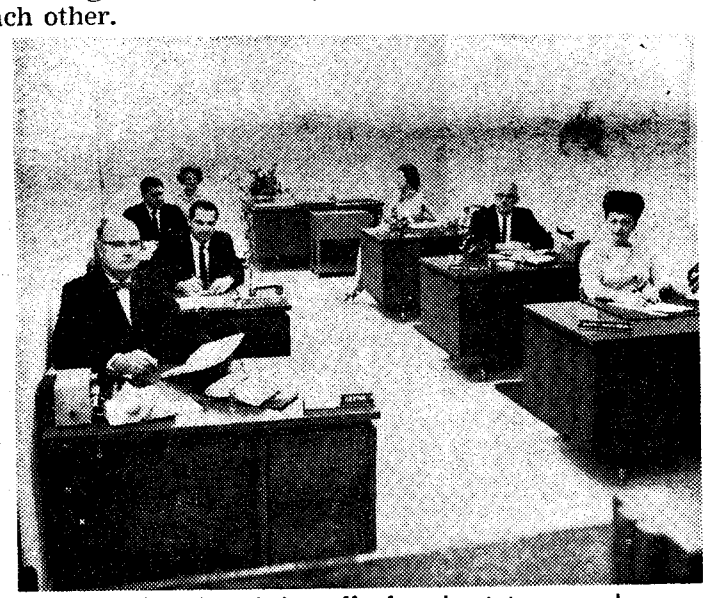
Ernie Harnsberger tells about Cook Realty's working principle: "We go on the belief that two heads are better than one, eight heads better than two. Teamwork is a working policy. We want each of our representatives not only to have the knowledge that comes from his own experience. We want them also to benefit from the knowledge, ideas and experience of all the other.

"We pool our knowledge by constant communications. We have meetings, individually and in groups. Each contributes to the others' knowhow so that the client has the benefit of our combined experience rather than just the one with whom he deals."

This is the first phase of the remarkable communications system which sets Cook Realty's service apart from others. The aim, according to Harnsberger, is to put maximum information, experience and know-how at the disposal of the client.

"And we have set up the means to give it instantly," he says.

The communications system starts in the office. Each desk and office is connected directly with the others, and all of them to the secretarial desk. That base communications operations network extends into the field by system of car radio-telephones. Each salesman's car is equipped with a telephone which is in direct and constant communications with the central switchboard. With the system in operation, a salesperson in the field is as close to the central office as if he were sitting at his desk.



Cook Realty's close knit staff of real estate counselors are shown in their working quarters. At desks, beginning at left: Russell Austin, J. D. Mannie, Ernie Harnsberger, Emmi Campbell, (right hand) Martha Walkinshaw, Robert A. Moore, and Rosemary Beck.

Cook's Instant Service Also Is Knowledgeable Service

A corrolary to the "instant service" system of the Cook Realty Company is a staff whose members have something of worth to communicate. This, the eight man and woman staff has in great abundance.

The Cook staff is remarkably articulate, brimming with ideas and in sound knowledge of real estate development and sales, far above the average. The Cook company has planned it that way, according to Harnsberger.

"The entire system depends on gathering together this kind of top calibre staff," he says. No system can be any better than the people who operate it."

Beside Ernie Harnsberger, the Cook Realty staff consists of seven veteran real estate salespeople, many of them, like Martha Walkinshaw literally having grown up with the business. They are:

Russell Austin who is presently president of the Northeast Realty Board, J. D. Mannie, Rosemary Beck, Robert A. Moore, Martha Walkinshaw and Emmi Campbell.



Ernie Harnsberger, president and owner of Cook Realty, shown at desk in office of new headquarters, 6330 North Figueroa. From this intelligence center, Cook's investment and real estate sales activities reach into every sector of Highland Park's life.

Cook Realty Broadens Service Thru National Marketing System

To broaden the scope of its already exhaustive real estate offerings, Cook Realty has taken on the service of the American Institute of Marketing Systems.

This service compiles listings on select homes, farms, ranches, acreage, business, recreational projects and others. A periodic brochure on these offerings are available at Cook "Realty Headquarters, 6330 N. Figueroa St.

'Old Timers' Look Back

'Ancient' resident recalls old Garvanza phone

By Julia Mikeska

I date back to "ancient" times when the telephone prefix was "Garvanza" and the rate for a private line was only $3.75 without any kind of taxes added.

The Garvanza prefix was changed to Albany after the new Telephone Exchange was built on the corner of what is now North Ave. 56 and Meridian St. The street signs used to read West Ave. 56 when we first arrived here.

The Albany prefix with only four numbers remained for many years, until it was prefixed by either Clinton or Cleveland and an extra number added.

Now we're supposed to omit the prefix and use seven digits.

The corner property which we finally decided to buy was four blocks "up" from York Blvd. where we didn't have to fear flood waters and from where we had a panoramic view of the hills from three sides of our house. With the passing of the years we found it interesting to see the progressive development in our locality and more street lights beaming at night on the many new streets leading from this area toward Hollywood.

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Later we watched the building of the Griffith Observatory and still later the erection of the first television station in that district.

My beloved late husband and I were still considered newlyweds during the first year of our marriage when we decided



to buy our home in Highland Park. We had been living in the southwest part of the city but didn't like it well enough to settle there, so we started looking at the real estate page of our daily newspaper on which the name of Highland Park caught our eye. (Incidentally, in those golden days the monthly rate for a daily newspaper used to be only $1.05 per month for many years.

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We had a long street car ride for 5 cents, with transfer made downtown to the "W" car which brought us to Highland Park to look at new homes which we had seen advertised for sale.

Never having been in this part of Los Angeles before we didn't know what to expect when we got off the trolley, but we followed directions given in the ad and found ourselves in what we later learned was called the Arroyo. The real estate broker was quite "miffed" because we didn't like the location of the house he showed us, right down at the bottom of a very high bank. I wondered how those houses would keep from being partly inundated by rain waters running down from that cliff before the days of present-day drainage systems were installed years later.

The "red W" on the street car to Highland Park was for those passengers who wished to ride west on York Blvd. to the terminus at Ave. 50 and the "green W" went straight ahead to the end of the line near the foot of the famed Eagle Rock. The present N. Figueroa was Pasadena Ave. to the Junction only and from there north the street was named Annandale Road. Both of these streets were later changed to N. Figueroa St. and the "green W" car was replaced by a bus.

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Speaking of street cars, in those good old days gone by, the fare to Inglewood was only five cents with transfer made downtown to the "E" car. If we wished to pass away a Sunday afternoon we could stay on this car returning from Inglewood and ride all the way into Eagle Rock to the end of that line and then transfer to the "green W" which would bring us back to Highland Park.

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Taking an automobile driving test 35 years ago was very easy compared to the long procedure we must all go through these days. Then we sat comfortably at a table in the recently-built Highland Park police station for our written examination and the driving test was taken with one of the policemen.

The "freeway" was originally called the Pasadena Speedway, but no one had the "speed-bug" in those days. Cars just drove leisurely along.

Highland Park drew crowds of visitors from outlying districts in the late thirties when fossil bones were unearthed during excavation for the Sparkletts Water Company's new building on York Blvd.



There was quite a bit of excitement for several weeks while work halted to enable geological scientists to study the bones which they agreed were from some prehistoric monster which once roamed around these parts.

Incidentally, I learned from a real old-timer that the site of the Sparkletts Plant was once a reservoir made by the original owner to supply water to a nearby dairy and it was also used as a "swimming pool" by teenage boys from that vicinity. Later, when it was discovered that the continuous supply of water came from an artesian well, an analysis was made which proved that the water could be put into commercial use by bottling it for sale to the public.

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I believe that the worst disaster which ever befell Highland Park was the deluge that flooded the community from the overflowing Arroyo (before storm drains had been heard of around here).

Highland Park must have been considered as a safe haven from earthquakes in the mid-thirties during the Compton and Long Beach earth tremors that lasted for several days, as we heard of families who came here to stay until all danger was past in their quake-ravaged towns.

Miniature golf became a sudden and popular game all over the city in the early forties and elaborate courses seemed to spring up everywhere. Many an unsightly vacant lot was transformed into a thing of beauty while the popularity of this pastime lasted. Highland Park's course in the 5500 block on N. Figueroa outlasted all others and I was sorry to see this attractive spot disappear a few years ago.

What I have recalled about Highland Park dates back only



to the early twenties, but a friend, Mrs. Catherine Zalibra who has lived here since 1907, gave me the following other information: the Arroyo Seco library at N. Figueroa and Piedmont St., dedicated in 1914, was an outgrowth of the original library branch in the Garvanza district, and of course every one now knows that the old building was razed about three years and the new library built on the same site.

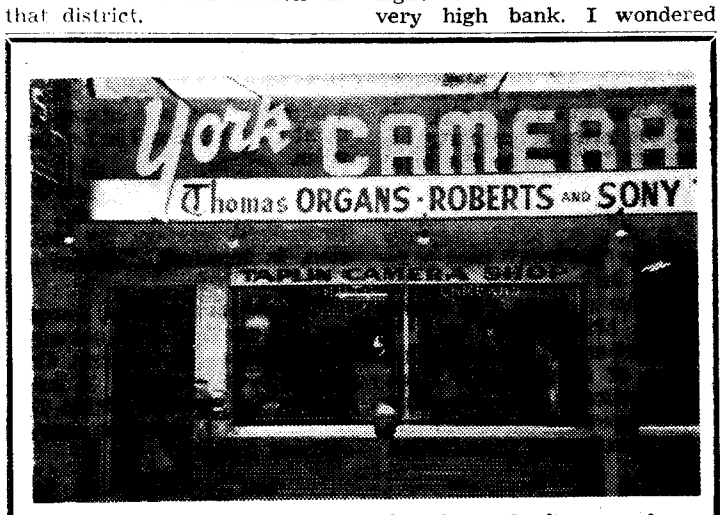
The first street-car into Highland Park was put into use about the year 1914, which ran only as far as Ave. 61 and Monte Vista St., and like all other cars in those days there was a motorman and also a conductor who collected the fares from passengers after they were seated. By 1921 the route was extended to Ave. 50 and York Blvd.

Mrs. Zalibra also remembers the blacksmith shop and the "village smithy"; the horse-drawn fire engines which were used for many years; the present site of the library and playground was once used as a corral by the local cement contractor. Most homes had crude plumbing but since there was no sewage system yet, cesspools had to be used. Before gas and electricity were eventually put into use for lighting and fuel, kerosene or coal oil lamps were used for lighting and cooking was done on wood or oil-burner stoves.

Mrs. Zalibra further recalled that Sycamore Grove Park was a beer garden in the early days. (From historical facts which I learned at the local library



about Highland Park's annexation to the city of Los Angeles, one of the reasons was that they feared saloons would spread in the community. As part of the city the saloon menace could be controlled and it was also considered that other public services could be had from city government.



Nearly 20 years ago the late Larry Taplin moved his family out West from Minnesota, where he was employed by a large Minneapolis firm. A perfectionist in repairs of small office machines, Larry Taplin opened a typewriter repair on York Boulevard. His hobbies, ever expanding, took in the field of Photography . . . where as usual, he excelled because of his honest and knowledgable service to his customers. Store number two was opened on Figueroa, where it still enjoys a constant growth of new customers.

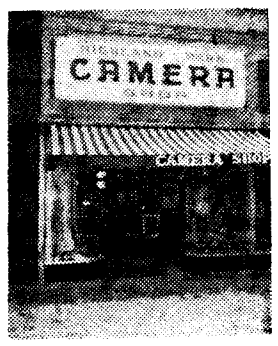
Lloyd Taplin, his son, now is in charge of both stores, offering photo-fans a complete stock of supplies as well as the latest in the world of photo equipment. John Hedblom, manages the Highland Park Camera Shop.

LLOYD TAPLIN AND STAFF PROUDLY JOIN THE ROSTER OF SUCCESSFUL BUSINESS MEN NOW SALUTING HIGHLAND PARK'S 75TH ANNIVERSARY.

TAPLIN CAMERA SHOPS

York Camera Shop
5110 York Blvd.
CL. 6-2151

HIGHLAND PARK CAMERA SHOP
5705 N. Figueroa
CL. 5-0123



John L. E. (Bud) Collier,

54th Assembly



IT'S BEEN AN HONOR TO SERVE

In the 20 years that I have served the people of Highland Park, I have come to have a deep and abiding respect for these citizens and organizations that have taken the lead in guiding Highland Park's forward progress. It's been a great privilege to have been allowed to participate in these developing plans and to catch the feel of a community on the march.

John L. E. (Bud) COLLIER

54th Assembly

Gateway MARKETS

Congratulations

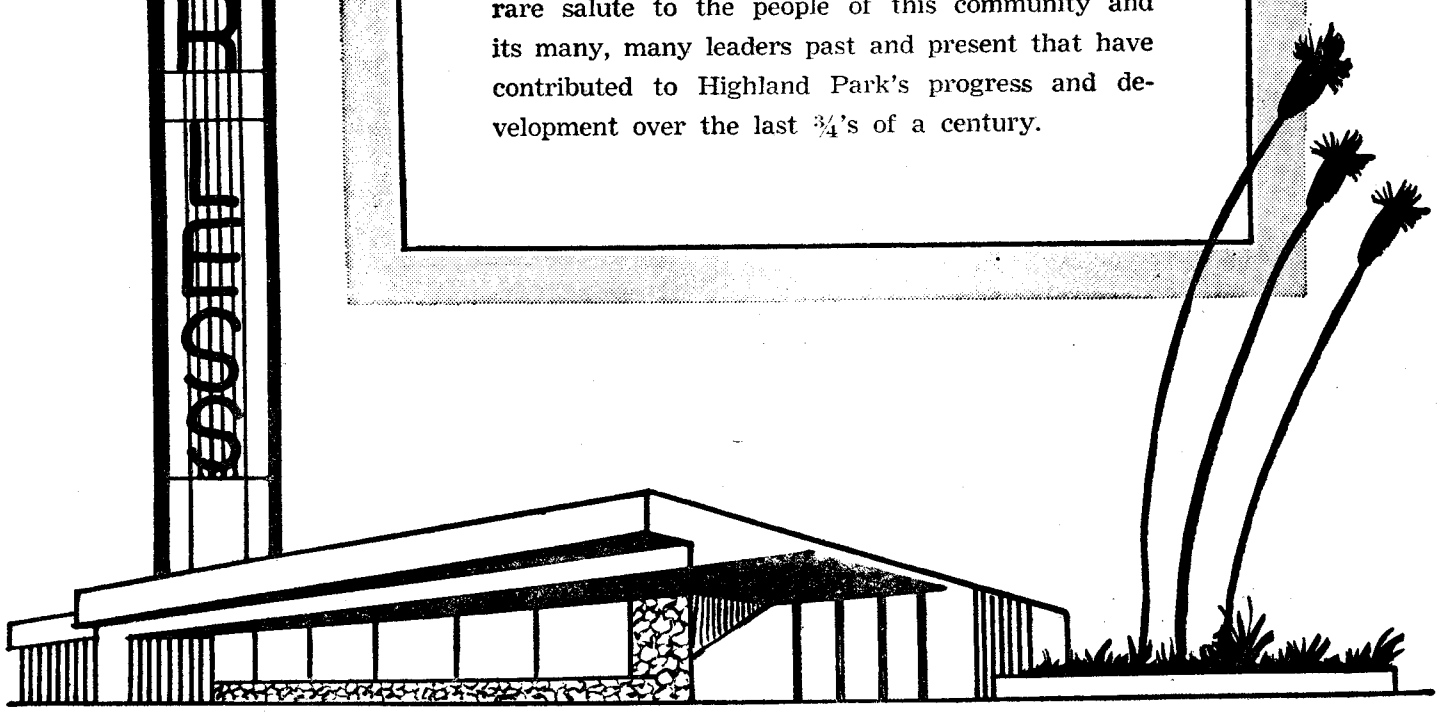
to

Highland Park

75th on it's ANNIVERSARY

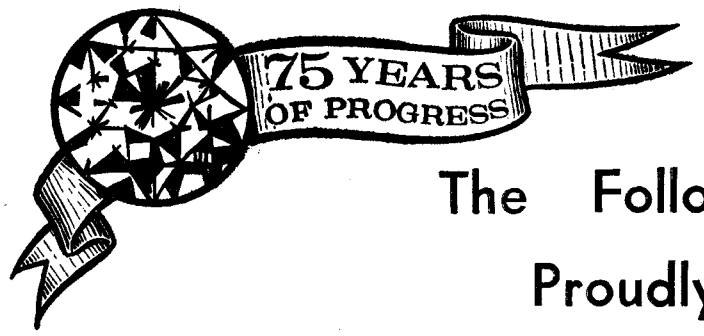
Since its humble beginning some 41 years ago Gateway Market has held a special place in its heart for the people of Highland [illegible] versary of the founding of this community of Highland Park, we here at Gateway want to express our heartfelt thanks and appreciation. Through the continued patronage over the years by the people of Highland Park, Gateway has been able to grow to its present position as one of the leading food centers in the Northeast area.

We are proud and honored to be able to participate in this Diamond Jubilee Edition. This is indeed a rare salute to the people of this community and its many, many leaders past and present that have contributed to Highland Park's progress and development over the last ¾'s of a century.



HIGHLAND PARK

DIAMOND JUBILEE



The Following Professional Firms Proudly Salute Highland Park, Now Observing Its 75th Anniversary!

Paul F. Little, MD.
Wilbert E. Little, MD.
Frank J. Gaspar, MD.
Mitchell Gaspar, MD.
William L. West, MD.

Emergency Service
Day or Night
CALL
CL. 5-1575

in the
Highland
Professional Center
5823 York Blvd.
SUITE 1

1946-1963

Dr. R. T. Dale
Optometrist
★
5620 N. Figueroa
CL. 5-8991
★
Serving the
Highland Park
area for
over 17 years.

"When I set up practice here in 1923, Highland Park was a small community with a bright future . . . today it's part of a great Metropolis, with even a brighter future!"

1923 - 1963

Howard D. Eaton
M.D.
6325 N. Figueroa St.
Los Angeles 42, Calif.

OFFICE HOURS:
10 'til 12 • 2 'til 4
Tues. & Thurs. 6 'til 7

CL. 5-8424

1957-1963

ROBERT M.
ARAGON
M.D.
Physician
&
Surgeon

Congratulations
to
Highland Park

4900 York Blvd.
CL. 5-5141

John G. Connor
Attorney-at-Law
5247 York Blvd.
CL. 4-4646

William L. Mallum
Public Accountant

"We are looking forward to playing an important part in the future growth of this fine community!"

CL. 7-0709
—or—
CL. 7-1409

5840 YORK BLVD.
Los Angeles 42, Calif.

Congratulations - - -

William S. Frank
D.D.S.

112 N. Ave. 58
CL. 6-4303

Highland Park - - -
75-yrs.
Progress

Dr. Martin L. Henn, D.C.

1957-1963

"I take this opportunity of thanking the fine people of this area for the way they have received our professional services . . . since our arrival some 6 years ago.

I am also proud to add my name to the roster of the professional men now saluting Highland Park on its 75th Anniversary."

MARTIN L. HENN

5900 YORK BLVD.

Congratulations to Highland Park on its 75th Anniversary

Max M.
Tochterman
P.A.

5335 No. Figueroa

CL. 4-3975

To
Highland Park
• • •
Hardiest
Congratulations
• • •

Paul F. Bodine
Public Accountant
4253 Eagle Rock
Blvd.
Los Angeles 41
CL. 4-4311

HIGHLAND PARK

DIAMOND JUBILEE



The Following Leading Highland Park Firms Salute "Their Town" On Its 75th Birthday Celebration!

1950-1963

KIRSCH TYPEWRITER SHOP

Sales
&
Service
for
13 Years In H.P.

5121 YORK BLVD.
CL. 7-5858

Congratulations
to
Highland Park
from
Reanee's
BEAUTY STUDIO
Serving Highland Park
Since 1940

Individual Hair Styling

For Appointment CALL . . .
CL. 5-9187
5243 York Blvd.
Closed Friday & Saturday

1952-1963
WHITE'S
•
BARBER SHOP
•
Congratulations
to
Highland Park

WHITE'S
BARBER SHOP
4753 York Blvd.

Highland Park Glass Co.
1931-1963
"Everything in Glass"
for the past
32 yrs.

5401 No. Figueroa
CL. 4-3444

Vi's Artist Supplies
5401 ½ No. Figueroa
Owned and operated by
Highland Park Glass Co.
CL. 5-0054

"We proudly salute
Highland Park
75th
Anniversary"
DON HENKLE

A
"BOUQUET"
of
Congratulations
to
Highland Park
on your
75th Anniversary

FRANKLIN
FLOWER SHOP
5533 No. Figueroa
Los Angeles 42, Calif.
CL. 6-2194

1926-1963

Highland Auto Works
Charles Nuckles, Owner
IN
Highland Park
SINCE
— 1926 —

(25 years in present location)

BODY FENDER PAINT

5251 York Blvd.
CL. 6-9303

Congratulations
to
Highland Park
from
Tom Smith's Window Shop
—1945-1963—

- Blinds
- Shades
- Louver Windows

FREE ESTIMATES
Complete Selection

5511 YORK BLVD.
CL. 7-7596

1918-1963
Jahns Quality Pistons
MANUFACTURERS OF
Aluminum Alloy
Pistons

Congratulations
to
Highland Park

Jahns Quality Pistons
Inc.
2662 Lacy Street
Los Angeles 31, Calif.
CA. 5-8177

Congratulations
to
Highland Park
on it's
75th
Anniversary

B-LOVELY
HAIR FASHIONS

Juliet Lujan
OWNER

104½ No. Ave. 58
CL. 6-5480

1928-1936
Doc's Big Pine
FLYING "A"
SERVICE

For all your
Automotive Needs
come to "DOC'S."

- Gasoline & Oil
- Tires
- Batteries, etc.

"DOC'S" BIG PINE
FLYING "A" SERVICE
5330 N. Figueroa
CL. 6-7016

Old Timers Look Back

Mail delivered in surrey

By "OLD TIMER"

Let's go back to Thanksgiving Day 1904, when the Santa Fe "Overland" brought me from a land of snow to a land of flowers, sunshine and clean air, perfumed by the orange tree in our new home in Garvanza. Five rooms rented for $15 a month.

The Salt Lake Railroad had a daily train to Pasadena, with pullmans, for through passengers to or from the east. On the Santa Fe, the faithful old Overland rumbled through at 8:20 every evening.

FIRST POSTMISTRESS

Locally, in Garvanza the mail was literally delivered from a surrey with the fringe on top. The vehicle had a step on the rear and a seat just inside. The old horse plodded along in a zigzag pattern from house to house, seemingly without being guided. The post office was run for many years by Miss Jennie Gilbert, in an ancient building just south of the present gas station on Ave. 64 and York. I believe this station was the first in Highland Park.

Two blocks north on Ave. 64, the present Knights of Pythian Lodge Hall was then the local public library.

Miller's Hall (recently torn down at its location on York between Ave. 63 and Ave. 64), was the site of dances, parties and other social activities for the community.

Most of the streets were oiled, but what is now Figueroa was not, and was a study in dust in the summer and mud in the winter. Figueroa, from Meridian north was a narrow country road lined with pepper trees on each side. A gully, some ten or more feet deep, paralleled the west side of the road, and was bordered by willows, sycamores and other deep vegetation, fed by waters from the small stream that flowed the year around. Somewhere near Springvale Drive, we boys scooped out a swimming hole and braved the poison oak and nettles to really have fun.

Down between what is now Myosotis and Ruby Place, the stream swung westward and spread out over a sandy bed beneath great sycamores. Here in the shallow waters, a friend of ours grew the most beautiful Calla lilies I have ever seen. In 1905 and 1906, this entire valley was very sparsley settled, and occasional houses here and there, one or two dairies—all made a serene and pleasant picture.

TRAGEDY IN THE POND

In 1904 I attended the Garvanza school at Ave. 62 and Figueroa. Some years later this was torn down after being replaced by another just north of it. In recent years this second building was torn down and the present one built. Across Ave. 62 from these schools were three deep holes or gullies which proved to be tragic. Originally, the storm waters from the hills north of Meridian Street and west from Ave. 64, drained into a pond where the Garvanza Reservoir now is. This overflowed into what originally was a small canyon extending down to the Arroyo, where the waters joined the river. As Garvanza developed, the Pacific Electric built a fill over the lower end of the canyon for its tracks to Pasadena. Pasadena Ave. (York Blvd.) was also a fill for vehicle traffic and the Salt Lake R.R. Garvanza St. and Ruby St. were also filled.

This left the three basins to accumulate flood waters which the heavy storms deposited faster than an inadequate drainage could remove. In winter we made rafts to paddle on these muddy ponds. One of my pals fell overboard and drowned before help arrived.

The last of the depressions to be filled was south of York Blvd. where the Senior Citizens grounds are now located. Some may recall that this depression belonged to the Park Department and housed the public library before it was moved to its present location.

OLD WOODEN BRIDGE

Speaking of the Arroyo — this was a beautiful jungle of sycamores, alders, willows and other moisture. loving foliage. The only vehicle crossing was at Marmion Way—an old wooden bridge where now is the concrete structure from the freeway to Ave. 64. The salt lake and Pacific Electric Railroads each had a trestle crossing the Arroyo at the end of York Blvd. and Roble Ave. Below them was a shaky footbridge that went out with the first freshet.

At the east end of the footbridge was a beer garden and dance hall.

There were no flood control dams in those days, and the winter flood waters would run several feet deep and take anything in their path.

LITTLE RED SCHOOL

In 1905 I moved "to the country" and enrolled in the Annandale School, located in the cow pastures, at what is now N. Figueroa and Ruby Place. This school, built in 1900, was a true red schoolhouse. Painted a rich red, it had one room on either side of the front, with cloak rooms on either side of the main entry. Each room had one teacher handling four grades—1 to 4 on the south side, and 5 through 8 on the north side. Across the rear of the building was the library, which was over the furnace room.

OLD WINDMILL

Just outside was a water tank on a tower and a windmill. The lavatories were out at the end of the playground. In 1907 a bungalow was added, with an extra teacher.

At least two of the original stores survive—the Grotthouse Hardware and the Highland Park Drug Store. There may be others. Possibly the oldest—the Village Smithy, Al Nies' Blacksmith Shop since 1898 at N. Figueroa St. and the Santa Fe Tracks, is now gone.

York Blvd., then a dusty road, ended at Ave. 45, at a fence-enclosed cow pasture—in which was a flowing artesian well; now on Sparkletts property.

Just a few memories—there are many more.



Garvanza Post Office, 1890's

Established in May 11, 1887, old Garvanza Post Office, located near Ave. 64 and York Blvd., merged with L.A. Post Office on June 30, 1901. (Courtesy Security First National Bank)

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
BEN ALEXANDER FORD
1956-1963

Achieving national fame for his TV part in the "Dragnet" series . . . Ben Alexander, needed no introduction when he put his name on the Ford agency back in 1956. Few people know, however, the versatility of Ben, the actor. A group of photos, on display there shows Ben in a play with Mary Pickford (of course Ben was a mere boy at the time). Next time you're in Ben Alexander Ford . . . take a look.

Now to the success and continual growth of "our own" Highland Park Ford dealership: Here is an alert, aggressive organization with a most complete line of famous Ford cars . . . plus a fine selection of used cars that have been traded-in, put in first class shape and ready for smart buyers.

"We service what we sell" . . . this is no idle phrase at Ben Alexander Ford. In fact, fast, courteous and efficient SERVICE has been a major contribution factor to the organization's enviable reputation. Ben Alexander . . . and his entire staff take this opportunity to congratulate Highland Park on its 75th Birthday Jubilee.



SERVICE SALES

6000 N. Figueroa CL. 4-2222

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
DON'S AUTO REPAIR
1952-1963

Native son of Highland Park . . . student at Franklin High and finally in business for himself. That is the story of genial Donald R. Trerise.

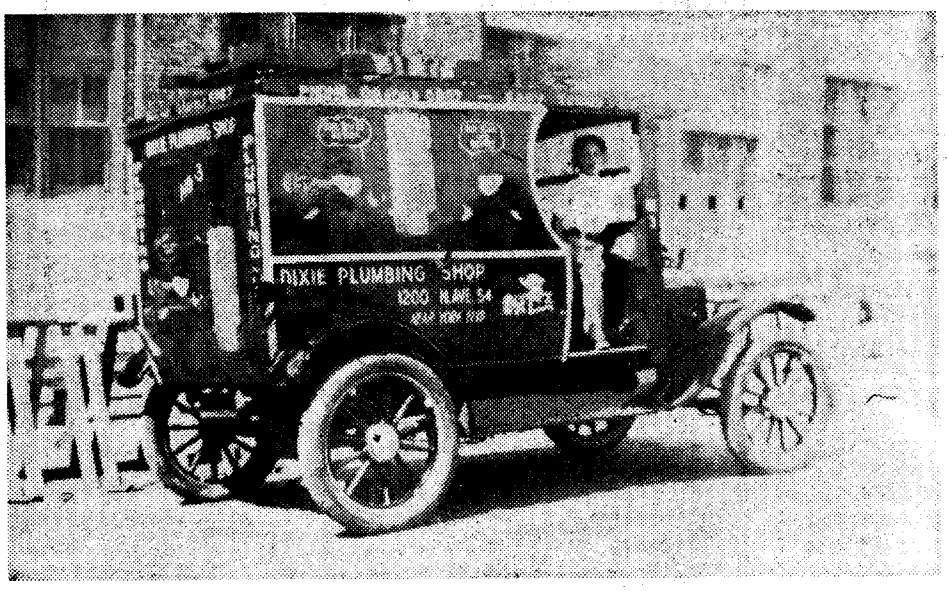
During the 11 years that Don has been in the auto repair business he has enjoyed a year by year increase of customers . . . one satisfied car owner telling another that the place to go for satisfactory repair . . . and at fair and square prices, is Don's.

Here is a complete automotive center, including air conditioning on cars (with a single exception . . . body work).

If you are not already one of Don's customers . . . he cordially invites you to drop in and get acquainted.

Don Trerise adds his name to the roster of successful business men now saluting "their town" on its 75th Birthday.

5058 York Blvd.



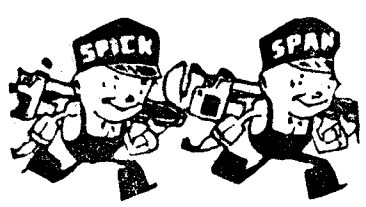
JIMMIE SHARP, age 6, who now has a successful plumbing business in San Francisco.



SHOP NO 2 Same location — 1200 N. Ave. 54, Los Angeles, California



SHOP NO 3 Same location—Built in 1947—first modern structure in Highland Park — receiving National publicity at the Philadelphia National Plumbing Convention in 1948.



Repairs & Remodeling—Electric Drain Cleaning Service

1200 N. AVE. 54—Near York Blvd.

CL. 5-3528 or CL. 5-6088

HIGHLAND PARK

DIAMOND JUBILEE

75 YEARS OF PROGRESS

We are Proud To Participate

DIXIE Plumbing Shop

1919-1963

★

44 YEARS SERVING HIGHLAND PARK!

★

"Our Decision to build our new Shop No. 3 in the same location—was due to the fact we liked HIGHLAND PARK AND ITS PEOPLE."

MR. & MRS. J. SHARP



"There is nothing wiser, nothing more devoted than the aging dog. All his life he has given us pleasure, served us, worshipped us, telling us all the while with his eyes and his wagging tail what truly grand people we are — even when we aren't! When we were tired after a long day, he met us at the door. If we were too tired, he did not ask us to play, but waited until we had rested. When we were sad, he comforted us; when we were glad, he barked with joy. From the day we brought him home — such an adorable pup — we have been his everything, his all, he has asked just one thing of life — to be with us, to hear our voice, to feel the friendly touch of our hands, to muzzle against us now and then, or to humbly lick our finger tips." —THANK YOU, DEAR DIXIE

February 11, 1951-Sept. 28, 1963

DIXIE LOVED OUR CUSTOMERS AS MUCH AS THEY LOVED HER.

—"Jo" and Jim Sharp

Casa de Adobe

Like an oasis in swirl of traffic

By WILFRID DELLQUEST

Near the south end of Sycamore Grove Park, overlooking North Figueroa St., Southwest Museum's Casa de Adobe recreates California's leisurely hacienda days.

Like an oasis in the swirl of moving traffic, this unique replica of a Spanish colonial ranchhouse of 1800 beckons the visitor to glimpse an authentic setting of the carefree life of pastoral California.

THEY LIVE GRACIOUSLY

Take an afternoon off some weekend and visit Casa de Adobe. It is balm for the harrassed spirit. For a welcome hour or two the tensions of modern living fall away. The old Spanish rancheros, princes of generous hospitality, mastered a secret seldom known in our hectic age of atoms and automation. They knew how to live graciously. They nurtured each passing hour until yesterday, today and tomorrow blended into a happy song of simple tranquility.

Largely through the efforts of Henry O'Melveny, Mr. and Mrs. Randolph Miner, John G. Mott and Hector Alliot, founders of the Hispanic Society of California, the idea of creating an enduring picture of the home life of Spanish settlers began to take shape in 1914.

Building of Casa de Adobe was not completed until 1925, and the long arduous task of furnishing the more than 20 rooms took four additional years.

TYPICAL OF THE PERIOD

The Casa is not a reproduction of any particular Spanish adobe residence; it is a composite of several pastoral houses combining features typical of the period. It faithfully simulates the earliest haciendas with its rooms entirely inclosing a central patio. There were two practical reasons for this style of construction. In the arid heat of semi-tropical California, the central patio provided free air circulation to all the rooms; it also gave greater security against hostile savages and wild animals.

Extensive historical research preceded the building of Casa de Adobe. There were no compromises. Every adobe brick, every tiling, and every beam and piece of wood was fashioned to exactly reproduce a typical hacienda of 1800. Even the patio garden consists entirely of flowers and shrubs grown by the Spanish settlers.

TOUR OF THE CASA

The massive entrance door has a barred peep-hole closed by a wooden slide. This enabled the ranchero to look over the would-be visitor before admitting him. He might be a bandito!

The rooms of the Casa, meticulously furnished to the last detail, include: the parlor (sala); music room; dining-room (come-dor); kitchen (cocina); bakery (horno); pantry (despensa); bathroom (bano); priest's room (cuarto del capellon); chapel (capilla); children's room (dormitorio de ninos) and spacious bedrooms for the parents.

HISTORIC FURNISHINGS

Among the historic furnishings at the Casa are the Empire period bed with rope springs brought around Cape Horn from Spain in 1826; the bed used by Pio Pico, last Mexican governor of California; an 18th century bride's trunk from Mexico; a child's cradle and doll carriage once belonging to the Sepulveda family; the authentically decorated altar in the chapel; Spanish colonial benches made by Indians; a throne-like carved armchair traditionally used by Father Junipero Serra, founder of the California missions; also numerous practical, everyday articles such as branding irons, lariats, ollas and household utensils.

LOS ANGELES IN 1849

In one of the Casa's rooms a framed street map of Los Angeles printed in 1849 by Bancroft & Thayer, "Real Estate Brokers, 21 Spring Street" shows the extent of America's third largest city during the Gold Rush days. The plan was simple. There were only a dozen east-west streets (First through Twelfth) and eight north-south streets: Main (Principal); Spring (Primavera); Fort (now Broadway); Hill (Loma); Olive (Aceituna); Charity (renamed Grand); Hope (Esperanza); Flower (Flores); and Grasshopper (Chapules), renamed Figueroa after the famous governer. There were so many grasshoppers jumping around the edge of town waiting to muscle in on the tortillas that they named the western-most street after them.

WHEN HAPPINESS BLOOMED

When you visit the Casa, close your ears to the hum of traffic and you are back in the quiet days when life was simple and worries few. The children are playing in their dormitorio and the tranquil air is redolent with the perfume of wax candles, honeysuckle and jasmine. From the corridor you can watch the fountain splashing in the patio and you may sense something of the happiness that once bloomed within the adobe walls of California's old haciendas.



Cartoon of 1913

Highland Park Herald in 1913 published this cartoon drawing of young woman walking through the mire of indecent dances, vulgar plays, and suggestive songs. Same complaints are still heard today.

LUSITANIA DISASTER . . .

(Re-print from May 15, 1915 HP Herald)

From latest cablegram reports to relatives here, Mr. and Mrs. Campbell-Johnston of San Rafael Heights are among the passengers who lost their lives on the Lusitania.

They have resided for some time in this locality and often made trips to England to visit relatives. This trip was for pleasure as well as business and their tragic end is greatly mourned by their many acquaintances here. He was one of the largest land owners in Los Angeles and has a beautiful home here. They had no children.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
SORRENTO PIZZERIA
1953-1963

Michael Nicassio, a resident of Highland Park for many, many years made a decision some 10 years ago . . . to put his baking and cooking ability in action at his very own place. The result: Sorrento Pizzeria.

The title of the attractive place at 5607 North Figueroa, tells the story of the tasty and authentic food offered there.

Pizza, made in the old world fashion is not too easy to find . . . even in L.A. But when a real pizza-lover finds a place that can bake it to perfection . . . he makes that place his eating headquarters.

That has been the story of Sorrento-Pizza . . . making an excellent product.

5607 NORTH FIGUEROA



George E. Danielson
Assemblyman
48th District
Congratulates
HIGHLAND PARK
On Its
75 YEARS OF PROGRESS
It's an honor to serve such a dynamic, progressive community, and more important, a community going places!

On St. Pat's Day

First HP Community Sing held in 1947

It was a Saint Patrick's Day evening in 1947 when the residents of Highland Park turned out for a song-fest that was to set the pattern for a musical experience that soon swept the entire city.

Long determined that music was one of the key ingredients in a rich community life, the Bureau of Music staged its first Los Angeles community sing in Highland Park on that night.

It picked a good locale for the premiere. It was soon apparent that these Highlanders loved to sing and would turn out by the hundreds to "sing along" with the oldies but goodies.

The Community Sing, then meeting in the auditorium of Luther Burbank Junior High, packed them in and kept them singing. The Sing was the hub of all hub-bub on a Monday night. During the day trucks equipped with loud speakers reminded the musical minded to show up for the Sing-Down.

And, show up they did. It seemed an appropriate place for a town hall atmosphere where public announcements and pronouncements were made to the populace.

JOURNAL'S ORCHIDS

Sparking the tremendous popularity of the Sing was the "Orchids for the Living" project undertaken by the Highland Park Journal. Publisher Oran Asa and Rev. Alden Lee Hill and other civic leaders instigated the program, believing that orchids belonged to the living and were a sad gesture after a man or woman had left the scene.

Residents from all walks of life were honored each week with the coveted orchid. Some of them have since passed away, but the majority of the honorees are still active in the community, cherishing the moment that they stepped on the stage of the "sing" to receive their orchids.

With the advent of television, attendance at the Sing declined, but it is still a potent crowd-gatherer for Monday night entertainment.

TWO-FOLD ENTERPRISE

George Milan, supervisor of choral conductors of the Community Sing division, points out that the Sing is a two-fold enterprise. Always seeking new talent for the variety acts performed at the Sing, Milan has seen many a Sing graduate go on to a professional career.

Not only does the Sing provide pleasure for the listener but provides a showcase for the amateur to test his abilities.



ORCHIDS TO THE LIVING—Highland Park recipients of Orchids to the Living, sponsored by HP Journal, are shown in 1947 with Publisher Oran Asa and Rev. Alden Lee Hill (right).



Since 1922

Pringle's has made Highland Park a beautiful place to live



As we enter our 41st year, Pringle's takes this Diamond Jubilee occasion to thank Highland Park for its steadily increasing patronage. 41 years ago, Pringle's committed itself to provide Highland Park with the finest paint coatings at the most reasonable cost. The good people of our community have responded whole-heartedly; and that makes us proud to have contributed so much to the beauty and charm of our community's way of life.



Pringle's Our 40th Year

5820 N. Figueroa — CL. 5-6131

HIGHLAND PARK

DIAMOND JUBILEE

75 YEARS OF PROGRESS

We are Proud To Participate

TELEVISION CENTRAL

1951-1963

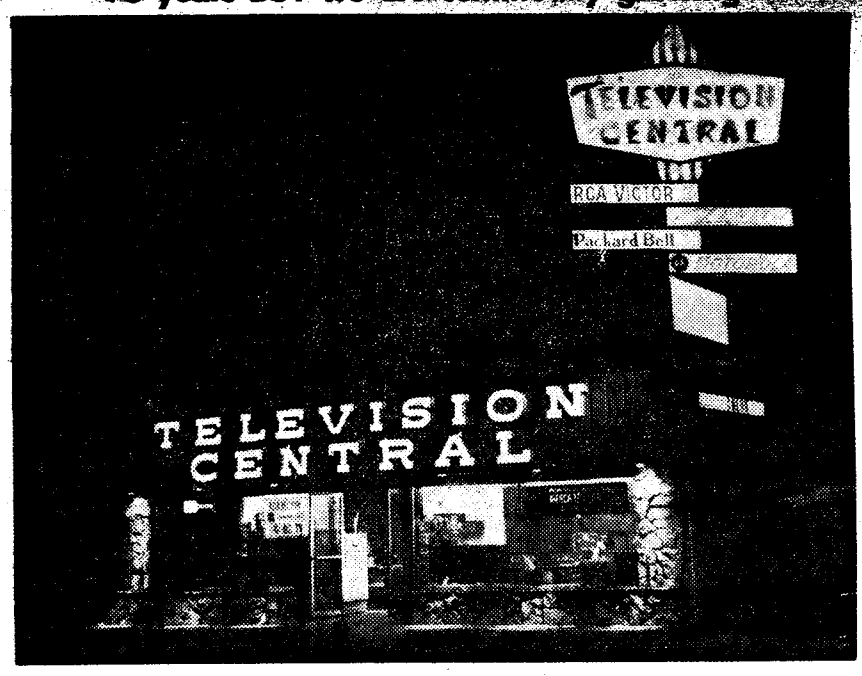


Back in 1956 and Still our Present Location after 7 years!

★

Below shows our 1963 version

Virgil Gaither says: "We haven't been here 75 years BUT we are continually growing."



"We selected the area because we anticipated the growth and the advantages of a CENTRAL LOCATION . . . and we have been most satisfied with our selection during the past 12 years . . . appreciative of our loyal patronage . . . satisfied customers referring their friends and neighbors to TELEVISION CENTRAL. Two other factors, contributing to our growth: 1. Offering only the greatest names in TV: 2. "Home of Blue Ribbon Service" SERVICE backed by factory trained technicians of unquestioned integrity adding up to complete CUSTOMER SATISFACTION."

WE SALUTE HIGHLAND PARK ON ITS 75TH BIRTHDAY
. . . MAY YOUR FUTURE GROWTH EQUAL YOUR PRIDE IN YOUR GLORIOUS PAST!

TELEVISION CENTRAL CL. 6-3161 4305 Eagle Rock Blvd.

PASADENA FREEWAY

Stormy battle marked its arrival

Occupants of the thousands of cars that daily go whizzing by on the Pasadena Freeway give little thought to the day when Mother Nature "owned" the gorge of wild flowers and cottonwoods that the concrete and the blacktop covers today.

And even less thought is manifested over the hot debates and bickering between Highland Park residents, Pasadena businessmen and Los Angeles politicians over the problems of where the parkway should have been located, and why.

It was back in 1895 that T. D. Allen of Pasadena made the first survey for a highway in the Arroyo. In the early 1900's the first vehicle traffic plan, a bicycle speedway between Pasadena and Los Angeles, was sponsored by Horace Dobbins. It was partly constructed but never fully completed.

MODERN LIFE

Later when the automobile ceased to be a curiosity and became an integral part of modern life there was much talk and plans, for a direct highway in the Arroyo Seco by citizens of Los Angeles, South Pasadena, and Pasadena. These cities, however, could not bear the cost of construction alone.

In July of 1934, the Pasadena Realty Board appointed a committee to investigate the possibility of a road in the Arroyo Seco. Then followed the creation of the Arroyo Seco Parkway Association in conjunction with the Pasadena Chamber of Commerce.

The Association started to interest the other cities along the route and soon obtained the unqualified endorsements of several people of prominence.

Then the fireworks began when a bill was introduced in the legislature for the incorporation of Figueroa St. from San Pedro to La Canada in the state secondary highway system.

When the route was officially laid out by state highway engineers, it was found that North Ave. 64 was substituted for the Annandale portion of North Figueroa St. Inquiry developed that in designating the route the engineers had before them a map showing North Figueroa St. going only as far as York Junction.

FAULTY MAP

There was some question about the faulty map and how it got into the hands of the engineers in the first place.

Finally at the request of Los Angeles City officials and various local organizations, the highway commission, several months prior, voted to switch the route from Ave. 64 to No. Figueroa St.

Pasadena's City Planning Commission found out early that the route had been changed and the state signs removed from Ave. 64 to Annandale, and immediately set up a protest which the city directors seconded and sent to the state department of public works.

A week later, Julian D. Russell, secretary to the highway commission, wrote in answer that Ave. 64 was not the route specified by the legislature and that the commission was obligated, by legislative mandate, to follow Figueroa St. to La Canada.

However, several weeks later, a new mandate concerning the Arroyo Seco Freeway cancelled out all previous discussion on a North Figueroa route. But even then, the Los Angeles City Council, Northeast groups, and Pasadena civic organizations and individuals couldn't agree on what they wanted and consequently they succeeded in sidetracking a bill by Pasadena's Councilwoman Eleanor Miller to include the proposed freeway in the state secondary highway system at a session of the legislature.

PASADENA C OF C

Backed by the Pasadena Chamber of Commerce, the bid for addition of the non-existent "freeway" to the state system was made in a bill introduced in the lower house. When the assembly's roads and highways committee opened a public hearing on the bill, it was deluged with letters and telegrams protesting and so sidestepped the issue by referring it to a side committee.

Protests were registered by the Figueroa Development Association, representing the downtown section of Figueroa St.; The Annandale Improvement Association; and the Northeast Development Association.

Meanwhile, the City Council placed itself on record as being against the measure, and kept dodging the issue.

After several sessions covering hours of debate with hot tempers flying, the so-called Arroyo Seco Freeway Bill received an overwhelming vote of confidence from the lower house with an astounding 67-5 vote.

In its original form, the measure specified that the new route extend through the Arroyo Seco from the North Figueroa St. tunnels to Sterling Pl. in South Pasadena, but this designation was removed in committee and the selection of a route was left at the discretion of state highway engineers.

OPPOSED BILL

The Northeast Development Association, which at first had opposed the bill because it proposed to establish a highway through Arroyo Seco Park, made it known through its executive chairman, U. M. Jones, that it was satisfied with the bill as amended and would make no further protest unless an attempt was made to use park property for the road.

Ready for a finish fight ment upon the rights and property of the people who had to pay for the park," attorneys against "any such encroach-

were called into consultation and legal tomes were being thumbed in quiet preparation to take the matter into court if an occasion demanded.

However, there was to be no finish fight as had been expected, as the bill was approved and sent to Governor Frank F. Merriam for his signature.

The Governor, in signing the bill, added the comment that the new route "forms an important inter-city link connecting Los Angeles, South Pasadena and Pasadena."

OFFICIAL PASSING

Upon the official passing of the measure, Spencer V. Cortelyou, district engineer for the state in 1935, said no plans had been drawn for the development of the new route. He inferred that the opening and improvement of the highway would be left to Los Angeles, South Pasadena and Pasadena, since the road was located within the three cities, the state taking over its maintenance after it was constructed.

Total cost of the roadway that stretched more than nine miles from the City of Los Angeles to Pasadena was set at $5,700,000 in addition to $6,400,000 for work on the Arroyo Seco Flood Channel adjacent to the Freeway.

Many lawsuits followed this action, and for several years they dragged through the courts. Main contention of the suits was that the Arroyo Seco Park had been purchased by the city of Los Angeles only a few years previously to save the riverbed from being torn up by gravel pit operations and to create a beautiful new park. The purchase was financed by special assessment on the properties of the people of Highland Park to the amount of several million dollars. The suits sought to have the State of California reimburse the taxpayers, because the land was then being used by the State for a highway, and not by the city for a park.

Assemblyman Frank Rogers, from this district, also introduced legislation in the state assembly providing for the return of the money to the taxpayers of Highland Park. On one occasion the bill passed the legislature, but Governor Merriam vetoed it. A later bill, which the then Governor Olson had pledged to sign, passed the assembly but failed in the state senate.

Agitation over this case was so bitter and the miscarriage of special assessment on property owners in Highland Park for the use of a state highway right-of-way so apparent, that the whole course of land acquisition for freeways was changed to the present method of increased gas taxes used for the purpose, not special assessment on property owners.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
SAM BUA'S 3 STORES
1949-1963

The man of many, many facets . . . dynamo . . . Sam Bua. Civic leader, Optimist, owner of 3 stores on York Boulevard.

Back in 1949 Bua bought the S & M Variety and in 1955 added Save-More and finally, this year S & M Toddler's Shop.

All this besides being one of the top men on Progressive Wholesale. Sam is a busy man, indeed. (His action on the Diamond Jubilee rates him in the Carnival Spieler ranks . . . No. 1.)

Bua is an ardent worker for the York Boulevard group . . . specially on the off-street parking project.

All this . . . and merchandising, too, in all 3 stores where he offers a variety of timely items at prices unchallenged!

S & M Variety, 5049 York Boulevard
Toddler Shop (right next door)
Save-More, 5638 York Boulevard

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
LOVELACE BEAUTY SALON
1942-1963

21 years in the beauty business! . . . which makes us one of the oldest salons in Highland Park.

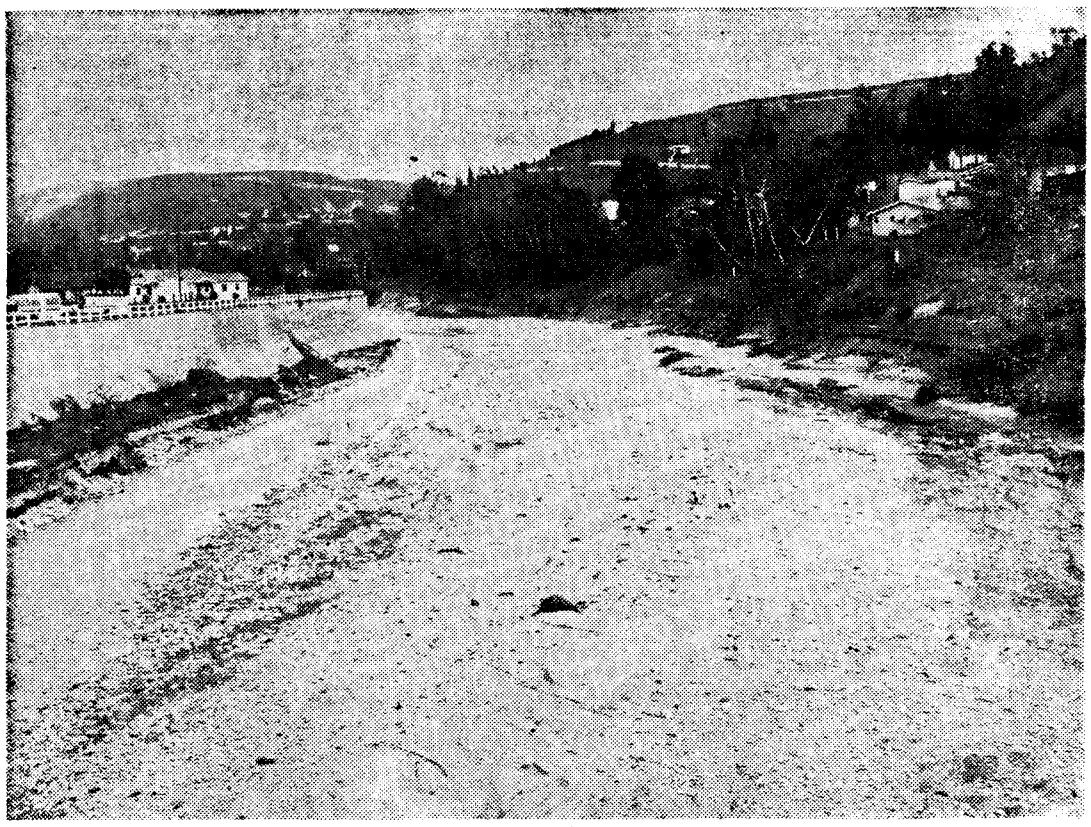
Located on the corner of Meridian and Figueroa, the name Lovelace has virtually become a landmark.

Yes, Nellie Lovelace has served generations of patrons in all phases of the beauty profession.

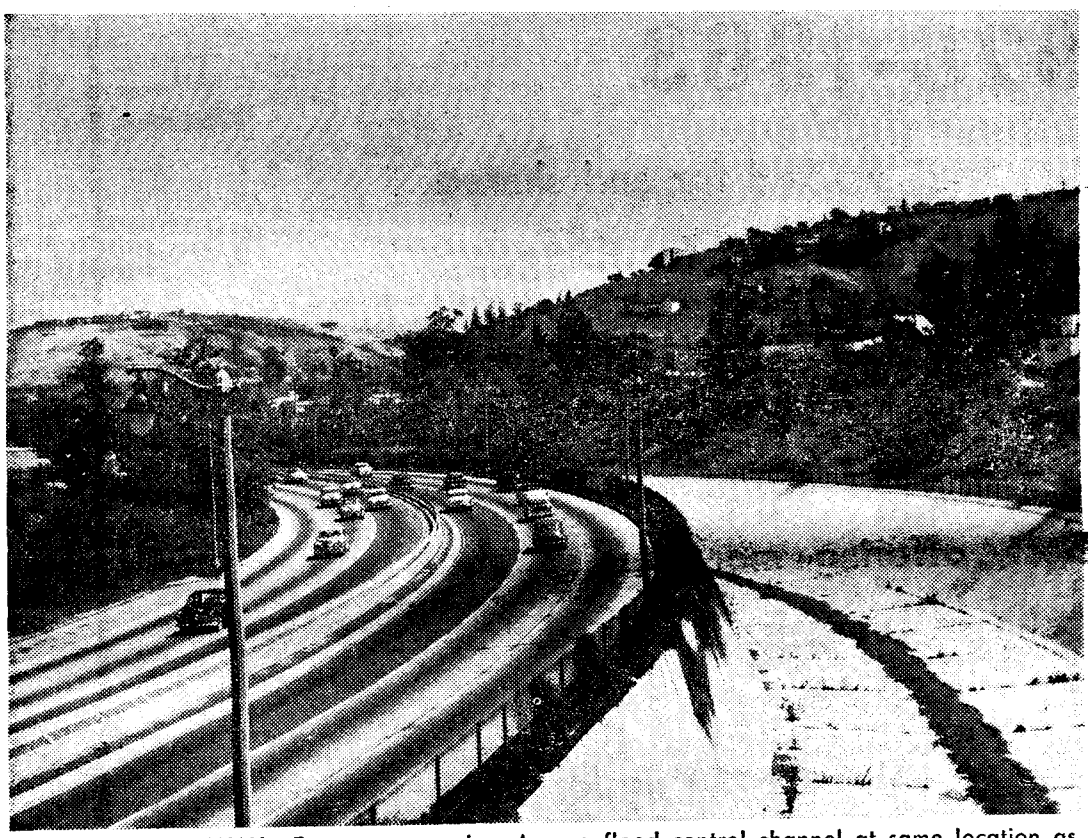
Nellie Lovelace is justly proud of her long years in the beauty field . . . attesting to her professional ability.

Lovelace beauty salon is now in the planning stage calling for a complete remodeling.

6500 North Figueroa
CL. 5-5888



ARROYO SECO, 1935—If you look close, you'll see a stream of water at the left coursing its way through the Arroyo Seco in this 1935 photo, near Pasadena Ave. bridge looking north.



PASADENA FREEWAY—Freeway now rims Arroyo flood control channel at same location as photo at top. There were many protests over building of freeway back in '30s.
(Courtesy Division of Highways)

N-H campaigns for freeway phones

Highland Park News-Herald campaigned for years during the '50s for emergency freeway phones on the Pasadena Freeway, with Assemblyman Bud Collier taking the fight to the State Legislature.

Although no phones have been installed on the Pasadena Freeway to date, the State did recently install emergency call boxes on a trial basis on several other freeways.



ERNEST E. DEBS
SUPERVISOR 3rd DISTRICT
LOS ANGELES COUNTY
BOARD OF SUPERVISORS

MY BEST WISHES
to Highland Park
on its
75th
ANNIVERSARY

ERNEST E. DEBS
COUNTY SUPERVISOR
3rd District

Highlands full of kids

By Laura Steele

Highland Park was full of kids in the 20's. Franklin had 2700 students enrolled one year, I believe, compared with about 1400 today.

Each street had its "gang," composed of both girls and boys. They played baseball in the vacant lots, and robbers and cops in neighbors' rose gardens and summer houses, with no complaints from adults. They skated in big groups up and down North Figueroa (then Annandale) and York Boulevard, and boys pumped bicycles for miles with their lunch tied on the handlebars.

Stories about pirates jumping ship at San Pedro and lugging their loot to bury at the Eagle Rock — and stories of an early Spanish bandit who held up travelers near the Eagle Rock, were known by every kid. Made-up games revolved around them.

75 YEARS OF PROGRESS

Supreme
Dairy Farms
1928-1963

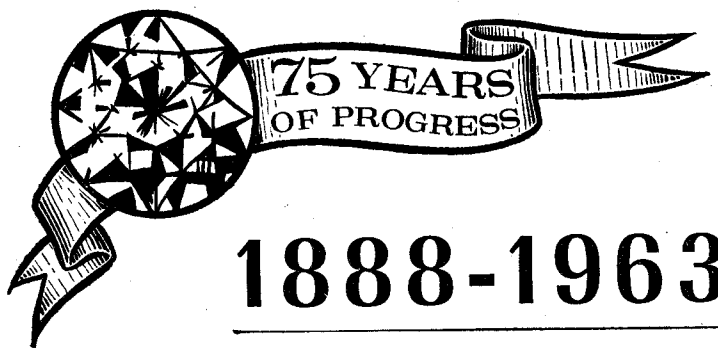
In 1928, John Davidson pulled his Model T truck from his newly formed dairy located behind the bank at Figueroa and York. He delivered 100 gallons of milk that week. Today, Supreme Dairy Farms, still under the ownership of John Davidson, delivers over 30,000 gallons a week to homes, schools, institutions and to its own chain of Drive-In Dairy Stores.

YOUR NEAREST LOCATION
6471 N. FIGUEROA
(CORNER OF MERIDIAN)

Supreme
DRIVE-IN DAIRIES

HIGHLAND PARK

DIAMOND JUBILEE



1888-1963

CORTLAND'S
1928-1963

We are proud to have worked for and shared in the progress of Highland Park for thirty-five years of its seventy-five years.

Highland Park's shopping facilities are comparable to the best, offering merchandise and services to fill almost every human need.

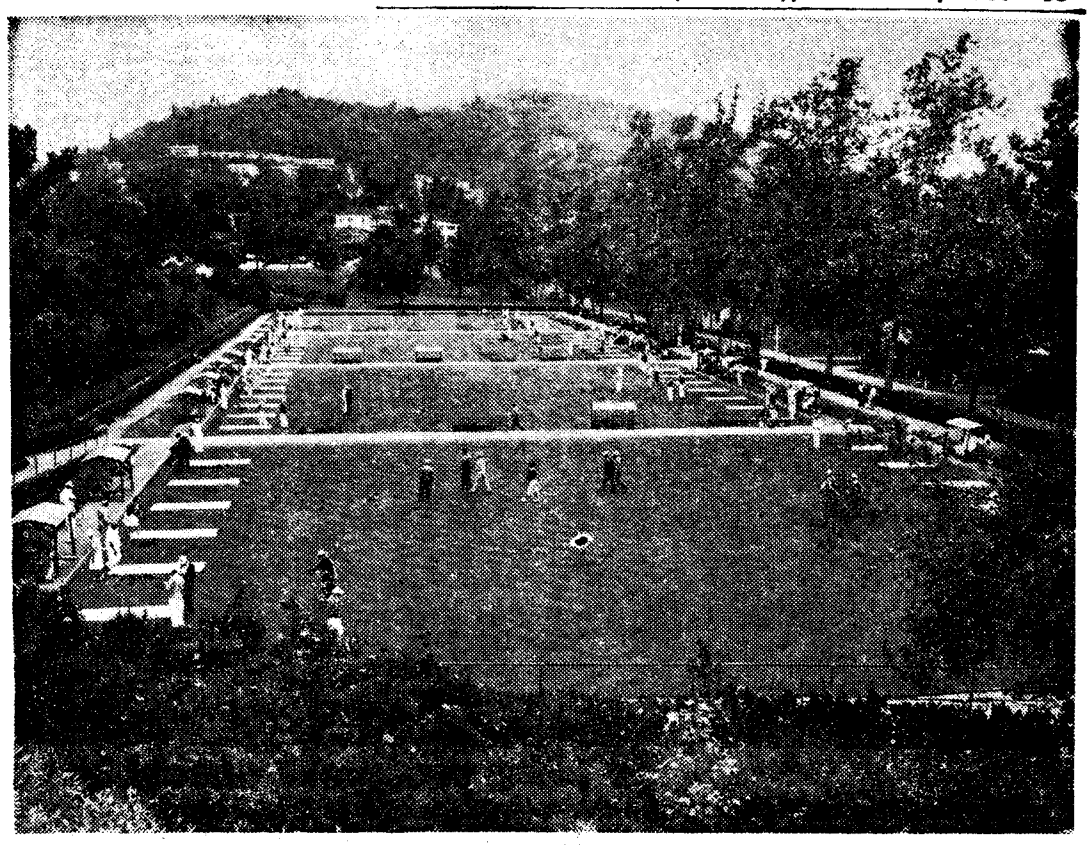
Our own store has grown from 750 square feet in 1929 to 13,000 feet in 1963 . . . thanks to the devoted patronage of our thousands of customers.

We built our business by offering fine apparel for all the family in the styles of California . . . clothes of elegance and good taste at sensible prices.

CORTLAND'S 5719 N. Figueroa

Lawn bowling

Highland Park boasts some of finest greens



ARROYO SECO LAWN BOWLING GREENS—Lush, smooth cut carpets of grass blanket Highland Park's world famous lawn bowling greens in Arroyo Seco, scene of local and international matches.

Lawn bowling, although almost 400 years old, is still gaining popularity among the older folks of Highland Park.

The sport thrives in this community behind the promotion of the Highland Park and Arroyo Seco Bowling Clubs. Adding to the prestige of both clubs, is the fact that they are housed by the Arroyo Seco green, largest in the United States.

The four greens, located at 5819 Hermon Ave., host some of the largest tournaments held in the world. The National Championships have been held here often in the past 10 years.

The two local affiliations boast a strong membership. Arroyo Seco Club has established itself as one of the best in the nation by walking off with enough national and local trophies to completely cover the mantle and one table in the clubhouse.

The greens and clubhouse are owned and operated by the City Recreation and Park Department. Two men are employed full-time to keep them in perfect shape that has earned the praise of national champions throughout its nearly 40 years of existence.

The playing area is composed of seaside bent grass, considered ideal by bowlers. Hardest and most important tasks are keeping the grass smooth and well cut, properly drained and maintaining the proper color.

The rules and regulations of the game itself are long enough to fill a modern novel in size, but simple enough to be described in a few words.

Its early popularity is vividly depicted by a huge portrait which adorns one wall of the local clubhouse. The scene portrays Sir Francis Drake, indulging in a lawn bowling contest while the Spanish Armada makes a bold attack on England in 1584.

"Lawn bowling is considered a game for gentlemen, designed to cultivate good winners and better losers," according to one local authority.

One rule, outlined specifically in the statute book, makes it necessary for the winner and loser to shake hands at the close of each contest. Other similar rules and courtesies back the claim of a "gentlemen's game."

The object of the game is to roll the bowl as close to the white ball, or jack, as possible. Teams of two, three, or four men, as well as lone individuals, can compete.

The bowl, although resembling a miniature alley-bowling ball, without the holes, is not perfectly round. One side is flattened, making it impossible for the bowl to travel in a straight line.

This necessitates calculation, patience, and a lot of acquired skill on the part of the bowler.

Points are awarded to the player whose bowls are closer to the jack. It is legal to knock other bowls clear of the jack, or even move the jack itself.

Most games consist of 21 ends, which parallel the frames of alley-bowling. After each individual end, the competitors move to the opposite side of the green for the next round. The jack is also tossed out at the start of each end.

The playing greens are 120 feet square, with only 90 square feet dedicated to actual play. A ditch bounds the green at each of the playing ends. All throws are made from a base located on one of the ditch ends.

Despite the fact that the bowlers average around 55 years, several of the top bowlers of the local clubs are comparatively young.

The Arroyo Seco greens were started in the 1930's, while the park itself originally called Victory Park in honor of World War I, was begun at the start of the "Roaring Twenties."

As for champions, the record show that the team of Graham and James Calderwood, his nephew, was tops during the World War II years. The pair aided by several different third men, annexed the state triples title seven times, and figured in the national championships on several occasions.

The years might catch up on the elderly bowlers, but there is little doubt in any of their minds that the sport will go on indefinitely.

"After all," one of the game's top local experts said, "it's been here for almost 400 years. Why not 400 more?"



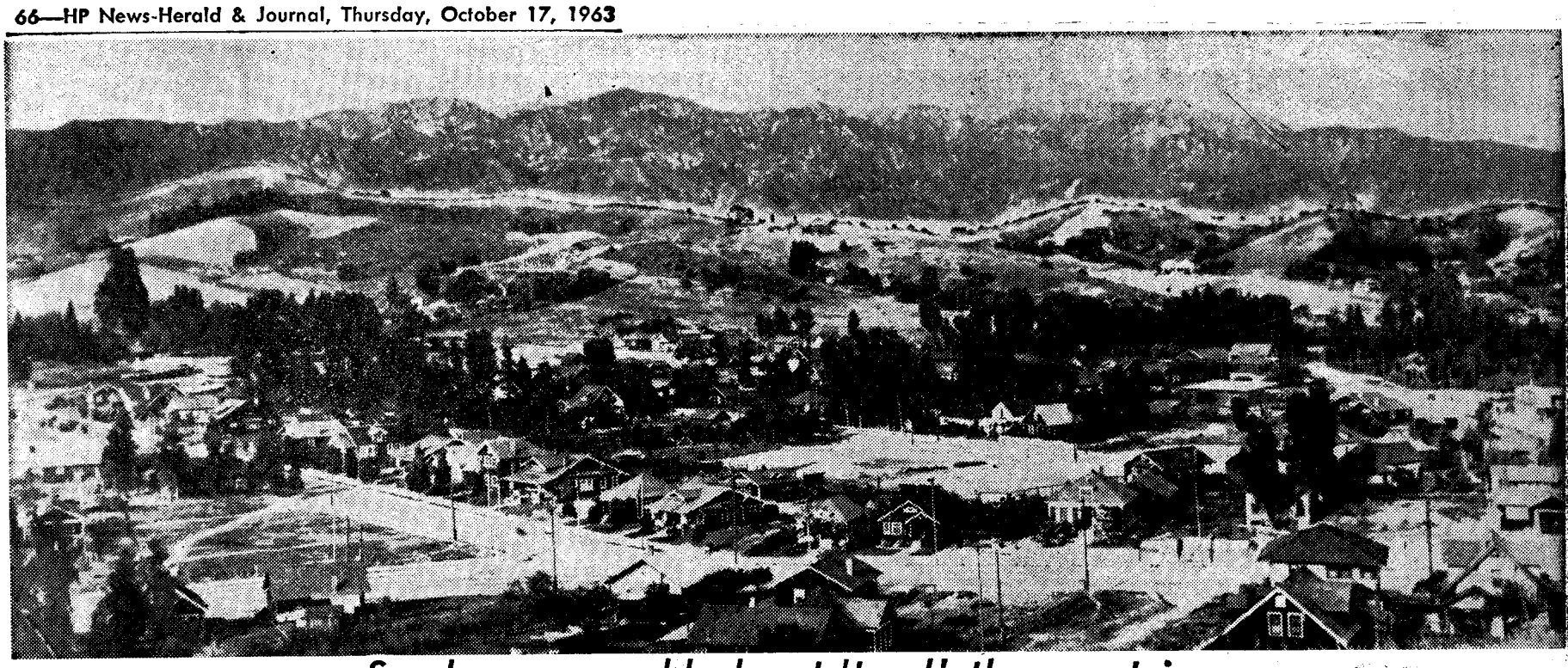
George E. Brown,
Congressman,
29th District.

It's An Honor To Serve

THE HISTORY OF HIGHLAND PARK,
OVER THE 75 YEARS OF ITS GROWTH AND DEVELOPMENT,
IS A STIRRING ACCOUNT OF A COMMUNITY
TAKING FORM UNDER THE IMPETUS OF FREE INDIVIDUALS
PLANNING TOGETHER AND MOVING FORWARD
TOGETHER. IT IS INDEED AN HONOR AND A PRIVILEGE
TO PARTICIPATE AS CONGRESSMAN,
IN THIS INSPIRING
OF FREE PEOPLE AND FREE ENTERPRISE AT WORK.

Congressman
Brown
Salutes
A Great
Community

GEORGE E. BROWN
CONGRESSMAN, 29th District



So clear you could almost 'touch' the mountains

This was the scene Highland Park residents could see back in 1913, looking north from Mt. Angelus toward the San Gabriel Mountains. View shows intersection of York Boulevard and Branch Street, outhouses and all. (Courtesy Ben Allen)

Civil War medic recommended Highlands for health

By the late G. W. E. Griffith
(Written in July, 1930)

When I first visited Los Angeles in 1893 I met a physician who was a leading member of his profession and had served three years as surgeon in the Civil War. I knew him intimately in New Jersey. He told me he had removed to Southern California for the health of his wife and family, and that from his careful investigation he had decided that Southern California was one of the most healthful parts of the world.

He explained to me that he and other medical men, after careful and scientific investigation, had decided that 500 feet above the ocean might be regarded and accepted as one of the most healthful locations in the world!

IMPROVES HEALTH

So I bought an 11-acre tract in Highland Park and decided that I would make it my home as soon as I could. When I came back in 1900, and began to improve my tract before I got it all fully surveyed, a lady called to see me and asked me the price of a lot on Ave. 58. I told her $400, and she immediately paid me the money and began to put up a small residence.

In a week she brought the buyer who had furnished her the money and told me that her friend had a home in the southern part of the city and had there taken cold which had settled on her lungs, and her physician had advised her to move to Highland Park to be in a higher altitude. which would enable her to recover her health. This was my first experience.

After this I built a residence on Ave. 50 for sale. One day a prominent man called on me and wanted to rent this new home. I told him $35 per month. He said, "I will give you a check for one year's rent."

I replied, "If you have so much money, why not buy my house?"

"I do not need it," was the reply. "My daughter here has a young son with a bad cold on his lungs and her physician has advised her to move to Highland Park to assure her of the boy's recovery."

She came and lived in my home one year and the boy returned home well.

I continued to build new homes, and I sold many of them under similar conditions —all going to establish the fact that Highland Park and vicinity are one of the most healthful locations in the world!

When I first visited this city in 1893, the population as I now recall it was 40,000. In 1900, when I came to live here, it was 100,000; and now we are counting it at 1,231,730!

A lot on Pasadena Ave. which I valued at only $600 is now salable at $25,000.

The world has moved on—and how wonderfully this city has grown and developed. It has grown, since I knew it, from 40,000 to 1,231,730, which we may regard as a sample of its future destiny. Los Angeles is destined to become one of the great cities of the world!

In the year 1856, I heard a public speech may at Lawrence, Kan., by that great statesman, William H. Seward, afterwards secretary of state under Abraham Lincoln and I have never forgotten what he said on that occasion. He said that our Pacific Coast was destined to become one of the most populous and richest portions of our great country. That great speech made by that great man on that occasion I have never forgotten, has remained in my mind for 74 years.

"Westward the Star of Empire takes its way." It has crossed the Atlantic Ocean and driven back the wild beasts and still wilder men, until all America has been lighted up. That great light is now lighting up the shores of the great Pacific Ocean. It has not halted on our western shore, but has already extended its light across the Pacific and is beginning to light up the Oriental country. The dark countries are coming to light, and the day is coming when all the world will be lighted up by Christian civilization.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud To Participate
BENSON'S TV
1948-1963

Sam Benson and the field of Television started out the same time . . . and Sam has kept abreast of TV progress during these many years. According to Sam . . . his success and growth is attributed to two major factors. First . . . handling famous name brands . . . such as RCA . . . Zenith and Packard-Bell to name but three. Secondly, in the service division . . . Sam Benson and his expert technicians have aimed at perfection in their work . . . and the complete satisfaction of customers. Much of the service work comes directly from referrals. No question about it . . . Sam Benson is here to stay, having opened up at his present address way back in 1948! Such stability must be deserved!

5816 NORTH FIGUEROA



FIGUEROA AND MERIDIAN, 1906—The Evans Family posed for this photo on front lawn of their home at intersection of N. Figueroa (Annandale Blvd. then) and Meridian Streets. Cattle grazed on hills in background. A "drive in" dairy now occupies site of Evans home, across the street from Luther Burbank Jr. High. (Courtesy Ben Allen)

HIGHLAND PARK

75th

ANNIVERSARY



As a member of Highland Park's business and residential communities, State Farm has participated in its growth, shared in its successes and helped to build a better place in which to live and work. We're proud of the small part we've played. We're looking forward to an even larger role in the community's future growth, development and expansion.

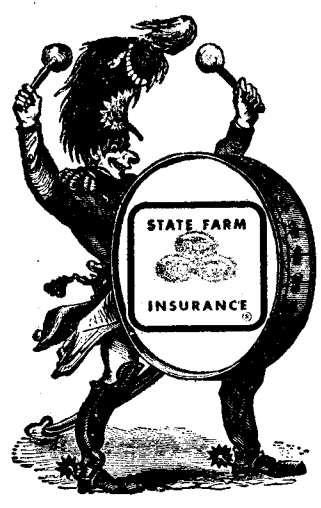


In June of 1953, Joe Dilsaver was appointed to the Highland Park area as its first State Farm Family Insurance Man. Over the past 10 years Joe, his wife, Margaret, and Steve and Mike, his two sons, have shared their interest in Highland Park. Participating in the community, they've worked to make it a good place to call home. Because of the popularity of State Farm auto, life and fire insurance, State Farm has enjoyed constant growth in this area. To keep pace with this growth, the facilities of the present State Farm office on North Figueroa Street will be expanded to provide modern, even more efficient handling of all your insurance business.



Pete Cavalieri, an agent for State Farm since 1955, is also active in civic and community affairs. Like Joe Dilsaver and more than 8,500 other State Farm agents coast-to-coast, Pete works hard to be a worthy member of the business community and a good neighbor. Pete, his wife, Francis, and two daughters, Denise and Leslie, live in the Eagle Rock area.

State Farm Mutual, the world's largest automobile insurance company, has more agents in more places to provide more service than you'd find with almost any other company. There's a local agent as near as the nearest telephone whenever you need him for service or for more information on State Farm. You'll find State Farm agents have the same good deal on life and fire insurance, too. So, whatever your insurance needs, call your State Farm Insurance Man first.



STATE FARM
Insurance Companies

HOME OFFICES
Bloomington, Illinois

Highlands lay claim to first golf course

A golf course, the first in Southern California, once lay on lush greens where today Highland Park businesses thrive and homes flourish.

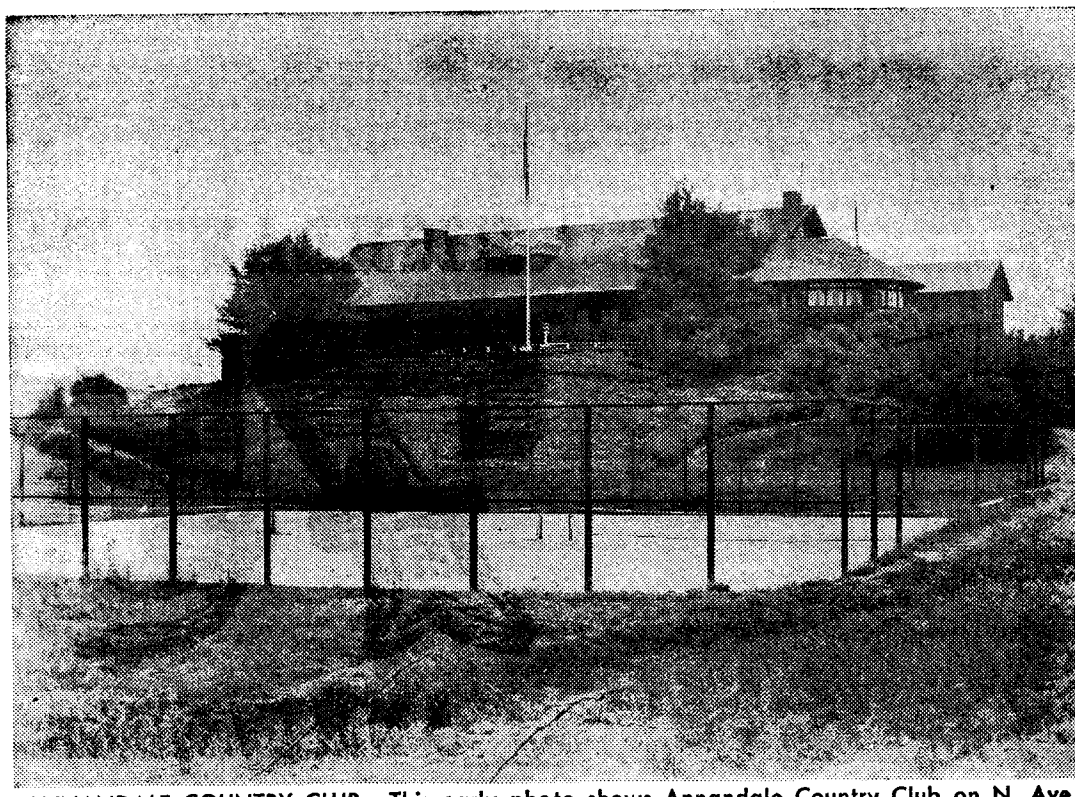
Laid out in a district once known as "Cheviotdale Heights —an area near the Pasadena border bounded by Ave. 64, La Loma Drive and Colorado Blvd. —the 9 hole golf course became the center of social activity for many Los Angeles Socialites and industrial leaders. It was part of a 2200-acre "gentleman's ranch" bought in 1883 by Andrew Campbell-Johnston, an Englishman with Scotch ancestry who was attracted to the area by its great natural beauty.

The story goes that Campbell-Johnston purchased the land quite as much for his own pastimes as for ranching purposes. It seems he had been an enthusiastic follower of golf in England, and having expressed to a friend, Captain E. P. Tomkinson, another Englishman, his desire to play the game on the ranch, the captain volunteered to lay out a nine-hole course for him.

While the rolling nature of the land was considered an ideal site for the course, some difficulty was anticipated in marking out of the greens. However, Robert H. Lindsay, manager of the San Rafael Ranch company, who subdivided the one back in the 1920s, once told that Captain Tomkinson made quick work of it. One morning the captain saddled his horse and rode out over the hills, returning before noon to report that the greens were all staked. Lindsay wanted to know how he had accomplished this so quickly. And Tomkinson replied that he simply drove a stake at each location, took the rope and halter from his horse and with them as a radius drew a circle around the stake.

While this first golf course must have been a rather crude one compared to the modern Annandale Country Club course located not far from where Tomkinson rode that morning, it evidently served the purpose. Lindsay said that a great many people played there in the eighties and later, prominent among them being John B. Miller, in 1927 president of the Southern California Edison Company.

Today no sign of the old course remains. La Loma Road, now borders one edge of the land on which the course was laid out, and homes occupy what once was Cheviotdale Heights, lying between Avenue 64 and Eagle Rock playground, where Andrew Campbell-Johnston and his friends tore divots from the slopes.



ANNANDALE COUNTRY CLUB—This early photo shows Annandale Country Club on N. Ave. 64, not far from site of area's first golf course. This building still stands as site of a religious school. Country Club has moved to grounds north of Colorado Freeway near Eagle Rock-Pasadena line.

Highlands boast many senior citizens

The Highland Park-Eagle Rock area, populated by over 55,300 people, now has more than 9,300 residents age 65 or older, according to the Glendale Social Security Office.

There are approximately 8,400 people in the two communities who receive some type of social security payment each month. Social security benefits are paid to persons 62 years of age or older, to survivors of deceased workers and to the severely disabled who qualify.

It is estimated that $586,000 in social security payments are made each month to local residents. The annual benefit total exceeds seven million dollars. This money usually finds its way into the community through payment for food, lodging, utilities, and medical care.

HIGHER THAN AVERAGE

With more than 16 persons out of every 100 over the age of 65 in Highland Park and Eagle Rock, the social security office stated that this is considerably higher than the national average which is 9.2% of the population.

In 1962, the Glendale Social Security Office processed a total of 9,253 claims for all types of benefits. From this total 18.5% or 1711 came from the Highland Park - Eagle Rock area. This represents an increase of 510 over the year 1960.

Information about social security can be obtained by telephoning or visiting the Glendale Social Security Office, 721 Glendale Ave.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
Bragg and Smith, Realtors
1957-1963

Ralph E. Bragg and J. P. Smith are mighty proud of their new facility at 5200 York Boulevard, and well they might be. A new, ultra-modern office with some 1900 square feet for a working area . . . all this plus air conditioning too. In fact, their whole staff of 10 enjoy operating out of this attractive office.

These men are truly "local" products, Mr. Bragg graduating from Franklin and Mr. Smith from Eagle Rock High (back a few years ago, of course).

Knowing the area so thoroughly and the people as well contributed to the early and continued success of this enterprising organization. The reputation of Bragg and Smith kept pace with the growth. Mr. Bragg is now the Vice-President of the Northeast Realty Board.

Bragg and Smith and their entire staff add their congratulations to Highland Park now observing its 75th Anniversary.

Coordinating Council active since 1944

The Highland Park Community Co-ordinating Council has been active in this community since 1944 advancing the welfare of youth and adults in establishing camperships, family counseling, Christmas Parade, Case Conference, youth employment and trampoline safety.

There are 103 Co-ordinating Councils in the Los Angeles Federation Co-ordinating Councils of which Highland Park Council is one. All organizations having to do with the welfare of the public and especially youth projects are welcomed to send representatives to the Co-ordinating Council. That includes church, school and social groups.

Council meets once a month from September to June, at the Optimist Home for lunch on the second Thursday of each month, where interesting speakers on the subjects of Youth Welfare, Community Betterment, and the Youth Survey are heard.

Do you know?:
Past presidents of the Council include Kenneth Belknap, Miss Grace Champion, James Lacey, Mrs. Elsa May Smith, Larry Taplin, Thomas Gaines, Carl Handy, Mrs. Fran Bauer, Paul Bodine, LeRoy Dooley, Mark Platt and Mrs. Ann Firisch. Sergeant John F. Hurst of the Highland Park Juvenile Division, is now president.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
ROSE'S HARDWARE
1944-1963

Civic leader . . Optimist . . former Honorary Mayor . . owner of the "biggest little hardware store in Southern California" . . . This is the Joe Rose story.

Back in 1944 J. Rose was a service manager for Halls Motors . . leaving there in '58 to accomplish a life's ambition . . to operate his own hardware store.

Settling at the convenient location, 6637 North Figueroa, putting his picture in the Sunday Green Sheet . . . Joe was in business with all his old friends and neighbor-.

Ever growing and expanding his stock, Rose opened up the store next door last year. "I believe in personalized service, taking special delight in assisting the do-it-yourselfer," so says Joe.

He's aided by efficient Mrs. Rose and his two eldest sons . . . the youngest boy will soon join the firm as a full time employee.

Joe Rose salutes Highland Park on its 75th anniversary . . . fully confident on the future of our town . . . the gem of the Highlands!

14th Council District

In 38 years, only two councilmen

BY ROGER SWANSON

If any term can be rightfully applied to the 14th City Council District, of which Highland Park is a part, it is longevity.

The grand total of two men have represented the district as councilmen during the past 32 years and one of them—John Holland—has served 20 years in nine consecutive terms and is still going strong.

The 14th District was born in the Roaring 20s, a child of Los Angeles' brand new city charter in 1925 which deemed it necessary to increase the number of wards to 15.

The job of fixing boundaries for the new 14th Ward was given to a committee headed by Councilman Edwin Baker of Eagle Rock, who was to covet and seek the new prize as it would encompass his community. It was announced Jan. 13, 1925 that the 14th would comprise Highland Park, Eagle Rock, Garvanza, Glassell Park, Hermon, Annandale, San Pasqual and the York Blvd. districts. It was an election year and Baker announced he would campaign for the 14th District seat. He had no choice. The new city charter said candidates must seek election to the district in which they lived and Baker's Eagle Rock was now in the 14th.

OPPOSITION FORMS

He was not to go unopposed. I. C. Ash, a Highland Park resident and property owner, announced his candidacy for the $400 a month job and his opening campaign volley hit hard. He demanded tunnels be bored through the periphery of Elysian Park leading to San Fernando Rd. (on what is now the Pasadena Freeway) making ingress and egress to Northeast Los Angeles easier; opening and widening Marmion Way, making it a directly communicating artery with Monte Vista St.; municipal ownership of public, utilities, and the municipal ownership and development of the water and power to be brought from Boulder Dam.

Ash received the support of Mayor George E. Cryer, and to the consternation of Baker refused to comment on anything, claiming: "Election issues have been worked to death by the various candidates in presenting their candidacy to the public and it is all superfluous and ridiculous for what has been done and will be done has no bearing on the incoming Council." He lost.

ASH WINS

Ash was elected June 2 by a margin of 2157 votes, the largest majority given any councilmanic candidate in the election. On July 1, 1925, I. C. Ash became the first Councilman to represent the 14th District.

Ash was still seeking some of the improvements he had demanded two years earlier when the 1927 election rolled around and he decided not to seek a second term.

The 14th District was growing, 27,909 residents being registered to vote in the primary election in May of 1927. A field of eight candidates sought the 14th District seat, now two years old. Once again the issue was settled in the primary election as William G. Bonelli defeated his seven opponents, 5760 votes to their combined total of 4950. A second honor came to Bonelli in June when he was elected president of the City Council. He enjoyed the feel of a gavel in his hand and in 1929 he announced he wanted to trade it in on a bigger model — the one belonging to the Mayor. The 14th District, however, was not forsaken. Candidacies were announced by John R. Gaudin, Sherill B. Osborne, Oscar Fifer, Ernest D. Snow, Charles A. Holland, J. E. Baumbaugh, James E. Long, Edward L. Thrasher, Earl S. Parker, D. W. Spooner and R. L. Williams. Holland (no relation to the present councilman) appeared to be more popular in the community than his opponents and he was given support by many 14th District groups.

Thrasher, meanwhile, was upset over reports that he was a member of the Ku Klux Klan and not the proper man to make and enforce laws. He denied everything. Bonelli was beating the bushes in all 15 Council Districts throughout the city trying to win friends and influence voters.

RUN-OFF RACE

In the primary election Holland and Sherrill B. Osborne, a dark horse, finished one, two and would meet in the June 4 general election and Bonelli went into the mayoralty finals with John C. Porter. Holland won with 5326 votes to Sherrill's 2687 to become the 14th District's third councilman. Bonelli lost to Porter and didn't like it one bit.

Holland served two years and seemed happy until January of 1931 when Earl S. Parker, one of Holland's opponents in 1929 and a teacher at Franklin High School, had unpleasant things to say about Holland. He said the incumbent councilman failed to carry out his campaign promises; that he had handled the city's business in an unsatisfactory manner, and that his official conduct and action since he took office had been in opposition to the will of his constituents.

A recall movement was initiated which Holland termed "an attempt of a small minority to harrass a public official whom they disagree with, or who has disagreed with them in some minor detail of opinion which may be used as an excuse for furthering political ambitions."

HOLLAND WINS

Parker wasn't doing too well, either. A mother claimed Parker had kicked her 15-year-old son in the stomach at a Franklin High football game for not moving away from a fence fast enough. Parker denied it and he was aggravated even more when Holland won the special recall election.

Holland was a heavy favorite to win again just months later in the primary election of 1931. The three tunnels that Ash had campaigned for in 1925 were finally opened and Holland figured that couldn't hurt his chances. Edward Thrasher, a Holland opponent in 1929, ran again and it was a surprise of no small magnitude when he won, 7569 votes to 7009. He took office July 1 and expected a hectic term. The city was $7 million in the red and nobody could seem to organize the budget. There were also several hundred city workers with no work to do.

In 1933 Thrasher sought to succeed himself and did as he beat L. Roy Williams 14,675 to 9997 in the general election. Mayor John C. Porter was defeated by Frank L. Shaw, a County Supervisor and the effects of the Depression were giving way to prosperity and business increases.

SEEKS THIRD TERM

Thrasher decided in 1935 to run for, at this time, an unprecedented third term as 14th District Councilman and one of his opponents was L. Roy Williams, whom Thrasher had beaten in 1933. Also facing him were Dr. Robert E. Rose, Frank J. Rogers, Lewis C. Martyn, Harold P. Fetter, Royal M. Davis and Harmond B. Amacker. Thrasher and Dr. Rose topped the field in the primary election and met in the May 7 general election which Thrasher won to become the first 14th District Councilman to win three terms.

It was Thrasher and Rose again in 1937 and this time Thrasher was the winner in the primary election, carrying 135 precincts out of 159, piling up a plurality of 10,406 to 7113 for Rose. It was said that Dr. Rose received only those votes of persons upset with Thrasher because he wouldn't grant them the special favors they had sought throughout Thrasher's six-year reign as Councilman, now extened to eight with his latest victory. Incumbent Mayor Frank Shaw was re-elected by a 26,000 vote plurality in May, defeating Supervisor John Anson Ford.

THRASHER RUNS AGAIN

It came as no surprise in 1939 when Thrasher announced he would seek a fifth term and would rest his laurels on his eight-year record. He said over one and a half million dollars had been or would be spent in the 14th District before 1941 for such things as street improvement, storm drains, removal of railroad tracks from Verdugo Road to North Figueroa, elimination of a dangerous curve at Ave. 38 and Fletcher Drive and other "important improvements."

He was opposed by John J. Reitona, George Knox Roth, Charles A. Self and Henry Clay Swift. It was five in a row for Thrasher as he piled up 8650 votes, 62 more than the combined total of his four opponents.

Thrasher would again seek re-election in 1941, his sixth term if successful. Opposing him were Charles H. Hamilton, George D. Higgins and George Knox Roth, a victim of Thrasher's vote collecting ability in 1939. Fletcher Bowron, who was elected Mayor in a special recall election in September, 1938 when Frank Shaw was thrown out, sought re-election

(Continued on Page 70)

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
CARL'S TILE SHOP
1960-1963

Carl Souther adds his name to the fine firms saluting Highland Park on its 75th Birthday.

General building contractor, specializing in ceramic tile . . . Souther is not the oldest firm . . . but certainly has shown a remarkable growth in the 3 years here. A native "Highland Parker" . . . Carl says: "I am here to stay . . . I am fully sold on the future and growth of this fine suburban area."

Carl is competent to take charge of any type of construction or remodeling and offers the finest professional work on all tile work involved.

Located in a convenient "drive in" building at 6834 North Figueroa Carl Souther invites you to drop in and talk over your plans.

Finally, Carl takes this opportunity to thank all his many loyal customers for their patronage.



Watering trees in 80's

Old horse drawn water tank rolls along Pasadena Ave. in 1880's watering trees along the way. (Courtesy Security First Nat'l Bank)



AVE. 50 & ALDAMA, 1913—Oldtimers remember the mail boxes that used to stand at corner of Ave. 50 and Aldama St. A few also managed to get knocked over on Halloween.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
COMMUNITY ESCROW CO., INC.
1946 - 1963

Headed up by Joseph A. Lazaroni, this firm has enjoyed a constant growth since opening the office here in Highland Park, some 17 years ago . . . April 1946 to be exact.

Feeling that the area had a future for growth and expansion (and how that prediction came true!) The firm has been pleased to have been a part of our unique suburbia.

Offering a personalized service . . . and a service that takes pride in their rapid and efficient escrow work . . . the Community Escrow has virtually grown up with the community during the past decade.

At this time, President Lazaroni and his entire staff, congratulate Highland Park on its 75th Birthday.

6330 North Figueroa

HP ALL WET

Community once was a lake

By Flint Walton
(Reprinted from Dec. 4, 1929 News-Herald

Hundreds of years ago — thousands, perhaps — Highland Park was entirely covered by water.

Valleys were lake floors and hills were islands or peninsulas jutting above the surface of these lakes.

Or it may be that the Pacific Ocean, in days long gone, extended back this far and the hills and valleys of the highlands were completely submerged.

FIND PROOF

Workmen excavating for the foundation of the three-story annex to be erected by the Highland Park Christian Church at Ave. 58 and Monte Vista St. last week came upon indisputable proof that at one time all this district lay under water.

Going down to a depth of five feet through fine dark loam, the excavators struck a deep bed of sand, decomposed granite and large boulders rounded and made smooth by the constant wash of water over their surfaces.

This ancient water bed extended all along the bottom of the excavation, varying in elevation from four to six feet below the surface. How far down it extends is not known, for digging was carried on only to the depth necessary to place the foundations for the new building.

STREETS ON RIVER BEDS

The Rev. Alden Lee Hill, pastor of the church, advanced the theory that at one time the Arroyo Seco stream cut sharply around the south flank of Mt. Angeles point and traveled over a course parallel to what is now Monte Vista St. Gradually straightening out, it pushed back its left bank and kept cutting its way southward until it finally was halted by the hills beyond Hermon.

However, workmen who have excavated for buildings on the summit of Mt. Washington claim to have found the same decomposed granite and boulder floor some five or six feet underground there, too, which leads to the natural conclusion that all this section at one time must have been the floor of some great body of water.

But was it river, lake or ocean? And how long since did the waters recede? Who can tell?

14th Council District

Holland wins again

(Continued from Page 69)
and he was opposed by two ex-mayors — Shaw and John C. Porter, who served from 1929-1933 and was defeated by Shaw.

FORCED INTO RUN-OFF

Thrasher at last failed to win in the primary election and would have to face Roth in the general election May 6. Thrasher had received 10,044 votes to Roth's 7032 but it wasn't 50 per cent plus one vote of the total cast. It was the first time since 1935 that Thrasher was forced into a run-off for the office he had held since 1931. In the general election Thrasher won his sixth term by defeating Roth 12,623 to 11,386, and Bowron was re-elected Mayor.

As the 1943 election came into focus Thrasher was busily making plans to be elected Councilman for the seventh time and it was beginning to look as though he had found his own personal heaven, a lifetime job that was renewed every two years simply as a formality. The 14th District had known progress during Thrasher's 12-year reign and he could not lose.

But he was defeated and by a man who was to shatter Thrasher's longevity record and set one of his own that is yet to be headed. John Holland proprietor of the Holland Electric Company, announced his candidacy in February of 1943. Holland had lived in Highland Park more than a score of years, had served two terms as president of the Highland Park Chamber of Commerce, had served on the Board of Directors of the Highland Park Kiwanis Club and was at the time a member of the Los Angeles Board of Fire Commissioners, appointed by Mayor Bowron.

HOLLAND WINS

Holland pledged "to conscientiously strive to fairly and efficiently represent the entire 14th District." He defeated Thrasher and a third opponent, Harold L. Shield, in the primary election April 6, winning 8916 votes to Thrasher's 5758 and Shield's 890. John Holland took office July, 1943.

A two-year Council veteran in 1945, Holland said he would seek a second term. At the same time, an Army Air Force Captain, who was to lose this time but win 16 years later, announced his candidacy for Mayor—Samuel W. Yorty. Holland was opposed by a single candidate, Alex E. Laster and Mayor Bowron's job was sought by no less than 13 men, including Yorty. Holland outdistanced Laster two to one to win a second term and Flecher Bowron was re-elected, winning 146,323 votes to a combined total of 125,104 for his 13 opponents.

Holland's name again appeared on the 1947 ballot and one of his announced opponents was the man he unseated in 1943, Edward Thrasher, a 10-year Council veteran before his defeat at the polls by Holland. Thrasher, however, failed to file and was not qualified to run. Holland's opponents were Van W. Bishop, Police Lieutenant L. L. Mitchel, Barbara Baker and Francis J. Buckley, Holland was re-elected to his third term in the primary election balloting, receiving 11,601 votes to his opponents' combined total of 10,098.

WINS AGAIN

Thrasher decided to try once again in 1949 to gain back the Council seat he lost to Holland in 1943 but he was ill-advised to do so as was Donald Meek, the third candidate. Holland's popularity in the 14th District was still growing and he once again proved it at the polls by winning his fourth straight election in the primary voting. The 230 precincts in the 14th District gave Holland 15,323 votes, Thrasher 8237 and Meek, 4756. Mayor Bowron was forced into a runoff with City Engineer Lloyd Aldrich and won by a margin of more than 30,000 votes.

In 1951, Holland sought fifth term as councilman and one of his opponents was James Sinclair, a lawyer who in 1950 had run against John L. E. (Bud) Collier for Assemblyman in the 54th District, and lost.

Also battling Holland were William T. Reid, Clell M. Whelchel, Robert M. Garrick, Willis G. Hop and Frank C. Cristl. All but Hop, Welchel and Garrick dropped out of the campaign prior to the April 3 election. Holland won re-election by a majority of 895 votes in the primary, defeating his three opponents, 13,809 to 11,017.

A sixth term was sought by Holland in 1953 and he was opposed by James Sinclair, coming back for a second try, and Robert M. Garrick, also a Holland victim in 1951. Holland again won. Facing Mayor Bowron in the general election was Norris Poulson, a Congressman for four terms. Poulson won.

STILL WINNING

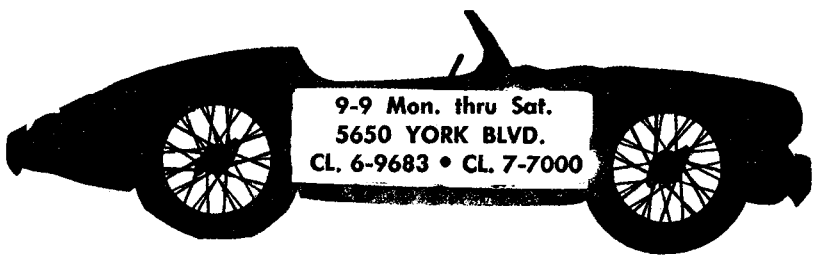
Only one man in 1955 would face Holland, who would set a City Council record for length of time served if he won an unprecedented seventh term. Facing him was John A. Woodward. Holland won again and set the record for consecutive re-election of a Councilman at the primaries. The terms were extended to four years and Holland wouldn't have to run again until 1959—which he did.

Holland in 1959 had occupied the 14th District Councilmanic seat for 16 years and was still going strong as he announced he would run for an eighth term. His opponents would be Mrs. Ceres A. Runyon, Paul F. Bodine, Nick G. Stiny, Orval L. Gladding, Richard N. Baisden, Harry L. Broglia, Ollie R. Gibson and Ralph A. Beal. The incumbent won his eighth term, receiving 15,959 votes to 15,237 for the other eight candidates.

Holland continued his reign over the 14th District by defeating two attorneys, Malcolm Mackey and Dana Hobart in the 1963 primary and sees no immediate end to his perfect political record.

We're Growing, Too!

Many businesses in the Northeast Los Angeles area have grown with Highland Park. One such establishment is R & T Imported Car Service. After two short years, R & T had to look for larger quarters. Recently they found such a location. Moving from Avenue 60 and Monterey Rd., they have doubled their working space. Now R & T Imported Car Service is known as the "Sports Car Center of Northeast Los Angeles."



R & T
IMPORTED
CAR SERVICE

MILLER'S HALL

Time finally caught up

By FRED ALLEN

Miller's Hall, the grandaddy of the Highland Park business district, was demolished in June of 1959. Tattered and creaking with age, the two-story wood frame building at 6307-11 York Blvd. was condemned a month earlier by the city building and safety department.

Built in 1885 by William Miller, just 20 years after the end of the Civil War, the structure was the scene of countless civic gatherings and lodge meetings. The hall had been witness to the growth of a community from open fields and watering hole, to a thriving business and residential district.

CRUMBLING WALLS

Passersby looking up at the weatherbeaten structure could see where the woodpeckers had feasted on the molding of the big gable that jutted out from the center of the second floor. At the side of the hall the rain spout had crumbled and fallen to the ground; nails on the wood siding were falling out and some of the boards had buckled.

Thuosands of hands had turned the same weathered front door knob that Mrs. Martha Watt used to open the building in 1959 when a reporter-photographer team wanted one last look. Mrs. Watt, president of the Rebekah Lodge, auxiliary to the Odd Fellows who owned the building, said they planned to use the grounds for a paved parking lot.

Up 24 wide steps from the front door a broken skylight illuminated the landing. Beneath the skylight and resting on rafters was a metal wash tub to catch the rain. Plaster had long since fallen away from sections of walls and ceilings near the skylight, baring the wood laths.

A turn to the left from the landing was the large hall, dusty and musty from being closed for two years. The windows facing York Blvd. were covered with yellowed drapery that filtered light into the room.

LIGHTS COME ON

"The lights still work fine," commented Mrs. Watt four years ago as she flicked a switch in the hall, bringing into view an old upright piano, pictures along the wall of former-lodge officers, a silver trophy in a glass case, a framed collar worn by a Noble Grand more than 100 years ago, spindlebacked chairs, and some half filled ash trays.

Footsteps echoed and the hardwood floor creaked as you walked across the room and entered the old dining room north of the hall where meals of bygone days were served on long banquet tables. At the back of the room another door led to the kitchen.

"Two coffee pots, three coffee pitchers, four coffee pourers--must be returned" read the sign on the kitchen wall. Exposed water pipes lead to the wooden sink; cylinder shaped Hoyt gas heater hung from the wall.

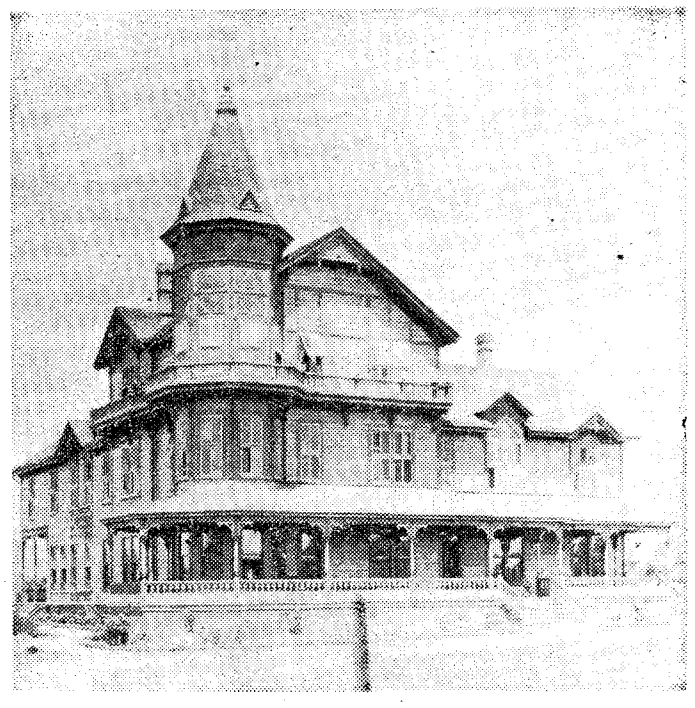
The cloak room off the kitchen ran along the back of the building, where a now barricaded rear door lead outside to wooden steps.

ONCE TRADING POST

The two-story rooms that comprised the first floor of Miller's Hall once served the community as a trading post, where residents with handlebar moustaches could come in and get a new supply of wax to control their upper lip decorations, or great grandmothers could buy the latest bustle just in from the East.

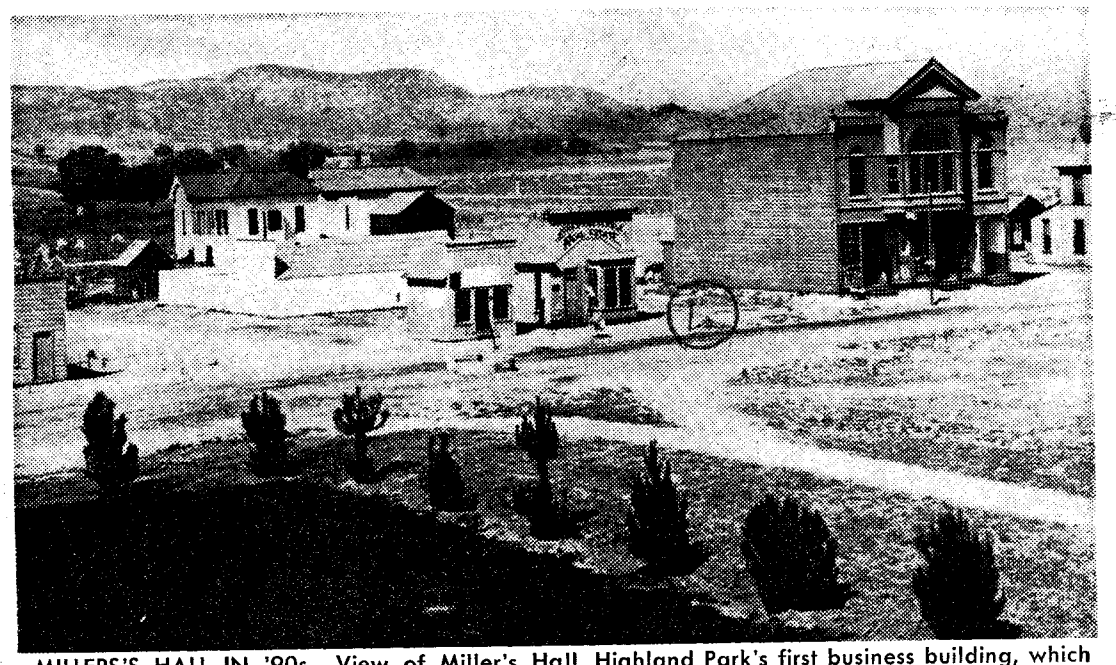
In 1890, a section of the hall was given over to bookworms, and Highland Park started its first library. The reading room had 50 books, a stereoptican viewer with a handful of stereo (3-D), and somebody donated a subscription to "Harpers Young People" magazine. Several years later when Mr. and Mrs. Hugo Zuber contributed a collection of 800 volumes, the library was moved to Ave. 64 and Garvanza.

Miller's Hall, its foundation crumbling, its second floor shored up by huge wooden beams, and its roof scarred by numerous holes soon became only a memory in the area once known as the Five Friendly Valleys—the Highland Park of today.



Garvanza Villa Hotel

Fashionable Garvanza Hotel, located across the street from Miller's Hall on York Blvd. near Ave. 63, was half way point between Los Angeles and Pasadena back in 1880's and a favorite stopping off place for weary travelers.



MILLERS'S HALL IN '90s—View of Miller's Hall, Highland Park's first business building, which stood at 6311 York Blvd., shows open fields in background and tiny palm trees (circle) near corner of Ave. 63. Green lawn in foreground is now the site of car lot. Avenue 63 and York Blvd. (then Pasadena Ave.) were only dirt roads when this photo was taken in the 90s. The structure was constructed in 1886 and torn down in 1959.



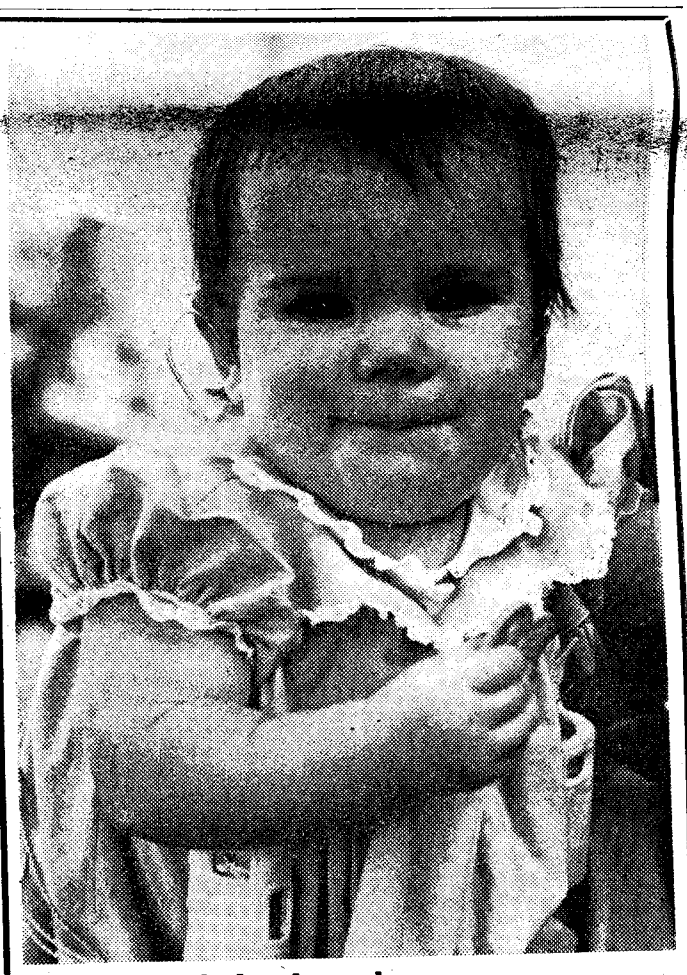
SAME VIEW, 1959—Miller's Hall, just before demolition in 1959, was creaky but still standing. Many regret that hall wasn't preserved as historical monument.

Paving of York Blvd. assured

(Reprinted from April 15, 1921 HP Herald)

The circulators of the petitions for the paving of York Blvd. announced that they have secured approximately 70 percent of the frontage on York in favor of the paving being in at this time.

It is also pleasing to note that the petition was signed by almost 100 percent of those approached by the solicitors. Only two property owners have refused to sign the petition.



"HEAR — helped me hear .....
won't you help HEAR help someone else."

for information and
how you can help - - -
PLEASE CALL

254-6186

1954 - 1963

HEAR Foundation
4507 York Blvd.

H·E·A·R FOUNDATION

SUPPORTED BY VOLUNTARY CONTRIBUTIONS

'Successful Failure'

Old Cycleway, dream of the 90's fizzled

Under the caption "A Successful Failure," the April 1931 issue of the magazine, Southern California Business, carries the story concerning the old Los Angeles - Pasadena cycleway, sections of which remain intact to this day along the side of the Arroyo Seco:

"One of the dreams of the gay nineties was the linking of Los Angeles and Pasadena by 'cycleway,' to make nine miles of smooth thoroughfare for businessmen to the city, and for pleasure jaunts. This project seems laughable today, with hundreds of autos skimming hourly over wide asphalt roads between the two cities.

"H. M. Dobbins of Pasadena was the moving spirit of the project who obtained by condemnation the right to build an elevated way for bicycles, tricycles or horseless carriages. A plan of financing was worked out, and the Title Insurance and Trust Company made trustee for the cycleway bonds, which were issued in 1898.

"The cycleway was planned to be 20 feet high and 10 feet wide. There were to be no grade crossings," says the T.I. News. "Rails at the side were to be five feet high and netted with barbed wire for the exclusion of mischievous boys. There was to be room for four wheels abreast, and at intervals along the way incandescent lights were to be placed to guide the wary cyclist on dark nights.

"The route of the cycleway began in Pasadena where Hotel Green now stands, traveled south, approximately paralleling the line of the Union Pacific tracks, crossed the Arroyo Seco, utilized the land now occupied by Cawston's Ostrich farm, and continued paralleling the railroad track to Ave. 35, near Sycamore Grove. Seven thousand feet of the road were completed and on the opening day 600 bicyclists skimmed the smooth board track, each paying five cents for the privilege.

"However, the days succeeding the opening found most of the cyclists back on the dirt roads or riding sidewalks. Evidently the promoters of the plan had over-estimated the number who would pay a nickel a head for smooth, clean riding.

"Anyway, the bicycle craze was passing. The few primitive automobiles that were seen in the streets were commencing to capture the popular imagination. As a social institution the bicycle was dead. The smell of gasoline killed it. And its birthday was the only day of glory the cycleway ever knew."

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud To Participate
WARD REALTY COMPANY
1922 - 1963

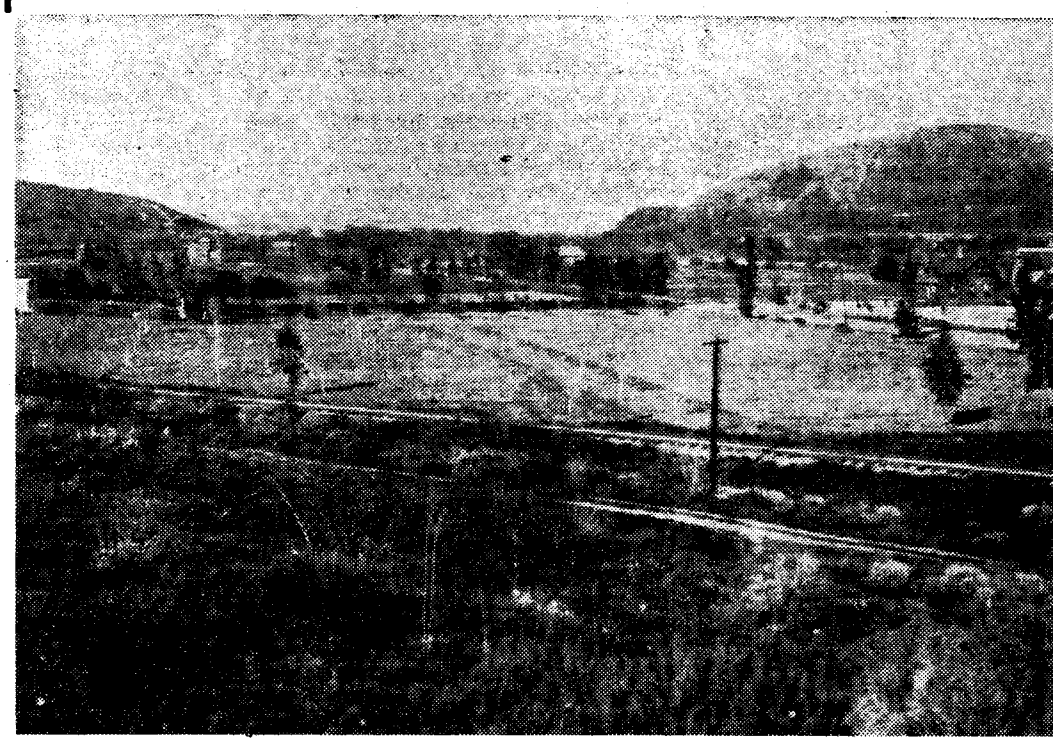
Another Father and Son success story . . . W. T. Ward and Son, Wm. George Ward. Here is a team that have totaled some 41 years, serving this area in the real estate business as well as having taken part in the construction of many fine homes and apartments.

A quote from Wm. (Bill) Ward tells the story in fine detail:

Ward Realty Co. is not only the oldest established realty company in Northeast Los Angeles, it is probably the most complete office. We list and sell homes. We have a General Contractors license and build homes and apartments. We have a thriving private loan business. We write all types of general insurance. We are FHA and GI Loan specialists; and maintain a complete probate sales department. Presently plans are being developed to expand our office facilities to include 8 salespeople, a sales manager and two secretaries. We are still growing with our community.

Ward Realty Company
4623 Eagle Rock Blvd.

Area's changing panorama



SYCAMORE GROVE VALLEY, 1885—Electricity for Garvanza (Highland Park) was still 13 yea away when this photograph was taken in 1885 looking north toward Highland Park fro present-day intersection of Ave. 39 and Marmion Way. Train tracks are San Gabriel Vall Railroad, forerunner of Santa Fe. Note barren hill at left of picture, where Southwest M seum now stands. Museum cornerstone was laid in 1913, 8 years after this picture was take Road in center of picture is old Pasadena Avenue, now N. Figueroa St.

(Photo Courtesy, Security First Nat'l Bank



SAME VIEW—78 YEARS LATER—Photo taken recently from Ave. 39 and Marmion Way show interesting changes in landscape during past 78 years. Except for additional growth, mountai range and hills remain the same. Southwest Museum, now 49 years old, stands out like ste and concrete sentinel on hillside at left. Sycamore Grove Park is about half mile north here.

Sycamore Grove once beer garden

By FRED ALLEN

Except for a saloon in Sycamore Grove, Highland Park might never have become annexed to Los Angeles, a city that marks its 183rd birthday this year.

The Grove, where 250,000 people came last year to break bread against the scenic backdrop of the Arroyo Seco, was under fire in the 1890's from the clergy of Highland Park. Demon rum was sold in the roadhouses!

Only solution to the problem, said the church leaders, was for Highland Park to incorporate as a separate city or become annexed to the growing City of the Angels. Since incorporation seemed impossible, annexation was the answer. Highland Park joined Los Angeles in 1898, and a short time later Sycamore Grove became "dry."

JUDGES 'REFRESHED'

Clergymen were probably spurred in their anti-liquor move by circuit riding judges who came from neighboring Glendale to try cases in Highland Park. An exhausting trip in those days, the barristers would sometimes stop at Sycamore Grove to freshen up. Historians of the area report that a "refreshed" judge was often unable to render decisions based on the facts.

But Sycamore Grove, which borders North Figueroa from Woodside Dr. to Ave. 49, was bustling with activity long before the fight for annexation in the 1890's.

Lovers of the sylvan life journeyed to the picturesque area as far back as the 1860's, traveling by horse and buggy along the dusty streets of El Pueblo. It was during this time that a small hotel, with adjoining pavillion, saloon, and shooting alley, was opened by Clois F. Hendrickson. On Sundays, an omnibus traveled every two hours from Los Angeles to the area.

GERMAN COLONY

Several years later the Grove became a focal po of activity for the Germ Colony of Los Angeles, wh Hendrickson sold out to and Mrs. John Rumph. F Rumph became a popular h tess, and it was under management that the old Angeles Turnverein used Grove for its public perfor ances of gymnastics, singi sack racing, and target sho ing—with a beer party or thrown in for good measu

In 1905, seven years af Highland Park's annexat to the City, a section of local park was purchased Los Angeles for $22,500, two years later the remain of the present 15-acre was donated by E. R. Bra erd.

First concessionaire of city-owned recreation a was Highland Park resid John Arian, who lived at 5 N. Figueroa St. Arian, v handled the concession for

(Continued on Page 73)

LET THERE BE MUSIC

Symphony Association hits high note here



HELEN CORDELL TERZO
. . . music leader

In 1946 the greatest artistic venture in the history of Highland Park was started — the founding of our community symphony orchestra. Since then the orchestra has grown to be one of the best known of its type in Southern California. National statistics show that in communities having symphony orchestras, property values are up eight per cent.

Early in 1946 Chester Perry, music instructor at Franklin High and Dr. Clarence Lamb, principal of the evening school, placed an ad in the Highland Park News-Herald asking for interested people to come to a meeting. Councilman and Mrs. John Holland, J. Arthur Lewis, and Helen Phillips Cordell were among those present. Mr. Holland appointed Mrs. Cordell "temporary" chairman, an appointment that has lasted for 18 years. Dr. Lewis was elected first vice president and Mrs. Minnie Beutzer treasurer, and they have also continued to serve for these 18 years.

It was decided to launch the new group by holding a gala kick-off banquet. On Sept. 27, 1946, the first of what was to become an annual Highland Park tradition was held at the Ebell Clubhouse.

Dr. Lewis acted as master of ceremonies, a role he continues to perform by popular acclaim each year. Isabel Morris Jones, music critic, and Charles Wakefield Cadman, beloved composer, gave the keynote addresses. The enthusiasm of community leaders and music lovers at this banquet set in motion the nucleus of a new orchestra, with Chester Perry as conductor.

PRE-CONCERT TEAS

The Association, in an effort to give a meaningful musical experience to concert-goers started the tradition of the pre-concert teas. These are held on the Sunday preceding the Friday night concert. Prominent university music faculty or outstanding artist-teachers lecture at each tea, explaining the musical selections to be heard and talented young singers and instrumentalists are presented—often for the first time—in recital. During its lifetime the Highland Park Symphony Association has presented over 750 young artists at its various banquets, teas and concerts!

The very first concert soloist was Highland Park's own Earle Voorhies, pianist, who played the Schumann Piano Concerto on Dec. 5, 1946, the date of the first concert — a dream come true after months of planning and rehearsal.

Some outstanding soloists throughout the years have been pianist John Browning, soprano Yola Cassell, basso James Guthrie, soprano Marcella Reale, violinist and cellist Alice and Eleanor Schoenfeld, bass viol Richard Kelly, tenor Chris Lachona, basso Roderick Ristow, cellist Ennio Bolognini, bass violist Gary Karr, soprano Norma Lynn, violinist Kenneth Yerke and mezzo soprano Margery McKay.

FAMOUS GUESTS

Among the nationally known guest conductors we have had are Meredith Wilson, Ferde Grofe and Miklos Rozsa. Three guest performances were given at the famous Redlands Bowl. The Southeast Symphony Association has presented us four times; first at Jefferson Auditorium, next at Polytechnic, then at Bovard Auditorium of USC, and at Washington Auditorium. Last year at Lincoln High School to celebrate their 50th year we gave a guest concert co-sponsored by the Lincoln Heights Chamber of Commerce to a large, enthusiastic audience.

The group has presented one full opera, "The Barber of Seville," and excerpts from many operas including "Aida," "La Traviata," "Faust," "Rigoletto," "Carmen" with well known singers. The performance of Israeli pianist, Amiram Rigai of Beethoven's Piano Concerto in C Minor with the full orchestra in 1952 was taped, sent to Tel Aviv and broadcast over the radio throughout the land of Israel. In 1953 we presented Brahm's "Requiem" at Franklin Auditorium with the greater Los Angeles Chorus. Dr. Hugo Strelitzer was the conductor, and the soloists Grace Lynn Martin, soprano, and Steven Kemalyan, basso.

Chester Perry continued for seven years as regular conductor, and was followed by Constantine Callinicos. Callinicos, a concert pianist in his own right, thrilled local audiences by conducting as he simultaneously performed as piano soloist. After three years he left the orchestra for Italy where he coached the late opera singer and movie star, Mario Lanza. He was replaced by William Van den Burg who had been principal cellist for 10 years with the Philadelphia Symphony Orchestra under Stowkowski. Van den Burg directed the local orchestra from 1956 through 1959 in three seasons of brilliant concerts.

DISTINGUISHED CONDUCTOR

Conductor for the past four years has been the distinguished musician Dr. Leo Arnaud. Born in France where he studied with Ravel and d'Indy, he is a graduate of the Lyons Conservatory of Music and the Schola Cantorum of Paris.

He received his Doctor of Music degree from the Academy de Musique d'Ormesson in 1951. He is former conductor of the Madrid, Guadalajara and the L.A. Doctors Symphony Orchestras. Dr. Arnaud is noted for his love of the classics—but has numerous motion picture and television credits, among them "Jumbo," "The Wonderful World of the Brothers Grimm" and "Mutiny on the Bounty." Just this year he received a signal honor.

He was commissioned to write the underscoring and band arrangement for "Duty, Honor and Country," the musical interpretation of the speech

(Continued on Page 76)

Thousands gather at Sycamore Grove

(Continued from Page 72)

years before retiring, still remembers the good old days when he was able to sell 20 to 25 pies at the big picnics.

PICNIC GROUNDS

Today, under the management of the Department of Recreation and Parks, Sycamore Grove draws thousands of "transplanted" residents to State reunions. More than 200,000 picnickers annually reserve the area, which can handle a crowd of 28,000 at one time.

During the summer months, the Sycamore Grove bandshell is the scene of the weekly Highland Park Community Sing program attended by several hundred local residents.

Other facilities include tennis courts and horseshoe pits.

What does the park look like after a big picnic?

A foreman of the Grove, says it takes one man a day and one-half to clean up the debris.

Aproximately 1000 trees canopy the spacious lawns and nine picnic areas of the Grove with the sycamores numbering about 400.

The sycamores form a variety of shapes and sizes: some shoot straight up to a height of 70 to 100 feet, while others wind around like a snake several feet from the ground and then start their ascent.

Some of the older trees—estimates run from 350 to 500 years—have diseased sections that have been "bandaged" with concrete because the bark has grown over some of the concrete patches.

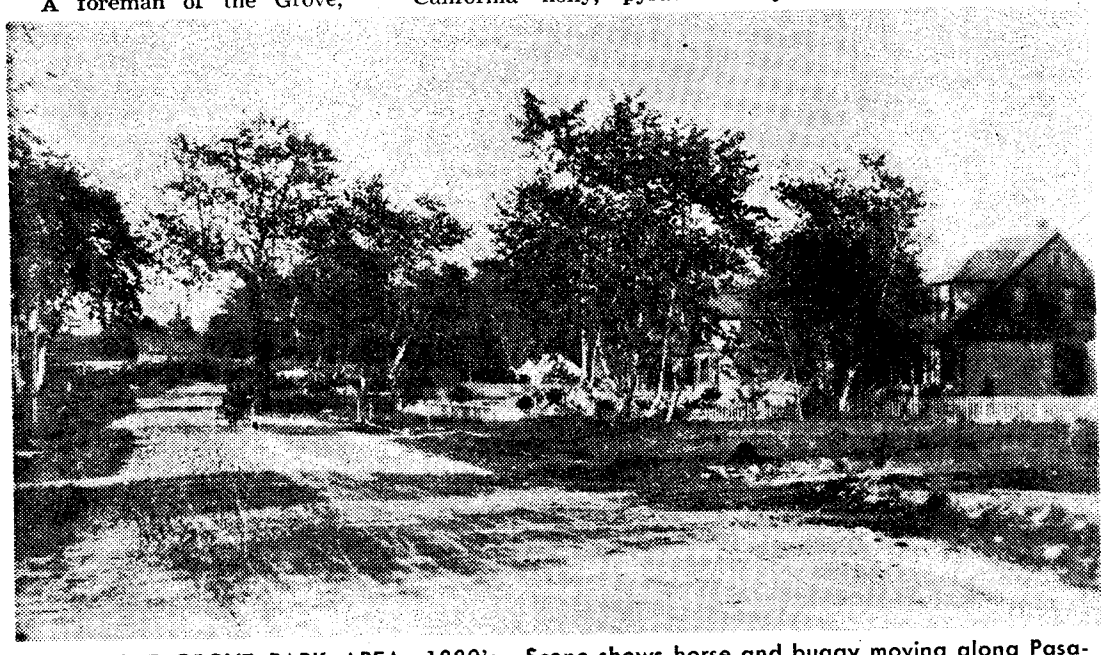
The Grove has a variety of other trees, including the American and European Linden, Chinese Pagoda, gingko, palm, oak, eucalyptus, and California Redwoods.

California holly, pyracanthas, asters, snowballs, and 25 varieties of canna add color to the spacious recreation area.

CREEK DISAPPEARS

Many paintings of Sycamore Grove show a creek that one time extended diagonally across the north end of the park from Figueroa St. to the Arroyo Seco. Although replaced by a storm drain about 1937, the creek is still placed on canvas by some artists, who think it adds to the natural beauty of the area.

Despite the thousands of people who congregate at the Grove on weekends for their picnics, countless others find the area a welcome respite from the rigors of the daily grind, and more than one businessman, salesman or truck driver can be seen punctuating the sentence of a busy day by relaxing with a sack of lunch under a shady sycamore.



SYCAMORE GROVE PARK AREA, 1880's—Scene shows horse and buggy moving along Pasadena Ave. in 80's near Sycamore Grove. (Courtesy Security First Nat'l Bank)

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
SEYMOUR'S JEWELERS
1924-1963

The "oldest" jewelers in Highland Park . . . for 39 years, to be exact. Freeman Seymour started the firm at 5505 North Figueroa and moved in 1929 to 5537. Mr. Seymour retired in 1955. He had been in partnership with son, Paul from 1935.

With vision and with faith in the future growth of Highland Park, Paul Seymour has recently purchased the Highland Park Jewelers, 5635 N. Figueroa.

The Seymours have enjoyed a growth and reputation for these many years . . . an earned reputation for watch and clock repair as well as their originality in designing custom-made jewelry.

At their new location, the repair department will be expanded to take care of every customer's needs.

Paul Seymour expresses his appreciation to his customers for past patronage and salutes Highland Park on its 75th Birthday.

Northeast 'Y' serves thousands in HP area

Thousands of Highland Park boys and girls have benefitted from the character building programs of the Northeast YMCA, an outgrowth of the Highland Park "Y" that opened its doors here in 1945 as an extension of the downtown YMCA.

First organizational meeting was called in the office of Attorney Bill Schaper, located in rooms above the Security Bank Building. Others in attendance when the local "Y" was born were: John Holland, Cecil Betz, Tom Denyer, Oran W. Asa, Carl Eyerick and George McClay.

MET IN LIBRARY

The "Y" was first operated for several months out of an office building in the 5700 block on North Figueroa, but shortly thereafter was able to move to the basement of the old Library building through the efforts of John Holland, first chairman of the "Y" board of managers.

Other early chairmen included Tom Denyer, 1946-47; Asa Burbidge, 1948-49; Willis F. McComas, 1950-51; George Staff, 1952; Jack Groth, 1953.

Jim Lacey was secured as the first professionally-trained "Y" secretary and he reported to duty on Oct. 9, 1947. Under his direction the "Y" began to make great strides, particularly in the father and son "Y" Indian Guide program.

In 1958 the "Y" was able to secure property at Monte Vista St. and N. Ave. 57 as a result of a bequest from the estate of Miss Nellie White and a small capital fund campaign.

"Y" EXPANDS

Then, on Jan 1, 1960, the board of managers of the Highland Park "Y" and the Eagle Rock "Y" voted to dissolve and to recharter under the name of the Northeast YMCA. This action was the result of a recommendation by a special committee headed by Assemblyman John L. E. "Bud" Collier. The committee made an extensive survey to determine what was best to meet the needs of the local youth.

This decision has proven to be a wise one, because the "Y" has been able to move forward since that date in many ways, including "Y" Indian Guides, youth club program, camping and physical fitness.

On Aug. 1, 1963, the "Y" closed escrow on a piece of property consisting of 1⅓ acres and 14,000 square feet of building at 4160 Eagle Rock Blvd. The "Y" plans to launch a capital campaign in the spring of 1964 to secure the necessary funds to finish paying off the indebtedness on the property, remodel the present buildings and build an enclosed swimming pool.





COUNCILMAN

JOHN C. HOLLAND

Salutes Highland Park

on its

75th Anniversary

This isn't the Mississippi—it's York Blvd.



YES SIR, that's York Blvd. on a rampage, way back in 1913 when flood control was something that hadn't arrived yet. Some entrepid photographer stood on the corner of Aldama St. and York Blvd. 50 years ago and took this picture looking west of the raging waters. Picture was presented to News-Herald in 1946 by Ralph B. Grief, former owner of the York Pharmacy.

PASSING OF A MOVIE HOUSE

Park Theatre exits H. P. scene

By Frank Whitaker

Like the demise of the trolley car and the corner cigar store, another famous Highland Park landmark faded from the modern scene last May with the closing the Park Theatre here, and announcement that the 27-year-old cinema house would become part of Peoples Department Store.

Born just six years after the '29 crash that sank this country into its worst depression in history. "The building of the Park" became more or less a symbol of the renewed hope and faith that characterized the recovery period through the late '30s and into the booming '40s.

THEATER

That's the year David L. Cantor and his partners sold their chain of theatres in Washington state and moved to Highland Park, because "There are more indications of present and future improvements here than in any place we have seen in Southern California."

For their new theatre adventure they picked an empty lot on N. Figueroa near Ave. 59, which at that time was owned by F. G. McNamara and Walter Dibben, and began construction of a movie theatre or cinema, that had no name. That came later.

The March 13, 1936 issue of the Highland Park News-Herald described it this way: "Excavation for the foundation is completed and actual construction is expected to begin today or tomorrow . . . The new structure will be of modern intimate type with a seating capacity of 650 and with all the latest equipment and furnishings. There will be a lobby on Figueroa Street through one of the store buildings fronting the new building on that street." It was to cost $50,000.

NAME CONTEST

On March 27 of the same year, new theatre owner Cantor launched a community-wide "name the theatre" contest, with the person submitting the best name for the movie house to receive a life-time pass to the theater. Said Cantor in announcing the contest: "We want a short name, easy to remember . . . that will identify with Highland Park as a community-family theatre."

More than 1000 entries came pouring in within two weeks, and 1500 were received before the contest closed on April 17, 1936.

There were so many entries that contest chairman J. W. Ivers had to delay announcing of the winner for two weeks while he and his panel of businessmen-judges picked the winner. Amazingly, 17 people sent in the winning name "Park Theatre."

Top prize in the contest, a life pass to the theatre, was awarded to the first to submit the name "Park" for the new theater — Miss Joanna Bartley, who at that time lived at 5050 Almaden Dr.

Mrs. C. A. Smith, then 80 years old and living at 401 N. Ave. 61, received a year pass for submitting the same name accompanied by a letter pointing out that "Park" was especially suitable because it was easy to remember and because the theater "is in the center of Highland Park."

The other 15 persons who also submitted "Park," each received a one-month pass.

GRAND OPENING

Street decorations, banners, bright spotlights and Hollywood celebrities marked the opening of the new Park Theater on May 29, 1936.

To go to the new movie house cost you 20 cents if you got there before dark (6 p.m.), and 25 cents evenings. The children got in for 10 cents, day or night. The theater stayed open from 1:30 p.m. to 11:30 p.m.

Strangely enough, but unknown at that time, a Highland Park boy was starring in the movie that played on opening night. Joel McCrea, who used to play in Sycamore Park and visit one of his favorite aunts who lived just across Figueroa St. from the park, starred that night with Miriam Hopkins and Merle Oberon in "These Three." Second film on the double feature bill was "The Return of Jimmy Valentine" with Roger Pryer and Charlotte Henry.

GABLE AND HARLOW

Clark Gable and Jean Harlow opened the second week at the "Park" in "Wife Versus Secretary," and the theater was on its way to a colorful 27-year career in Highland Park.

The "Park" endured and prospered, while other theaters in this area were born and died in the span of a few years. Among those that have folded were Franklin Theater, Ave. 55 and North Figueroa; York Theater, 4949 York Blvd.; Sierra Theater, Eagle Rock Blvd.; Arroyo Theater, Ave. 26 and N. Figueroa; and Glassell Theater, Ave. 35 and Eagle Rock Blvd.

The only movie house remaining is the Highland Theater at 5604 N. Figueroa St.

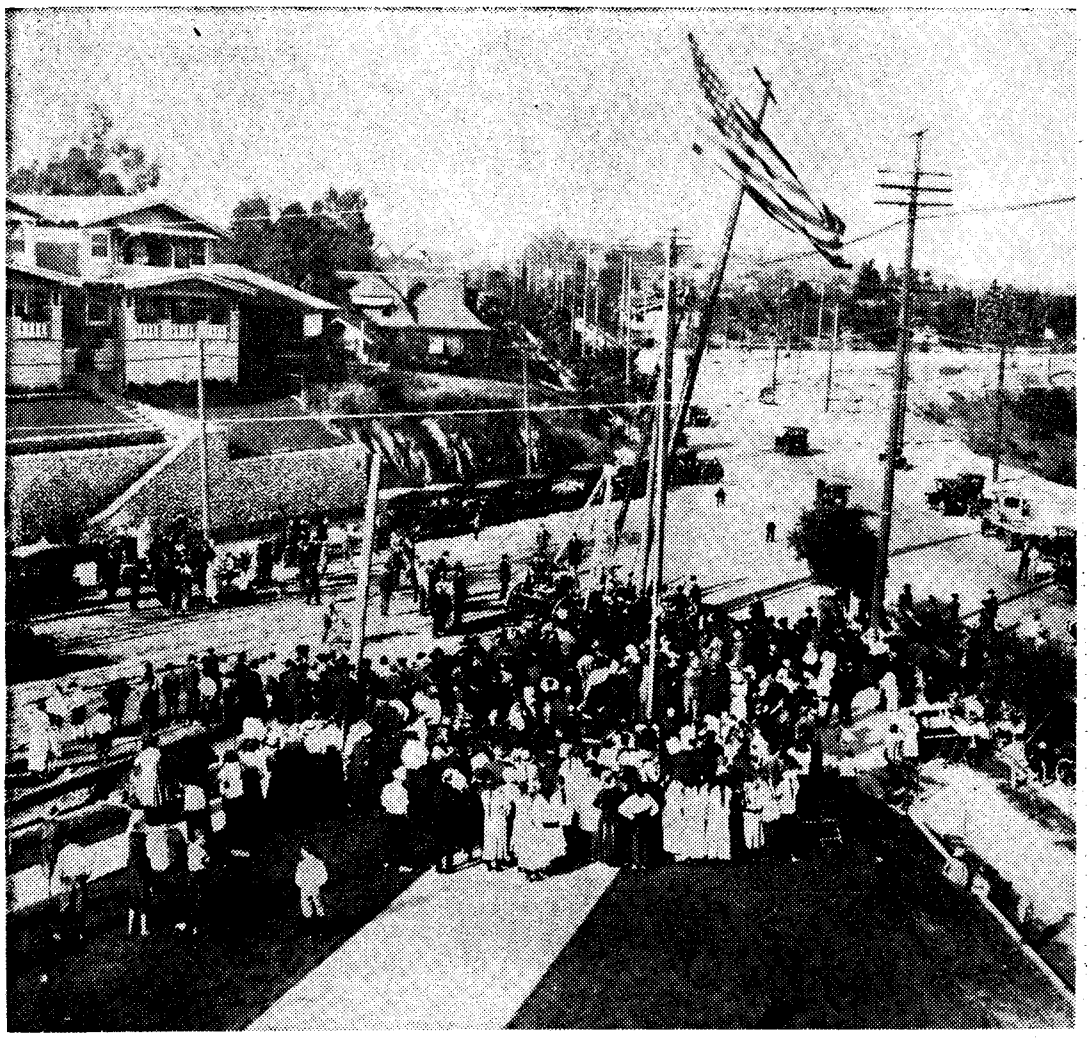
The Park Theater, where housewives escaped a few hours from dull chores, where young girls waited for the war to end and loved ones to come home, where teenagers worshipped their movie idols and children were dropped off Saturday while Mom went shopping, is gone now.

Walls that have heard laughter and seen tears, that have reverberated to the crash of cannon and thundering cattle herds and soft words of love spoken by the greatest screen lover of all time, have been stripped of the rust-brown drapes; fluted columns came down; bands of peach and gold have been erased.

The old theater had served its purpose well—to entertain millions of people living or just passing through Highland Park.

The old is expected to give way to the new in a growing community like Highland Park, but many remember happy hours spent in the "Park," and feel a moment of quick, nostalgis pain at its passing.

Snow, sheep, farms - - we've seen them all



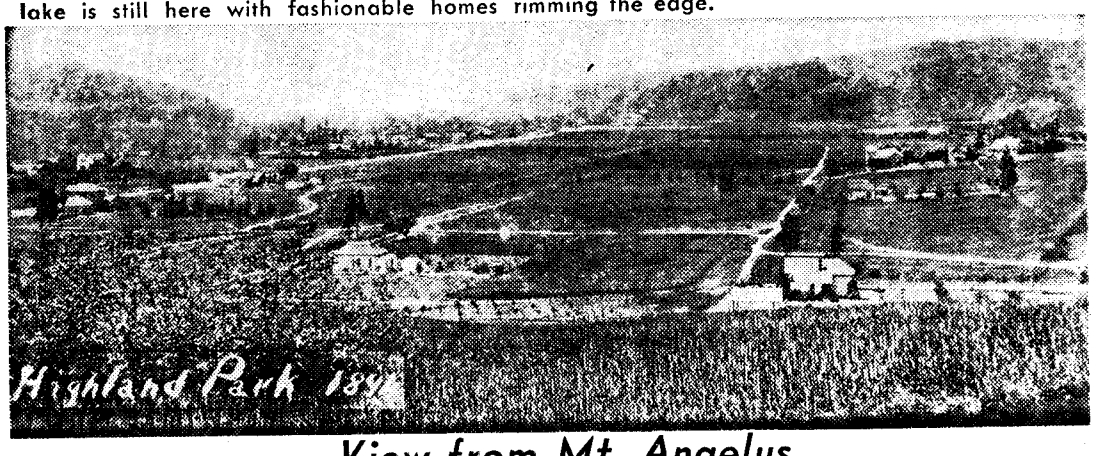
First power pole, 1916

They were playing the piano (on the sidewalk, right), singing and raising the flag for the installation of Highland Park's first power pole on May 30, 1916 at the corner of Piedmont and N. Figueroa. (Courtesy Dept. of Water)



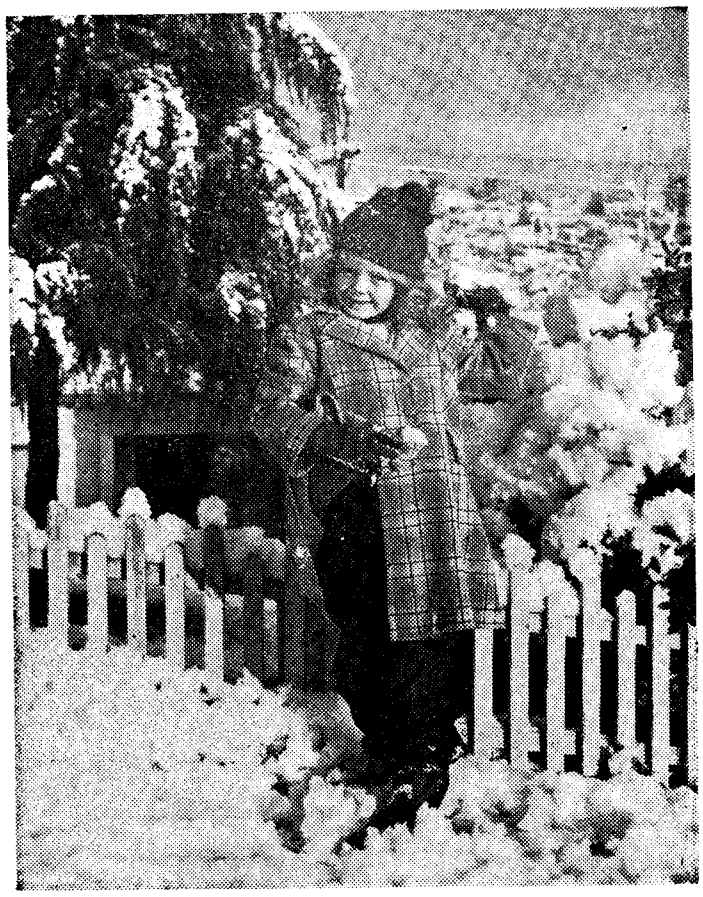
Watering the sheep, 1878

Johnston's Lake was a favorite watering hole for sheep that grazed in Highland Park. Today, lake is still here with fashionable homes rimming the edge.



View from Mt. Angelus

Looking west from Mt. Angelus (near Monte Vista and Ave. 61) 69 years ago shows Monte Vista St. as a narrow dirt path which divides hills on right from cultivated farm lands on left. When this photograph was taken there were about 600 people living in Highland Park and a lot at the corner of Ave. 56 and Monte Vista sold three years earlier for $60. Twenty-four years earlier, when the Rancho San Rafael was split up, land went for $1 an acre. (Courtesy Security First Nat'l Bank)



It was a C-O-L-D Winter

Pop-eyed youngsters in Highland Park awoke the morning of Jan. 11, 1949 to find their neighborhood turned into a wonderland of snow and ice. Lois Brown, of 6103 Garrison Dr., found snow-ball making a reality right in her own back yard on the hillside bordering York Blvd. It was the first "big snow" locally since 1932.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS

We are Proud
To Participate
L.A. KEY REALTY
1941-1963

"Geographically good location . . . favorable zoning laws and a genuine enthusiasm about the future of Highland Park." These were the major reasons that prompted L.A. Key Realty to settle here as income and residential builders and developers. Headed up by Erik Pedersen and Erling Christiansen, the firm has enjoyed serving this area for a goodly number of years.

In taking this opportunity of congratulating Highland Park on its 75th birthday celebration, the L.A. Realty states . . . "We hope to continue to be effective and an integral part of this fine community in the years to come!"

This enterprising firm is located at . . .

4400 Eagle Rock Boulevard

THE GARVANZAN.

VOL. 1. GARVANZA, CAL., JULY 26, 1887. NO. 1.

THE GARVANZAN.

PUBLISHED WEEKLY BY JONES & MESEROLE, GARVANZA, LOS ANGELES, CAL.

Devoted to the interests of Garvanza.

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No discount for Large or long time advertisements.

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Salutatory.

We have two objects in commencing the publication of THE GARVANZAN, viz: to increase our own business and to benefit the town of Garvanza or the people therein. If a liberal advertising patronage is bestowed on us, we shall publish a full-fledged regulation sized local newspaper. At any rate, the size of our paper will be increased as fast as the needs of the town demand it.

Garvanza.

This beautiful suburb of Los Angeles is about four and one-half miles north east of the Court House on the California Central Railway, the main line of the A.-T. & S. F. Ry. in California.

Garvanza is situated on a plateau in the valley of the Arroyo Seco, the valley widening until it merges into the Los Angeles River Valley on the west and to the San Gabriel River Valley on the east. On the dividing ridge at the east is Pasadena, and below at the south west can be seen the spires of Los Angeles.

The town is partially surrounded by rolling hills. On the east is one vast plain as far as the eye can reach, and on the north is the lofty mountain wall of the Sierra Madres.

No healthier place can be found. The air is dry and bracing, the water is as good as one could wish.

First newspaper, 1887

Highland Park area's first newspaper, The Garvanzan, appeared for the first time on July 26, 1887. It folded in the 90's, and the Highland Park Herald appeared in 1905.

FOR HIGHLAND PARK

Bright future predicted

Backed by a massive land use study, John Roberts, chief of the Los Angeles City Planning Department, advises local residents not to sell Highland Park short.

Some of the erroneous impressions that Roberts' report exploded:

(1) "All the youngsters have left the area, nothing but older people and pensioners in the area."

It's not true, says Roberts. There are slightly fewer children in the one to five-year age grouping than elsewhere in Los Angeles, 9.4% to 10.4%. But in the 6 to 11, 12 to 14, 15 to 17 age groups, there is a higher percentage of youngsters in Highland Park than in other parts of the city.

(2) "Most of the people are pensioners in the area."

It's not rue, says Roberts. Actually 5.3% more people 65 years and up live in the Highland Park areas than in Los Angeles of the local population.

The planning department land use survey of Highland Park also produced some statistics on comparative economic conditions. For instance, there is a greater percentage of income earners in the $7000 to $999 a year bracket in Highland Park than elsewhere in the City of Los Angeles, and there is 1.0% more in the $10,000 and over bracket than the rest of Los Angeles.

Using other criteria, Roberts has color slides and statistical charts to fill in a rose-tinted profile of Highland Park's economic and social prospects. With Highland Park and the Northeast areas in a strategic central location, it stands to be a major beneficiary of the influx of population. In terms of land space capacity, Roberts estimated that Highland Park can accommodate three times the population that reside here at present.

The planning department's survey was undertaken at the request of the Northeast Development Council. The specific request was for a land use survey and recommendation of improvements for the Highland Park business district. The report, a year in preparation, goes beyond the bare request to picture a dazzling "dream" shopping center to replace the present Figueroa business center.

The radical modernization suggestion pictures a completely modern shopping district center on N. Figueroa between Ave. 54 and Ave. 60. The areas back of the stores, between the Santa Fe tracks and on the other side of Figueroa to Echo St. are shown to be landscaped parking areas, having been cleared of the present houses. A circular drive formed by Echo St., Ave. 54, Marmion Way and Ave. 60 is shown on an artist's rendering to bound the shopping areas. Between Echo and the Arroyo, the artist's conception shows a concentration of new apartment house structures.

Planners are careful to point out that the dream shopping center is just that, a dream. An almost superhuman effort of cooperative planning on the part of local property owners and merchants would be called for to put such a plan into effect.

Symphony on high note

(Continued from Page 73)

of that title given by General Douglas MacArthur at West Point in May, 1962, when he accepted the Thayer Award. The Arnaud musical arrangement was performed by the U.S. Army Band and Chorus in Constitution Hall in Washington, D.C., on April 29, 1963, with glowing press reviews.

An embossed scroll commending Arnaud for 50 years as a professional musician was presented him by the City Council of Los Angeles at their session April 12, 1962. The following evening the Highland Park Symphony Orchestra as a tribute to their conductor performed an all French Golden Jubilee Concert. This program included the West Coast premiere of Dr. Arnaud's original composition "Symphonie Francaise, Noumea."

On Friday, Nov. 1, at 8:15 p.m. at Franklin Auditorium, the Highland Park Symphony Orchestra will present the first concert of the 18th season. The program will include "Flight of the Bumble Bee" by Rimsky-Korsakov; Second Piano Concerto by Saint-Saens with James Fields as piano soloist.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
ROSE'S NEW YORK
HAIR STYLISTS
1962-1963

Rose Lane Saiano, manager has for her slogan "The beauty shop for discriminating clientele." Miss Rose then follows thru by creating personalized, fashion-right coiffures.

The artistic service of the stylists has been "beauty news" among the women who appreciate discriminating hair styling. So, altho the salon has been under Rose's management for only a year, the patron growth has been most satisfying.

You will find this exceptional salon at 7179 North Figueroa or you may call Rose at CL. 7-0866.

Remember the Plumbers?



FIRST ROSABELL TEAM—What baseball fan in Highland Park could ever forget the famed Rosabell Plumbers, one of if not the greatest semi-pro teams in the United States. Owned by Charley Pedrotti, the team was launched in 1936 and comprised entirely of former Franklin stars. During the first season the team won 51 games, lost only two. Here is that team: (from left, front) Harris Swanson, manager; Susie Humphries, Red Saxelby, Johnny Bishop, and Joe Pedrotti; (back row) Charley Pedrotti, Chick Wolford, Buck Swanson, Al Lingua, Johnny Probst, Montie DuBerry, and Jack Keayster.



ROSABELL STARS, 1947—Some of top names in baseball circuit played in winter circuit with Charley Pedrotti's Rosabell Plumbers. Take a look at these names: (from left, front) Steve Mesner, Lou Stringer, Ed Malone, Bill Schuster, Ed Sauer, (back row, from left) Charley Pedrotti, owner; Max West, Hank Sauer, Stan White, Rex Cecil, Ed Stewart, Chris Flanagan, Mgr. Dutch Brandt, Trainer Johnny Micciche. Charley's not in baseball anymore, but local fans will never forget the thrills his teams provided at the South Pasadena diamond. The kids who shagged after foul balls remember, too; they got a dime if they brought 'em back.

(Photos Courtesy Rosabell Plumbing Co.)

Meet 'the Rev. Mr. Highland Park'

By Nelda Thompson

It was about two o'clock in the morning. The doorbell rang and Rev. Alden Lee Hill, struggling away from sleep went to the window straight into the flashlight of a police officer.

Having been a very respectable minister in Highland Park for some 50 years, the sleepy minister felt no pains of guilt, and yet it's an uneasy situation.

"You Reverend Hill?" asked the officer.

"That's me," he replied.

Marrying Preacher

"You the 'marrying preacher?'" (the uniformed one grinned, using the colloqial that had caught on for this distinguished white haired man.

"That's what they call me," Rev. Hill grinned back, admitting to the title which meant he had married literally thousands of couples . . . How many thousands? . . . He's lost track.

"Got a couple out here who want to get married. Said they walked around all night trying to get up nerve enough to use their wedding license."

Actually two o'clock calls for tying the knot haven't been too frequent for the minister whose hearth has been an altar for local couple since 1918. Although he much prefers the dignity of a planned ceremony, he still has a soft spot in his heart for an elopement.

After all, he remembers a June night in Fairmont, Minnesota when a handsome young man accompanied by a pretty pink-cheeked curly-haired girl by the name of Leona, pulled the same stunt on a "marrying parson."

Although Hill (the handsome young man) was then the pastor of a small congregation in neighboring Truman, Minnesota, he had yet to conduct his first wedding ceremony and was just as nervous as any bridegroom he's met since.

He and his pretty Leona had met the year before on a blind date when he'd escorted her to a box supper via surrey with the fringe on top. It was a happy half a century and better that they spent together. A son and a daughter were born to them, but tragedy struck early and death took their little daughter when she was in her early teens.

Shortly after, Mrs. Hill, stricken with arthritis was confined to her wheel chair, still pretty and cheerful, but needing something creative to do during those hours of pain and immobility. For many years she had been skillful in painting exquisite china, but she wanted to try her hand in oils.

It took a full day for her devoted husband to set up the easel and mix the paints for her, but once she took the brush in those pain-wracked hands miracles began to happen. Her desert scenes and sea scapes met with instant approval. She was recognized as one of the most talented in the Highland Park Art Guild.

But a little over a year ago, death took Mrs. Hill. Her bereaved husband, who in addition to marriages had preached many a funeral sermon, admits that he never really knew about real grief and loneliness until that day.

Just Loves People

It hasn't quenched his spirit though. Still full of fun and "loving people," his home is still the center of things marital in Highland Park. As many as three couples a day make their timid trek up the front steps of his home at 5768 Aldama St., and hear Rev. Hill repeat "I now pronounce you man and wife . . ." for the many thousandth time.

He's now marrying the babies he blessed in their infancy. They look a little different in their frocks and tuxedos . . . not at all the way they looked in their christening gowns.

"I don't always remember them by name," he laughs.

Hearing the "I dos" also takes him far afield and he's as much at home officiating at a big church wedding as he is in his own parlor where couples take their vows before the fireplace.

Yes, He's Goofed

Most of the ceremonies go according to plan, but those that didn't stand out in Rev. Hill's memory. The one that caused him the most embarassment was a twist of tongue which left Hill asking "this woman to take this man as her lawfully wedding wife."

Best men have always plagued Rev. Hill with their antics. One crowded the bride right off the kneeling bench . . . another dropped the ring and it almost disappeared down the register much the merriment of the spectators.

So skillful has Rev. Hill been in tying the knot that he was named to officiate at the TV program "Bride and Groom" several years back. A very popular program and a very popular minister, but Rev. Hill was glad when it was over. He resented the carnival type blashpemy about a ceremony that should be sacred.

Biggest Bible Class

Although most of his fame has come as result of his "marrying," Rev. Hill's favorite accomplishment dates back to his early years as pastor of Highland Park Christian Church, then meeting at "the little brown church," a modest structure where the Pastor got the idea for his Men's Bible Fellowship, an organization that grew from average Sunday school class size to more than 200 merchants who met every Sunday morning to sing rousing hymns and listen to a minimum Bible lesson from Rev. Hill.

Many of the men who got together to sing "The Old Rugged Cross" and "Onward Christian Soldiers" are still around town and remember those days back in the early twenties. J. Arthur Lewis, a man famed in modern musical circles, led the singing. Bernie Lefflen took charge of the piano. S. V. Good, Luther Burbank Junior High's first principal was one of the leaders.

Always interested in community activities and eager to make his religion practical, it was Rev. Hill in connection with the Highland Park Journal, who instigated the "orchids for the living" project in which a local lady was honored with a gift orchid for her accomplishments during the "orchid years" between Oct. 10, 1948 and Dec. 31, 1953 when the program went into decline.

The "sing" in those days was the biggest entertainment in town with hundreds of community leaders showing up every Monday night.

Mormons started in 1923

The first Sunday school branch of the Church of Jesus Christ of Latter Day Saints (Mormons) in Highland Park, was organized Oct. 23, 1921 under the direction of two young missionaries from Utah.

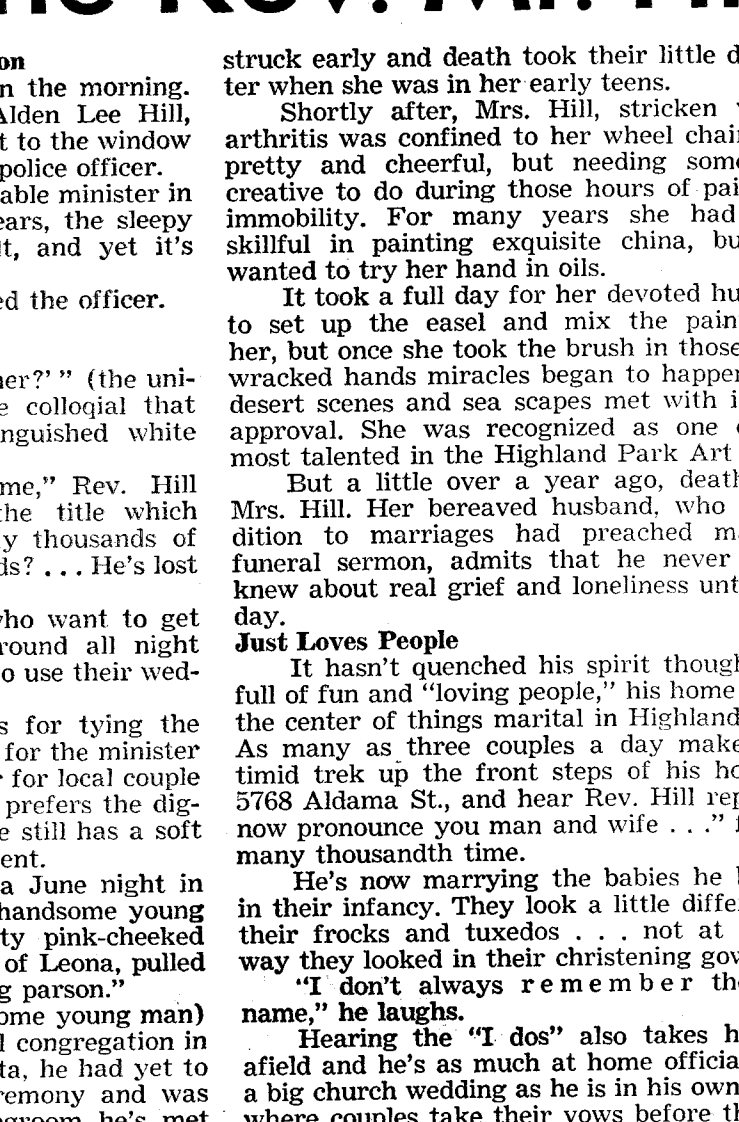
At that time there was a membership of about 85 and the meetings were held in a hall on the corner of Ave. 64 and Garvanza Ave.

The new numbers grew very quickly and a Ward was organized on June 10, 1923. Albin Hoglund was appointed the first Bishop over the Garvanza Ward. For a number of years meetings were held in the Ebell Club House on Ave. 57.

On February 2, 1941 ground was broken for a chapel. It was completed Jan. 17, 1943 and dedicated by Apostle George Albert Smith. December 4, 1949 Garvanza Ward was divided and now two Wards use the same building.

The other Ward is called Highland Park. There is a membership of over one thousand in the two Wards.

The church members in Highland Park along with the thousands of other members here in Southern California helped in the construction of the beautiful Temple on Santa Monica Blvd.



Famous hearth

The hearth at the Highland Park home of the Rev. Alden Lee Hill has been the altar before which hundreds of local couples have said their "I dos". Known as the "marrying preacher" throughout the country, Rev. Hill remembers three generations of brides.

Grace Presbyterian opened services in rustic chapel

Grace Presbyterian's colorful history can be traced back to the time of the real estate boom in 1906 when some Bible loving members of Highland Park Presbyterian Church saw a need in New York Valley (as it was then called) for Christian outreach, and Mrs. H. H. Grotthouse was sent to organize a Sunday School.

A rustic little chapel was built on two lots near Ave. 56 on a dusty street now known as York Blvd. This is the spot of the present parking lot of Safeway.

After a series of tent meetings conducted by Dr. J. R. Pratt, the church was organized on June 24, 1912, and Grace Chapel became Grace Presbyterian Church. With Dr. Pratt presiding, 34 charter members were received into membership. On November of 1912 the Highland Park Presbyterian Church donated those lots to the newly organized church.

The next year they were traded for lots at 5232 Meridian and the little chapel on York was moved to the rear of these lots and was used for services until the church with its brown shingle sidings was completed. Then the primary and the beginners were housed in the chapel.

The church was growing and in need of additional facilities. In 1927 the church building was moved to Ave. 53 where it was enlarged and a lower street floor was constructed for Sunday school and social use.

During its construction and remodeling services were held in the open air under a large pepper tree.

As the membership of the church and Sunday school continued to grow, and increase in numbers, it was deemed imperative that the facilities for worship and youth activities be expanded and the present sanctuary was built over a period of some three years and dedicated in 1949.

In appreciation of the ministry of Dr. Leon Stewart, the former church building was named Stewart Hall and is used for educational and social purposes.

During this half century of Christian worship and witnessing our Church has had eight ministers and two stated supplies.

Dr. Allen came to Grace Church in November, 1960 after 10 years as minister of the Brentwood Presbyterian Church of Los Angeles. The session minutes of the church for June, 1931 record that a letter was addressed to the Rev. H. Warren Allen of Westville, Nova Scotia, Canada, inviting him to preach for the church during the month of July of that year with the purpose of considering a call to become pastor of the church to succeed the Rev. Samuel H. Sutherland who was resigning. The minutes later report that he was unable to come. Dr. Allen came 30 years later.

SALUTATIONS
and
BEST WISHES
to
HIGHLAND PARK
Celebrating its Diamond Jubilee

We have been a part of the Highland Park community for more than HALF of its 75-year history. We have SERVED and BEEN SERVED by your citizens and your industries. We, therefore proudly join you in commemorating this milestone of your growth and achievement.



Barbara Ann
BAKING COMPANY

Little Study Group that grew

In July 1961 a small group of Highland Park residents, previously joined together as a study group, with the idea of some day becoming a Church of Religious Science, petitioned the Church of Religious Science in Los Angeles, founded by Ernest Holmes, for official affiliation.

Under the leadership of Rev. C. Jack Quigley, who had been sent to them from the Religious Science Headquarters in Los Angeles in April 1961, as a guest speaker (and is still serving as their minister) plans were made to increase the membership and fulfill other necessary requirements to enable them to apply for a Charter as a Fellowship Church of Religious Science.

GOAL ACCOMPLISHED

This goal was reached in October 1961, at which time the group was properly organized to function under the leadership of an executive committee, composed of five members. Under the Charter, the first executive committee is appointed by the minister, and this first Board rendered such faithful and dedicated service that they were elected by the congregation to serve for a second year.

Through the combined efforts of its executive committee, its members and its minister, sufficient progress and growth had been made so that in order to insure its future growth, more adequate facilities were necessary.

The Church therefore moved to the York Theatre Building, 4949 York Blvd., where it is presently located, conducting Sunday services and weekly activities.

It maintains a book desk at the theatre where a variety of metaphysical and self-help books and literature may be purchased.

VARIED SERVICES

Services are conducted each Sunday at 11 with junior church for children from age four through junior high school. Midweek services are held on Wednesday evenings at 8. Guest speakers and prayer therapy groups on alternate Wednesdays.

The last Sunday evenings of each month are devoted to special programs of fine entertainment. Outstanding motion pictures are shown, with interludes of organ music by Gertrude Carrington, church organist.

The Women's Club of the Church sponsors bake sales and rummage sales, with future plans for additional activities.

Covenant Baptist began with 32 members in '50

In the early part of the year 1950 a group of members of the Highland Park Baptist Church felt the need of another Baptist Church in the rapidly growing community.

Approximately 130 charter members organized and met for services in a clubhouse at the corner of 57th St. and Buchanan, and on Sept. 25, 1950, the Rev. Bart Jacobson, who had recently resigned as pastor of the Highland Park Baptist Church, was called to serve as pastor for the new church. The invitation was accepted and Rev. Jacobson delivered his first sermon Oct. 1, 1950.

The church was fast outgrowing its accommodations so plans were set in motion for a permanent home. Great sacrifices were made on the part of each member, and on March 12, 1952, the Board of Trustees was authorized to negotiate the purchase of the Highland Park Church of the Nazarene then located at 6051 Meridian Street.

Dedication

This was accomplished and on Sept. 28, 1952 the church building was dedicated, Dr. Frank Kepner, Executive Secretary of Southern California Baptist Convention, delivering the dedicatory address.

Great blessings were achieved and on Sept. 13, 1953, the Rev. Jacobson tendered his resignation as pastor. His farewell sermon was delivered on Oct. 31, 1953.

Covenant's interim pastor was Dr. John N. Garst of Atherton Homes in Alhambra, assited by his wife.

Mortgage Burning

On Aug. 1, 1954, a unanimous call was extended to the Rev. David R. Doan to become pastor. The call was accepted and on Aug. 15, 1954 he delivered his first sermon, and during his pastorate in June of 1957, Rev. David Doan conducted the mortgage burning rite and the church was free of debt. Councilman John C. Holland was special guest speaker at that memorial event.

On Feb. 21, 1960, Rev. David R. Doan accepted a new pastoral post as minister of The Avalon Village Baptist Church, Torrance, Calif., and Covenant once again enjoyed as their interim pastor, Dr. John W. Garst.

The pulpit committee were once more called to action and a call was extened to the Rev. Elward P. Eliason, graduating from Redlands University and Berkeley Baptist Divinity School. This call was accepted and on Aug. 14, 1960, the Rev. Eliason preached his first sermon entitled "The Blob" at Covenant Baptist Church.

Covenant is now in its 13th year and has acquired a parsonage adjacent to the church building.

From yesterday's church files

Holy Name Society added 36 members to its roster at a breakfast on Jan. 15, 1932. Speaking to the group was the Parish Priest the Rev. Father O'Donoghe.

o-o-o-o

T. E. B. Williams, founder of Haliness Church died at his home of a heart attack on Jan. 20, 1932.

o-o-o-o

The Bethlehem tableau, a special Christmas pageant, was presented at All Saints Episcopal on Dec. 18, 1932. T. H. Anderson was in charge of the event which featured a Little Boys' Choir.

BENEFICIAL FINANCE CO. BENEFICIAL FINANCE SYSTEM LOANS

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HIGHLAND PARK
ON ITS
75th
ANNIVERSARY
AND
"We hope that we will be instrumental
in the continuing development
of this fine Community."

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LITTEN'S little PLUMBER SAYS:

"CONGRATULATIONS
TO
HIGHLAND PARK
ON ITS
75th
ANNIVERSARY!"



Walter E. Litten
PLUMBING
6095 YORK BLVD., HIGHLAND PARK • CL5-5143

Depression didn't stop it

Lutheran Church of Good Shepherd keeps on growing

Lutheran Church of the Good Shepherd was organized on the evening of May 4, 1932 with a nucleus of 47 confirmed Lutherans. Officers selected were: Elders, Mr. L. S. Hunting and J. A. Jensen; Deacons, G. Knight and I. Kime; Trustees, P. Purcell, H. Oldenburg and W. Hartwick; Financial Secretary, W. J. Klein; Treasurer and Recording Secretary, Ray Tauchman; Pianist, Mrs. W. Hartwick. Mrs. Knight served as Sunday School superintendent for many years.

NEW PASTOR

A call was extended to student Dale Lechleitner of Capitol University, Columbus, Ohio to become the pastor of the newly formed congregation. Pastor and Mrs. Lechleitner arrived two months later. Pastor Lechleitner conducted his first service July 3, 1932 in the K. of P. Hall on North Avenue 64 and Ruby Street. He was installed the following Sunday by Pastor F. D. Mechling of Torrence, Secretary of the Mission Committee.

After a few months the first of several lots was purchased. The money for this purpose was loaned, interest free, by Mr. and Mrs. F. Rasbach. The lots were located at North Figueroa and Garvanza Avenue. After two years of steady growth a corner-stone was laid March 18, 1933.

The depression years did not keep the growing church from adding an educational unit in Dec. 1935 known as the Parish Hall.

Pastor Lechleitner was pastor of Good Shepherd for 12 years during which time the church grew and prospered.

The first child baptised in the congregation was Phyllis Emmons. The first wedding — John Gensley, Jr. and Juliana Towsend. The first funeral was that of Paul Norberg.

In 1941 the remainder of the block on Avenue 62 was purchased for future expansion. 1942 was an eventful year for the congregation. November 25, 1942 was the date of the mortgage burning ceremony. It was indeed a Day of Thanksgiving.

Pastor Lechleitner accepted a call of April 1944 to become deputy executive secretary of the Board of American Missions of the American Luthern Church. He took up his duties in Columbus, Ohio.

Pastor and Mrs. Henry Hoesman with their son and daughter of Cincinnati, Ohio arrived July 1944 to assume the pastorate of Good Shepherd. Pastor Hoesman was installed Aug. 17, 1944 by Pastor G. Busdiecker. In the afternoon he and his family were greeted at an informal reception.

A four bedroom parsonage and garage were built in 1948. Again the outstanding ability of Good Shepherd's second pastor was recognized and January 1951 Pastor Hoesman accepted a call to become director of evangelism of the American Lutheran Church — working from the Ohio office.

Good Shepherds' 20th anniversary was celebrated May 3, 1952 with 32 living charter members present. The congregation rejoiced at the accomplishments of the church. Besides supporting the regular benevolence program of the American Lutheran Church, Good Shepherd has been responsible for establishing 19 churches in California and Arizona. Two were out-right gifts. They also assisted in the building of the District President's Parsonage. Through a gift of $1350.00 Good Shepherd made the initial grant to establish an Old Folks Home in the California District.

The third pastor, Pastor Paul Baumgartner and family came from Ohio. He was installed May 13, 1951 by Dr. K. Koosman, president of the California District of the American Lutheran Church. A full time secretary, Miss Ella Byquist was employed a few months later.

In the fall of 1954 a kitchen and the parish hall were remodeled and enlarged. A new $80,000 Sunday school building was completed a year later.

OPEN HOUSE

Celebrating 25 years of progress in Highland Park, Good Shepherd held Open House May 5, 1957.

Pastor Baumgartner was president and co-founder of the Highland Park-Eagle Rock Mental Health Association and vice president of California District. In October 1957 he accepted a call to Scottsdale, Arizona.

Pastor Kenneth Franzen and family came from Nebraska. Pastor Franzen was installed June 12, 1958 by Dr. William Hellman, president of the California District. A few months later Pastor Ronald E. Josi, also of Nebraska, joined the staff as Youth Director and assistant. Pastor Franzen accepted a call to Liberal, Kansas in 1959, and Pastor Josi then became Pastor of Good Shepherd.

A Christian Elementary School with 11 children enrolled, open in September 1960. Mrs. Hugo Klein as principal and teacher was engaged.

Verton Eby is the present principal.



The Rev. Paul L. Baumgartner, who pastored Church of the Good Shepherd, turns the first shovel of dirt for the Sunday school building back in 1955.

Congratulations
TO HIGHLAND PARK
on its 75th Birthday



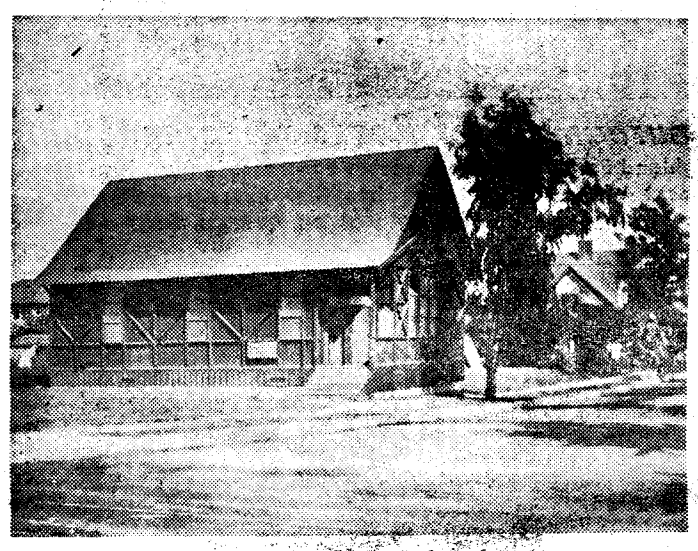
Let me congratulate the Highland Park Chamber of Commerce and the other organizations and individuals who have initiated the idea of bringing together the full, absorbing story of the development and growth of this outstanding community.
It occurs to me that this is where the American dream begins — in the communities of America where free individuals pool their interests, their aspirations and their dreams toward a better way of life.

Glen Lipscomb
CONGRESSMAN -- 24th District

Highland Park Christians

Tent was their first 'home'





Little Brown Church

Many Highlands still remember their Sunday school days in the "Little Brown Chapel," first permanent home of Highland Park Christian Church finished on Oct. 1, 1905.

How it began

It was an April day in 1905 when this group wearing their Easter finery, met for the first time in the tent on North Avenue 56 near the Santa Fe tracks. The nucleus of what is now Highland Park Christian Church included Art P. Hines, Mr. and Mrs. Lafferty, Mr. and Mrs. Z. T. Green, Magdalene Rosenberger, Mr. and Mrs. E. J. Symonds, Laurence Geer, Mrs. Ellen Geer, Helen Elizabeth Symonds and a chap known only as "Bonzo." Present church was constructed in 1922 with members providing the labor.

In the fall of 1904 a few scattered members of the Christian Church (Disciples of Christ) living in this community organized a Sunday school in the private residence of Mr. and Mrs. A. E. Geer.

In December of the same year a large tent was secured from C. C. Chapman and was pitched on North Ave. 56. Here the Sunday school met each Sunday with occasional preaching from visiting pastors of Los Angeles churches.

In January 1905, the Southern California Missionary Society attempted to conduct an evangelistic meeting but it was abandoned because of bad weather. A goodly number having shown a desire to have a permanent church home in Highland Park, it was decided to effect an organization. Thirty-two signed as charter members in April, 1905.

A lot was purchased at the corner of Monte Vista Street and Avenue 58 where a chapel was erected at a cost of $1800. It was dedicated Oct. 1, 1905. J. I. Meyers was called as the first regular pastor in May, 1906. Labor Day 1910, the appearance of the chapel was improved by covering the outside wall with shingles and the inside with canvas.

The loan on the chapel was paid off in July 1912 and a much needed addition to be used as classroom and parlor, was built in 1914.

Alden Lee Hill began his pastorate in 1918 and ministered to the church until June 27, 1948. He is the Minister Emeritus of the Church and actively works for its progress and well-being. Under his ministry a Brotherhood Bible Class was started in the fall of 1920 which reached an attendance of about 200 men. For twenty-five successive Easters large numbers of people responded to the Gospel invitation, the largest on Easter 1932, with 99 people uniting with the Church.

In 1922, an adjoining lot was purchased, the little chapel was moved to the rear of the property and the present sanctuary unit dedicated November 26 of that year. In 1929 the little brown chapel was torn down to make way for the present buildings.

On June 1, 1941, Mrs. Elizabeth Green (age 90) the charter member who turned the first shovel-full of dirt in 1922, pulled the first nail which launched a final effort to complete our building, by adding the large parlor choir room, class room and balcony. Labor was donated for this project by 113 people who worked day and night under the direction of Victor J. Van Vleck.

During World War II there were more than 200 stars on the service flag. Mr. O. R. Miller served as Sunday school superintendent for 25 years, Mr. William Phillips was organist and choir director for 14 years, Mrs. Alma Goddard served as office secretary 22 years, and Mr. James T. Farrell was custodian of the Church for 25 years, resigning in June 1951 at the age of ninety.

They met in Miller's Hall

Highland Park Lutheran Church was organized in 1923 with about 30 members. At that time Highland Park had passed through the final stages of its building boom by filling the remaining lots with houses.

The church was begun under existing financial policies of that era. Today the erection of new churches in mushrooming areas of our vast city is financed by large loans and grants. A board, appointed for this purpose, watches new suburban developments and acquires several acres of ground when the first cluster of houses is being built. Later young churches in these areas are given enough financial aid to erect a complete functioning plant, which is then amortized by long term loans.

This was unheard of 40 years ago. Highland Park Lutheran Church was no exception. The first service was held in Miller's Hall, which until a few years ago, was at Avenue 63 and York Blvd. (then Pasadena Ave.). Two lots were purchased in 1924 and the present church was erected in 1926.

Mt. Washington Presbyterian

Thirty five members in 1909

Mt. Washington Presbyterian Church located at 4900 Cleland Avenue, is the outgrowth of a Sunday school which first began in a small, one-room frame building years before the present church was even organized. Dr. G. C. Butterfield, of Highland Park, Synodical Sunday school missionary first organized the Sunday school and with the aid of John G. Merrill helped the people obtain two lots and a portable chapel 20 by 30 feet.

OCCIDENTAL STUDENTS

With Earl Haney as the first superintendent, followed by Harold Pellegrin, and then Christopher Gaskell, the Sunday school was manned largely by students from nearby Occidental College, which was then located at the corner of N. Ave. 50 and Pasadena Ave. Preaching services were soon started by Dr. S. E. Wishard and on Oct. 4, 1908, William E. Roberts, an Oxy senior took over the preaching and under his leadership, the church was organized with 35 charter members, on May 2, 1909, with Dr. Wishard, Dr. Butterfield, Mr. Roberts, Mr. C. J. Chambers, Mr. H. C. Hitchcock, and J. B. Harrison participating.

PARADE OF PASTORS

During the early years from 1909 to 1927, the preachers, were Robert W. Cleland, D.D.; Rev. James F. Winnard, D.D.; and Rev. David Monfort. Serving as pastor for 10 years until his retirement on July 31, 1938 was Rev. John Garth.

On Dec. 4, 1938, the Bethesda and Mt. Washington Presbyterian Churches were united, with Rev. C. H. Gaskell, D.D. as pastor of the combined congregations. Nearly three years later, the old, original Church building was torn down and the present, beautiful church edifice was built and dedicated January 4, 1942. What is now known as the Church annex was built in nearly a week's time to provide a place of worship during construction of the new sanctuary.

MORTGAGE BURNED

Nearly four years later, Dec. 2, 1945, the mortgage was burned, but the need for additional space continued to mount. Thus, the adjoining property to the north was acquired a few years later and the house converted into classrooms.

After serving as pastor of Bethesda and 18 more at Mt. Washington, Dr. Gaskell was unanimously elected Pastor Emeritus just prior to his retirement July 31, 1956.

Taking up the Mt. Washington pastorate as successor to Dr. Gaskell, Rev. Marvin L. Jacobs was installed November 18, 1956, and during his pastorate, four more lots, adjoining to the east, with a manse, were purchased.

Mt. Washington's present pastor, the Rev. James O. Hulin came to the local church about one year following the departure of the Rev. Mr. Jacobs and was installed in August, 1962, little more than one year ago.

Under the faithful leadership of Pastor Hulin, Mt. Washington has continued to move forward taking her rightful place among the leading evangelical churches of the Northeast area of Los Angeles.

To help keep pace with the growing community, a great forward step of faith is to be launched this Fall, when a three-year, fund-raising campaign will be started to provide for the construction of proposed additions for a new Christian education unit.



Their first church

Mt. Washington Presbyterian congregation was proud of its first little chapel dedicated on May 2, 1909 on Cleland Ave. just off El Paso Dr., site of the present building.

Highland Art Guild adds to Higland Park culture

Excerpts from the Highland Art Guild's scrap-book reveal its cultural contribution to this community throughout the years. The Guild which originated with a handful of professional painters and sculptors in 1946, quickly spread to a charter membership of 50 in 1947, and has continuously grown and sustained an active membership for 17 years.

Memberships which originally consisted of only Highland Park residents now include artists from the areas of Eagle Rock, Alhambra, Pasadena, South Pasadena, Glendale and Arcadia.

Purpose and object of the Guild is "to perpetuate art in Highland Park and the vicinity, to work for the mutual benefit of members; to assist each other in improving the quality of their work; to develop an appreciation of art in the minds of the public; to sponsor art exhibits, programs and related activities (to which the public is always invited); and to advocate the use of original paintings in the homes, clubs and public buildings."

At this time of the 75th Jubilee of Highland Park, the Highland Art Guild has just concluded successful showings at the City Hall Tower, Descanso Gardens and the Pasadena Art Fair, and is currently exhibiting at the Brand Library in Glendale. Locally, there is a one-man show at the Bank of America at Figueroa and York Blvd.

CHARTER MEMBERS

In the beginning the first slate of officers for the Guild were: Estelle H. Smith, president, organizer and founder; Marion Taylor, first vice president, art director and publicity chairman; Lois Kinevan, second vice president; Laura B. Hampton, third vice president; Pearl Mills, secretary; Dea Shirely, treasurer; Earl Sheely, assistant director and publicity chairman.

In addition to Estelle Smith, Marion Taylor and Laura Hampton, other charter members still active are Mamye B. Lea. Vera Leeper, Eva Joy Martin, Ethel Rahenkamp, Gladys Rice, Caroline Thompson and Zella Woolm.

In 1950 prominent artists from all over the Southland expressed their desire to exhibit their paintings at the Highland Art Guild's annual spring festival. Noted were Conrad Buff, Sueo Serisawa, Francis de Erdely, Ejnar Hansen, Milford Zornes, William Dampier, Florence Tompkins and Edgar Ewing.



HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS

We are Proud To Participate

ERNIE OATES
1926-1963

"THE ERNIE OATES STORY"

It all started on a Friday afternoon in the Citizens National Bank in Lincoln Heights. Miss Florence Marsh, a new secretary in the bank, was introduced to a young, energetic Richfield dealer, Ernie Oates.

Coincidence and good luck brought the couple together again that evening at a Mormon Church dance. Shortly thereafter, the bank's loss was Ernie's and Richfield's gain. Now 38 years and four children later, Ernie admits that going into that bank was one of the smartest things he ever did.

From the beginning of their marriage, Florence Oates has kept books for Ernie. The volume now has become so large that she supervises the activities of three assistants.

The couple have three daughters, Elaine, Diane and Irene, who are all married, making Florence and Ernie grandparents 10 times over. Elaine's husband, Quentin Woolley, a former Richfield representative, is vice-president of Ernie Oates Goodyear Inc.

The Oates also have good reason to be proud of their son, Ernest Donald Oates, a U.S. Foreign Service Officer, presently serving as vice-consul in the political section of the United States Embassy in Nairobi, Kenya.

Young Oates was an honor graduate of Brigham Young University and did graduate work at UCLA. His wife, Selene, also a graduate of Brigham Young, is teaching at an all-native High School in Kenya, making a considerable contribution to American good will in that African country. The young couple are now proud parents of a baby boy born last August . . . another Oates to follow the tradition of grandad, Ernie.

Both Ernie and Florence are very active physically and do a lot of riding and swimming. Ernie is a past member and president of the Lincoln Heights Chamber of Commerce and is active in many other civic organizations. He is also a director of Monarch Savings and Loan Company. Their hobby is travel, and they have not only toured the 50 states and Canada and Mexico, but have also traveled through Europe and last year vacationed in Hawaii.

Moral of this story . . . "Bank daily for your Richfield station, although you may not be as lucky as Ernie Oates."

THE ABOVE, MOST INTERESTING REVIEW OF THE LIFE OF ERNIE OATES WAS TAKEN FROM THE RICHFIELD HOUSE MAGAZINE OF MAY, 1963.

NOW . . . FOR A STORY OF ERNIE OATES GOODYEAR SERVICE. BACK IN 1926 WHEN LINCOLN HEIGHTS WAS JUST STARTING TO HAVE GROWING PAINS . . . THE RICHFIELD STATION AT FIVE POINTS WAS OWNED AND OPERATED BY MR. OATES, IT WAS A THRIVING BUSINESS . . . EVEN TIRE SALES WERE GOOD IN SPITE OF THE FACT THAT THE NUMBER OF CARS WAS A SMALL PERCENTAGE OF TODAY'S GREAT TRAFFIC. IN LATER YEARS, THE STATION ADDED A LINE OF MERCHANDISE AND FEATURED FAMOUS NAME HOUSEHOLD ITEMS . . . APPLIANCES AND TELEVISION.

DECIDING TO EXPAND HIS OPERATION IN 1958 ERNIE OATES TOOK OVER THE HOMER RITTERHOFF AUTO AGENCY LOCATION AT 5425 NORTH FIGUEROA. Here was a facility perfectly designed for full scale auto repair, tire storage and sales in addition to an expanded floor area for retail merchandising of all sorts. Managed by Tink Woolley, the operation has continued to grow, serving the many, many customers of this area. Mr. Oates lauds Tink Woolley for his astute management, which has resulted in an amazing growth of the Highland Park

"ERNIE OATES AND HIS ENTIRE STAFF PROUDLY SALUTE
HIGHLAND PARK ON ITS 75TH ANNIVERSARY . . .
CONFIDENT IN ITS FUTURE AND SUCCESS!"



Tournament of Roses princess

First Highland Park girl to ever become a princess in Pasadena Tournament of Roses court was beautiful Nancey Mellen, Franklin High graduate. Nancey was on queen's float on Jan. 1, 1961.

MOVIES ARE YOUR FINEST ENTERTAINMENT . . .

The Highland Theatre

1925 - 1963

DO YOU REMEMBER?

Norma Shearer
Lewis Stone
Mary Pickford
Charlie Chaplin
Fatty Arbuckle
William S. Hart
Rudolph Valentino

Through the years, these and many other great names have appeared in some of the memorable movies shown at the Highland Theatre—since 1925.

SILENTS
TALKIES
COLOR
3 DIMENSION

CINEMA-SCOPE
STEREOPHONIC SOUND

AND WE ARE STILL OFFERING YOUR FINEST ENTERTAINMENT . . . THE BEST POSSIBLE MOVIES . . . AT A REASONABLE PRICE!

YOUR HIGHLAND THEATRE

MOVIES ARE YOUR FINEST ENTERTAINMENT . . .



Baptists sought 'gold' in hills of Highlands

Highland Park Baptist Church, located at Monte Vista and N. Ave. 59, Highland Park, was organized 56 years ago, on March 12, 1907.

In the fall of 1906, members of the First Baptist Church of Los Angeles conducted a canvass of the growing suburb of Highland Park, seeking the "gold" they knew to be in these hills.

As a result, the first official meeting of what was to be the Highland Park Baptist Church was held Nov. 18, 1906, under the auspices of the newly organized Los Angeles Baptist City Mission Society, at 3 p.m. in the Cumberland Presbyterian Church on the corner of Ave. 58 and Marmion Way, Highland Park. This Presbyterian Church very kindly tendered to the Baptists the use of their church for afternoon services on Sunday, and Thursday evening prayer service. Three days later, the first prayer meeting was held, and the following is copied from the Record Book:

"The first prayer meeting of the Highland Park Baptists was held in the Cumberland Presbyterian Church on Thursday evening, Nov. 22, 1906 at 7:30 p.m. Those present were: Newell L. Reynolds, J. F. Elwell, J. Paul Hatch, and George C. Thornburg."

On March 12, 1907 the Highland Park Baptist Church was officially organized, meeting in the Masonic Hall at the corner of Ave. 57 and Pasadena Ave. There were 36 Charter Members (none of them now on the church rolls), Of their families, only two—Miss Elizabeth Edmunds and Mrs. Katherine Edmunds Brown—granddaughters of Deacon and Mrs. Arnold Edmunds, remain active.

The first building was erected in 1910. It still remains as the chapel. The educational unit was started in 1923 and completed in 1927. In 1938-1939 the chapel was remodeled with many changes made and completely refurnished. Among gifts were the Communion table and chairs given by Mrs. Frances B. Howells in memory of her husband and a former pastor, The Rev. Alvin P. Howells; the pulpit in memory of George C. Thornburg by his wife and children. The art memorial window was given in memory of four mothers: Mrs. Bouck, Mrs. Lyda Brashear, Mrs. Gertrude Brown and Mrs. Addie Purvis, by their children: William C. Bouck, Howell H. Brashear, Gordon J. Brown, Jr., Kathleen Brown Duffey and Thelma Purvis Rice. The light which illuminates the window so beautifully was given by the El Dad Class in memory of Cecil Pickering.

In 1953 the unit called the "youth building" was acquired.

Air conditioned church not new to Presbyterian

Did you know that Highland Park Presbyterian was the first church to have air conditioning?

Way back in 1913 congregations at the local church were kept cool and comfortable by a rather primitive type of air cooling, but apparently it worked.

According to the News-Herald of the summer of 1913, "powerful fans bring fresh air from the outside into a cement air mixing chamber in the basement, driving it into the audience room through hundreds of ducts, so quietly that no one knew where it came from."

All Saints first church cost congregation $1750

Back in 1904, a group of Episcopalians in Highland Park and Garvanza purchased some property at the corner of Ave. 56 and Ash Street for $600 and at a cost of $1750—built a little wooden church. The first service in that chapel was held on May 8, 1904. The last was on Nov. 1, 1960—when the parishioners of All Saints-Highland Park opened their new, modern church at 5619 Monte Vista.

The local church was originally affiliated with the Church of the Angels, Pasadena, and the Rev. Dr. A. G. L. True served as vicar for both until 1908, when All Saints became an independent parish. The first rector was the Rev. H. E. Bowers who resigned within a year due to failing health. He was succeeded by the Rev. W .E. Maison, formerly of Escondido.

Father Maison remained at All Saints as priest and pastor for 37 years, guiding his little flock through the difficult days of two world wars and the great depression. He was also instrumental in helping organize Holy Apostles Church in Glendale, serving there as part-time priest in addition to his parish duties. Under his direction, All Saints' parish hall Sunday school building was completed in 1926.

KILLED IN COMBAT

Following Father Maison's death in 1946, the Rev. Robert Crane, a former army chaplain, became rector. A few years later he re-joined the armed forces and was killed in the Korean conflict. His successor was the Rev. Roy B. Davis who served until 1954.

During this period, for several years, All Saints operated an Episcopal Day School. The parish hall building later served as a temporary home for St. Paul's Cathedral Choir School pending completion of the new Diocesan Headquarters where the Choir School is now located.

From Spring, 1955 to Autumn 1962, the destinies of All Saints were guided by the Rev. Roland W. Thorwaldsen. Under his leadership, many years of work and sacrifice, hope and prayer were culminated in the building of a new parish church.

ATTENDS HARVARD

Last year, Father "Thor" resigned to accept a scholarship for graduate work at Harvard University. The Rev. Donald F. Heermans, former vicar of Holy Comforter in southwest Los Angeles, was then elected rector of All Saints Episcopal Church.

Members of the original All Saints Mission, still active in the local parish and still living in Highland Park, are Mr. and Mrs. Robert Davis, and Mrs. George (Elizabeth Lindsay) Stevens. Mr. Davis was a member of the original boys' choir under Dr. True's direction. Mrs. Stevens, whose father helped start the mission, was one of the first group of children to be baptized there.

Biggest church had very small beginnings

Highland Park Presbyterian Church, now the biggest edifice in the area, recently remodeled and redecorated, had its obscure beginnings as a missionary school back in the year 1898 when 39 devoted missionaries gathered under the Rev. H. C. McBurney and his wife, for missionary instruction.

The original building was erected in 1905 when the congregation was headed by the Rev. Franklin Berg.

The main building took form under the pastorate of the Rev. Campbell Cayle during the years 1823-24.

By the year 1946 the church declared itself completely out of debt.

Growth at Hermon is revealed

Hermon Free Methodist Church was organized in 1904 and the original building was constructed in 1905.

In 1921 the church was enlarged. B. C. Johnson was pastor at the time.

During the term of Robert H. Warren, Sr., the two story Ulrich Hall Building was constructed for the beginner and primary Sunday school departments. Under the leadership of Walter C. Reynolds the building across the street from the church (known as The Fellowship Building) was purchased and remodeled for its present use.

The present sanctuary was constructed during the ministry of Robert H. Warren, Jr., who pastored the church from 1946-1958, before accepting the pastorate of the Community Church in Longview, Washington. The church property now consists of these three buildings plus the parsonage.

Other living former pastors are B. C. Johnson, 1919-22; C. A. Watson, 1922-23; Frank C. Abbott, 1934-37; Walter C. Reynolds, 1952-46; and Elmer D. Riggs, 1958-61, now pastor of the Bloomfield Community Free Methodist Church in Artesia, California.

The present pastor, Virgil L. Raley, assumed his duties in July, 1961.



Farewell service

Acolytes led the procession from the church as All Saints Episcopals vacated the old church for the last time and entered their modern new church on November 1, 1960.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
Hello Neighbors!
CONGRATULATIONS
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LIQUORS
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(BETWEEN SOTO & MONTEREY ROAD)

Church of the Angels

Archbishop of Canterbury consulted on building plan

By E. C. Winder
Junior Warden

The Church of the Angels was built in 1889. The cornerstone was laid on Easter of that year and the finished structure was dedicated at Michaelmas in October "To the Glory of God and in loving memory of Robert Alexander Campbell-Johnston's widow."

The family had come from England some time before and, acquiring the San Rafael Rancho, lived on it until it was finally disposed of, piece by piece, the last having been sold in this decade.

Mrs. Frances Campbell-Johnston devoted the last years of her life to the conception and completion of her worthy project, often consulting the Archbishop of Canterbury in regard to it. The plans, from a well-known English architect, Arthur Edmund Street, R.S.A., were followed by the builders as faithfully as conditions would permit; but changes were necessary, chiefly owing to the lack of skilled workmen to execute stone carvings and other fine details.

The fine organist, Arthur E. Crook, made the church a mecca for music-lovers of the surrounding towns. He passed into eternal rest after the dedication. A bronze tablet to his memory is now seen in the chancel.

After the death of Mother Campbell-Johnston, which occurred in the last years of the nineteenth century, the material interests of the church were the chief concern of her son, Conway, and his wife. The latter was choir mistress, and being a skilled instructor of voice, continued the tradition the church had formed from its founding for beautiful music, reverently rendered.

In 1915, Mr. and Mrs. Conway Campbell-Johnston, wishing to assist their home country in her hour of trial in the great War, took passage on the Lusitania on what proved to be her fatal voyage. Both went down with the ship. The body of Mrs. Johnston only was recovered and was buried by her family in England.

Before leaving their home, Mr. and Mrs. Campbell-Johnston had executed a testament bequeathing the bulk of their property to their beloved Church of the Angels; but since deaths occurred within 30 days of the signing of the will, this provision could not be put into effect, according to the laws of California, so this property reverted to the legal heirs. Several bequests of a thousand dollars to the faithful members of the choir were, however, granted.

Garvanza Methodist . . . oldest church in town

It grew up with Highland Park

The story of Garvanza Methodist Church, the oldest church in the area, runs parallel with the history of that part of Highland Park known as the Garvanza Tract.

Prior to 1886, the area consisted of dairies, farm plots and picnic grounds along the Arroyo. Only a score of families lived in the district.

Ralph Rogers joined the building boom of 1886, subdividing and developing Garvanza Township. The need of a church in the development was felt by the citizens and under the guidance of W. F. McClure, a civil engineer, and Thomas Fellows, a building contractor, a request was presented to Rogers for a building to be used for Sunday school services of the Methodist Episcopal Church. Practical minded Rogers, realizing the value to him, offered the lobby of the unfinished Garvanza Hotel being built on Avenue 63 at the Arroyo.

The Methodists had to find other quarters on completion of the hotel. Meeting at the homes of the members was unsatisfactory. Rogers was contacted again and after much discussion he offered to donate for religious purposes only the entire block bounded by Avenues 65 and 66, Garvanza Ave. and Pasadena Ave., now York Blvd., providing that half of the money for a parctical church building be raised immediately. The terms were met with the funds raised by a most happy congregation.

A parsonage was built in 1887 under the leadership of the Rev. F. W. Johnson. Services were held in the parsonage until completion of the Sunday school building in 1904.

Garvanza Methodist Church grew with the area. Need of larger quarters resulted in building the "Church With the Golden Crosses" in 1922, rebuilding the Educational Building and Parsonage.

Garvanza Methodist Church holds the distinction of being the first organized church in the community, growing and carrying a prominent part in the development of Highland Park.

Congregation once met in old mill

The Highland Park Community Church of God, located at Ave. 62 and Ruby Street, was started by 35 members from the First Church of God in Los Angeles who were living in the Highland Park area.

The first service was held on Nov. 13, 1927 in a mill building on N. Figueroa St. The Woman's Missionary Society was organized two years before the first service of the church and contributed financially to the purchase of the lot at the present location. They later paid for many facilities and equipment of the first unit built, which was dedicated Nov. 11, 1928 by the Rev. S. S. Johnson, who was then pastor.

Later Rev. Ross Minkler served six years as pastor. Following him, the Rev. L. W. Guilford was called in 1936 and built the present sanctuary at the corner of Ave. 62 and Ruby St., which was dedicated Feb. 23, 1941.

At the close of his eight-year pastorate, the Highland Park Church sponsored him in a new work in Pasadena for a year.

The Rev. T. M. Ramsay became pastor in October, 1944. During his pastorate the parsonage at 309 N. Ave. 63 was purchased. Other pastors who followed were Rev. Charles Richardson, Rev. Denzel Lovely, Rev. Joe Bellamy, Rev. Aaron Kerr, Rev. George Ramsey. The present pastor, the Rev. Noble G. LaVelle, came to the church Dec. 31, 1961.

Besides the Pasadena church, the Highland Park church has helped to start new churches in Glendale and Arcadia, also a Spanish church in East Los Angeles.

Former members of the church school are serving as pastors and as home missionaries in Alaska. It has also contributed many thousands of dollars for missionary work around the world and for the Church of God Colleges.

Hearing aids installed by HP Lutherans

Highland Park Lutherans provided an inovation when they installed a public address system on Feb. 2, 1933.

Pews were equipped with special earphones to aid those who were hard of hearing. Electrical transcriptions of hymns and sacred music were recorded and released at the meditation hour before services.

HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
SCHROEDER'S DOUGLAS STATION
1961-1963

Ed Schroeder is truly a part of the history of Highland Park, having lived here since 1933 . . . plus the interesting fact he enrolled as a student at Luther Burbank the very year it opened.

The Avenue 64 corner is full of history too, for on that corner back 10 years ago there was a big brick building housing the Garvanza Drug store, the shopping center of old Garvanza.

Ed Schroeder purchased the modern, new super service station from the Pauley firm and has continued to increase customer count by offering a complete one stop service and the finest in gas and lubricants.

Ed personally invites you to join the ever increasing number of motorists making Schroeder's Douglas their Service Headquarters.

CORNER OF AVENUE 64 AND YORK BOULEVARD

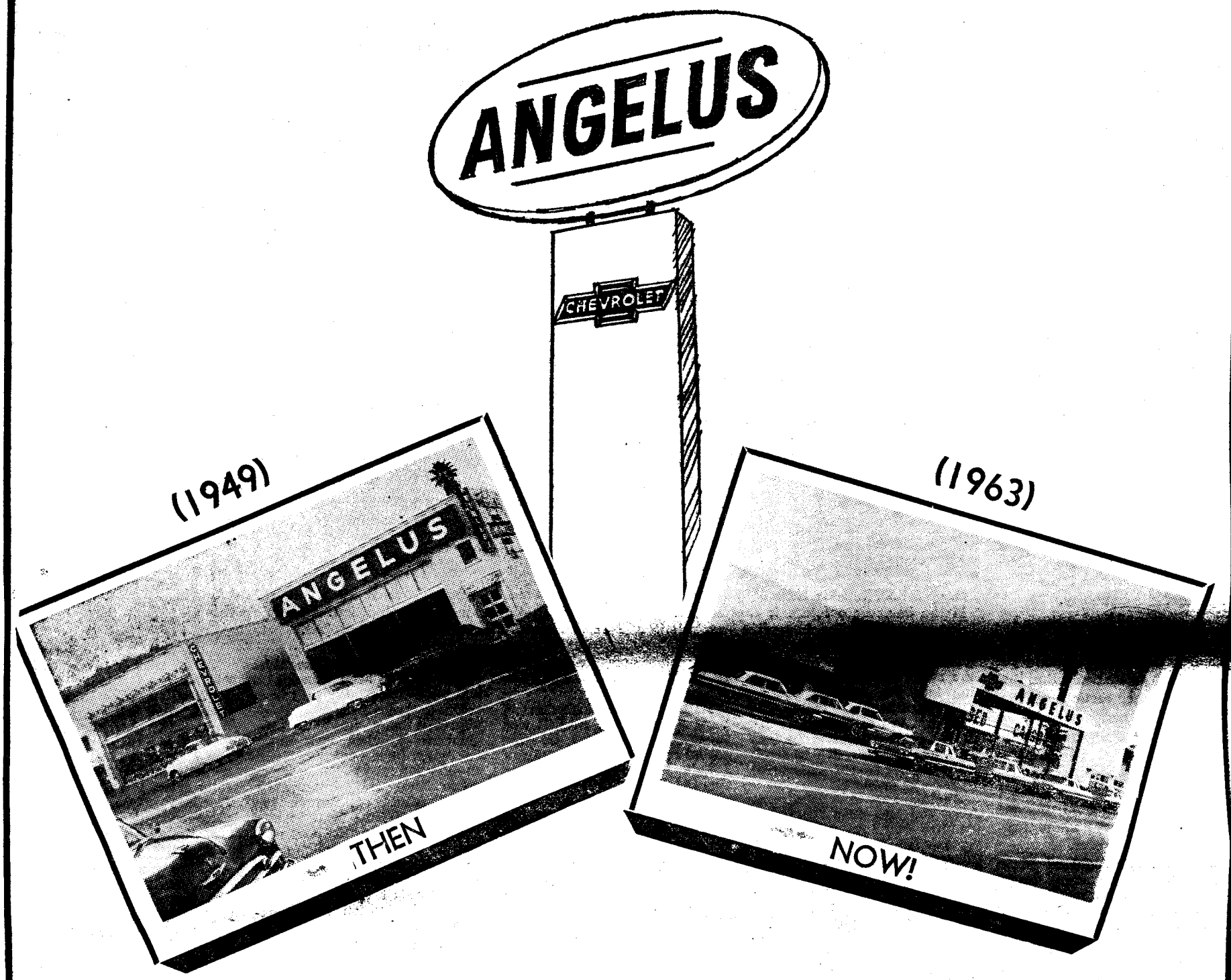
HIGHLAND PARK
DIAMOND JUBILEE
75 YEARS OF PROGRESS
We are Proud
To Participate
PAT & JERRY'S
1961-1963

You will note that the team of Pat and Jerry are only "2 years old" . . . speaking historically of the period they have been operating the friendly restaurant at 6101 North Figueroa.

The husband and wife team, however have been catering to the good taste habits of more and more of the local citizens. In other words, if you're not already a customer . . . you should be because your missing out on some mighty good home cooking.

Pat & Jerry's . . . ever so easy to find . . . merely drive down or up York Boulevard . . . and at the "curve" near the police station you'll find this fine cafe. Find it . . . and enjoy good food in a friendly atmosphere.

6101 YORK BOULEVARD



14 YEARS OF PROGRESS

- - - AND STILL GROWING!

The Angelus Chevrolet came in to being back in 1949 when Jack Groth and Ray Wilson took over the agency and renamed it, Angelus. In the ensuing years Angelus continued to grow . . . keeping pace with an explosive suburbia. Courtesy, good service and fair treatment has been the foundation of the success of Angelus for over a decade.

Vern Weaver and Perry Knauss purchased the Angelus Chevrolet agency a comparatively few years ago . . . but in this short period of time, this team backed up by a loyal "family" has seen their dreams come to fruition on September 26, 1963 when the modern, expanded Angelus had its Grand Opening at the "New" location, 5100 North Figueroa!

Thank You . . .

For your enthusiastic reception of ("an old name at a new location") ANGELUS CHEVROLET. Just in case you weren't able to attend our Grand Opening . . . we want you to feel that every day is virtually open house at Angelus Chevrolet.

ANGELUS CHEVROLET

Now at Our New, Modern Location - - -

5100 N. FIGUEROA

A LOOK AT HIGHLAND PARK'S FUTURE

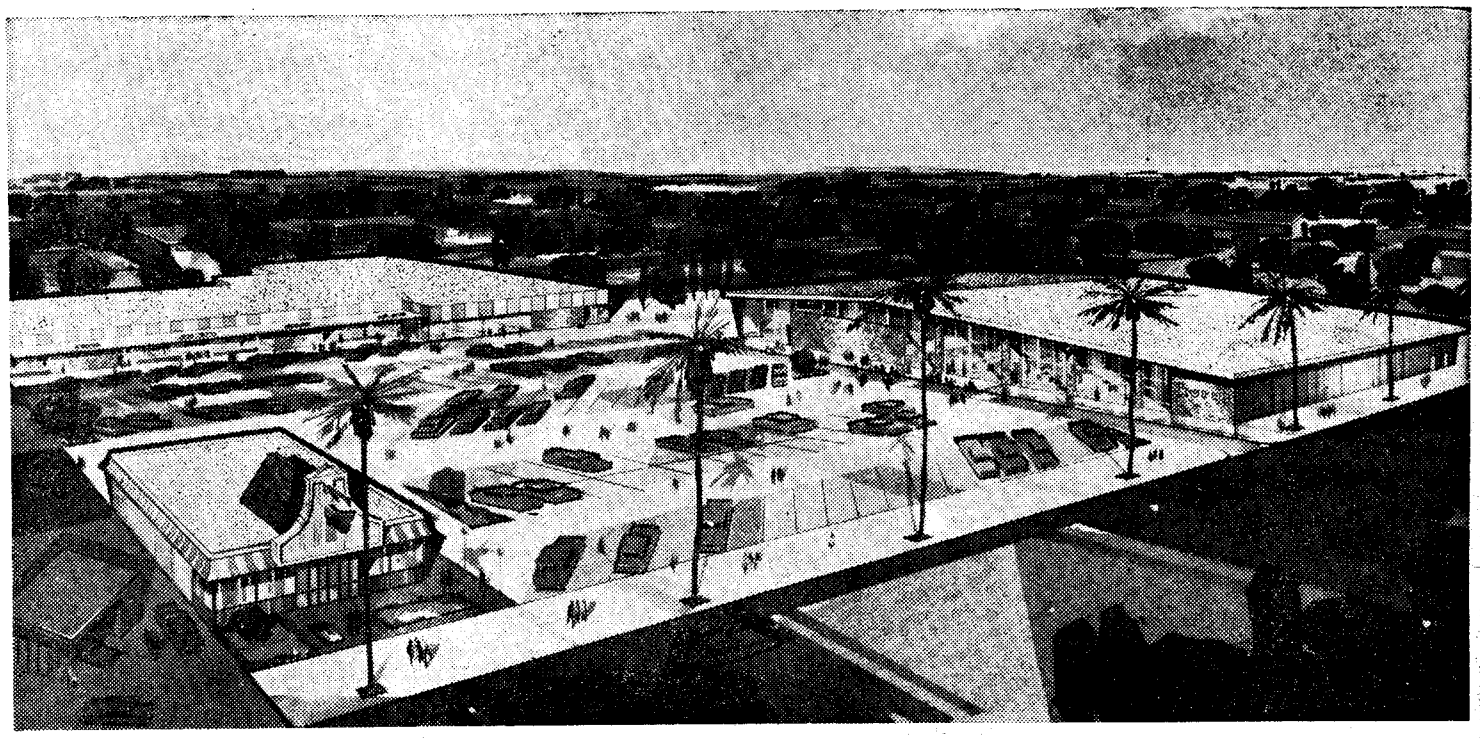
Wheel of fortune comes full circle

By GORDON HENDRY

As is true in other phases of life, the 75-year-old development of Highland Park as depicted in this commemorative magazine, has been a preparation for the future.

The developing process has just been slow in terms of the explosive growth of the rest of Southern California, which has been the wonder and dismay of the planning experts.

While the identities of old communities in other sections have been washed away on a tide of new population and new business centers, Highland Park has held its traditional character. While old shopping districts in other areas have been decimated by the counter attraction of new peripheral centers, Highland Park's business center, thanks to progressive merchants, has remained the vital hub of the community.



NEW SHOPPING CENTER WILL SOON BE REALITY—An idea of what's in store for Highland Park not in the distant future but in the immediate future is the beautiful Kory's Shopping Center near York Junction. A complete shopping center with a major-drug company, Kory's market, restaurant and service store are included in the project.

COMMUNITY BY-PASSED

On the residential side, Highland Park was by-passed by the turbulent population influx that affected other sections of Southern California during the 1950's. It was separated from the roaring tides. Unfortunately for the immediate development of Highland Park, "still waters" was equated in the minds of investors and developers as stagnant water.

They skirted Highland Park to put in their glamorous tracts on the open land farther out in Los Angeles county. And the retail stores went with them, enamoured with the idea of new sales markets.

The sheer mental effect of "salt water" translated into "stagnant waters" was working against Highland Park.

As late as 1959 (which can be recorded as the year of the great switch of mental attitudes), the corrosive effect of this negative point of view was prevalent, even affecting the attitudes of local citizens. "You can't expect any great apartment building activity here," was a belief expressed by 'experts.' "You can't get the rents." Or, as a leading local realtor complained: "Whenever the name Highland Park comes up in real estate conferences, they put me on the defensive; they've canceled it out as a future slum."

THINKING REVERSED

But then a series of events occurred that totally reversed the thinking of investors and real estate and business developers and brought them into the area, looking for space on which to build apartment houses and shopping centers. The businesses already established here, simultaneously began improving their stores, and laying plans for expansion. The bleakness of the picture had changed virtually overnight to a bright view of a community on the march, and Highland Park found itself squarely in the path of progress.

Of primary influence on the general viewpoint were a number of solid and significant facts about the community that had been obscured in the cloud of negation.

Fact number one was the unsurpassed natural beauty of the area: the rolling hills folding into one another became "an irresistable factor of growth," as one enthusiast put it. Its central location became increasingly attractive to families worn out by the daily drive to far out suburbs.

Another fact that totally refuted the idea that apartment ventures would not pay off was represented by the "Holiday Cove," perhaps the first modern type of apartment built in 1957 by Realtor Ernie Harnsberger. Holiday Cove was filled 100 percent upon completion and has been 100 percent filled ever since.

As to the area being questionable as a retail sales area, a number of outstanding successes firmly refuted the idea. Ivers Department Store had developed a volume of business that was hailed throughout retail circles as remarkable. Their customer lists were not confined to Highland Park but had opened up a subsidiary 60,000 home market which amounts to an area one third larger than Glendale or Pasadena.

There were other noteworthy retail successes that stood against the general opinion. Notable among them were two chain food markets whose Highland Park units were tops in sales and profits in their entire chains. There were countless numbers of local businessmen, pioneers in Highland Park, who had quietly and without fanfare, built solid successes.

DEVELOPMENT COUNCIL

What obviously was needed was some civic agency to dig up these fact. The need was filled when in 1959 the Northeast Development Council was formed.

This council, comprised of business, civic and political leaders, proceeded to compile these and other constructive facts about the area and to hold them up to whoever would listen. In addition, the council persuaded the Los Angeles City Planning Department to engage in a full scale land use study of Highland Park. Later the Security First National Bank research department cooperated in excerpting pertinent economic and social facts from the 1960 census.

With this accumulation of facts in hand, the council was prepared to confound the naysayers and present a picture of Highland Park, not on the down slope of old age, but as a solid, stable, community of homeowners whose pride in home extended into the community life to give it unity and vitality. Its residential areas were older but this was found to be an advantage rather than a disadvantage from the standpoint of "spendable incomes." With mortgages and other commitments largely liquidated, the residents had a comparatively higher portion of their income to spend and to invest.

STABLE AREA

The various studies showed the median family income in Highland Park to be $6,882 per year, above the national average. Its employment rate was actually higher than in the rest of Los Angeles. Its population stable, rooted, good credit risks, good investment prospects; an attractive "market" for all types of goods and services.

Prepared to present these unassailable statistics to national store chains and other concerns, the Development Council was abetted in its campaign by a fortuitous circumstance. The very first (food) chain officials with whom they met, told about it. The story was as follows:

Safeway Market Company had committed itself to join in a shopping center venture at Venice and Western Avenues, reluctantly, it is reported, for up to that time chains had avoided such older areas in ther fascination for the new tract developments that were coming into being at an epidemic pace throughout Southern California. Safeway's doubt turned into enthusiasm when this store became one of the higher volume markets in the big chain.

A HAPPY REVOLUTION

Thereafter the revolution was on and the destiny of such older communities as Highland Park was assured. Noting this unsuspected phenomenon, the grooved thinking of the retailers' fraternity reversed itself. It went something like this: "Here we've been chasing a will-o-the-wisp. We've been commiting ourselves to untired, unproven new tract development areas, when right under our noses have been these older—PROVEN—markets which we've overlooked entirely."

The wheel of fortune has made a full turn for Highland Park. From being the poor relation of suburban communities, it has become the darling, the focus at attention of expansion-minded retail companies, subject of fascination for apartment house builders.

FAITH AND ACTION

But even more significantly, local business leaders have matched their faith in the future of the community with important expansion plans.

A boom in apartment building, initiated by local realtors has gained landslide proportions. Some $25,000,000 has already been invested in apartment houses throughout the area, according to Ernie Harnsberger, and within two years a conservative estimate puts the investment by them at $50 to $100 million.

Some of the projects listed for development include a 100-unit apartment complex, another 400 unit, a number of 24 to 50 unit groups. Translating units into increased population is risky, however, there are some fascinating statistical ratios. For instance the present Harnsberger apartment properties and those in the planning stage will total 200 units. These two hundred units replace just 13 families. In another instance six families were replaced by 100 units.

Given this burgeoning sales market, the commercial development completed, or in the process of completion, or on the drawing boards, are equally spectacular.

NEW SHOPPING CENTER

In the market field, perhaps the most dramatic will be the new Kory's "Highland Park Shopping Center" due to take shape shortly at York and Figueroa Street. Plans in this case call for a complete shopping center with a major drug company, Kory's market, a restaurant and service stores.

In the next block east of this center. Mayfair Markets have acquired a full block upon which they will build one of their major food market units.

People's Department Store is in the process of completing an addition of 6,000 square feet of floor space to the store at 5817 North Figueroa, with a complete modernization of the front and display areas.

Boys Market Company expects to enlarge and remodel their market at Monte Vista and Ave. 56. Shopper's Market previously had established a major center, complete with market and Stacey Drug Store at Figueroa and Ave. 45.

MORE PROGRESS

Ivers Department Store has added new departments and warehouse space in part of a program that calls for continuing expansion of its service.

Angelus has just completed what has been proclaimed as one of the finest new and used car showrooms in Southern California.

Furthermore, rumors of other "dream" centers and residential complexes far outrun the actual building programs; and the Gorham Company spreads a pattern of new homes over all available hills.

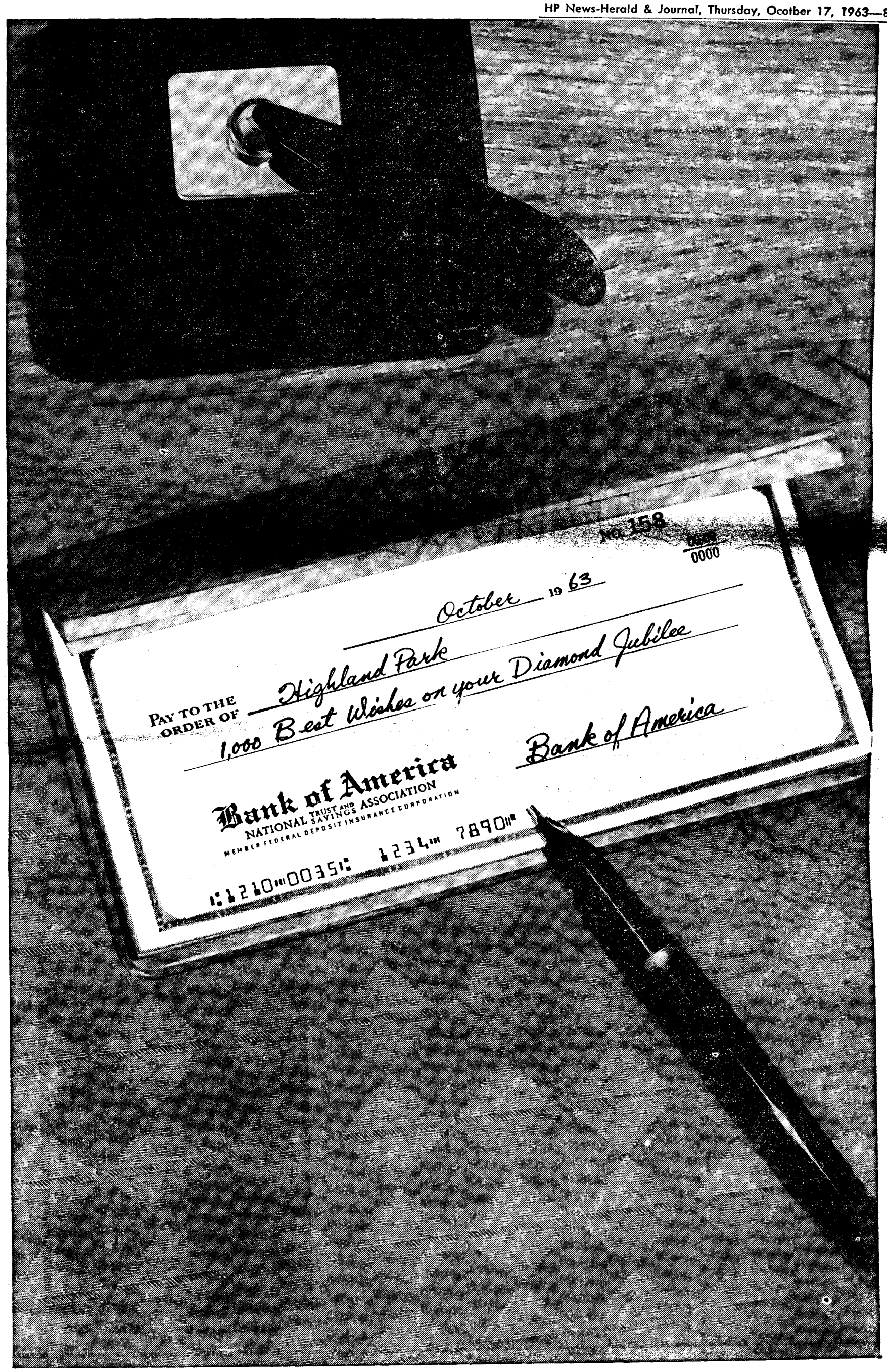
Los Angeles city planning experts looking at all of this say that the shape of the future for Highland Park is already in being, the chain reaction of apartment building, sure to house a doubled, tripled, quadrupeled population. And for this expanded population there is sure to be made available a central shopping center of metropolitan proportions, supplemented by a necklace of periphary centers.

The trick they also say, is to contain this swelling population and multiplying business activities within the traditional way of life that has grown during the 75 years of Highland Park's history.

To retain the growth within the rich "cake of custom" that has developed over the years is to achieve orderly progress.

To let the growth destroy the traditional character of the community is to invite chaos.

This is the problem and the opportunity that faces Highland Park in the future.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I IS FOR INDIVIDUALITY . . .

I is for Integrity . . . Imagination . . . Individuals! For seventy- five years, a great many Individuals have contributed to the steady growth and progress of Highland Park—Individuals working together with Integrity and Imaginative ideas. **I is for Ivers . . .** as the largest Independent retailer serving this area, Ivers is proud to be Identified with Highland Park and an Integral part of the community activities that have marked the progress of one of the oldest areas of Los Angeles. Fifty years ago we started with an idea . . . Individuality!



Mr. and Mrs. Jesse W. Ivers founded Ivers in 1913