



EAGLE ROCK VALLEY HISTORICAL SOCIETY

Summer, 2017

Eagle Rock for Dessert?

In general, Eagle Rock isn't known for its ice cream. Yes, in the last 5 years we have seen a boom in sweet shops in town: soft serve, frozen yogurt options, cafes, shaved ice, and boba drinks. But it was an area known primarily back in the day for its huge dahlia flowers, California produce, car clubs and car-part stores, beauty parlors, a variety of churches, and our historic Colorado Boulevard.

But ice cream? Years ago on the corner of Eagle Rock Blvd. and Westdale, there was McClary's Ice Cream Company (next to where Zweet is today). It was incredibly popular and the owner, Mr. Andrew Douglas, was a master confectioner in candies and ice cream. It was written that: "Any time, day or night, you will find your friends and neighbors in the attractive store, enjoying a social hour, partaking of the choice delicacies that Mr. Douglas has created."



Times change. Thank goodness we haven't! The Eagle Rock Valley Historical Society is once again hosting our annual Ice Cream Social! Let us recreate these good times on August 6th! We can't wait to see you again or meet you for the first time. Please join us!

WHAT: Come get YOUR Dollar-A-Scoop ice cream with endless toppings (a price that HASN'T CHANGED in over a decade!) from one of your Eagle Rock High School Key Club members scooping it personally for you. These young adults are actively volunteering their time to help out in events like this; come meet these high schoolers and thank them for their service!

Live entertainment, a fundraising raffle of prizes

from local merchants, historical displays and information, drinks, and treats.

WHEN: Sunday, August 6th from 1-4pm.

WHERE: Center for the Arts, Eagle Rock at 2225 Colorado Blvd. Street Parking only.

Why do we host this event every year? This is our chance to have a party and meet our neighbors face-to-face. This is our chance to check in with the community and find out what you know and don't know about Eagle Rock's history and offer our information and services to you. We are a volunteer run organization and are looking to keep our membership up, our archives organized, and to engage our members and non-members alike.

IT'S COOL!

SUNDAE

AUGUST 6TH

1-4 P.M.

DOLLAR-A-DIP

"ENDLESS" TOPPINGS

ICY LEMONADE

BAKE SHOP

THE EAGLE ROCK VALLEY
HISTORICAL SOCIETY PRESENTS

ICE CREAM SOCIAL

FREE ADMISSION ! BRING THE WHOLE FAMILY !

• **ERHS LATIN JAZZ BAND**

• **FIFTH FRIDAY FOLK BAND**

• **PETER BREEDE, THE ORGAN GRINDER MAN**

• **MERCHANT DONATED PRIZE DRAWINGS**

CENTER FOR THE ARTS, EAGLE ROCK 2225 COLORADO BLVD



President's Message

Our organization is always trying to improve the accessibility of our archival collection to our members and the community. The archives are open every week, with the possible exception of holiday weekends, to the general public where anyone can ask questions about Eagle Rock's history and members can view our extensive collection of articles, books, newspapers, photographs and even historic artifacts. While our focus is on history, we are aware of the need to be part of the digital age. To provide digital access to our collection, we continue to scan our material and are putting them on a dedicated computer at the Center for the Arts. As you may know, for the past several years we have been in the process with Occidental College and Highland Park Heritage Trust of digitizing our newspaper collection and placing it in the California Digital Newspaper Collection at the University of California, Riverside. There it can be accessed free of charge on line using a word search program available on the CDNC website. Recently our board had over 10,000 pages of the newspapers digitized, taking an opportunity to have it done at a third of the previous cost. This number will be further enhanced through a grant from the Eagle Rock Neighborhood Council and will include obtaining two years of newspapers that were missing from our collection. Additional funds from the ERNC will be used to add to our large format displays of some of our existing



Where was this stand?
2 free scoops for the address!

photos for use at events.

I am also pleased to report that our website has successfully been transitioned to Word Press, a contemporary editing platform by our webmaster, board member John de la Fontaine. In the process, the website (www.eaglerockhistory.org) has been redesigned, maintaining much of the look and feel of our previous site but adding some exciting new features. The site not only has a new look but will also be easier to update and access the material. There are a few changes, such as some photos that loop through every few seconds, and some of the menu names have changed slightly. This is a starting point, in which we have all of the existing content, and can add more. We hope that you agree that it has a nice clean design.

In conjunction with Occidental College and Eagle Rock High School Alumni Association, we are supporting an intern to catalog material that is currently held by the Alumni organization located at the high school. The work will be supervised by an Occidental staff member and the information shared with the participating contributors.

Frank Parrello

The objectives of the Eagle Rock Valley Historical Society

- to preserve, clarify through research and to perpetuate the history of Eagle Rock Valley
- to make this history available to students, researchers, libraries and all interested persons
- to preserve and protect our local landmarks, especially the Eagle Rock

Membership is open to all who would further these objectives

Public Archive Hours 10 to 12 every Saturday
at the Center for the Arts, Eagle Rock
2225 Colorado Blvd. Eagle Rock CA 90041
for information call 323-257-1357

This journal is published quarterly by
The Eagle Rock Valley Historical Society
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Visit our website at:

eaglerockhistory.org

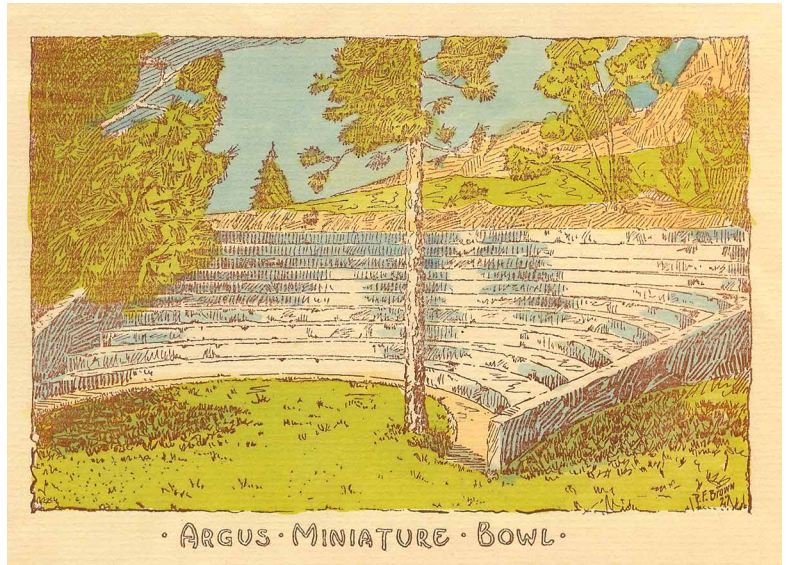
It's time to renew your membership. If you have already paid your 2017 dues, thank you. If not, please take a moment and mail your check now. If we have not heard from you, a dues form and envelope are included with this newsletter.

Thanks, we depend on you.

Let's Play Outdoors

The Argus Bowl

The bowl was in a large Japanese style garden which was built by C. C. Loomis, the owner previous to the Argus family. Performers included modern dance pioneer Michio Ito and Lester Horton, a Denishawn student and pioneering African American dancer. Many classical music concerts were presented along with summer church services and community fundraising events. The crowning event was probably the gala reception for Olympic visitors in 1932. Events diminished thereafter, probably due to the ill health of Mrs. Elizabeth Argus who died in 1934. This beautiful print (originally in color) by P. F. Brown was one of a series of hand-made Christmas cards from the Argus family.



Toland Way's Outdoor Theatre

In 1935 the students and faculty constructed an outdoor theater behind Toland Way Elementary. Little is known of the performances given. The theatre probably was removed when the school was rebuilt in the 1950's. (Courtesy LAUSD Art and Artifact Collection.)



The Sylvan Theater

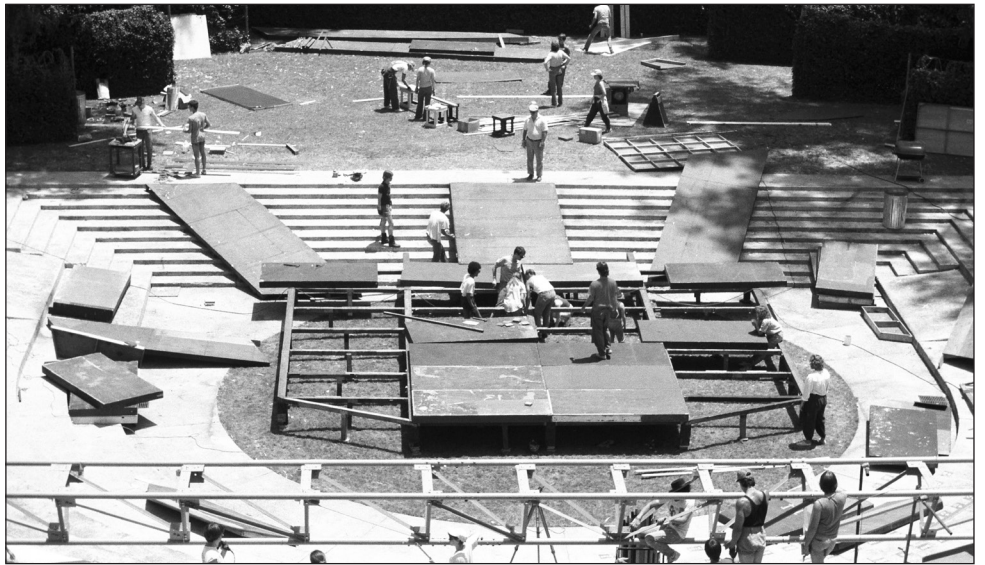
Built as a WPA project of concrete rubble and other materials it was a beautiful addition to Yosemite Park. It served as a venue for summer theatre programs and junior high graduations for many years. Several attempts have been made to revive this venue from vandalism and disuse; it was programmed as a performance space by the Center for the Arts, Eagle Rock, and for classic Greek drama by Eagle Rock High School. These efforts succumbed to the difficult location at the rear of the park.



Our Town, Our History

The Remsen Bird Hillside Theatre

Occidental College constructed the theatre in 1924. The community was asked to contribute and many did, including the Women's Twentieth Century Club, Kiwanis, and the Chamber of Commerce. Until 1960 the theatre was sporadically used except for graduation ceremonies for Oxy and Eagle Rock High school. The summer Drama festival moved up the hill from its origins in front of Thorne hall and was located here until 1995, when it ceased production. As the Festival was a traditional repertory company, the set up day was a mandatory work day for the entire company. On the truss in the foreground is Trevor Norton, who grew up with the company, began to be paid at age eleven, then worked on the lighting crew for twenty years. When this large lighting rig was first set up, the crew was delayed for days drilling into the massive concrete steps. The season always featured plays by Shaw, Shakespeare and Gilbert and Sullivan. Pictured here is longtime favorite Tary Ismond in "Pirates of Penzance" in 1969. (Photograph by Josie Dapar)



Concerts in the Park

Community leaders and concert sponsors were honored at the annual Concerts in the Park presented by the Chamber of Commerce in 2000. Michael A. Nogueira Jr., Douglas Nogueira (age 2), Michael A. Nogueira, Sr., Councilmember Nick Pacheco, John Lee, unidentified man, Lucy Spurgeon, unidentified woman, Tammy Beckham Dilbeck, and Travis Ayars are presented with certificates of appreciation. The concerts take place every summer utilizing the outdoor stage and amphitheatre of Richard Neutra's Park Clubhouse, which features a stage which opens outdoors, indoors to the basketball court, and into a smaller utility room. (Courtesy of the Eagle Rock Chamber of Commerce.)



Building and Distributing our Archive

Do you ever wonder where your annual dues and the proceeds from our book and postcard sales go? Normally these funds go toward paying our re-occurring bills such as small ads in the Boulevard Sentinel or printing and mailing the quarterly newsletter. Since we are a completely volunteer organization, we can keep our costs relatively low. This past quarter has been quite different in several respects.

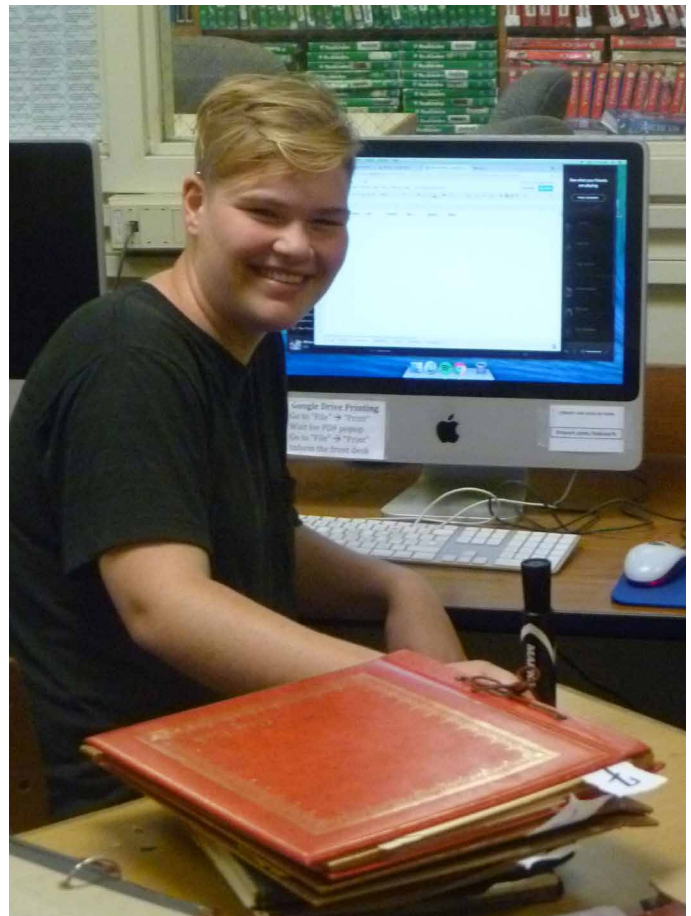
First, we have been looking at updating our website (<http://eaglerockhistory.org>) for some time. Long-time board member and webmaster John de la Fontaine has been maintaining the raw HTML version for many years, but with more and more people using tablets and mobile phones to access the web, we decided to convert to a more modern website. When our website hosting company had a sale price of \$399 to convert our entire site to WordPress, we jumped at the chance. They kept the same basic look and feel, but we now have a platform we can expand and update easier, so look for more content and features in the future. Check it out!

Second, we matched \$1000 that the Eagle Rock High School Alumni Association put up in order to organize the Eagle Rock High School archives. Occidental College Special Collections and Archives has hired Katherine Torrey, Post-Baccalaureate Archives Intern and a 2017 Occidental College graduate in History to complete this important task during this summer.

Lastly, in collaboration with Occidental College and Highland Park Heritage Trust, we have been working towards digitizing the archive of Northeast Newspapers, but we found the costs to be very high. UC Riverside is spearheading a project to add newspapers to the California Digital Newspaper Collection (<https://cdnc.ucr.edu/cgi-bin/cdnc>), which also stores on the Library of Congress Chronicling America website (<http://www.loc.gov/chroniclingamerica>). Due to the size of the project, UC Riverside is able to get a per page scanning price that is roughly 1/3 of the

cost of previous estimates.

In May, the board okayed funding \$2500 to go along with a previous \$500 grant from the Eagle Rock Neighborhood Council (ENRC) to digitize the Eagle Rock Sentinel (1915-19 and 1923), the Eagle Rock Sentinel & Reporter (1925-30) and Eagle Rock Advertiser (1928-32). The board has also approved another \$1500 and has received a \$1000 grant from the ENRC to find, purchase and digitize missing years of the Eagle Rock Sentinel (1920-22) and digitize newspaper titles after 1932. The digitized newspapers will be searchable and fully available to the general public, offering an invaluable view back in time.



Katherine Torrey working at Eagle Rock High.



**at the Center for the Arts, Eagle Rock
2225 Colorado Blvd. Eagle Rock CA, 90041**

**ICE CREAM SOCIAL
FRIENDSHIP, MUSIC, PRIZES
SUNDAY, AUGUST 6, 2017, 1:00**

**THE HIGHLAND THEATRE
A LEGACY UNCOVERED
TUESDAY, OCT. 17, 2017, 7:00**

**DIGITIZE YOUR ER MEMORIES
WITH DAVID & FRIENDS
TUESDAY, FEBRUARY 20, 2018 7:00**

Name(s) _____

Address _____

Phone # _____

E-mail _____

Membership Category:

☐ Individual \$20 ☐ Business \$35 ☐ **New**

☐ Family \$25 ☐ Life \$300 ☐ **Renewal**

Will you help with the ongoing activities of the ERVHS ?

☐ Yes ☐ No

☐ Archives ☐ Newsletter ☐ Oral history

☐ Meetings ☐ Fundraising ☐ E-mail me

☐ Publicity ☐ Displays to help

Other _____

Clip and mail to : **ERVHS**
c/o Center for the Arts
2225 Colorado Blvd.
Eagle Rock, CA 90041

Date _____

The Member's Corner



Mary Denardo

It's the 50th anniversary of Mary's successful, secretarial business Girl Friday. With typing and shorthand skills she learned from classes at Eagle Rock High School, Mary Ellen Costa (maiden name) had a job the Monday after graduation. In 1967, Girl Friday opened in a duplex on Colorado Blvd. where it thrived for decades. Ten years ago she moved her business to an office; "It's a short walk to work," she told me smiling.

Mary's family moved here from Chicago in the 1940's when her brother's asthma dictated a change of environment. Her parents quickly settled in and opened the White Elephant Antique Shop next to the Italian Bakery. Mary grew up on Yosemite and attended ER Elementary and ERHS. She is full of memories. "I could go down Colorado and have (had) something to do with every building," she told me laughing. Mary went on to marry at Covenant Church and has a son who lives in Nashville with his wife and Mary's four grandchildren.

Why has Mary stayed in Eagle Rock? She is quick to answer, "It's just where I want to be...not ready to leave yet." How can she? Too many people depend on her! Mary is the corresponding secretary for the Women's 20th Century Club and she is on the Board for the ERHS Alumni Association. She is a loyal, long time member of the Historical Society. She spends much of her semi-retirement volunteering for others. Thank you Mary for all you have done and continue to do for Eagle Rock!

-Katie Taylor