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INTRODUCTION

THIS BOOK is issued by the Eagle Rock Chamber of Commerce for the use and benefit of the people of this Community. It seeks to mirror the advantages of Eagle Rock as a choice section in which to live and engage in business. To those whose advertisements appear in this book, the Chamber is indebted mainly for its issuance and publication. The cover design was drawn especially for this book by Paul F. Brown of Eagle Rock, whose artistic accomplishment the Chamber of Commerce gratefully acknowledges.

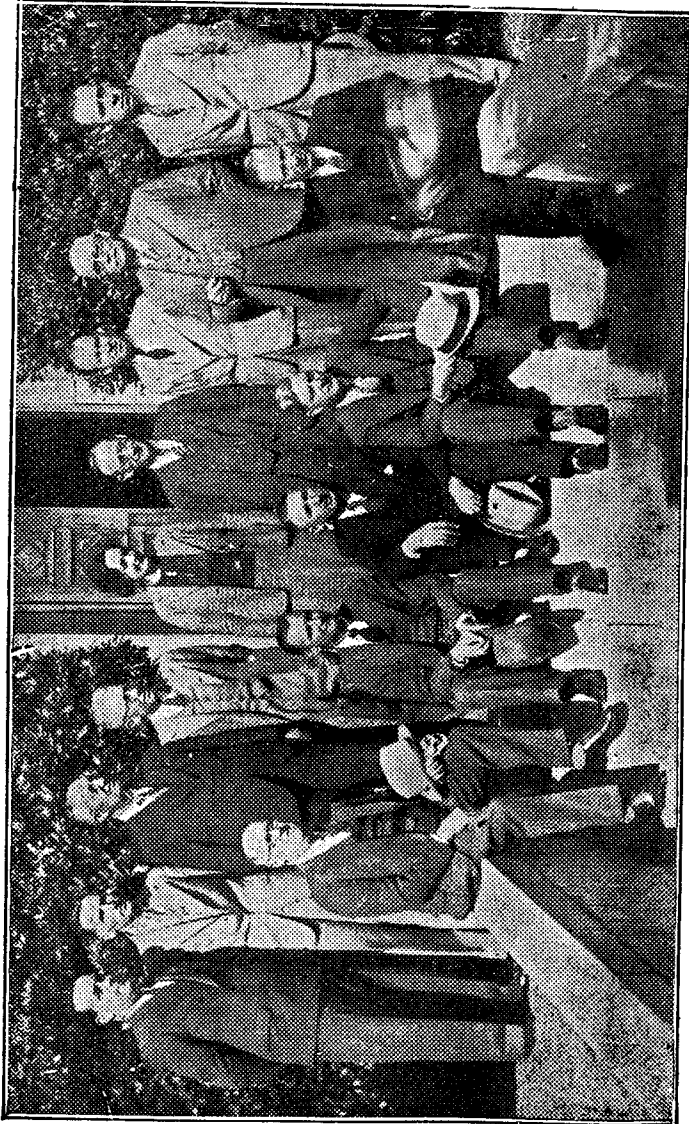
The Eagle Rock Chamber Of Commerce

THE Eagle Rock Chamber of Commerce has been active almost since the time this community came into existence nearly thirty years ago. It has pursued a consistent policy of building for Eagle Rock, attracting to it the highest type of citizens in all walks of life. No civic enterprise has been neglected by it. Its vision has ever been for a greater, a bigger and better Eagle Rock. To its officers and members during this long period of years, Eagle Rock owes a real debt of gratitude.

At the present time and for the past few years, the Chamber of Commerce has been on a strictly cash basis, meeting its financial obligations as they become due and promptly discharging them. Its headquarters are maintained in the City Hall building in Eagle Rock from which daily there is a constant stream of correspondence and civic activity promoting and striving to carry out the aims and the plans of the organization which is ever looking forward to greater accomplishments.

The officers and directors who are carrying the responsibilities of the Chamber this year are: H. A. Lawson, President; H. I. DeVol, First Vice-President; T. J. Brodhead, Second Vice-President; G. B. Alexander, Third Vice-President; David Kaplan, Fourth Vice-President; F. E. Biles, Treasurer; Edna M. Lomen, Secretary. These Officers together with the following constitute the Board of Directors: G. E. Arbogast, M. B. Campbell, T. L. Clancy, J. B. Hudson, Dr. M. M. Null, J. C. Richardson, C. E. Sager, E. F. Swanson, R. E. Wilson, George Westrum.

Officers and Directors of the Eagle Rock Chamber of Commerce



Reading from left to right—Seated, H. I. DeVol, T. J. Brodhead, President H. A. Lawson, George Westrum, David Kaplan, Standing, R. E. Wilson, E. F. Swanson, J. C. Richardson, G. B. Alexander, Secretary Edna M. Lomen, Dr. M. M. Null, M. B. Campbell, Treasurer, F. E. Biles, J. B. Hudson.

Members Of The Chamber Of Commerce

—A—

American Legion Post, 5052½ Eagle Rock Blvd.
 Alexander, Jerry, Eagle Rock Service Station, 4755 E. R. Blvd.
 Arbogast, G. E., 5212 Highland View Ave.
 Arends, Helen, 5018 Eagle Rock Blvd.

—B—

Barsom, I. M., Spartan Market, 4714 Eagle Rock Blvd.
 Baudino, J. F., 324 N. Cedar St., Glendale.
 Bell, John, Bell Realty, 1952 Colorado Blvd.
 Bollinger, G. L., Sparkletts Water Corp., 4500 York Blvd.
 Beverly Dairies, 520 Commerce St., Glendale.
 Blankenship, J. M., Atty., 5053 Eagle Rock Blvd.
 Breeze, Moses, 5231 Mt. Helena Ave.
 Brogan, J. S., D. S. Cut Rate Drug Store, 2144 Colorado Blvd.
 Brown, Jack, Colorado Live Poultry Market, 2806 Colorado Blvd.
 Bourne, H. S., Real Estate, 2211 Colorado Blvd.

—C—

Campbell, M. B., Campbell Electric Co., 5062 Eagle Rock Blvd.
 Cascade Water Co., 4556 York Blvd.
 Cheek, Jesse B., Cheek Barber & Beauty Shop, 5054½ E. R. Blvd.
 Christian, H. C., 2402 Hill Drive.
 Choate, R. P., Lahoma Cleaners, 4868 Eagle Rock Blvd.
 Clancy, T. L., Model Market, 2261 Colorado Blvd.
 Cobb, Mrs. G. P., New Way Barber & Beauty Shop, 2143 Colorado.
 Conselman, Wm. M., 4905 Lockhaven Place.
 Cottingham, J. H., New Way Barber & Beauty Shop, 2143 Colorado.
 Cresse, A., Funeral Directors, 4824 Eagle Rock Blvd.

—D—

deBrulier, Nigel, 5132 Ellenwood Drive.
 Dalton, W. J., Model Market, 2261 Colorado Blvd.
 deGrasse, Howard, Howard Electric Shop, 2042 Colorado Blvd.
 DeVol, H. I., Realtor 2122½ Colorado Blvd.

—E—

Eagle Rock Central Grammar School, 5000 Casper Ave.
 Eagle Rock High School Faculty, 1750 Yosemite Drive.
 Erb, J. M., Brownie Cleaners, 2700 Colorado Blvd.
 Evans, Carroll L., Insurance, 5266 Eagledale.
 Eastwood, Joe, 2547 Hill Drive.

—F—

Fisher, T. E., Fisher Motors, 2390 Colorado Blvd.
 Frarrar, Milton, Milton Five and Dime, 2146 Colorado Blvd.
 Frizzell, Joseph W., The Food Center, 1581 Colorado Blvd.

—G—

Gale, Hoyt S., 1775 Hill Drive.
 Gardiner, John N., 1925 Hill Drive.
 Graham, Mrs. Sigrid, Yosemite Candy Co., 4880 E. R. Blvd.

Members of the Chamber of Commerce (Continued)

—H—

Hart, K. L., Hart Motors, 1826 Colorado Blvd.
Hayden, W. R., The Shopping Bag Market, Inc., 1566 Colorado.
Hellman, H., The Eagle Cafe, 2161 Colorado.
Herrmann, A. A., Eagle Rock Feed and Fuel, 5067 Casper Ave.
Horlock, D. G., Eagle Rock Electric Shop, 2751 Colorado Blvd.
Hollenbeck, A. E., Dr., 2171 Colorado Blvd.
Hudson, J. B., Atty., 218 Security Bank Bldg.
Huntington Land Company, 1004 L. A. Building.

—J—

Johnston, J. W., The Harmony Press, 1936 Colorado Blvd.

—K—

Kaplan, D. Kaplan Shoe Store, 2151 Colorado Blvd.
Kemp, T. M., Kemp's Auto Service, 1719 Colorado Blvd.
Kilty, J. D., Kilty Dry Goods, 5055 Eagle Rock Blvd.
Kiwanis Club of Eagle Rock.

—L—

Langguth, John F., The Community Hdw., 5012 Eagle Rock Blvd.
Lawson, H. A., The Eagle Rock Sentinel, 2157 Colorado Blvd.
Leingang, Geo. Sunland, California.
Lundie, Mrs. Marian, 2106 Colorado Blvd.

—M—

McCook, Joel L., 2211 Colorado Blvd.
Marcus, Dr. M. A., 5052½ Eagle Rock Blvd.
Marbelite Corp. of America, 3248 Long Beach Blvd.
Merrill, R. G., D.D.S., 2173 Colorado Blvd.
McClure, D. I., Eagle Rock Advertiser, 1620 Colorado Blvd.
McKee, Dr. E. N., 5138 Highland View Ave.
Moore, Mrs. Lillian, Martha Washington Tea Rooms, 2324 Colorado.
Morreale, Vincent, 5160 La Roda Ave.
Muskat, Marcus, Attorney, 5117 Delaware Ave.

—N—

Null, Dr. Marion M., 2169 Colorado Blvd.

—O—

Occidental College, 1600 Campus Road.
Ogg, C. R., Atty., 2171 Colorado Blvd.
Okada, Harry, Model Vegetable Market, 2161 Colorado Blvd.
Ong, Mrs. W. I., 5150 Shearin Ave.,
Olsen, C. W., 5053 Eagle Rock Blvd.

—P—

Parents Auxiliary Boy Scouts, 1836½ Chickasaw Ave.
Peterson, H. E., 2230 Hill Drive.
Phinney and Hopps, Physicians, 5131 Maywood.

—R—

Raymer, F. P., L. A. Gas and Electric Co., 5042 Eagle Rock.
Rhodes, Harry L., 2136 Fair Park Ave.
Richardson, J. C., Richardson Realty Co., 5028 Eagle Rock Blvd.
Ritter, Paul G., 1515 Hill Drive.

EAGLE ROCK



AGLE ROCK is a part of Los Angeles forming the north-easterly boundary of that city. It maintains its entity by virtue of the fact that it was originally incorporated under the name of Eagle Rock and later it was annexed by Los Angeles. It is bounded on the east by the Rose City of Pasadena and on the west by the City of Glendale. Its background is formed by the foothills of the Sierra Madre Mountains, which geographically places Eagle Rock in a beautiful valley. It is from 20 to 29 miles from the Pacific Ocean and therefore escapes the heavy fogs and the damp weather. Its altitude is from 500 to 1200 feet. Its climate is like all climates in Southern California, mild and semi-tropical.

Typically a residential section because of its rolling valley which forms ideal sites for homes, Eagle Rock is considered one of the choicest sections of the great metropolis of Los Angeles. Its population is 16,000. In 1911 the population of Eagle Rock was 1600, five years later it was 1800, and in 1920 it was 2250. Its assessed valuation is approximately \$12,000,000. It has a buying power of \$10,000,000 annually, and it is rated as one of the most substantial sections from a credit standpoint.

Known as a highly developed cultural community, Eagle Rock is the home of many prominent writers, painters, sculptors, musicians, actors and other talented people. Its educational advantages are outstanding. Here is located Occidental College, rated as one of the leading colleges in the United States. Its High School is outstanding in Los Angeles. It has four grade schools in the public school system; a parochial school, several private schools and a school for boys, known as the Southwest Military Academy.

Practically all religious denominations are represented in Eagle Rock. Organizations for all ages are included within them. Fraternal orders, clubs and societies play a large part in community activities. The outstanding club for women is the Woman's Twentieth Century Club. The Kiwanis Club is the

Members of the Chamber of Commerce (Continued)

—R—

Roberts, Art., Roberts Clothing Store, 2149 Colorado Blvd.
Rorek, W. D., The Shopping Bag Market, Inc., 1566 Colorado.
Reinke, Gertrude, Principal San Rafael School.

—S—

Safeway Stores, Inc., 1925 E. Vernon St.
Sager, C. E., Sager's Stationary and Gift Shop, 2167 Colorado Blvd.
Schumacher, P. F., 2109 Hill Drive.
Sherwood, C. H., Rock Dairy, 4960 Genevieve St.
Slottelid, A. O., Colorado Blvd. Furniture Co., 2028 Colorado Blvd.
Sparks, Bertina S., 12103 Peoria Ave., North Hollywood.
Stice, E. O., Stice Plumbing Co., 2102 Colorado Blvd.
So. Calif. Edison Company, Pasadena.
So. Calif. Telephone Co., 2445 Daly St.
Sumner, H. S., 5307 Live Oak Drive.
Swan, Dr. A. H., 2270 Colorado Blvd.
Swanson, Emil, Eagle Rock Lumber Company, 2214 Fair Park Ave.

—T—

Thomas, Archie, Thomas Pharmacy, 2200 Colorado Blvd.
Thrasher, E. L., Councilman, City Hall.
Thomas, H., Super Service, 1930 Colorado Blvd.

—V—

Vogel, F. W., Vogel Bakery, 5059 Eagle Rock Blvd.
Vox Theatres, 5056 Eagle Rock Blvd.

—W—

Wall, G. B., The Harmony Press, 1936 Colorado Blvd.
Ward, W. T. Ward Realty Co., 4623 Eagle Rock Blvd.
Warren, H. G., 5156 El Rio.
Westrum, Geo., Security First National Bank, 2175 Colorado.
Westbrook, H. B., Westbrook Real Estate, 4736 Eagle Rock.
Wilson, R. E., Bank of America, 5040 Eagle Rock Blvd.
Woman's Twentieth Century Club, 5105 Hermosa Ave.
Wombacher, L. A., 5136 Maywood Ave.
Wolterman, H., 5236 Argus Drive.
Wynn, J. S., Wynn Chevrolet Company, 2254 Colorado Blvd.

—Y—

Yates, Birdsall, Eagle Rock Auto Sales Co., 5037 Eagle Rock.

Eagle Rock (Continued)

main Service Club. Besides the Chamber of Commerce, Eagle Rock also has an Inter Club Association composed of the American Legion and its Auxiliary, Boy Scouts and Auxiliary, Girl Scouts, Camp Fire Girls, Community Chest, Community Service, Parent-Teachers' Association, Daughters of American Revolution, Co-ordinating Council, High School and Elementary Schools, Realty Board, Medical Group, Occidental College, Public Library, Woodcraft Rangers, W. C. T. U., Yosemite Playgrounds and other organizations.

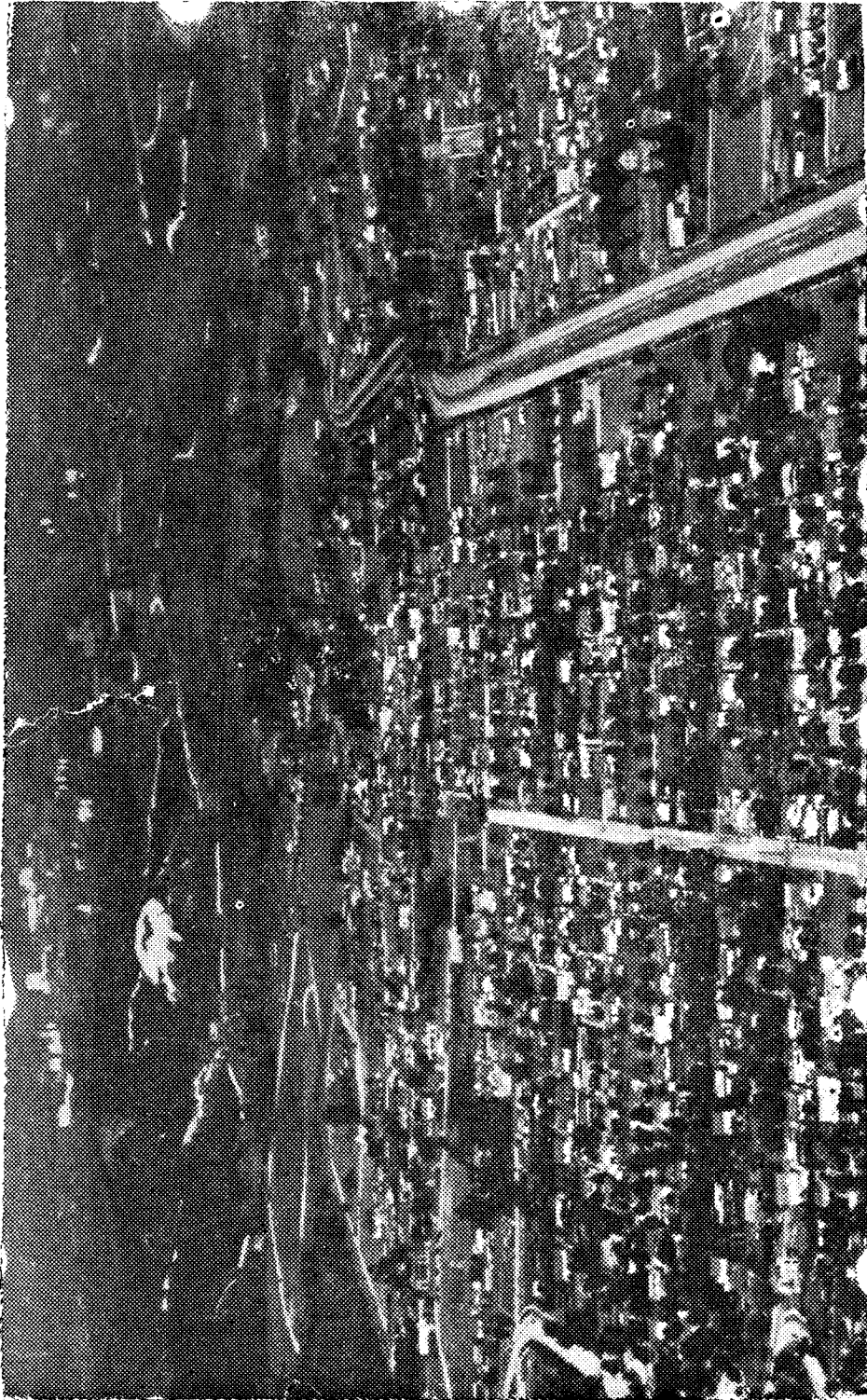
Here, too, is located the W. C. T. U. Home for Women, The Solheim Home for Aged, a branch of the Los Angeles Library system, Public Playgrounds.

Eagle Rock is twenty minutes' automobile drive from the business center of Los Angeles, a distance of eight miles. It also has street car and automobile bus service to all parts of the City, Pasadena and Glendale. Its two main boulevards are Colorado and Eagle Rock, both of which are part of the State Highway system. Colorado Boulevard is part of the transcontinental Highway No. 66. A traffic census at the intersection of these two boulevards show 20,000 cars passing in 12 hours.

The business section of Eagle Rock is developing rapidly. The residential section is filled with beautiful homes, many of which are outstanding. Its streets are lined with trees of all varieties. Shrubs, plants and flowers grow in great profusion, giving to Eagle Rock a setting for beauty that is unparalleled.

It is the "white spot" for child delinquency in Los Angeles. There is no foreign population, so-called.

A Birdseye View of Eagle Rock Showing The Rock After Which It Is Named



History of Eagle Rock Filled With Adventure, Romance and Politics

By Mrs. C. W. Young



DISCOVERY of rich, fertile valley and the Rock by the early explorers seeking "Lost Bay of Monterey" is told herein. Not least among the attractions of the City of Eagle Rock is its history which dates back to the beginning and rates among the first things of the history of California.

This priceless legacy of romance and adventure is being appreciated more and more by people who have the destiny of our little city, as a sacred trust not to be disregarded or neglected.

We believe in the adage of that great man, Gladstone, "Show me a people that remembers its past and I will show you a people that can be trusted with the future of a city or nation."

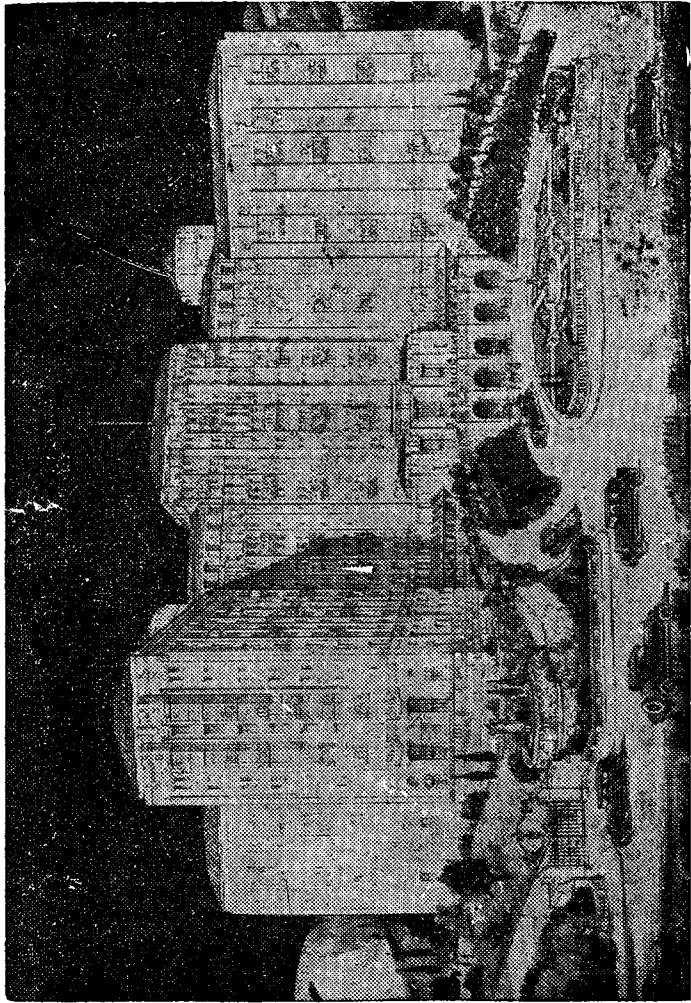
So let us all go back in memory to that eventful year of 1869 and march with the small ~~company~~ ^{group} of priests and soldiers under the guidance of the devoted Junipero Serra and the brave Gaspar de Portola, who left the small mission Pueblo in that year to colonize Alta California.

The brave Portolá had with him a small company of Calatonian volunteers under the captaincy of Pedro Tages and one of these young soldiers was destined to become the first land owner of our state, José Verdugo, the father of Eagle Rock.

They came to the spot destined for the mission of San Diego, and having founded the first one of the long line of twenty-one missions, they resumed their march to find the "lost bay of Monterey."

The march of Portolá and his intrepid conquistadores ranks among the fearless deeds of pioneer history in America. They did not locate or rediscover the bay of Monterey, but they did find the great harbor of San Francisco, and not knowing of the

Proposed New Two Milion Dollar Hotel for Eagle Rock



Above is an architect's drawing of a beautiful apartment hotel to be erected in the eastern section of Eagle Rock near the landmark from which this community derives its name, by Alonzo C. Mather, Capitalist.

History of Eagle Rock (Continued)

magnitude of their discovery, they, disappointed and discouraged, started back to San Diego where Junipero Serra awaited a supply ship.

Somewhere in the Tehachapi they lost their way, and bearing off the left and away from the coast here they had made a trail going north, they came at last into a small, beautiful valley at the head of which stood an enormous rock.

From the base of this rock flowed a spring-forming brook which danced its way down the valley singing as merrily as the birds in the oaks and sycamores that shaded its banks.

It was a welcome sight and must have filled the hearts of the weary, hungry men with hope for Pedro Crespo, observing the low-swung hills at his left, named them "The Guardians of Heaven." St. Raphael and San Rafael hills they are called to this day. He also smilingly consented to allow the soldiers to roll the huge boulder that confronted them "Roco Gordo" (fat rock) though the marvelous design of a flying eagle upon its face was most impressively apparent.

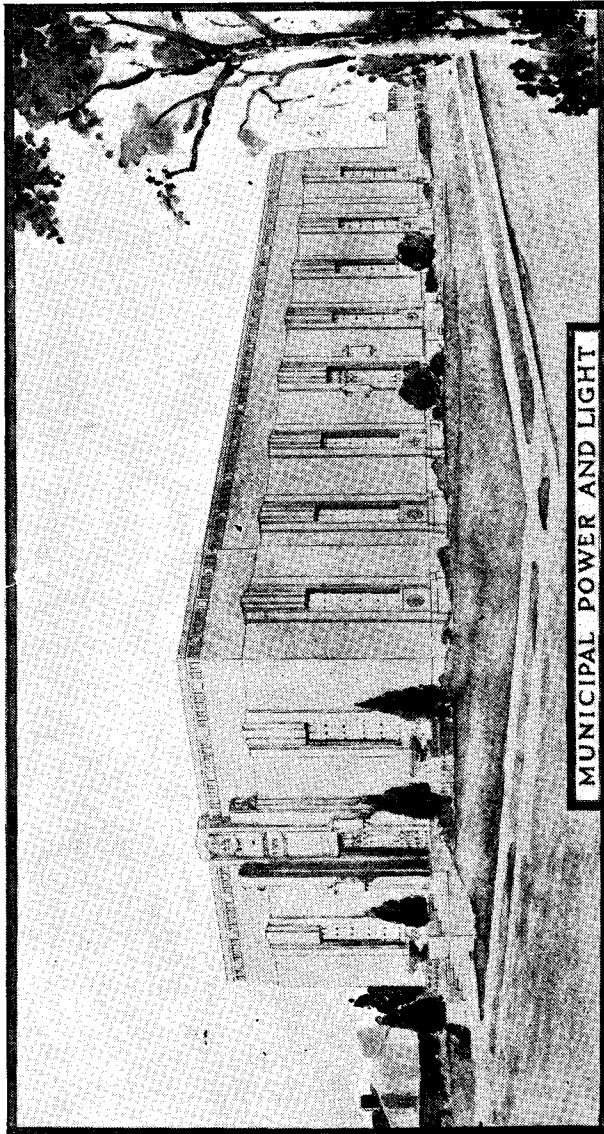
The friendly Indians of the valley provided them with food and directed them toward their destination, San Diego, where they arrived safely, reported their adventure and were soon on the trail again in search of the great lost bay.

And so it was in 1769 on that first expedition that the sweet little valley of Eagle Rock was discovered and duly reported to the King of Spain.

Young Jose Verdugo gave many faithful years of service to the King, assisting in founding other missions, including the San Gabriel and San Fernando, and undoubtedly helped in the founding of the City of Los Angeles. He became Captain of the Royal Guards and was rewarded finally by grant from the King—a grant to a tract of land 43,000 acres in extent, lying south and west of "Roco Gordo," which was called "Rancho Rafael." His captain of the expedition had in the meantime become governor of the

C. Mather

Proposed New Electric Power Substation For Eagle Rock



Above is the architect's drawing of the Los Angeles Municipal Bureau of Power and Light for an electrical substation to distribute electrical energy in the Eagle Rock territory developed at the Boulder Dam and transmitted to Los Angeles.

History of Eagle Rock (Continued)

Californias and executed this generous reward to this faithful soldier of the King.

It was in 1784, only three years after the birth of our City, Los Angeles, that Jose Verdugo proudly rode out on his princely estate, learned the legend of the eagle on the rock from the Indians, gave to it its present name, Eagle Rock, and brought his family to live upon this vast domain. He began at once to develop and cultivate the land. One of the first houses he built was on the present site of Occidental College, a place he named "Garbaugh" from the heavy growth of chick peas he found there. He widened the trail to San Gabriel, that his family might worship at the mission, and filled his few remaining years developing different sections of his immense grant.

Dying, Jose Verdugo bequeathed it to his son, Julio, and his daughter, Catalina, who carried on the work he had so well begun.

Julio Verdugo became a great Don in the days of the "splendid idle forties" with a wonderful record of hospitality and generosity. He was the father of 12 sons, and a description of the life of this man and his family would be a good picture of the "Golden Age of California," an age of carefreeness and friendliness, sociability and happiness.

The great ranch had more than its share of romance and glory—Spanish life at its full tide, feasts, festivals, sports, pastimes, love-making and cavaliers. It knew bloodless revolutions, bandits lurked in the arroyos and hid their booty in the caves of the great rock. The terrible tiburcio Vasquez and his men lived for a long time within its borders and was captured on its boundary.

Great political plots were hatched within its limits and were often discouraged and defeated by the quiet, stern judgment of the lord of this domain, Julio Verdugo.

But evil days befell this grand old man, when in borrowing money, or offering security for others, he lost his portion of his noble holdings, Eagle Rock.

History of Eagle Rock (Continued)

For a long time the smiling little valley lay dreaming in the sun, aroused now and then by the passing caravans of grain on their way from the fields of San Fernando mission to El Molino at San Gabriel, making the journey a fiesta and a stay at the rancho of perhaps several weeks for feasting and pleasure.

Gay caballeros, too, passed through on their way up or down state and adventurous hunters also awakened echoes with their hounds.

But at the coming of the railroad to Los Angeles, Eagle Rock became the scene of much change, for in these years came many Americans from the east with their families and goods to make Eagle Rock their home.

This era has no record of great hardship, no suffering as the general pioneer was wont to expect. No, our first people were men of some means and much good sense and judgment. They came on the train and purchased houses and goods, drove out to the valley of the rock with the eagle and selected their land.

Perhaps no spot on earth ever responded more quickly to the human touch than did this fertile soil. Very soon there were orchards of every kind of fruit, gardens of vegetables, acres of lettuce and strawberries and fields of grain. The narrow road running at the foot of the valley was marked by rows of beautiful palms, peppers, pines and walnuts and olives. Stately houses graced the uplands; a school was erected, also "a little brown church in the vale."

Then came the "plentiful eighties" and the "gay nineties" and life in the rich, rural valley was indeed happy and good. With the dawn of 1900, came the "March of Progress," led by the ambitious subdivider and followed by the electric cars which carried an eager, admiring throng of buyers to the very foot of the old rock.

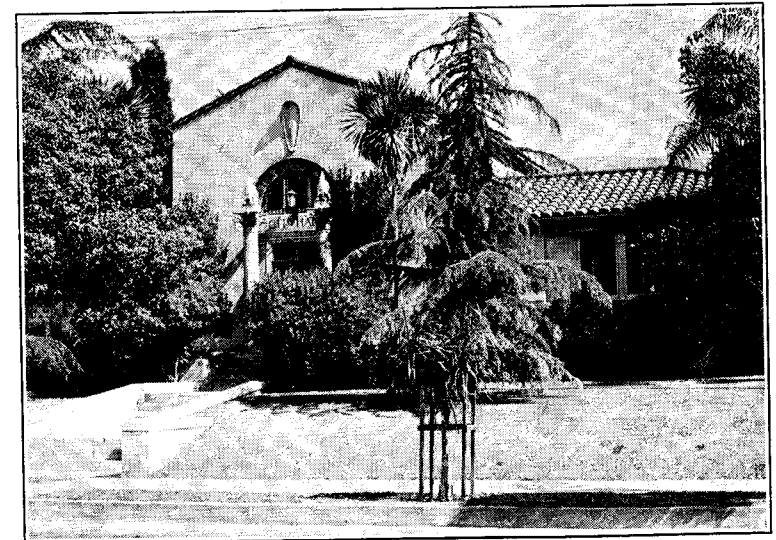
Some bungalows were slipped under the orange trees, and crossroads became a business center and the lettuce and berry fields were needed for schools and playgrounds.

History of Eagle Rock (Continued)

Others have told you of the many advantages of this suburb of our great metropolis and now we add this background—this drop curtain of the past upon which you may read, if you will, legend, adventure, romance, development—for it is all written poem, song and drama.

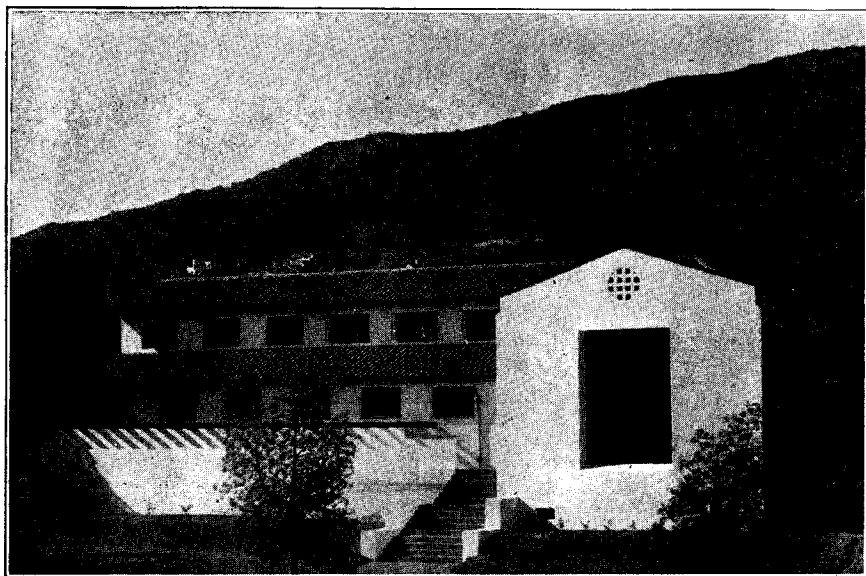
The Eagle whose life was crushed out upon the face of the rock left his imprint enduring throughout the age of savagery, through the reign of the Spanish flag, the reign of the flag of Mexico. Down to the present day his imprint is still as clearly defined, the image of the guardian of the American flag.

Eagle Rock's City Hall



When Eagle Rock was annexed by the City of Los Angeles its City Hall remained intact. In it is the headquarters of the Chamber of Commerce, the district office of Councilman Edward L. Thrasher, a branch of the Department of Water and Power, Fire Department and Building, Electrical and Plumbing inspectors.

Eagle Rock Branch Library



By Blanche A. Gardner, Librarian

The Eagle Rock Branch Library is one of the forty-eight branches belonging to the Los Angeles Library system, and as a library has been established since 1915.

Before Eagle Rock became a part of Los Angeles, the library was supported by local taxes and occupied a much smaller building. Since 1925 it has been greatly enlarged, and has become one of the most useful educational institutions of the valley.

It aims to supply the students from the elementary and high schools with their supplementary reading and reference assignments. Classes from the various schools are brought to the library where a trained children's librarian gives lectures on book appreciation, listens to the children's book reviews and gives instruction on how to use a library, explaining about dictionaries and encyclopedias.

There are about 20,000 books in the branch, and by a special arrangement with the Main Library and other branches, books may be borrowed to supply requests the branch does not have in its collection.

Over 16,000 books circulate each month, and according to a survey taken sometime ago, nearly every family has at least one representative who uses a library card.

Officially Noted

Occidental College

(Continued)

itself in its present location in Eagle Rock in 1919, Occidental has rapidly acquired an enviable reputation throughout the state and nation for its beautiful campus, its high scholarship standing and its fine athletic record.

One of the outstanding achievements of the college was the receipt of membership in the Phi Beta Kappa honorary scholastic fraternity in 1926. Any college recognized by Phi Beta Kappa is considered to have a very high scholastic rating. The latest achievement of Occidental in scholastic circles came last January with the announcement of the award of one of the coveted Rhodes Scholarships to John Rapey, senior at the college.

In athletics, Occidental has always been near the top in its Conference. Up until the last 15 years, Occidental regularly defeated U. S. C. and California in football and other sports, but has had to confine its winning efforts to smaller colleges in recent years, due to the sudden growth of the two universities.

The Occidental campus of over 100 acres has long been recognized as one of the beauty spots of Los Angeles and yearly attracts many thousands of visitors to Eagle Rock for conventions and other gatherings held there. The beautiful College Union building, constructed in 1928, the Taylor Swimming Pool and the Hillside Theatre are feature attractions on the campus. The college also boasts of a fine up-to-date library with over 44,000 volumes, all of which are of access to the Eagle Rock community.

There are seventeen distinct departments in the school, all with instructors that are well informed in their various fields. Included in the list are Dr. Benjamin F. Stelter, head of the English department; Dr. Charles Frederick Lindsley, head of speech education; Dr. John Parke Young, head of the economic department and nationally known economist and many others.

The community of Eagle Rock has always sent a large number of students to Occidental and was this year represented by 35 graduates of the local High School. This is the second largest

Officially Noted

Campus Views at Occidental

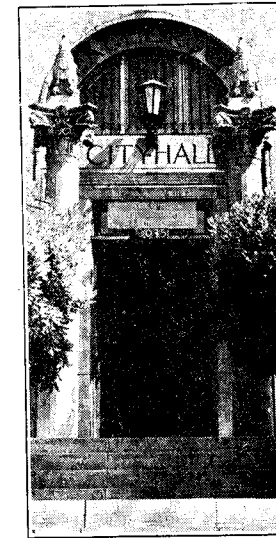


The Garden From The College Union

Occidental College (Continued)

number sent by any high school in Los Angeles, only being exceeded by Franklin High School in the neighboring Highland Park district. The students representing Eagle Rock have always ranked high in both scholastic attainment and student body activity.

This year Eagle Rock has had special reason to be proud of the college, as Howard Swan, director of the Eagle Rock High School Glee Clubs and resident of Eagle Rock, has been the leader of the Occidental men's and women's clubs. Mr. Swan has built an enviable reputation for the two groups this year and was largely responsible for the fact that they both captured strong seconds in the Southern California Intercollegiate Glee Club Contest. This is higher than any Occidental Glee Club has ever placed before in its history.



Yosemite Playgrounds

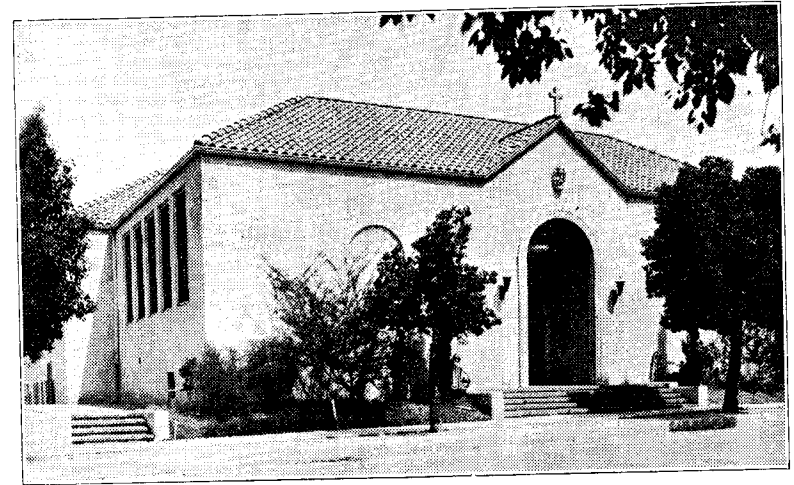
By having one of the finest recreation centers in Southern California, Eagle Rock is unusually fortunate. Yosemite Playground, 1840 Yosemite Drive, is situated adjacent to the Eagle Rock High School and covers approximately eleven acres of land running north from a beautiful canyon immediately north of Occidental College. This large area for the promotion of leisure-time activities is a part of the Los Angeles Recreation System which is considered one of the finest in the entire United States. On this site there are tennis courts, a large community building with gymnasium and social rooms, picnic area, open air theatre called the Sylvan Theatre, base ball diamonds, croquet courts (horse shoe courts, basket ball court and an abundance of apparatus which is kept in constant use by the



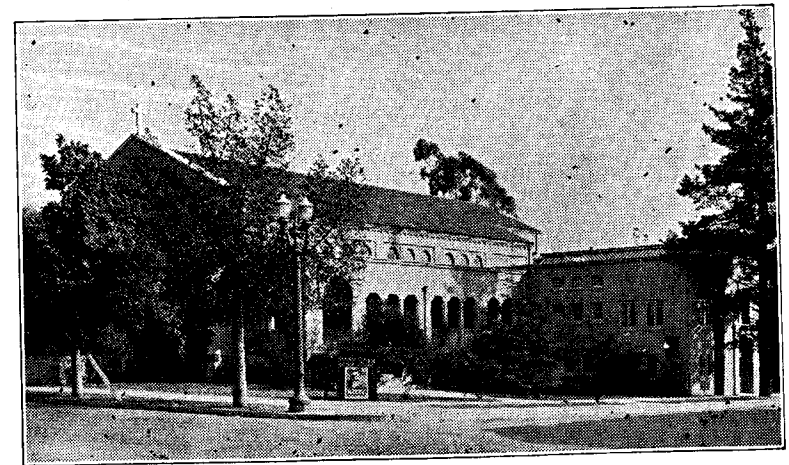
many hundreds of patrons. All of the facilities are lighted for night use with the exception of the tennis courts and this night lighting includes base ball diamond for night base ball and the Sylvan Theatre to be used for large community gatherings along cultural lines. Two full time Civil Service Recreation Directors promote a very diversified program

which includes cultural, social, physical and sport activities for both men and women and boys and girls. These activities bring hundreds of people to this community center for the express purpose of availing themselves of this multitudinous array of leisure-time activities. Dramatics, musical activities, physical and sports activities, social get-to-gethers, instruction in the many forms of dancing, arts and crafts, hobbies, etc., all afford a splendid opportunity for the people of this community to be happy during their spare time. More complete details may be obtained by contacting the Recreation Directors at the Yosemite Playground, Phone Cleveland 69381. It is also possible to arrange for any new activity provided there is sufficient interest and this may also be accomplished by contacting the Directors.

A Few of Eagle Rock's Churches

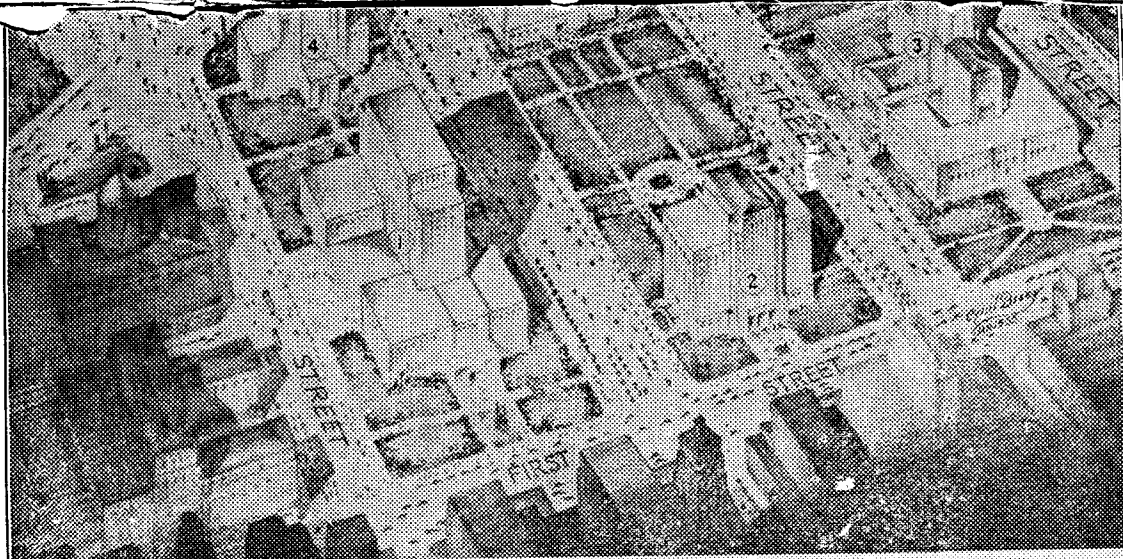
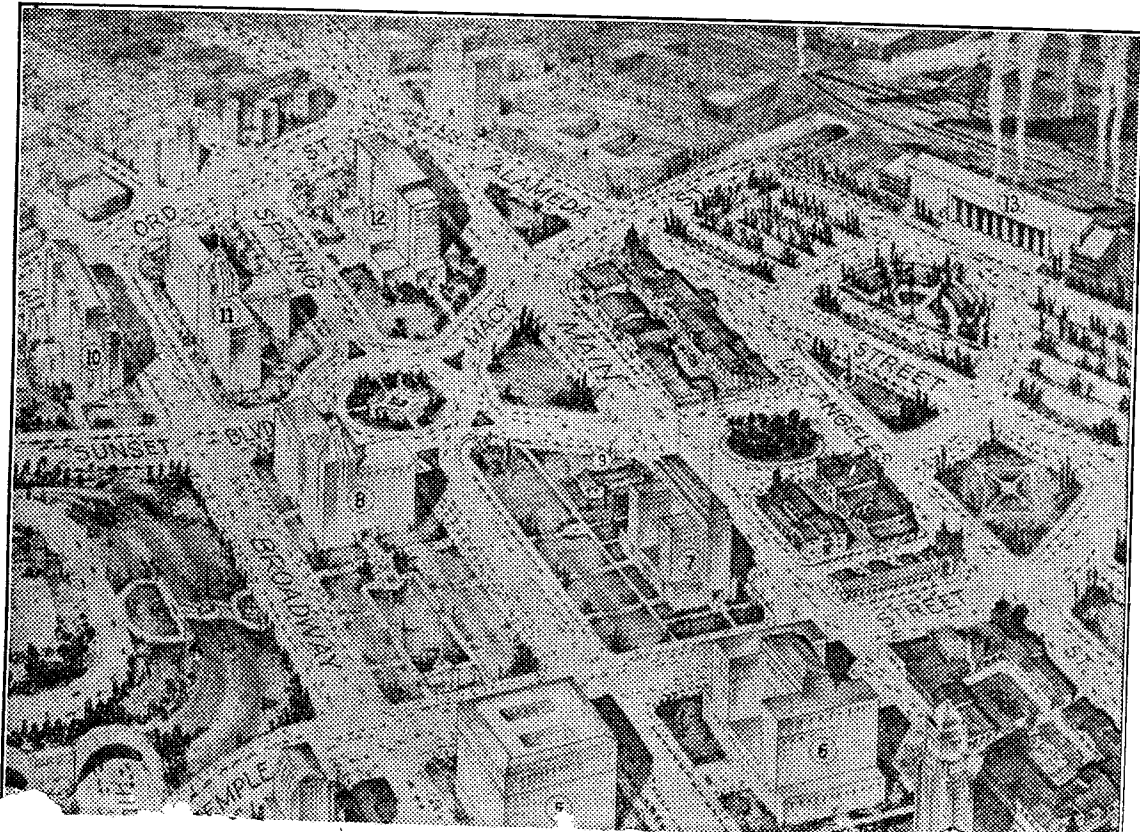


St. Dominic's Catholic Church



The United Church

Drawing Of The Beautiful Civic Center Planned For Los Angeles



PROPOSED CIVIC CENTER

ACCEPTED BY:
 L.A. COUNTY REGIONAL PLANNING COMMISSION
 L.A. CITY PLANNING COMMISSION
 SEPTEMBER 1933

OFFICE OF THE CITY ENGINEER
 DEPARTMENT OF PUBLIC WORKS
 CITY OF LOS ANGELES

1-COUNTY COURTS
 2-STATE BUILDING
 3-CITY HALL

4-TRAFFIC-SAFETY
 5-HALL OF JUSTICE
 6-FEDERAL BUILDING

— LEGEND —

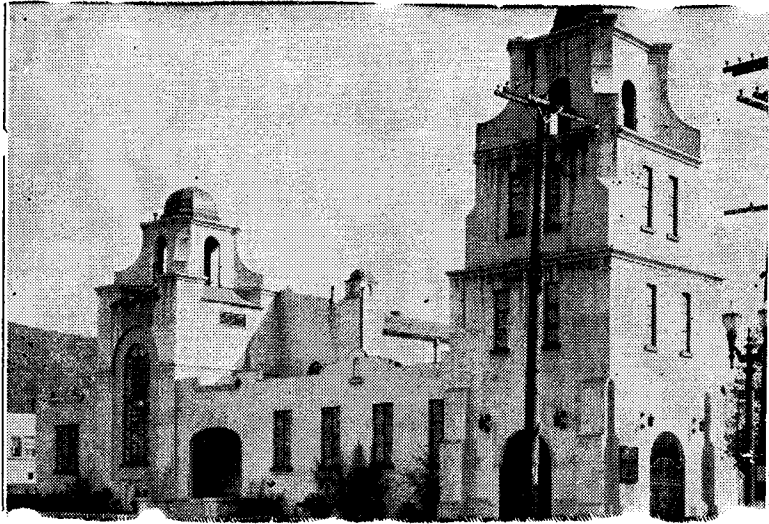
7-ENGINEERING BLDG.
 8-CONSULAR OFFICES
 9-PLAZA CHURCH

10-HEALTH-EDUCATION
 11-LATIN-AMERICAN HALL
 12-FOREIGN TRADE BLDG.

13-UNION RAILROAD TERMINAL

Eagle Rock Is the Northeasterly Section of Los Angeles

A Few of Eagle Rock's Churches



The First Baptist Church



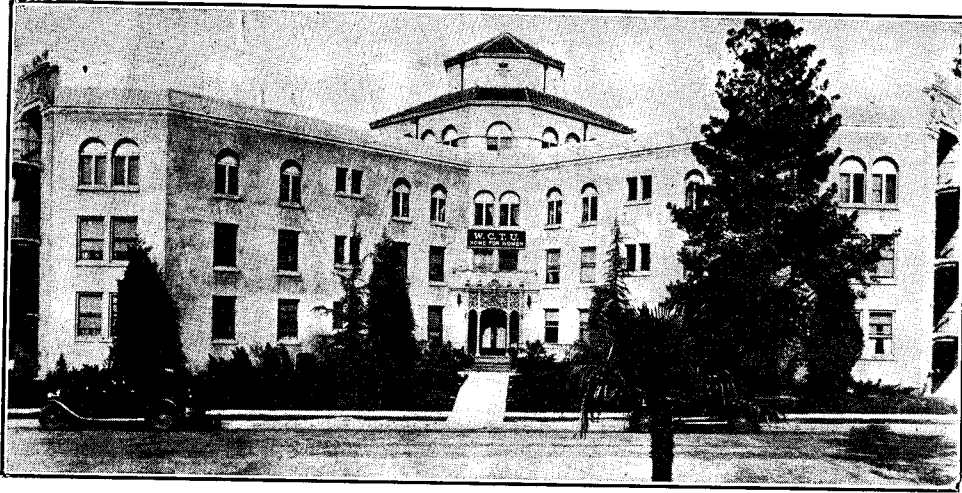
The First Presbyterian Church

Woman's Twentieth Century Club



The Woman's Twentieth Century Club of Eagle Rock learned unity early in its existence. United it has been a real force in the upbuilding and development of Eagle Rock, acknowledged to be the real cultural section of the City of Los Angeles. Above is shown its beautiful club house. Through this unity the club in the spring of 1911 was singled out among all clubs in the State as the member club in the State Federation to sign the resolution to the State Legislature asking the voters of California to extend the franchise to the women of California. The passage of this resolution made California women the first in the nation to have complete suffrage. The cultural activities of the club are divided into different departments giving every member a free opportunity for expression. The club is the center of activities for women in the Eagle Rock section, while not one of the largest in the City of Los Angeles it is recognized as one of the most progressive. Its club property is free of all encumbrance and is owned outright by the organization.

W. C. T. U. Home for Women



The W. C. T. U. Home for Women, located at 2235 Norwalk St., is one of the institutions in this community of which Eagle Rock is proud. It is a modern and up-to-date fire proof building, beautifully located, and in the favorite section, surrounded by hills, except on the north where the mountains rise in all their grandeur, and during the winter months are capped with snow. It is within easy reach of library, post office, banks, Occidental college, churches of all denominations and car and bus lines to all parts of Los Angeles.

This home, as in the case of many philanthropic institutions, has no endowment; receipts from those who live there, board of life lessees, and donations from W. C. T. U. unions and friends, must be sufficient to take care of expenses. Its aim is to provide a home-like home for women who are lonely and to whom a home environment and personal associations are essential to happiness. A matron is in full charge of the management of all departments relating to the affairs of the household and board of directors endeavors to promote efficiency and economy.

Officers and Members of The Eagle Rock Kiwanis Club



Reading from left to right—Seated: G. B. Alexander, R. E. Wilson, Pianist Nana King, H. I. DeVol, District Governor Frank Fox, Art Roberts, E. F. Swanson, Osgood Hardy, J. C. Richardson, F. E. Biles. Middle row: Art Chase, F. P. Raymer, Daniel Bryant, Dr. M. C. E. Sager, J. L. Cunningham, George Juett, David Kaplan, J. B. Hudson, R. P. Choate, E. C. Franklin, Daniel Bryant, Dr. M. A. Palmer, George Westrum, Virgil Drenberg. Top row: Earl Haney, Joe Wynn, R. N. Weaver, Dr. Harry Crawford, C. W. Olsen, E. A. M. Null, President Jesse Kirby. Dr. M. F. Decker, Dr. W. M. Christensen, L. B. Wilson, C. F. Lindsley, Dr. Carl Ross, H. A. Lawson.

Members of Eagle Rock Inter Club Association at Summer Meeting



The Inter Club Association is made up of representatives of all organizations in Eagle Rock and is a branch of the Chamber of Commerce. It is one of the few organizations of its kind in Los Angeles.

The Eagle Rock Revelers, Prominent Singing Organization Here



Reading from left to right—Front row: Roy Berry, O. E. Bell, D. W. MacNaugher, Director Ellis Rhodes, Accompanist Lucille Bailey, Ralph DeBell, Willed Darby, John Bergholz, Samuel Ratliff. Back row: Robert Monette, Harry Blaine, Larry Miller, Herbert Cook, Charles Brotherton, James Fisher.



Eagle Rock Post No. 276, American Legion

SHORTLY after the Armistice, several of the returned soldiers in Eagle Rock formed the Theodore C. Koethen Post of the American Legion, in honor of a comrade who died in France, and whose home was in Eagle Rock.

The post prospered until 1927 when a new post was organized in the Glassell Park district. It was then that the two posts consolidated and took the name of Unity Post No. 276. Ed. W. Welty was commander at the time.

Vernon B. Landis was at the time commander of the Glassell Park Post, and was elected the first commander of the newly formed Unity Post.

Everett E. Bird was elected commander in the fall of 1927. The post then met at the Verdugo Playgrounds. On March 6, 1928 a charter was issued to the Unity Post.

Aymar J. Wattel was elected commander in 1928. Ewart G. Johnston was elected commander in 1929, and re-elected in 1930. Forbes V. Brown was elected commander in 1931 and John Johnston in 1932. Commander Johnston resigned in February, 1933, and Dr. Carl S. Ross, first vice-commander, was elected to succeed him.

Joe S. Wynn was elected commander in 1933. A big Hallowe'en Party was staged in the fall at his place of business. The following spring the post moved to a hall in Eagle Rock. A smoker was put on the following May. The post was placed in the 20th District of the American Legion in the following May. In June the post entertained said district.

Leslie B. Hanson was elected commander in 1934. The first order of business was to change the name of the post to Eagle Rock, Post No. 276, and to incorporate the same. Also to change the name of the meeting place to American Legion Hall.

On December 28th, 1934, the Sons of the American Legion, Eagle Rock Squadron, were presented with their charter. The post made official visitations to each of the 23 other posts in the 20th District, which extends as far north as Lancaster. The post was host to the 20th District in June when they had their nominations. Appropriate entertainment was promoted by Comrade Edward L. Thrasher.

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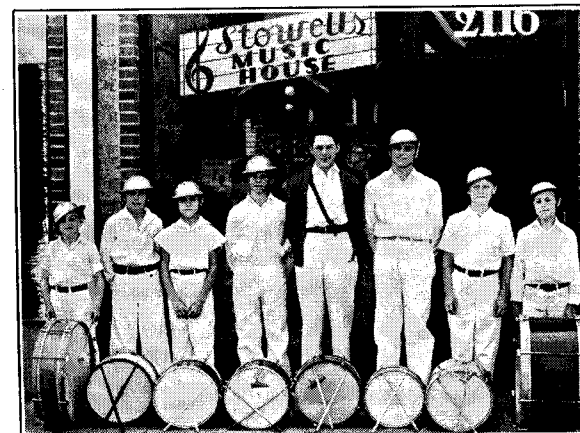
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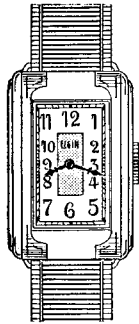
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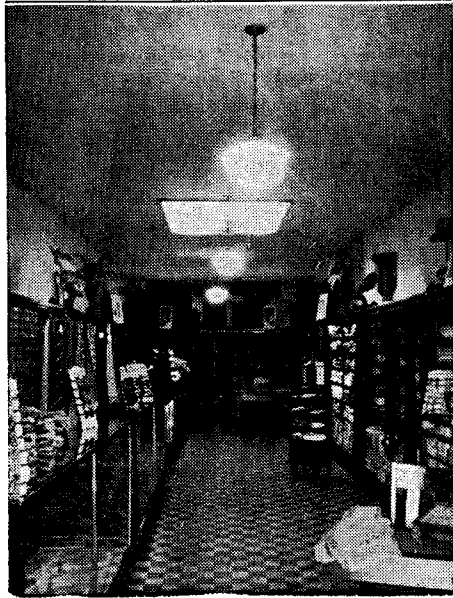
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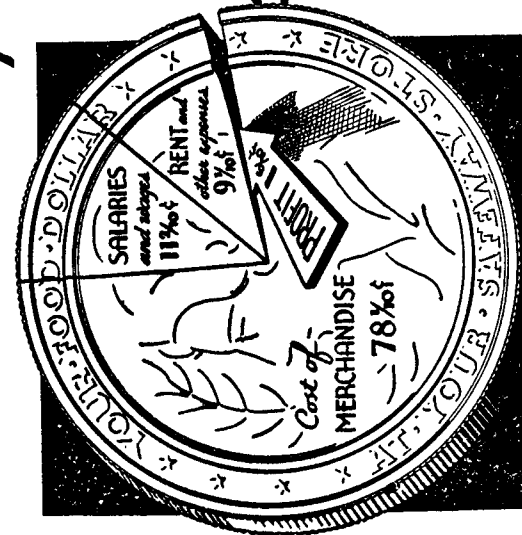
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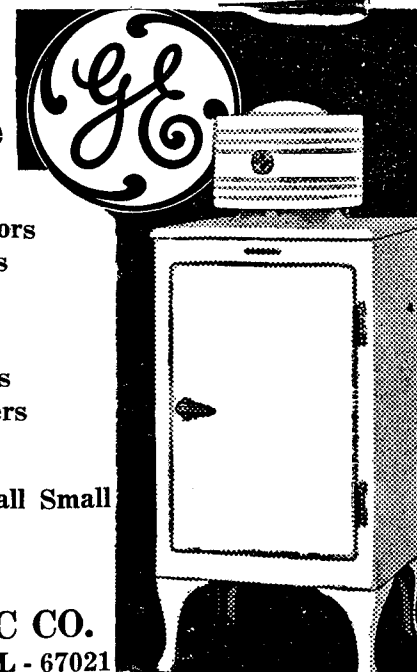
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The Eagle Rock Kiwanis Club



THE Eagle Rock Kiwanis Club was organized in December, 1923, with 36 members and the organization was completed on the seventh day of that month and year.

The club's first president was Andrew S. Wilson and its first secretary, Donnell G. Montgomery. These officers were carried over into the following year, 1924.

Since its organization, the club has enjoyed a fine growth and healthy existence. Even during the years that were not normal from a business and economic standpoint, the club's membership held steady and its finances were kept on an even keel.

The club now has a membership of 44. It has held its meetings regularly each week throughout each year. Its programs have been interesting, sometimes inspiring, and always instructive. Its members have enjoyed an association of goodfellowship, the value of which cannot be measured in dollars and cents.

The objectives and aims of the club are those of Kiwanis International.

The club is a unit in and part of the California-Nevada district and a member of Division Three. In the activities of both the district and the division the Eagle Rock club has played no small part. Not only have its members been recognized and honored but they have been elected to important offices.

It has played a real part in promoting the best interests of Eagle Rock.

The club has a record of accomplishments of which it has reason to be proud. Few civic projects or matters have been undertaken in Eagle Rock without its support or the active participation of all or some of its members. At the present time most of the officers of the Chamber of Commerce and all the directors, but three, are Kiwanians.

The Club has raised between \$2000 and \$3000 which it loaned, without interest, to worthy students who otherwise would have to cut short their education. This is in the nature of a revolving fund which the club keeps adding to each year.

These loans average \$110 each and are paid back in installments. They are made to needy seniors in colleges in Los Angeles county, and the borrower must have the recommendation of the college registrar and treasurer and be a student in good standing with average grades.

An orphan boy in McKinley Home has been a ward of the club which has supported him for some years. It has directed the Boy Scout work in Eagle Rock district and sponsored and furnished the leadership for Troop Four. Each year a \$50 prize is given to the boy with the best scholarship in the High School.

Proceeds from the Hi Jinks, in which, during successive years, each member has taken some part, are used for charity in some form.

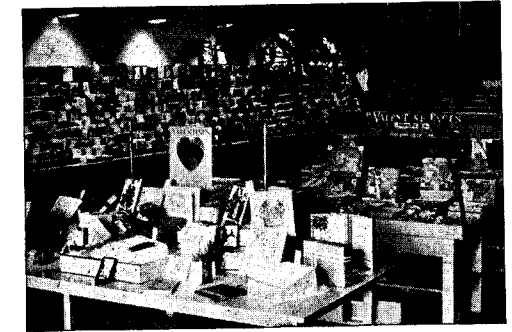
Among the civic projects the club has helped with are the following: Installation of Yosemite Playgrounds and its improvement from year to year; improving and enlargement of the High School; planting of trees along Colorado boulevard and numerous other activities for the betterment of this community.



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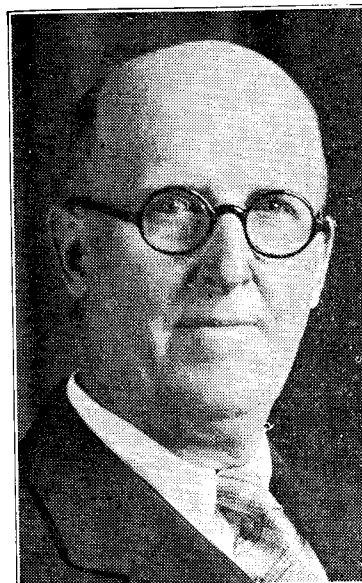
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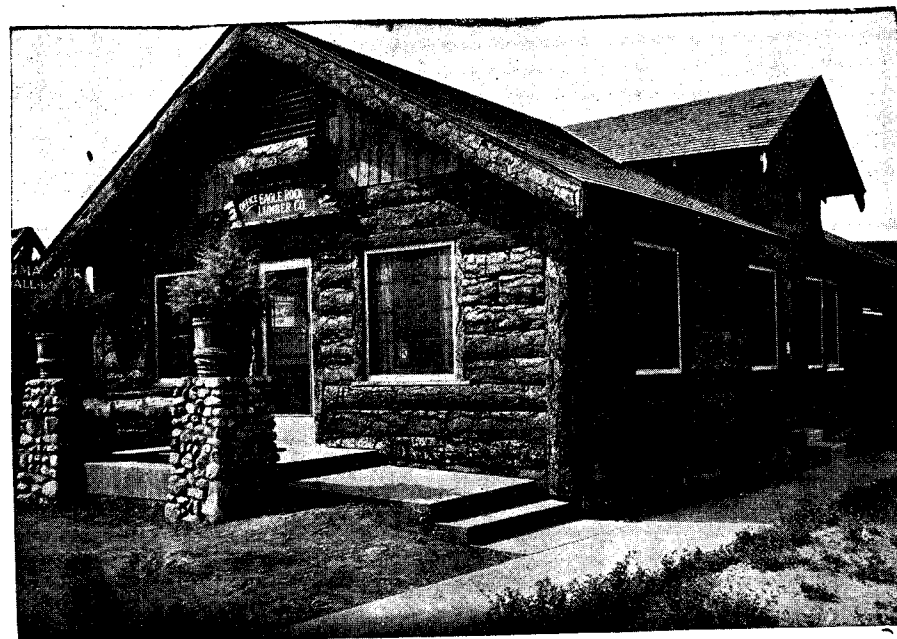


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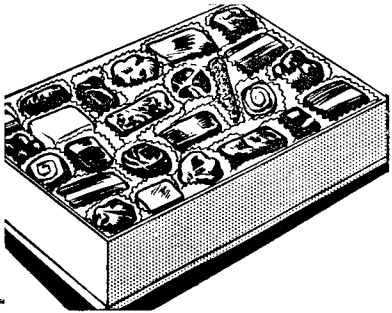


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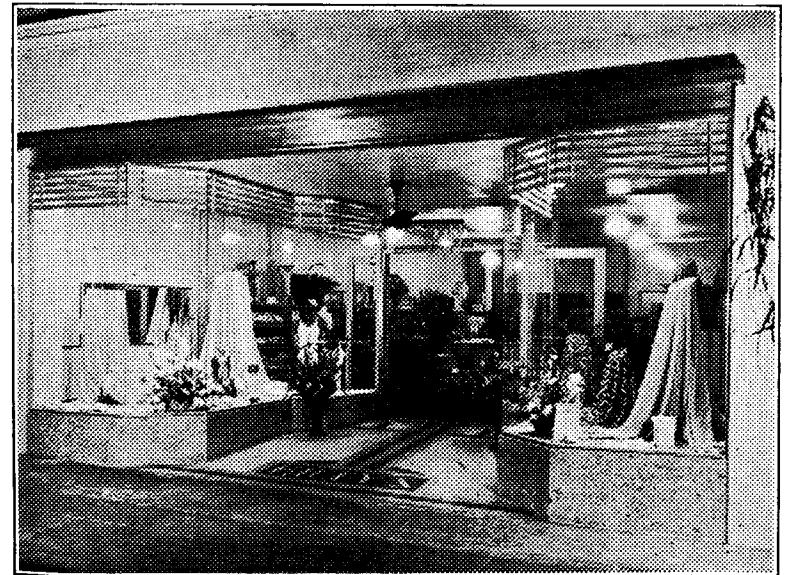
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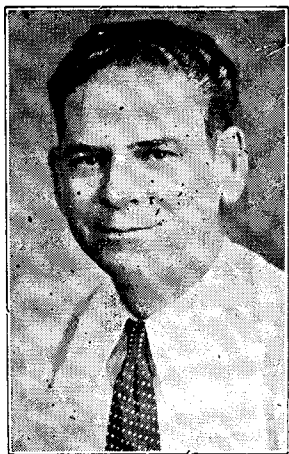


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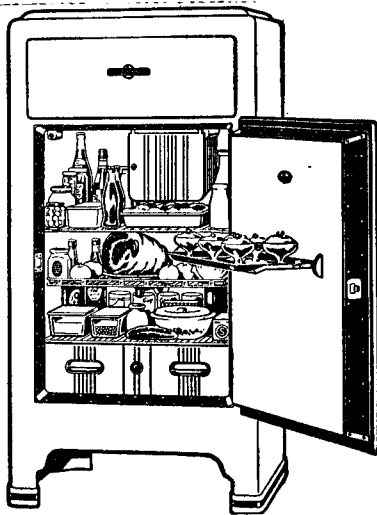
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