

Reference Desk

#32

Winter 1987

Collector Edition
\$3.50

EAGLE ROCK

THEN AND NOW





BRAGG & SMITH

REALTORS



J.P.



Katie

* 4777 Eagle Rock Boulevard
Los Angeles, California 90041
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* 4301 North Figueroa Street
Los Angeles, California 90065
(213) 223-1311

The name Bragg & Smith has been an established name in the Northeast community for over 27 years. It began many years ago with J.P. Katie, our broker, has carried on the name in the fine manner in which it started. The names in the "team" have changed over the year, but the spirit remains the same.

Bragg & Smith has always been a family owned real estate firm which stresses the word "service." Our motto says it all ————Big Enough to Serve All Your Needs—
———Small Enough to Really Care.

The family tradition is being carried on now with the addition of daughter Linda Kash, Administrative Assistant, and Jim, manager of our Eagle Rock office. Our belief in service to the community has never wavered.

Our personalities are different, yet we share one thing in common -- something that separates us from the rest---

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We salute you. You have given us the desire to be more knowledgeable, professional and caring!

Member: Los Angeles Board of Realtors, Glendale Board of Realtors, Pasadena Board of Realtors And Northeast Los Angeles Multiple Listing Association

TO OUR READERS

Eagle Rock may be the only community in the United States whose residents never identify themselves as being from Los Angeles. No matter where you are vacationing, if you ask someone where they are from-if they are from Eagle Rock, they will tell you.

Many people have lived in this community for many years and still do not know about the rich cultural history of the area. The Eagle Rock Historical Society is the storehouse of wealth about this subject. To start to explore is to become committed to learn as much as is possible about the history from the time when the Indian were here until now.

Over time, much as changed here, as it has in the rest of the world.

However, one thing has not changed that makes Eagle Rock unique.

That is the feeling of a small country town, the spirit of belonging.

This magazine is not the history of Eagle Rock. Its history can not be told in 48 pages———or in 480 pages. It is a compilation of “bits and pieces” of the rich history of the community. We hope you will enjoy it.

This magazine would not have been possible without the encouragement of the Eagle Rock Chamber of Commerce, without the help of such people as Eagle Rock Historical Society, Donna Adams, Henry Welcome, Ralph Sherman and many others. We hope you enjoy is as much as we enjoyed doing it.

Katie Smith and Joe Friezer

- * All photographs taken by Joe & Henk Friezer
- * Editorial material written by Katie Smith



**PICTURE OF
THE FIRST
INDIAN IN
EAGLE ROCK
EARLY 1800'S**

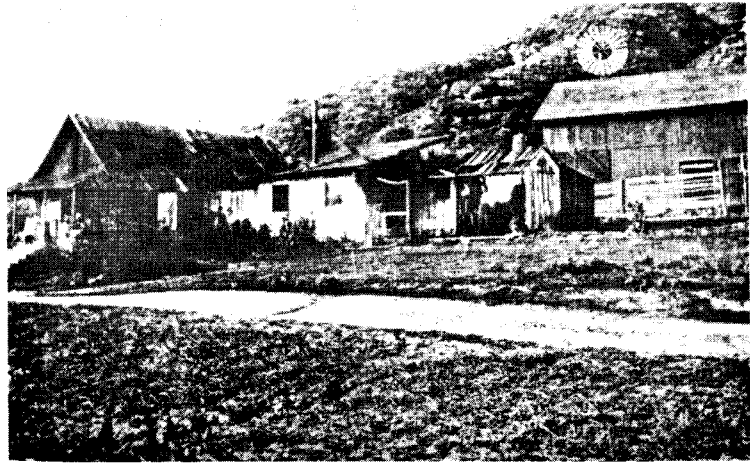


GABRIELINOS BUILDING A THATCHED HUT
Diorama by Elizabeth Mason

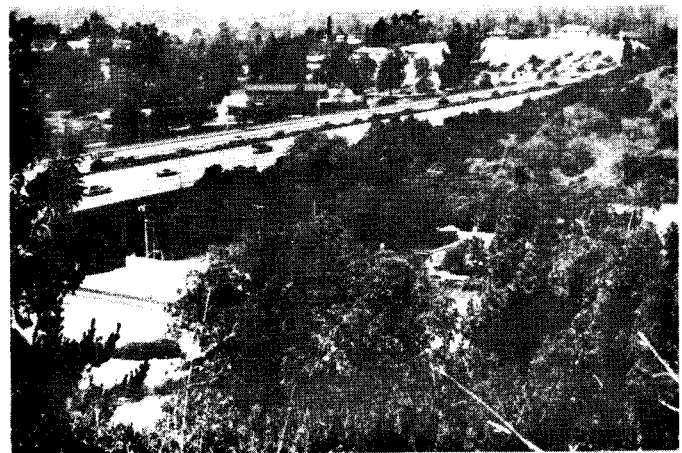


Early photo of the Eagle Rock
Taken around the turn of The
century.

Southwest from the Eagle
Rock, early 1900's



Southwest corner,
Colorado Blvd.
and Eagle Rock Blvd. 1911



NOW...Ventura Fwy. (134) going
past Eagle Rock Plaza

THEN...Before the Ventura Fwy.

CHINESE SOLDIERS BEING TRAINED IN EAGLE ROCK

In the early 1900's the Gates Strawberry Ranch covered all the land from Eagle Rock Blvd. to beyond Maywood Avenue and from Yosemite Drive to within a block of Colorado Blvd. Their fine strawberries were shipped a great distance. The ranch employed Chinese laborers exclusively. The owners noticed that all the laborers had a habit of disappearing every weekend. At the time the owners did not realize that the laborers were being trained to become officers in the Chinese Revolutionary Army of 1910.

In Denver, Colorado on Nov. 17, 1876 was born a frail little hunchback named Homer Lee. He became a brilliant military genius when still little more than a boy. As a youngster his family moved to Los Angeles, and in 1894 he entered Occidental College. Later he attended Stanford University. Though only 5 feet tall, he became a Lt. General in the Chinese Republican Army. The early efforts of Lee and the Chinese patriots failed to destroy the Manchu dynasty. Homer Lee returned to California and through the efforts of friends, engaged Sgt. Ansel O'Banion to train local Chinese officers for a new Revolutionary Army. Captain O'Banion at the time was in the California Reserve. Often the field training took place in the hills of Eagle Rock. There were three years of training from 1903 through 1909, with 120 men per class.

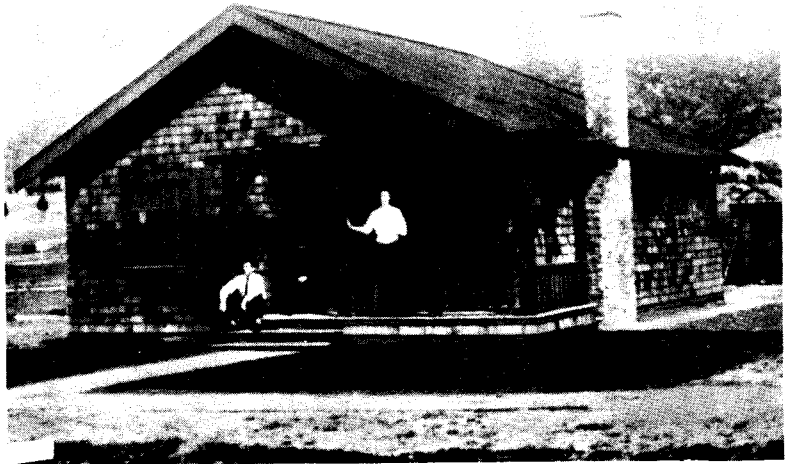
After these years with very little pay, O'Banion turned out several hundred officers who succeeded in bringing a republic to China in 1911. Dr. Sun-Yat-Sen was China's first president. The United States Government frowns on the training of foreign troops within its territorial boundaries, especially by a reserve non-commissioned officer. Consequently O'Banion, who also held a captaincy in the Chinese Army was convicted for his efforts and served a number of months in the federal penitentiary. What is interesting is that O'Banion with his blue uniformed Chinese would often ride the big red street cars of the Pacific Electric to Highland Park and then hike up what is now Figueroa street to the hills of Eagle Rock for some of their field training. Captain O'Banion was still alive in 1963 and living in Sierra Madre.

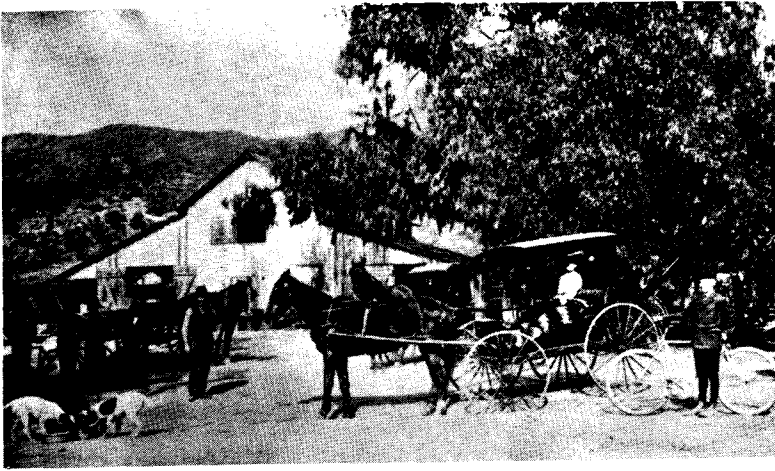
* See back cover for picture of chinese laborers climbing up the moutian to Eagle Rock



Pictures Chinese laborers
who worked at Gates
Strawberry Ranch
(See story on page 4)

Mr. Fred Eckert who first came to
Eagle Rock in 1897 to become
Foreman of the Gates Strawberry
Ranch built a home for his family
in 1911





EARLY TRANSPORTATION

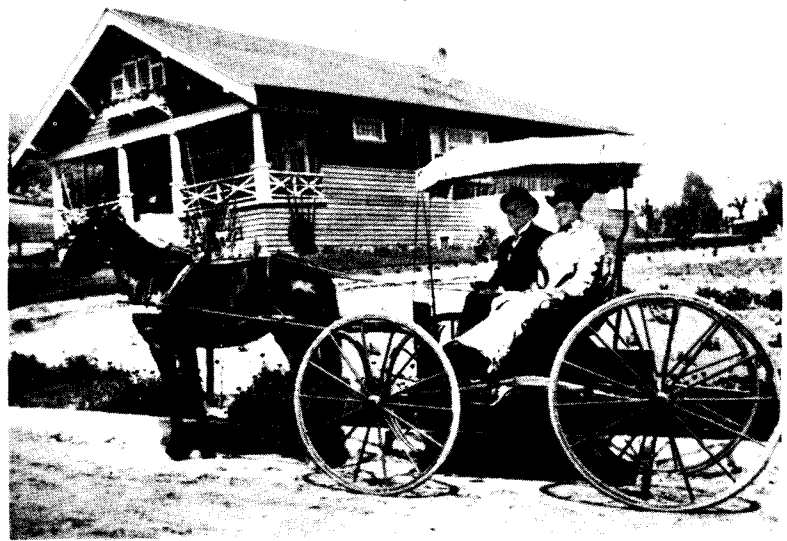
Eagle Rock home during the horse and buggy days

In 1906 the trolley system arrived in Eagle Rock and at Colorado Blvd. and Eagle Rock Blvd. there was a small shelter for street car travelers to stay out of the rain. There was also a general store and a real estate office.

Around 1906 there was a toonerville from Eagle Rock to Glendale. It ran every half hour and the fare was a nickel. They called it the "galloping goose" because it had a swagger in its walk. High school students from Eagle Rock attended Glendale High school and when the "galloping goose" jumped the track, the students lifted it gently back on the track.

The "Merry-Go-Round" was built in the early twenties to protect the passengers waiting for the street car from the weather. It was the social center of Eagle Rock. By the thirties it was interfering with automobile traffic. They tried to knock it down with a giant crane but it was also solidly set in cement that it took three attacks of dymanite to destroy it.

Eagle Rock Elementary School was started in the fall of 1884 with 17 students.



The Roberts home - Mr. and Mrs. Pitman in buggy
Mr. Pitman was the first City Clerk in Eagle Rock



Streetcars were a very efficient means of travel.
In the forties they were discontinued.



Opening at Ventura Freeway in 1971



Opening freeway in Aug. 1971



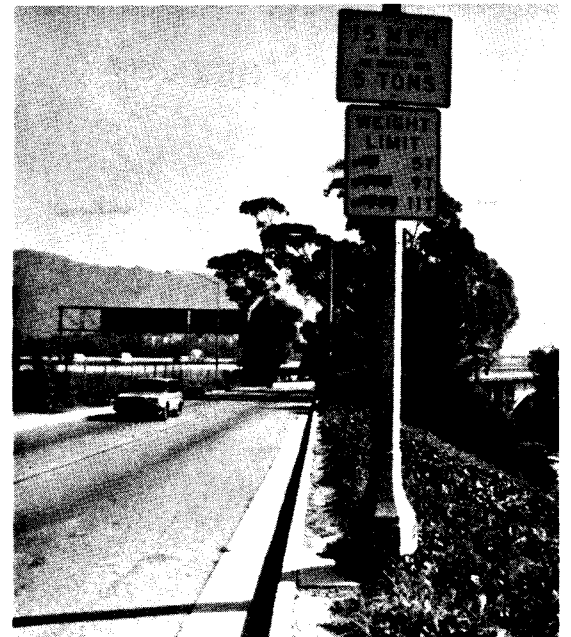
Overlooking the Ventura Freeway in 1971

NOW TRANSPORTATION

Putting a freeway through Eagle Rock caused much furor for over 15 years before it actually happened. The community held many meetings, trying to decide on one of three possible routes. One of the routes would have cut right through the middle of the community.

John Holland was the councilman during the first year, and he had a hard time trying not to offend anyone. At one meeting he said, "Some people want Route A, some want Route B and some want Route C. I am for the people."

Arthur Snyder was councilman when the freeway was finally put in. Because of his efforts, no one can build on the north side of the freeway.



THEN... Gates' Hall - Yosemite At Maywood THEN...



THEN...

THEN & NOW (Still exists)

The Frackelton Ranch House at Hermosa Ave.



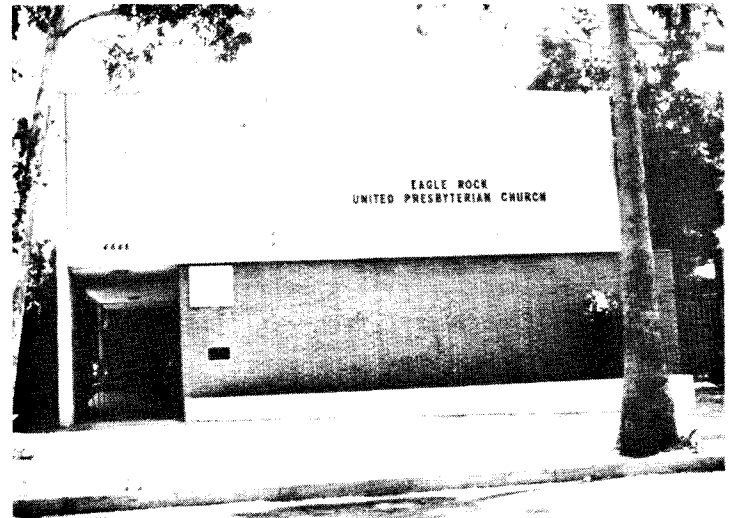
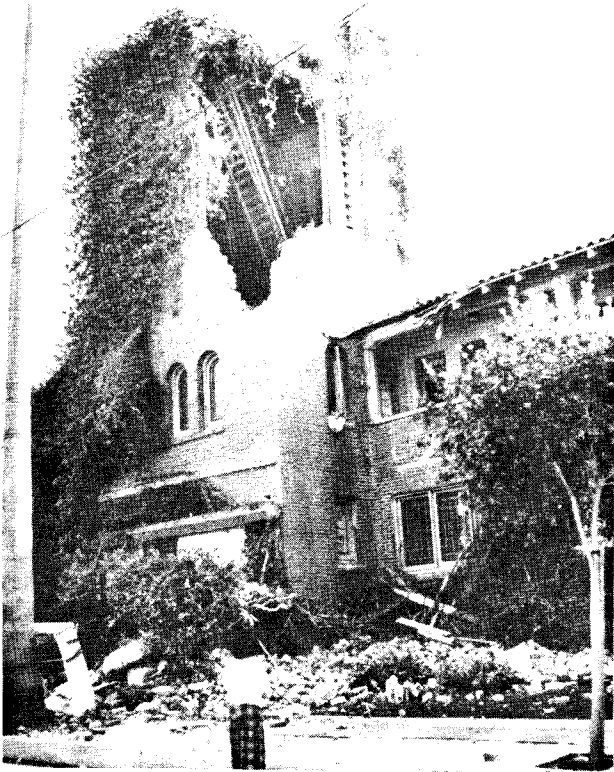
THEN...

NOW...



View South, Eagle Rock Blvd. from Colorado, 1928

View South, Eagle Rock Blvd. from Colorado today.



Eagle Rock United Presbyterian church-built after 1971 earthquake

Eagle Rock Presbyterian church in the after math of the 1971 Earthquake

“old” Eagle Rock Library on Colorado Blvd. Now declared a historical building. Will be made Earthquake proof in 1988



The new Eagle Rock library on Caspar Avenue opened in 1980



Formerly Eagle Rock Lumber Co.
Now SAV - ON Shopping Plaza on Eagle Rock Blvd. at Yosemite Drive



Mr. Emil Swanson

Verdugo Lumber was at the location where Eagle Rock Lumber now sits and Eagle Rock Lumber was then where the Sav-on Plaza now sits. Emil Swanson, a well known Eagle Rock resident was one of the former owners of the Eagle Rock Lumber. He was a member of the Eagle Rock Kiwanis Club and had a perfect attendance for fifty years. Emil had a 75 foot tree in his front yard which he climbed every year to decorate for Christmas. He did this every year until he was 75 years of age, when someone finally convinced him he was too old to climb.



Employees of Eagle Rock Lumber Company celebrate Eagle Rock Progress Day in May, 1961

BITS AND PIECES OF EAGLE ROCK HISTORY

Two prominent members of the Eagle Rock Presbyterian Church, W. L. Miller, publisher of the Eagle Rock Sentinel and C. W. Young organized the easter Sunrise Services held at the Eagle Rock in 1917 and 1919. Mr. Young organized the services at the suggestion of his wife. The arrangements included heralds posted along the San Rafael Hill equipped with coronets to call them to remember the resurrection. No one was permitted to drive within close proximity of the rock, so for hours before the services, long lines of wroshippers could be seen approaching along the floor of the valley. Ten thousand people showed up in 1917 and the number increased to 15,000 in 1919.

In April of 1911, by a vote of 72 to 57, the voters of Eagle Rock decided to incorporate as an independent city. A mayor, city clerk, attorney, surveyor, street superintendent, city recorder treasurer and a board of trustees were elected. Later a marshall and police officer were added. In 1918 a bond election was held to station. Both buildings were finished in 1921. Eagle Rock joined Los Angeles in 1923 after which local town government ceased.

Blanche Gardiner started a nucleus of books in a local store prior to asking for a Carnegie grant. In 1915 a library was begun with the money obtained. It was completed in 1916. This beautiful library was remodeled and enlarged in the early twenties and is the present structure.

The old Eagle Rock Library was built approximately 1916. It was designed by Conrad Buff, a local artist. After Eagle Rock joined the city of Los Angeles, a whole new facade was put on the library.

There was a local man named Roland McNitt who fought against Eagle Rock becoming apart of the city of Los Angeles. In World War I, the American people were very patriotic. Mr. McNitt was so sure the Germans were going to come over and conquer Eagle Rock that he started the Home Guard to protect the community. The United States Government even sent him rifles and equipment for the Guard.

In late 1917 or early 1918, the building at the corner of Townsend and Colorado (where the new mini-mall is being constructed), was built by a man named Schumaker. Mr. Schumaker was one of the founders of Security First National Bank. In the summer time a fire broke out in the weeds in the backyard. A carload of well dressed men were coming from Pasadena and saw the fire. They jumped out of their car and beat the fire out with coats. The leader of the men was Douglas Fairbanks Senior.

The beautitul estate at the corner of Hill Drive was originally built by the owners of Bekins Moving Company. Years ago it was owned by Bill and Hazel Lane. Bill Lane sold the property in the Big Tujunga Wash to the Boy Scouts of America for a campground. The price----\$1.00.

THEN...



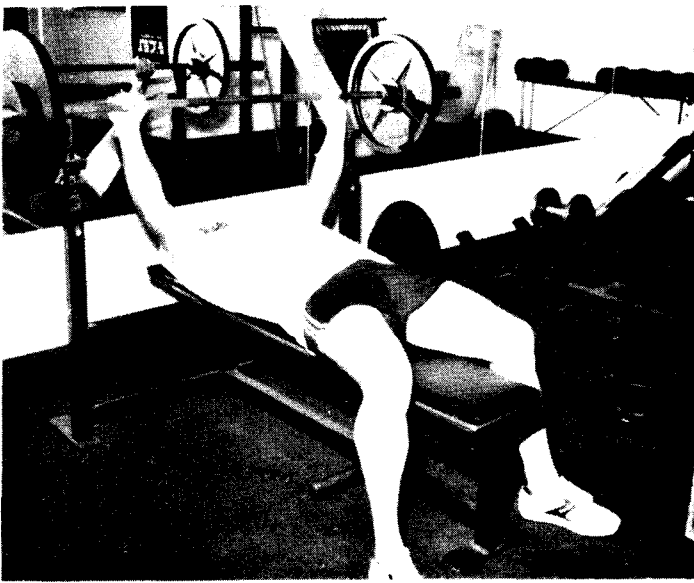
Captain Cunningham & old Police Station on York Blvd.

NOW...



Commander of Northeast Division, L.A.P.D. Captain Noel Cunningham in front of the new Police Station

Men and women of Northeast Division at work in the new Police Station on San Fernando Rd.



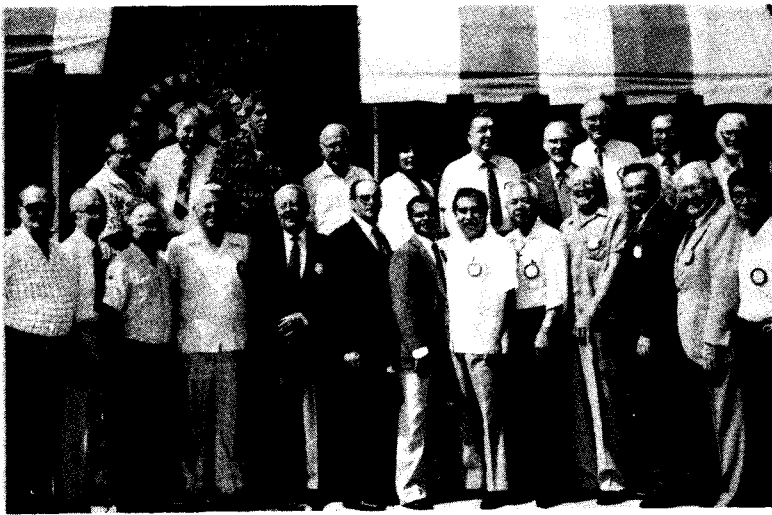


Women's 20th Century Club members in Eagle Rock parade - October, 1987

Diana O' Brand, President and 1987 - 88 Board of Directors of B.L.E.N.D.



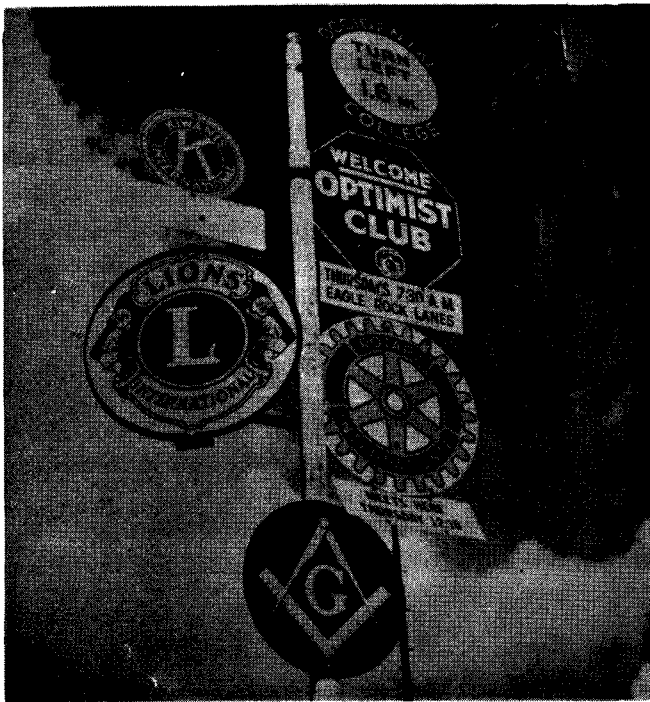
Santa Claus brings gifts at the annual Soroptimist Senior Citizen Dinner.



Northeast Rotary Club members welcome first female Virginia Santos to their club.



Eagle Rock Community Association members participating in "Old Country Faire"



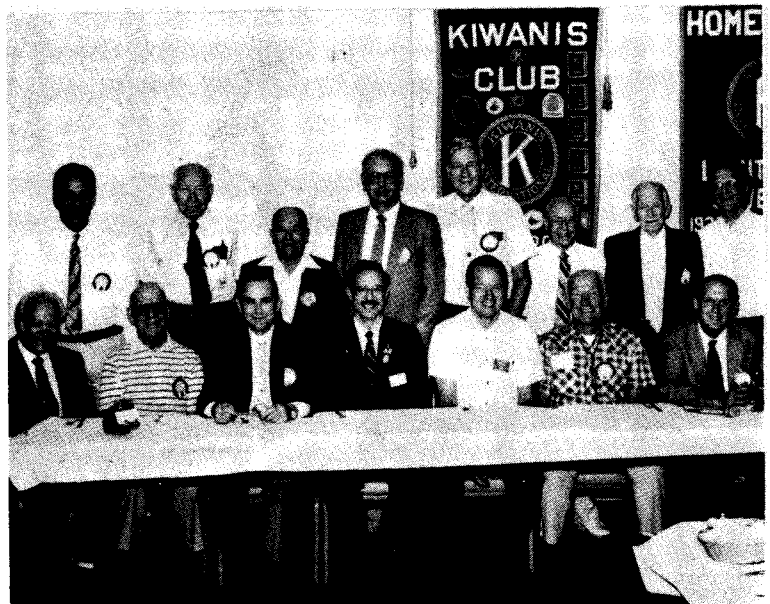
Service Clubs signs leading into Eagle Rock from Pasadena 1987



Eagle Rock Lions Club, Long time service club



Soroptimist members working at "Old Country Faire"



Members of Eagle Rock Kiwanis Club

BITS AND PIECES OF EAGLE ROCK HISTORY

In the early days the center of Eagle Rock was at Townsend and Colorado Blvd. This was true until 1910 when buildings and the railway from Glendale were built at Colorado and Eagle Rock Blvd. (the Central). The Eagle Rock Bank moved to the corner of Colorado and Eagle Rock and that became the center of town.

Leo Maag, who was one of the sons of the foreman who laid the tracks, is still living today at the age of 97.

In 1876 an Austrian nobleman visiting Southern California drew a picture of the Eagle Rock as he was passing through our valley. He mentioned that there enormous herds of sheep guarded by fat shaggy dogs near the Eagle Rock. The picture on the left hand of the Eagle Rock Historical Society is the picture drew.

The Colorado Bridge was built in 1913 and was considered an engineering accomplishment. The Ferndale Bridge, in Northern California used the same amount of concrete as the Colorado Bridge, but the Ferndale ridge was twice as long.

Before he became famous, John Steinbeck lived with a woman in Eagle Rock. One day they decided to get married, so they went to Glendale for wedding. After he became famous, Mr. Steinbeck moved from the community.

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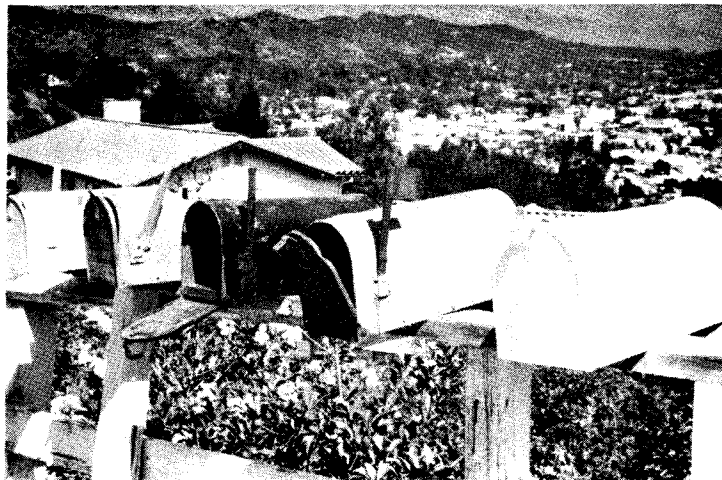
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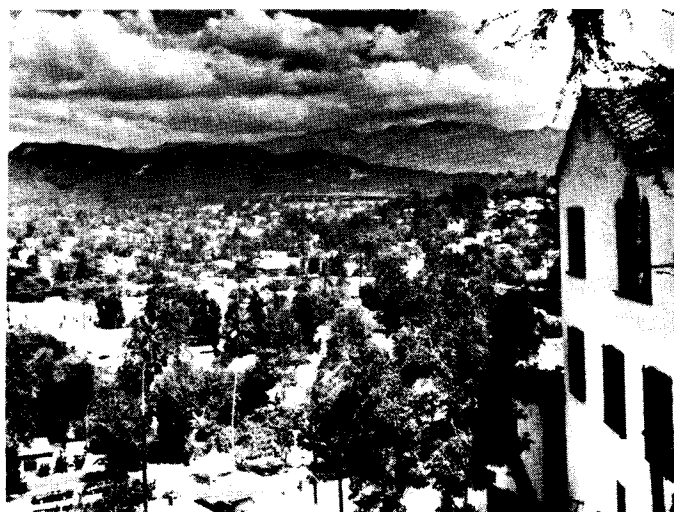
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Worst fire in the history of Eagle Rock hit the northern section of our community in 1964



Rural Mail Box still used in part of Eagle Rock Today

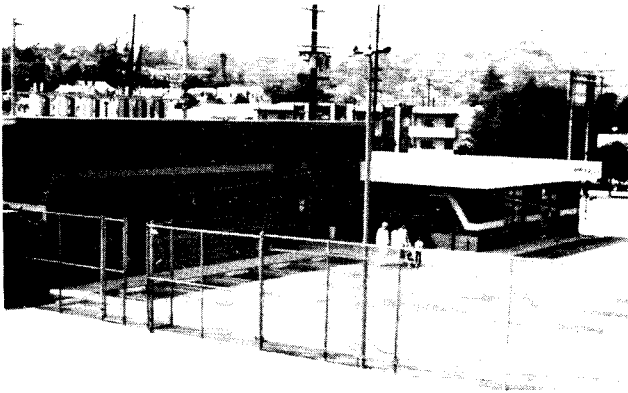


On top of old Avenue 51 — overlooking our Eagle Rock community



Old “Mom and Pop” store at Avoca Avenue and Yosemite Drive. Building still stands today.

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TAKE TIME TO PLAY,
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IT IS THE FOUNDATION OF WISDOM.

TAKE TIME TO BE FRIENDLY,
IT IS THE ROAD TO HAPPINESS.

TAKE TIME TO LOVE AND BE LOVED,
IT IS THE PRIVILEGE OF THE GODS.

TAKE TIME TO SHARE,
LIFE IS TOO SHORT TO BE SELFISH.

TAKE TIME TO LAUGH,
LAUGHTER IS THE MUSIC OF THE SOUL.

Anonymous

Thank you for your continued support.

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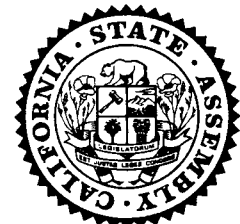
I have been a resident of Eagle Rock for 35 years. My wholesale clothing business started in my home in 1962, but became so popular that I had to move to my present location in 1975

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I am proud to join the community of Eagle Rock in celebrating the anniversary of the founding of this community, as well as the birth of the Constitution from which we derive the freedoms that we enjoy.

Eagle Rock is indeed a unique community among many in Los Angeles

The monument which distinguishes this community - the Eagle Rock - serves as a vital link to our heritage and reminds us of the pride, commitment and concern we have in our residents, institutions and history

Richard G. Polanco
Assemblyman

From the Eagle Rock Advertiser
Thursday, December 27, 1934

PLANNING COMMISSION GIVES OK AFTER STORMY HEARING ON WED.

Property owners Reported to Number Over 300
Enter Protests Against Program For Buildings
To Carry Fight To City Council



Over protests of property owners, reported to number over 300, the city planning commission Wednesday afternoon approved the plans of the Department of Water and Power to erect an electric distributing station at the corner of Maywood Avenue and Yosemite Drive. The action followed a stormy session held in the hearing room of the commission Wednesday afternoon. The proposal, carrying with it provision for variance of the building zone, in order to permit the construction program, which involves not only the site of the old Edison plant but also lots facing Fair Park Avenue, will be brought before the Council in about two weeks, it was stated. Property owners objected to the proposed structure on the grounds that it would constitute a public nuisance, depreciate property values and be a menace to the peace and quiet of the neighborhood. While admitting that all parcels of property in the Gates Tract would undergo a slight depreciation in value, and after listening to the individual property owners, who had signed a petition of protest filed with the secretary of the commission, the board heard arguments by the legal department of the city and finally placed its stamp of approval upon the plan.

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FOR SALE-- For the best buy North of Colorado Blvd in Eagle Rock in 5 room modern home. Price \$2950.00. \$300 down and \$25.00 monthly. Ask Ward Realy, 4623 Eagle Rock Blvd.

BUSINESS INCOME -- Two Story Brick and tile building. Heart of Eagle Rock--- \$10,500.00. \$4500 will handle. Income 18%. Let us show you AND OTHER BARGAINS. J.C. RICHARDSON REALTY COMPANY, 5028 Eagle Rock Blvd. Albany 2211

EAGLE ROCK HIGH SENDS 32 TO OXY

Thirty two Eagle Rock residents, graduates of Eagle Rock High School, are enrolled at Occidental College, according to figures released by the registrar's office at the college recently. This is the second largest group of students coming from any one high school in the Los Angeles area, and represents approximately 5 per cent of total enrollment, and about 9 per cent of those students coming to Occidental from California high schools. Of the Eagle Rock High School enrollment, 5 are freshmen , 14 sophomores 10 juniors and 3 are seniors.

Fifteen states send 25 students to Occidental College and 3 foreign countries, Brazil, China and Manchuria are represented.

The total Occidental enrollment is 634 students.

Letter to The Editors--- Thursday, June 7, 1934

EDITOR,

Eagle Rock Advertiser.

Now and then you are generous enough to donate space in your paper for the public to have a heart to heart talk.

Awhile back one of the dailies said to get ready for the biggest election the state ever held.

Somewhere between 1100 and 1200 candidates are placing their names on the ballot besides all the other questions to be thrashed out by underpaid election boards. I have served as inspector some 12 years in my precinct, and was asked to serve this coming election for \$8.00 instead of the \$18.00, an inadequate fee which has always been paid heretofore.

To make it smell still stronger of politics, I was told three of my board must be Republicans and three Democrats. Now to be candid, gentlemen, when I am an inspector I will put on my board any registered voter that is qualified. I do not care what his or her party affiliations are, or what church they go to. I have not asked two in a family to serve, although some precinct inspectors do as they see fit and nothing said.

Mr. Taxpayer, how do you like the new code, or chiseling or what have you? As for me when the supervisors put my taxes down where they belong I will work all day and all night for \$8.00. As it is they have got me on taxes, but I have something to say about the use of my time--and who I shall vote for.

Frankin E. Prindle

2746 Rock Glen Avenue

BITS AND PIECES OF EAGLE ROCK HISTORY

August 6, 1910-----Ray E. Goode dashinglly swung off an electric car and was knocked cold when he hit his head against a telephone pole.

August 20, 1910-----Eagle Rock was selected as the site of the initial outing of the American Boy Scouts the American Scout movement was started in the United States three months earlier by William randolph Hearst.

October 15, 1910-----Some malicious scoundrel who ought to be ashamed of himself committed an indescribable act at the Methodist Church last Sunday.



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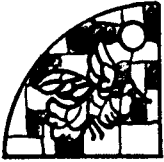
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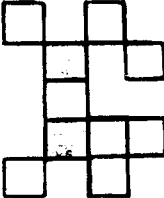
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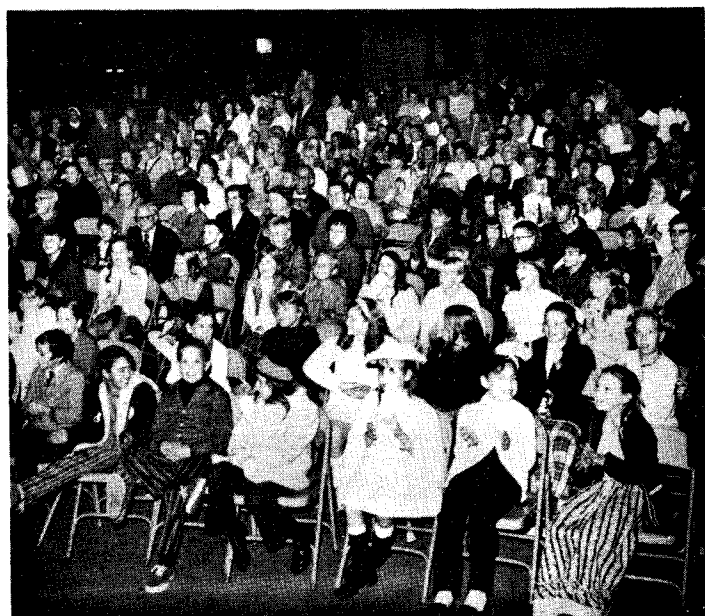
EAGLE ROCK

OLD FASHIONED CHRISTMAS

Eagle Rock's Old Fashioned Christmas is a unique look at the Christmases of yesterday. The second Friday of every December a stage is set up on the back of the parking lot at the Eagle Rock City Hall. Approximately four hundred chairs are set up for the people---but another four hundred stand on the sidelines. The program starts at 7:00 P.M., but many people are there by 6. At seven, the councilman gets on the stage for countdown. As the crowd gets to zero, the 500 lights on the City Hall Christmas tree lights up and the crowd sings "God Bless America." Prizes are awarded to the students from Eagle Rock Schools who have worked for weeks on posters about "Christmas Around The World." All the winners have their pictures taken for the Eagle Rock Sentinel.

For many years, Eleanor Duffy of the Fine Arts Academy has brought her students to dance for the community. Eleanor has provided entertainment for this and many other community functions and students are still entertaining under the direction of Patsy Metzger, who taught for Eleanor.

The thrill of the evening comes as the crowd, under the leadership of one of the members of the Chamber of Commerce is leading in community singing. Suddenly the leader hears something, and she cups her ear with her hand and says to the children, "Do I hear something?" As everyone gets very quiet, you can hear a siren in the distance. The fire engine from Station 42 in Eagle Rock has been sitting at the top of the hill with Santa Claus; and suddenly it comes roaring down the hill with the siren screaming. All the children jump up and rush to the front of the parking lot to greet Santa Claus. The Northeast Explorer Scouts help Santa through the crowd to the stage, and every child gets to go up on the stage to talk to Santa and receive a gift. As a visitor in Eagle Rock wrote back to the newspaper one year, "It is amazing that in this large metropolis of Los Angeles, there is a little corner in the northeast area that still has this. It is like a Norman Rockwell painting."



EAGLE ROCK'S
"OLD COUNTRY FAIRE"
OCTOBER 4, 1987





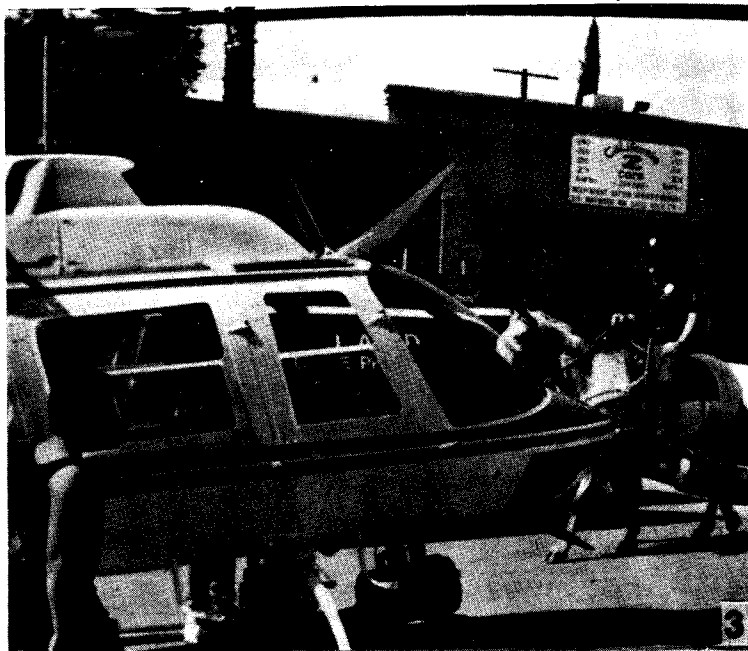
EAGLE ROCK'S ANNUAL "OLD COUNTRY FAIRE" AND PARADE - OCTOBER 4, 1987

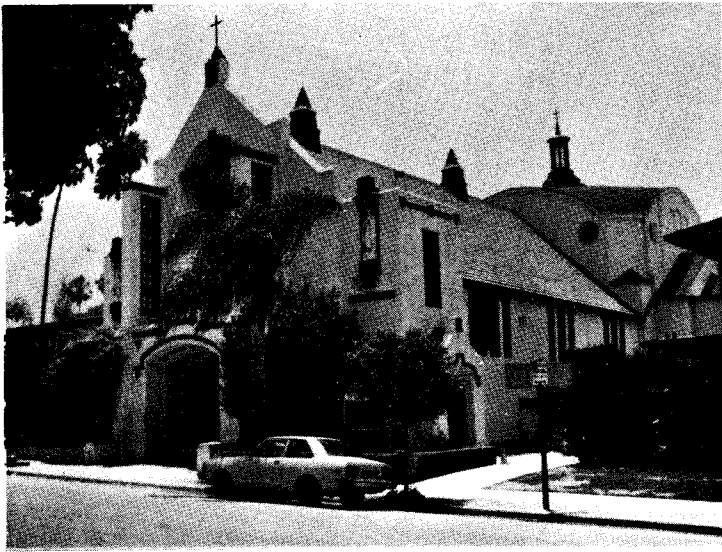
Left page

- 1 - Participants ride bikes in the childrens' parade.
- 2 - Eagle Rock Boy Scouts in parade.
- 3 - Fire Department Captain Craig Evens and family.
- 4 - Chamber President Dean Spugeon and wife Lucy.
- 5 - Northeast Explorer Scouts Honor Guard.

Right page

- 1 - City Councilman Richard Alatorre and wife Cheryl.
- 2 - Firemen from Station 42 in Eagle Rock.
- 3 - Los Angeles Police Department Helicopter and Mounted Policeman.
- 4 - Eagle Rock's favorite "cop"—Bob Mosley and wife.
- 5 - Children look over the D.A.R.E. Exhibit.

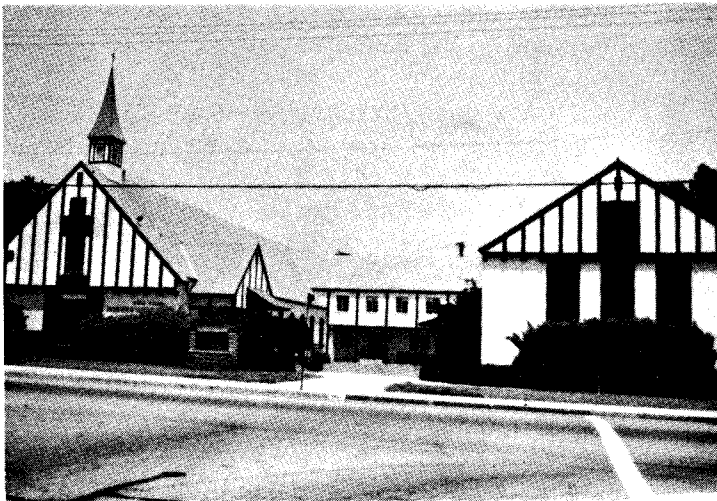




ST. Dominics Church



Harvest Tabernacle Church on Colorado & Ellenwood



Community Covenant Church 1987



Eagle Rock Christian Church



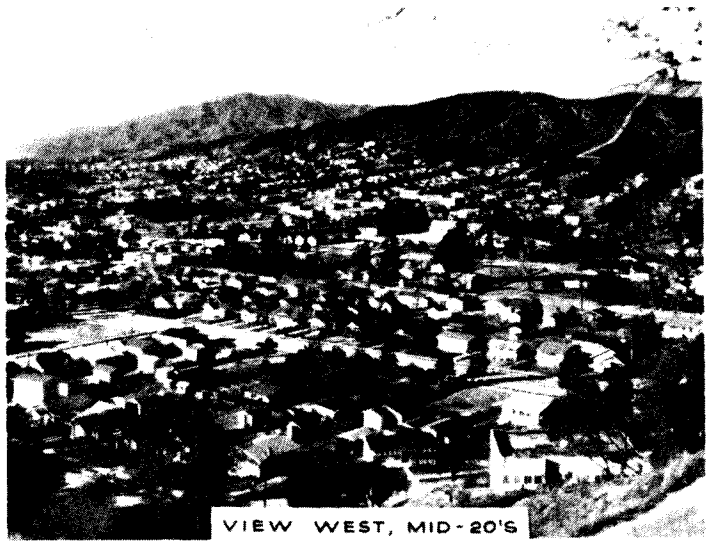
W.C.T.U. Home for Women - on Norwalk



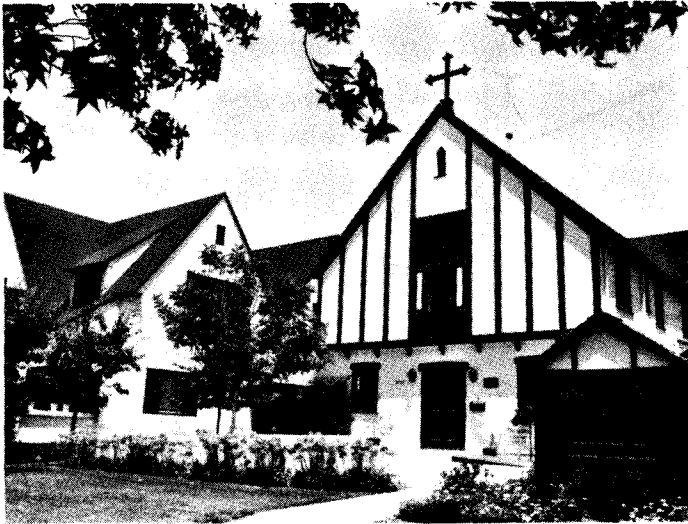
Oct. 1987 groundbreaking Solheim Lutheran Home-on Merton Ave.



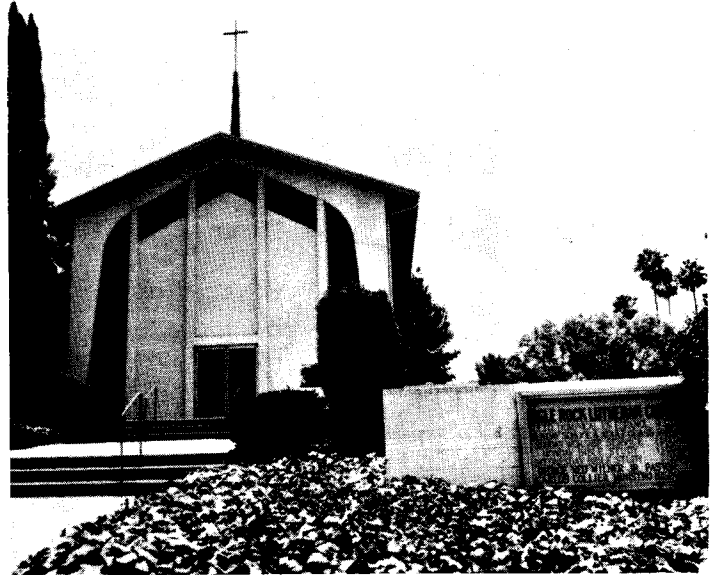
Eagle Rock Baptist Church



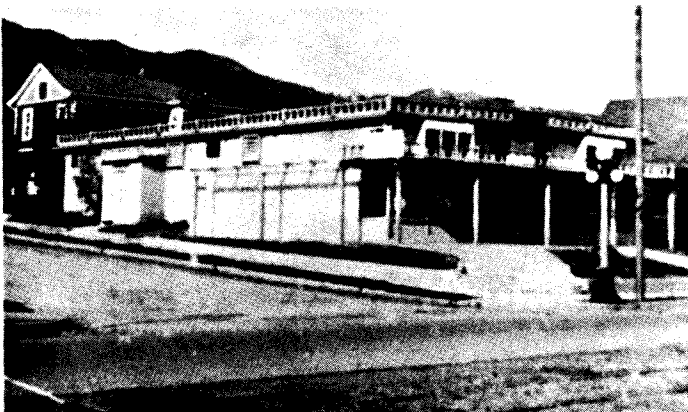
Eagle Rock has always been a church community since the early days



ST. Barnabas Church



Eagle Rock Lutheran Church



Symphony Hall-part of the Methodist property on Caspar and Colorado



Eagle Rock Adventist Church-Merton & Ellenwood Dr.

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BITS AND PIECES OF EAGLE ROCK HISTORY

On the day of Rose Parade, people started going to Pasadena about 4:30 A.M. The traffic was so heavy that the Fire Department would not have been able to get to a home if it was on fire .



There were fourteen families in the valley in 1886---Parker, Brierley, Frackleton--Green and Goode on the north slope. On the western hills were the Backus, Wickerd, Brown, Binkley, Knowles and Stevens. In the south central were Wooley and another name unknown. In the eastern end was the home of an old English couple named Townsend. Townsend Avenue is named for them and is the only street with its original name. There were only two east-west streets--Old Country Road, now Colorado and Sycamore, now Yosemite. The main north and south street was called Central, now Eagle Rock Blvd. There was also a short street north from County Road to the Brierley and Frackleton homes called Peyton Avenue, now Loleta.

Everyone attended the Congregational Church. The minister, Mr. Cash, lived in the Los Feliz hills and drove a horse and buggy fording the Los Angeles River. The valley people were very poor and paid mostly in produce.

In the early days walking was the accepted mode of transportation in Eagle Rock. As an example, the Ellenwoods walked to and from church to Glendale no less, and they would often bring friends home with them, hike to the Eagle Rock and back, and afterwards walk back to Glendale with their friends.

In 1906 the trolley system arrived in Eagle Rock and at Colorado Blvd and Eagle Rock Blvd there was a small shelter for street car travelers to stay out of the rain. There was also a general store and a real estate office.

Around 1906 there was a trolley from Eagle Rock to Glendale. It ran every half hour and the fare was a nickel. They called it the "galloping goose" because it had a swagger in its walk. High school students from Eagle Rock attended Glendale High School and when the "galloping goose" jumped the track, the students lifted it gently back on the track.

The "Merry-Go-Round" was built in the early twenties to protect the passengers waiting for the street car from the weather. It was the social center of Eagle Rock. By the thirties it was interfering with automobile traffic. They tried to knock it down with a giant crane but it was so solidly set in cement that it took three attacks of dynamite to destroy it.

EAGLE ROCK my neighborhood

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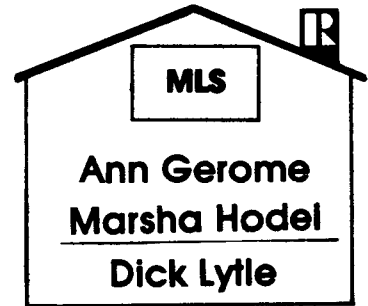
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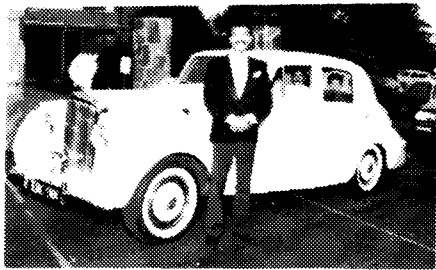
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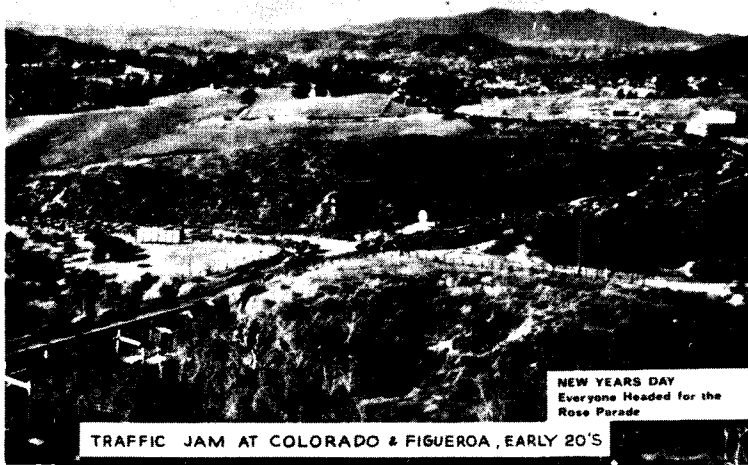
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TRAFFIC JAM AT COLORADO & FIGUEROA, EARLY 20'S

NEW YEARS DAY
Everyone Headed for the
Rose Parade



Eagle Rock's only Rose Queen, Carol Cota, who was chosen to head the Tournament of Roses as Rose Queen in 1966. Carol is the daughter of long time business leader of Bob and Mary Cota.



In 1985, the Eagle Rock Chamber of Commerce decided to dedicate space in the City Hall as a Wall of Honor. This was to honor people who went "Above and Beyond" in serving the community for many years.

The first honorees were Lil Gentry, Local Realtor for 25 years, and Pat Connors, long time owner of Connors Plumbing and past president of the Chamber.

In 1987, two more honorees were selected. They were Katie Smith, Local Realtor, and Carroll Evans, well known Insurance Executive. Both are Former Eagle Rock Chamber Presidents. Photo shows both being installed by President Dean Spurgeon



Not to be forgotten is Shirley Minser, lovingly called "Mrs Eagle Rock" by most residents.

Shirley was Field Deputy to Councilman Arthur Snyder and is now serving in the same capacity with Councilman Richard Alatorre.

- Highland Art Guild -

July 27, 1987

The Highland Art Guild was founded in 1947 by Estelle Smith and fifty artists. The meetings were held in the poolroom of the Highland Park Recreation Center. Their name was chosen because Northeast Los Angeles was referred to as The Highlands.

An Annual Spring Exhibit was soon established and was followed by a tea on Sunday afternoons. Their Spring Festival migrated from the poolroom to Casa de Adobe, Eagle Rock City Hall Lawn, and to the Eagle Rock Plaza. They also exhibited in the Los Angeles City Hall Tower Gallery, The Greek Theater, Brand Library Gallery, Descanso Gardens, and Hollenback Home.

They are presently showing in the Northeast Newspaper Office and once a year in the Eagle Rock Plaza. Just beginning to show in the Solheim Lutheran Home Chapel.

The paintings on exhibit in this Chapel were designed and created by a member of the Highland Art Guild. The Guild now numbers 100 members, each one having a different style. They paint in oil, acrylic, watercolor, pastel, and ink. They meet the second Wednesday of each month except July and August at 7:30 p.m. in Eagle Rock City Hall.

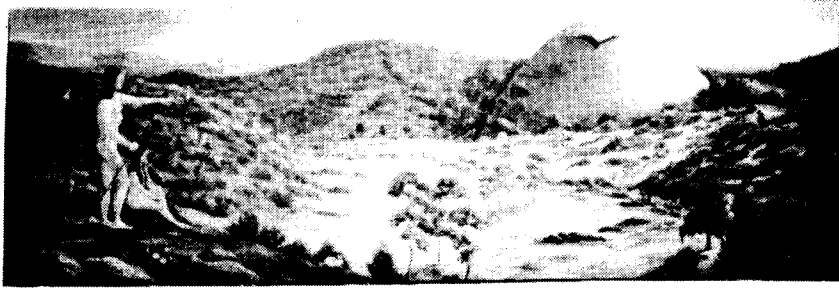
In 1970 they changed their meeting place to the Eagle Rock City Hall, which is located at Colorado Boulevard and Maywood Avenue in Eagle Rock. They often hang art in the Eagle Rock City Hall Gallery.

In 1982 seven members of the Guild painted the seven Historic Mural Paintings of the History of Eagle Rock. They were designed for the Eagle Rock City Hall and presently hang inside the building. The Guild gave these murals to the City of Los Angeles.

They received a small grant from the Los Angeles Cultural Affairs Department and the National Endowment of the Arts. Many residents and organization also made donations.

They had a community celebration on the dedication day and the seven artists were later presented before full City Council in the Los Angeles City Hall, by Councilman Arthur K. Snyder.

EAGLE ROCK NOW AND THEN



Indian Period

Concie Kibbe

EAGLE ROCK NOW AND THEN



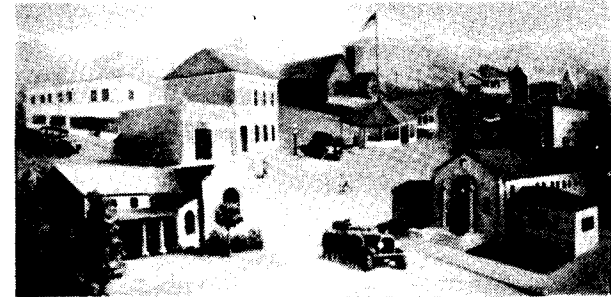
Spanish — Mexican

Marge Moore



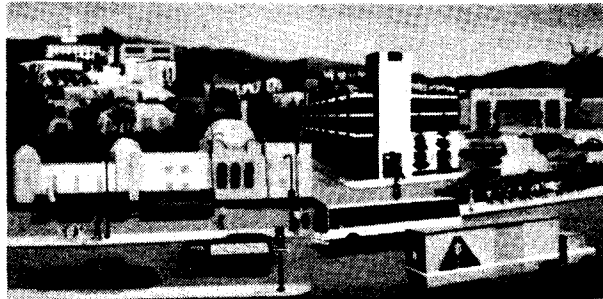
Early Agricultural

Jackie Carty



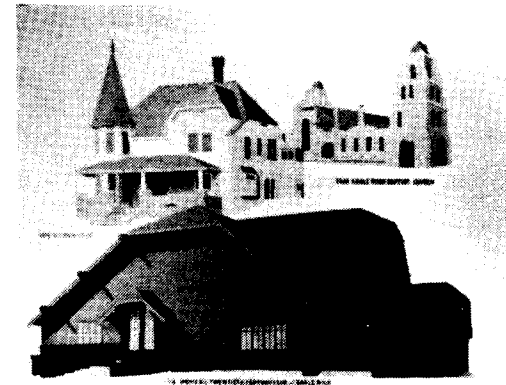
Street - Car Era

Liz Kerns



Eagle Rock 1982

Kate Pedigo



Historic Buildings

Helen Herrick



History of Transportation

Ken Stroman



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WE SALUTE TRUDY PAFFORD



Trudy Pafford, owner of Wraptures at 4962 Eagle Rock Blvd., was the first woman president of the Eagle Rock Chamber of Commerce in 1972. The Chamber was in bad shape financially.

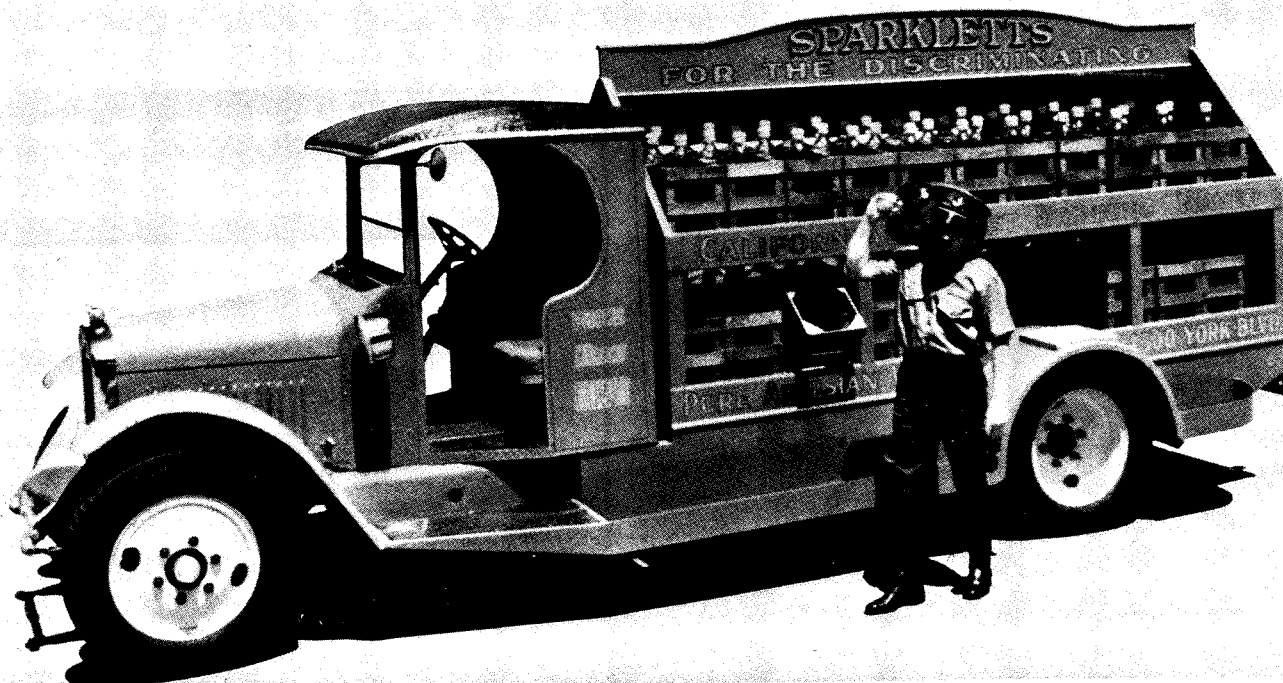
Trudy secured a personal loan from a Bank and donated it to the Chamber in order to keep the organization going. Thank you, Trudy.

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In June 1925, Glen Bollinger joined with Burton N. Arnds, Sr., and Arthur L. Washburne to form the organization then called the Sparkling Artesian Water Company. The trio located the bottling facility at 4500 York Boulevard in Los Angeles where Sparkletts' headquarters remain to this day.

The source of water supply for this new venture was artesian wells located at the York Blvd. site, drilled about 75 years before Sparkletts purchased and expanded the business. Three wells are now located at Sparkletts head quarters.

Working with an original investment of \$34,000, Bollinger, Arnds and Washburne spend approximately \$23,000 for leasing machinery and bottling equipment and the remaining \$11,000 was used for working capital. The first year of operation was successful primarily due to a hot, dry spell resulting in poor-tasting city water filled with sediment. People wanting fresh, clean water went to the water company in droves with all conceivable types of containers such as boilers, pots and jars. Total sales in 1925 for 9500 bottles of water.

Volume grew to 200,000 five gallon bottles in 1926, 311,000 in 1927, and then jumped to 1,227,000 bottles of water were sold at the 1925 price of 50 cents each. But it was during the flood and earthquakes of the early 1930's that the company experienced some of its busiest moments. Sparkletts was severely pressed to supply the water needs of the various disaster areas.

Business continued to grow in pre-World War II years, and in 1954 more than 1,900,000 bottles of water were sold. In 1946 the company's sales, for the first time, surpassed the two-million bottle mark.

Today, from 5 bottling plants and 15 sales branches, Sparkletts serves more than 500,000 customers in the area.

In 1964, ownership passed from the Arnds and Bollinger families, and more than 300 stockholders, to Foremost Dairies, Inc. of San Francisco. The merger of Foremost Dairies with McKesson's Robbins in 1967 created a new parent company, Foremost-McKesson.

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Lucy & Dean Spurgeon
E.R.H.S. 1944 E.R.H.S. 1941

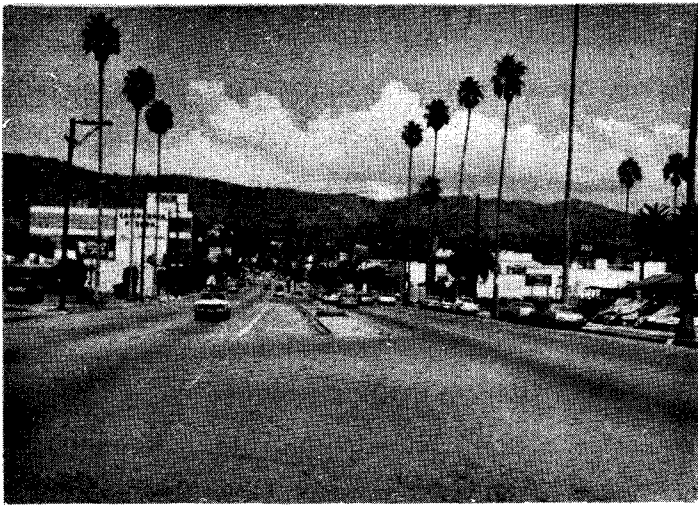
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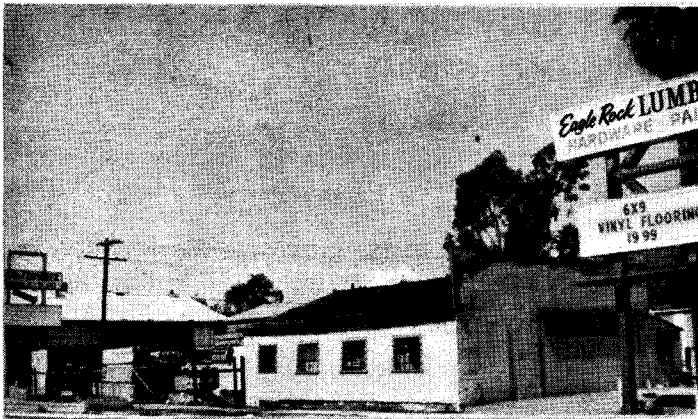
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A view of Eagle Rock Blvd. from Colorado Blvd.

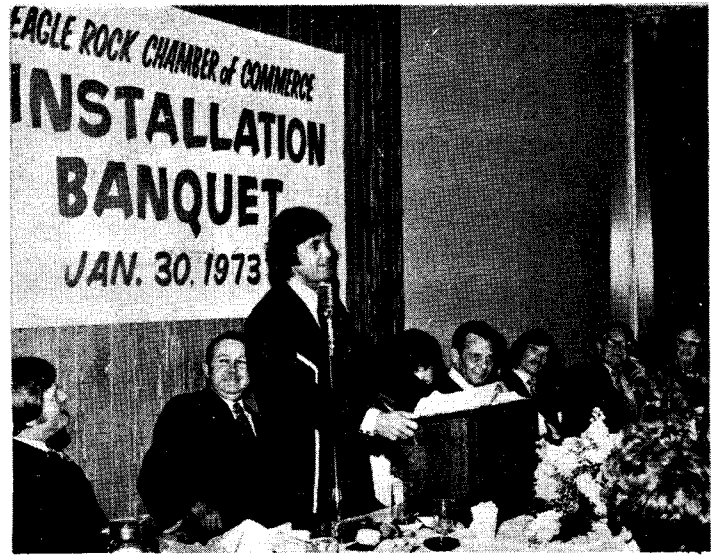


The Eagle Rock lanes bowling alley. This building has now been torn down to be replaced by a new post office 1987



Eagle Rock Lumber Company. Formerly owned by Emil Swanson. Now owned by Lew and Julie Shormann

Eagle Rock Chamber of Commerce's Installation Banquet January 30, 1973



Some of the members of Station # 42 in a past year



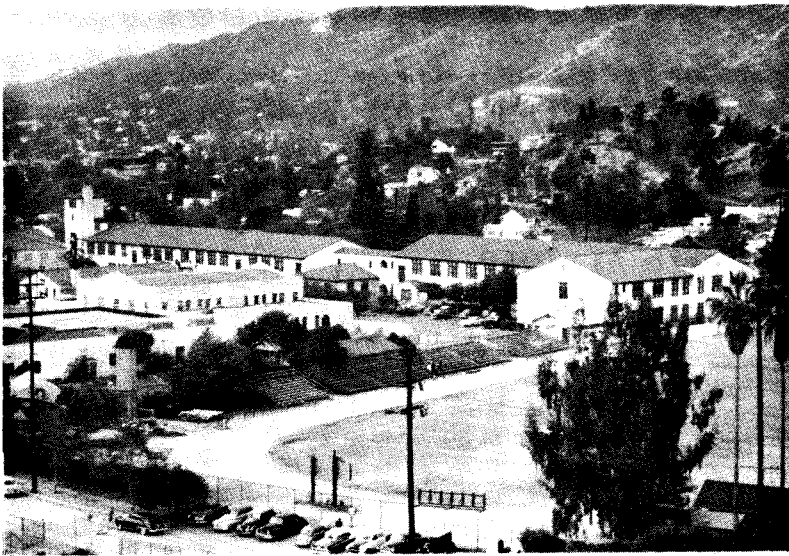
Modern day Eagle Rock Elementary School

By the early 1800's the ranchers of Eagle Rock Valley felt the need of a school for their children. State law required that school had to be in session for six weeks before a school building could be erected. Milton Galpin offered the free use of his barn, and this was the first school in Eagle Rock. The barn stood on what is now Eagle Rock Blvd. and Addison Way. The following year Miss Augusta Stevens was the teacher and she moved the school to her house.



During the summer of 1885 a small building with a single room was erected at the southwest corner of Caspar and the county road, now Colorado Blvd., and became known as the Eagle Rock Elementary School. The bell used in the short tower in front was placed in the oldest of the brick buildings on the present site of the school. The bell was used only once and that was on Armistice Day in 1918.



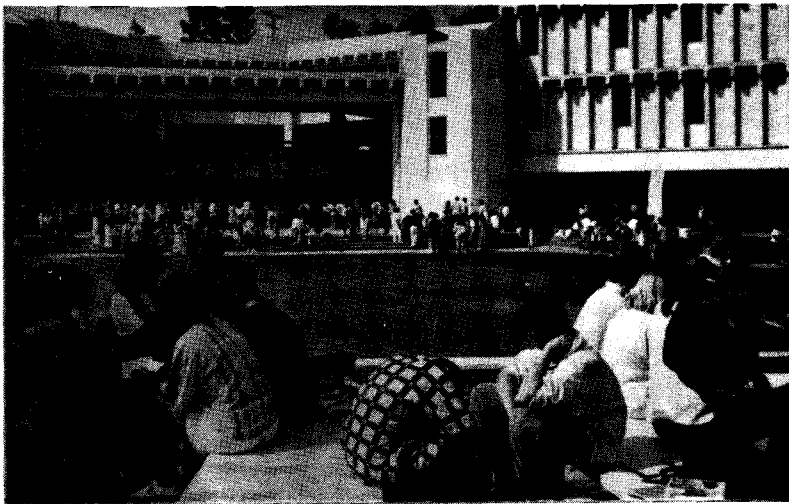


Eagle Rock High School in 1958

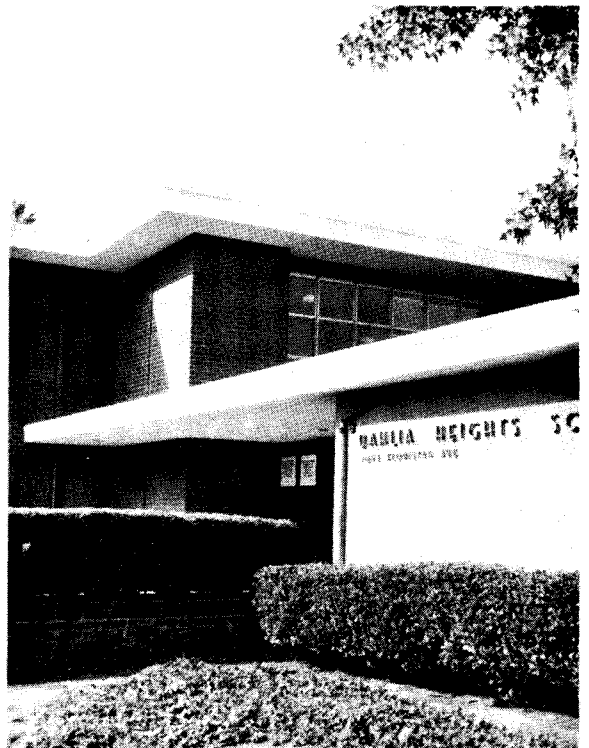
Many old timers wept when the old Eagle Rock High School was torn down in the late 60's .. As you drive around, you will see many cars with license plates reading, "E.R.H.S. 36 or 41 " in the community. Everyone who is from Eagle Rock High School want you to know it !!!



Rockdale Elementary School
Avoca Street



Eagle Rock High School built in late 1960



Dahlia Heights Elementary School
Colorado Blvd.



Members of the Eagle Rock High School Marching Band perform at many parades and civic events.

COMMUNITY MILESTONES

As Listed in Eagle Rock Sentinel
50 Year Anniversary Issue
Thursday, March 31, 1960

- 1884: SCHOOL - First school, at Eagle Rock Blvd. near Addison Way. First teacher: Ada Hutchins. 17 pupils.
- 1902: CHURCH - Union Church, Colorado Blvd. near Caspar.
- 1903: WOMEN - Women's 20th Century Club organized Feb. 25.
- 1904: PHONE - Sunset Telephone Co. began service.
- 1906: TROLLEY - First street car from LA reached terminus at Eagle Rock Blvd. and Colorado Blvd. Population of Eagle Rock was 100.
- 1907: MONEY - First bank, Eagle Rock Bank at Colorado Blvd. and Townsend Ave. Robert Henry Brown, president; Fred E. Biles, cashier.
- 1910: PAPER - First newspaper, Eagle Rock Sentinel, founded by Franklin Schroeder, and son, Frank. ER Population 500.
- 1910: GAS — First gas mains laid into Eagle Rock.
- 1911: CITY — Eagle Rock incorporated as a city, 6th class. John T. Bailey elected first mayor, March 6.
- 1912: BRIDGE — Colorado Street Bridge spanning Arroyo dedicated Dec. 13.
- 1912: MAIL — First post office established in Eagle Rock Drug Store, W. E. Bruce, postmaster.
- 1913: CHAMBER OF COMMERCE organized.
- 1913: COLLEGE- Occidental College removes campus from Highland Park to Eagle Rock.
- 1914: LIGHTS — First major lighting system for Colorado Blvd. dedicated.
- 1915: LIBRARY — First public Library at Colorado Blvd. and Rockland Avenue.
- 1917: First Easter SUNRISE Service atop the Eagle Rock April 8.
- 1922: Present City Hall opened on Colorado Blvd.
- 1923: EAGLE ROCK annexed to Los Angeles.
- 1927: EAGLE ROCK HIGH SCHOOL opened with 690 students.
- 1953: EAGLE ROCK RESERVOIR dedicated August 18.

EAGLE ROCK

By Ben August

Fate brought me to this little paradise
In the northeastern corner of a great city.
It has no comparison according to its size,
For its magnificent view and real beauty.

I enjoy immensely the calmness and tranquility
Of this nature's created blessed valley,
Where there's many things to be seen in reality
And it's inhabitants seem not to be shally.....

I gaze at the enchanting high lofting hills,
Which surround the Eagle Rock neighborhoods
Where beautiful homes nestle in the foothills
And many creeds and races live like one brotherhood.

Throughout the morning hours and the entire day,
I hear birds of various feathers sing to the creator.
And I see many healthy looking children play,
Where the whole atmosphere is a true exhilarator

I am only a newcomer in this wonderful vicinity,
But it is a source of very much inspiration,
For its extraordinary natural beauth and serenity,
And my mind is filled with great imagination.....

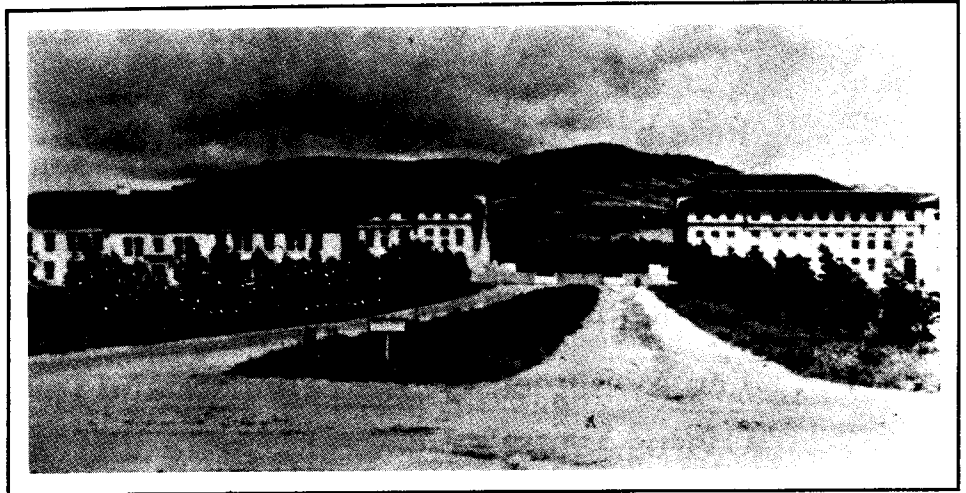
This poem was sent to Mr. Fred Heather, who was then the President of the Eagle Rock Chamber of Commerce, by Mrs. Fred J. Allen, who used to be in business in the community.

Occidental Then . . .

Originally incorporated on April 20, 1887 as "The Occidental University of Los Angeles, California," Occidental College was first situated in the Boyle Heights area of Los Angeles. Its first students were 27 men and 13 women.

In 1896, the college's only building burned down, forcing a relocation to the city's Highland Park area. By 1910, space limitations forced a third and final move, this time to Eagle Rock, where a new campus, planned by noted Pasadena architect Myron Hunt, was officially dedicated in the spring of 1914.

The Eagle Rock campus affords faculty and students a quiet academic setting within the metropolitan area of Los Angeles. A full-time faculty of 118 men and women are



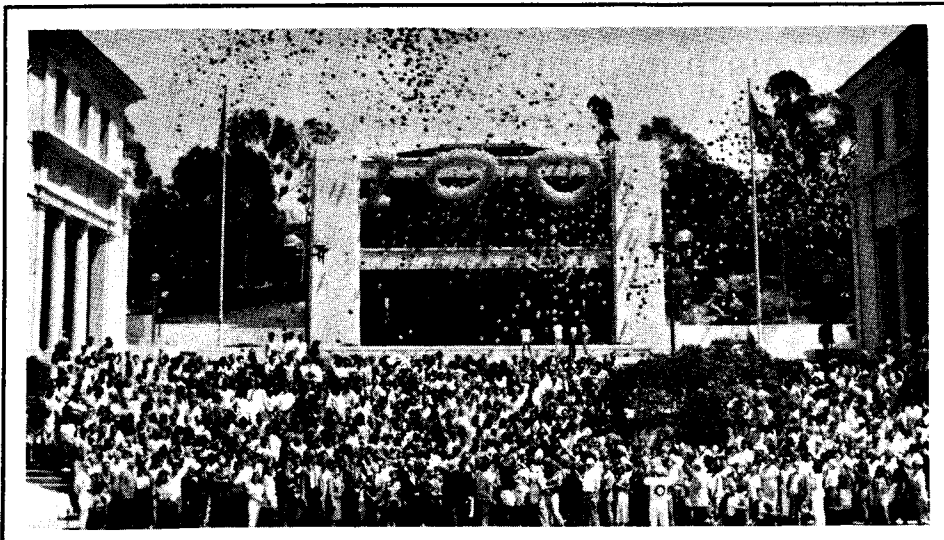
committed to teaching and advising the college's 1,689 students and are actively engaged in research, community service and professional organizations.

Primarily a residential undergraduate college, Occidental offers the Bachelor of Arts degree in 30 different fields and interdisciplinary areas. The Core Program in the Liberal Arts, required of all students, offers the knowledge

and skills needed to enable students to participate in lifelong liberal learning.

For qualified students the college offers combined plans in liberal arts and engineering. Exchange programs with Caltech and Art Center College of Design offer opportunities for students to receive credit for courses taken at those institutions. The college also maintains cooperative relationships with universities in England, Germany, France, Spain, Peru, China and Japan.

Occidental's students, almost equally divided between men and women, come from 45 states and 27 foreign countries, with about 57% from the State of California. Average SAT scores have increased with each incoming class in recent years, and the average combined score for the Class of 1991 is 1200. A record number of applications



... and Now

(2,141) was received this year; of that number 58% were accepted and 462 enrolled.

The college fields teams in 18 intercollegiate sports, ten men's and eight women's. Teams compete within the Southern California Intercollegiate Athletic Conference (SCIAC), a league which operates within the Division III level of the NCAA. In addition six club sports compete with area colleges and an extensive program of intramural and recreational activities

offers all students a variety of athletic opportunities.

Athletic facilities include an Olympic-caliber Tartan track, a football field, three soccer fields, a baseball diamond, field house, tennis courts, two gyms, an outdoor swimming pool, and a facility housing weight and training rooms and a sports medicine facility.

The 120-acre campus is home to 33 major buildings, including 12 residence halls, valued at approximately \$130 million. Recently, several

major improvements have been made, including a new football stadium, training facility and track (1984), a new parking structure (1985), and a complete renovation of a former dormitory into a liberal arts center (1986). Current construction includes two new athletic fields, Keck Theater, and a bio-science building. Planning is underway for a new student center and the renovation of Thorne Hall and the Booth Music/Speech Building.

Occidental Tomorrow



Ever looking toward the future while honoring the past, Occidental gave thought to an appropriate way to celebrate its 100th anniversary in 1987. As a tribute to the three communities which nurtured its growth, Boyle Heights, Highland Park and Eagle Rock, the college established this year a Centennial Scholarship Fund for local students. A full four-year scholarship will be offered annually to a graduate of Roosevelt, Franklin and Eagle Rock High Schools. Pictured with Dr. Richard C. Gilman are the 1987 recipients, (from left) Franklin's Bara Bonnet, Roosevelt's Cynthia Bernal and Eagle Rock's Koren Shelton.



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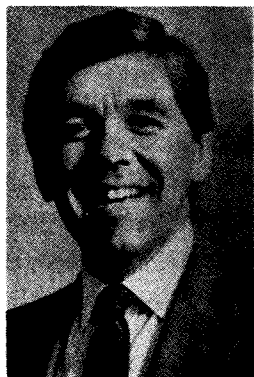
CALIFORNIA LEGISLATURE

Senate

ART TORRES
SENATOR, TWENTY-FOURTH DISTRICT
LOS ANGELES COUNTY

“Eagle Rock is a
shining example
of community
pride & caring.”

Art Torres
Senator



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Season's Greeting

R. K. CHETTY, D.D.S.
GENERAL DENTISTRY

1935 COLORADO BLVD.
LOS ANGELES, CA. 90041

BEGINNINGS OF THE CHAMBER OF COMMERCE

The Chamber of Commerce had its roots in activities that began in 1910 and held 1911 for creation of a commercial body but it was not until July 14 that the Eagle Rock Board of Trade was formed. Prominent citizens of the day Godfrey Edwards, W. Werden, W. D. Roth, George Diddock, D. Hollingsworth, W. P. Patten and George S. Dore, were named directors.

The body did not function long and was succeeded by the Goodfellows Club which was quite active in 1912 and 1913. In October 1913 a movement for a Chamber of Commerce began and a meeting of the Goodfellow Club voted to dissolve and all join the new body.

The organization meeting of the Chamber of Commerce was held in the Eagle Rock City Hall October 31st, at which time fifty persons joined. Officers elected were: O. Root, president; Colonel W. Eddy, A. D. Hitchcock, E. Chandler, Vice-presidents; Howard C. Henderson, Secretary; Fred Biles, treasurer; John T. ailey, H. C. Galloupe and E. E. Lewis, executive committee.

During the next ten years the Chamber was quite active doing much to further the growth and interest of Eagle Rock including the paving of streets. Two of the greatest activities were the winning of prizes several years for floats in the Pasadena Tournament of Roses, and the holding of a sunrise service at the base of the Eagle Rock, Easter morning April 8, 1917. Other achievements of the Chamber may be seen in the schools, playground, storm drains and residential zoning.....

Eagle Rock Sentinel, March 30, 1960

EAGLE ROCK CHAMBER OF COMMERCE ORGANIZED MAY, 1947 PAST PRESIDENT

1947	WALTER HUNTOON
1948	LESTER BOLAND
1949	HARRY C. BOLIN
1950	C. G. SWANSON
1951	CARROLL EVANS
1952	PAUL CROUCH
1953	C. C. GEPHARDT
1954	OREL KARNES
1955	C. J. WEBER
1956	JACK WALKER
1957	JOHN ALBERS
1958	ROBERT FENIX
1959	EDWIN ADAMS
1960	STUART TRITCH
1961	HAROLD DAVIS
1962	DALE MANTLE
1963	PAT CONNERS
1964	JACK TOPPING

1965	JOHN FOBES
1966	MORRIS CAMPBELL
1967	HENRY DALLY
1968	GEORGE P. ROBINSON
1969	ART ADAMS
1970	ROBERT KNOTT
1971	ROBERT KNOTT
1972	TRUDY PAFFORD
1973	GARY WIMMER
1974	FRED BAXTER
1975	MARY ANN LAKE
1976	MERRITT TRITCH
1977	HELEN OWENS
1978	FRED HEATHER
1979	KATIE SMITH
1980	KATIE SMITH
1981	KATIE SMITH
1982	HOWARD TEACHOUT
1983	CLORA BJORNSTAD
1984	CLAUDE NIESEN
1985	JAMES B. BECKHAM
1986	JAMES B. BECKHAM
1987	DEAN SPURGEON

Spartan Drive-In Market

4714 EAGLE ROCK BOULEVARD

Cleveland 69375

We Reserve the Right to Limit Quantities This Market Will Close at 7 P. M., Saturdays 9 P. M.

CLOSED ALL DAY TUESDAY, NEW YEAR'S.
WISHING OUR FRIENDS A HAPPY NEW YEAR.

SPECIALS FOR: THURS., FRI., SAT., MON., grocery only, DEC. 27, 28, 29, 31

BUTTER

BLUE BELL lb. **35c**

TOMATO, VEGETABLE

SOUP **3** cans **28c**

Big 1-lb. 6-oz. Cans

PORK & BEANS

TOMATO SAUCE

3 Regular 5c Cans . . . **10c**
Black and White

EGGS

Medium Size doz. **31c**
FRESH RANCH

CORNER BEEF

Target Brand **2** cans **27c**

CORN FLAKES

KELLOGG'S . . **2** pkgs. **15c**

The Spartan Market was owned and operated by Jim Smith, father of local realtor J.P. Smith. The grand opening was on June 9, 1928. J.P. remembers that he worked at the market when he was 14 years of age, and that he could not carry out \$1.00 worth of produce to a car because it was so heavy. Carrots were 1¢ a bunch, turnips, beets and spinach were also 1¢ per bunch. The most expensive produce, which the Smith could not afford to buy, were bananas, which were 2# for 15¢. Jim Smith was never destined to get rich in business, however; when someone purchased two pounds of something, he weighed out the two pounds and then added another bunch.

A. L. ALSTROM'S MEAT DEPARTMENT

SPECIALS THURSDAY, FRIDAY and SAT.,

DECEMBER 27—28—29

GROUND ROUND
STEAK . . . lb.)

Pork Chops lb.)
Blade Cut

Veal Chops . lb.)
MILK VEAL



PORK ROAST . . . lb. **15c**
Shoulder, whole or shank end

SAUSAGE lb. **20c**
PURE PORK

BEEF lb. **12 1/2c**
GROUND

BITS AND PIECES OF EAGLE ROCK HISTORY

Mr. Schumaker owned an estate on Hill Drive. His widow donated the land at the corner of Yosemite Drive and Floristan to the Eagle Rock' Kiwanis Club. The Kiwanis Club still owns the land, which now has a Boys Scout Cottage on it.



Eagle Rock had no high school in the early days. However, the Glendale High School was on the border of Eagle Rock, so our teen agers went there for several years and Eagle Rock helped pay the expenses. This was one of the reasons Eagle Rock joined Los Angeles. Another reason was the water supply. We had a reservoir on the top of Round Top Drive. It had a concrete basin built like a box, with "hogwire" over the sheeting roof. It only had a capacity of one third of a million gallons of water. The local "kids", including Henry Welcome, would sneak up there at night, cut hole in the roof and go swimming. The only problem with this was there was only one way out ----the same way you got in, through the roof. The water was 16 feet deep. According to Henry, fortunately no one ever drowned.

Colonel Eddy is the gentleman who financed and built the Angels Flight in Los Angeles. After selling the Flight for fifty thousand dollars, Colonel Eddy retired in Eagle Rock. It was at this time he built his fine home on Colorado Blvd. where Bank of America parking lot is now located. In 1969 The Angels Flight, the shortest railroad in America, was carefully taken down and regraded and properly prepared for its future destiny. We are given to understand that the Angels Flight will be established there again.

The Eagle Rock City Hall was not built until Eagle Rock decided it wanted to become a part of Los Angeles. The Los Angeles officials said, "You don't even have a city hall. What do you have for a dowry?" So Eagle Rock built a city hall. The fire station was in the back where the meeting room is now. The fire pole was just inside entrance. Just past the Eagle Rock Lumber Company was a maintenance yard that the city then used for many years. So, in order to become a part of the city, Eagle Rock gave them our city hall and our library

Eagle Rock Elementary School was started in the fall of 1884 with 17 students.

From the Eagle Rock Sentinal-----July 15,1910---

A burglar who stole the star badge from the chest of a sleeping night watchman and then went around town flashing the shield and making numerous arrests was put away for 3 years by Judge Davis.

BITS AND PIECES OF EAGLE ROCK HISTORY

PHILIP JOHNSTON AND THE NAVAJO CODE TALKERS

During World War II an Eagle Rock man named Philip Johnston approached the United States Army and said, "I can provide men for you who can speak in a code that the Japanese can never break." He was very concerned about our military setbacks, because codes were broken almost as fast as they were worked out. A code over 24 hours old was considered of no use. At first no one would listen to him, but finally the communications officers at a marine camp in San Diego invited him to come down and talk to them.

What the military did not know was that Philip Johnston had come to this part of the country with his missionary parents when he was four years old. He had lived with the Navajos for many years as a child, and spoke the Navajo language as well as he spoke English. He knew that you had to grow up with the Navajo language to understand it and speak it properly. At his own expense, Philip Johnston took four young Navajos to San Diego. They were given forty five minutes to translate six military messages into Navajo. In these messages were many terms for which there were no Equivalents in his Navajo language. Philip and his Navajo friends devised simple translations on the spot. They then demonstrated this "hurry-up code" from English to Navajo and back to English again, to show General Clayton B. Vogel and his staff that a Navajo-English code was possible.

The officers were not about to believe there could be such a thing as an unbreakable code. As the demonstration went on, they were amazed, and then convinced. A message was given to Navajo in English, either

written or verbal. The Indian transmitted the message in his native tongue, and another Navajo in distant room heard the radio message, and gave it back in English.

Because of this demonstration, the Marine Corps inducted twenty nine Navajos as Communications Specialists in February 1942. After boot camp, four of these Navajos devised the Navajo Code. The code worked well in combat, so 300 additional Navajos were inducted. These young men were sent to boot camp after recruitment, then turned over to Staff Sgt. Johnston for training in the use of the code. Then, early in 1943, Philip worked with the professional code workers in developing a more sophisticated code.

From Guadalcanal to the last battle in the Pacific, the code was never broken. This was the only code used by the Marine Corps at Iwo Jima. The code was never broken.

This story is an example of the exciting history of Eagle Rock. These stories and photographs can be found in the Eagle Rock Historical Society located in the Eagle Rock City Hall.



From left to right Henry Welcome, life long resident and historian, Donna Adams, Curator, and Walter Dickey, President of Eagle Rock Historical Society.

UNIVERSAL SAVINGS BANK

First for the Future.



Mrs. Hazel Grover and her staff
Eagle Rock Plaza Branch



Temporary Eagle Rock Branch on
1601 E. Colorado Blvd.

Universal Savings Bank is proud to be a part of this historical magazine. Our original "Trailer Office", was opened July 1st 1971 located at 1601 E. Colorado Blvd, in the city limits of Glendale & Eagle Rock. October 1973 we moved to our permanent location in the Eagle Rock Plaza.

The Eagle Rock Community enjoyed Universal's personalized banking services, and thanks to their support we grew, and ground was broken February 7th 1979 for a new branch to be built on Colorado Blvd., which had its official opening on July 30th 1980.

Both branches were planned for the convenience of the customer, a "Drive up" teller at 2575 Colorado Blvd, and the Automatic Teller Machine in the Plaza Branch.

We will continue to serve the community with prompt, efficient and personalized banking services.

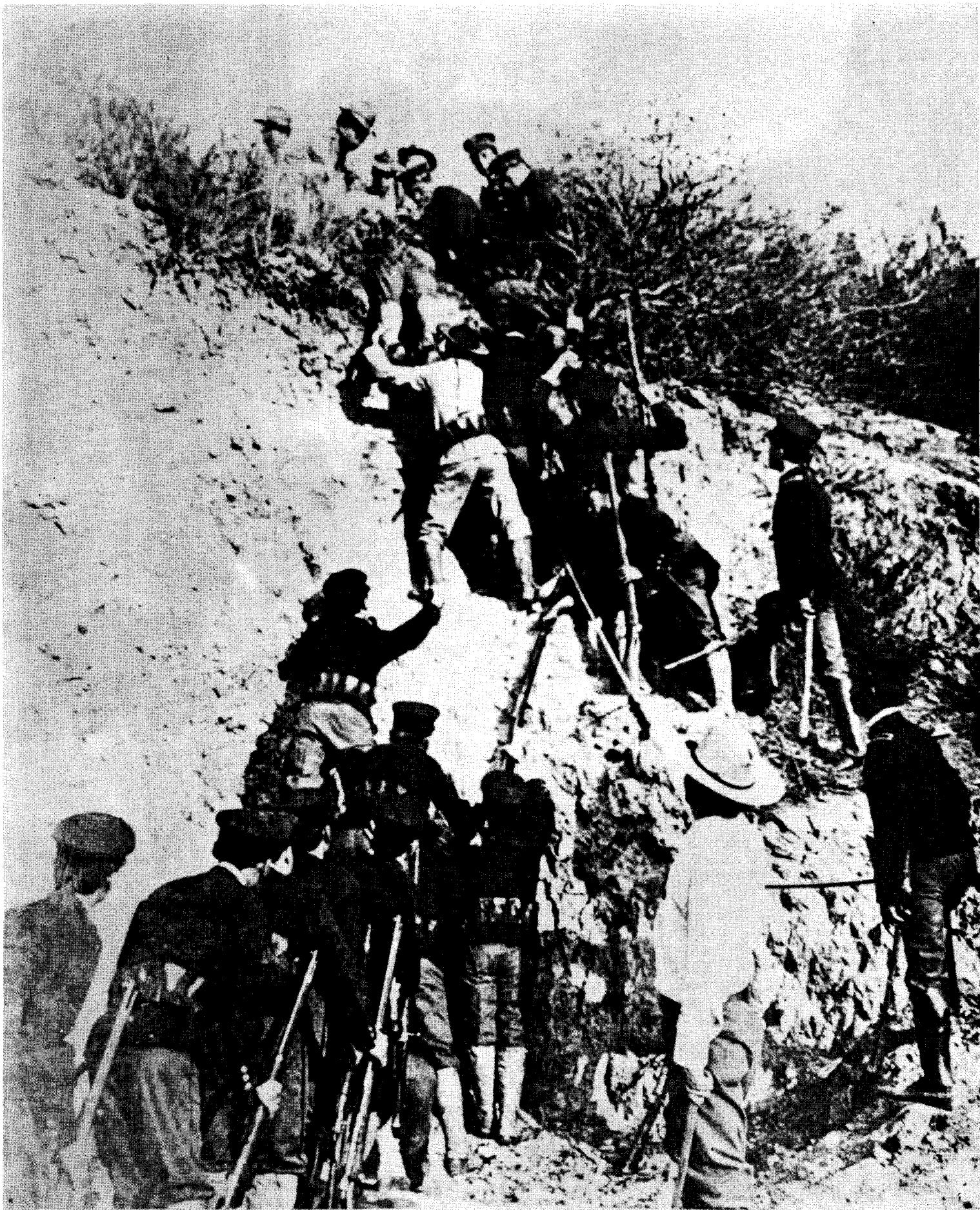
Thank you residents of Eagle Rock for making this possible.



Evangeline T. Holmes and her staff
Colorado Blvd. Branch



Colorado Blvd. Branch
groundbreaking



Chinese laborers climbing the hills to Eagle Rock

* See Pages 4 & 5 for story and more pictures

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