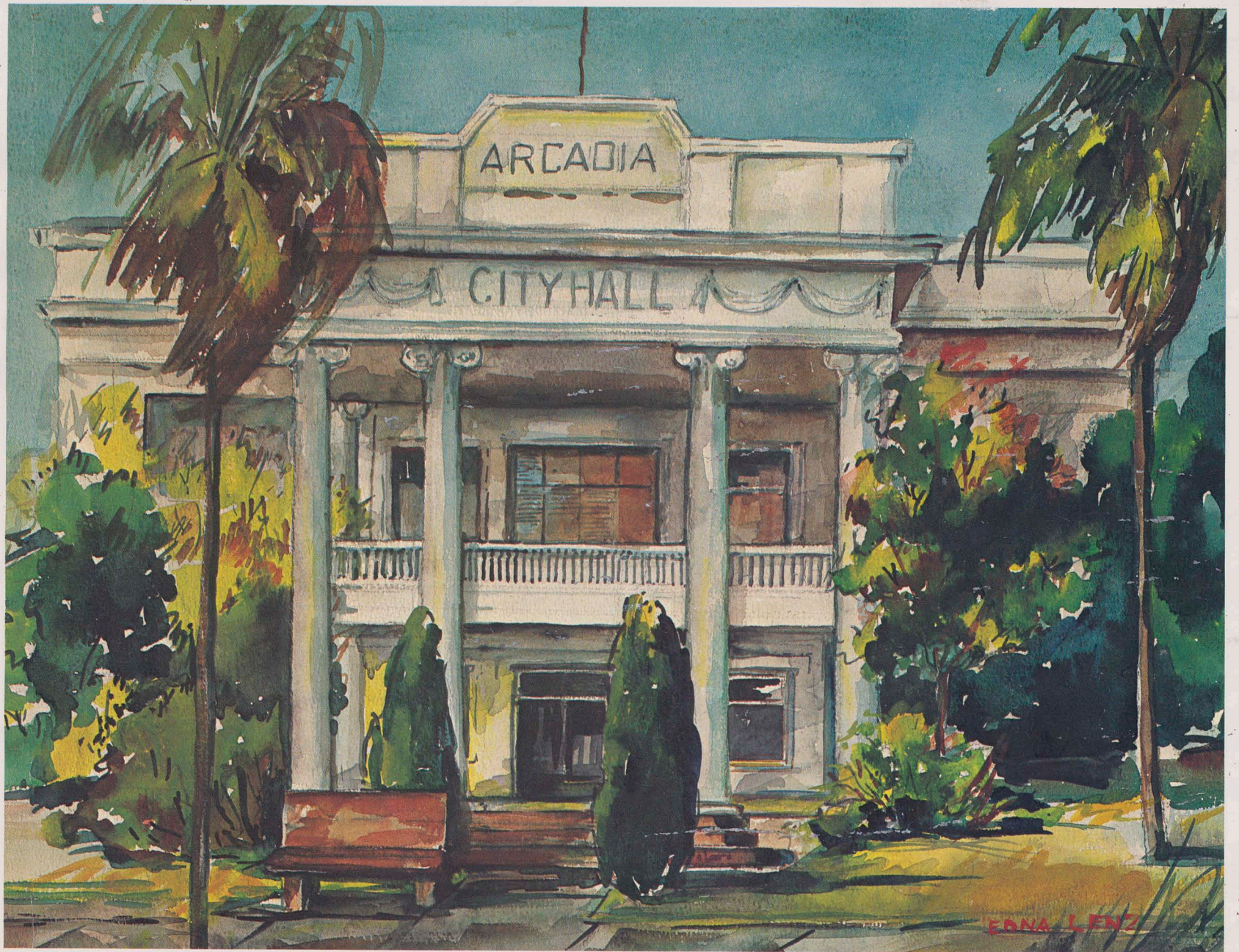


Arcadia

WHERE RANCH AND CITY MEET



Pat McAdam
Sandy Snider

Arcadia

WHERE RANCH AND CITY MEET

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Sandy Snider

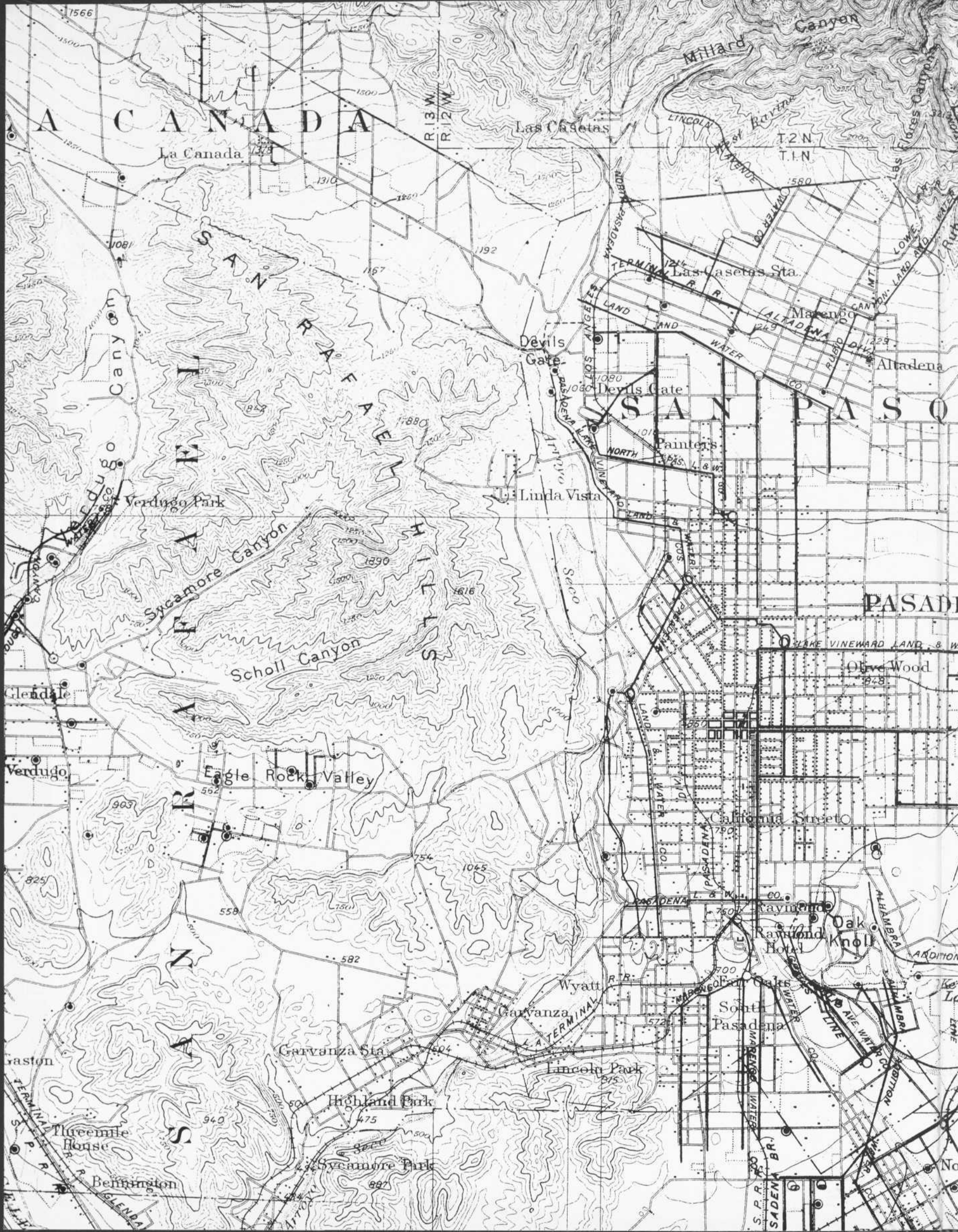
If a picture tells a thousand words, *Arcadia: Where Ranch and City Meet* will have done its job well. This photo history of the city of Arcadia chronicles man's changing use of the land he calls home. Elias Jackson (Lucky) Baldwin began the transition from ranch to city land when in the 1880's he made his first subdivisions in the sprawling Baldwin Ranch. Orange groves dominated the landscape for years, however, and tourists came by the thousands to enjoy the scenic wonders of the ranch which then overshadowed a fledgling Arcadia townsite to its east.

With its incorporation in 1903, Arcadia began to vie for attention. As Mayor, Lucky Baldwin oversaw a city condemned by many as "a gambling hell and booze pleasure park," a city with an acclaimed racetrack and one where saloons and roadhouses outnumbered schools, churches and general stores combined. The Pacific Electric heralded increasing suburbanization, though, and with the death of Baldwin in 1909, a new city image took shape. As gambling and the sale of alcoholic beverages were banned, the needs of solid citizens began to be met. By 1920 Arcadia boasted public gas, electric and telephone services; it secured its first library, church, bank and, in 1918, a handsome new City Hall.

Large acreage tracts were increasingly broken down to more manageable sizes in the following decade, frequently a single acre on which numbers of Arcadians tried their hands at poultry raising. Not all succeeded, but considerable money was injected into the community, some of which sparked the economic development of West Arcadia in the late 20's.

The transition from ranch to city continued apace into the 1930's, a decade which announced the NEW at every turn. A new city racetrack, Santa Anita Park, was opened; ground was broken on the site of Lucky Baldwin's old racetrack (Ross Field Balloon School during World War I) for what was to become Arcadia County Park. Nearby, W. Parker Lyon's Pony Museum drew additional visitors to Arcadia. "New buildings, new businesses, public improvements, and home construction were almost daily items of news," wrote Arcadia historian, Gordon Eberly.

World War II brought a temporary halt to development, but postwar boom not only re-established but intensified city growth. Arcadia's population skyrocketed, and by mid-1950's the city was a community of homes rather than an amalgam of houses, ranches, chickens and open



A C A N A D A

La Canada

Las Casetas

Millard

Canyon

Verdugo Canyon

Sycamore Canyon

Scholl Canyon

Devils Gate

Devils Gate

Painters

Linda Vista

North

Las Casetas Sta.

Marengo

Altadena

Verdugo Park

Glendale

Verdugo

Eagle Rock Valley

Gaston

Threemile House

Benninston

Garvanza Sta.

Highland Park

Sycamore Park

Wyatt

Garvanza

Lincoln Park

California Street

Raymond Hotel

Raymond Hotel

South Pasadena

Oak Knoll

Raymond Hotel

South Pasadena

South Pasadena

South Pasadena

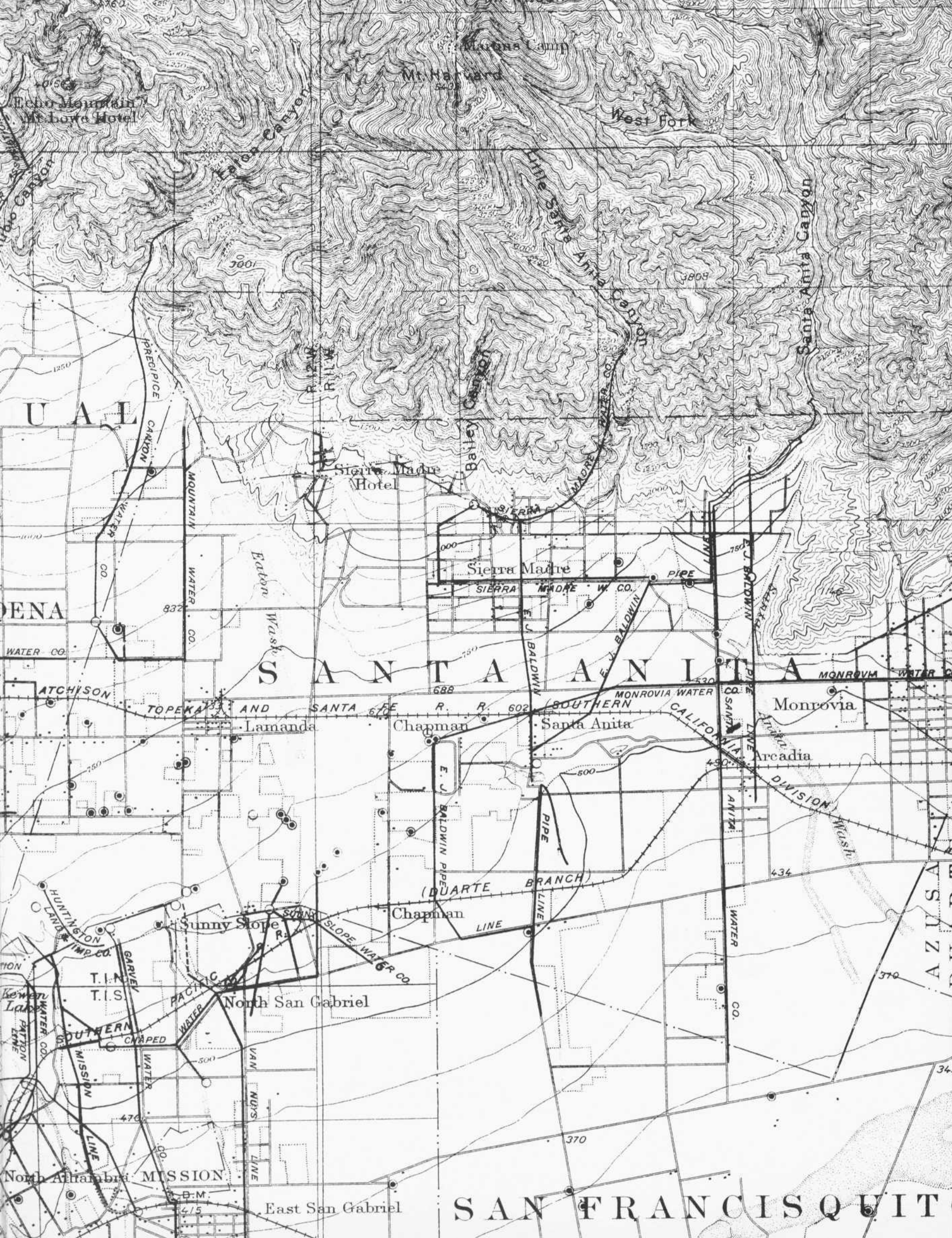
South Pasadena

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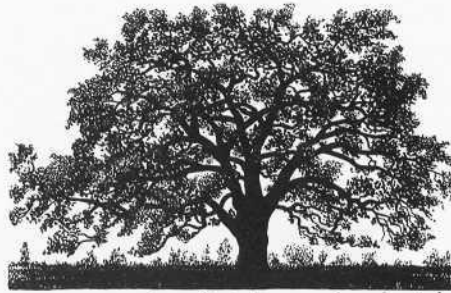


SAN FRANCISCO



Arcadia

WHERE RANCH AND CITY MEET



Pat M^cAdam
Sandy Snider



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ARCADIA: WHERE RANCH AND CITY MEET

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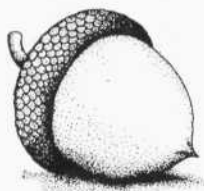
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Looking north over a field of trailing South African daisies (*Osteospermum fruticosum*), a Los Angeles State and County Arboretum plant introduction.

END PAPER MAP

Map shows roads, railroads, pipe lines and pumping plants in Pasadena Quadrangle, California. U.S. topographic map 1904. Data compiled under the direction of W.C. Mendenhall. — COURTESY OF MR. AND MRS. ROBERT PITZER

Preface

The city of Arcadia is rich in history, albeit a history of words and pictures rather than monuments and buildings. Little physical evidence of Arcadia's past remains in this forward-looking city, but a fine collection of photographs, maps and brochures have captured what the eye no longer sees. For this pictorial history, we have selected approximately 300 "visuals" to chronicle Arcadia's growth from ranchland to modern metropolis. Chapters have been arranged chronologically, rather than by subject, to emphasize the evolutionary nature of city growth, and text has been kept to a minimum in an effort to complement rather than dominate the story told by pictures.

Gordon Eberly's written history, *Arcadia — City of the Santa Anita* (1953), remains a fine city reference, rich in the detail that pictures only hint at. The authors applaud Eberly's work and recommend it to those who enjoy the nuances as well as the broad outlines of history.

The task of compiling, assessing, organizing and promoting a pictorial history such as this is necessarily complex. Many thanks are due those citizens whose photos or photo duplicates have been added to the holdings of both Arcadia Public Library and the Los Angeles State and County Arboretum. Officer Don Wilsterman of the Arcadia Police Department Photo Lab loaned time and technical expertise in copying precious photographs, a task he has performed faultlessly for the Library Reference Department since the late 1950's. We gratefully acknowledge Officer Wilsterman's sizeable contribution to our pictorial

history project.

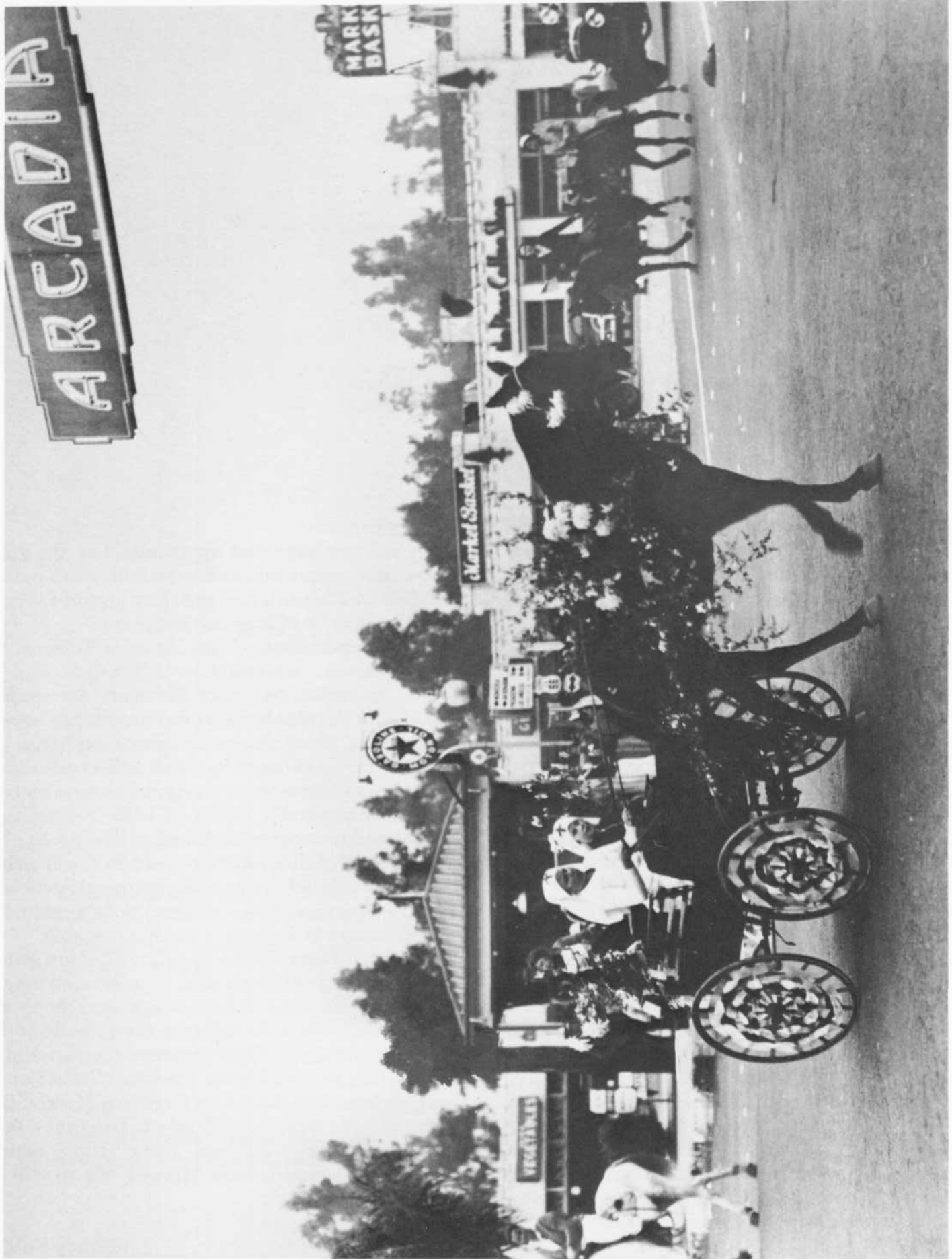
We acknowledge and appreciate, too, the guidance, encouragement and perspective offered by Dr. Edwin Carpenter of the Huntington Library and the equally efficacious support given by Hal Roach, former editor of the *Arcadia Tribune*. To Jim Domney, Arcadia City Librarian, and to Janet Sporleder, reference librarian, our sincere thanks for invaluable editorial assistance in preparing text, chronologies and photo captions.

Photo credits within the book reflect our sometimes limited knowledge of original owners and/or donors of materials. Prints of both credited and uncredited photographs found in this book, plus hundreds of additional views, are on file at either Arcadia Public Library or the Historical Section of the Los Angeles State and County Arboretum for those readers interested in further research.

Arcadia: Where Ranch and City Meet is a gift to the city, to its residents and to interested neighbors. The authors acknowledge and hope all readers will join us in saluting the Friends of the Arcadia Library for their generous sponsorship of this history project. Under President Carol Papay and book project chairman Gretchen Merritt, the Friends have worked tirelessly to help put a face on Arcadia's colorful past. Their vision, enthusiasm and support have allowed our dream to become reality.

Arcadia, California
July, 1981

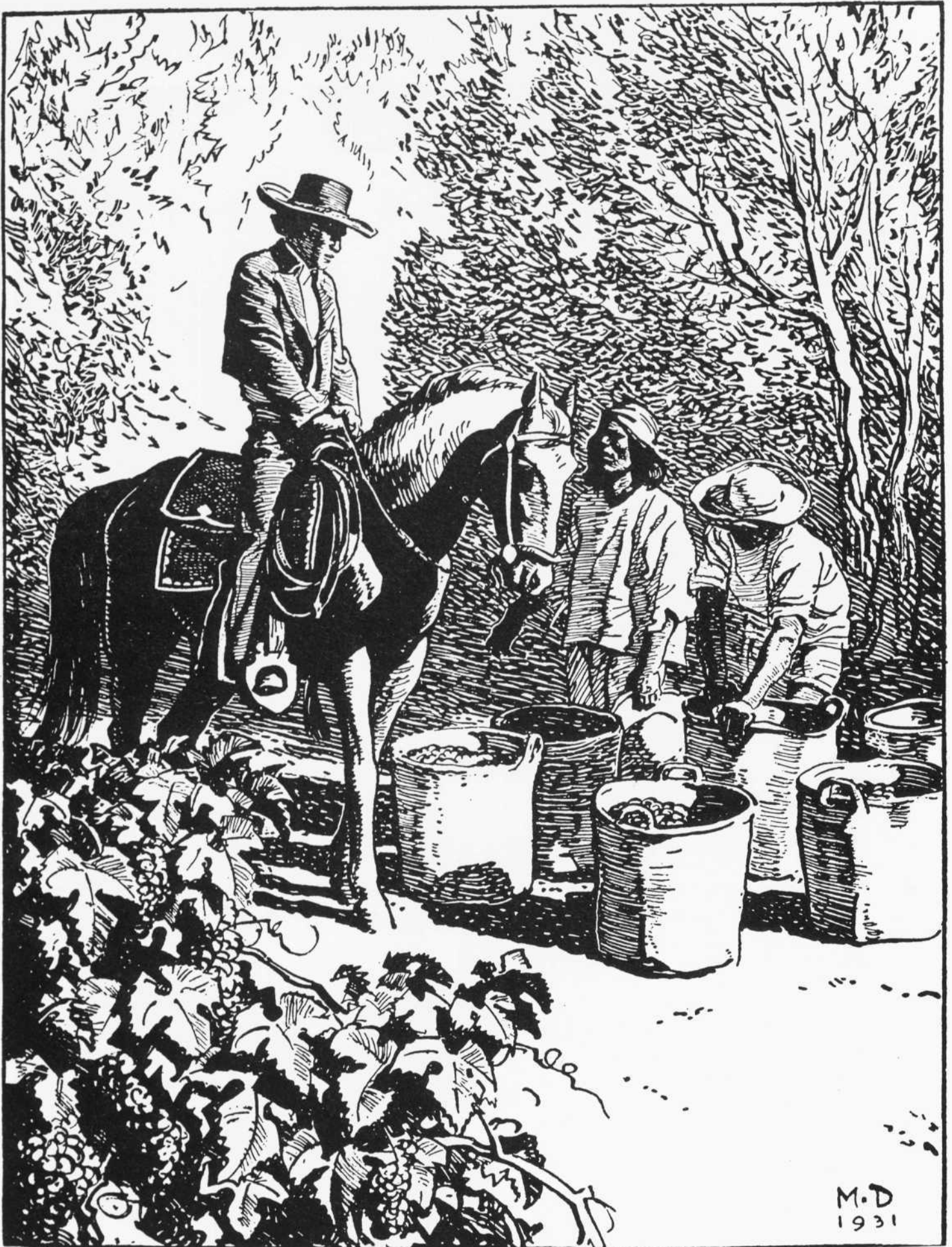
Sandy Snider
Pat McAdam



Armistice Day Parade, 1936. Pony cart carries two girls dressed as nurses north on First Ave. at Huntington Drive.

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Pen and ink drawing of Don Perfecto Hugo Reid and Indian laborers executed by California artist Maynard Dixon in 1931.

Introduction

"An oasis in the desert" is the only true way to describe the area atop the Raymond Hill Fault that was to become the center of Rancho Santa Anita and later the thriving city of Arcadia. The lagoon and the marshy land that once surrounded it, was a haven for Indians who first settled here. For years the perpetually flowing springs meant the difference between life and death to any human being in this dry land.

So, it is only natural that the history of this spot should date back farther than most, have a history unique unto itself, and that is what Pat McAdam and Sandy Snider have shown in this fascinating new history of Arcadia. Not an old-fashioned dates-and-names sort of history but a "people" story with all the color and "magic" of the human spirit as it moved into and through this fast moving corner of the world.

It is the story of a vast 19th century California ranch, dependent almost entirely for its existence on the food it could grow so abundantly there, and also of the vicissitudes, pushes and pulls, gives and takes, dreams and realities that go into the

making of a modern, high quality suburban city.

Here one can live again the story of Victoria, the Indian from San Gabriel Mission, and her husband, the Scottish Hugo Reid, who made the first modern impact on the land, on up to E. J. (Lucky) Baldwin whose money, drive and dream made Santa Anita the show place of the San Gabriel Valley.

In these pages the story of Arcadia comes alive. You can witness again the bitter battles over saloons and bawdy houses, over the race track and gambling, its emergence from a scattered area of small ranches and chicken coops into a modern city of subdivisions comparable to the finest in the world.

Mrs. McAdam and Miss Snider deserve the thanks of the entire city for the effort they have expended to bring this book to reality. Everyone who loves this community as well as all history buffs will want to read this exceptional in-depth study of the past.

— F. Harold Roach



Extending from the Arroyo Seco in Pasadena east to Monrovia Canyon, the Raymond Hill Fault is a reverse fault with a complex fracture pattern. Fault-related features in Arcadia include the lens-shaped hill located within today's Arboretum (Tallac Knoll) and a similar hill found near the north boundary of Santa Anita Park (racetrack). The Arboretum lake is a "sag pond" or fault depression, the negative of Tallac Knoll to its west. — *California Geology*, June 1978

1

Background

A history of Arcadia is in many respects that of California in microcosm. A fertile, well-watered land, the area of today's Arcadia has attracted a trail of owners over the years, beginning with primitive, hunting-and-gathering Indians and continuing through Mexican rancheros, American entrepreneurs, real estate promoters, health and pleasure seekers, small farmers and modern suburbanites. Each group has left its mark upon the land, and each is part of the fabric with which we clothe our heritage.

Chapter one of the Arcadia story began some 3,000 or more years ago when Shoshonean-speaking Indians arrived in the Los Angeles Basin from the East, driving a huge wedge between the settled tribes of the Hokan language family (Yumans in the San Diego area and Chumash in Santa Barbara). Geographically bounded by the sites of Malibu on the north and Laguna on the south, and stretching inland to the San Gabriel Mountains, numerous Shoshonean villages were situated as nature dictated, along the sheltered coast, next to rivers and streams, and near natural lakes. Village names often reflected their native settings; Acurangna (near today's Huntington Drive and San Gabriel Boulevard) was known as "a place where there is wood"; Hukngna (today's El Monte) was "in the weeping willow trees"; Kuruvungna (Santa Monica) denoted "a place where we are in the sun." Similarly, the homesite of the earliest permanent inhabitants of Arcadia was known as Aleupkigna or "the place of many waters," a reference to the lake, marsh lands and artesian

springs which then dotted the immediate vicinity.

A geographical note helps explain the genesis of "the place of many waters." The San Gabriel Valley, from Raymond Hill in South Pasadena east to Monrovia Canyon, is bisected by the Raymond Hill Fault, the flexure (line) of which serves as a ground water barrier or subterranean dam in the area. An abundance of surface and artesian water, steep scarps, fault ridges, depressions and springs are fault-related geographic features that once characterized much of the West Valley. In Arcadia, waters north of the fault line were approximately 100 feet below the surface, while to the south water could not be found at less than 400-600 feet. Marshes, cienegas (springs) and streams covered Aleupkigna. Tallac Knoll, located on the grounds of the present day Los Angeles State and County Arboretum, is a lens-shaped hill squeezed up by pressure along the faults that circumscribe it. The adjacent natural lake is another fault-related feature. Known technically as a sag pond, the Arboretum lake is in fact a fault depression, the opposite of Tallac Knoll on its west. It was near the lake, either on Tallac Knoll or perhaps on the rise of land just north of the Arboretum, that Aleupkigna was probably established.

Who were Arcadia's first residents? As a typical Shoshonean village, Aleupkigna would have included some 50-150 stocky, brown-skinned, dark-haired men, women and children, naked except for the women's bark and twine aprons. Both men and women beautified themselves with facial tattoos,

the skin pricked with a thorn and charcoal or juice from nightshade leaves rubbed into the bleeding wounds to produce strong, blue-black markings. Men and women wore long, straight hair, the women's cut with bangs, the men's often doubled upward to be fastened on the head with a bone pin or stone knife. To keep their hair glossy and free of parasites, clay was periodically applied to the head, allowed to dry, then broken off in chunks to which excess oil and unwanted scalp residents adhered. Vanity was not unknown. Older women used red ocher on their faces to retard browning and wrinkling, while younger women used it as a rouge to make themselves more attractive. Ornaments of various kinds were also popular: bird beaks, animal teeth, soapstone beads, pine nuts and particularly sea shells were strung and worn as beads or worked into the women's fringed aprons.

Residents of Aleupkigna lived off the land, constantly hunting and gathering life's essentials in an age when nature provided shelter, food, dress, medicine and utensils. Shoshonean housing, known as kiys or wickiups** were primitive structures constructed of staked willow poles bent toward a center point and tied, then thatched with layers of woven reed mats. Smoke holes vented the warming fires in the kiys where families slept on animal skin or woven fiber mats. Insect infestation of the reed structures was reportedly combatted by using branches of California bay leaves as a natural repellent. Bay leaves were equally efficacious as a headache remedy when crushed and packed in the nostrils. Other natural medicines included pinyon pine resin, either chewed to relieve a sore throat or applied hot as a skin dressing; teas made from buckwheat stems and alder bark to check intestinal disorders; and even juice from poison oak stems, leaves and roots used as a cure for warts and ringworm.

Residents of Aleupkigna were a Stone Age people geographically isolated from the cultural advances of Mexican, southwestern and Plains tribes. There were no metals from which to fashion tools, weapons or utensils in Shoshonean California, nor did Indians of the Los Angeles Basin practice active agriculture. Corn and wheat were not known in pre-Spanish California, nor were there citrus, beans, tomatoes or avocados. There were no cattle, no horses, no chickens or buffalo. Warfare was practically unknown, political machinations rare, and social interaction limited largely to immediately neighboring villages.

Everyday roles were nevertheless well-defined at Aleupkigna, with men the hunters and weapon makers and women the gatherers, basket makers, seamstresses, cooks and childbearers. Strictly a

man's work, hunting encompassed every small and large animal in the Valley and surrounding mountains. Deer, rabbits, squirrels, gophers, rats, antelope, skunks, fish, birds and even insects were eaten. Roasted grasshopper could be an epicurean delight! Handmade bows of juniper, alder or laurel, backed with glued-on strips of deer sinew (glue was made from deer hooves), and cane or bamboo arrows comprised the hunter's basic weapon. Curved rabbit sticks, clubs, snares and pit traps were equally lethal, while large nets served to capture numbers of small animals frightened out of hiding by groups of hunters beating the bushes. Meat and fish were either roasted over the fire and eaten immediately, or dried in the sun and wind to be stored for future use. Salt was appreciated as a seasoning, and skins were often traded to Indians at Redondo to acquire this prized commodity.

To the women of Aleupkigna fell the endless job of gathering. Roots, nuts, berries, seeds and native fruits of all types were systematically gathered, ground and stored, though it was the plentiful California oak trees that provided the year-round staple of the Shoshonean diet. With large carrying baskets strapped on their backs, women gathered pounds of acorns and carefully dried them for future use. As needed, the acorns were cracked open with stones, pounded into meal with mortar and pestle, leached in a leaf-lined sand filter to remove poisonous tannin, and, at long last, cooked into a soup by stone boiling (stirring hot stones into the meal in watertight baskets) or baked into a hard, blackened bread. Chia, cherry, cattail, sunflower, grass and other seeds were similarly ground into meal for use in soups. Bulbs, yucca buds, tule potatoes, plant stems and pine cones (they popped open when roasted and the pine nuts were shaken out) were roasted in pit ovens lined with leaves and hot stones, a sort of steam cooker. Utensils included a variety of mortars and pestles, soapstone pots and griddles when available (soapstone was a trade item from Catalina Island) and handmade multipurpose baskets. As weavers, Shoshonean women made use of yucca, agave and other plant fibers to fashion twine and cordage for nets, sandals, mats and even hair brushes, and they continuously coiled and twined reeds, roots and fibers into basketry sifters, seed-beaters, winnowers, storage containers and cooking vessels.

Adaptation to the vagaries of nature was

**The term wickiup, though more commonly used than kiy, is actually of Algonkian origin and applies generically to any hemispherical thatched structure. Evidence indicates that kiy is the proper Shoshonean term.

essential to the survival of the residents of Aleupkigna. In 1771 and the period immediately thereafter, adaptation of a different sort was required as the Stone Age Shoshonean culture gave way rather abruptly to the greater plans of the King of Spain. Some 200 years after discovery by Spanish explorers, Franciscan padres collaborated with soldiers of the Crown to establish religious, military and economic footholds in Alta (Upper) California. Arm in arm, Church and state gently persuaded or coerced the native Indians to relinquish their primitive freedoms in exchange for the security and comfort of the mission complex.

The California Indians were to become Spaniards in thought, word and deed, and when sufficiently enculturated (within ten years as originally projected), each would be endowed with a piece of mission land upon which to begin life anew as a Spanish citizen. Missions such as San Gabriel Arcangel (established in 1771) were charged with instructing the natives in everything from the sacraments to bricklaying. As conversions accelerated, the mission complex became a self-sustaining ranch complete with orchards, irrigation, livestock and industries. The residents of Aleupkigna became known as the Gabrielino (in reference to the mission responsible for their conversion), and the land upon which they had lived before removal to the Mission became Rancho Santa Anita, an agricultural outpost of San Gabriel.

The mission system reached its height in power and influence during the early years of the nineteenth century with its Indian labor force still deemed unprepared for Spanish citizenship. Mexico's successful revolt against Spain in 1821 marked the beginning of the end of mission domination, when the new government insisted that the wealth and lands of the missions be turned over to the state. Government order secularized the missions in 1833, completely removing them from Church control and granting their former land-holdings to the new California pace-setters, the rancheros. Resident Indians who had not succumbed to the white man's smallpox, measles or syphilis (against which they had no immunity), found themselves lost in the government shuffle, relegated to either a nomadic life or employment on the newly formed ranchos. Only four Gabrielino Indians were deeded Mission land, one of them the widow of the hard-working Mission neophyte Pablo Maria. In 1837, widow Bartolomea would marry the first private owner of Rancho Santa Anita, Don Perfecto Hugo Reid.

Hugo Reid was born in Renfrew County, Scotland, in 1810. He attended Presbyterian schools, then had two years at Cambridge before leaving both

school and Scotland at the age of eighteen after, according to friends, being spurned by a young woman named Victoria. By 1830, Hugo Reid was in Lima, Peru, working for Henry Dalton's trading company, and two years later he was promoted to management of a branch store in Hermosillo, Mexico. In 1834, Reid and a friend, Dr. William Keith, moved to the Mexican pueblo of Los Angeles, in Alta California; Dr. Keith setting up a medical practice and Reid opening a trade store on the Plaza.

It was perhaps in his store that Hugo Reid met Bartolomea, then a married mother of three. Daughter of a Comicrabit chief, Bartolomea had grown up at the Mission San Gabriel under the tutelage of housemother Eulalia Perez, and had been married at thirteen to Pablo Maria, a man 28 years her senior. A romance with young Reid was impossible, and apparently in light of the circumstances, Hugo left Los Angeles in 1836 to return to Hermosillo. Shortly thereafter, Bartolomea gave birth to her fourth child, a boy named Carlos, and almost simultaneously lost her husband Pablo to smallpox.

Upon receipt of the news, Hugo Reid returned to Los Angeles and quickly applied for both Mexican citizenship and Catholic baptism (he selected the name Perfecto for his baptismal certificate). As a naturalized citizen and as required by law, Don Perfecto Hugo Reid, on August 6, 1837, requested written permission of the Governor of Alta California to marry "a native daughter." Permission granted, Hugo not only married, but apparently renamed Bartolomea. From her September wedding on, Bartolomea was referred to both legally and informally as Victoria Reid (named, perhaps, for Reid's former friend in Scotland, or, more probably, for the newly crowned Queen Victoria in England).

Hugo adopted all four of Victoria's children and immediately after the marriage began building a two-story home for his family in San Gabriel, 300 yards from the Mission Church. The house was completed in 1839 and was apparently the Reids' main residence, although almost nothing is known of it. After Hugo Reid's death in 1852, Victoria lived alone in the San Gabriel home till it fell in the earthquake of 1855.

While the San Gabriel house was being built, the Reids lived on Victoria's 128 acre land grant, Huerta de Cuati or Twin Orchard, located in and adjacent to today's Lacy Park in San Marino. Pablo Maria had used the land as a private garden and built a home there during the Mission period. Hugo continued the cultivation of its orchards and vineyards with particular success at wine making. The Reids spent a good deal of time at Cuati and

quite often referred to the property as Santa Anita, the much larger but less productive rancho with which it shared a boundary.

Hugo Reid petitioned the Los Angeles Ayuntamiento (council) for the three square leagues (13,319 acres) of Rancho Santa Anita in 1839 in competition with five other applicants and was given final favor at least in part, wrote the council, "since the petitioner's claim is strengthened by his family." Provisional title was received from Governor Alvarado in 1841, in compliance with Mexican law which stipulated that grant land be occupied, have a house on it, be stocked with cattle, and be cultivated prior to receipt of full property title. During the spring and summer of 1840, Hugo Reid made the required improvements: he sowed wheat, put a few hundred head of cattle on the rancho, and built what he described as "a house of stone" near the ranch lake. The three room Hugo Reid Adobe, considerably more primitive than the Reid's San Gabriel or Cuati houses, was the first permanent structure built on Rancho Santa Anita in today's Arcadia. Reid's adopted son Felipe and his family apparently occupied the house and managed the Santa Anita property for Don Perfecto. Full title was conveyed on March 31, 1845, by Governor Pio Pico.

Hugo Reid was neither a thrifty Scotsman nor a sound businessman. He incurred debts throughout his life, and in 1847 was forced to sell Rancho Santa Anita to his friend and Azusa neighbor Henry Dalton for \$2,700 (about 20 cents an acre). Two years later, Hugo travelled to Northern California as a 49'er in search of gold. He not only failed in the endeavor, but seriously undermined his health in the process. Though he served admirably in September of 1849 as one of only four Los Angeles area delegates to the California Constitutional Convention in Monterey, when he finally returned to Victoria, 40 year old Hugo was referred to by associates as Old Reid.

Though quite ill, Hugo Reid undertook perhaps the most significant project of his life in 1851. With Victoria supplying the information, Reid produced a series of 22 essays on the culture of the Indians of Los Angeles County. The essays, the first such work of their kind, were published in the *Los Angeles Star* and have been reprinted several times since as a lasting contribution to California Indian anthropology. Hugo Reid died December 12, 1852. Victoria succumbed to smallpox December 23, 1868, after having watched each of her children precede her in death from the same disease.

In an earlier reference to mission secularization, Hugo Reid had written that "destruction came as a thief in the night." So, too, did destruction come

not only to the Reid family, but to the lovely Rancho Santa Anita as well. During the decade and a half following Reid's sale of the land, absentee ownership and mismanagement combined with political, economic and even climatic reverses to cloud the future of Santa Anita. Transition is rarely easy, and California during the 1850's and the early 1860's was the scene of rapid change. The discovery of gold in California and the subsequent transition from Mexican to American ways was but the tip of the iceberg. Below the surface, the demise of the hide and tallow trade in the face of gold-induced inflationary beef prices, endless litigation to settle the validity of Mexican land grants, and later, an unprecedented two year drought in which thousands of cattle perished and the prices of land slumped, all contributed to make instability a way of life. During this trying period, title to Rancho Santa Anita passed through a number of hands. Successive owners, despite their personal strengths and weaknesses, were subjected to the rigors of transition. Often the land itself paid the price.

English merchant Henry Dalton, the first absentee owner after Reid, was encumbered with the time-consuming and often expensive process of establishing proof of land title before a U.S. Land Commission which had been appointed to oversee the transition from Mexican to American modes of ownership. Each of Dalton's properties required research and litigation, and early in this frustrating period (1854), he was forced to sell Rancho Santa Anita to raise operating funds. Dalton spent over 20 years securing title to his properties only to lose his Azusa homesite in 1881 to mortgage foreclosure.

Henry Dalton's successor at the Santa Anita Rancho, relieved of the financial burden of proving title, exercised a liberal hand in the maintenance and improvement of the neglected property. Joseph A. Rowe, owner and star equestrian of Rowe's Olympic Circus, paid \$33,000 cash for the land on which he planned to make his permanent home. An additional \$6,000 went into rebuilding the crumbling Hugo Reid Adobe: the old tule and brea roof was replaced with tiles and shingles, and a new five room adobe wing was added facing the lake. This auspicious beginning was quickly lost in the quagmire of Rowe's financial mismanagement and ranching inexperience, however, and a national recession that drove money into hiding finished the ranching career of the only owner to actually lose money on his investment in Santa Anita. In 1857 Rowe borrowed \$12,000 at 24 percent interest to cover his debts. When that proved insufficient, he managed to find a bidder for the ranch itself, an investment partnership

that paid a mere \$16,645 for title to Rancho Santa Anita. Joseph Rowe quietly left for Australia after clearing \$2,300 on his \$33,000 land investment.

The unlikely combination of Albert Dibblee, San Francisco vigilante coordinator, and William Corbitt, a Los Angeles promoter, purchased Rancho Santa Anita sight unseen from the floundering Rowe. Albert Dibblee entrusted management of the ranch to his younger brother Thomas, while he remained in San Francisco earning money for capital expenditures and planning intelligently and creatively for the future development of the ranch. "My idea of the property," he wrote, "is that it should be turned to account for stock raising. . . The increase of cattle here would be about 80 percent an. — that is 80 calves to 100 cows . . . This is to be by far the greatest stock raising state in the union . . . Cattle are usually worth \$15 to \$18 each in Los Angeles County. Also sheep can be profitably raised by present appearances, as to pay for wool growing."

The plans of Albert Dibblee were sound, but his timing unfortunate. The year 1862 began almost three years of devastating drought that put an end to cattle ranching in Southern California. Starved for green grass and water, cattle died by the thousands, their emaciated carcasses left to rot in the sun. As the spring-fed lake at Santa Anita dried and shriveled into little more than a marsh, so too did the plans of Albert Dibblee shrivel into oblivion.

In 1865, the partnership made the first of what would become many divisions in Rancho Santa Anita, selling the land in two sections. The smaller, 2,000 unimproved acres in the west, was sold to a German merchant, Leonard Rose, at \$2 an acre, while the heart of the ranch, 11,319 acres surrounding the homesite, went to William Wolfskill for \$20,000. Rose created the highly-touted Sunnyslope estate on his acreage, and a new day seemed to be at hand for the ailing Rancho Santa Anita as well. Agriculture steadily superseded cattle ranching in the California economy in the late 1860's and names such as William Wolfskill, Santa Anita's new owner, took on increasing significance. A pioneering Kentuckian, Wolfskill had arrived in

Mexican California in 1831 and quickly established himself as a land investor and budding horticulturist. A pioneer in the early wine industry, he won an award in 1856 for having the best vineyard in the state. A founder of the commercial orange industry in California, he owned in 1862 some two-thirds of all the orange trees planted in the state. An intrepid cultivator, he planted numerous kinds of fruit and nut trees on his far-flung properties. William Wolfskill brought knowledge, experience and a longtime enchantment with Rancho Santa Anita when in 1865 he moved into the old adobe near the lake. In 1866 he was dead. He had had time at Santa Anita only to plant from seed (another first) a number of the recently introduced Australian eucalyptus trees.

As Wolfskill's son Louis assumed ownership of Rancho Santa Anita, the transition from Mexican to American ways, from cattle ranching to agriculture, from single crop to diversified farming, seemed assured. With increasing stability, land prices rose to lucrative levels, and Louis further subdivided the ranch to gain maximum profits. Alfred Chapman purchased 1,740 acres (the section now known as Chapman Woods) for \$19,500, skyrocketing Santa Anita's market value to over \$11 an acre. The balance of the ranch (now reduced to 8,000 acres), including the homesite, was offered for sale in 1870 at \$9 an acre, in 1871 for \$10 an acre, and again in 1872 at \$10.50 an acre.

Louis Wolfskill found his buyer in 1872 in Los Angeles merchant Harris Newmark. A shrewd man, Newmark realized that it was only a matter of time before the railroads would complete their lines into Los Angeles, thus opening the area to national markets and inevitably boosting the value of the land. Beating the Southern Pacific to the scene, however, was a new ranch buyer, Elias Jackson (Lucky) Baldwin, who in 1875 paid a fantastic \$200,000 (\$25 an acre) for Rancho Santa Anita. With a businessman's determination and a farm boy's enthusiasm, Baldwin set about to make his investment pay, and in doing so fulfilled the bright promise so many before him had also seen in the fertile valley land.



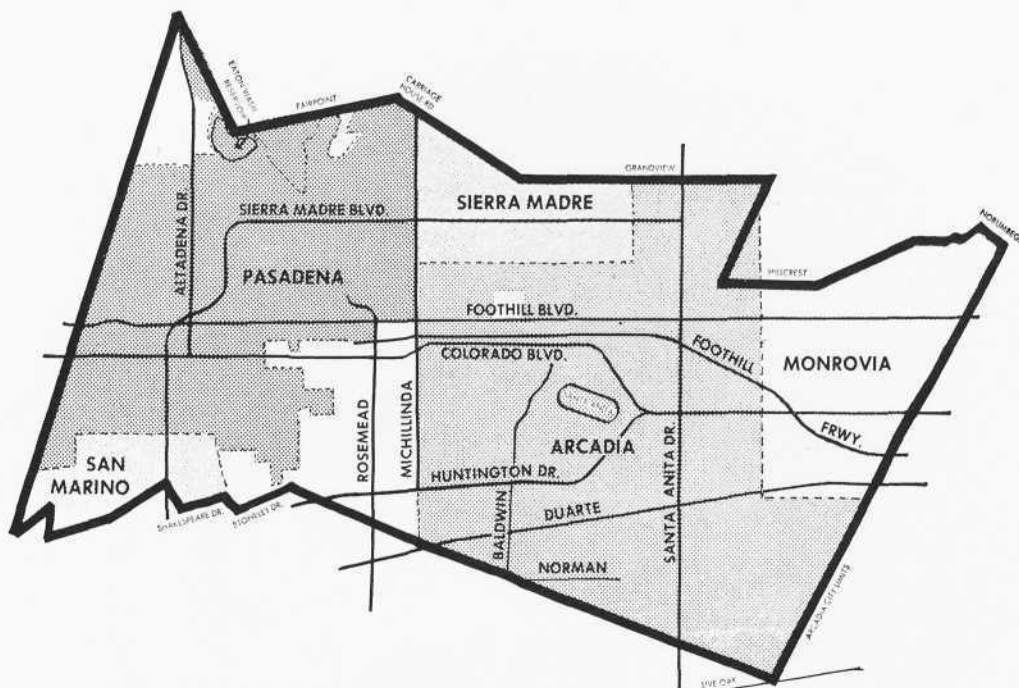


Grove of native Engelmann oaks (*Quercus engelmannii*) located on today's Tallac Knoll on the Arboretum grounds. Residents of Aleupkigna, the Gabrielino Indian Village which may have been situated on the knoll, harvested acorns as the staple food of their diet.

Approximations of Gabrielino shelters, known as "kiys" or wickiups, constructed on the Arboretum grounds, circa 1960. The willow pole frames were lashed with rawhide strips, then thatched with tules found growing near the marsh-like lake.



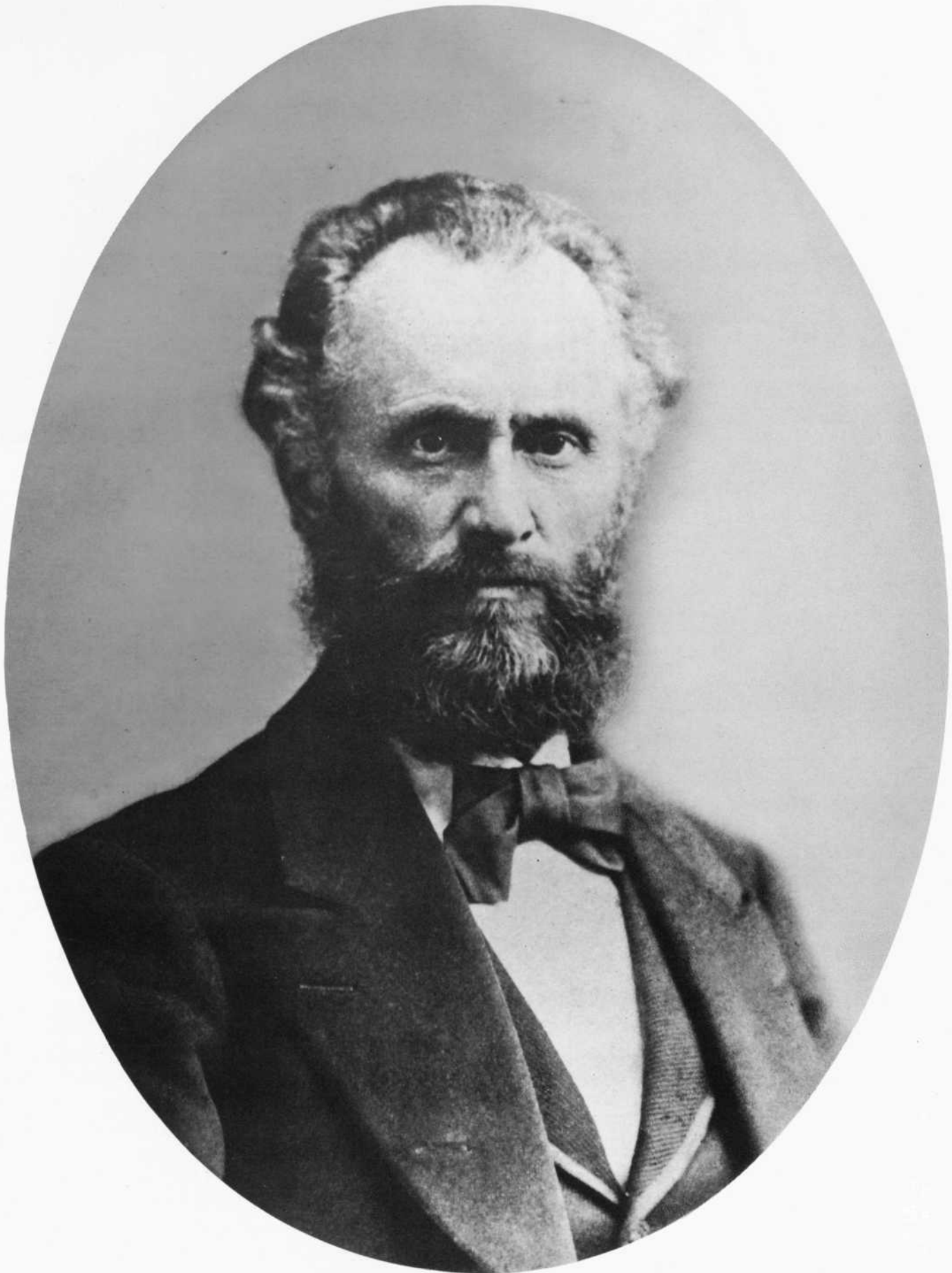
Hugo Reid Adobe, circa 1970. The three-room Reid Adobe was reconstructed by the State of California in 1959-1960 based on structural evidence unearthed in an extensive archaeological project. The adobe is located just south of the lake on the Arboretum grounds.



This map indicates the boundaries of Hugo Reid's original three square league (13,319 acre) Rancho Santa Anita land grant and the present-day cities that grant embraced.

CHRONOLOGY - CHAPTER 1

- 500 B.C.-
- 1771 — Shoshonean Indians occupy the area of today's Arcadia.
- 1771 — Mission San Gabriel is founded near the San Gabriel River, in the vicinity of today's San Gabriel Boulevard and Lincoln Avenue.
- 1776 — Mission San Gabriel is moved to its present site and sometime thereafter utilizes Rancho Santa Anita for agricultural purposes.
- 1808 — Bartolomea is born on the Comicrabit rancheria.
- 1810 — Hugo Reid is born in Renfrew County, Scotland.
- 1834 — Mission San Gabriel is secularized.
- 1837 — Hugo Reid marries Bartolomea (Victoria Reid).
- 1838 — Governor Alvarado formally grants the 128 acre Huerta de Cuati to Victoria Reid.
- 1839 — Hugo Reid petitions for three square leagues (13,319 acres) of Rancho Santa Anita.
- 1840 — Hugo Reid constructs a "house of stone" near the lake at Santa Anita.
- 1841 — Governor Alvarado grants provisional ownership of Rancho Santa Anita to applicant Don Perfecto Hugo Reid.
- 1845 — Governor Pio Pico grants full title to Rancho Santa Anita to Hugo Reid.
- 1847 — Reid sells Rancho Santa Anita to Henry Dalton for \$2,700.
- 1849 — Reid serves as delegate to the California Constitutional Convention in Monterey.
- 1851 — Reid's essays on the Indians of Los Angeles County are published in the *Los Angeles Star*.
- 1852 — Hugo Reid dies and is buried at the Plaza Church in Los Angeles.
- 1854 — Henry Dalton sells Rancho Santa Anita to Joseph Rowe for \$33,000.
- 1857 — Rowe clears only \$2,300 on his sale of Santa Anita to Dibblee and Corbitt.
- 1868 — Dibblee and Corbitt sell 2,000 acres of Rancho Santa Anita to Leonard Rose; the remaining 11,319 acres are purchased by William Wolfskill for \$20,000.
- 1868 - Victoria Reid dies of smallpox and is buried at San Gabriel.
- 1869 — Alfred Chapman purchases 1,740 acres of Rancho Santa Anita from William Wolfskill's heir, son Louis.
- 1872 — Wolfskill sells the remaining 8,000 acres of Rancho Santa Anita to Harris Newmark for \$85,000.
- 1875 — Elias Jackson Baldwin purchases Rancho Santa Anita for \$200,000.



Elias Jackson (Lucky) Baldwin. This official Baldwin portrait dates to 1875 when the 47-year-old entrepreneur was named first President of the Pacific Stock Exchange. During this pivotal year, E. J. was active both in San Francisco, where he was building his \$3.5 million Baldwin Hotel, and in Southern California as well, where his initial investments in real estate were beginning to mushroom.

2

The Baldwin Ranch

Elias Jackson Baldwin, the most colorful as well as the most effective owner of Rancho Santa Anita, was born April 3, 1828, in Hamilton County, Ohio, the fourth of five children. Moving to northwestern Indiana in 1834, young Elias grew up in a farming family, working the soil and acquiring at an early age the reverence for and knowledge of land that would work to his advantage in later years. A year at Wabash College in Crawfordsville completed his formal education, and shortly thereafter, the headstrong Elias and neighbor Sarah Ann Unruh, both teenagers, eloped and were married. Back home, the newlyweds farmed and traded in horses, accumulating \$2,000 in savings that enabled them to establish a grocery store in Valparaiso, Indiana. It was there that daughter Clara was born in 1847.

In 1853, Elias, Sarah Ann and Clara began a wagon train journey to the West. Baldwin fitted out four wagons for the trek, two of them loaded with brandy, tobacco and tea for trading in Salt Lake City. Other men jettisoned family heirlooms while crossing the plains. Elias Baldwin claimed a \$3,000-4,000 profit on his Salt Lake sales, then reinvested part of his earnings in horses that he later sold to Sacramento buyers at a 400 percent markup. The Baldwin family more than doubled its capital while crossing the plains. In San Francisco, E.J. used \$5,000 of his bankroll to buy a hotel. A series of business and real estate investments ensued, each a modest but profitable undertaking. "If a man is determined," claimed entrepreneur Baldwin, "he can do anything in the

world."

Determination could not, however, salvage his personal life. In 1862, E.J. and Sarah Ann were divorced, and Baldwin left San Francisco for Virginia City and the excitement of the Comstock. While running a lumber yard there, Baldwin studied the mines, invested cautiously and soon came to be known as a shrewd and well-informed operator on the San Francisco Stock Exchange. The nickname Lucky would presently be added to the description.

In 1867, with profits from the sale of several stocks, E.J. treated himself to a world tour. He locked some depressed Hale and Norcross shares in a safe, with orders to his broker to sell if they should reach their \$800 a foot purchase price. The price was reached and rose precipitously. When Baldwin returned to San Francisco in 1869, he brought along a new wife, Mary Cochrane, plus what became a good luck charm — the key to his safe. Unable to retrieve his client's stocks without a key, E.J.'s broker had watched Hale and Norcross soar to \$12,000 a foot by 1869, and that was the price at which the returning Baldwin was able to sell. Though E.J. held only a small interest in Hale and Norcross, the story of his luck spread to the press, where the sobriquet Lucky Baldwin was popularized. Elias Jackson Baldwin resented the implications. When asked years later how he had gotten the nickname, Lucky replied, "That's a hard one. I've worked hard for everything I've gotten in life."

E.J. continued to work hard in Comstock invest-

ments. In 1870, he sold his Crown Point shares for \$2.5 million, later his Best and Belcher, purchased at \$2 a share, for 750 times the purchase price. In 1873, the "Big Bonanza" was brought in on Consolidated Virginia land located adjacent to Baldwin's Ophir Mine. In December 1874, Ophir stock reached its highest price at \$350 a share, and Lucky Baldwin sold out for cash plus a note for a \$3.6 million balance. "He retired from the fray with \$5 million," according to historian H. H. Bancroft.

The year 1875 would prove a pivotal one for Lucky Baldwin and for Los Angeles County. A year and a half earlier, rumors of gold in the San Bernardino Mountains near Bear Valley had prompted mining purchases by two Baldwin associates, Messrs. Baird and Curtis. E.J. soon bought out the other men's interests in Gold Mountain and embarked on his own mining adventure there with customary vigor. A forty-stamp mill, the largest in Southern California, was erected on the mountain, and on March 8, 1875, Baldwin and a party of friends attended opening day ceremonies for the engineering marvel. Lucky spent two weeks at the mine, then departed triumphant carrying a large ore sample he had personally chipped from the ledges. Triumph, however, was short-lived. In May, the Gold Mountain mill shut down half of its stamps, and in October 1875 it closed completely. Baldwin doggedly held the property, plus some 6,000 acres surrounding it, but hopes for a profitable investment were turned from Bear Valley to Los Angeles County, where the beauty and fertile soil of Rancho Santa Anita had already caught farmer Baldwin's eye.

"I came down to look at a mine, but when I saw this ranch there was nothing that would make me happy but to own it," reminisced Baldwin. Santa Anita was owned by Harris Newmark's company in 1875, and, as E.J. remarked, the two men "had a great deal of dickering" over it. Baldwin offered Newmark \$150,000 for the acreage, but, recalled Newmark, "learning that we wanted \$200,000, he started off in a huff." Newmark won the skirmish, but Santa Anita proved its value many times over in the years to come. In his \$200,000 purchase, Baldwin acquired 8,000 acres of Rancho Santa Anita, bounded on the west by the property of A.B. Chapman (roughly today's Michillinda Avenue) and on the east by the Azusa de Duarte Rancho, plus 432 acres made up of fractions of sections of land outside the original Santa Anita Rancho, near the mouth of Santa Anita Canyon. All water rights in Santa Anita Canyon were also included in the sale.

That 8,500 acres was not nearly enough land to

support E.J.'s plans and dreams was apparent to all who knew him or of him. When the opportunity to acquire additional property presented itself, businessman Baldwin was prepared to negotiate. Adjoining Santa Anita on the south was Rancho San Francisquito. Within days of Baldwin's original purchase, rumors were circulating of negotiations between E.J. and San Francisquito owner Louis Wolfskill. In October, E.J. added some 6,000 acres of San Francisquito to his Southern California holdings, at a purchase price of \$60,000.

Though Baldwin personally spent little time on the ranch in the early years of his ownership, he funneled in money at a phenomenal rate and issued explicit orders for ranch improvement. Plans for the engineering of wells, reservoirs and irrigation systems were carried out, and land was quickly cleared and prepared for tillage, protected by miles of fencing. Within three years, 1,200 acres had been set out in fruit and nut trees, 300 acres in vineyard, and there were extensive nurseries to hold future stock.

An estimated 200 men were continuously employed in the first years of development of the Baldwin Ranch. Added to the planting, irrigating and fencing projects was an extensive program of construction and beautification. Some 30 buildings were erected, including stables, barns, storehouses, several "Swiss cottages" (presumably for employee families), a boarding house, general store, a school for ranch children, and, for Baldwin's newly purchased thoroughbred racing stock, separate stables and a private training track. Specimen trees from around the world were imported and set out around the homesite. "The excellent taste of the proprietor, with an expenditure of at least four hundred thousand dollars," wrote a contemporary, "is fast transforming the primitive elements of beauty into an earthly paradise."

"I believe that Baldwin's ranch will become the best improved, most valuable and noted in this whole valley," said a *Los Angeles Herald* reporter (February 6, 1876). The words were not only prophetic, but the ranch was to become the largest in the valley as well when the suspension of the Temple and Workman Bank on September 1, 1875, offered Lucky Baldwin an unprecedented opportunity for aggrandizement. Pressed for cash, the bankers executed a promissory note in the sum of \$310,225 to Elias Baldwin, payable two years after the date with interest at the rate of 1 percent per month payable monthly, and if delinquent 2 percent compounded for each unpaid month. Security for the loan was a blanket mortgage conveyed to Baldwin on the personal land holdings of not only Temple and Workman, but of their friend Juan

Sanchez as well.

No payment was ever made on the loan, and by court order on February 13, 1879, the mortgaged lands were put to public auction. Lucky Baldwin acquired the Ranchos Potrero Grande (4,431 acres), half of La Puente (17,964 acres), Potrero de Felipe Lugo (2,042 acres), La Merced (2,363 acres), 80 acres southeast of Los Angeles, and a business block on downtown Spring Street in the sale, and added to the acreage the Rancho La Cienega o Paso de la Tijera (today's Baldwin Hills) at a purchase price of \$95,000. Total Baldwin holdings by 1880, at least those verified, were just short of 45,000 acres. Today, the San Gabriel Valley cities of Arcadia, Monrovia, Sierra Madre, Temple City, much of El Monte and South El Monte, the City of Industry, most of Baldwin Park, Bassett (south of Valley Boulevard), West Covina and La Puente (west of Glendora Ave), and portions of Montebello, South San Gabriel and Monterey Park occupy former Baldwin land.

In 1879, Lucky Baldwin escorted a new wife, 19-year-old Jane Virginia (Jennie) Dexter and their 3-year-old daughter Anita (named for the Santa Anita Ranch) on a Southern California visit. Jennie stayed with her husband in the old adobe house on the Santa Anita property and must have marvelled at the improvements that had been made. The Baldwin Adobe, E.J.'s personal residence, was a renovation of the Joseph Rowe additions of 1854, and boasted a new wooden wing facing the lake, plus new plumbing and flooring throughout.

The Queen Anne Cottage (then referred to simply as the Cottage) was not constructed until 1885-86, and apparently for Baldwin wife number four. Jennie Dexter, reportedly the one true love of Lucky Baldwin's rather flamboyant life, died in 1881, and the bereaved widower took 16-year-old Lillie Bennett as his fourth wife three years later. The (honeymoon?) Cottage was designed by Lillie's architect father, Albert A. Bennett, but before its final furnishing, E. J. and Lillie separated (though they were never divorced) and the Cottage became instead a memorial to the third Mrs. Baldwin. A stained glass portrait of Jennie Dexter stood welcome in the front door, and an almost life-size oil portrait of the lady was hung in the Cottage parlor. Both items remain today.

The beauty of Santa Anita was epitomized in the Queen Anne Cottage. "The scene is one of

fairlylike loveliness," wrote H. H. Bancroft, "not only the little bijou residence and its surroundings, but the entire estate, with its groves and vineyards, its golden fruit and waving harvests, its shaded drives and vistas of mountain peak and valley, carrying the beholder into an ideal region, calm and peaceful as the fabled realm of Rasselas."

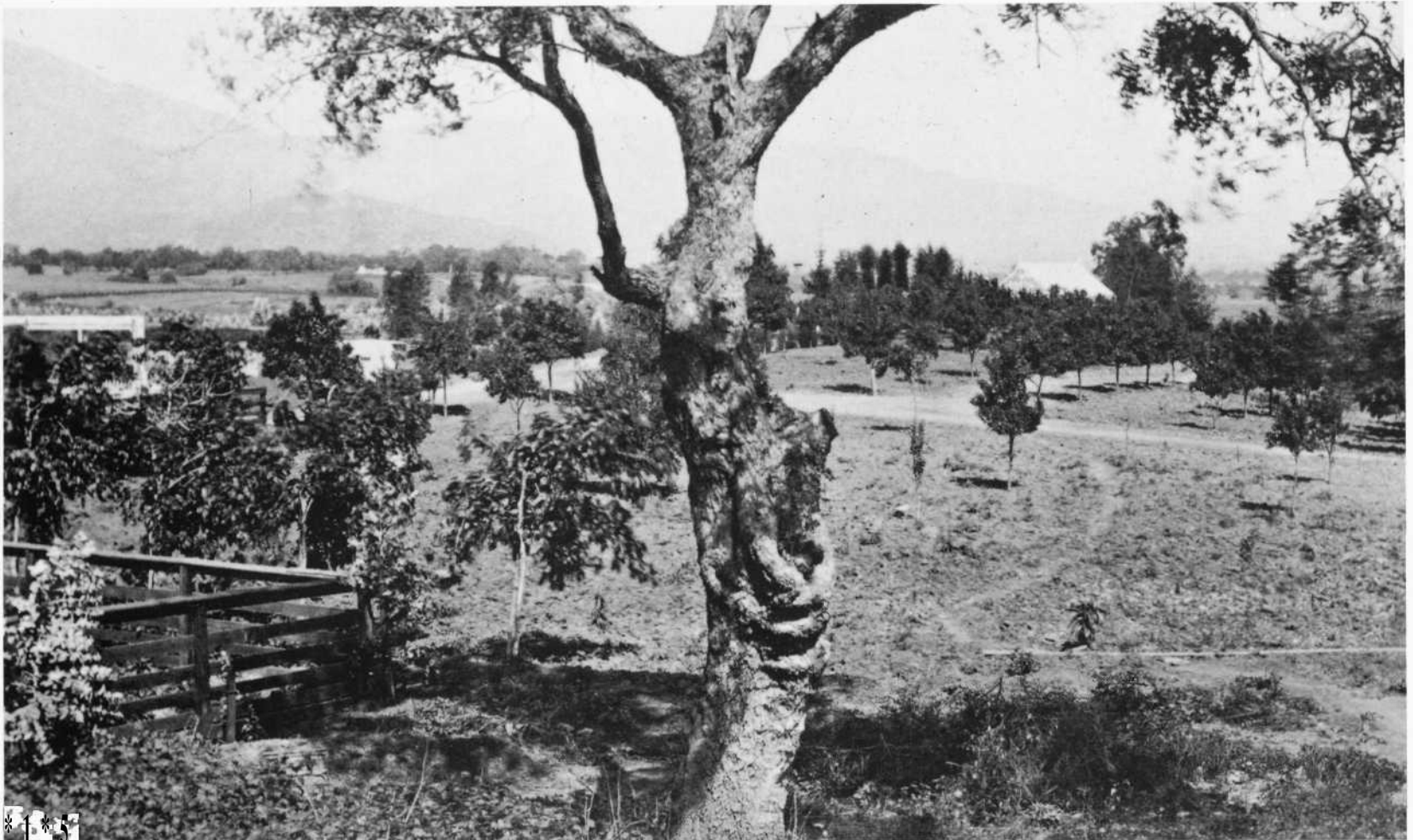
In more specific terms, Mrs. Elizabeth Wiegand Cleminson, whose map of the Baldwin Ranch appears in later pages, remembered that at Santa Anita "even the swamps were beautiful with their cattails and willows, wild grapes and vines." Mrs. Cleminson spoke, too, of the peafowl that roamed manicured lawns near the homesite (Baldwin imported the first of Arcadia's now well-known birds from India in the 1880's), and of rare plants and trees which intermingled with the native oaks. E.J. insisted upon keeping on the land. "My father fought to guard those great oaks that dot the fields of Santa Anita," said Anita Baldwin. "He loved trees; he loved natural things." And, adds Julian Fisher, whose childhood was spent on the Baldwin Ranch, "if you dared to cut a tree (not even for firewood!), kill a peacock or mistreat an animal, you could be fired immediately."

Lucky Baldwin's Santa Anita was a heralded beauty spot, but it was a working ranch as well. From his homesite, E.J. oversaw productive land rarely equalled for variety of output. The Baldwin Ranch at its height boasted 500 acres of orange groves with over 1,000,000 young trees in the nursery; 3,000 English walnut trees; large groves of lemons, almonds, pears, peaches, apricots, figs, persimmons and olives; experimental camphor, pepper, coffee and tea plants, and a grape crop that produced 384,000 gallons of wine and 55,000 gallons of brandies yearly. Agricultural experimentation was a favorite activity on the ranch and ran the gamut from pomegranates and bananas to tobacco, hops and cotton. Grains and alfalfa were produced in high yields to help feed 33,000 sheep, 3,000 head of cattle, large dairy herds, hundreds of registered hogs and 500 horses, 70-odd of whom were pampered, specially housed, lavishly cared for thoroughbred racers (the red and black Baldwin racing colors made turf history at every track in the nation).

The scale, beauty and profitability of the Santa Anita Ranch can only be hinted at in the following photographs.



(ABOVE) Looking south from today's Tallac Knoll on the Arboretum grounds, circa 1878. The thatch shelters on the hillside apparently housed itinerant Indian employees. — THE HUNTINGTON LIBRARY — SAN MARINO (LEFT) View to the north across the lake at Rancho Santa Anita, circa 1878. The spit of land adjacent to the row boat is today part of the grounds of the Queen Anne Cottage. — THE HUNTINGTON LIBRARY — SAN MARINO





Lakeside view of the Baldwin Adobe and nearby greenhouse, circa 1878. The old three-room Hugo Reid Adobe (with Joseph Rowe's L-shaped addition) was renovated by Lucky Baldwin into a comfortable, up-to-date home. The lake served as a holding reservoir (note the pipes extending over the water) for Baldwin's irrigation projects in the early years. — THE HUNTINGTON LIBRARY — SAN MARINO

Looking southeast from the base of today's Tallac Knoll on the Arboretum grounds, circa 1878. Evidence of Baldwin's early fencing, planting and irrigation projects are clearly indicated in the photograph at the left. Visible in the distance is the roof of a greenhouse which was located just south of the old adobe house on the Santa Anita property. — THE HUNTINGTON LIBRARY — SAN MARINO

"I look back at Mr. Baldwin saying 'By Gad!' That's the only swear word I ever heard him use — 'By Gad!'"

— Julian Fisher

"If Lucky Baldwin saw us kids picking green oranges off the trees and having an orange fight, he'd drive his buggy right down through the orchard at us, lashing at us with his buggy whip."

— Mary Cuellar Rodriguez

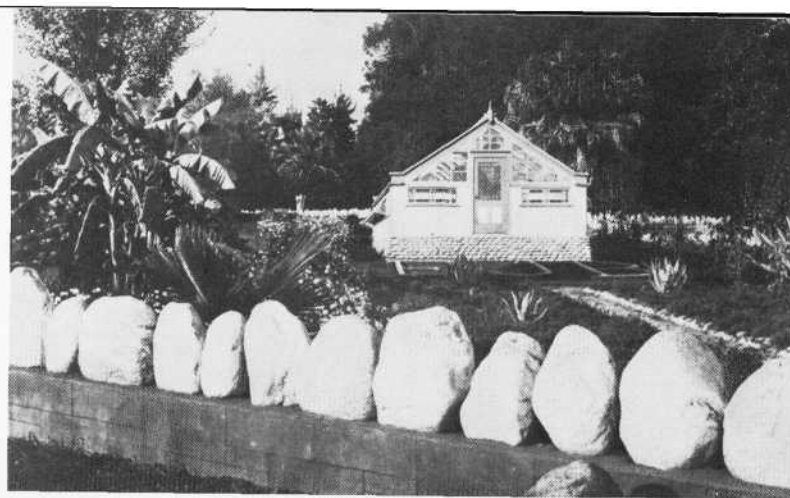
"I wish we had more men of money. He was very considerate — Christmas time, every kid on that ranch got a present."

— Julian Fisher

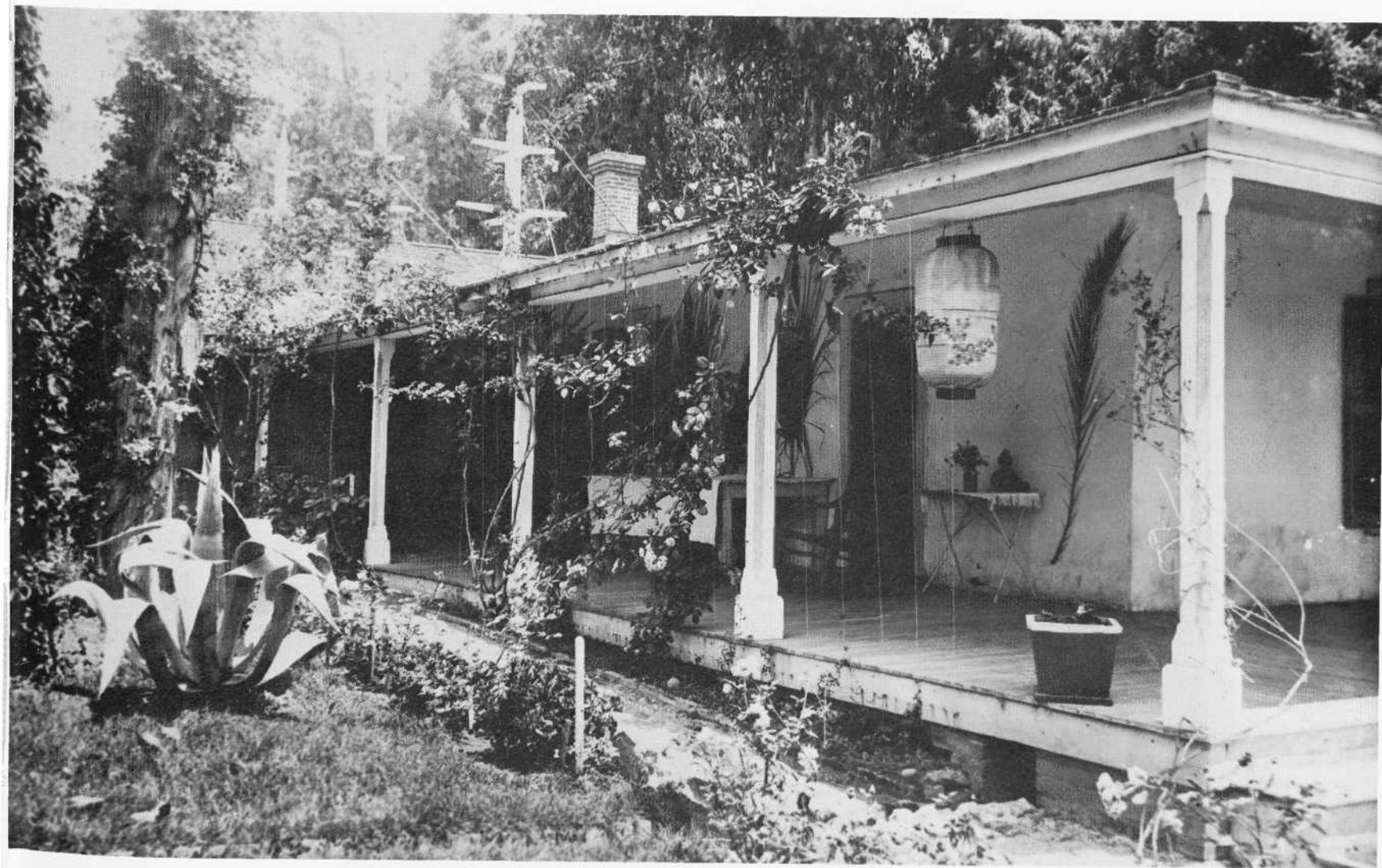


West end of the Baldwin Adobe, circa 1900. The wing of the Adobe which paralleled the lake was apparently rebuilt with wood during the Baldwin renovation. The porch posts appear to be duplicates of those used on the Queen Anne Cottage. (RIGHT) San Gabriel Mission bell, located just west of the Baldwin Adobe, circa 1905. Reports indicate that Baldwin purchased the (stolen?) bell from a man named Jenkins. In the early 1920's, Anita Baldwin returned the property to the San Gabriel Mission.





Baldwin Ranch greenhouse, located south of the Adobe, circa 1905. Note the owner's initials, E.J.B., lettered in stone in front of the greenhouse. By 1905, whitewashed granite boulders lined all interior ranch roads. — MRS. R.P. CORNELL, SR. (LEFT) Baldwin Adobe courtyard, circa 1890. Visible are both the wooden (left) and adobe (right) wings of the Baldwin home. The adobe section housed kitchen and dining facilities; in the wooden wing were located bedrooms plus a parlor/ music room. The people are unidentified; the large dog is a mastiff, one of the Ranch guard dogs. Reproduced from a deck of Baldwin playing cards. — LOS ANGELES STATE AND COUNTY ARBORETUM (BELOW) Adobe section of the Baldwin Adobe, circa 1900. Noteworthy features include the new brick foundation, brick chimney (probably over the kitchen) and Victorian porch posts and trellises. A peacock feather hangs on a wall behind the Japanese lantern.



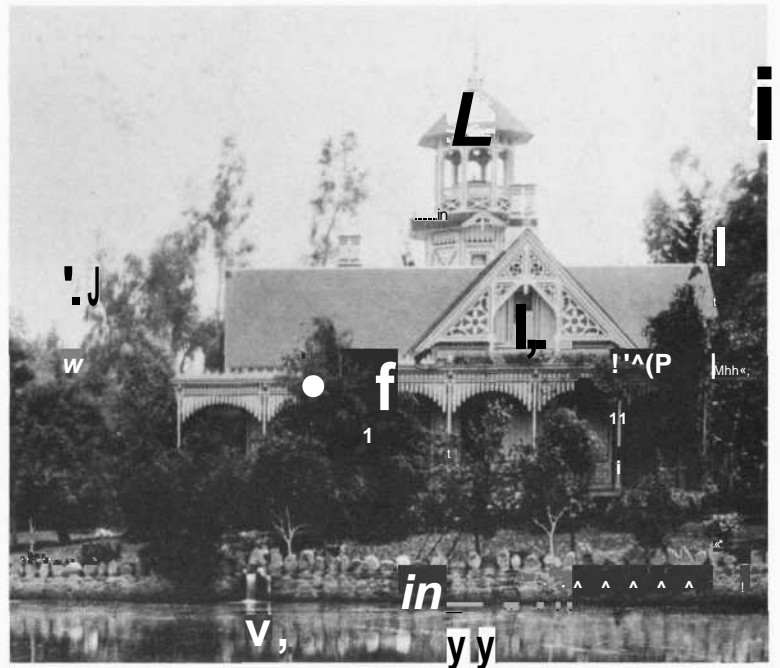


Lakeside view of the Baldwin Cottage, circa 1887. Designed by architect Albert A. Bennett, the Cottage served as the Baldwin guesthouse on the Ranch upon its completion in 1885-86. The name Queen Anne Cottage is a modern rendering which refers to the style of architecture represented in the house. Baldwin dredged the marsh-like lake in the late 1880's and was apparently in the process of constructing the perimeter boulder wall when this photograph was taken.

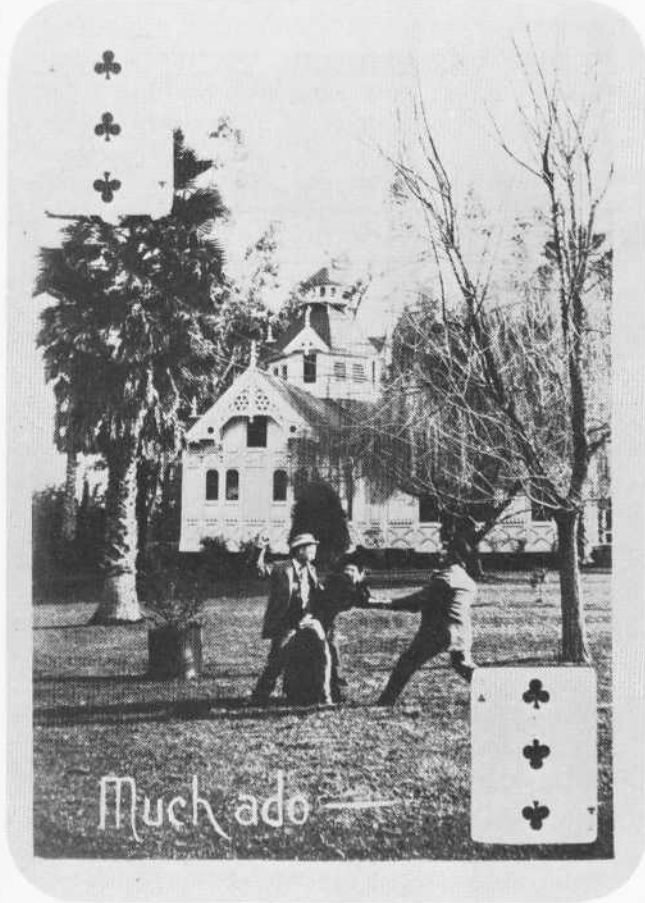


This stained glass portrait of Jennie Dexter Baldwin, E.J.'s deceased third wife, was installed in the front door of the Cottage despite the fact that Baldwin was married at the time to his fourth wife, Lillie Bennett.

—WILLIAM APLIN



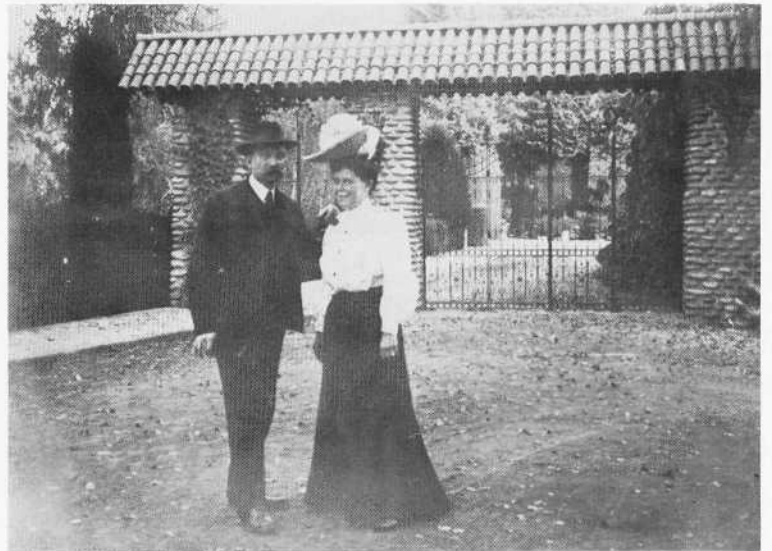
Lakeside view of the Baldwin Adobe and the Baldwin Cottage, circa 1890. By this time, the rock wall has been completed around the lake perimeter.



Baldwin Coach Barn, circa 1890. Begun 1879 and completed by 1880-81, the Barn pictured at the left housed E.J.'s private carriages and carriage horses. An 1891 report numbered 14 different carriages stored in the Baldwin Barn. The people posing for this photograph are unidentified. Reproduced from a deck of Baldwin playing cards. — LOS ANGELES STATE AND COUNTY ARBORETUM



Baldwin Coach Barn ironwork. Manufactured in San Francisco in 1879, the ironwork in the elaborate Baldwin Barn complimented such additional interior detailing as redwood and cedar wall panelling and acorn-shaped stall finials.

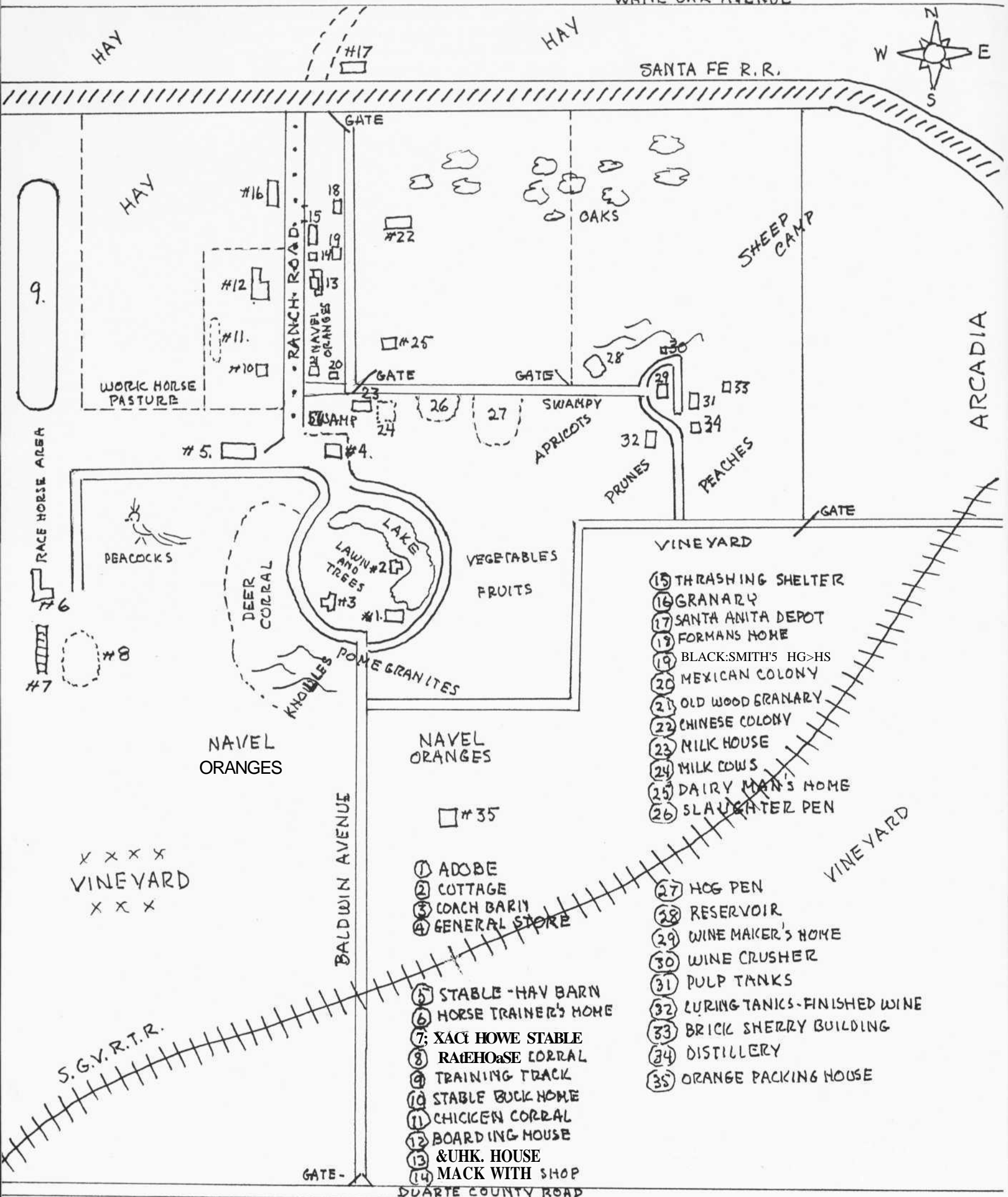
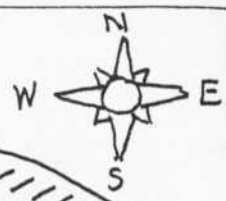


(ABOVE) Ranch gates, circa 1903. The Baldwin Ranch was entirely fenced to exclude unauthorized traffic. This set of gates marked the entrance to the homesite; today the iron gates stand at the south entrance to the restored Santa Anita Depot on the Arboretum grounds. The couple pictured are unidentified. — MRS. R.P. CORNELL, SR. (ABOVE LEFT) Front (west) view of the Baldwin Cottage and artesian fountain, circa 1900. Artesian waters accounted for 60 percent of the Baldwin Ranch irrigation supply; local canyon water comprised 40 percent. The ready availability of water promoted lush growth around the homesite. (LEFT) Artesian fountain and lily pond, circa 1890. Originally located just south and west of the boathouse (visible on the far left in the photograph), this decorative fountain no longer exists on the Arboretum grounds. — PASADENA PUBLIC LIBRARY



TO
SIERRA
MADR

WHITE OAK AVENUE



- 15 THRESHING SHELTER
- 16 GRANARY
- 17 SANTA ANITA DEPOT
- 18 FORMAN'S HOME
- 19 BLACKSMITH'S HG-HS
- 20 MEXICAN COLONY
- 21 OLD WOOD GRANARY
- 22 CHINESE COLONY
- 23 MILK HOUSE
- 24 MILK COWS
- 25 DAIRY MAN'S HOME
- 26 SLAUGHTER PEN
- 27 HOG PEN
- 28 RESERVOIR
- 29 WINE MAKER'S HOME
- 30 WINE CRUSHER
- 31 PULP TANKS
- 32 CURING TANKS-FINISHED WINE
- 33 BRICK SHERRY BUILDING
- 34 DISTILLERY
- 35 ORANGE PACKING HOUSE

- 1 ADOBE
- 2 COTTAGE
- 3 COACH BARN
- 4 GENERAL STORE
- 5 STABLE-HAY BARN
- 6 HORSE TRAINER'S HOME
- 7 XAG HOWE STABLE
- 8 RATHOUSE CORRAL
- 9 TRAINING TRACK
- 10 STABLE BUCK HOME
- 11 CHICKEN CORRAL
- 12 BOARDING HOUSE
- 13 & UHK. HOUSE
- 14 MACK WITH SHOP

HAY

Keyed sketch map of the Baldwin Ranch at left, 1889-90. Copied from an original map drawn by hand by Elizabeth Wiegand Cleminson whose father was employed on the ranch in the 1890's.



(ABOVE RIGHT) Rowing on the lake, 1894. Seated in the *Clara* are Clara Baldwin Stacker (second from the right), E.J.'s elder daughter; Clara's fourth husband, Harold Stocker (rowing), and unidentified friends. (RIGHT) H.H. Cross oil painting of the Santa Anita homeplace, 1889. In the foreground of the painting note Mr. Baldwin, his young daughter Anita and several of the Ranch guard dogs. The two towers visible in the upper right corner belong to the Ranch store (right) and a large Ranch hay barn (left). The original oil painting hangs in the study of today's restored Queen Anne Cottage. (BELOW) Boat-house and lake at Santa Anita, circa 1895. E.H. Gorrill of Sierra Madre constructed the rustic boathouse plus several ornamental benches for Baldwin in 1891. — PASADENA PUBLIC LIBRARY





Chinese domestic with Clara Baldwin Stocker (second from right), Harold Stocker (far left), and friends near the Baldwin Adobe, circa 1892. In 1891, Lucky Baldwin estimated that fully one-third of his work force was Oriental. At Santa Anita, the Chinese worked not only as domestics, but in the orchards and vineyards as well. Note the Baldwin wine bottles in the croquet wickets.



John Isaac Wesley Fisher (seated) and son Julian, circa 1900. A number of blacks were employed over the years at Santa Anita, most of them to work with Baldwin's thoroughbred horses. John Fisher was the Banch blacksmith and the man entrusted with shoeing Lucky Baldwin's valuable racing stock. — JULIAN FISHER



E.J. Baldwin (center) and employees, circa 1895. Historian H.H. Bancroft reported about 150 tenant workers on the Baldwin Banch in 1891 with a monthly payroll of \$4,000. Employees included Caucasians, Blacks, Orientals, Mexicans and a few American Indians.



SANTA ANITA STORE

E. J. BALDWIN, Proprietor.

JUST RECEIVED, DIRECT FROM NEW YORK,

Dry Goods, Fancy Goods,

HOSIERY, PRINTS, NOTIONS, ETC.

GROCERIES AND PROVISIONS,

Boots, Shoes, Carpets, Etc.

MANUFACTURER OF

California Wines and Brandies,

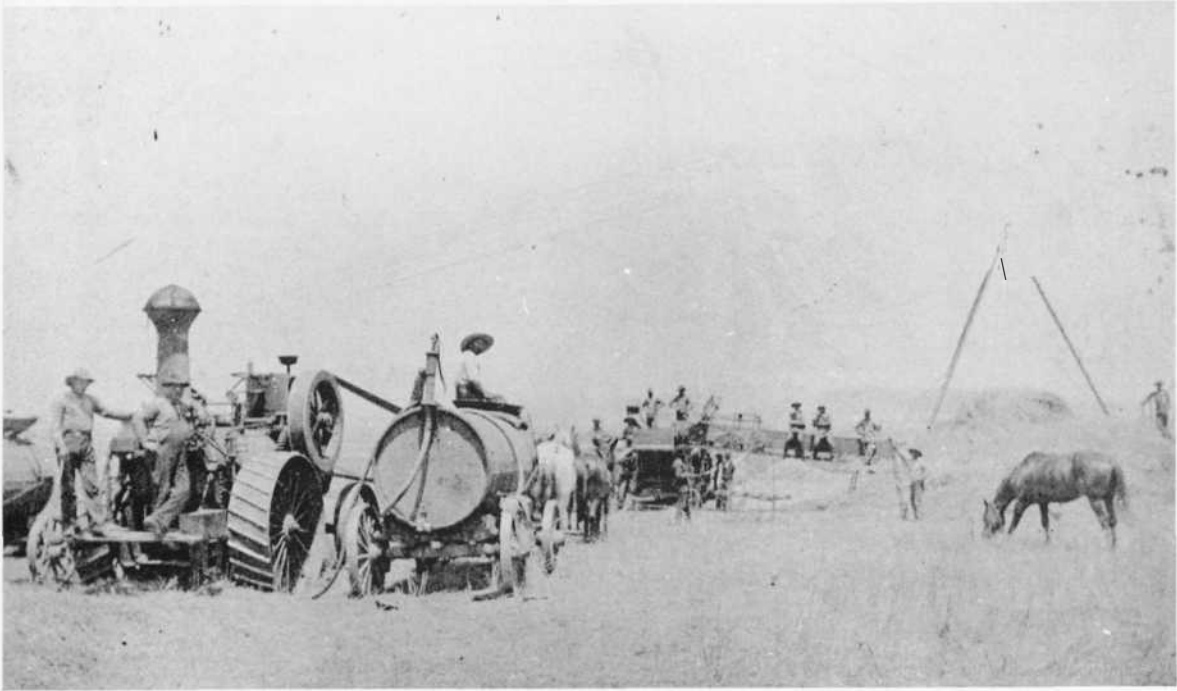
AND SUPERIOR BUILDING BRICKS.

LUMBER AT BED-ROCK PRICES AT ARCADIA.

Santa Anita, . . Los Angeles[^] County, . . California.

GOODS DELIVERED FREE OF CHARGE.

Santa Anita store, circa 1890. The general store, located near today's Old Ranch Road entrance to the Arboretum, served not only Ranch employees, but residents of nearby Sierra Madre as well. Advertisements such as the one at left appeared regularly in the *Sierra Madre Vista*. Advertisement from *Sierra Madre Vista*, July 3, 1890.



Threshing crew at Santa Anita, circa 1890. Field hands, including a number of Mexican workers, were responsible for harvesting Raldwin hay and grains south from Santa Anita Ranch to today's Whittier Narrows and east to the San Gabriel River. In 1890, the Raldwin Ranch yield was 2,500 tons of alfalfa, 2,500 tons of hay and 28,000 sacks of grain. — ELIZABETH WIEGAND CLEMINSON

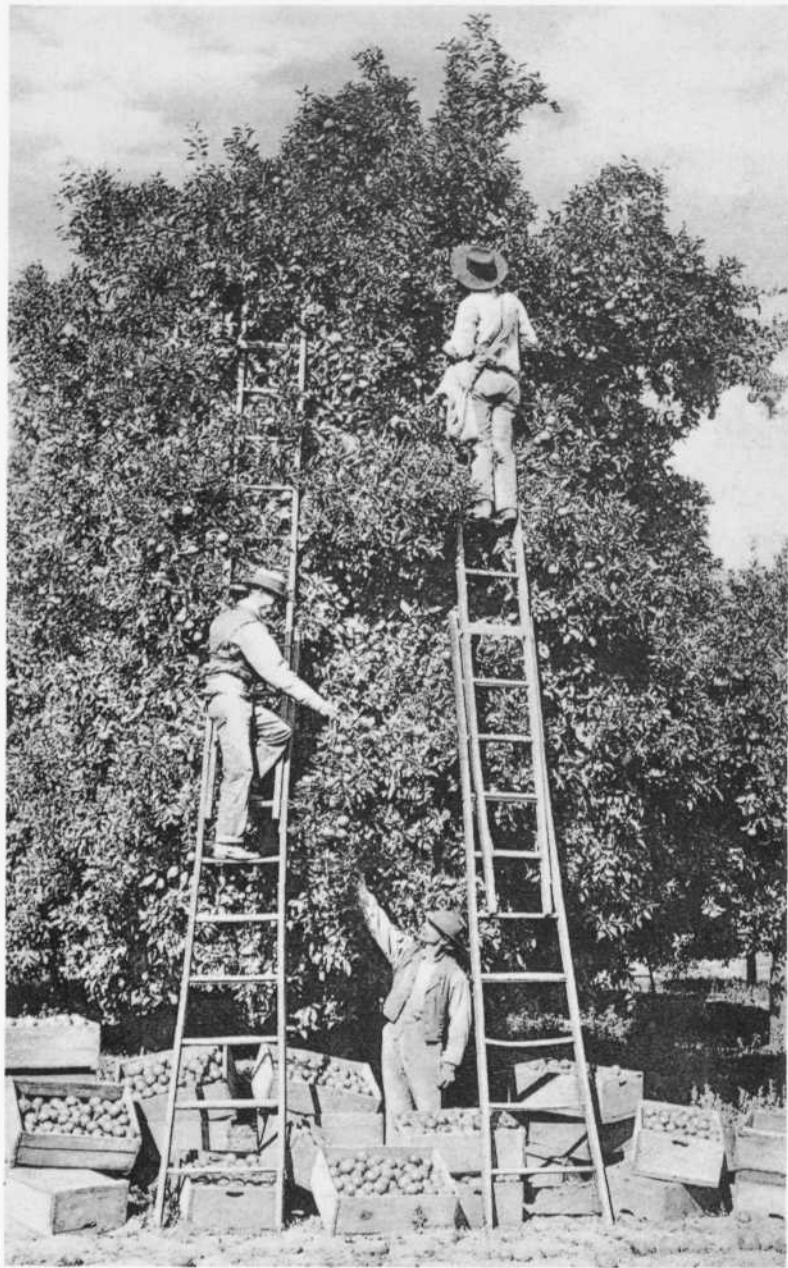


Raking at Santa Anita, circa 1890. This view to the north from the vicinity of today's Tallac Knoll (on the Arboretum grounds) locates the Ranch store (right) and a similarly constructed hay barn (left). Today's Old Ranch Road runs between the two buildings. — THE HUNTINGTON LIBRARY - SAN MARINO



Sheep camp at Santa Anita, circa 1900. Just northeast of today's Santa Anita Park (racetrack), Basque herders tended Baldwin sheep intended for local consumption (the Ranch retailed both beef and mutton to the public at 10-12 cents per pound). The main Baldwin sheep camp, with some 20,000 head, was located at Rancho La Merced, near today's California Country Club. — VESTA TUCKER REEVES (BELOW) Baldwin cattle, circa 1900. A 2,000 head dairy herd was grazed at Santa Anita just northeast of the general store. Baldwin's beef cattle were located in today's El Monte/South El Monte area. Photograph copied from article by Ralph D. Paine, "Where Ranch and City Meet," *Outing*, August 1906.





Baldwin orange grove, circa 1900. East and south of the stable area was located what a contemporary observer described as "interminable stretches of orange groves, nurseries for all kinds of trees, and orchards upon orchards of different fruits." There were 700 acres of oranges alone at Santa Anita and over one million young orange trees in nearby nurseries. — JACK MC CASKILL COLLECTION

Baldwin packing house, located just northeast of the Santa Fe tracks at First Avenue, circa 1900. Baldwin shipped his fruits independently and under his own label rather than through any of the citrus cooperative unions. — HUNTINGTON LIBRARY - SAN MARINO





Baldwin Winery exhibit, circa 1890. Baldwin wines, brandies and specialty products were regularly exhibited throughout the country and collected coveted gold medals and blue ribbons everywhere. The Baldwin bust, visible in the photograph, was made expressly for use in exhibits. — ANNE BALDWIN PURCELL



Baldwin's Famous Old Prize Wines and Brandies

These wines and brandies are made on the world-renowned Santa Anita Rancho, and are sold direct from the wine vaults only, and are the oldest wines in California.

PRICE LIST

		Per case of 12 alt.	Per case of 12 ati. Ms.	
Old Port	20 years old\$ 10.00	Zinfandel, 7 years old	... \$ 7.50 \$ 8.50
" Muscat	" " 10.00	Burgundy (Superior), 9	
" Sherry	" " 10.00	years old 8.00 9.00
" Angelica	" " 10.00	Sauterne (Santa Anita),	
" Madeira	" " 10.00	Dry, 10 years old 8.00 9.00
" Tokay	" " 9.00	Chateau Yquem, 10 years	
" Grape Brandy, 12 years old		20.00	old10.00 11.00
Apricot Brandy Cordial, 15	15.00	Olive Oil12.00
Orange Brandy Cordial, 15	15.00	Olives (Ripe) per 100 lbs. or 2 cases. *
years old	15.00		

Freight rate to
All orders carefully packed and shipped to any part of the United States
or Canada. Address all orders to

Arcadia M. LAWRENCE & CO., Sole Agents,
Los Angeles Co., California.

(ABOVE) Baldwin wine list, circa 1900. Some 700 acres of grape vines in numerous varieties covered what is today Fashion Park and Santa Anita racetrack acreage. Baldwin annually produced 100,000 gallons of wine, including angelica, port, zinfandel, claret, white wines and sherries, and 30,000 gallons of brandies. From "Baldwin's Ranch Winery and Price List," (pamphlet). — LOS ANGELES STATE AND COUNTY ARBORETUM RESEARCH LIBRARY (LEFT) Baldwin Winery, circa 1890. Located near the north boundary of today's Santa Anita racetrack, the winery complex included one large brick building housing sherry and three wooden buildings for the storage of other wines and brandies. A distillery was located just to the rear of the winery, and facilities for coopering and bottling were provided as well. Reproduced from a deck of Baldwin playing cards. — LOS ANGELES STATE AND COUNTY ARBORETUM



Santa Anita training track, circa 1890. Located parallel to today's Michillinda Avenue and just south of Colorado Boulevard, Baldwin's mile training track was the scene of constant activity. Lucky (white hat) and friend W. McClelland, are seated in the buggy. (RICHT) Santa Anita Stud Barn, circa 1900. Baldwin purchased two running mares, Josie C. and Maggie Emerson, plus six fillies for breeding purposes in 1875. By 1891, the Santa Anita stud comprised 54 brood mares, 7 stallions and 7 trotting horses.





Thoroughbred stable area, circa 1900. Located due west of the Ranch store, and near today's Michillinda Avenue, Lucky Baldwin's race horse quarters were identified with a wooden sign that read "Home of Grinstead." The stallions Grinstead and Rutherford were Baldwin's first thoroughbred purchases, acquired in Kentucky in 1874. —

VESTA TUCKER REEVES



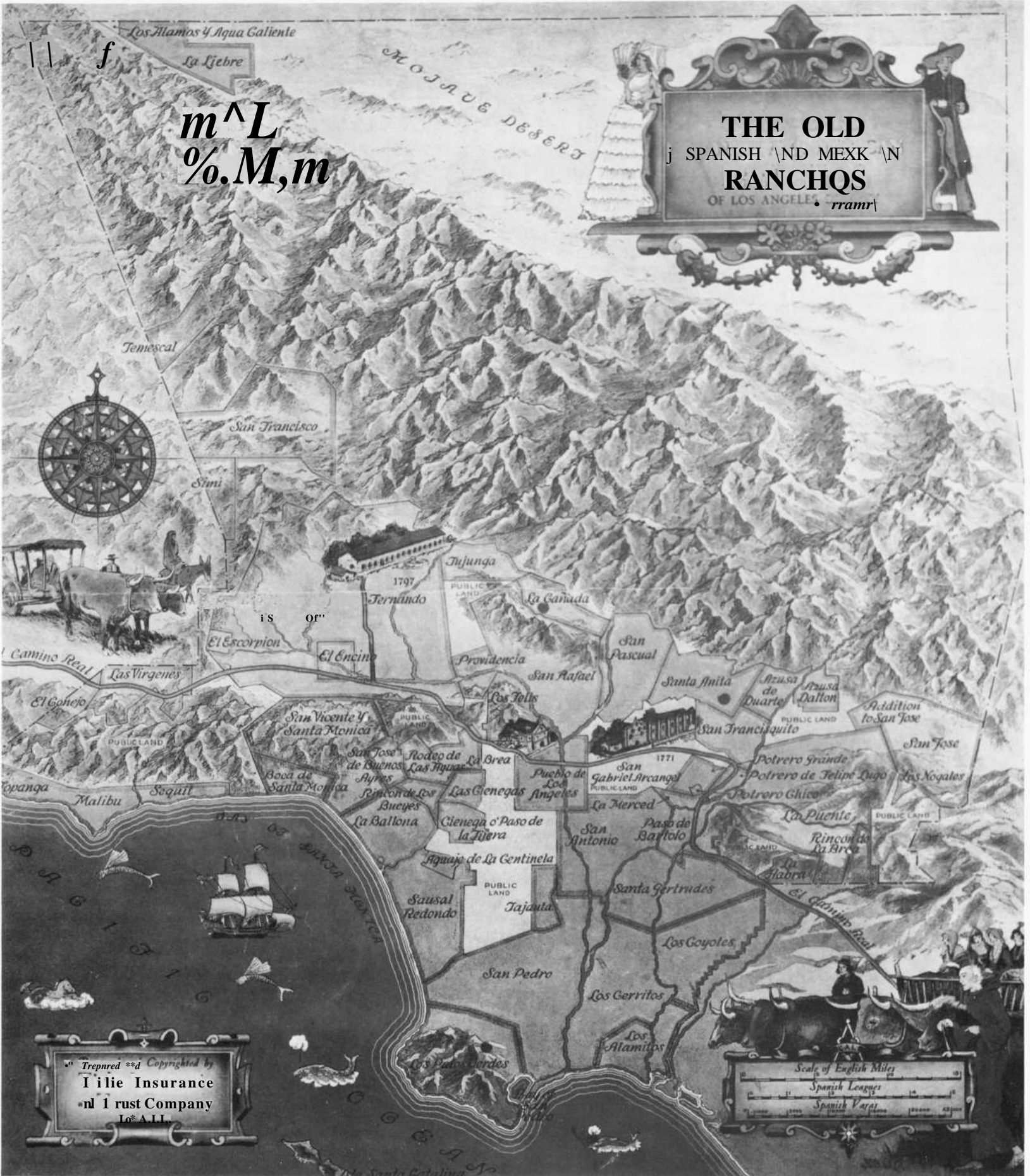
Mares and colts at Santa Anita, circa 1900. Baldwin raced 25-30 horses in the East each year under his black with red Maltese Cross insignia. His average winnings yearly were \$100,000, a significant amount of money considering the limited purses of the day. — VESTA TUCKER REEVES



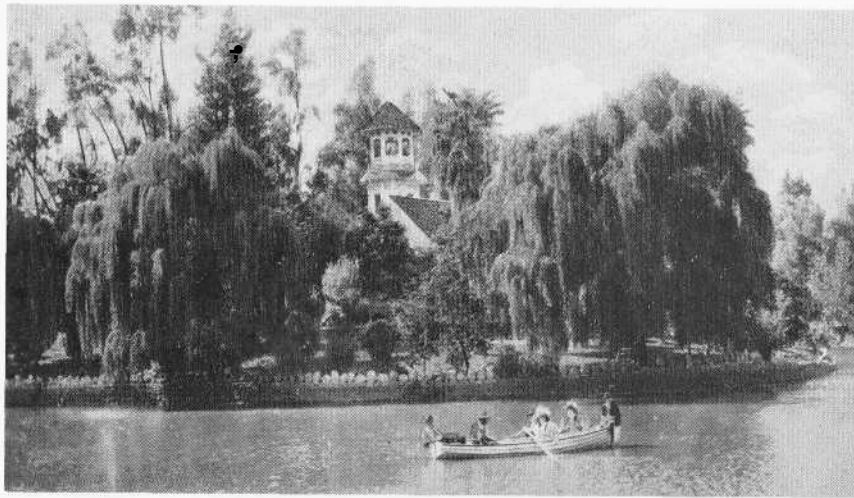
Jockey Isaac Murphy, circa 1890. John Fisher, Baldwin's thoroughbred farrier, commented that at Santa Anita "we not only raised our racehorses, but we raised our own jockeys. Isaac Murphy and Freddy Welsh taught the boys to ride." Most jockeys in the 19th century were black, and Isaac Murphy was one of the best —his lifetime winning percentage has yet to be matched.



Commemorative Maltese Cross, circa 1930. After her father's death, Anita Baldwin had a concrete Maltese Cross erected over the burial site of E.J.'s four American Derby winners. When later subdivisions encroached on the property near the Baldwin stables, the Cross and horse remains were removed to the paddock area of today's Santa Anita racetrack. — DICK WITTINGTON



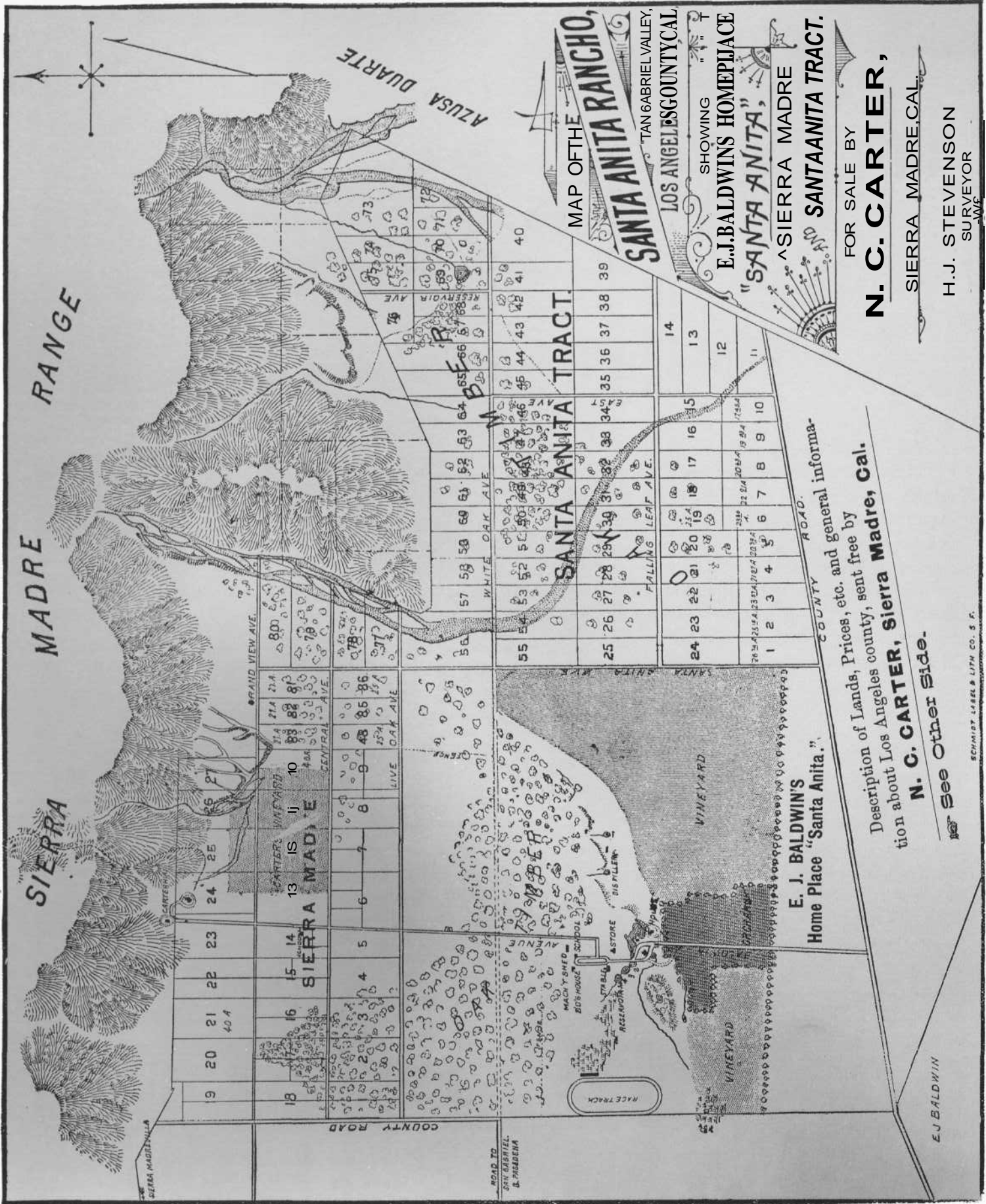
By 1879, Lucky Baldwin was the largest landowner in the San Gabriel Valley. In his possession were the Ranchos Santa Anita, La Merced, Potrero Grande, Potrero de Felipe Lugo, half of La Puente and the western two-thirds of Rancho San Francisquito, plus Rancho La Cienega o Paso de la Tijera located south of Los Angeles. — TITLE INSURANCE AND TRUST COMPANY



Postcard view of the Baldwin homesite, circa 1905.

CHRONOLOGY - CHAPTER 2

- 1828 — Elias Jackson Baldwin born April 3, in Hamilton County, Ohio.
- 1846 — Elias Baldwin elopes with neighbor Sarah Ann Unruh.
- 1847 — Daughter Clara born in Valparaiso, Indiana.
- 1853 — Baldwin, Sarah and Clara move by wagon train to San Francisco.
- 1862 — Elias and Sarah Ann are divorced.
- 1869 — Baldwin marries Mary Cochrane of New Orleans.
- 1874 — Baldwin investigates his Gold Mountain Mine near today's Big Bear.
- 1874 — Baldwin purchases the stallions Grinstead and Rutherford to start his acclaimed racing stables.
- 1875 — (March 19) Baldwin purchases Rancho Santa Anita from Harris Newmark for \$200,000.
- 1875 — (October 13) Baldwin purchases Rancho San Francisquito from Louis Wolfskill for \$60,000.
- 1875 — (December 2) Baldwin purchases half of Rancho La Cienega o Paso de la Tijera from F.P.F. Temple and Henry Ledyard for \$35,000.
- 1875 — (December 2) F.P.F. Temple, William Workman and Juan Sanchez execute a promissory note in the sum of \$310,225 to Elias Baldwin with security for the loan a blanket mortgage on the men's personal property holdings.
- 1876 — Daughter Anita born January 10, to Elias and 16-year-old Jennie Dexter of Virginia City.
- 1876-79 — Orchards, vineyards, irrigation systems developed at Rancho Santa Anita.
- 1879 — Elias Baldwin completes his divorce from Mary Cochrane and marries Jennie Dexter.
- 1879 — Baldwin acquires the Ranchos La Merced, Potrero Grande, Potrero de Felipe Lugo and half of La Puente through mortgage foreclosure on Temple, Workman and Sanchez.
- 1879-81 — Coach Barn completed at Santa Anita.
- 1881 — Jennie Dexter Baldwin dies at the age of 22.
- 1884 — E.J. Baldwin marries 16 year old Lillie Bennett.
- 1885 — Volante wins the American Derby.
- 1885-86 — Baldwin "Cottage" (Queen Anne Cottage) completed as a ranch guesthouse.
- 1886 — Baldwin purchases remaining half of Rancho La Cienega from Arthur Hutchinson for \$60,000.
- 1886 — Baldwin transports 60 black employees from the Carolinas to work with his horses at Santa Anita.
- 1886 — Silver Cloud wins the American Derby.
- 1888 — Emperor of Norfolk wins the American Derby.
- 1894 — Rey El Santa Anita wins the American Derby.



Santa Anita Tract map, 1883. With Nathaniel Carter acting as land agent, Lucky Baldwin laid out his 3,000 acre Santa Anita Tract in 1883. Boundaries of the remaining "Home Place" acreage became Santa Anita Ave. on the east, Michillinda Ave. on the west, Duarte Rd. on the south, and Orange Grove ("Live Oak") on the north. Note the preserved stands of "oak timber" indicated on the map.

3

Town Building

The decade of the 1870's was a period of intense investment for Elias Baldwin, and while money spent in anticipation of future gain was not permanently forfeited, the drain on the millionaire's available resources became a topic of concern. Baldwin's investments, both business and personal, were on a grand scale, and shortly after he invested "all but a million" of his Comstock fortune in Southland real estate and in the Baldwin Hotel in San Francisco (completed in 1877 at a cost of \$3 million), bad luck struck. E.J. suffered a stock loss in the late 1870's that, according to business manager Hiram Unruh, "took his million in the bank and made necessary a loan for which the hotel and Los Angeles county properties were mortgaged." Raising the mortgage payment was soon to become an integral part of Lucky Baldwin's financial life.

In need of cash in 1881, Baldwin and Unruh turned to Southern California land as a saleable commodity and to pioneer Southland booster Nathaniel Carter as a promising land buyer. They chose well. The sale of an attractive piece of land to a promoter of Carter's skill boded well for the future of property values throughout the San Gabriel Valley. Carter purchased from Baldwin 845 acres of what became the Sierra Madre Tract plus one-half of all waters from Little Santa Anita Canyon for \$33,881 and immediately divided his land purchase into small acreage tracts for resale (at one-third down, balance due in one or two years at 8 percent annual interest). Twelve families had settled in Sierra Madre by 1882, and the town had

opened its first hotel.

By 1883, a second piece of property joined Sierra Madre on the market at the same terms of sale. E.J. Baldwin's 3,000 acre Santa Anita Tract was surveyed to the east of Sierra Madre in 1882-83 and was opened for sale with boomer Carter acting as agent for Baldwin. Harking to E.J.'s Santa Anita Ranch as "an example of what work and good taste can do in the way of making a home in this delightful climate," Carter advertised not only the fertility of Santa Anita soil, but the natural beauty as well. Many of the "large white oak and live oak trees," he promised nature seekers, "will be retained along the avenues for shade and ornament." For the more practical-minded, the advertisements informed all land seekers that "water is brought along the avenues to each lot in pipes from the Santa Anita and Sawpit Canyons, and each purchaser will own a share of the streams."

Nathaniel Carter's first major sale of Baldwin's Santa Anita Tract land came in April 1884. The buyer, a railroad builder in search of a country home, was William Monroe. Wooed by both Carter and Baldwin, Monroe agreed to pay \$15,000 for four 30-acre lots located on either side of White Oak Avenue (Foothill Boulevard) and near the eastern ranch boundary. A year later, Monroe added 90 acres more, and his brother C. O. Monroe purchased 30 acres of the Santa Anita Tract at \$125 an acre. The birth of *Monrovia* (via *Monroe's*), destined to become "perhaps the most successful small boom town of the San Gabriel Valley," was still a year in the future in 1885. Its meteoric rise,

like that of the other 60-odd boom towns put on the Los Angeles County market in 1886-87, awaited the completion of the all-important railroad link.

On November 24, 1885, Elias Baldwin executed a contract with the Los Angeles & San Gabriel Valley Railroad, then building east from Pasadena, to extend their line across both ranch and Santa Anita Tract lands. In return for a grant of right-of-way and payment of "Ten Thousand Dollars U.S. Gold Coin," E.J. was accorded not only rail access, but also two individual depots for his property, one to be located "on Baldwin Avenue" (the main ranch thoroughfare, now Old Ranch Road) and the other "on Santa Anita Tract." Both stations, it was agreed, would be constructed by the railroad company "which would henceforward ever cause local freight and passenger trains to stop regularly at both."

The depot provisions were more than a convenience for Lucky Baldwin. By contract language, the Santa Anita Tract station was to be "within the boundaries of Falling Leaf Avenue (Huntington Drive), Santa Anita Avenue, and East Avenue (Mayflower Avenue, Monrovia)," in "the townsite to be located by said Baldwin on the line of the railroad." The townsite was "Baldwin."

The first of the new year 1886 brought daily advertisements in Los Angeles newspapers for the new "town of 'Baldwin,' now being surveyed on the Santa Anita Tract." Surrounded by 30-acre farm parcels, "Baldwin" was plotted into town lots and "villa sites" in the spring, the smaller lots bounded by Falling Leaf Avenue and Diamond Street on the north and south, by Tenth and Fourth Avenues on the east and west. Reflecting E.J. Baldwin's confidence in greater profits, prices were advertised as \$175 to \$200 per acre and "rapidly increasing in value."

The Los Angeles & San Gabriel Valley Railroad reached Santa Anita on June 1, 1886, and continued energetically on, but neither the town nor the depot of "Baldwin" was to become part of its system. "Baldwin" died aborning; its demise perhaps induced by the proximity of what a *Herald* reporter described as "the young and vigorous settlement of Monrovia." On May 17, 1886, the first town lots were put on sale in Monrovia by the consortium of William Monroe, E. F. Spence, John Bicknell and J. F. Crank. The town grew rapidly, and on December 8, 1887, was incorporated as a city of the sixth class.

Little wonder that "Baldwin" became but a memory. Baldwin, the man, likewise appeared to fade from direct participation in the real estate promotions of 1886, though it is doubtful that his withdrawal was more than a cosmetic, perhaps finance-related move. In February 1886, Elias

Baldwin deeded, for \$350,000, all the remaining unsold portion of the Santa Anita Tract (approximately 2,000 acres) to his manager Hiram Unruh. It was Unruh who withdrew the "Baldwin" townsite advertisements in April 1886 and it was also he who in September 1886 had the 2,000 remaining acres surveyed as "Part of the Santa Anita Tract."

The real estate game was not over. The survey map "Part of Santa Anita Tract" indicated a large block of reserved acreage located between Orange Avenue (Colorado Boulevard) on the north and California Street on the south, between Santa Anita Avenue on the west and Second Avenue on the east, which was, in fact, soon to become the focus of a renewed sales and advertising campaign. The Baldwin and Unruh planned development metamorphosed into the boom townsite of Arcadia in April 1887.

"An Air Line Railroad will soon be completed to Los Angeles and trains run so that the tract will be only 30 minutes' ride from Los Angeles, the time via the San Gabriel Valley Railroad being at present about 50 minutes," read the new Santa Anita Tract advertisement. The air line railroad was the transcontinental Atchison, Topeka & Santa Fe, which on May 20, 1887, incorporated the Los Angeles & San Gabriel Valley Railroad, along with seven other local lines, into a Southern California holding company known as the California Central Railway. Passenger rates to Southern California plummeted as Santa Fe and Southern Pacific vied for traffic, and the population boom of the 80's was a direct result.

It was a good time for town building, and Baldwin and Unruh embarked on their venture with enthusiasm. "Arcadia is one of the most delightful spots imaginable for a town," enthused the *Los Angeles Herald*. "At present (March 30, 1887) the city consists of a sign under a huge spreading oak tree, but in four days about 300 lots have been sold and the surveyors are having hard work to keep up with the agent, Mr. H. A. Unruh." To those who flinched at paying \$400-600 per acre for land in Arcadia, Lucky Baldwin reportedly replied, "Hell, we're giving away the land. We're selling the climate." Besides, noted the *Monrovia Planet* (April 9, 1887), "Mr. Baldwin announces that all money he receives from sales of lots will go toward improving the town." It was reported that E.J. was personally supervising the work at Arcadia, and from the scope and occasional flamboyance of proposed developments, it seems likely that Baldwin was indeed not only orchestrating, but also financing the birth of Arcadia. Town necessities were not neglected. A wooden depot, located where the California Central (Santa Fe) crossed First Avenue, was completed by June

1887, and several houses, including that of Hiram Unruh at First and Falling Leaf Avenues, were constructed with local lumber and brick (Baldwin's Santa Anita brickyard at the ranch supplied over 2,000,000 bricks for Arcadia buildings, as well as those for the Santa Anita Depot which was completed in November 1890 at Baldwin (Old Ranch Road) and Orange (Colorado Boulevard) Avenues.

Arcadia's Southern California Floral and Perfumery Company, its headquarters located at Santa Anita and Orange Avenues, reflected Lucky Baldwin's interest in horticulture as did his active campaign of tree planting along townsite streets. An estimated 40,000 pepper and eucalyptus (blue gum) trees had been planted along Santa Anita Tract avenues in anticipation of the sales of 1886, and with the genesis of Arcadia, Santa Anita Avenue became a focus of attention. Its six-mile length, lined with a double row of eucalyptus, was to be extended an additional six miles to connect with the Southern Pacific depot in the valley and a motor road, it was reported, would run the entire distance.

The Santa Anita Avenue Railway, according to projections, would terminate at the mouth of Santa Anita Canyon, where "a monster hotel" was contemplated. "Large enough to place the Raymond inside of it," Hotel Santa Anita was to be the showpiece of Arcadia, a testament to Baldwin's grand design. It was never built, the cost no doubt prohibitive in E.J.'s weakened financial position. A townsite needed a hotel, however, so Baldwin turned instead to a set of plans for a lesser, though still quite substantial hotel in the heart of his Arcadia townsite. Hotel Oakwood was begun in June 1887 on the southwest corner of First Avenue and Santa Clara Street, across the tracks from the Arcadia Depot. Contractor Frederick Sandham of Pasadena was engaged to construct the two story brick building, and when it was completed in the latter part of the year, each of its 35 rooms (500 rooms had been planned for Hotel Santa Anita) could boast "hot and cold water, a fireplace and all the accommodations." By 1888 there were telegraph and telephone connections, an express office and a post office off the lobby, as well as an acclaimed bar and restaurant with food and wines served fresh from the ranch.

To connect their fledgling Arcadia with an already well developed business district in neighboring Monrovia, and to make more valuable Santa Anita Tract lands lying between the two towns, E.J. and Unruh joined William Monroe and E. F. Spence in May 1887 to incorporate the local Arcadia and Monrovia Railway. The three-mile steam line was to run from First Avenue in

Arcadia along Santa Clara Street and Monrovia's Chestnut Avenue, but before actual construction was even begun, a more significant project was revealed: construction of a narrow-gauge steam railway from Los Angeles through Alhambra, San Gabriel and Arcadia to a terminal on Monrovia's Chestnut Avenue. The San Gabriel Valley Rapid Transit Railroad was begun in Monrovia in July 1887 and within a year reached the eastern boundary of Los Angeles. The formal opening of the "Jack Rabbit Line," as it was popularly known, took place in August 1888.

By the end of 1888, Baldwin's Arcadia could boast of two railroad connections, each with frequent service; of a few businesses and homes, but, in truth, very little else. In his application to establish a post office in Arcadia in 1888, Daniel Requa numbered about 150 inhabitants in the town. Both Monrovia and Sierra Madre had active newspapers, churches, schools and social groups. Baldwin's town had none. Arcadia was young, however, and oriented more toward a tourist and small farming economy than to the small businesses and city living that characterized Monrovia. Arcadia was perhaps more functional as a selling point for E.J.'s growing number of subdivisions than as an organized town per se.

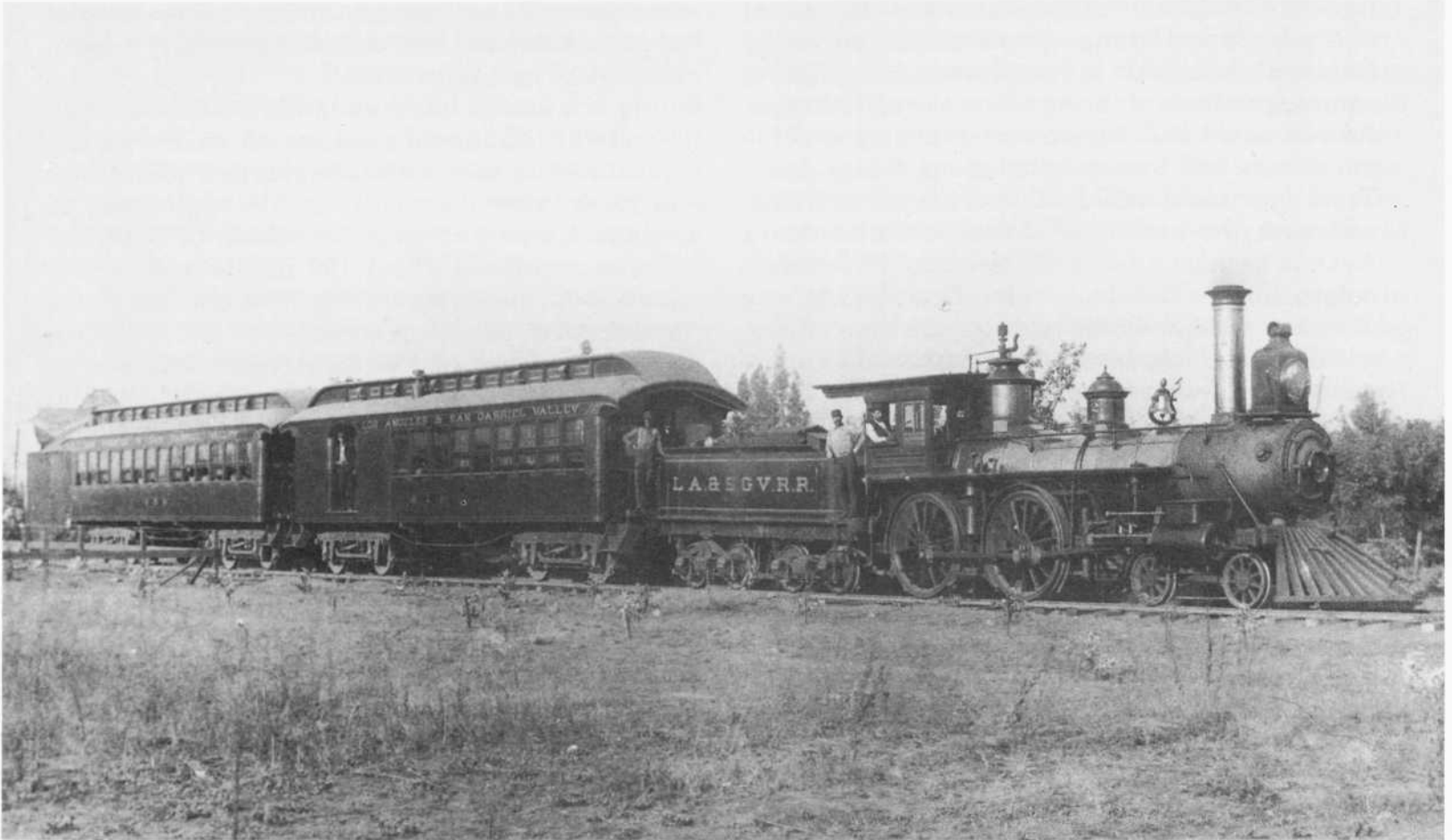
In 1891, Baldwin proposed a money raising subdivision of lands south of the Arcadia townsite in the Santa Anita Colony and Colony Additions No. 1 and No. 2 tracts, today those city lands between Duarte and Lower Azusa Roads and Baldwin and Second Avenues. "The present is a good time to buy land," the advertisements read, "as the bottom has been reached." In blunter terms, the boom of the 80's was over, and with its demise went the inflated land values upon which it had been predicated. Townsites languished or simply disappeared in the wake of the boom, and land owners such as Baldwin were hard pressed to raise sufficient cash to meet financial obligations.

E.J. had been land poor before the boom and he became so again with its end, but the ensuing 1890's was a decade of national depression as well, and Baldwin's long-standing financial difficulties were accordingly exacerbated. In 1896, "Baldwin's Big Mortgage" was headlined in the *Los Angeles Times*. "The heavy mortgage effected by E. J. Baldwin with the Hibernia Savings and Loan Society," it was explained, "was not a renewal of a mortgage, nor was it an original one, but rather a concentration of mortgages heretofore held by individuals at various rates of interest." With the exception of the acreage immediately surrounding the Santa Anita homesite, all of Baldwin's Los Angeles and San Francisco properties were tendered as security on the blanket mortgage, a

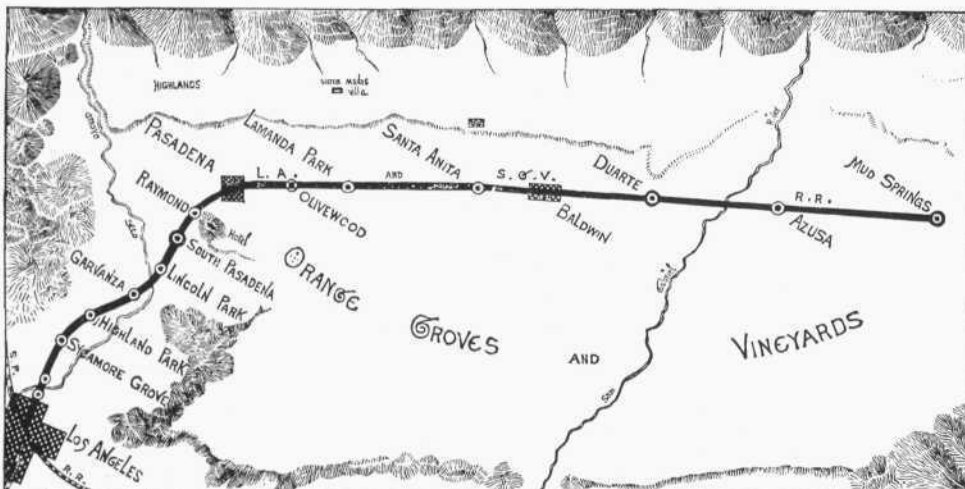
\$1,625,000 debt bearing 6.5 percent annual interest.

It was an oppressive burden, compounded in the early morning hours of November 23, 1898, when the Baldwin Hotel, E.J.'s \$3 million San Francisco showplace, caught fire and burned rapidly beyond salvage. "He didn't molt a feather," commented Byron Waters, one of E.J.'s attorneys. "His courage never faltered. He never, to the day of his death,

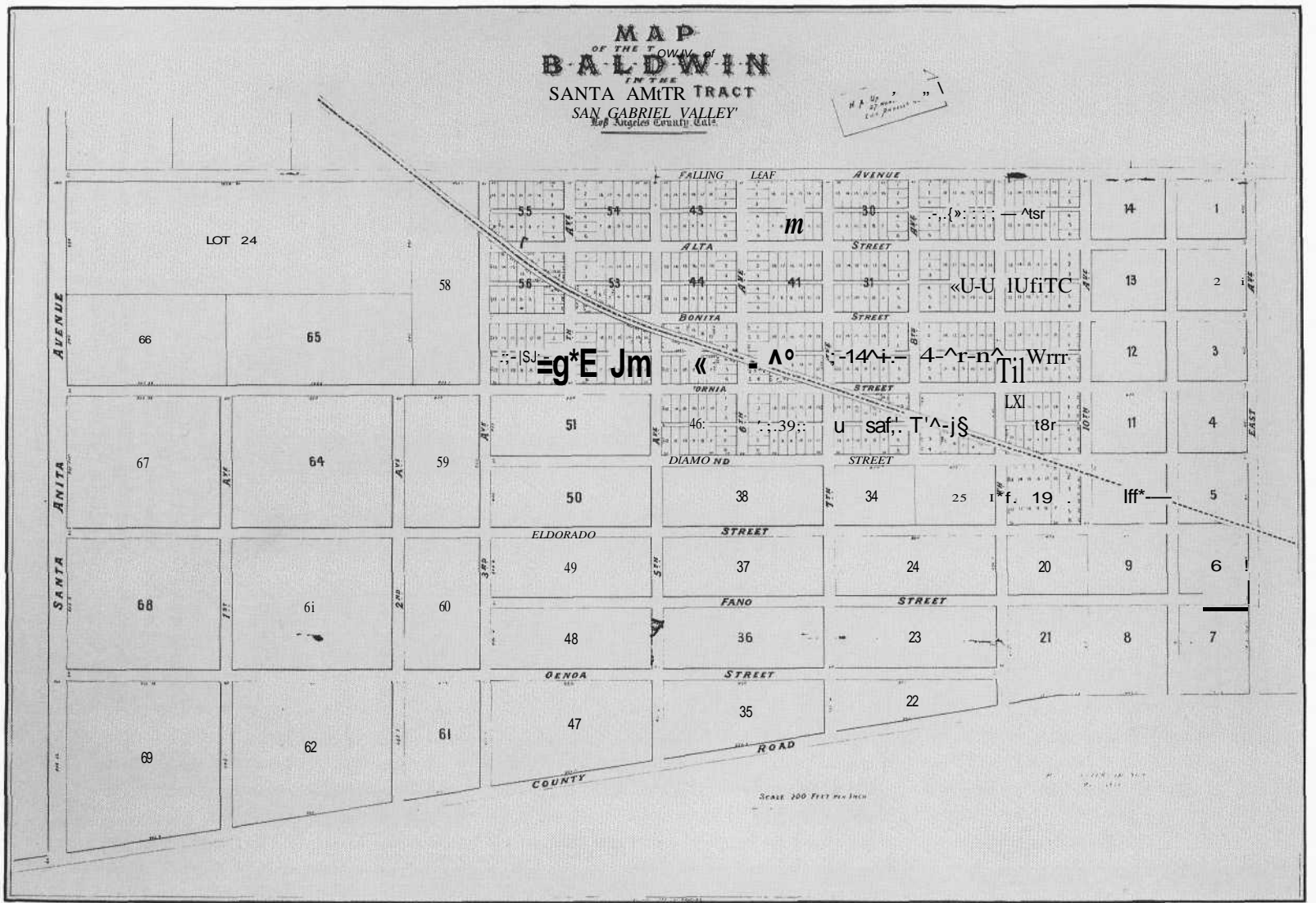
lost his enthusiasm. And even on that day he was planning what he would do on the next." What Baldwin did in 1899 was to sell the Market and Powell Street property to James C. Flood for \$1.1 million. The purchase price was \$200,000 above the mortgage held on the site and gave Baldwin some capital to begin the process of recouping his many losses.



The Los Angeles & San Gabriel Valley Railroad was incorporated August 1883 to run from Los Angeles to Pasadena then through to San Dimas. Lucky Baldwin's \$10,000 contract with the local line, signed in 1885, was transferred to transcontinental Santa Fe when it consolidated the L.A. & S.G.V. Railroad Company, along with seven other local lines, into a holding company known as the California Central Railway Company.



Map of the Los Angeles & San Gabriel Valley Railroad as it appeared on Time Table No. 3 dated April 1, 1886. The "Mud Springs" terminal is now San Dimas. Note that the two depot stops promised to E.J. Baldwin are referred to as "Santa Anita" (the Ranch) and "Baldwin" (E.J.'s proposed townsite). — DONALD DUKE COLLECTION



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ON SALE**

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"BALDWIN,"

Dep't at "Baldwin"
And already a considerable amount has been sold. Nearly one-half of the
tract now in the hands of well known citizens of Los Angeles, who propose
building and improving it soon.
Only one and a half hours by train and an hour by rail from
Los Angeles.
THE SAN GABRIEL VALLEY RAILROAD
Now run regular trains within two miles of the tract and will
Bitas'tt BALDWIN WITHIN 60 DAYS.
Prices \$125 li 1806 in in. Biju; Increasing in Value.
REASONAB ui TOWNS OF PAYMENT.
E. J. BALDWIN,
NO. 21 NORTH SPRING STREET, LOS ANGELES.

Map of the Town of Baldwin, 1886. Located between Falling Leaf Ave. (Huntington Dr.) and Diamond St. on the north and south and between Third and Tenth Ave. on the west and east, the town of "Baldwin" was eclipsed in 1886 by the nearby boom town of Monrovia. — HUNTINGTON LIBRARY - SAN MARINO (LEFT) Advertisement for the "Town of Baldwin," 1886. This advertisement ran continuously in the *Los Angeles Daily Herald* from January through April 1886 then was abruptly withdrawn. Note the mention of a "Baldwin" depot to be constructed as part of E.J.'s contract with the Los Angeles & San Gabriel Valley Railroad Company. From *Los Angeles Daily Herald*, January 6, 1886.



THE NAMING OF ARCADIA

Arcadia "is one of the most delightful spots imaginable for a town," enthused the *Los Angeles Herald*. "At present the city consists of a sign under a huge spreading oak tree, but in four days about three hundred lots have been sold and the surveyors are having hard work to keep up with the agent, Mr. H. A. Unruh."

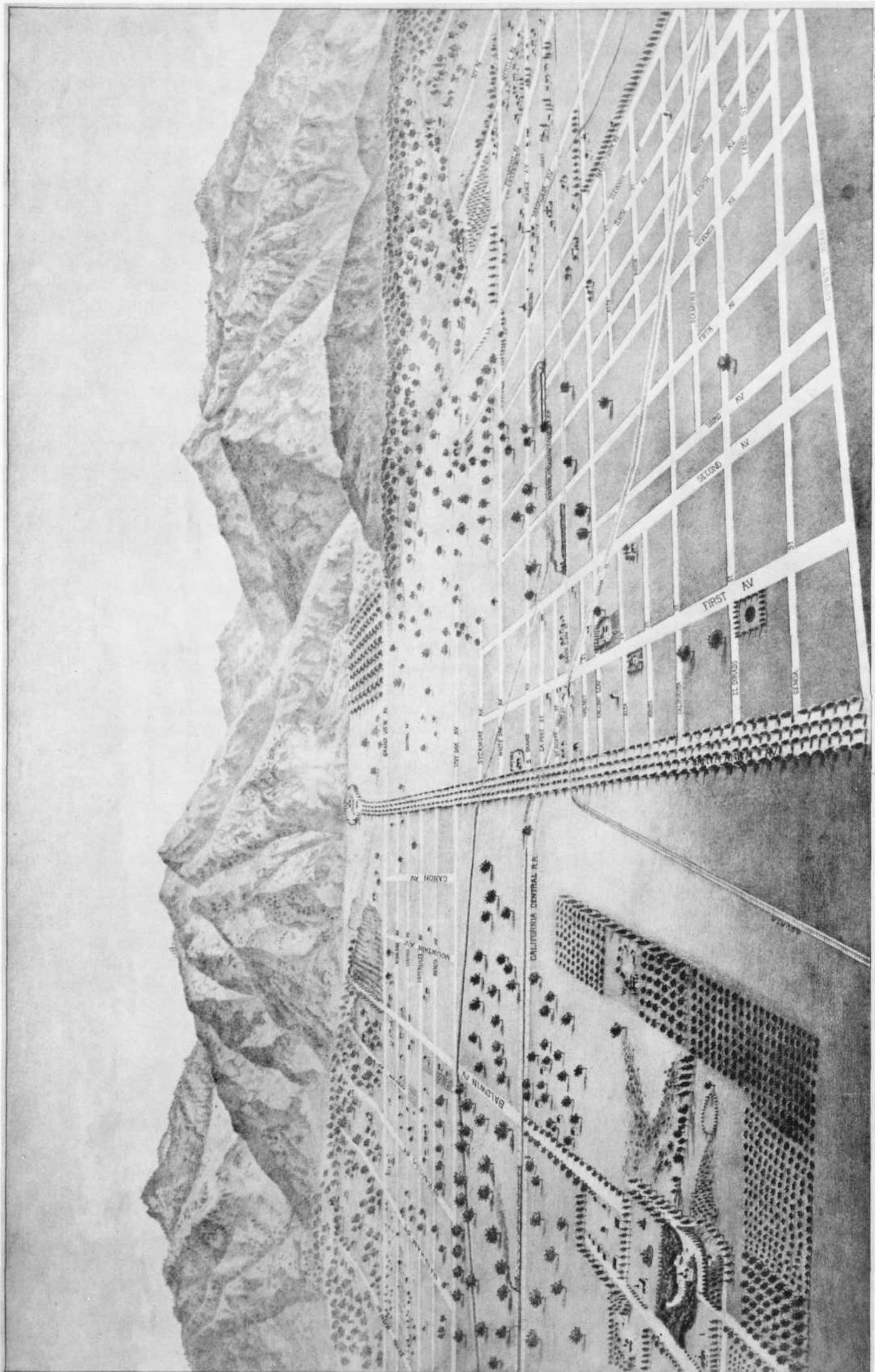
Interestingly, Arcadia may not have been the first choice of name for the townsite. The *Monrovia Planet*, on March 5, 1887, in an article on the Floral Farm, made reference to the "new town of Santa Anita," then just a week later noted "The new townsite of 'Live Oak' has been laid out on Santa Anita Avenue of the great Santa Anita Ranch of E.J. Baldwin."

The reasons for the rejection of "Santa Anita" and "Live Oak" (if indeed either was ever seriously considered) are as obscure as the origins of "Arcadia." It was without explanation that on March 26, 1887, the *Planet* quietly announced, "E.J. Baldwin's new town is to be named Arcadia."

Arcadia was a euphonious appellation in the estimation of the *Los Angeles Herald*, and it seems probable that the selection of the town name had little more significance than simple euphony and perhaps a low-key association with the pastoral simplicity of Arcadia, Greece.



Santa Anita Canyon, circa 1887. Buyers of lots in the Santa Anita Tract were guaranteed that water from Baldwin's half of Sawpit Canyon (L.L. Bradbury owned the other half) plus half the water from Baldwin's Santa Anita Canyon (E.J. acquired water rights in the canyon with his land purchase from Newmark in 1875) would be "deeded with the land in proportion to acreage, one share to each acre." This arrangement was formalized July 10, 1886, with the incorporation of the Santa Anita Water Company as a regulatory body.



"Birdseye View of Arcadia and Santa Anita Tract," 1887. This Baldwin advertising map contains both actual and proposed town developments. The tree-lined, "double-drive" running north and south is Santa Anita Ave.; at its foothill terminus Baldwin planned (but failed) to build his 500 room Hotel Santa Anita. Four of the east-west streets indicated on the map have changed names: Live Oak is now Orange Grove; White Oak is Foothill; Orange is Colorado Blvd.; Falling Leaf is Huntington Dr. Three railways are indicated on the map: the southernmost is the "San Gabriel Valley Rapid Transit Railroad" (later taken over by Southern Pacific); the "California Central Railroad" is the Santa Fe main line; the northernmost line, identified on the map as the "Monrovia, Arcadia, Pasadena R.R.," never existed under that name, but may have been a proposed Santa Fe "air line" route which was to have shortened the travel time to Los Angeles. The several Baldwin Ranch buildings are readily identifiable in the lower left corner of the map.



SAN GABRIEL VALLEY.

THE San Gabriel Valley, Los Angeles County, Southern California, has an area of about 350,000 acres of arable land; the valley, beginning seven miles due east of Los Angeles and extending eastward, is reached and traversed by the Santa Fe Railroad, Southern Pacific Railroad, Rapid Transit Railroad and Terminal Railroad; and is wholly surrounded by mountains and hills.

Pasadena, Lamanda, Monrovia, San Gabriel, Alhambra, Santa Anita, Arcadia, Duarte, Sierra Madre, Ramona, Sunny Slope, El Monte, Azusa, Covina, Puente, Glendora, Citrus and Alosta are the principal localities.

The Sierra Madre Mountains on the north rise 6,000 and 7,000 feet above sea-level; on the east, west and south are hills from 200 to 500 feet above the valley, shutting out all objectionable winds.

The land on the southern slope of the Sierra Madre Mountains is the best adapted in every way for citrus fruit (oranges and lemons) that can possibly be found, is free from frost, fruit ripens earlier and keeps longer than any other, the soil is of unlimited depth, holding moisture well, and sufficiently porous to prevent any water standing on the surface. The water supply from artesian wells 100 to 400 feet in depth, and from mountain streams, is inexhaustible.

This land, including water, in 5 to 20 acre tracts, clear and ready for the plow, \$250 to 1400 per acre; 25 per cent cash, balance at end of six years; interest 8 per cent per annum. Must be planted to citrus fruits (oranges or lemons) within one year. No improved places for sale. Such land, four to five years from planting, now pays 10 per cent per annum. On \$1,000 to \$1,500 per acre, and products increase yearly as trees become older.

Not including water, \$200 per acre; 25 per cent cash, balance at end of six years; interest 7 1/2 per cent per annum. Water free the first year; thereafter, for a term of years, at option of the purchaser on reasonable terms.

The land in middle of valley, in different localities, being clay, black vegetable and sandy loam, and decomposed granite and quartz, all rich and productive,

no rocks or boulders, can nearly all be plowed at any season of the year, wet or dry, and is adapted, above all other land, for prunes, peaches, pears, apricots, English walnuts, olives, and in some sections oranges and lemons, and all ordinary farming with or without irrigation. The north slope of the hills on south side of valley is similar as to soil and products.

TERMS: \$150 to \$200 per acre; 25 per cent cash, balance in six years; interest 7 1/2 per cent per annum. Pure water within 10 to 40 feet of surface, according to location. No alkali.

The bottom land of the valley, about 20,000 acres, is always moist, and produces all kinds of deciduous fruits and berries, vegetables, corn, potatoes, small grain and like products, hay being made from alfalfa eight to nine times a year, averaging 8 to 12 tons to the acre, and lasts for years without replanting; corn yields from 80 to 140 bushels to the acre; potatoes 400 to 800 bushels, etc., all without irrigation.

TERMS: \$150 to \$200 per acre; 1/4 cash, balance in five years; interest 8 per cent per annum.

The orange, lemon, prune, and English walnut are the chief horticultural crop. San Gabriel Valley oranges always bring top price in the market on account of their superior keeping qualities, arising from the absence of extreme changes in temperature, the average temperature being more nearly equal, winter and summer, than almost any other locality.

Among other horticultural crops raised here are: Olives, figs, chestnuts, peaches, apricots, apples, pears, grapes, guavas, pomegranates, cherries, blackberries, etc.

Small fruits and other crops can be raised between orchard trees while they are growing.

Among general farming crops raised are: Wheat, corn, barley, rye, oats, beans, alfalfa, peanuts, hops, tobacco, potatoes, castor beans, flax, etc. Wheat yields from 15 to 40 bushels to the acre; barley, 20 to 60; oats, 10 to 70; corn, 80 to 140, without irrigation. Green peas, string beans, tomatoes and other tender vegetables are shipped in winter to the North and East from frostless localities along the foothills.

For stock and dairy purposes the valley is unrivaled.

Poultry-raising is profitable with less care and attention than is possible elsewhere. Chickens sell at from \$5 to \$9 a dozen; eggs average 25 cents a dozen; turkeys 16 to 20 cents a pound, and are always in demand in the market.

The San Gabriel Valley differs from other sections in having a more even temperature and more sunny

Baldwin advertising brochure, circa 1891. Entitled "California's Choicest Locality," the San Gabriel Valley described here was indeed a land of promise.

days. Rain falls between ... but and and and ...
 seldom ... but and and ...
 'P'leat' J's. ...
 neets, tornadoes, ...
 under-storms are prac- ...
 All productions of Eastern and Northern States can be grown here, besides those of a semi-tropical and many of tropical countries. Ornamental plants, trees, vines, flowers, etc., are in profusion. The many beautiful grounds surrounding country residences show what can be done in a short time. There is a great difference between the soil and climate of the valley bottom and foothills, the soil in both is deep and almost inexhaustible, but of a different character; in the bottom the winter temperature is several degrees lower and summer several degrees higher than on the foothills. All crops except citrus fruits are successfully grown without irrigation, although many do better with it according to character of soil and location. Water is obtained for irrigation from artesian wells, reservoirs, dams, and pipe systems. E. J. Baldwin having in operation many miles of irrigation pipes of large size, numerous reservoirs and a complete system in pressure pipes for domestic use. Land can be rented for grain or hay at from \$2 to \$5 an acre; for vegetables and fruit, where water is supplied, at from \$10 to \$25. Land can also be rented on shares, generally from one-fourth to one-third of the crop. The average wages are: Farm hands, \$30 to \$35 a month and board; ordinary laborers, \$1.50 and \$1.75 per day; skilled labor (carpenters, brick-masons, etc.), \$2.50 to \$4.50 per day; domestic servants, \$15 to \$40 per month. Rates of living are about the same as in the Eastern and Middle States. Fuel is plenty. Farmers plant the eucalyptus, or Australian gum tree, and after two or three years have all the fuel they need from trimmings. An average of more than three hundred sunny days makes it possible to work in the open air the greater part of the year, and be out of doors any day in the year without injury to health. Stock and produce need very little protection from the weather.

Plowing and seeding for small grain begins in October and lasts until March; harvesting from May until September. Oranges and lemons may be planted at any time from January to October; deciduous trees, January, February and March. A comfortable house, hard finished, of four to six rooms, can be built for \$600 or \$700; a limited number can be rented at from \$5 to \$15 per month. Rough lumber is worth from \$20 to \$25 a 1,000 feet. On account of the mild climate very little provision is necessary for heating residences. State, county and road taxes for 1891 were \$1.30 on the \$100; valuations are generally low for assessment purposes. The usual rate of interest on first-class security is from 6 to 10 per cent, the lender paying the taxes on mortgage. It does not pay to ship bulky household goods and farming implements to Southern California, unless in mixed carloads and on special rates. Los Angeles is the principal city in Southern California, and its commercial metropolis; present population about 65,000; situated between sea and mountains, about 15 miles from each. Eleven railroads center at Los Angeles, of which two are competing trans-continental lines. The ports of the county are San Pedro, Redondo and Santa Monica. The merchants do a large jobbing and wholesale trade. The development of the surrounding country is more than keeping pace with that of the city. All the varieties of produce find a ready market, dairy products especially, much butter and cheese being still imported. San Gabriel Valley has many attractive resorts, comfortable hotels and mountain camps, filled with health and pleasure seekers from all parts of the world. The valley, with its orange groves and fine houses, at foot of mountains snow-capped in winter, the Pacific Ocean in view from the foothills, about 20 miles distant, is generally conceded to be one of the most beautiful valleys in the world. The principal products of the valley are fruits (citrus and deciduous), grain, vegetables, nuts, wine, brandy and petroleum. The orange industry is an important one. There is no danger of overproduction of oranges for many years to come. The area of land adapted to their growth to perfection is comparatively limited, and the home markets, which have not yet been reached, are large and expanding.



John McCoy family at the Arcadia Depot, circa 1900. The wooden, gingerbread-trimmed depot for the town of Arcadia was built on First Ave., on the south side of the Santa Fe tracks, in 1887. The old station was removed to the Pomona Fairgrounds in 1969. — MCCOY FAMILY



Santa Anita Depot stop, 1887. In June 1886 the Los Angeles & San Gabriel Valley Railroad track was completed to Santa Anita and a temporary station, the covered bench above, was erected south of the tracks to serve both Ranch and Sierra Madre Tract residents. — SIERRA MADRE HISTORICAL SOCIETY (RIGHT) California Central Railway (Santa Fe) time table, 1888. After the completion of the Santa Anita Depot in 1890, Santa Fe overland passenger trains were required to "stop on signal" for passengers wishing to board or detrain at Santa Anita. — THE HUNTINGTON LIBRARY — SAN MARINO

California Central Railway. San Bernardino and Barstow Division.
IN EFFECT OCT. 7, 1888, AT 12:01 A. M.

Buy a Round Trip Ticket to

LAMANDA PARK
AND
SIERRA MADRE VILLA.

Carriages meet every train.
Free to Guests.

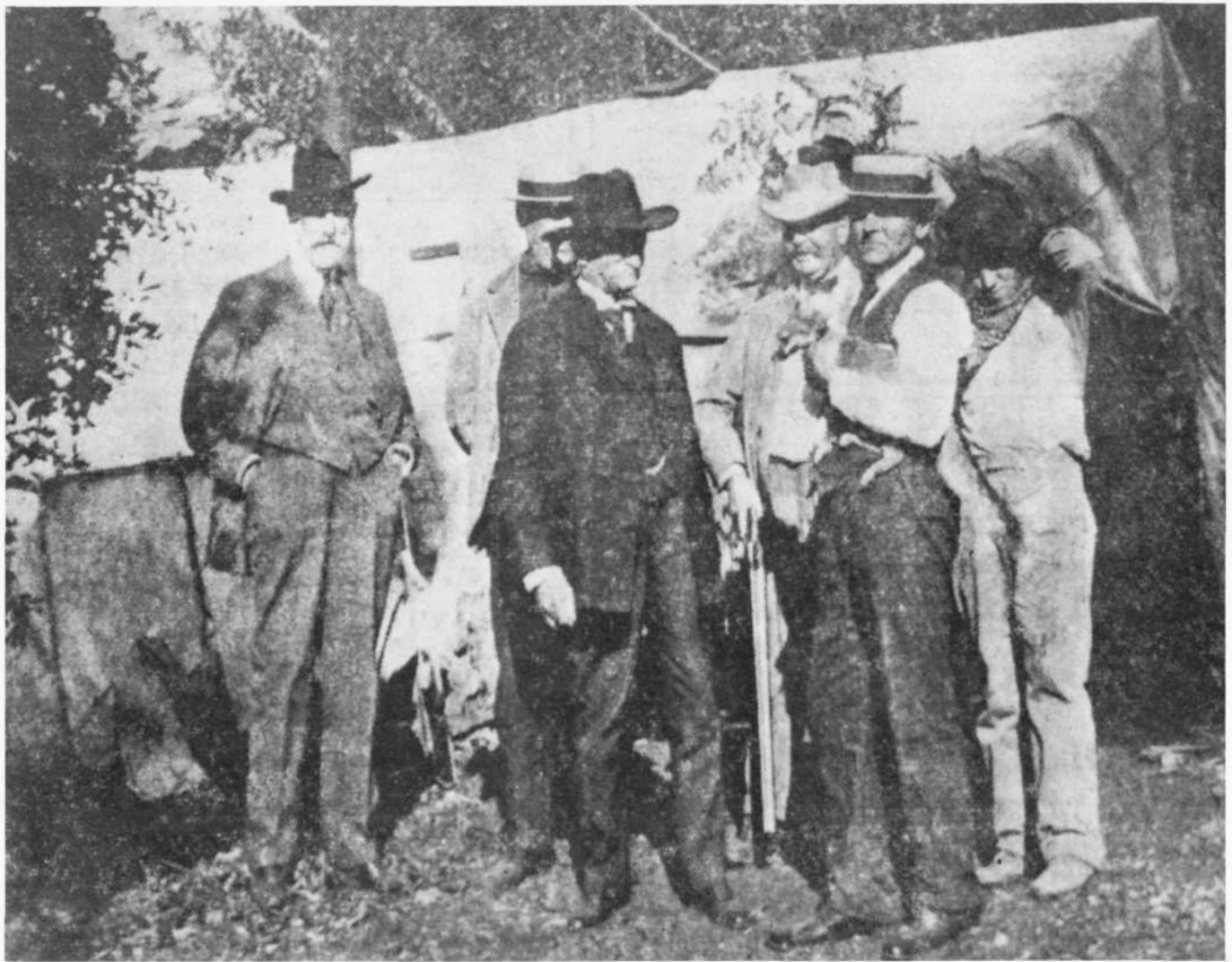
EAST BOUND.										WEST BOUND.									
STATIONS.										STATIONS.									
P. M.	P. M.	P. M.	P. M.	P. M.	P. M.	A. M.	A. M.	A. M.	A. M.	A. M.	A. M.	A. M.	P. M.	P. M.	P. M.	A. M.	A. M.	P. M.	P. M.
11.30	6.30	5.15	4.00	1.10	10.30	8.00	8.00	9.30	9.55	2.12	5.15	9.15	7.40
11.40	6.40	5.25	4.10	1.20	10.40	8.10	7.52	9.22	9.47	2.02	5.07	9.07	7.30
11.50	6.52	5.42	4.24	10.50	8.19	7.44	9.14	9.39	1.51	4.57	8.54	7.22
11.53	6.56	5.46	4.29	10.57	8.26	7.42	9.12	9.37	1.49	4.54	8.51	7.20
11.55	6.58	5.48	4.32	11.00	8.29	7.38	9.08	9.33	1.42	4.50	8.46	7.16
11.59	7.02	5.51	4.37	11.03	8.32	7.36	9.06	9.31	1.40	4.47	8.44	7.14
12.03	7.05	5.55	4.40	11.07	8.36	7.33	9.03	9.28	1.35	4.45	8.41	7.12
12.06	7.08	5.59	4.43	11.11	8.40	7.30	8.55	9.20	1.30	4.40	8.36	7.07
12.10	7.10	6.01	4.45	11.14	8.42	7.25	8.50	9.15	1.30	4.38	8.30	7.04
12.13	7.12	6.03	4.47	11.18	8.46	7.23	8.48	9.13	1.25	4.30	8.25	7.01
12.17	7.15	6.06	4.50	11.21	8.48	7.20	8.45	9.10	1.20	4.27	8.20	6.58
12.20	7.17	6.09	4.52	11.25	8.51	7.15	8.40	9.05	1.15	4.24	8.17	6.54
12.25	7.20	6.12	4.55	11.29	8.55	7.12	8.37	9.02	1.10	4.21	8.14	6.50
12.30	7.24	6.16	5.00	11.35	8.59	7.07	8.32	8.97	1.06	4.18	8.10	6.46
12.35	7.35	6.20	5.0	11.40	9.05	7.00	8.25	8.90	1.01	4.14	8.05	6.40
.....	5.12	11.50	9.20	6.55	8.20	8.85	1.00	4.09	8.00	6.35
.....	5.26	9.30	8.15	8.80	12.45	4.01
.....	5.32	9.35	8.10	8.75	12.40	3.55
.....	5.34	9.38	8.05	8.70	3.48
.....	5.38	9.41	8.00	8.65	3.40
.....	5.47	9.50	7.55	8.60	3.38
.....	5.55	9.58	7.50	8.55	3.30
.....	6.05	10.08	7.45	8.50	3.25
.....	6.21	10.20	7.40	8.45	3.15
.....	6.30	10.30	7.35	8.40	3.09
.....	7.05	11.59	7.30	8.35	2.59
.....	7.15	12.10	7.25	8.30	2.50
.....	6.15	7.20	8.25	2.02
.....	6.35	7.15	8.20	1.50
.....	6.48	7.10	8.15	1.40
.....	7.12	7.05	8.10	1.30
.....	7.33	7.00	8.05	1.20
.....	8.00	6.55	8.00	1.10
A. M.	P. M.	P. M.	P. M.	P. M.	A. M.	P. M.	A. M.	P. M.	A. M.	A. M.	P. M.	P. M.	P. M.	P. M.	A. M.	A. M.	P. M.	P. M.	A. M.

† Trains marked thus stop on signal only. Where limp, is not given trains do not stop.

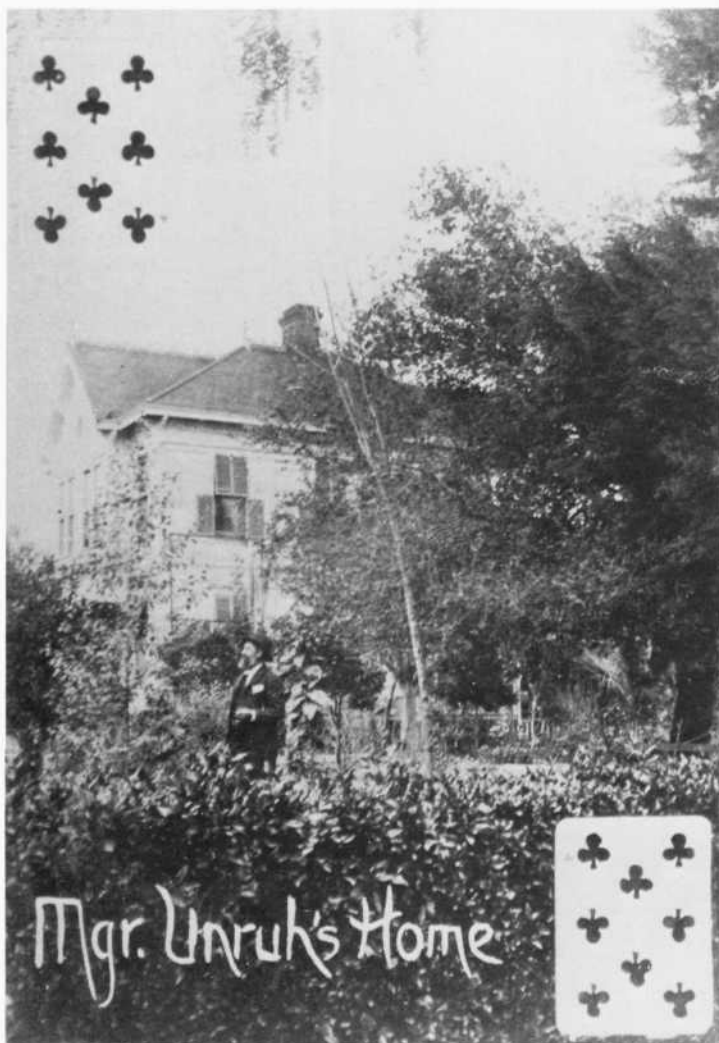


Santa Anita Depot, circa 1900. In August 1890 the *Sierra Madre Vista* reported that an elaborate two-story depot was to be constructed on Baldwin Ave. using 100,000 Baldwin bricks. The Santa Anita Depot opened for business on November 23, 1890, with Mr. M.C. Taylor as agent and first resident of the second story living quarters. The patent signal seen in the photo at left, was used to flag overland trains. It was operated by the Depot agent from his office desk. (BELOW) Santa Anita Depot, circa 1905. The man standing near the horse-drawn conveyance in the photo is Mr. Twycross of Sierra Madre. For a 15 cent fee this "bus line" transported both Sierra Madre passengers and tourists bound for Mt. Wilson.





(ABOVE) E.J. Baldwin (center, in black hat and suit) and associates, circa 1905. The tall man on the far left is Hiram Augustus Unruh, Baldwin's business manager and, later, executor of the Baldwin estate. Unruh was the nephew of E.J.'s first wife, Sarah Ann. The other men in this photograph have not been positively identified. (LEFT) Hiram Unruh house, located at the southeast corner of First Ave. and Falling Leaf (Huntington Dr.), circa 1890. Completed in 1887, Manager Unruh's home was one of the first two completed in the town of Arcadia. The house was razed in 1945. Reproduced from a deck of Baldwin playing cards. — LOS ANGELES STATE AND COUNTY ABOTETUM



Southern California Floral Company

Has the Largest and Best Collection of
STRONG, WELL-ROOTED TWO-YEAR-OLD ROSE
BUSHES.

Now Is a Good Time to Transplant. Also,
TWO-YEAR-OLD PEARL TUBEROSE CLUMPS,
Well Dried, that Can be Planted Now and Until
May 15th, for Succession of Bloom.

FAN PALMS, MONTEREY PINES AND SEEDLING
ORANGES.

aPPLY to

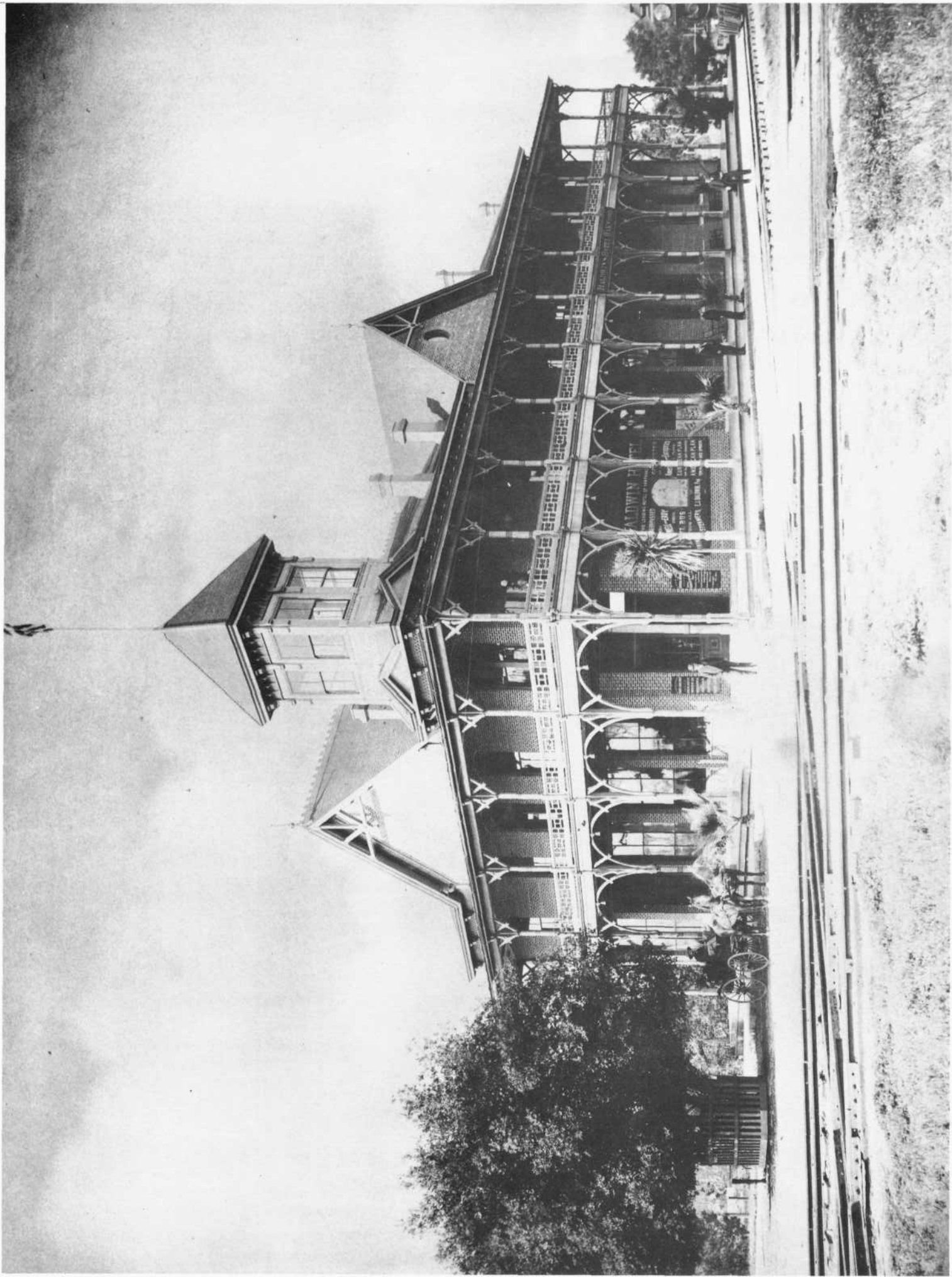
SOUTHERN CALIFORNIA FLORAL CO.,
Arcadia, Cal.

Southern California Floral & Perfumery Company, 1887. Though long referred to as the O.D. Harris home, the ten-room Victorian gem shown below was actually built in 1887, some 38 years before O.D. Harris acquired the land (in 1925). Until its demolition in 1961, the "Harris" home stood on the northeast side of the Santa Anita-Colorado intersection, once the site of the Southern California Floral & Perfumery Co. In all likelihood, the "Harris" home was originally the facility described by the *Monrovia Planet* (June 4, 1887) as follows:

"A visit was paid to the Southern California Floral & Perfumery Company's scene of action . . . A pleasant ten-room modern house has been nearly completed, which will be fitted up for the purposes of the company. One room will be for an office, another for the reception of guests, and a lunch room. These rooms will be handsomely furnished and will be open to the public. Servants will be in attendance and lunch always ready for guests. This will be made a special feature, and those who visit the place may expect to see courteous attention. There is a seed room, one for preparing flowers for shipment and others for the manufacturing of perfume. A lake will be made in front of the house while beautiful walks and hedges of flowers and rare trees will be numerous. Everything will be very attractive and the place will become a resort for the lovers of flowers."



McCoy family gathering at old Floral Company headquarters, circa 1905. — MC COY FAMILY



Baldwin's Hotel Oakwood, located on the southwest corner of First and Santa Clara, circa 1890. Upon its completion in 1887, the Oakwood served not only as a hotel, but also as a land sales office for Baldwin properties. The two sets of railroad tracks which cross in front (north) of the hotel belong respectively to Santa Fe and San Gabriel Valley Rapid Transit Railroad. — ANNE BALDWIN PURCELL

Baldwin's Hotel Oakwood

ARCADIA,

SAN GABRIEL VALLEY, CAL.

The Winter Resort of Southern California.

FIRST-CLASS IN EVERY RESPECT

This Hotel is **located** adjacent to E. J. Baldwin's famous Santa Anita Home Farm.

Magnificent Orange Groves. Miles of Avenues. Drives, Walks, etc.

(Vrainl Scenery. Perfect Climate.

Santa **I*6** and **Rapid Transit** Railroads land passengers at Hotel Oakwood ill 45 minutes from Los Angeles.

M. LAWRENCE - - LESSEE AND MANAGER



Advertisement for Oakwood Hotel, circa 1891.

Oakwood Hotel key and tag. — VESTA TUCKER REEVES



Santa Anita Avenue, looking north from Falling Leaf (Huntington Dr.) circa 1890's. Four rows of alternating eucalyptus and pepper trees lined the length of Santa Anita Ave. Lucky Baldwin planted some 40,000 eucalyptus and peppers along Santa Anita Tract avenues as part of his town-building promotions in the late 1880's.

How to get a

DEED

FROM

E. J. Baldwin

TO

For land in the famed San Gabriel Valley, Southern California

Dated _____ 189

Lands in the SAN GABRIEL VALLEY

OFFERED FOR SALE BY E. J. BALDWIN, Arcadia, Los Angeles County, Cal.

"SANTA ANITA TRACT," A PORTION OF E. J. BALDWIN'S FAMOUS SANTA ANITA RANCHO.

3,000 acres of extra choice orange land, with perpetual water right appurtenant to the land. Of this tract 300 acres have been sold, and a city of about 500 persons within five miles of the tract, a full bearing, most beautiful

\$150

"SANTA ANITA COLONY."

Eight hundred acres sold in four tracts. DESCRIPTION. Uniform, clear and level, adapted to the just right for irrigation, and perfectly adapted to the growing of citrus fruits. A number of tracts already planted. TERMS: \$200 per acre; 25 per cent cash, balance at end of six years, interest 7½ per cent per annum. Water free the first year; thereafter for a term of years at option of the purchaser on reasonable terms. Must be planted to citrus fruits within one year. Purchasers in this colony have preferred that it be without any contract as to water, except that it be furnished free the first year, relying on the fact that the supply of water is so great as to make it evident that it can be had at any time at market rates, or that it can be got from well on the land.

DESCRIPTION. Character of land same as in the first tract, but soil a little heavier, and wet in season of the year; suitable for both citrus and English walnuts, and so forth. No water applied to this land. Arrangements are being made for water if required. Will be planted to citrus fruits and deciduous fruits perfectly with interest 7½ per cent per annum.

---SRS8C---

DESCRIPTION. Soil is a loam of great depth, always moist, and producing enormous crops of corn, alfalfa, potatoes, etc., without irrigation; admirable for walnuts and deciduous fruits; six to nine crops of alfalfa annually. TERMS: \$150 to \$200 per acre; ¼ cash, balance in five years; interest 8 per cent per annum. Other lands in tracts of from 500 to 10,000 acres, on special terms. Title perfect. Take cash or mortgage. Clear deeds, and mortgage. No commission for cash. Part of the city of Los Angeles, Southern Pacific Station, and Raoid Transit Kauiu.

Mr. Baldwin's intention is to give payment on orange land as will enable purchasers to make their improvements and market at least two crops of oranges, either of which will cover entire cost of land, trees and their care before the deferred payment on purchase price shall become due. Deciduous fruits will mature two or three crops before final payment is due.

COST OF PLANTING ORANGES AND LEMONS.
Plowing and preparing land \$2.50 per acre.
First-class trees, warranted to proper manner 1.00 " " 00 per acre.
Irrigating and cultivating in proper manner 1.00 " " 00 " "
Water (when not applicable) 1 November.
May be planted from 1 November.

PRUNES, PEAC
Plowing and preparing land 2.50 per acre.
First-class trees planted and w. 2.00 " "
Cultivating, per annum 1.00 " "

ENGLISH WALNUTS. (2.50 per acre.)
Plowing and preparing land 2.50 " "
First-class trees, planted and warranted 2.00 " "
Cultivating, per annum 1.00 " "

Oranges and lemons, prunes, peaches, etc., 108 trees to the acre; walnuts, 40 trees to the acre. Small fruits, nursery stock and annual crops may be planted between the trees, and good crops made. Trees will be furnished from stock in SOUTHERN CALIFORNIA COMPANY'S NURSERY at Arcadia, and interest

at market prices, on same time, fifty— as for the land. The coming year the stock will be ample for all demands, the present supply suitable for planting being exhausted; but contracts will be made for fall and winter of 1893 and thereafter. A large stock of ornamental trees and shrubs always on hand.

All main avenues in the various tracts are already planted with trees, palms, etc., and the whole tract is being prepared for planting. Selection of tract and arrangements for planting, etc., will be carefully made on request of purchasers. Address: H. A. UNRUH, Or call at E. J. Baldwin's Office, Arcadia, Hotel Oakwood, Los Angeles Co., Arcadia, Cal. Cal.

EJ. Baldwin land sale brochure, circa 1891.

S. G. V. RAPID TRANSIT R'Y.

Trains run daily (except Sundays) as follows:

Leave Baldwin Avenue for Lot Angeles.	Leave Lot Angeles for Baldwin Avenue.
7:08 a.m. and 9:03 a.m.	7:35 a.m. and 9:30 a.m.
2:38 p.m. and 4:33 p.m.	3:10 p.m. and 5:00 p.m.

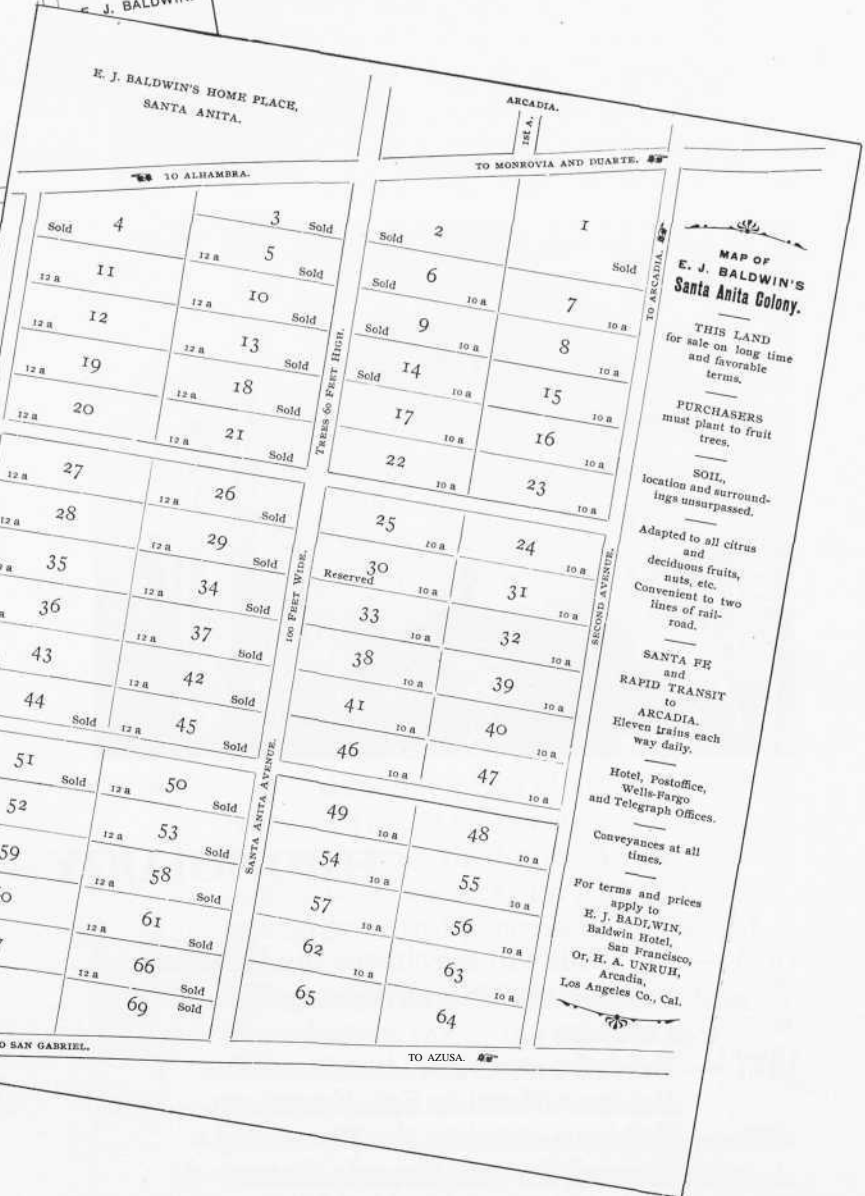
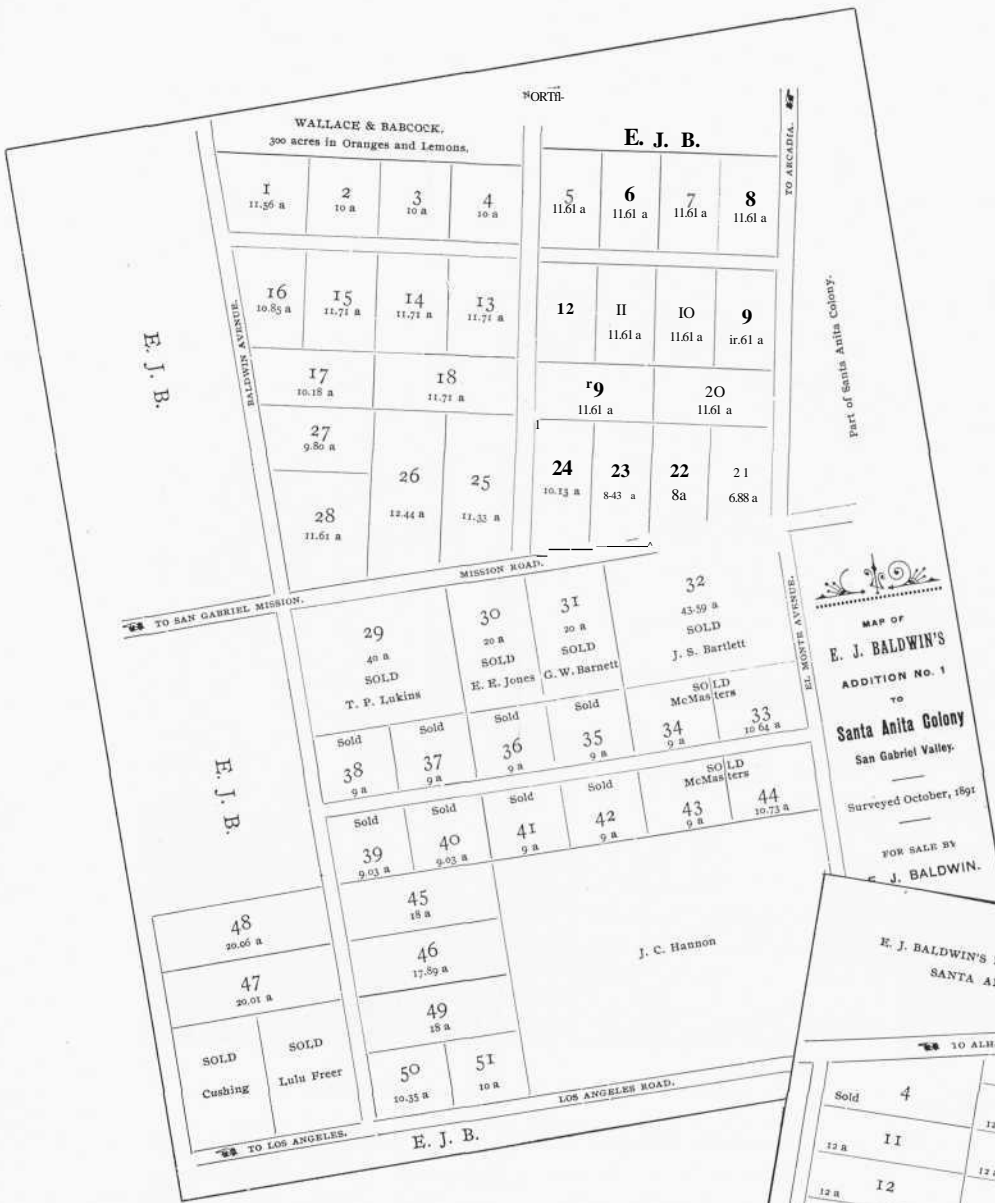
SUNDAY TBAINS.

Leave Baldwin Avenue for Los Angeles.	Leave Lot Angeles for Baldwin Avenue.
8:08 a.m. and 4:33 p.m.	8:35 a.m. and 5:00 p.m.

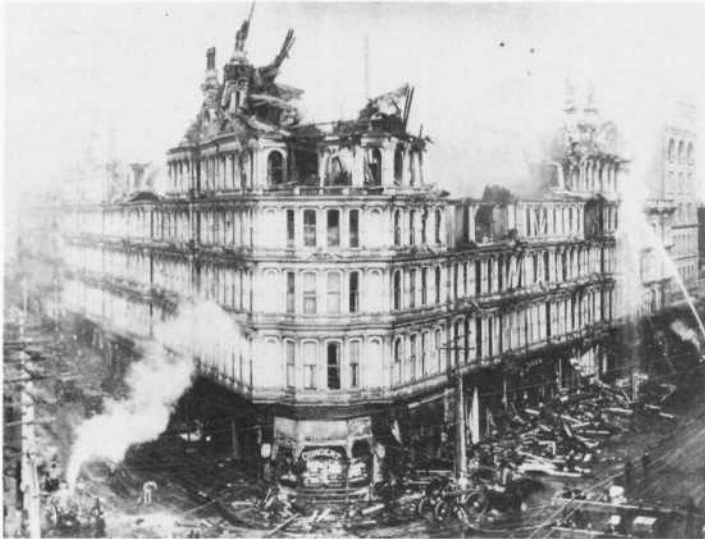
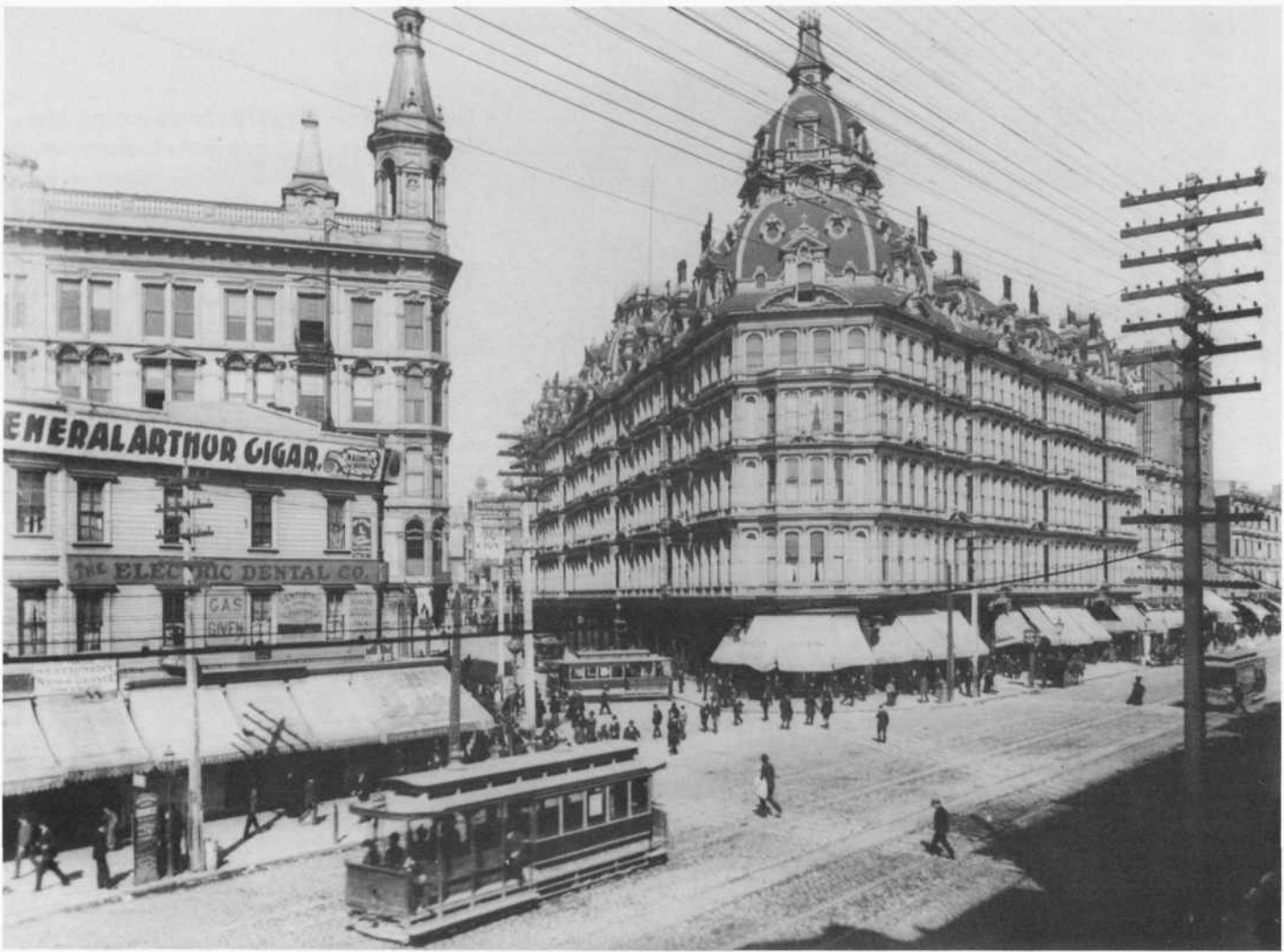
Difference In time between Baldwin Avenue and Arcadia, 4 minutes.
Commutation tickets furnished to those desiring them, at reduced rates.

San Gabriel Valley Rapid Transit Railroad timetable, 1889. Hiram Unruh was elected to the Board of Directors of the new S.G.V.R.T.R. in July 1887. The "Jack Rabbit Line," as it was popularly known, was formally opened from Monrovia to the eastern boundary of Los Angeles in August 1888. The Company was taken over by Southern Pacific in 1893. As shown in the *Sierra Madre Vista*, May 17, 1889.

Baldwin tract maps for Santa Anita Colony and Addition No. 1 to Santa Anita Colony, circa 1891. These first Arcadia subdivisions outside the original Santa Anita Tract lands were offered to the public in 1891. The 800 acres of Santa Anita Colony were bounded by today's Duarte Rd. on the north, Live Oak Ave. on the south, El Monte Ave. on the west and Second Ave. on the east. The 700 acres of Addition No. 1 were bounded by today's Longden Ave. on the north, Lower Azusa Rd. on the south, Baldwin Ave. on the west, and El Monte Ave. on the east ("Mission Rd." which bisects Addition No. 1 is today's Live Oak Ave.).



"Mr. Baldwin wished to furnish to his cities the finest water supply on the American continent. To that end he has by a wonderful feat of engineering and with great labor and expense built a pipe line from a point very far up in Santa Anita Canyon and now has water galore. And such water! Why, if this God-given fluid were piped to Los Angeles and distributed to the city, the saloons would lose half their customers, and water drinking would become fashionable."
 — Los Angeles Daily Herald,
 March 30, 1887



Baldwin Hotel in San Francisco, circa 1890. Located at the corner of Market and Powell, the "Baldwin" was completed in 1877 at a cost of \$3 million. E.J. spent considerable time in his private quarters at the hotel through the lean years of the 1890's. (LEFT) Fire at the Baldwin Hotel, 1898. An overturned kerosene lamp started the early morning blaze which gutted Baldwin's showpiece hotel in November 1898. Only four of the hotel's 300 guests lost their lives in the fire.

CHRONOLOGY - CHAPTER 3

- 1875 — E.J. Baldwin purchases the Ranchos Santa Anita, San Francisquito and La Cienega.
- 1877 — Baldwin completes his \$3 million Baldwin Hotel in San Francisco.
- 1879 — Baldwin acquires the Ranchos La Merced, Potrero Grande, Potrero de Felipe Lugo and half of La Puente in Temple/Workman/Sanchez loan foreclosure.
- 1881 — E.J. Baldwin appoints Hiram Unruh as his Southern California manager.
- 1881 — Nathaniel Carter purchases 845 acres of Rancho Santa Anita for \$33,881 and begins subdivision of the Sierra Madre Tract.

- 1883 — The Los Angeles & San Gabriel Valley Railroad Company is organized "for the purpose of constructing, operating and maintaining an independent broad gauge railroad from Los Angeles through the San Gabriel Valley to Mud Springs (San Dimas)."
- 1883 — Baldwin puts the 3,000 acre Santa Anita Tract on the market with Carter acting as sales agent.
- 1884 — William Monroe purchases 120 acres of the Santa Anita Tract near White Oak Avenue (Foothill Boulevard) for \$15,000.
- 1885 — (March) Monroe adds 90 more acres to his Santa Anita Tract purchase.
- 1885 — (September) Los Angeles & San Gabriel Valley Railroad completes a line from Los Angeles to Pasadena.
- 1885 — (November) Baldwin signs a \$10,000 contract with the Los Angeles & San Gabriel Valley Railroad granting a right of way across his property. Contract provisions include the construction of two depots on Baldwin land.
- 1885 — (December) E. F. Spence, John Bicknell and J. F. Crank purchase 363 acres of the Santa Anita Tract from Baldwin in area bordering East Avenue (Mayflower Avenue).
- 1886 — (January) First advertisements appear in Los Angeles newspapers for the "Town of Baldwin," located in the southeast corner of the Santa Anita Tract, between Falling Leaf (Huntington Drive) and Diamond, Fourth and Tenth Avenues.
- 1886 — (April) "Town of Baldwin" advertisements are withdrawn.
- 1886 — (May) First town lots put on sale in Monrovia on 60 acre site centered at Orange (Colorado Boulevard) and Myrtle Avenues.
- 1886 — (June) Los Angeles & San Gabriel Valley Railroad reaches Santa Anita Avenue.
- 1886 — (September) Hiram Unruh has remaining 2,000 acres of sale land surveyed as "Part of the Santa Anita Tract."
- 1887 — (January) The first advertisements for the as yet unnamed Arcadia townsite appear in area newspapers.
- 1887 — (March) Arcadia is selected as the name for the new Baldwin/Unruh townsite on the Santa Anita Tract.
- 1887 — (March) Arcadia's Southern California Floral and Perfumery Co. is incorporated and construction of headquarters at Santa Anita and Orange Avenues begun.
- 1887 — (April) First town lots are sold in Arcadia at \$400-600 per acre.
- 1887 — (May) Atchison, Topeka & Santa Fe Railway incorporates the Los Angeles & San Gabriel Valley Railroad plus seven other local lines into a holding company known as the California Central.
- 1887 — (May) The Arcadia and Monrovia Railway is incorporated as a three-mile steam line to run from First Avenue in Arcadia at Santa Clara to Monrovia's Chestnut Avenue.
- 1887 — (June) Arcadia Depot completed on First Avenue.
- 1887 — (June) Hiram Unruh's home at the southeast corner of First Avenue and Falling Leaf (Huntington Drive) is completed.
- 1887 — (June) Construction of Hotel Oakwood is begun on the southwest corner of First Avenue and Santa Clara Street. The hotel is completed by the end of the year.
- 1887 — (July) The San Gabriel Valley Rapid Transit Railroad Co. is incorporated to build a narrow-gauge steam rail from Monrovia to Los Angeles.
- 1887 — (December) Monrovia is incorporated as a city of the sixth class.
- 1888 — San Gabriel Valley Rapid Transit Railway (Jack Rabbit Line) is formally opened.
- 1890 — (November) The Santa Anita Depot opens for business on Baldwin Avenue with M. C. Taylor as first station agent.
- 1891 — Santa Anita Colony subdivision is opened by Baldwin on land south of Duarte Road.
- 1896 — E.J. Baldwin tenders all of his Los Angeles and San Francisco properties, excepting only the Santa Anita homesite, as security on a \$1,625,000 mortgage with Hibernia Savings and Loan.
- 1898 — The uninsured Baldwin Hotel in San Francisco burns to the ground in a dramatic early morning fire.
- 1899 — Baldwin sells his San Francisco property for \$1.1 million and begins the process of recouping his financial losses.



Pacific Electric cars bound for Baldwin's Ranch and Monrovia, circa 1903. Lucky Baldwin granted Henry Huntington's Pacific Electric Railway a right-of-way across his properties in November 1902 and on March 1, 1903, the red cars made their first appearance in Arcadia. The P.E. would serve Arcadia residents for nearly 50 years, until the autumn of 1951.

4

Cityhood

The decade of the 1890's had been financially devastating for the founder of Arcadia, but, as the *Los Angeles Times* (March 9, 1902) commented, "If Baldwin was no longer lucky, he was at least plucky." In the summer of 1900, at age 72, Lucky Baldwin set sail for Nome, Alaska, "inspired in part," reminisced David Unruh (Hiram's son), "by a desire to recoup his fortunes in the Alaska gold rush and in part by a desire to renew his youth." Unfortunately, E.J. did neither. Not only did the Alaskan business venture fail, but in the spring of 1901, Baldwin was felled by a serious bout of pneumonia. Weak and crotchety, he was taken to Santa Anita to recuperate, where, fearing the worst, concerned family and friends began to gather. However, cautioned a *Times* reporter,

It must not be inferred that Mr. Baldwin has any notion of "passing in his checks" or relinquishing his grip on his vast possessions very soon. He is of the sturdy type of pioneers who never say die, and will probably be found in the harness when the final summons comes.

Lucky Baldwin did regain his health amid the quiet of his Santa Anita home, and he decided that it would be in the Southland that he would recoup his lost fortune. The national economy was improving with the turn into the new century, and as land began to regain its potential as a salable commodity, E.J. prepared to reap the benefits. "When Baldwin returned from Alaska and took hold of his tangled affairs here," reported the

Times (March 9, 1902), "Presto! In spite of dire predictions, there were no foreclosures of mortgages. Instead of that, debts were paid off at a rapid rate . . . and he has revolutionized things at the ranch." Santa Anita was returned to its high standards of beauty and productivity as part of E.J.'s improvement campaign, and neglected outlying ranches were given increased attention. Baldwin, it was observed, "set himself assiduously to the task of making his vast farm . . . paying property."

E.J. began a new series of subdivisions in the early years of the 20th century, including a flamboyant, controversial, in fact brazen scheme to launch Arcadia into cityhood. The turn of the century found Arcadia as neglected as Baldwin's other Southern California properties, "a puny village of 360 souls," spread thinly over 12 square miles. "It is stated by responsible persons," said the *Times*, "that the land is adorned by not more than 65 buildings, some of which are barns, stables and shacks, built of such material as cast off water pipe, refuse tin, flattened-out gasoline cans and dilapidated shingles." Hardly a propitious starting point, but Lucky Baldwin was a determined man.

It was the Pacific Electric Railway that forecast the rebirth of Arcadia, just as it keyed a suburban revival throughout the Southland at the turn of the century. "The electric roads," commented a contemporary observer, "are bringing the whole countryside within touch of the city, and as a direct result there are such rapid increases in

values as makes one's head swim." In 1902, it was announced that Henry Huntington's Pacific Electric would soon start construction of "a line from Oneonta, on the Pasadena short line, through Arcadia to California Street in Monrovia." With visions of inflated land values, E.J. signed an agreement with the P.E. in November 1902 and on March 1, 1903, happily watched the red cars pass through his Arcadia townsite. The stage was set, and two weeks later, in a surely calculated sequence, Lucky Baldwin filed a petition for the incorporation of Arcadia into a municipality of the sixth class. "I wish to incorporate a city to enhance my property and that of the surrounding district," Baldwin stated, but neighboring towns argued that Baldwin's explanation was only the tip of a decidedly objectionable iceberg.

Opposition to the birth of Arcadia was immediate and vociferous. Under the legal provisions of the Municipal Corporations Act of 1883, incorporation required a verified city population of at least 500, and protestors charged that Baldwin personally, artificially and illegally inflated Arcadia's population on census day by hiring temporary laborers whose only job was to have their heads counted. Moreover, beyond Baldwin's questionable methods, there arose serious objections to his motives in city-making. Opposition to Arcadia was centered in the Anti-Saloon League who charged that E.J. sought incorporation "simply and solely for the purpose of establishing in the heart of Los Angeles County an American Monte Carlo, with whose ribaldry, racing, gambling and gaming the county government would be powerless to interfere."

Dr. Chapman, president of the Anti-Saloon League, confronted Lucky Baldwin face to face in scheduled May hearings before the Board of Supervisors, but the wily E.J. "denied absolutely that he intended turning Arcadia into a gambling hell," refuted charges of population inflation, and asserted that with incorporation he intended only to improve his property, provide for a local school for Arcadia residents, and, incidentally, relieve himself of a \$2,500 yearly tax on county roads that traversed his Arcadia acreage. The opposition clearly disbelieved Baldwin, but when questioned by Lucky's attorneys, Dr. Chapman admitted that he could provide no evidence of the Monte Carlo possibilities of Arcadia "except the gambling habits of the petitioners." The population charges were similarly difficult to verify for the protestors, and, though remonstrances were legally recorded, the Board of Supervisors unhesitatingly approved Lucky Baldwin's Arcadia petition and authorized an incorporation election to be held in the town on July 27, 1903.

Thirty-nine voters turned out to select cityhood for Arcadia and to cast ballots for a five man Board of Trustees, a clerk, a treasurer and a marshal for the city. There was "nary a nay" among the 35 votes cast in favor of incorporation, reported the *Times* (July 28, 1903), nor was there particular agitation over the election of city officials. The slate of candidates voted into office included all but one member of the election board, and all, in the words of the *Times*, "were faithful subjects of the King of Arcadia." Elias Jackson Baldwin, with 38 votes, became mayor of the new municipality, and in descending order of votes received, the other four Board members were Melville Lawrence, leasee of the Hotel Oakwood; H. A. Unruh, Baldwin's ranch manager; D. P. Unruh, Hiram's son and E. J.'s shipmate to Alaska, and Hull McClaghry, Anita Baldwin's husband and Lucky's son-in-law. To complete the monopoly, Charles and Elmer Anderson, Baldwin Ranch foremen, were elected respectively city treasurer and city marshal, and employee J. P. Cavallier became city clerk.

Arcadia was Lucky Baldwin's plaything, in many ways. It was incorporated in a scheme of Baldwinesque audacity, and it would reflect its maker's interests in the years immediately ahead. "We are more certain than ever that the place is to be made a gambling hell and booze pleasure park," opponents had charged, and Baldwin, with "a glint in his eye and a rosy flush mounted to his temples," responded, "Damn it, we'll show 'em a race track and plenty of it, the long-haired kickers." Baldwin did not get his race track in 1903 (backers of Ascot in Los Angeles broke ground first), but even without horse racing, Arcadia was a city of unusual promise. When questioned "as to the Monte Carlo possibilities" of his city, E.J. replied, "They are fine. It is a temptation and I am not saying but that if the right man came along I might lease or sell the privileges, but I am an old man and have plenty to keep me busy."

"We are going to have a town here and a schoolhouse and a paper that can talk back," said Baldwin, and he carried through on his promises. On August 3, 1903, a new Arcadia City School District was authorized by the County to serve area students who had previously been attending schools in Monrovia, Sierra Madre and Chapman. E.J., who appointed himself chairman of the school committee, immediately donated a ranch packing shed for use as Arcadia's first local school. The first school was joined by the first city newspaper on May 7, 1904, as the four-page weekly *Arcadia Bulletin* began its job of publicizing city events. Church, library, banking and club news were omitted from the *Bulletin*'s pages, however,

for there were no such city amenities in Lucky Baldwin's town. Tourism and entertainment rather than banks and businesses were the cornerstones of early Arcadia, and a "Local Tid Bit" column of December 24, 1904, encouragingly reported that "several tally-hos of people are beginning to come out from Los Angeles every week now to stop at the Oakwood and drive over Baldwin's ranch."

One of the first ordinances passed by the Board of Trustees (September 9, 1903) was a provision "for the licensing for the sale of liquors" in the city of Arcadia, and Clara Baldwin Stocker, E.J.'s elder daughter, filed for the first license on April 26, 1904. Three additional applications were filed in 1905, and another the following year, prompting a Pacific Electric travel magazine to report that "Arcadia, known as Baldwin's town, is a popular village and 'wide open' in its government." "Primarily, Arcadia was known for its entertainment," corroborated Julian Fisher, and indeed, visitors of all types were encouraged to enjoy Arcadian hospitality.

In 1907 Arcadian hospitality was extended to patrons of the first Santa Anita Racetrack. Ascot Park had been in operation only three years when it fell victim to annexation by Los Angeles (where racing was prohibited) as part of a "shoestring strip" that tied the city to harbor acquisition. George Rose and John Brink, backers of Ascot, set out at once to interest wealthy men in building a new racetrack, however, and they had not far to look. Barney Schreiber, James Holland, Franklin Randle and Dr. J. S. Gardner were turfmen of means, and in Arcadia, Elias Baldwin offered the consortium a building site unencumbered by gambling restrictions.

On September 30, 1907, the Los Angeles Racing Association was incorporated to serve as the operating club for Santa Anita Park, with E.J. and Hiram Unruh joining Rose, Brink, Schreiber, Holland, Gardner and Randle on the Board of Directors. The corporation purchased 151 acres of land from Baldwin (located at the site of today's Santa Anita Golf Course) at \$1,000 an acre, and immediately contracted with A. M. Allen, "the hurry order racetrack builder," for construction of what would be billed "the newest and most modernly equipped of all race courses west of the Missouri River." Lucky Baldwin's \$151,000 land sale price was paid to him in 1,000 shares of capital stock in the Los Angeles Racing Association, making him the largest single stockholder and, concomitantly,

the honorary President of the Racing Association.

Santa Anita Park opened December 7, 1907, with 7,000 patrons, several visiting dignitaries and scores of reporters. E. J. presided over opening day ceremonies with aplomb. Noted the *Times* (December 8, 1907),

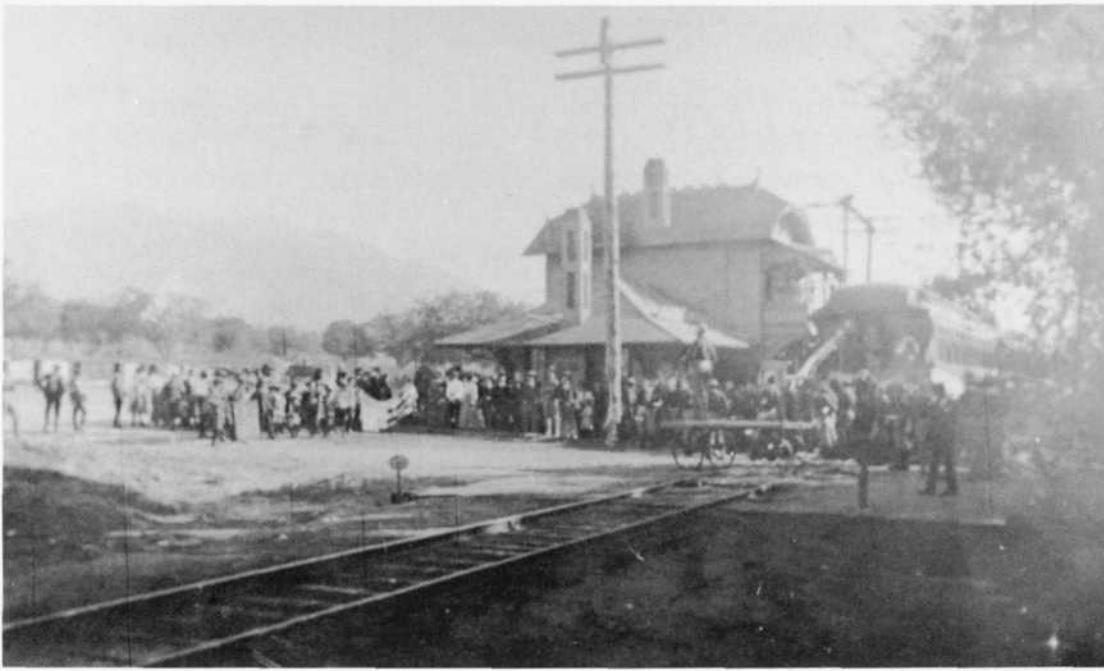
Old Lucky Baldwin soared to the Seventh Heaven of seraphic bliss. At last he had a racetrack in his back yard. The Emperor of Arcadia stood at the top of the grand stairway in the grandstand, arrayed in a long-tailed black coat and a black slouch hat pulled down picturesquely over one eye. He looked out over the field like Wellington at Waterloo with the exception that a beautiful array of blonde damsels surged and frou-froued and billowed about him.

Having suffered many reverses and achieved many successes in his nearly 80 years, wrote the *San Francisco Call*,

Lucky Baldwin has now realized the greatest ambition of his life. "I desire no other monument," said Baldwin when the first day's races at his new track had been run. "This is the greatest thing I have ever done, and I am satisfied."

Arcadia businesses were satisfied, as well, with Mayor Baldwin's race track. Earlier prognostications of a gambling hell and booze pleasure park were carried out with flamboyance in what the *Times* describes as the "tough little debauched municipality" of Arcadia. "Lucky Baldwin has made every arrangement to entertain his racetrack guests right royally," commented the *Los Angeles Express* (December 7, 1907). "There are several bars in operation in the only sporting town of Southern California," and "slot machines and rooms where friendly poker games are indulged in" are rife. By 1909, the *Times* reported that "eleven saloons are now running full blast and auto parties of sports and fast women make business rushing."

The Oakwood, Clara Villa, the Norfolk, Johnson's Inn, Ben Newman's, Mullins', the Green Front Saloon and George Purvis' White City offered entertainments to customers of varying means and proclivities. Gambling, drinking, bowling, boxing matches, balloon ascensions, dog races, musical comedies, even "cribs, where the girls did their business," were available in Baldwin's Arcadia. In its first incarnation, the city was a sporting town *par excellence*.



Campaign stop at the Santa Anita Depot, 1904. Teddy Roosevelt and the uniformed "Teddy's Terrors" toured Southern California during Roosevelt's 1904 re-election campaign. His "whistle stop" at the Santa Anita Depot brought spectators from both Arcadia and nearby Sierra Madre.

Los Angeles Daily Times
 TUESDAY, JULY 28, 1903.
 Part II.—6 Pages.
 FINANCE AND TRADE.
 PRICE 5 CENTS.

Home-News Sheet.
 CITY AND COUNTRY.
 XXXIst YEAR.

Reliable Goods. Popular Prices.
N. B. BLACKSTONE CO.
 Telephone 5410. **DRY GOODS.** Spring and Third Sts.

Washable Novelties
8¹/₂ c yard
 — SEE SPRING STREET WINDOWS —
 35c French Cheviots now 25c

The Justly Famous
Kranich & Bach Piano
Geo. J. Birkel Co.
 345-347 S. Spring St., Los Angeles

We Trust The People
Brent's
 THE GREAT CREDIT HOUSE
 930-932-934 SO. SPRING ST.

SAVE SOMETHING....
 LITTLE AND OFTEN
Equitable Savings Bank

TON SUNFISH FOUGHT DEAD.
 Unique Ocean Giant Caught Off Catalina Island.
 Tropic Struggle in a Lunch Last Three Hours.
 Women Angler, Doctor, Men and Boatman Snapped a With Gray Hook.

NARY A "NAY" HAS ARCADIA.
 Unanimous Voting in "Lucky Railroad's Town."
 Nearly All Candidates Served as Officers of Election.
 Legality of Incorporation in Its Controversy—"Miss" Plann Race Track.

EXTRACTION OF TEETH RESULTS IN DEATH.
 CAPTIVATED HARVEY RICE PASSES AWAY UNEXPECTEDLY.

MINISTER DENIES CHARGE AT CA TAIINA.—WIGGERS A SON

OLD ZANJA SYSTEM BELONGS TO PAST.

THE LATE HARVEY RICE

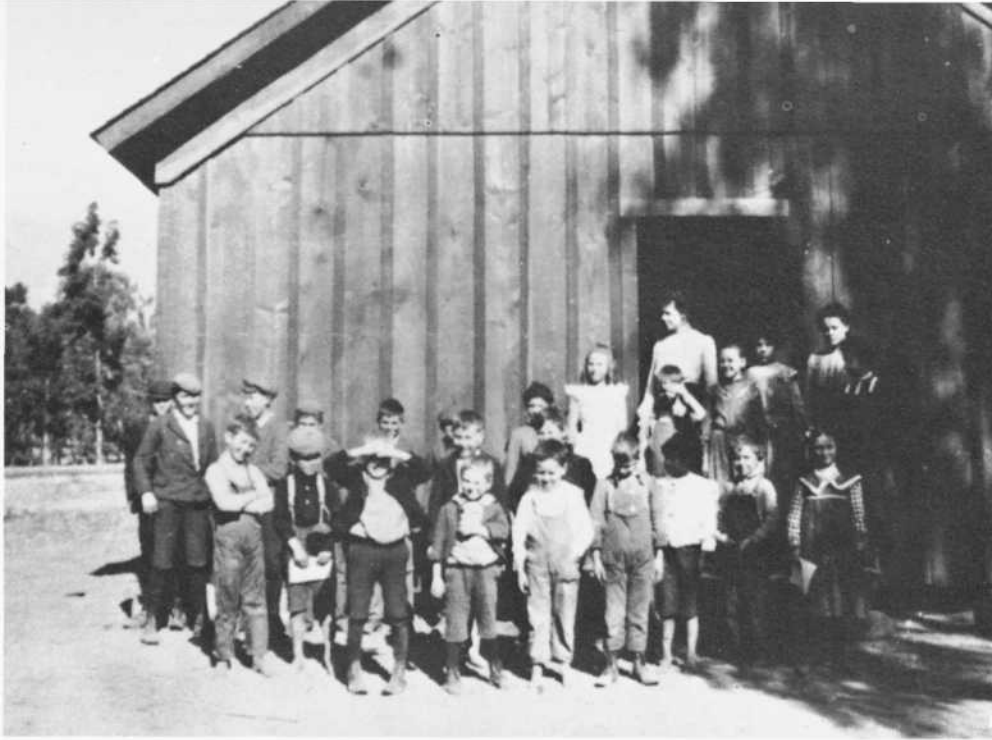
Arcadia votes incorporation, July 27, 1903. An examination of the names of the 39 men who voted in the first city election indicates that almost all were friends, employees and/or relatives of the city's first mayor (with 38 votes), Mr. E.J. Baldwin. — Copyright July 28, 1903 Los Angeles Times. Reprinted by permission.



Arcadia Bulletin (Vol. I, No.1), May 7, 1904. No publishing record of this first Arcadia newspaper has been found, but evidence indicates that it was printed as a four-page weekly at least through the end of 1904. The first edition pictured here featured a biographical article on Lucky Baldwin and a report on the "Jolly Opening" of Clara Baldwin and Harold Stocker's Clara Villa. The men in the photographs are city officials: top left, Trustee H.A. Unruh; top right, Trustee Melville Lawrence; top center, Mayor E.J. Baldwin; bottom left, Trustee Harold Stocker; bottom right, Trustee Lowen Tucker. Pictured at the bottom of page one are Elmer Anderson (left), city marshal, and Charles Anderson (right), city treasurer. — VESTA TUCKER REEVES

Mayor Elias Jackson Baldwin, circa 1903. Though Lucky Baldwin headed a city that offered legalized gambling as one of its enticements, E.J. was not personally the inveterate gambler of reputation. Baldwin's biographer, C.B. Glasscock, states that Lucky played cards for small stakes. "Though he loved a poker game as much as he loved women," noted Glasscock, "he was no more generous in one than in the other."





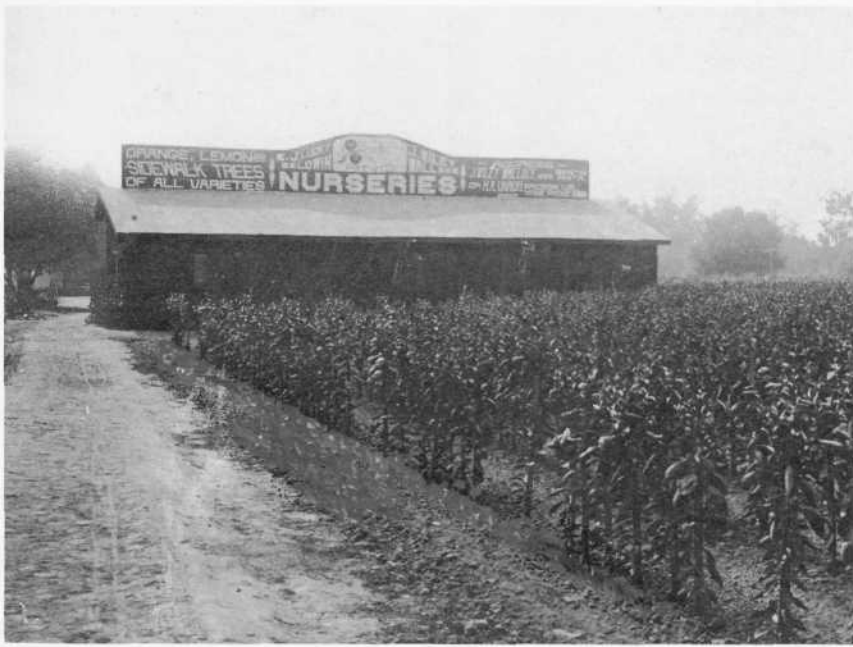
Packing shed school, circa 1903. On August 3, 1903, a new Arcadia City School District was authorized by Los Angeles County to serve area students who had previously been attending schools in Monrovia, Sierra Madre and Chapman. Lucky Baldwin, chairman of the city school committee, donated a packing shed at the northeast corner of Santa Anita Ave. and Falling Leaf (Huntington Dr.) for use as the city's first local school.



Packing shed school class of 1907. Students included members of the Tucker, Coffin, Wyatt, Relph, Cross, Robey, Vosburgh and Fisher families — VESTA TUCKER REEVES



Arcadia Public School, 1908. Arcadia's first official schoolhouse, a four-room yellow clapboard structure, was constructed on lots purchased by the city at the southwest corner of First Ave. and California St. The front two rooms visible in the photograph housed the school library, while in the rear were two classrooms of four grades each. Miss Taylor taught grades one through four; Mrs. Janet Said Hudson taught grades five through eight. — VESTA TUCKER REEVES



Baldwin-Wallace Nursery, circa 1908. Lucky Baldwin and J. Wiley Wallace (formerly of Alhambra) were co-owners of a 300 acre nursery located between Holly and Baldwin Aves. on the east and west and roughly between today's Lemon and Walnut Aves. on the north and south. Local land sales advertisements after the turn of the century advised new owners to purchase plant stock at the Baldwin-Wallace Nursery.



Party at Japanese camp, circa 1908. Several familiar faces appear in this view of a post-Mikado celebration hosted by Japanese workers and sharecroppers on the Baldwin Ranch. The outdoor gathering was held in the vicinity of today's Fashion Park, near Huntington Dr. Visible at the table on the left (left side of table) is 79-year-old Lucky Baldwin. The woman at the near end of the same table is Lucky's daughter Anita; the young girl sitting on the edge of the table is Anita's daughter Dextra; the little boy seated on the lap of the Japanese man nearby is Anita's son Baldwin. Across the table from E.J. are Lowen Tucker, Ranch superintendent, Tucker's wife Jeannette and their young daughter, Vesta. — VESTA TUCKER REEVES

Monrovia and Baldwin's Ranch

THE ORANGE GROVE ROUTE



WHERE THE AIR IS HEAVY WITH THE ODDOR OF THE ORANGE BLOSSOM

Via Pacific Electric Ry.

City Ticket Office
211 W. FOURTH ST.
Phone Main 900



THROUGH THE SAN GABRIEL VALLEY

ABOUT sixteen years ago an enterprising citizen of Los Angeles, Mr. W. N. Monroe, realizing the beauties and natural advantages of the foothill country, developed water where the town of Monrovia now stands, and laid the foundations of the enterprising city of that name. It stands today a marvel of beauty; verdure surrounds you on every hand. The agricultural possibilities that have lain dormant through the ages have been brought to a reality, and this section is now considered one of the richest sections of Southern California.

The new double-track broad-gauge electric line from Los Angeles to Monrovia, eighteen miles long, passes through the famous San Gabriel Valley, replete with historical interest, clad in a marvel of verdure, to "The Gem of the Foothills." Above this beautiful suburban town tower the Sierra Madre Mountains, the peaks, Mt. Lowe, 6100 feet; Wilson's Peak, 6700 feet, and Old Baldy, 10,000 feet, stand in bold relief against the blue.

The view from this point of the valley below is one grand panorama, a sweeping view of over 200 miles—The Famous San Gabriel Valley.

The enterprise and up-to-dateness of our suburban neighbor is the wonder of all. Fine schools, beautiful and well-laid-out streets, and elegant homes, make a city of interest to all.

THE TRIP

Starting from Los Angeles we go over the new Pasadena Short Line to Monrovia Junction, where we turn to the east, the Short Line continuing in a northerly direction to Pasadena. A grand view of the Raymond Hotel, with its dark background of mountains, is to be had as we turn east on to the "Orange Grove Route." Through orange

groves all the way, -ne may say, for we are going through all kinds of fruit groves and orchards until Monrovia is reached. Here and there stretches of pasture, dotted with live oak trees, with herds of cattle grazing peacefully under their scraggly but picturesque branches. County roads guarded by tall eucalyptus and graceful pepper trees, wineries and vineyards add to the scene. Passing through the L. J. Rose and Chapman ranches we now enter the famous ranch of the West, Baldwin's Ranch.

Arcadia is the station we stop at for Baldwin's Ranch. Tally-hos meet the cars, and the nominal price of 50 cents is charged for the drive through the ranch. On this drive all points of interest are visited—the house, winery, racetrack and stables.

Twenty-five years ago Mr. E. J. Baldwin, known as "Lucky Baldwin" took up land; he cured the ownership to the vast acreage, now comprising 54,000 acres. It stands, virtually in entirety in itself, the finest ranch in the West.



TALLY HOS MEET THE CARS AT BALDWIN'S RANCH

BALDWIN'S RANCH



SCENE AT BALDWIN'S RANCH

nor money has not been spared to beautify the grounds and orchards. The Ranch House is situated in the midst of an immense orange grove, surrounded with artificial lakes and pools, majestic palms and drooping boughs of the weeping willows. Roses are in profusion; giant cacti and stately pines show a contrast of production. The scene challenges description. Nestling under this canopy of beauty is the old Log Cabin, a relic of the early days, and the first house occupied by Mr. Baldwin when the surrounding country was claimed by the greatest land owner of all, the Desert.

At the stables are to be seen the best thoroughbred horses in the West, all with records for their fleetness. The Emperor of Norfolk, a most knowing animal, won the Derby of Norfolk, a most knowing race \$44,000. This horse won in two years more than any other horse living, winning over \$200,000 for his owner.

All visitors to the ranch are invited to sample the rare vintages at the Hotel Oakwood, free. Lunch can be had if desired. Weekly rates made. Cars leave Sixth and Main streets every half hour. Ask or write for particulars.

FOR PARTICULARS WRITE

GENERAL PASSENGER DEPARTMENT
6TH AND MAIN STS. LOS ANGELES, CAL.

Ad. 3, 0, 1-14, '01.

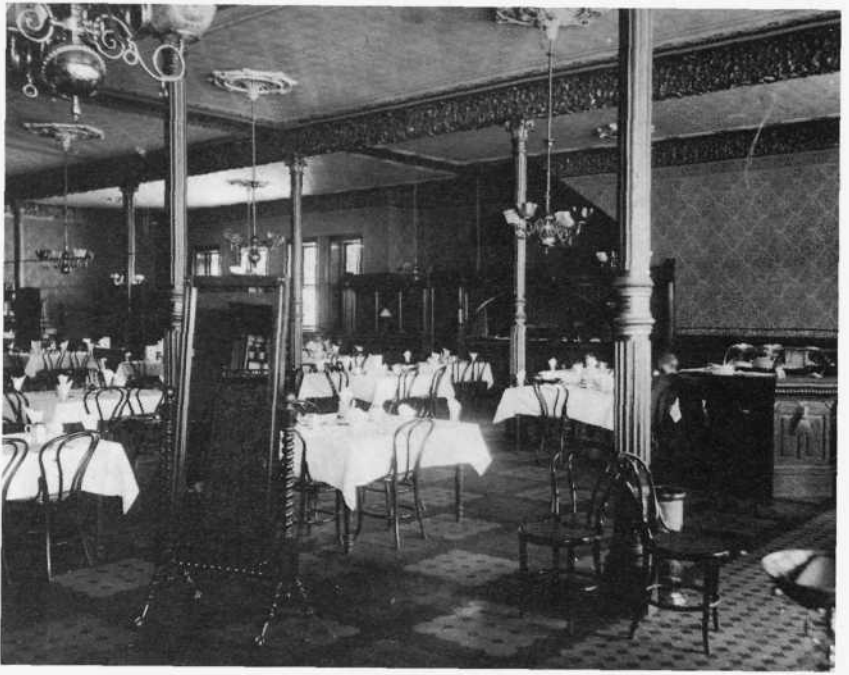
BAUGARDT PRINT. 115 N. BROADWAY

Pacific Electric excursion brochure, circa 1905. By 1905 the Baldwin Ranch was a prime Southern California tourist attraction with nearby Arcadia, in the words of a P.E. travel magazine, "a popular village, wide open in its government."

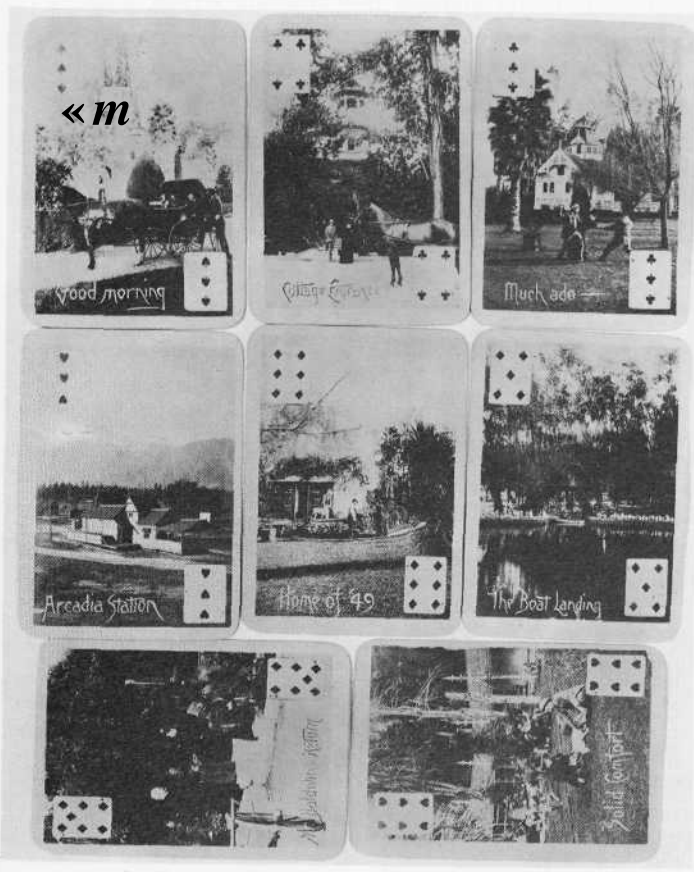


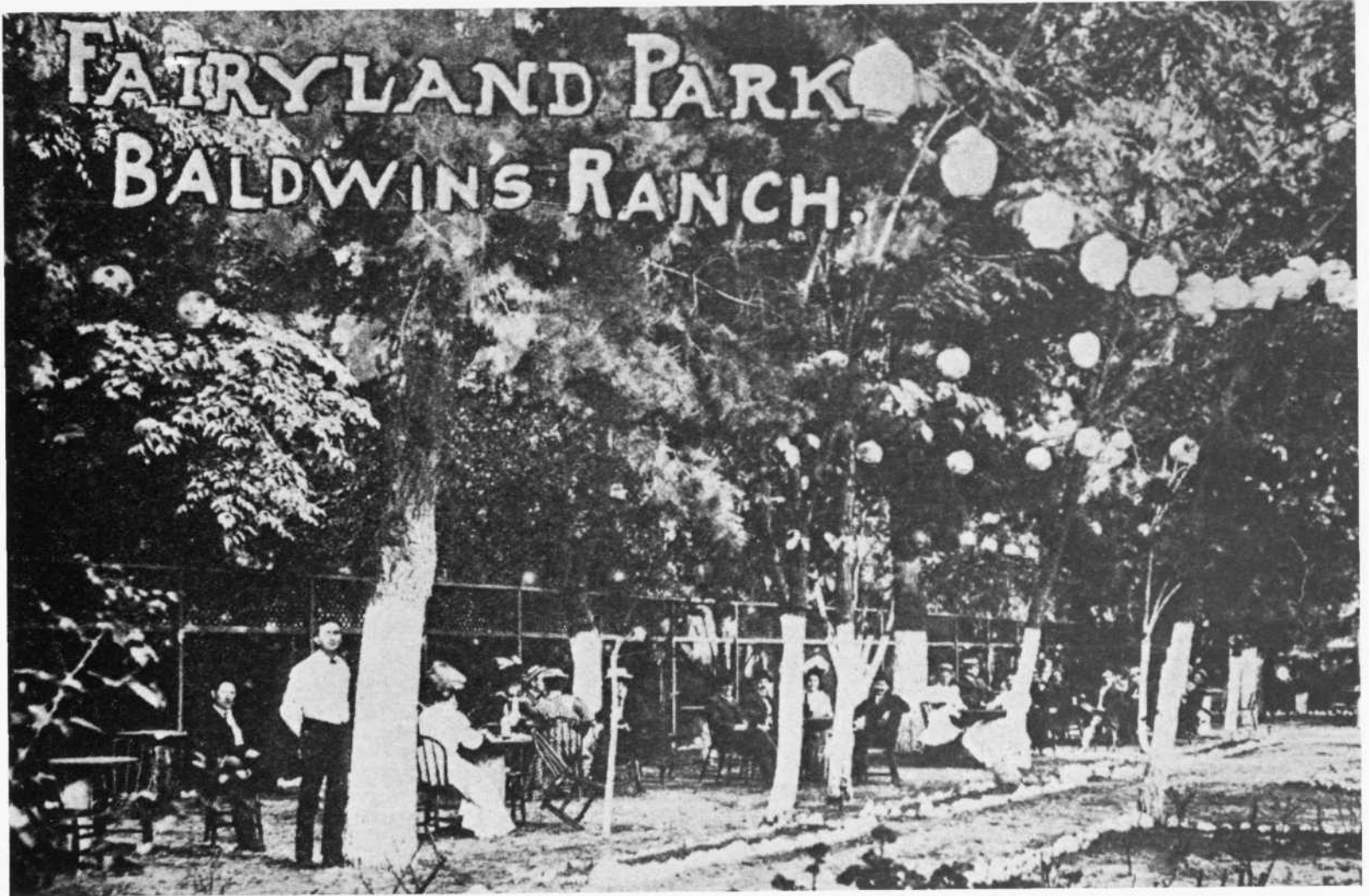
Hotel Oakwood, circa 1905. Located on First Ave. at Santa Clara St., Baldwin's Hotel Oakwood anchored early Arcadia. Through the first decade of the century increasing numbers of tourists joined tally-ho parties such as those pictured here to tour the famed Baldwin Ranch.

Hotel Oakwood dining room, circa 1905. Tally-ho tours of the Baldwin Ranch ended at Hotel Oakwood where visitors were invited to sample Baldwin wines and brandies free of charge. Lunches and dinners were prepared at the Oakwood as well using Ranch produce and meats.



Hotel Oakwood playing cards. Gambling was legal in Lucky Baldwin's Arcadia and in the Oakwood, as elsewhere in town, one could participate in craps, roulette or cards. Baldwin had the playing cards used at the Oakwood custom-made with different Ranch scenes pictured on the faces of each of the 52 cards in a deck. Reproduced from a deck of Baldwin playing cards. — LOS ANGELES STATE AND COUNTY ARBORETUM





In view of the fact that California seems to be the only State wherein boxing bouts are permitted with freedom under the laws, Morris Levy, the California fight promoter, is looking with envious eyes upon Los Angeles, and if his plans materialize he may launch a tight club that will rival the San Francisco octopus.

It is said to be part of Levy's plan to erect in Arcadia an arena with dimensions great enough to accommodate enough tight fans to make it pay him to pull off the biggest matches. Arcadia is within easy reach of Los Angeles.

If plans carry, an open-air arena will be built in which finish fights will be pulled off. Levy is ambitious to make Arcadia a rival of San Francisco in the matter of fights and if he can make the proper arrangements many of the big fights of the future may be decided there.

In securing Arcadia, Levy has an eye to getting a place where reformers are not likely to "cut in." Arcadia has a city government, but Lucy Baldwin is his "m" what he says goes.

Boxing in Arcadia, circa 1909. Though professional bouts apparently were never inaugurated in Arcadia, boxing exhibitions by well-known figures were a drawing card for tourists and residents alike. Pictured here is Bird Leg Collins (left) sparring with an unidentified opponent. The clipping is from the *Police Gazette*, February 17, 1906. — DAVE COAPMAN

Automobile crash in Santa Anita wash, December 15, 1907. A graphic account of the mishap (opposite, p. 71) details the accident which apparently demolished both automobiles but took no lives. — VESTA TUCKER REEVES

Hotel Oakwood's Fairyland Park, circa 1907. In 1905 Baldwin renovated the Oakwood and added an outdoor entertainment area known as Fairyland Park. Multi-colored electric lights were strung throughout the grounds where patrons could enjoy food and drink while taking in various vaudeville acts booked out of Los Angeles. Reproduced courtesy of California Thoroughbred Breeders Association from a souvenir program of the 1907-08 Los Angeles Racing Association meeting.





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BONITA HOTEL
Gafe and Bar
BEN NEWMAN, PROP'R.
 East Railroad Avenue, Arcadia, Cal. Home Phone 151

Bonita Hotel, circa 1904. As remembered by Vesta Tucker Reeves, Ben Newman's boarding house and adjacent beer garden were located on the southwest corner of today's Huntington Dr. and Second Ave. near the present Bonita Park School. The watercolor of the hotel is one of 100 local paintings done by Edna Lenz and Justine Wishek in the 1950's. The advertisement was run in the *Arcadia Bulletin* in 1904.

SUNDAY, DECEMBER 1, 1907.

AUTOS LEAP INTO CHASM; DEATH NEAR.

Frightful Accident on Road East of Arcadia — One Machine Turns Somersault and Two Are Severely Injured—Narrow Miss of Third.

PERIL.

FINE VIOLATION

Five Hundred Dollars

THE GULLED CHANNEL.

JUST A MISS.

Do Not Drive Through Arcadia

"Clara Uuila"

Sw*U< \$ Ke>ort in San^, tbrtel Valley. Kverything Modern and u[>-i)-late. Fine Winen an-l Liquors. Bowling Alley and Roof <:;ii"t**>. Private liooin* for Partist!*

STUART HAROLD, PROP'R., Arcadia



Clara Villa, circa 1904. Located on the northwest corner of First Ave. and St. Joseph St., Clara Villa was opened in May 1904 by Clara Baldwin and her fourth husband Harold Stocker. Entertainments included a roof-top beer garden, a bowling alley and, by some reports, "cribs — where the ladies did their business."

The source of this newspaper clipping describing the auto crash pictured opposite (p.70) is unidentified, but the lurid prose is typical of turn-of-the-century journalism.

Do /Not Drive Through Arcadia

without visiting

"Clara Uuila"

Sw*U< \$ Ke>ort in San^, tbrtel Valley. Kverything Modern and u[>-i)-late. Fine Winen an-l Liquors. Bowling Alley and Roof <:;ii"t**>. Private liooin* for Partist!*

STUART HAROLD, PROP'R., Arcadia



Johnson's Arcadia Inn, circa 1908. Bill Johnson (center) and his wife (far right) operated a one-room beer bar out of their home on the southeast corner of today's Santa Anita Ave. and Foothill Blvd. The tall eucalyptus trees visible in the photo background lined Santa Anita Ave. — VESTA TUCKER REEVES

White City, 1907. Located on Santa Anita Ave. just south of the Santa Fe tracks, George Purvis' White City offered numerous entertainments, as evidenced in this advertisement, until gutted by fire in the spring of 1909. Reproduced courtesy of California Thoroughbred Breeders Association from a souvenir program of the 1907-08 Los Angeles Racing Association meeting.

WHITE CITY - - ARCADIA

E. J. (Lwky) BALDWIN'S FAMOUS SANTA ANITA RANCH

Grill and Restaurant

Cuisine Perfect

Service Unexcelled

Best the Market Affords

Prices Moderate

—Sundays—

Base Ball

Balloon Ascension

High Wire Acts

Merry-Go-Round and Other Attractions

BALDWIN MUSIC HALL

THE BEST IN MUSICAL COMEDY AND VAUDEVILLE

~~(E. B. PURVIS Mgr)~~ **EVERY EVENING** TELEPHONE BLUE 339

r-Game (Lifi) «

Few gifts are more satisfactory than a judiciously selected game. They are desirable at all times during the long winter evenings. They are especially so at this season when the holidays are so near. Our own natural instinct leads us to the game. We have selected for you a game which is not only a delight to the eye but a pleasure to handle. Examine our elegant line of club dominoes, bridge whist and "Poker" sets.

All the latest holiday and games, including pin hitches, I'm a Millionaire, Black and Jan-Ken-Pe, at 50c.

J. P. Lyon & Co.

DON'T FAIL TO READ THE

Announcement Extraordinary

OF

SHETTLER'S BIG FOUR

Page Eight Pink Sheet Today's Times

THE GUARANTEED LINE

RM Wayne Kiftelkar Woods Electric

Toy Autos AND Hand Cars

\$3.50 to \$35.00

N. B.—Don't forget that the \$100 Autos we have been telling you about. Get wise.

Diabolo

The latest craze for old and young. The most useful and fascinating exercise of the present time.

Roller Skates

The Greatest Snap Ever Offered. Windsor & Richardson's Steel Roller Skating Skates that were sold for \$4.50 and \$5.00—500 pairs at \$1.50 while they last.

A Few Santa Claus Suggestions: Air Rifles, Foot Balls, Baseballs, Boxing Gloves, Punching Bags, Sweaters, Jackets, Jersey Coats, Tennis Rackets, Manicuring Sets, Carvers, Etc.

"THE CHRISTMAS TIME STORE."

DYAS-CUNE

COMPANY (INC.) 116 WEST THIRD STREET

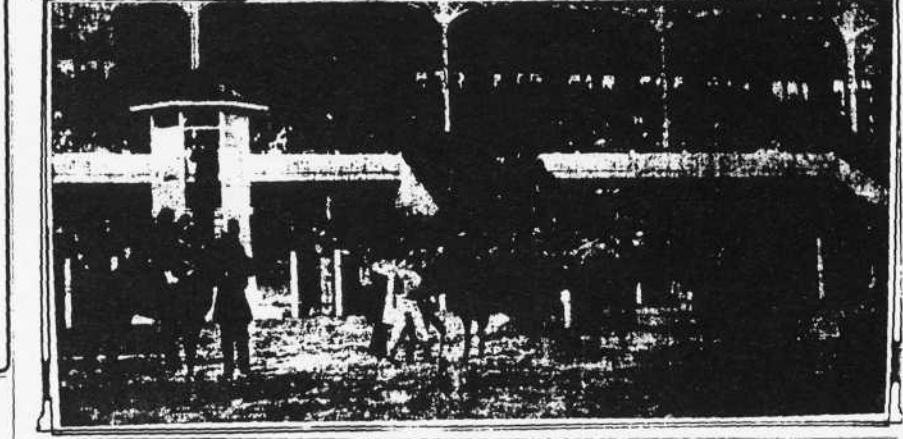
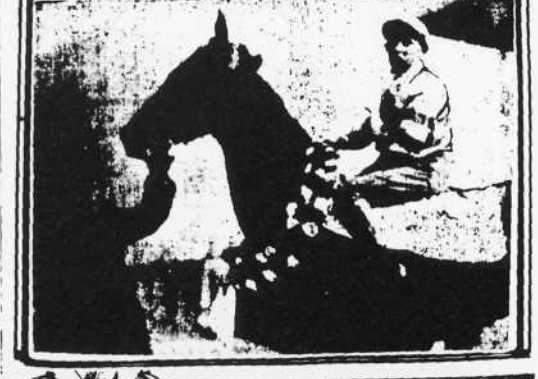
Slide in Los Angeles AUTO ROPS AND SEAT COVERS

FORTUNES ARE LOST OR WON AT ARCADIA.

Mark Anthony, Added Starter and Long-Shot, Wins Feature Race on Opening Day at Baldwin's Track—Thousands Wagered.

It must have been a strange sight to see the crowd at Baldwin's track on opening day. The track was filled with spectators, and the atmosphere was electric. The race was a close one, and the winner, Mark Anthony, was a long shot. The crowd was in a state of excitement, and the track was a scene of activity. The race was a success, and the track was a scene of activity.

SCENES ON OPENING DAY OF RACES AT ABCADIA.



ALL-STAR COLLEGIANS DEFEAT ARMY TEAM.

The All-Star team of college athletes defeated the Army team in a football game. The game was a close one, and the All-Star team emerged as the victors. The game was a success, and the All-Star team was a scene of activity.

REDLANDS WINNER.

The Redlands team won the championship of the Southern California League. The team was a success, and the championship was a scene of activity.

Central Figures in Yesterday's Feature Events.

Top-Mark Anthony II, winner of the Pommers Handicap, with Jockey George... The race was a success, and the track was a scene of activity.

WATER SCORCHERS

RUSSIAN LAUNCHES

SUCCESS AUTOS.

LUCKY BALDWIN'S
RACETRACK
ARCADIA CALIF. 1906



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TICKETS
TO
**SANTA ANITA
PARK RACES**
Pacific Electric

ON SALE AT
Pacific Electric Depot - Cor. Sixth and Main
Mason's Cigar Stand - 817-19 So. Spring
Blakelock's Cigar Stand - Cor. Fifth and Main
Knight & Parry's Cigar Stand, Cor. 4th and Main
Z. P. King's Cigar Stand, Cor. Third and Main
Walker's Cigar Stand - Cor. First and Main

Round Trip 25c
Good going between hours of 11 a. m. and 2 p. m.
Returns limit midnight date of sale.

Secure Tickets Before Getting on Cars
FARE ON CARS 45 CENTS ROUND TRIP
Return Limit 10 Days
Special Car Leaves P. E. Depot
9:15 a. m. Direct to Grand
Stand Entrance

TO THE RACES!
Thirty-five Minutes
Cars Direct to Entrance via
Southern Pacific

AT
12:15 P. M.
AND
12:45 P. M.

From Arcade Station, Stopping only at
Commercial Street

ROUND TRIP 25 CENTS
Good going on date of sale only on special trains same day.
Train returning leaves Park immediately after last
and train fifteen minutes later. Tickets on sale
at Ticket Office, 600 South Spring Street, corner
of Main and Commercial Street Station
Tickets not sold on trains.

Commission Tickets Sold on Trains

THIRD RACE
For Three-year-olds. Starters five or more times here
and non-winners since November 1. Selling. Purse
\$400, of which \$20 to second and \$25 to third.
12 pounds below the male. The winner to be sold
for \$100.

OWNER	TRAINER	Weight	On	Off
Henderson & Hoggan	S. M. Henderson	105	12	12
White	W. H. Boye	110	12	12
Mrs. N. A. Scribner	T. H. Boye	110	12	12
2 ROY JUNIOR	W. H. Boye	110	12	12
H. A. Cotton	W. H. Boye	107	12	12
3 MELTON CLOTH	G. E. Faust	107	12	12
C. E. Faust & Co.	G. E. Faust	107	12	12
4 WATIERE	W. F. Walters	107	12	12
Moore & Walters	W. F. Walters	107	12	12
5 GROTTA	N. Green	107	12	12
Butter Stable	N. Green	107	12	12
6 RIGHT SORT	Owner	110	12	12
J. E. King	Owner	110	12	12
7 NASMERITO	Owner	107	12	12
T. H. Stevens	Owner	107	12	12
8 MINTO	Owner	107	12	12

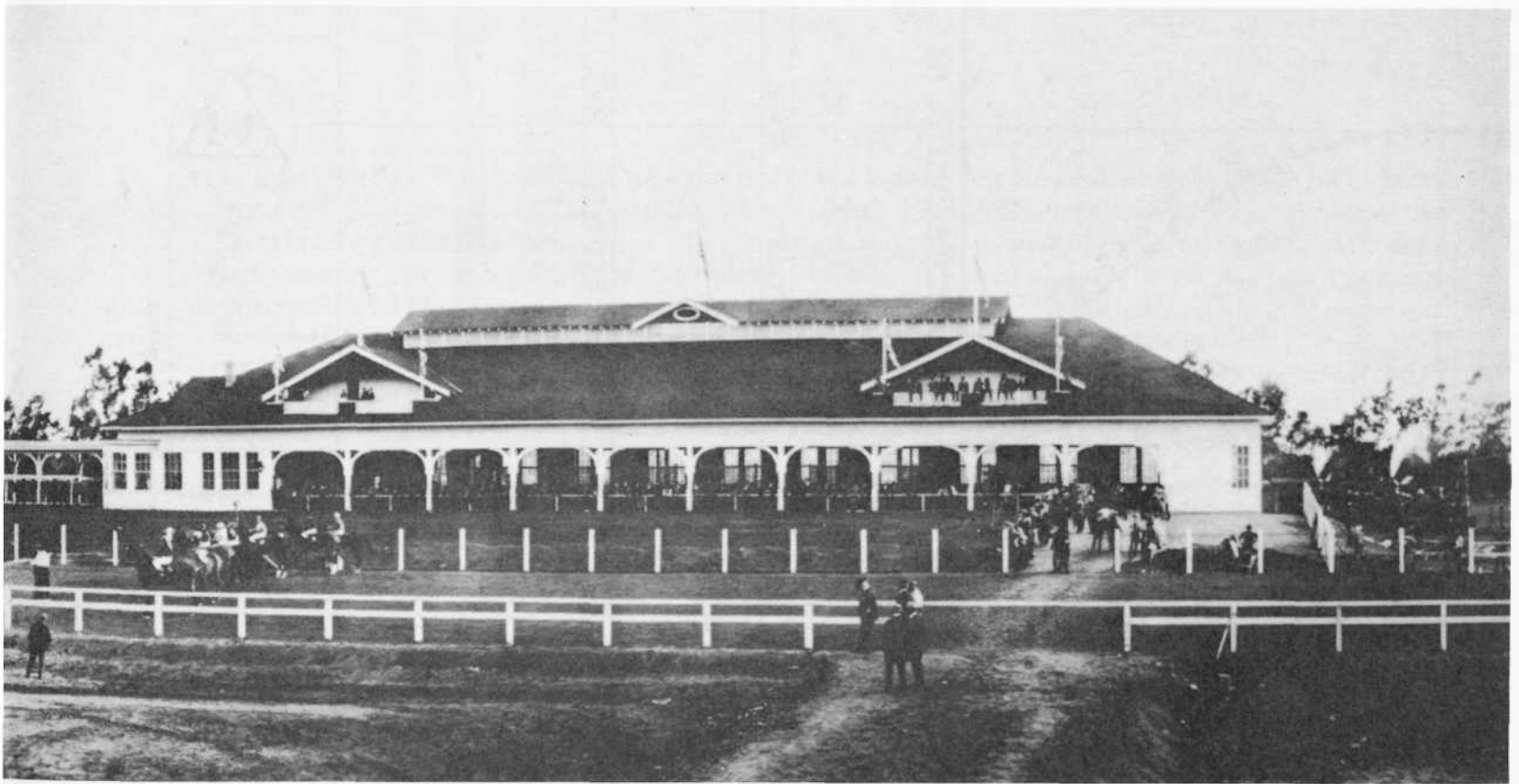
**LOS ANGELES
RACING
ASSOCIATION**

**SANTA ANITA PARK
1908-1909**
ONE HUNDRED EIGHTEENTH DAY
TUESDAY, APRIL 13, 1909

OFFICIAL PROGRAM
J. L. HOLLAND, President
J. E. BRINK, Vice-Pres.
F. G. HANDLE, Sec'y-Treas.
DR. J. S. GARDNER, Manager

PRICE 10 CENTS
RACES COMMENCE PROMPTLY AT 1:50 P. M.
The post cannot be excused by reason of accident or
illness. The Judges, however, may excuse the horse if it
is injured in the paddock or while warming up.

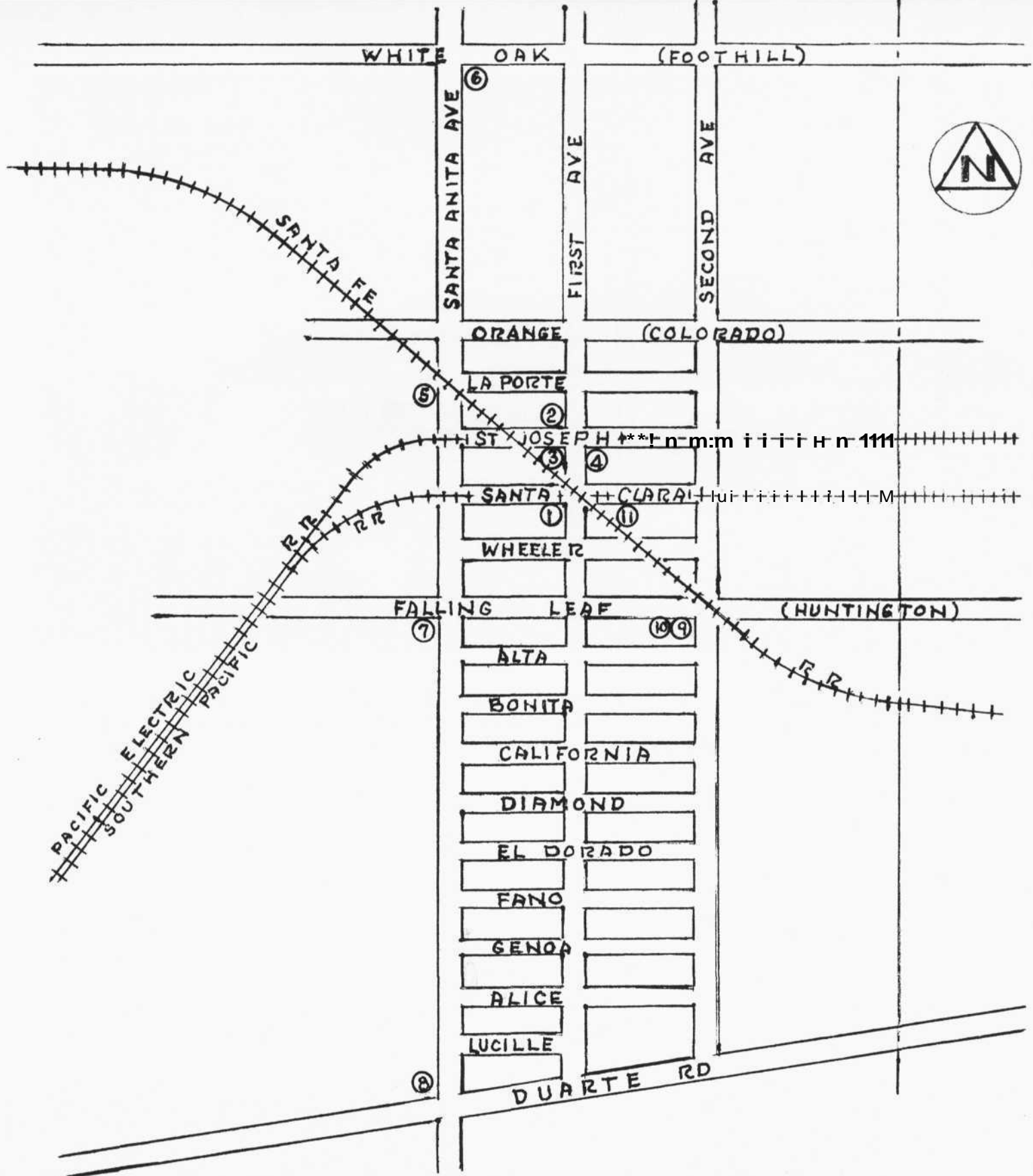
Santa Anita Park program, April 13, 1909. Pacific Electric and Southern Pacific advertisements ran regularly in racetrack programs, a reminder to patrons of the convenience of public transportation. — JACK MC CASKILL



Santa Anita Park grandstand and paddock, circa 1907. Santa Anita Park, located on the site of today's Santa Anita Golf Course, was constructed as an almost exact duplicate of Ascot Park, the Los Angeles racetrack it replaced. The grandstand faced north with a view across the track and the stable area to the San Gabriel Mountains in the distance.



Pacific Electric cars awaiting racetrack patrons, circa 1908. View is to the north showing the rear of the grandstand. — DONALD DUKE COLLECTION



- | | |
|-------------------|-----------------------|
| ① O4KW0GD HOTEL | ⑥ JOHNSON'S INN |
| ② CLARA VILLA | ⑦ NORFOLK SALOON |
| ③ MCCOY'S STORE | ⑧ GREEN FRONT SALOON |
| ④ MULLIN'S SALOON | ⑨ BEN NEWMAN'S SALOON |
| ⑤ WHITE CITY | ⑩ BONITA HOTEL |
| Ⓡ PACKING HOUSE | |

Arcadia business district map, circa 1907-09, as remembered by Vesta Tucker Reeves.

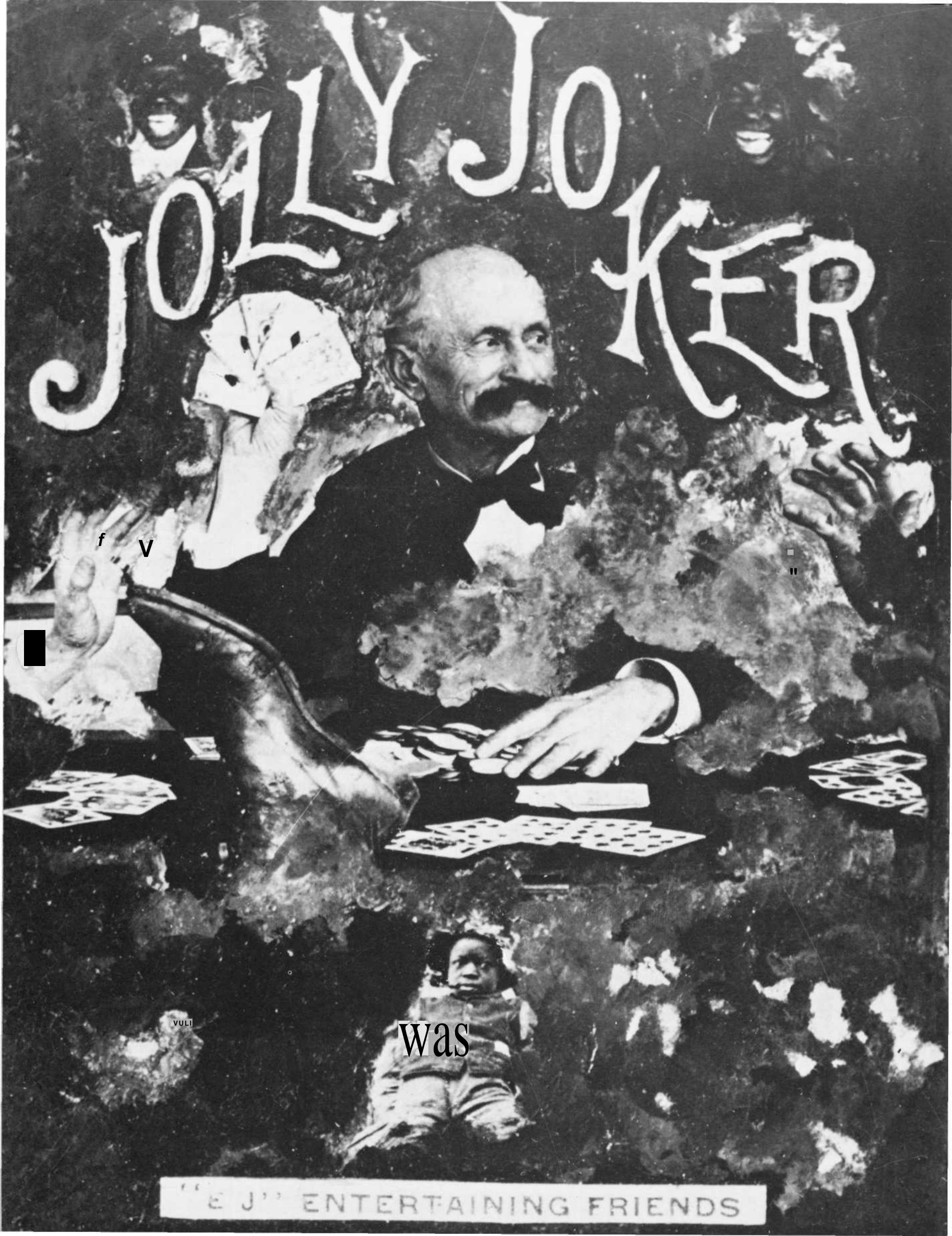
*"Fairyland Park behind the Oakwood Hotel had a great big pine tree and they built a platform around it. This pine was all wired with colored lights. Vaudeville acts performed on the stage. At Fairyland was the first time I ever saw a woman in tights, wearing just a funny little skirt over them and with great big high shoes laced all up —she was **real** shapely. Well, she had a parasol and on the end of the parasol where all the stays came out, there were little lights. She came out there and kind of kicked her heels up and walked back and forth. And guess what she sang? It was "Glimmer, little glow worm, glimmer glimmer." And she'd squeeze something and all those little lights would come on on the edges of the parasol. I never forgot it!"*

— Vesta Tucker Reeves

CHRONOLOGY - CHAPTER 4

- 1900 — Baldwin sets sail for Nome, Alaska, with hopes of establishing a saloon/business catering to gold miners in the area. He fails to find a site.
- 1901 — Baldwin returns to Nome in the spring, but falls ill and is returned to his Santa Anita home suffering from pneumonia.
- 1902 — (November) E.J. Baldwin signs an agreement with the Pacific Electric for construction of the red car line across Arcadia.
- 1903 — (March 1) First P.E. cars pass through Arcadia.
- 1903 — (March) Baldwin files a petition with the County Board of Supervisors for the incorporation of Arcadia into a city of the sixth class.
- 1903 — (May) Hearings are held before the Board of Supervisors to discuss Baldwin's proposal to incorporate Arcadia. The Anti-Saloon League spearheads the opposition.
- 1903 — (July 27) Incorporation election in Arcadia produces 35 yeas, 0 nays. E.J. Baldwin, as the highest vote-getter, becomes the first mayor of Arcadia.
- 1903 — (August 3) An Arcadia City School District is authorized by the County.
- 1903 — (September 9) Board of Trustees passes a liquor licensing ordinance for the City of Arcadia.
- 1903 — (December 25) Ascot Park opens at corner of San Pedro and Slauson on unincorporated Los Angeles land.
- 1904 — (April 26) Clara Baldwin Stocker applies for first city liquor license for the Clara Villa on First Avenue.
- 1904 — (May 7) First edition of the *Arcadia Bulletin* is distributed with a feature article on the grand opening of the Clara Villa.
- 1905 — (Summer) Pacific Electric Railway initiates its Orange Grove Route for San Gabriel Valley excursionists. Arcadia and Baldwin's Ranch were major stops.
- 1905 — (Fall) The Oakwood Hotel is refurbished and a \$10,000 "electrical garden" is installed to attract the tourist trade.
- 1906 — Ascot Park goes out of business when its land is annexed to the city of Los Angeles.
- 1907 — (September 30) The Los Angeles Racing Association is incorporated to serve as the operating club for Santa Anita Park.
- 1907 — (December 7) Santa Anita Park stages opening day ceremonies with 7,000 in attendance.

JOLLY JOKER



was

"E J" ENTERTAINING FRIENDS

Mayor Elias Jackson Baldwin, the "Jolly Joker," died in his lakeside adobe home March 1, 1909, at the age of 81, bringing to a close a colorful chapter of both Southland and Arcadia history. Reproduced from a deck of Baldwin playing cards. — LOS ANGELES STATE AND COUNTY ARBORETUM

5

The Baldwin Legacy

Lucky Baldwin clearly enjoyed his last years and the excitements of Arcadia, but he was not immune to the debilities of age. In the early months of 1909 E.J. contracted influenza, soon to become pneumonia, and on March 1, 1909, died in the bedroom of his adobe home. Racing was suspended at Santa Anita on the following day to honor the Father of Arcadia, while at the homesite mourners quietly saluted the memory of the man who had so successfully defined the land where ranch and city met. On March 4, Elias Jackson (Lucky) Baldwin was laid to rest in Cypress Lawn Cemetery, just south of San Francisco.

An era was passing, both on the Baldwin Ranch and in Arcadia as well. On April 7, 1909, it was officially announced by the management of Santa Anita Park that the track would close its meeting on April 17, just two days in advance of the beginning of the operation of the Walker-Otis anti-racing law. Horse racing was banned throughout the state in 1909, and as promoters sought hospitality elsewhere, it was prophesied that the picturesqueness of Arcadia would fade with the consequent departure of the tough part of the population. "The closing of Santa Anita Park means that it [Arcadia] has sown its wild oats and must reform," editorialized the *Los Angeles Times* (April 18, 1909), and the pronouncement was lent drama when just a week later the colorful White City saloon was gutted by fire. Hotel Oakwood burned on November 26, 1911, the day a new Sunday-closing ordinance for saloons went into

effect in Arcadia. "There are those," said the *Times*, "who believe that the fire may have been part of a programme of revenge against the members of the Baldwin estate who . . . have been attempting to 'reform' Arcadia." The pattern of reform and revenge was repeated in 1912 when a vote to permanently outlaw liquor licensing in Arcadia was paired with the burning of the old racetrack grandstand, but the course had been set, and by 1914, Baldwin's town was well on its way to a new city image.

Hiram Unruh was the mayor of Arcadia (1909-1914) who presided over its transition to suburban tranquility; and it was he, as executor, who oversaw the settlement of the Baldwin estate and its gradual transformation from farm land to profitable subdivision. The Last Will and Testament of Elias J. Baldwin was notarized November 4, 1908, and when its terms were made public, it was both applauded for its brevity and pronounced by attorneys "a masterpiece of legal handiwork... as near unbreakable as any document of its kind ever written." Specific clauses in the will that elicited such praise stipulated that heirs who contested the document's provisions would be "cut off without a cent," while anyone not named in the will who managed to prove his right as an heir would be awarded a perfunctory sum of \$10. The clauses would be put to several well publicized tests over the course of the four years needed to reach final settlement of the estate, but in 1909, initial public interest was focused on the naming of the beneficiaries of the Baldwin will and on the estimated

value of the harvest they would reap. There were some surprises, foremost of which was the acknowledgement by Baldwin of a third daughter, one Zelda or Rose Ella Selby, a then married woman whose husband stated that she was the offspring of the "legal" marriage of E.J. Baldwin and a Martha Agnes Fowler. Records of the marriage were never produced, but Baldwin's recognition of his daughter was incontrovertible, and Zelda Selby accepted her bequest of 200 acres of land without objection.

Objections to the will were raised instead by Lillie Bennett Baldwin. The widow was left "an undivided one-third interest" in the Baldwin Annex (adjacent to the Baldwin Hotel site in San Francisco), an appraised inheritance of \$160,000, while her husband's daughters Clara and Anita were bequeathed "all the rest, residue and remainder" of Lucky's real and personal property, said property "to be divided equally between them, share and share alike." What the two daughters were to share were assets, including some 33,000 remaining acres in Los Angeles County, with an appraised court valuation in 1910 of \$10,929,801.

The estimation presented less than the real picture, however, for, as had been true for over a quarter of a century, Lucky Baldwin was still deeply in debt at the time of his death. Executor Unruh was ordered by the court to begin regular payments "at between \$25,000 and \$27,000 a month," plus "running expenses, widow's allowance, taxes, etc." despite the fact that "all the actual money he could find was \$4,000." To reduce the estate's indebtedness, Unruh and attorney Bradner Lee began to subdivide and sell selected Baldwin acreage, excepting only La Cienega, where rising values made holding more practical, and the "Home Place" at Santa Anita which E.J. had specifically requested "be permanently kept and not disposed of."

The land sold well, and within a year nearly 4,000 acres had been marketed at \$250-300 per acre. "Baldwin's enormous and world famous debts have been almost swept away," reported the *Examiner*. "Old Lucky's heirs, instead of losing their money, as was feared, will be richer than the old millionaire ever dreamed." The widow Baldwin managed to negotiate a million dollar settlement with the estate to inflate her riches as well, though the fifty-plus additional legal challenges to the Baldwin estate (Lillie Baldwin settled out of court) were each met and defeated by Bradner Lee.

It took four years and six volumes of closely-typewritten estate reports to complete probate of the Baldwin will, but when the final settlement decree was issued April 24, 1913, the summation was heartening. Cash, property and rents valued

at \$20 million were turned over to Clara Baldwin Stocker and Anita Baldwin McCloughry, twice the appraised valuation of 1909, and beyond the \$5 million already paid to meet debts, expenses and administrative costs. Hiram Unruh and Bradner Lee each received \$180,000 for their services and were publicly lauded by the bench. Said Judge Rives,

I want to say as we finish with the Baldwin case, I think the management of the case should stand as an everlasting monument to the business sagacity of Mr. Unruh and his attorney Mr. Lee... I think it is a most wonderful thing that at the expiration of this period they are now turning over an inheritance that is worth at least twice as much as when they took charge of it. Of course, that is very largely due to the wonderful development and growth of our glorious Southern California. But I have observed with a great deal of satisfaction and am able to state that this is one rich man's estate that has been carried through to such a splendid consummation, if you can call it that, as rapidly as this has. I do not know of any record that has been a better one, and I am glad that everybody is satisfied now and that the matter is at an end.

The Lucky Baldwin phase of Arcadia's history was correspondingly at an end by 1913, though both of his daughters would play social as well as political roles in the city of Arcadia in the years ahead. Clara Baldwin was without doubt the more colorful of the two sisters. Asked to describe his grandmother as he remembered her, Joe Mullender (1964) spoke of a colorful woman who was short and plump, "a little bit gaudy in her dress and showy in her jewelry . . . her hair was bright red," he said, "and probably touched up somewhat." She owned a Locomobile, remembered Mr. Mullender, which "was painted a very bright lavender or purple, and there was a vase on the side with flowers."

Daughter of Elias Baldwin and Sarah Ann Unruh, Clara was 6 years old when the family crossed the plains to California in 1853. At 16, she married her first husband, J. Van Pelt Mathis, a San Francisco customs clerk, then five years later married a second time, this husband the father of Clara's only son, Albert Snyder Jr. In 1873, Clara married Budd Doble, a well-known trotting horse driver. A daughter, Rosebudd (mother of Joe Mullender) was born in San Francisco in 1875, just a few months before the birth of her own aunt, Anita Baldwin (Lucky's second daughter and Clara's half sister). One more divorce followed for

Clara before, in 1882, E.J.'s elder daughter married her fourth and final husband, a light opera singer named Harold Stocker.

Clara Villa, in Arcadia, was converted from the Stocker home into a place of business in 1904, and shortly thereafter Clara and Harold moved into an Arcadia home (purchased from an opera singer) on White Oak (Foothill) Boulevard. From "Twin Oaks" or the "Oaks" home, Clara and Harold reportedly entertained both sporting and musical friends in style. Harold Stocker died several years before Clara, probably even before the settlement of the Elias Baldwin estate, but Clara apparently carried on her colorful life with undiminished vigor. At the time of distribution of the estate proceeds, Clara vowed that she was "going to have the very best sort of a good time" with her riches, "for what is money if not to give one access to real enjoyment of life?" Included among Clara's more lavish purchases in 1913 was a \$200,000 steam yacht, diamonds valued at \$250,000 and a wardrobe costing \$100,000.

Clara did not handle her financial affairs with quite the aplomb she did her social calendar (she often fell arrears in tax payments and had to be bailed out by her sister), but much of the Baldwin land she shared with Anita became profitable oil-bearing property in the late 1910's and 20's, and Clara remained a wealthy woman. When she died February 27, 1929, at the age of 81, her estate was appraised at \$17 million, including \$1.5 million worth of jewelry. Two-thirds of her assets were willed equally to her two children, while the remaining one-third went to charities: 13 1/2 percent to miscellaneous hospital and children's services, and 20 percent to the funding of the Clara Baldwin Stocker Home for Women, still in existence today in West Covina.

Anita Baldwin was little like her rather flamboyant sister. Born in San Francisco January 10, 1876, to E.J. and his third wife, Jennie Dexter Baldwin, Anita was a shy, retiring girl protected by her father from the sporting crowd with which E.J. and Clara were associated. Unlike Lucky and Clara, Anita was married only twice in her life. In 1892, she eloped with her second cousin, George W. Baldwin, and when that marriage failed (twin sons, born in 1893, died in infancy) she married again in 1900, her second husband Hull McClaghry, a San Francisco attorney. By Hull McClaghry, Anita bore a son and a daughter, Dextra (1901-1967) and Baldwin (1904-1970) McClaghry, though after intermittent separations, Anita and Hull were divorced as well. In 1915, Anita legally resumed her maiden name (her children became Dextra and Baldwin M. Baldwin), and thereafter devoted her life to her own interests and

satisfactions.

Anita Baldwin enjoyed a lifelong interest in music. She had, in fact, aspired to be a concert pianist, but when a wrist injury precluded that option, she turned instead to the study and composition of music. Professionally, she composed the incidental music for Richard Tully's "Blossom Bride," and she wrote, too, the score for "Omar the Tentmaker." In addition, she privately printed many of her own compositions, several of them incorporating motifs of native music she had studied on world-wide tours. In 1928, Anita gifted Los Angeles Public Library with 30 of her compositions.

Anita Baldwin was a generous woman, noted for her public as well as her unpublicized philanthropies. During World War I, Anita donated unstintingly of time, money and services. She supported the Belgian Relief Fund overseas, headed the Red Star Society which cared for wounded war animals in the U.S., donated horses to the Army Remount Service, and, in Arcadia, according to a local news report, "won the admiration and sincere friendship of the men at the Ross Field Balloon School for her untiring and generous efforts in their behalf." In later years, Anita served as president of the Los Angeles S.P.C.A. for a period and as president of the State Humane Society.

She donated, as well, to hospitals and service organizations. Anita's was the first \$50,000 given to fund Children's Orthopedic Hospital. She donated a second \$50,000 to a new Hospital for Babies at the California Hospital. She was interested in helping women. "I am not a suffragist myself," she said in 1915, "but I vote on questions in which I am interested and from a sense of duty. But I do want to help these splendid women in their various lines of work." American Indians, similarly, were objects of Anita's interest and concern. Individually, she provided jobs and financial support for the training and education of certain Indians she met in her travels through the American southwest, while publicly, she donated generously of American Indian artifacts to the fledgling Southwest Museum in Highland Park.

Rancho Santa Anita was organized as the Anoakia Stock and Breeding Farm by Anita Baldwin in the years immediately following the family estate settlement in 1913 (Anita leased Clara's half interest in the property), and here, too, Anita's interests were prominent. Animal lover and business-woman both, Anita turned to stock raising at Santa Anita rather than the general farming which had characterized the E.J. Baldwin Ranch. Thoroughbred horses, Arabians, Percherons, jacks and jennets, Holstein cattle and

dairy cows were bred, raised, shown and sold at Anoakia, and so, too, were prize-winning dogs, the showing of which was one of Anita's favorite activities. In 1915, Anita had the orange groves and vineyards north of Huntington Drive rooted out to provide more land for pasturage and grain feed, and she simultaneously had her father's old wooden ranch buildings torn down and replaced with what a writer of the day described as "modern structures of reinforced concrete, with ventilation, sanitary plumbing, conveniences of every kind; electrically lighted and steam heated in winter."

The Queen Anne Cottage and the Baldwin Adobe were also abandoned (though not razed) by Anita while she awaited completion of her own 3-story 50-room Anoakia home at the northwest corner of today's Baldwin Avenue and Foothill Boulevard (the name Anoakia was coined by combining the first two letters of Anita with the "oak" tree of the family crest, plus an "ia" for euphony). "Simplicity and sanitation with the utmost perfection of beauty" was the rule for Anoakia, according to Claire Coombs, and when the house was completed in 1913, it stood as a tribute to those very qualities. Art work, almost entirely by Californians, filled Anoakia. Of particular note were the four Indian murals executed by Western artist, Maynard Dixon, plus Dixon's more frivolous Jinks Room (as in Hi-Jinks, a game room) murals of fairies, jesters, friars and leprechauns. Beyond the house were tennis courts, a gymnasium, a white-tiled swimming pool, Parthenon-style bathhouse, a garage complete with

its own machine shop, terrapin and frog ponds, an apiary, several aviaries, and, enclosing the whole, a granite wall topped with electrically charged barbed wire, alarms and lights.

"The ranch is no longer a show place," said Anita. "We are conducting it on a purely business basis as a business proposition." As the years went on, however, the raising of purebred stock became more of an expensive hobby than a profitable enterprise, and by 1923, Anita decided to retire from the stock business. Except for certain of her pet horses and dogs, Anita, according to her livestock superintendent Percy Bonebrake, gave all the thoroughbreds, Arabians and crossbreeds to the Army; some of the Percherons, jacks and jennets, cattle and hogs she gave to agricultural colleges and boys' clubs; the remainder of the stock was quickly sold, and within a year liquidation was complete.

Through the late 1920's and early 30's, Anita retained a tenuous hold on her lands in the Arcadia area. Frequently the depression economy forced her to put the need for cash above her emotional commitment to the land, and she began to sell various parcels as home and business sites. On April 4, 1936, she sold out completely, transferring the remaining 1,300 acres of the Baldwin Ranch (excepting her 19-acre Anoakia homesite) to a real estate syndicate headed by Harry Chandler of the *Los Angeles Times*. Three years later, on October 25, 1939, Anita Baldwin died in her Anoakia home.



Lucky Baldwin's famed Oakwood Hotel destroyed by fire, November 26, 1911. Newspaper reports described the blaze as "of mysterious origin," but speculated that it may have been part of "a programme of revenge against the members of the Baldwin estate . . . attempting to reform Arcadia."

— VESTA TUCKER REEVES



Harold and Clara Baldwin Stocker (standing) and unidentified friends at the Baldwin Adobe, 1894. Clara was Lucky Baldwin's elder daughter, born in 1847 to E.J. and his first wife, Sarah Ann Unruh. Harold Stocker, Clara's fourth husband, was an opera singer who used the stage name Stuart Harold.



Four generations of Baldwins, circa 1908. Pictured with Lucky Baldwin is his daughter Clara, Clara's daughter Rosebudd (by her third husband, Budd Doble), and Rosebudd's son Joe by her husband, Joseph Mullender. Clara's first marriage to J. Van Pelt Mathis was without issue; her second marriage, to Albert Snyder, produced a son, Albert Jr.

The Advancing City AND TRIBUTARY TERRITORY

Los Angeles Sunday Times

SUNDAY MORNING, SEPTEMBER 25, 1910.

THE MARCH OF EVENTS

REMOVAL SALE Pianos and Player Pianos

Geo. J. Birkel Company 345-347 S. Spring St.

THE REEDCRAFT CO. "Redcraft Furniture"

Chas Levy & Son 448 South Spring Men's Tailors

Deenberg & Ganster SKIRTS \$1 \$1.50 NEW FALL SUITINGS

PACIFIC ELECTRIC RAILWAY LONG BEACH

WIDOW MUST DEFEND OLD "LUCKY'S" WILL.

Her Great Array of Lawyers, Who Forced a Settlement, Now Bound to Resist Turnbull's Onslaught—A New Phase to the Big Feud.

ALYDORH states in their... Mrs. Lillian... Mrs. Anita...



Mrs. Anita Turnbull, daughter of Mrs. Lillian...



Mrs. Lillian Baldwin, the widow...

Figures in the Impending Fight to Break "Lucky" Baldwin's Will.

The real widow and the daughters are not one mind in regard to the estate... The real widow and the daughters are not one mind...

TORTILLATA X I

McMillan Objects to Price at Casa Verdelgo.

Senora Piedad Yorba y Snel Ordered to Faculte.

Huntington Is Petitioned to Countermand Edict.

The title of Sena Yorba... The title of Sena Yorba...

Senora Piedad Yorba... Senora Piedad Yorba...

Senora Piedad Yorba... Senora Piedad Yorba...

Senora Piedad Yorba... Senora Piedad Yorba...

Senora Piedad Yorba... Senora Piedad Yorba...

Senora Piedad Yorba... Senora Piedad Yorba...

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Senora Piedad Yorba... Senora Piedad Yorba...

Senora Piedad Yorba... Senora Piedad Yorba...



"Twin Oaks," 1976. The home of Harold and Clara Baldwin Stocker, reportedly purchased by them from an opera singer in 1907, still stands as a private residence on the north side of Foothill Blvd. between Baldwin and Santa Anita AveS.—DAVID MC ADAM



Clara Baldwin Stocker, circa 1913. Photographed on her return from a New York buying spree in the days following the final distribution of her father's wealth, 66-year-old Clara was reportedly wearing \$350,000 worth of newly purchased jewelry. At her death in 1929, Clara's jewelry collection was valued at \$1.5 million.



Anita Baldwin, circa 1892. This photograph has been identified as Anita's wedding portrait, taken upon her elopement with her second cousin, George Baldwin, an employee at the Baldwin Hotel in San Francisco. Twin sons, born to the couple in 1893, both died in infancy, and the marriage was apparently terminated sometime thereafter. — JUANITA REIDELL



Three generations of Baldwins, circa 1908. Pictured with Lucky Baldwin is his daughter Anita and Anita's two children by her marriage to attorney Hull McClaghry. A daughter, Dextra, was born in 1901; son Baldwin McClaghry was born in 1904.



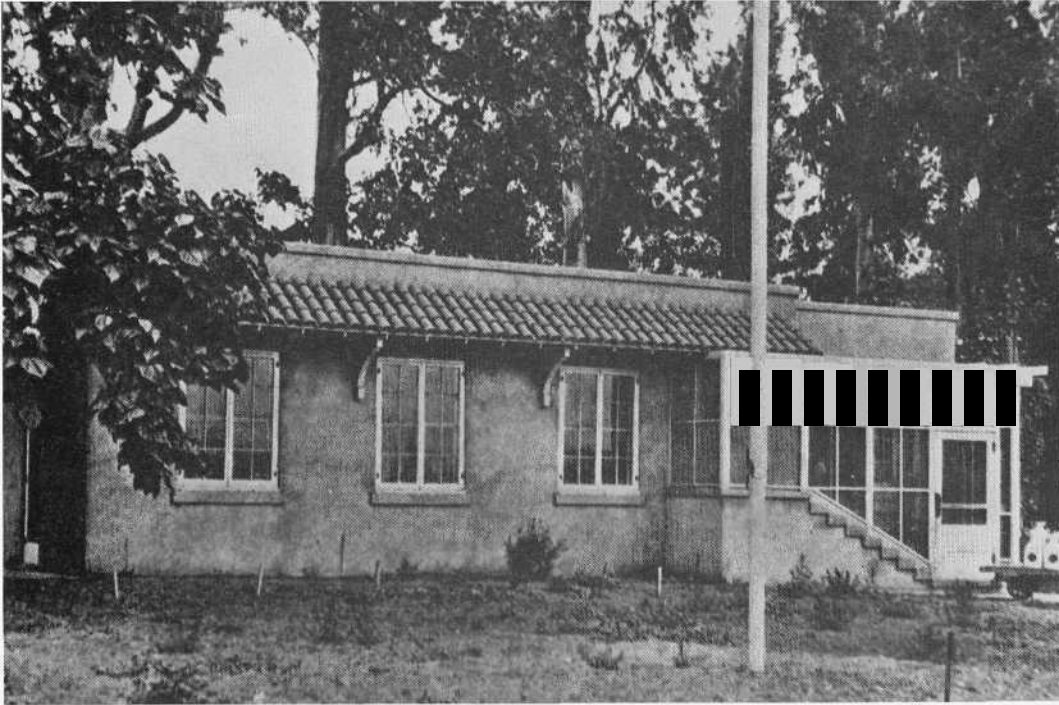
Anita and Hull McClaghry and son Baldwin, circa 1915. By 1915 Mr. and Mrs. McClaghry were divorced and Anita legally resumed her maiden name. Anita retained custody of her two children who thereafter became Dextra and Baldwin M. Baldwin. — LOS ANGELES STATE AND COUNTY ARBORETUM — ANITA BALDWIN COLLECTION



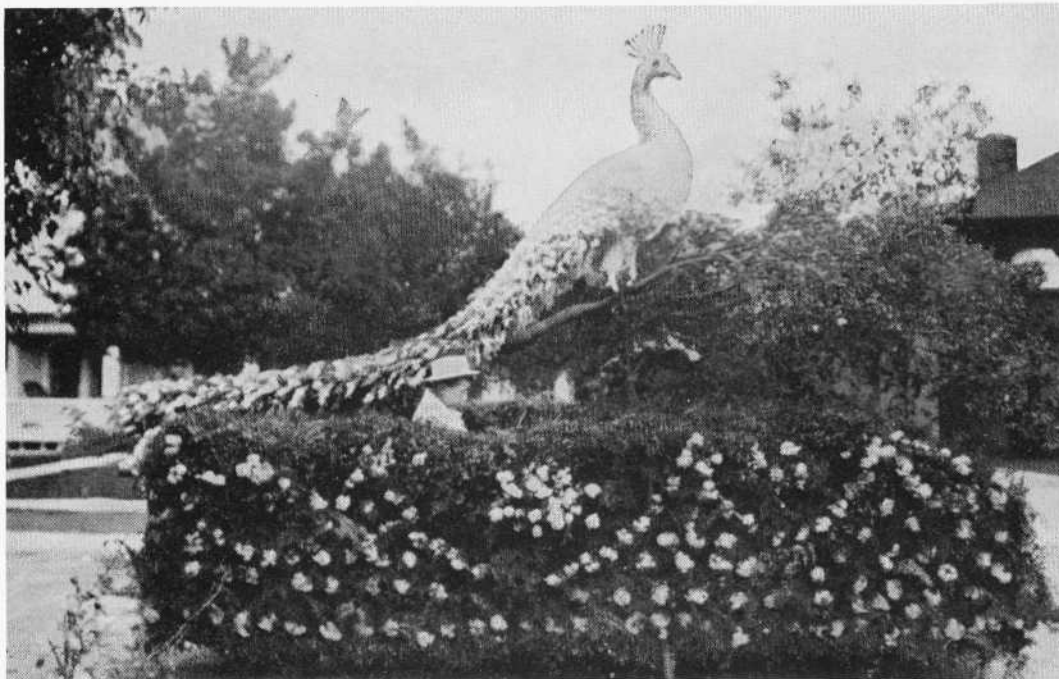
Anita Baldwin display of horses at the Panama-Pacific Exposition in San Francisco, 1915. Dr. Stover, the ranch veterinarian who attended the exposition with Mrs. Baldwin, reported to his wife that old Rey el Santa Anita, Lucky Baldwin's long-retired American Derby winner, took four blue ribbons at the show, including that for Grand Champion. "He is now 24 years old and looks and acts like a colt," wrote Dr. Stover. "Mrs. Baldwin hugged and kissed him when he was led in from the show ring and everybody was wild with enthusiasm and admiration." — HAROLD STOVER



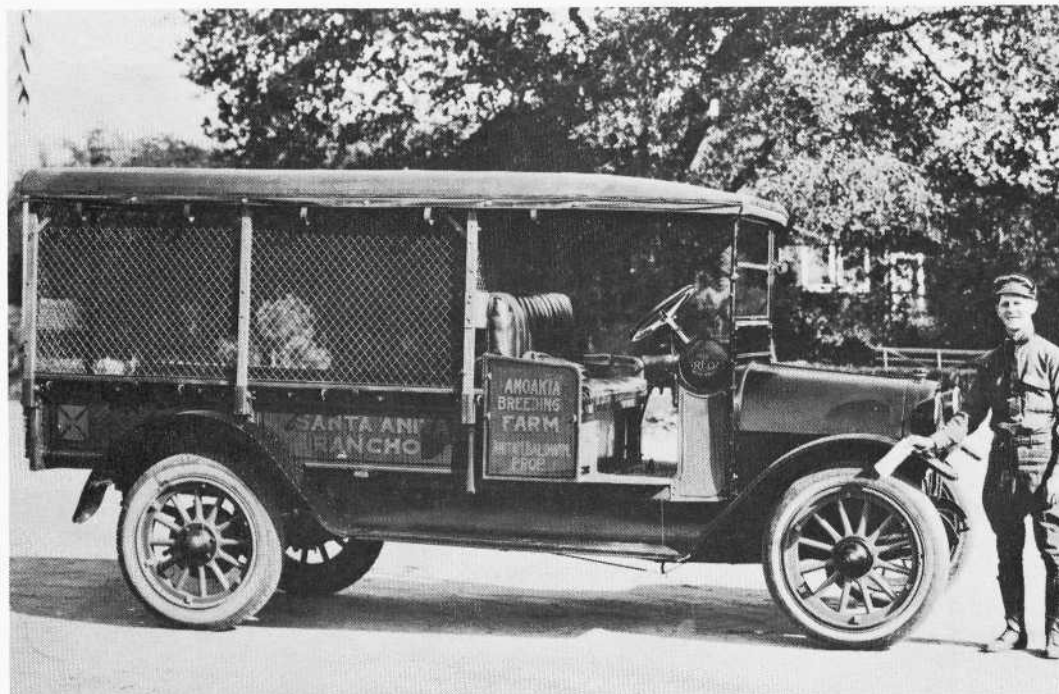
Anita Baldwin showing one of her prize-winning English bulldogs, circa 1915. Bulldogs, Russian wolfhounds and Airedale terriers were bred, raised and shown at the Anoakia kennels. — LOS ANGELES STATE AND COUNTY ARBORETUM - ANITA BALDWIN COLLECTION



Anoakia dairy building, circa 1915. Anita had her father's old wooden ranch buildings at Santa Anita torn down to be replaced with concrete, tile-roofed structures such as this. Waxing enthusiastic, a journalist of the day wrote of the soon-to-be-completed dairy, "There will not be a board in the place. Every possible harboring spot for vermin will be eliminated so that the cows may be kept as clean and sweet as well-cared-for children."



Baldwin Ranch Rose Parade float, 1914. Anita Baldwin's parade entry, a peacock made of white roses and lillies-of-the-valley, garnered two awards: a silver cup for best decorated vehicle, roses predominating, and a cut glass trophy for most beautiful entry in the parade. — JACK MC CASKILL



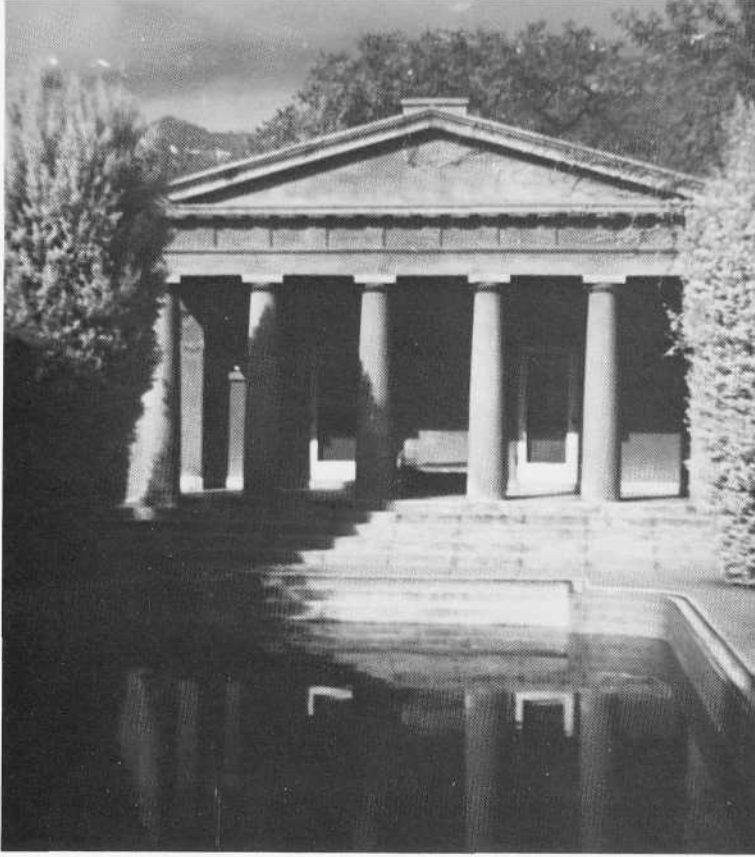
Anoakia stock truck, circa 1920. Note the Maltese Cross insignia near the rear tire on the REO Speed Wagon. The driver is unidentified.



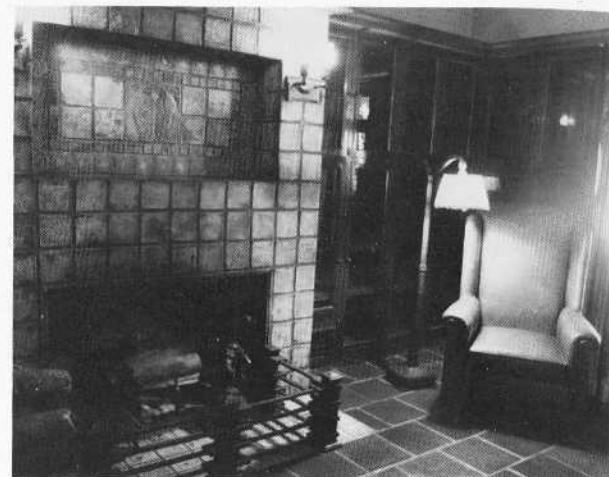
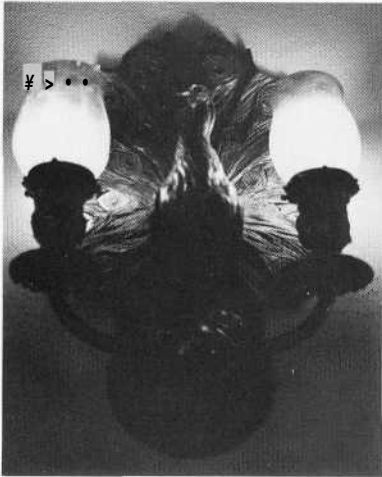
Anoakia exterior, circa 1976. Claire Coombs, a friend of Anita Baldwin, described Mrs. Baldwin's then newly completed Anoakia home in an article printed in the *Pasadena Daily News* in 1915.

"The house is a massive structure of concrete built on the open square plan," wrote Mrs. Coombs, "and every room on the lower floor opens with long French windows or doors into the patio . . . The upper story likewise opens onto a porch fitted most admirably for an outdoor sitting room. Throughout the house polished birch is used for the finishing with the exception of the den, which is in oak, and the Indian Hall which is polished curly redwood. The mellow rich tones of the wood, the soft blending colors of the hangings and rugs (192 valuable Oriental rugs adorned the walls), and the corresponding heavy substantial furniture suggests a masculine taste in the home; this, however, is offset by the ingenious arrangement of lights and their specially designed fixtures, and by the quaintly carved mantels and frescoes, and again by the indescribable air which only an entirely feminine presence can give a home. No fancy gimcracks, no spindly chairs or useless bric-a-brac ornaments are found.

"There is no room or corner that is not livable and comfortable. From the beautifully kept kitchen, with its white tiles and shining enamel, copper and aluminum ware, presided over by the white coated chef; the immense enamel ice boxes and serving room; the thousand and one conveniences that go to make the up-to-date home; the basement with its wine cellars, its ice making plant, furnaces and storerooms; on through the stately dining room with paneling to the ceiling and handsome cut glass fixtures and ornaments — all carved with the oak design by Pasadena people — the dainty breakfast room, light and airy; through the downstairs sitting and drawing rooms, the studious library, on into the famous Indian hall, and so to the private apartments of the family and guest rooms, upstairs, the place is absolutely complete."



(ABOVE) Anoakia front loggia, circa 1976. Directly behind (north of) the loggia is the living or drawing room with its Tiffany-designed peacock light fixtures; to the left (west) is a guest bedroom; to the right (east) is a small reception room. (LEFT) Anoakia pool and bathhouse, circa 1915. The 70x35-foot swimming pool at Anoakia was fringed with lillies and shaded by overhanging oak boughs; the bathhouse, designed as a miniature Parthenon, accommodated six persons, each dressing room with a private shower. — LOS ANGELES STATE AND COUNTY ARBORETUM—ANITA BALDWIN COLLECTION



(ABOVE LEFT) Peacock wall lamp in Anoakia drawing room, circa 1976. The Tiffany-designed light fixtures in this room, including a mid-room chandelier, carry out Anita Baldwin's peacock motif in bronze and iridescent glass. (ABOVE RIGHT) Peacock tiles in Anoakia library fireplace executed by Ernest Batchelder, circa 1976. (CENTER) Maynard Dixon murals in Anoakia Indian Hall, circa 1976. Dixon was a still-struggling artist in 1912 when Anita Baldwin commissioned four frieze-like panels depicting American Indian life to highlight her entrance hall. The artist received \$10,000 for his work. (LEFT) Portion of the Maynard Dixon Celtic yuletide murals in Anoakia Jinks Room, circa 1976. Mrs. Baldwin's 30x40-foot playroom was lent an air of



appropriate frivolity by Dixon's cavorting elves and fairies. Eight panels, 4½ feet high and varying in length up to 13 feet, covered every wall surface except that occupied by a huge granite-bouldered fireplace. (BELOW LEFT) Peacock etched in bevelled glass panel in Anoakia entrance door, circa 1976. A second peacock, etched in the glass back door panel, was accidentally shattered during the years that the house functioned as part of the private Anoakia School for Girls. — ALL DAVID MC ADAM



Anita Baldwin, circa 1920. Benjamin Kiley remembers that his mother received \$1,000 for making the dress worn by Mrs. Baldwin in this photograph. "It was black velvet," recalled Mr. Kiley, "beautiful, with a white peacock all in flashy stones down the front of it."



Anita Baldwin and an unidentified companion on tour in Egypt, circa 1925. After the dismantlement of her ranch in 1921-22, Anita told reporters that she intended to devote her remaining years to music and travel. — LOS ANGELES STATE AND COUNTY ARBORETUM - ANITA BALDWIN COLLECTION



Anita Baldwin, 1918. Mrs. Baldwin was named an Honorary Colonel of the 117th Engineers in recognition of the many hours of voluntary service she contributed on the World War I homefront. — MR. AND MRS. L.R. FRANCK

CHRONOLOGY - CHAPTER 5

- 1847 — Clara Baldwin is born to E.J. Baldwin and Sarah Ann Unruh in Valparaiso, Indiana.
- 1863 — Clara marries J. Van Pelt Mathis.
- 1868 — Clara marries Albert Snyder. One son, Albert Snyder, Jr. is born of Clara's second marriage.
- 1873 — Clara marries Budd Doble. One daughter, Rosebudd, is born in 1875.

- 1876 — Anita Baldwin is born to E.J. and Jennie Dexter Baldwin.
- 1882 — Clara marries Harold Stocker.
- 1892 — Anita marries her second cousin George W. Baldwin. Twin sons born in 1893 die in infancy.
- 1900 — Anita marries Hull McClaghry. A daughter, Dextra, is born in 1901; a son, Baldwin, is born in 1904.

- ca. 1907 — Clara and Harold Stocker move into their White Oak Avenue (Foothill Boulevard) home.
- 1909 — (March 1) Elias Jackson Baldwin dies of pneumonia at age 81. Hiram Unruh is named executor of the estate.
- 1909 — (April 17) Last race day is held at Santa Anita Park, prior to the official banning of horse racing in the State of California.
- 1911 — The Oakwood Hotel in Arcadia burns to the ground.
- 1912 — Liquor licensing is outlawed in Arcadia.
- 1912 — Santa Anita Park grandstand burns.
- 1912 — Ground is broken for Anita Baldwin's three-story Anoakia home at Baldwin Avenue and Foothill Boulevard.
- 1913 — (April 24) Final settlement decree for the Baldwin estate is issued. Clara and Anita divide property valued at \$25 million.
- 1913 — Anoakia is completed.
- 1915 — Anita is divorced from Hull McClaughry and legally resumes her maiden name.
- 1915 — Anita uproots groves and vineyards at the Baldwin Ranch to put in additional pasturage for her Anoakia Stock and Breeding Farm.
- 1918 — Anita donates generously to the war effort.
- 1919 — Anita donates the first \$50,000 toward Children's Orthopedic Hospital.
- 1921 — Anita donates \$50,000 to a new Hospital for Babies at California Hospital.
- 1923 — Anita disbands her Anoakia Stock and Breeding Farm to free her time for travel and music.
- 1929 — Clara Baldwin Stocker dies at her Arcadia home at the age of 81.
- 1936 — Anita Baldwin sells the remaining 1,300 acres of Rancho Santa Anita to Harry Chandler, excepting only her 19-acre homesite.
- 1939 — Anita dies at Anoakia at the age of 66.

BALDWIN MARRIAGES

ELIAS JACKSON BALDWIN (1828-1909)

1. Sarah Ann Unruh (m. 1846) — Daughter *Clara*, born 1847
2. Mary Cochrane (m. circa 1869)
3. Jane Virginia (Jennie) Dexter (m. 1879) — Daughter *Anita*, born 1876
4. Lillie Bennett (m. 1884)

CLARA BALDWIN (1847-1929)

1. J. Van Pelt Mathis (m. 1863)
2. Albert Snyder (m. 1869) — Son Albert Jr., born circa 1870
3. Budd Doble (m. 1873) — Daughter *Rosebudd*, born 1875
4. Harold Stocker (m. 1882)

ROSEBUDD DOBLE (1875-1953)

1. Joseph Mullender (m. circa 1900) — Son Joseph, born 1902

ANITA BALDWIN (1876-1939)

1. George W. Baldwin (m. 1892) — Twin sons

die in infancy

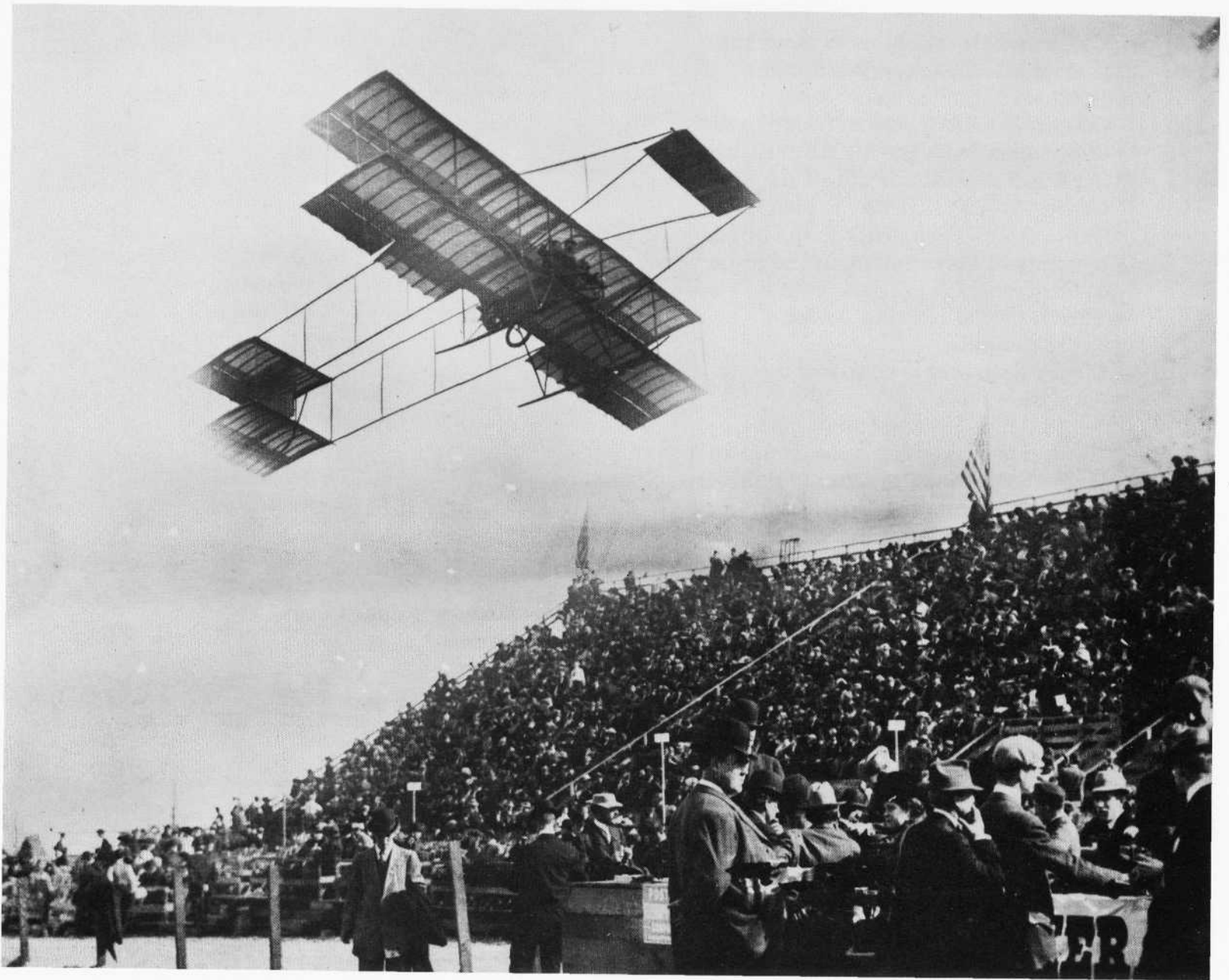
2. Hull McClaughry (m. 1900) — Daughter *Dextra*, born 1901; son *Baldwin*, born 1904

DEXTRA BALDWIN (1901-1967)

1. Thaddeus Winter (m. 1920) — Daughter *Anita*, born 1921
2. Morris Wadley (m. 1934)
3. Walter Jones (m. 1938)
4. Robert Derx (m. 1941)
5. James McGonagle

BALDWIN M. BALDWIN (1904—1970)

1. Nell Maxine Wilson (m. 1924) — Twin daughters, *Anne* and *Dextra*, born 1925
2. Margaret Guthrie Wilson (m. 1933)
3. Rowena Schneider White
4. Cordelia Dominick Laury
5. Brownie Miskimen (m. 1941) — Son Brian, born 1943; son Bruce, born 1945
6. Maruja Pacheco (m. 1966) — Adopts Maruja's children, *Donna* and *Paul*



In 1910 Louis Paulhan, French aviator, made history with his flight from Aviation Park, Dominguez, to Santa Anita Park and back in a Farman plane. Pictured here is his triumphant return to Aviation Park. J. Wesley Neal recaptures the moment:

Paulhan finally sauntered toward the tents where the aeroplanes were housed. In view of the strong gusts, it seemed only reasonable to assume that neither the Frenchman, nor the other airmen would take to the sky. Suddenly, however, the huge Farman leaped into the air. Big Horton (the announcer) rumbled to the center of the field to bellow the news that the Frenchman was on his way to Santa Anita, an incredible 23 miles away.

To an unidentified resident of Monrovia nearby to Santa Anita, came a telephone message that Paulhan was on his way. The message was relayed to a newspaper reporter in the latter town. The reporter jumped on a horse and engaged in a spectacular but relatively unknown race between aeroplane and beast. The reporter arrived at the old Santa Anita Racetrack just in time to see Paulhan circle at 2000 feet and head back for Dominguez.

Three other citizens who had hurried to the track completed the audience.

When Paulhan returned to Aviation Park, the crowd stampeded onto the field. The flight which covered a total round-trip distance of 45 miles, required one hour and three minutes.

The *Los Angeles Times* said the flight was a marvelous demonstration of the value of air travel when roads were impassable. The *London Times* hailed the flight as a world distance record.

Photo courtesy of THE HUNTINGTON LIBRARY. Quote from "America's First International Air Meet," by J. Wesley Neal. Reprinted by permission of the Historical Society of Southern California from the *Southern California Quarterly*, Vol. XLIII N4, December 1961.

6

Arcadia Reforms 1910-1920

The Arcadia of 1910 was in many respects a city without a focus. The death of Lucky Baldwin in 1909 and the subsequent abolition of horse racing forecast an exodus of the sporting element from the city, but did not necessarily foretell a new birth. Hard work, strong leadership and eventually bonded indebtedness would be required to set the city on a new path.

Arcadia remained a rural enclave through the decade with its 1910 population of 696 scattered over ten square miles of land. Downtown residents lived in bungalow style houses clustered around First Avenue and Huntington Drive; a small group of homes near Lucile and Alice Streets belonged to families of Mexican heritage, ex-employees of the Baldwin Ranch. At this time land was selling for \$700-750 an acre. A number of residents lived on two and a half to five acre lots around the downtown area on which they cultivated orchards and had a few chickens and perhaps a cow and horse. Farther out, a small number of residents owned large acreage tracts usually planted in citrus.

During this decade Arcadia had a general store on First Avenue, possibly a small grocery store near the intersection of today's Campus Drive and Santa Anita Avenue, a drug store and a barber shop. There was no business district on Huntington Drive until the 1920's. George McCoy, son of the general merchandise store owner, said in a 1978 interview that his family and others of the period did all their banking, meat marketing and shopping for clothing and yardage in neighboring

Monrovia, then a city of 1,400 people. Arcadia's small size and limited services were obvious and serious drawbacks to commerce, and its old reputation as a sporting town had to be laid to rest if the city was to become a land of homes rather than saloons and roadhouses.

Following a long and bitter struggle, a vote of 151 to 66 in 1912 banned the sale of alcoholic beverages in Lucky Baldwin's "booze pleasure park," and reform minded groups of local citizens, notably the Cooperative Arcadians (1912) and the Arcadia Board of Trade (1914), moved to create a new city image. This move, along with the destructive fires so common in the era, served symbolically as well as practically to clean up the town. Mrs. Dee Payne wrote of this time, "Fires were spectacular and frequent occurrences. During the first five years of our residence here, the Oakwood Hotel, the Santa Anita Racetrack grandstand and several of the old wood saloon buildings went up in smoke." The sporting life quieted in the years after Lucky Baldwin's death, and the needs of the solid citizens began to be met. By 1913-14 additional businesses had opened their doors and the area began to assume the look of a respectable business district. A dry goods store, a garage, a cobbler and a hardware store were welcome additions, but the most important new services were provided by the First National Bank which arrived in 1917.

City government was also moving forward. City Hall, which had first operated from offices in the Oakwood Hotel (with the sound of roulette

wheels in the rooms nearby), had relocated to the McCoy Building after the Oakwood fire. It was later housed in the Hibbard Building on First Avenue. The solid civic achievements made in this decade included: street grading and paving (First Avenue was the first street to be paved full width in 1915), the first street signs and house numbers, a city-owned water system and contracts for gas and electric service in the city. In 1914 Pacific Telephone began operations in the McCoy Block near St. Joseph Street and within a year, 65 phones were installed in Arcadia. The first chartered church in the city was the First Presbyterian which was built on the site of the packing shed schoolhouse at Santa Anita Avenue and Huntington Drive. Arcadia's first library, secured through the efforts of the Cooperative Arcadians, was a branch of the Los Angeles County Library. And as if these firsts were not enough, in 1915 Arcadia even entered its first float in the Pasadena Rose Parade.

All this progress was a surprise to neighboring towns. The *Lamanda Park Herald* (Lamanda Park is now East Pasadena), April 7, 1915, noted:

For years the two Baldwin sisters, Clara Stocker and Anita Baldwin, have been scrapping over the immense estate they inherited. Now they have come to an understanding and things are to move rapidly in Arcadia way. Only a few weeks ago the cat was let out of the bag when Arcadia, an insignificant mud hole of large territory and few inhabitants, decided to spend thousands upon thousands of dollars for various improvements. Now we hear that powerful forces are not only to force a boulevard (Huntington Drive) straight to Los Angeles, but are also willing to have Colorado Street extended through the entailed property toward Pasadena.

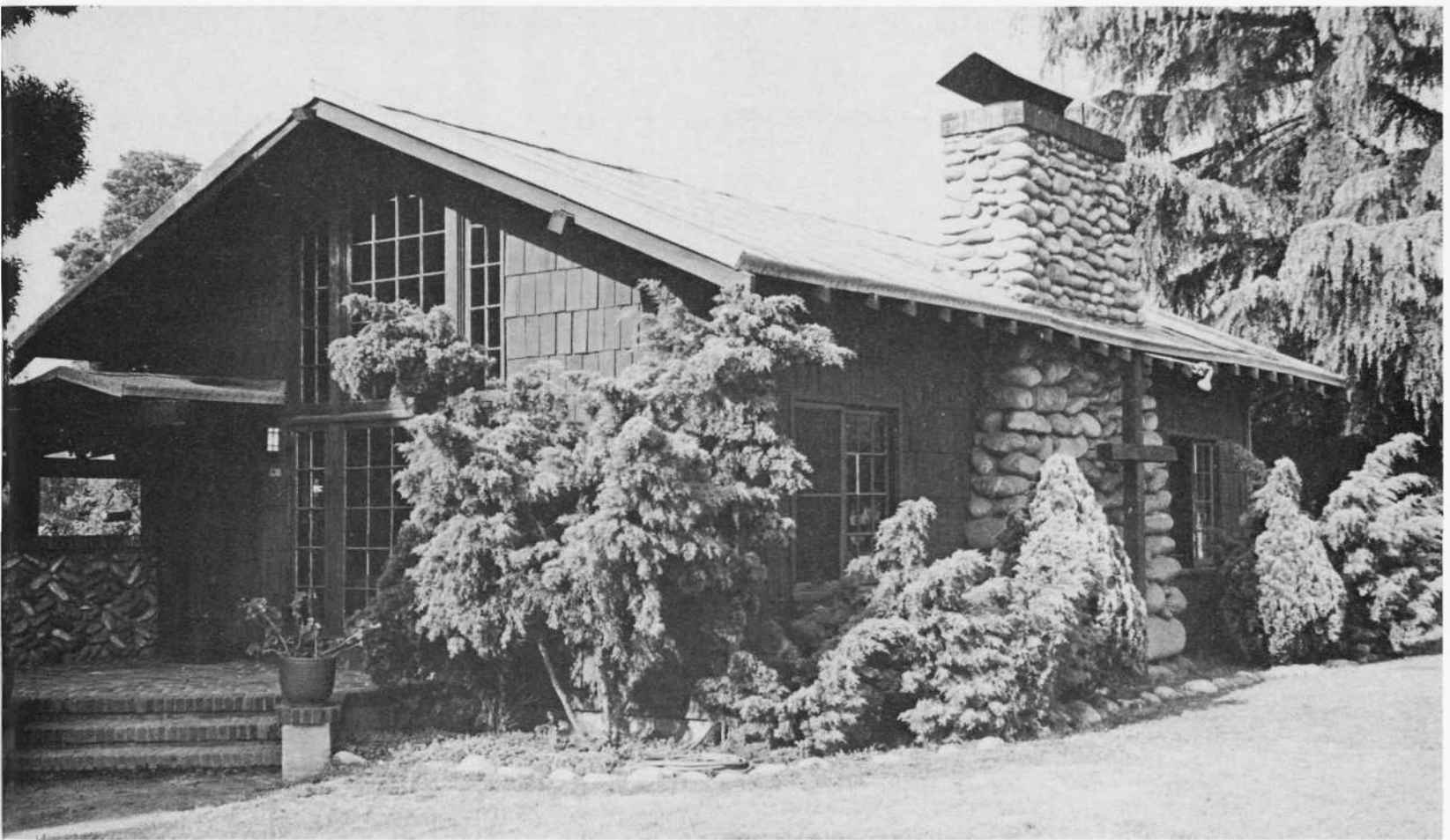
It was all true. Arcadia was not going to be called an insignificant mud hole for long.

In point of fact, Arcadia was soon to become part of military history, a training facility for the "eyes of the Army," the aerial observers of World War I. In 1917-18 the old Baldwin racetrack property in Arcadia was sold by Anita Baldwin (for \$92,000) to Los Angeles County who in turn deeded the land to the War Department for use as a balloon training school. Ross Field (named for Lt. Cleo J. Ross, U.S. Balloon Corps, killed in action in France, 1918) took shape quickly. Stables from the old racetrack, situated along the west side of the Double Drive, were converted into storehouses

and barracks for trainees, while other buildings were constructed along today's Huntington Drive to house officers' quarters, machine shops, a hospital, and command headquarters. Nearby was a recreation center, including a city reservoir which was donated as a camp swimming pool. Lastly, located in the area where the wash crosses today's Campus Drive, large balloon sheds (tents) protected the eight airships assigned to the school.

Some 3,500 men eventually populated Ross Field, but it was only the officers who ascended in the huge balloons. Suspended in four foot square wicker baskets, two officers, a sighter and a radio man, were encharged with locating hostile batteries and gun positions, determining their range and communicating that information to an artillery post. The hydrogen balloons were not free-floating; they were controlled by winch and cable from the ground, necessitating the assignment of a substantial number of support troops for each balloon detail. "Nearly a hundred men," wrote J. H. Richardson in the *Los Angeles Examiner* (1917), "exclusive of the officers, are detailed to each balloon. The work of manning the balloons," he continued, "can be roughly divided into the following parts: hoisters, gas detail, electricians or telephone workers, riggers, and in training, bombers." Specifically, 60 men were needed alone to hoist and lower a balloon; men on the gas detail were responsible for maintaining the buoyancy of the balloon; electricians attended to the telephones connecting the balloon with the field; riggers kept the balloons in repair; and, finally, bombers were those men dispatched across the San Gabriel Valley to detonate smoke bombs simulating enemy gunfire.

Balloons were in the air daily over Arcadia, but while war must have seemed close at hand indeed, everyday life continued as usual in the city. Children attended school, either the two-room clapboard school which had opened on First Avenue in 1907, or, after 1913, the city's new two-room brick schoolhouse on South Santa Anita Avenue. Recreation was simple and close to home for children as well as adults during this era. Hiking and fishing in the San Gabriel Mountains, spirited hometown baseball games in the park at Second Avenue and Huntington Drive and impromptu rodeos were very popular in a community where ranch and city still met. In 1918, with balloons surely overhead, Arcadians capped this decade of achievement with the dedication of a new two-story, white-columned City Hall which would dominate its corner at First Street and Huntington Drive for the next 30 years.



This interesting house, built in 1913, is still standing at 330 E. Duarte Rd. It is possible that a United States Cabinet member used it as a vacation home. A search by Title Insurance and Trust Company revealed that one owner was Mellon. Former Arcadian Adrian Winkler said the home was built by a brother of Andrew K. Mellon, Secretary of the Treasury in 1921, and that the Secretary did visit here. The photo was taken in 1975.
—LARS SCHROEDER



Home of William Kreutzkamp, station master of the Arcadia Santa Fe Station, circa 1913. Located on the northeast corner of First Ave. and La Porte, this home was typical of the era. Pictured left to right: William, Laura and Charles Kreutzkamp. —LAURA KREUTZKAMP BELDEN



Home of Mr. and Mrs. John Ott at 124 E. Bonita St., circa 1916. The granite stone handsomely displayed here was readily available in the area. Pictured left to right: Ella, 2-year-old Eleanora, 4-year-old Marshall, City Marshal John (Jack) Ott and 10-year-old Donald, who was to become Chief of Police of Arcadia in 1935.
— ELEANORA OTT PERTILE



*k*i?

Interior of McCoy Building, 233 N. First Ave., circa 1929. An early commercial establishment, the upstairs of the McCoy building served as City Hall and as a general meeting place for clubs and churches for a number of years. The general store was operated by Frank and Flora McCoy, probably the two pictured here. The building was demolished in 1973. (The Acapulco Restaurant parking lot occupies this location today.) (RIGHT) Exterior of McCoy Building, circa 1912. — MC COY FAMILY





When the Southern Pacific purchased the line of the San Gabriel Valley Rapid Transit, their first job was to rebuild the track to standard gauge and build the Arcadia freight station shown above. It was located just east of First Avenue on Santa Clara St. Upon abandonment of the line in 1941, the depot was moved to the Pony Express Museum. —HAROLD STEWART (BELOW) Arcadia Santa Fe Depot, circa 1913. The station was located just west of First Ave. on the south side of the tracks. This depot was an important part of the economic life of the community. The tall eucalyptus trees behind the depot lined Santa Anita Ave. — LAURA BELDEN KREUTZKAMP



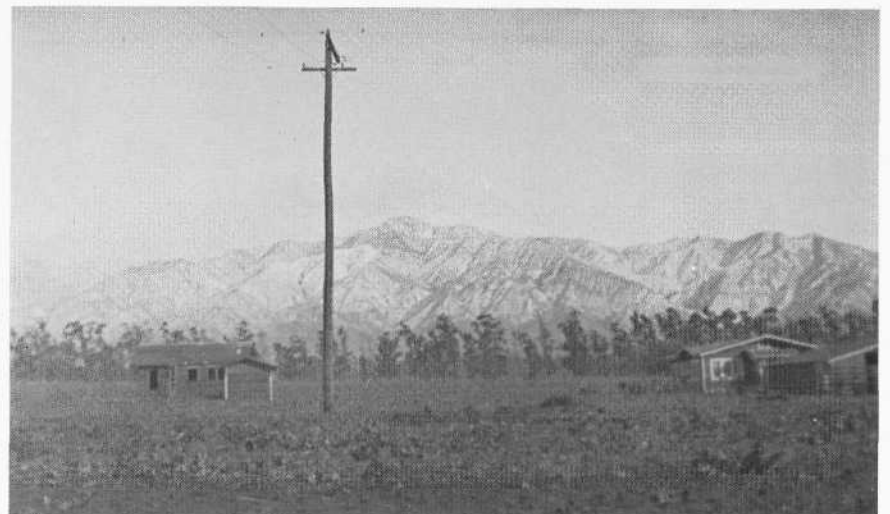


Home of William Millard on the corner of Sixth Ave. and Camino Real Ave., circa 1910. The building was destroyed by fire in 1970. — HELEN O. SCHRADER



Looking north in the vicinity east of Santa Anita Ave. (where present Orange Grove Ave. intersects) at citrus groves of ranch owner Harry Ainsworth, circa 1916. The open field with the large oak tree is now the site of Highland Oaks School. — MR. AND MRS. KENNETH WARD

View north toward San Gabriel Mountains from the back yard of the Ramuz family when they lived on Arcadia Ave., circa 1917. Notice that electricity has arrived on a limited basis. — RAMUZ FAMILY





This "Little Red Schoolhouse," on the corner of California and Santa Anita Ave., was converted from a vacant saloon. It was pressed into service when the school population outgrew the new building that opened in 1907. — ADELE STRUTZENBERG



Students at Arcadia Grammar School, February 1911. Built in 1907, this building replaced the packing shed school provided earlier by E.J. Baldwin. This school was located at the southwest corner of First Ave. and California St. — ARCADIA UNIFIED SCHOOL DISTRICT



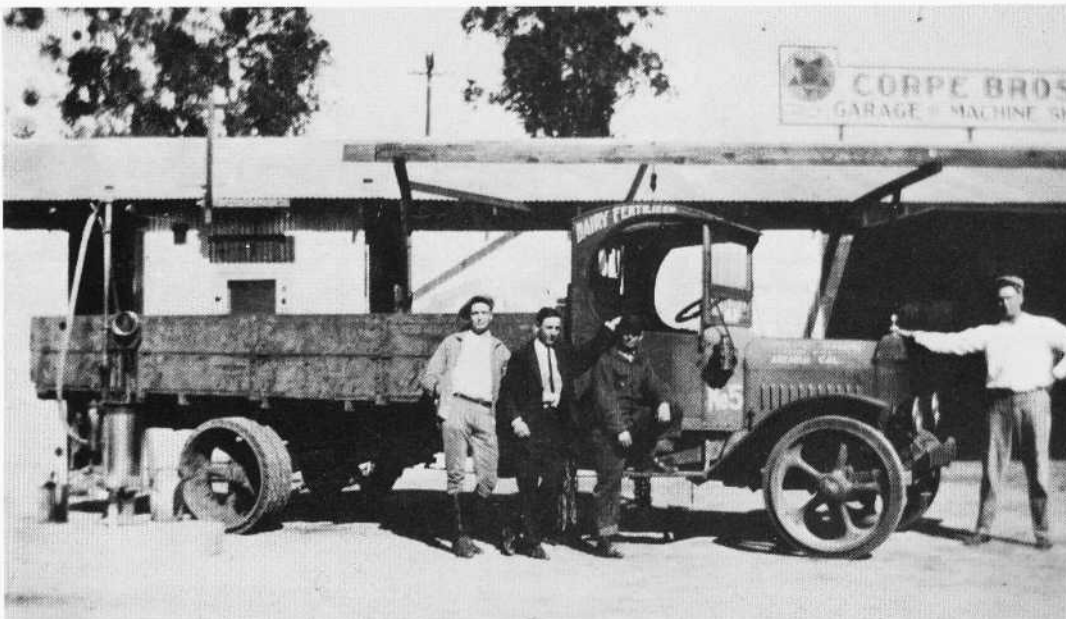
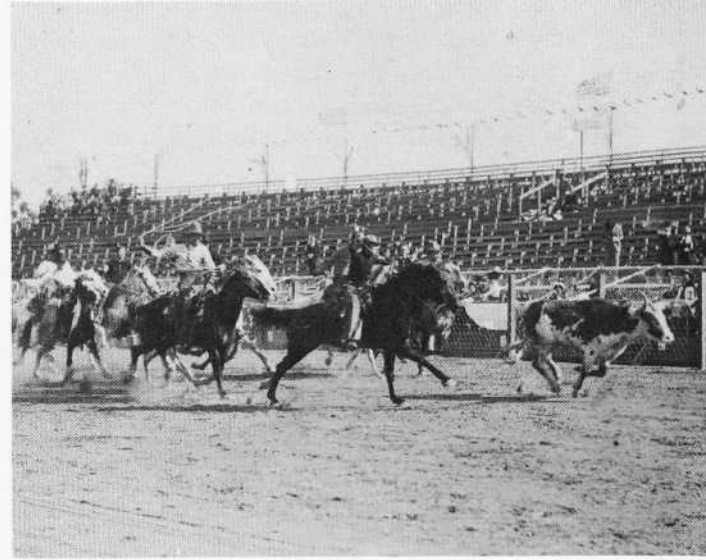
Arcadia Department Store, 221 N. First Ave., circa 1920. Selma Bachert (seen standing here) and her husband Paul owned this dry goods store. — IDABELLE GRIFFIN

This garage, located on the corner of First Ave. and La Porte, is believed to be the Hibbard Building used for a brief time as City Hall. It was converted to a garage by Walter Schrader. The small boy pictured is not identified. Circa 1919.





(LEFT) Sturtevant's Camp, July 4, 1916. Located on the main branch of Big Santa Anita Canyon, this was a popular recreational area. John C. Juvinal of Monrovia is pictured fifth from the left in the back row, in dark shirt and tie. Others are not identified. — JUVINALL FAMILY (BELOW LEFT) Big Santa Anita Canyon, 1923. Eleanora Ott Pertile remembers her big brother Don, aged 17, led the family on a hike up the canyon. Pictured left to right: John Jr., Eleanora, Marshall (standing on rock), Aunt Catherine Rinne (visiting from St. Louis), and mother Ella Ott. — ELEANORA OTT PERTILE (BELOW) Rodeos were a popular form of entertainment. These grandstands may have stood on the site of Baldwin's original racetrack. — BERTOLINA FAMILY



Corpe Brothers' Garage and Machine Shop, 50 La Porte, circa 1919. Pictured left to right: Enos Corpe, unidentified person, Bill Cooper and Clint Corpe with hand on front of truck. Dairy Fertilizer was another business run by the Corpe brothers. — R. SHIERSKE



Aerial view of Ross Field Balloon School looking east (from a position where Huntington Dr. and Holly Ave. intersect today). The wash cutting across the foreground is the wash just to the west of the present high school.

"We lived down on East Sierra Madre Boulevard at that time (1912) when the grandstand (at Baldwin's racetrack) burned and we could read a newspaper on the front porch from the light of the flames."

— Rudolph Hartman

Note: Ross Field was located on the site of the old Baldwin racetrack. The track oval is clearly visible in the above photograph.



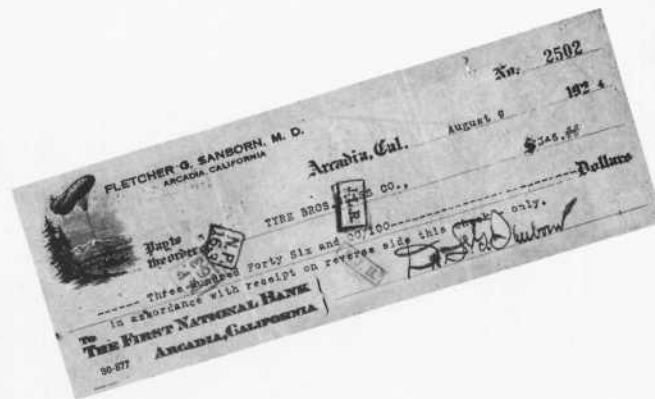
Ross Field personnel preparing to launch observers, 1918. Both Alice Wood and Earl Kramer, early residents, recall seeing one of these baskets fall to the ground in a severe wind storm. (RIGHT) Close view of one of the large captive balloons, so designated because they were anchored to heavy military vehicles, as shown here, circa 1917. — GRADY PARDUE



"There was a bandstand on the North side of Huntington Drive near City Hall. My brother played flute with the band there."

— Caelie Mauch

Note: Research indicates that this bandstand was located on the site of an outdoor moving picture theater, one intended primarily for Ross Field personnel.



(ABOVE) The arrival of the First National Bank of Arcadia at the southeast corner of First Ave. and St. Joseph St. brought new prestige to Arcadia's business district. Note their logo, which announces the presence of the Balloon School. — MRS. ROBERT L. WALKER (LEFT) General John J. Pershing inspecting Boss Field Balloon School, 1920.



City Hall, northwest corner of First Ave. and Huntington Dr., July 4, 1924. Arcadia's first City Hall, designed by architects Lourdou and Roberts, was dedicated in 1918.



Peach orchard of Peter Cuccia between Lovell Ave. and Holly Ave. and from Le Roy Ave. to Norman Ave. The 60 acres were planted about 1918-1919. — CUCCIA FAMILY



Five civic-minded Arcadians in charge of the pit barbeque where a community feast is cooking. This was in 1910 at the "Y" near Colorado Pl. and Huntington Dr. The man in the center is Leo Bertolina. — BERTOLINA FAMILY



Sequist's Pharmacy, circa 1914, located on east side of First Ave. just a short distance north of the train tracks — about where the Acapulco Restaurant is today. — LYNDIA SEAQUIST

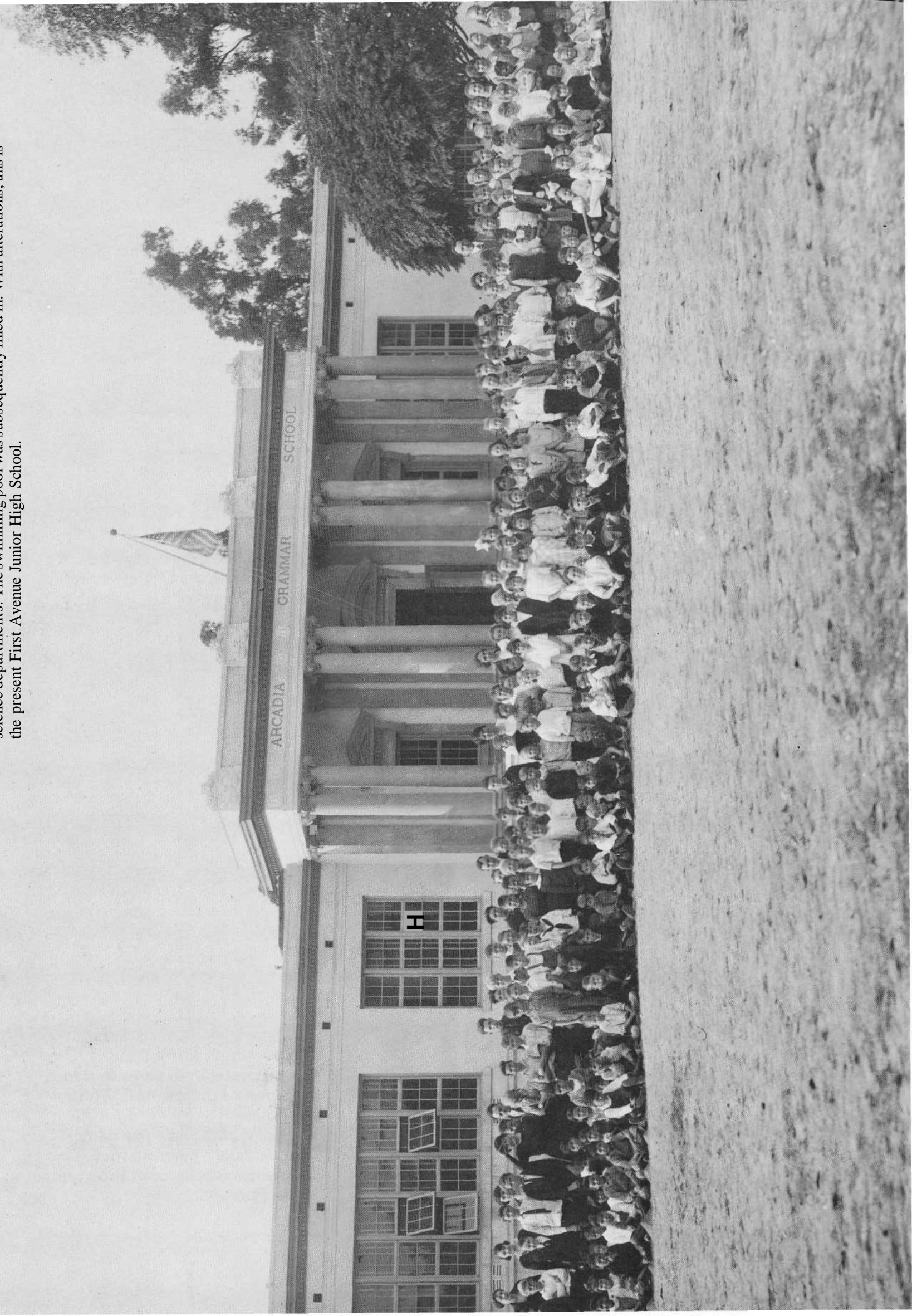


McLean's Garage, 808 S. Santa Anita Ave., circa 1919. Mr. C.A. McLean (with hat and cigarette) is pictured here with his assistant on the left. J.D. Mann of the Monrovia Ice Company is on the right. Others are unidentified. — RAMUZ FAMILY

CHRONOLOGY - CHAPTER 6

- 1910 — The McCoy building is erected. A two-story building at First and St. Joseph Streets, it represents the first major business building (other than Baldwin's properties).
- 1911 — (November) Oakwood Hotel burns.
- 1911 — City Hall offices move into the McCoy Building.
- 1912 — (April 15) Voters ban the sale of liquor, effectively moving toward reclaiming their town from the "undesirables."
- 1912 — Baldwin's racetrack clubhouse burns.
- 1912 — The Cooperative Arcadians becomes one of the first civic improvement clubs in the city. The roots of the future Woman's Club come from this group.
- 1913 — Telephone service is brought to Arcadia by the San Gabriel Valley Telephone Co. Later in the year, with 65 subscribers, the company sells their holdings to Pacific Telephone Co.
- 1913 — P.T.A. is organized first under the Monrovia Council.
- 1913 — A two-room brick school is completed at Santa Anita Avenue near Wistaria.
- 1914 — The first church is formalized with the joining together of 24 charter members to form the First Presbyterian Church of Arcadia.
- 1914 — City Hall offices are moved into the Hibbard Building across First Avenue from the McCoy Building.
- 1914 — Arcadia Board of Trade (later to be called Chamber of Commerce) is formed.
- 1914 — A branch of the Los Angeles County Library opens in Arcadia.
- 1915 — The community enters its first float in the Rose Parade in Pasadena.
- 1916 — Sixteen and a half miles of city streets are paved.
- 1916-17 — Three water wells are drilled and four-inch pipe lines bring water to the citizens from the first city-owned facilities. A Model-T Ford is acquired for \$449.56 for use by the Department.
- 1916 — Arcadia enters into a contract with Southern California Edison Co. for the utility to bring electricity to all residents desiring it.
- 1917 — The First National Bank of Arcadia opens, bringing the first such service to the town.
- 1918 — The United States Army builds Ross Field (or the Balloon School, as it was popularly known) on approximately 185 acres that had been part of the site of Baldwin's racetrack.
- 1918 — (July) Arcadia dedicates its first City Hall, a stately building that stood on the northwest corner of First and Huntington.

Arcadia Grammar School, 1921. This facility was considered one of the finest in the area, with well lighted rooms, assembly hall, swimming pool, manual training and domestic science departments. The swimming pool was subsequently filled in. With alterations, this is the present First Avenue Junior High School.



7

New Growth 1920-1930

While the Arcadia of 1910 was more ranch than city, by 1920 a better balance was being struck. Arcadia's population tripled to 2,239 by 1920 and residents were beginning to see their town grow up. New subdivisions, houses, businesses and improved public services evidenced a growing population. Large acreage tracts were increasingly broken down to more manageable sizes. Poultry raising was attempted by numerous Arcadians on large and small plots.

One of the newly arrived poultrymen who added a colorful segment to the city's history was Prince Erik, cousin of the King of Denmark. Prince Erik and his wife came to Arcadia in 1924, and with money from her Canadian family's lumber business they were able to build a handsome home (still standing) and extensive poultry facilities on eight acres of land near today's Santa Anita Avenue at Las Tunas Drive. Gordon Eberly, Arcadia's early historian, noted that the Prince was a pleasant, hard working man, and except for his royal title, no different from others in the same business.

By mid-decade a great many more people had entered the poultry business. According to an article in the *Los Angeles Times*, some 5,000 eggs were shipped daily from Arcadia to big city markets in 1926. The 1928 Arcadia City Directory numbered 153 poultry breeders and 10 to 12 hatcheries. About 1930, a chicken cannery was also in operation, part of the Murison Poultry Ranch, the city's largest. Without question, Arcadia was the egg basket of Los Angeles and the poultrymen the

lifeblood of Arcadia. Poultry shows in the city became common events in the 20's and 30's, attracting visitors from across the country and occasionally from foreign countries as well.

The poultrymen injected considerable money into the community, some of which sparked the economic development of West Arcadia. From the modest beginnings of the small building on the southwest corner of Baldwin Avenue and Duarte Road occupied by Ericsson's Pharmacy and McMicken's Real Estate, a new business district emerged in 1924. Included was a public market, a hardware store, Mosher's Dry Goods and Bruce Wetmore's gas and service station. In 1925, the P. L. Cuccia building opened on the east side of Baldwin Avenue just below Duarte Road, and it too housed a variety of commercial establishments anchored by a Bank of Italy on the Duarte Road corner. In short order, West Arcadia began to provide competition for the dollars spent in the city's older commercial area centered on First Avenue.

During the 1920's, business on First Avenue gradually shifted south to Huntington Drive. The First National Bank opened a new building opposite City Hall, and in 1924, Huntington Drive (42-44 Huntington) was the site of the city's first moving picture theater, the Arcadia Theatre, a favorite with Arcadia's youngsters until it burned in a spectacular blaze about 1941. In 1929, one of the earliest drive-in markets in the country opened in Arcadia when the Arcadia Drive-In Market was completed at the southwest corner of Huntington

Drive and First Avenue. The shopping area was arranged in an L-shape with a central courtyard for parking cars. Blanchard's Super Service (gas) station anchored the corner, while a variety of businesses occupied the "L." At the extreme east end was Arcadia Cleaners and Dyers; the Danish Bakery was next in line; James Suihiro's Arcadia Produce Company followed with its vegetable, fruit and flower stand; Tucker's Meat Market was in the center; occupying a large area on the east-facing leg of the "L" was Quality Grocery; next was Otto Petersen's Pines Coffee Shop, a favorite with locals; and last, facing Huntington Drive, was O.P. Wakeland's barber shop.

Arcadia was losing its rough edges. As early as 1921 Major H. W. Patton, a noted Southern California newsman, had written of Arcadia:

It has a most creditable public building which houses the city offices, Chamber of Commerce and library. There is a spacious hall which is used for all public gatherings and as a meeting place for the Women's Club.

It has the wonderful Ross Balloon Field, a First National Bank with a capital of \$25,000, and the *Arcadia Journal* gives the news of the town weekly in a very complete way.

There is a fine water system, \$150,000 in macadam roads. There is a post of the American Legion, as well as some fraternal orders. The three transcontinental railroads and the electric line give direct service and the magnificent Huntington Drive brings road travel in a most convenient and direct manner.

In 1922, Arcadia got its first Pacific Electric station on First Avenue (at a cost to the city of \$1,000), and in 1927 Southern Counties Gas Company erected its first Arcadia business office on North First Avenue. Telephone service was increasingly complete in 1920's Arcadia, and by the decade's end the city also supported a dentist, a shoe repair, a beauty shop, feed and seed establishments and a paint and wallpaper store.

Burgeoning population created a new demand for schools in Arcadia. In 1919 the city approved a \$75,000 bond issue to build the first section of the present First Avenue School, a structure, noted the *Arcadia Journal*, "declared by educators and educational authorities to be one of the finest examples of school architecture in the state ... of hollow tile construction, Mission design adapted to educational uses and T-shaped, the large auditorium forming the body of the letter and the

classrooms the top and sides." The new school boasted eight classrooms, a library and even an outdoor swimming pool to serve its 209 pupils.

Seven years later Arcadia grammar school enrollment was 744, and the rapid development of West Arcadia dictated the need for classrooms in that immediate area. Holly Avenue School was opened at Holly Avenue and Duarte Road on land purchased from Walter McGinley, manager of the Clara Baldwin Stocker estate. Former Holly Avenue principal Elsie Porri remembers the still rural view afforded southward from the new school. "In spring, intermingled with the extensive vegetable farms of the Japanese who lived here," she reminisced, "were gold bands of California poppies as far as the eye could see." Forty of the students enrolled at Holly Avenue were children of Japanese growers who modeled traditional family costumes on special occasions for the pleasure of their peers. Until 1951, graduates of Arcadia schools attended Monrovia-Arcadia-Duarte (MAD) High School in Monrovia, where Arcadia student enrollment grew during the decade from 44 students in 1920 to 321 in 1930.

As schools and businesses grew in 1920's Arcadia, so did recreational possibilities and an accompanying sense of community spirit. Town dances were held both in the meeting room on the second floor of City Hall during the decade and in "a large green building on the southeast corner of Lucile Street and Santa Anita Avenue (probably a community fruit packing house)," recalls Mary Cuellar Rodriguez, a resident born in 1902 on the Baldwin Ranch. For those seeking outdoor recreation, horseback riding was a favorite Arcadia pastime. Many stables rented horses and in 1925 the Santa Anita Riding and Hunt Club secured a bridle path along Santa Anita Avenue for those seeking ready access to foothill and mountain trails. For sports buffs, the Arcadia Baseball Club competed in the city park at Huntington Drive and Second Avenue; they even erected bleachers for their fans. Two lighted tennis courts were installed in the southwest corner of the park after 1925. In 1924 an Arcadia Golf Club was formed and local players were permitted to lay out a nine hole course in the open fields south of the old Balloon School barracks. In the words of Gordon Eberly:

The greens were oiled sand and the fairways were carpeted with nothing more than a crop of short cut weeds that survived the onslaught of an occasional dragging. The hazards were the usual pits and mounds of sand, of which the course had ample and natural supply. The rough was the whole vast area bordering the fairways,

where the weeds grew from waist-high to shoulder-high and thick enough to make the recovery of a lost ball an event in a golfer's life. If he was fortunate enough to keep his ball in the fairway he still had the problem, in following up the ball, of distinguishing it from the many loose stones

that lay about . . . For the greater part of the year dust was an aggravation, if not another hazard. The outstanding advantage of the Ross Field course was that it was never necessary to make reservations in advance.

It seems Arcadia still had some growing to do.

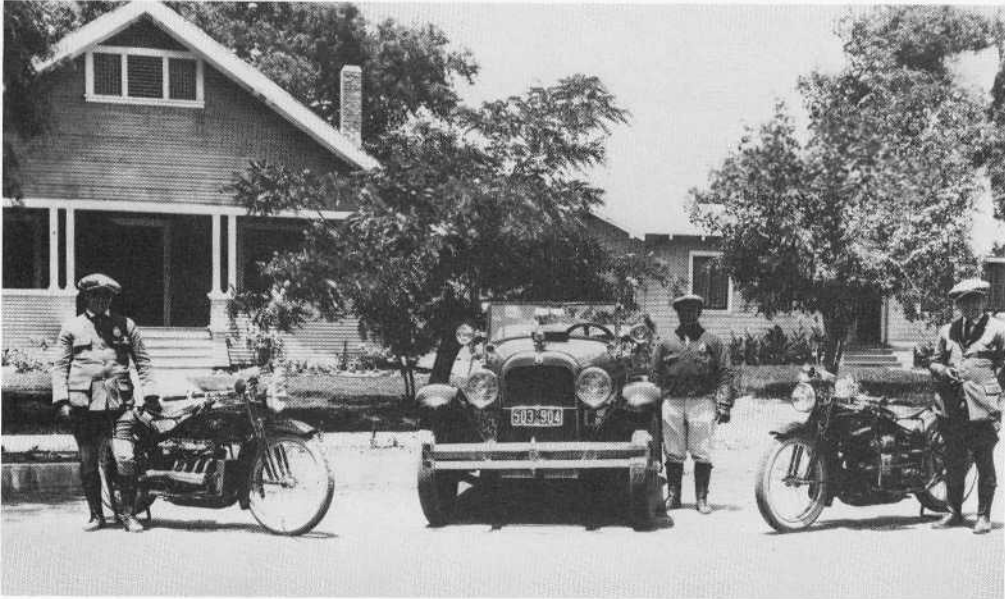


Arcadia Grammar School, 1921. The faculty of the Grammar School grew from one teacher in 1903 to eleven in 1921. Pictured left to right: Reed Clark, next two unidentified, Grace Benham, Martha Hoegee, Elvira McMillen, next unidentified, Elsie Anderson, Max Ireland, Elmer Neher and standing behind is Domenica Loyacano.

Arcadia Grammar School, 1922. This cooking class is an example of the expanded curriculum offered 7th and 8th graders. Alice Wood, in an interview in 1976, remembered "We had a little hot plate and a small tin oven to set on top of it and that was our oven when we had baking to do."



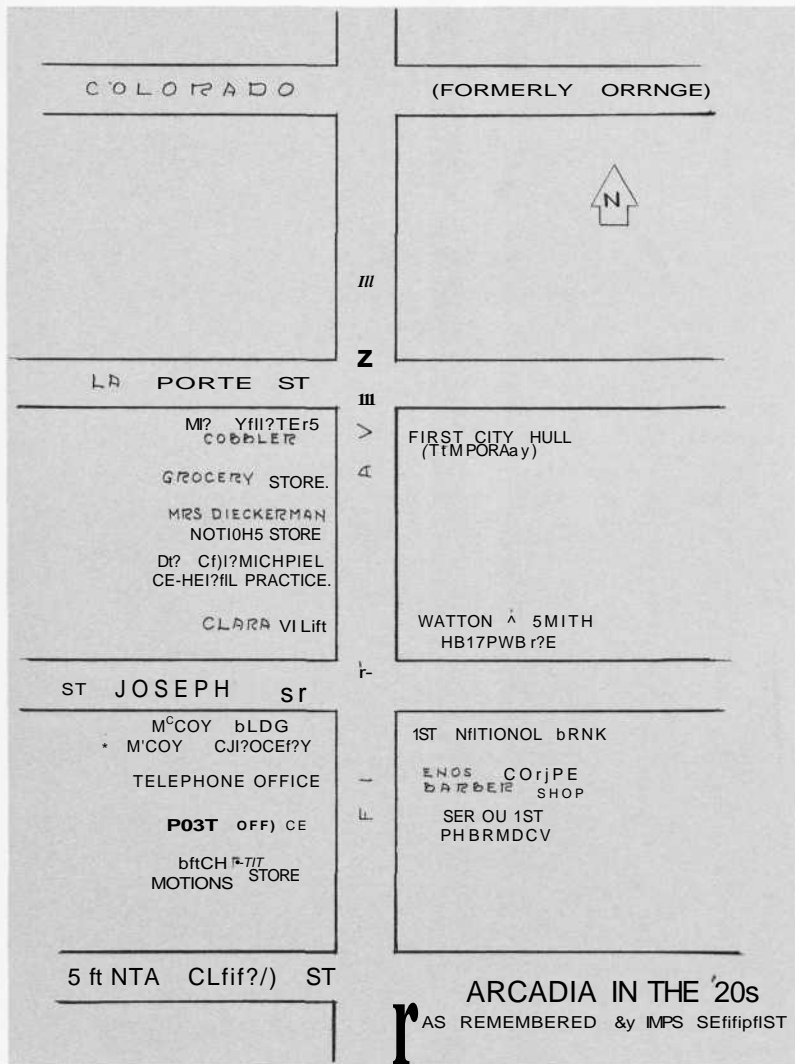
Arcadia City School bus with its complement of eager kindergartners, circa 1922. The blond youngster right over the D in Arcadia is Howard Olson. — OLSON FAMILY



Baldwin Ave. looking north from a position about 300 feet south of Duarte Rd., circa 1922. (LEFT) This may have been Arcadia's entire police force in 1922. Pictured left to right: Dick Bloomfield, Chief Ross (Med) Cayer, Jack Miller.



Located on North First Ave., these buildings were built by Al Yarter, pictured here in front of his shoe shop in 1923. Mr. H.A. Lyle, grocer, is faintly seen in the doorway of his shop. (These buildings, remodeled, currently house the Arcadia Thrift Shop and the Arcadia Lawn Mower Shop.) — PAT CARLIN



Al Yarter, cobbler, at work in his shop, 1923. (BELOW) Oscar Seaquist in his store located on the east side of North First Ave. near the railroad tracks, circa 1920. It was the first drug store to open in Arcadia.



Vosburgh No. 1 is YOUR Well --- Many of Your Neighbors Are With Us --- ARE YOU?

Equipped for Safe and Rapid Drilling!
 The rig is up and machinery installed. On November 28th, 1923, well No. 1 was spudded in—work on this test well will be rushed with all possible speed with safety, using modern, standard equipment. The tower, 114 feet in height, is built for both rotary and standard tools. The holdings of the company, consisting of nine different leases (totaling 140 acres), were secured on a one-sixth Royalty basis. They are located where geologists believe oil and gas will be discovered. Well No. 1, on the Angus lease (fronting on Arzusa Road, east of Santa Anita Boulevard), is being drilled by an experienced crew of drillers.



BEING FINANCED BY LOCAL CAPITAL
 Here is a picture taken at the well the day it was spudded in. Most of these folks are your neighbors, many of whom are financially interested in the success of this test well. They want to prove the excellent indications of oil. You too, should be interested in the result. We want you to join us because we want to make Vosburgh No. 1 a community well. It is to your interest. It is up to you to invest as much as your finances will permit.
 Remember, there is no promotion stock in this company—every share is in the treasury!



You Can't Afford to Stay Out!
 The amount of stock to be sold is comparatively small—we want you to investigate, but QUICK ACTION IS IMPERATIVE.

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R. P. Boyer & Company
 Fiscal Agents Phone 877-111
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In Arcadia, California.

VOSBURGH NO. 1

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What were Huntington Beach, Santa Fe Springs, Montebello, Whitley and the other Southern California oil fields before the first gusher was brought in? Compare these Cabbage Patches and Pastures of yesterday to the sight you behold today. Petroleum wrought its miracles—millions were made over night—those who pioneered the discovery well were handsomely paid for their efforts.

Vosburgh No. 1 is a Pioneer Well —

- the first to prove this section,
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- if oil is found—you will want to

Share in "Pioneer Profits"!

Cover of Vosburgh oil drilling promotional brochure, 1925. The initial well was sunk in an area just east of Santa Anita Ave. and south of Live Oak Ave. It did not produce oil but no one faulted promoter, dairyman Harry Vosburgh. Drilling attracted throngs, many probably dreaming of wealth.

JiRCADm—Queen of the Foothills



Looking north up Oakwood Ave. toward Sycamore Ave. in the real estate development of Cook and Woodley, 1928. The house on the right, built by James Slemmons of Slemmons' Wigwam, still stands today. The trees seen to the left are on N. Santa Anita Ave. — ARCADIA CHAMBER OF COMMERCE



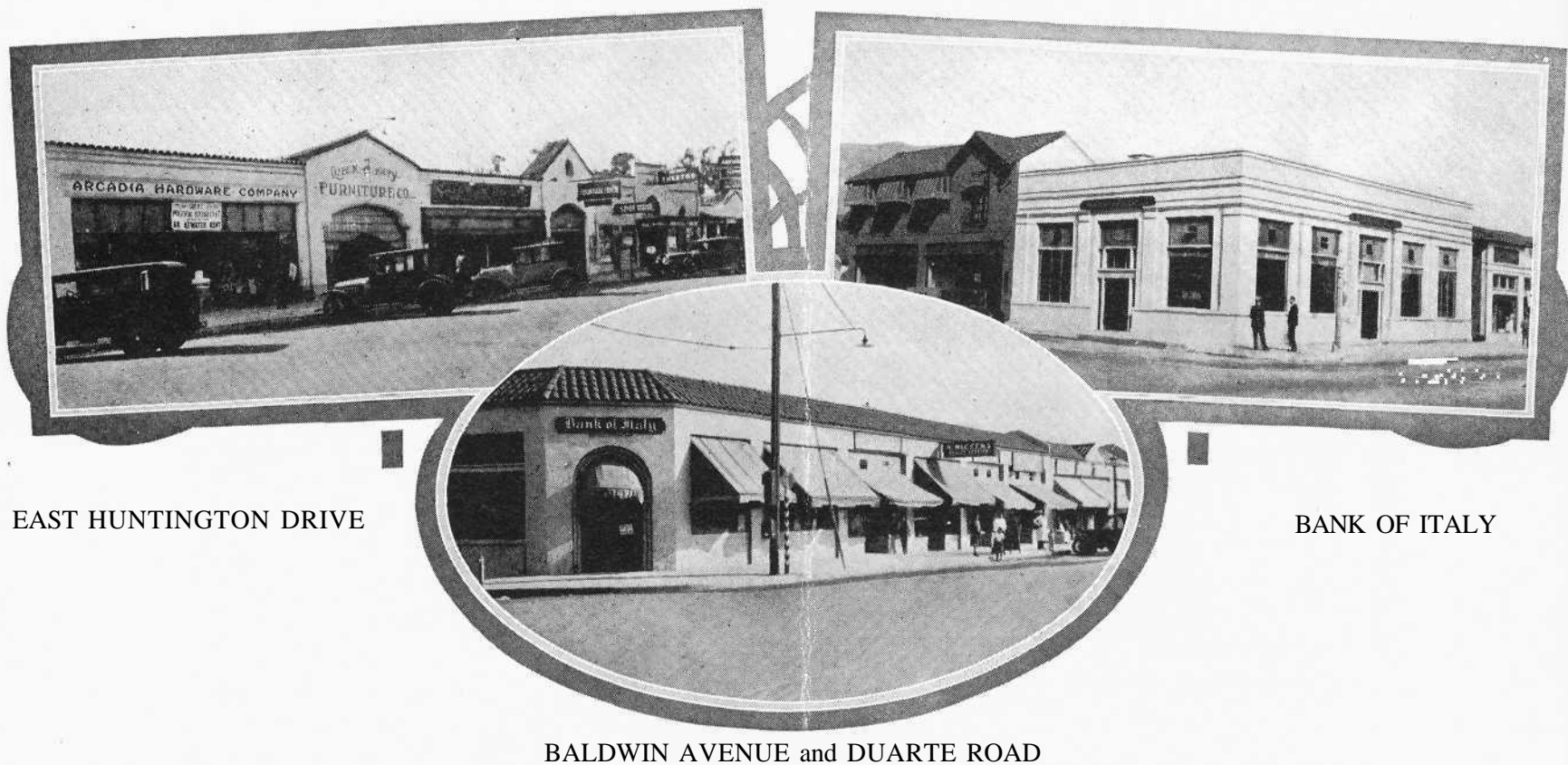
Slemons' Orange Wigwam, 141 E. Foothill Blvd. This inviting refreshment stand was owned by James and Alice Slemons. Phyllis Walker remembers when her grandfather, Dr. Fletcher Sanborn, would take her for a cold glass of fresh squeezed juice. McDonald's Restaurant occupies this site today (near the intersection of Foothill Blvd. and Wigwam Ave.). — WALKER FAMILY



Looking east toward entrance to Diamond Nursery (now the Arcadia Nursery), 404 S. Santa Anita Ave., 1925. Ray Ramuz (on the tricycle) is pictured with his mother Hazel. Ray is the present owner with his son Ron as partner. — RAMUZ FAMILY



Looking west on Duarte Rd. into intersection of Duarte Rd. and Baldwin Ave., circa 1924. Ericsson's Drug Store appears where Hinshaw's Department Store stands today. The large building still under construction will house the Bank of Italy National Trust and Savings. Mr. McMicken's real estate office is on Duarte Rd. to the west.

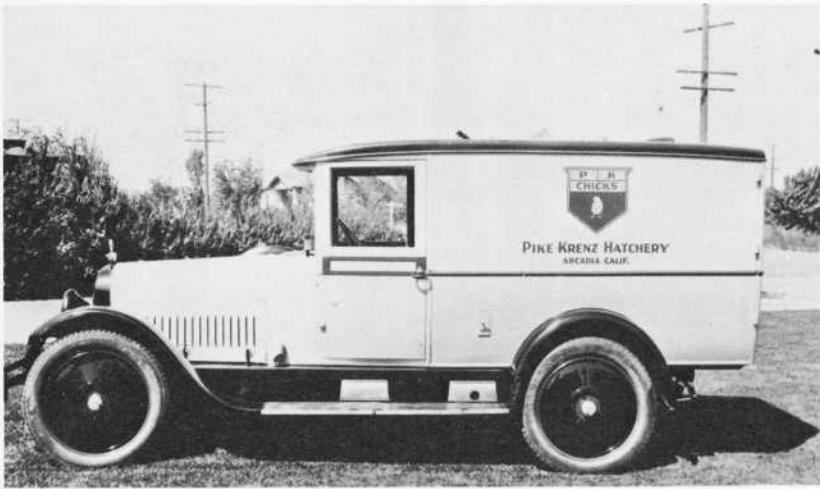


EAST HUNTINGTON DRIVE

BANK OF ITALY

BALDWIN AVENUE and DUARTE ROAD

Three views of business districts, 1928. On the left is Arcadia Hardware, still located at 53 E. Huntington Dr. The bank on the right stood on the northeast corner of Huntington Dr. and First Ave. Lower photo is of the southeast corner of Baldwin Ave. and Duarte Rd. — ARCADIA CHAMBER OF COMMERCE



Truck used by the Pike-Krenz Hatchery business which was located on the northeast corner of Baldwin Ave. and Lemon Ave., circa 1928. — ROY PIKE



Roy H. Pike feeding chickens at his ranch at 641 W. Lemon, circa 1927. — ROY PIKE



Fire and police services, circa 1926. Pictured left to right: Grady Pardue (on motorcycle), Fire Chief Jim Nellis (standing on running board of fire truck), Anist Mussachia (fireman), Albert Mathies (later killed in the line of duty, the only Arcadia policeman to lose his life in service of the city). The man on the extreme right in the business suit is Chief of Police A.N. Coberly. — BERTOLINA FAMILY

Ace Service Station, northeast corner of First Ave. and La Porte, 1927. Pat Carlin is seen standing in front of the service station owned by his father and aunt. This is the same building used briefly as City Hall and known at the time as the Hibbard Building. — CARLIN FAMILY





Home built by Prince Erik of Denmark about 1925 at 2607 S. Santa Anita Ave. It is still in excellent condition and is used by the owner, Arcadia Congregational Church for auxiliary groups. The Prince developed a poultry raising operation on his land. — ARCADIA CONGREGATIONAL CHURCH



Dedicated in January 1928, Monrovia-Arcadia-Duarte High School served Arcadia students until Arcadia's own campus was developed in 1951.



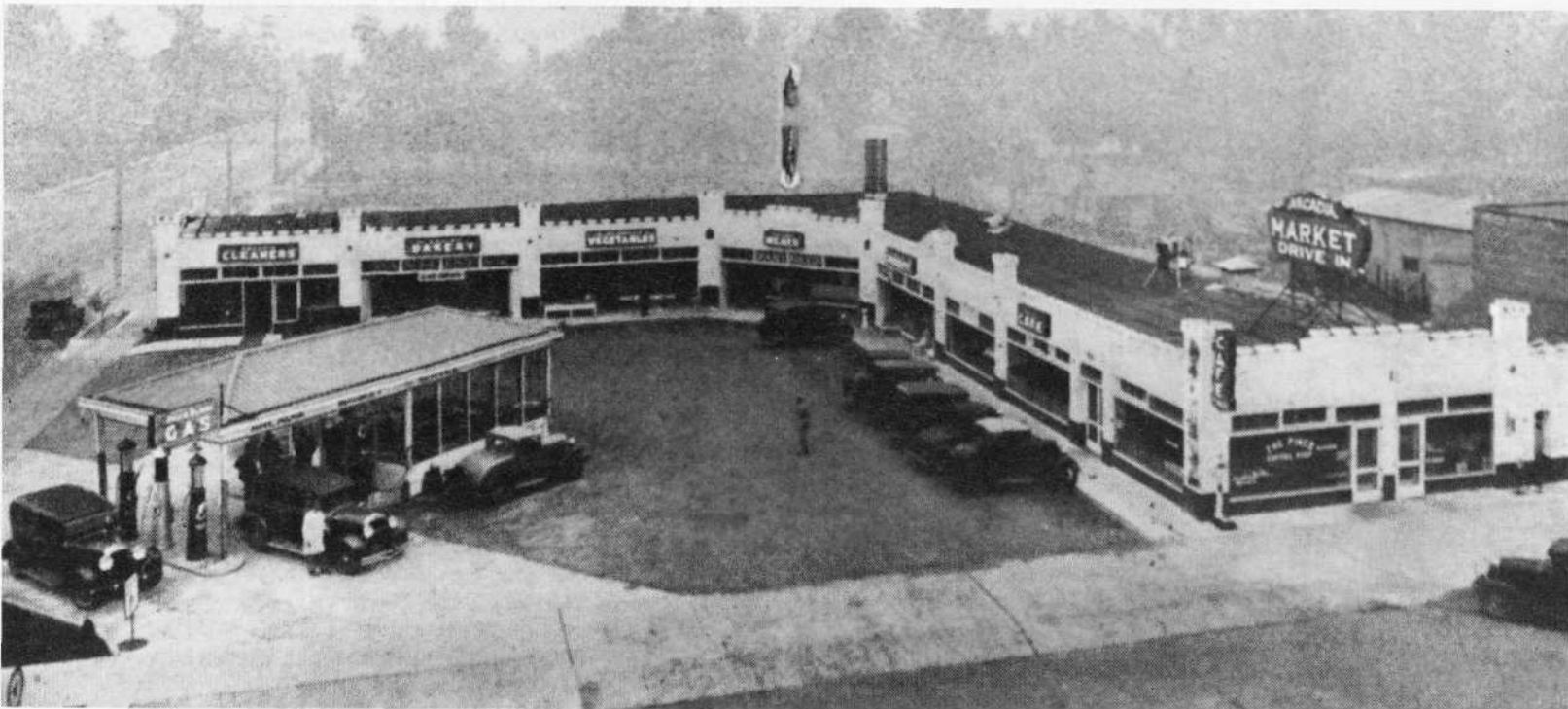
This sheep herder brought his flock into the fields across from the Mauch ranch after the crops had been harvested. — MAUCH FAMILY



Aloysius Mauch loading berries to take to market in Los Angeles, 1926. The five acre Mauch ranch was near the corner of Palm and Holly Aves. — MAUCH FAMILY



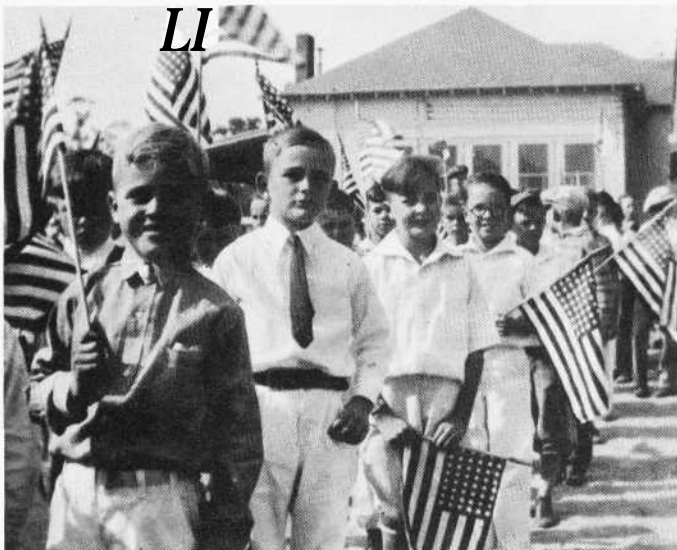
Looking north between Santa Anita Ave. on the left and First Ave. on the right, 1929. The Jasper Teague orange grove appears at the bottom of the photo. The circular building was an art gallery. A large chicken ranch appears to the west of Santa Anita Ave.; Duarte Rd. is the east-west street at the top of the photo. — ARCADIA HISTORICAL SOCIETY



Looking south at Arcadia Drive-in Market on the southwest corner of Huntington Dr. and First Ave., circa 1930. While not the first drive-in market in the country, it was a pioneering effort. Opened in 1929, the Market remained popular into the 1950's. Home Savings and Loan occupies this corner today.



Members of Arcadia Woman's Club with their winning flower arrangements, circa 1929. The Woman's Club in Arcadia finds its roots in a group organized in 1912 called the Cooperative Arcadians — the first group to have the improvement of Arcadia as one of its goals. It was these ladies who were responsible for the city's first entry in Pasadena's Tournament of Roses Parade in 1915. They helped secure for the townspeople the initial branch of the Los Angeles County Library and later supported the city-owned library when this took place. The official date used by the club as its birthday is 1914. By June 1931 they had built their clubhouse on S. First Ave. — ARCADIA WOMAN'S CLUB



LI

"We would all go up to the City Hall — a big, two-story building — and Santa Claus would always come and they'd have a big Christmas party. Each little kid would pick up his gift and a popcorn ball."

— Ray Ramuz

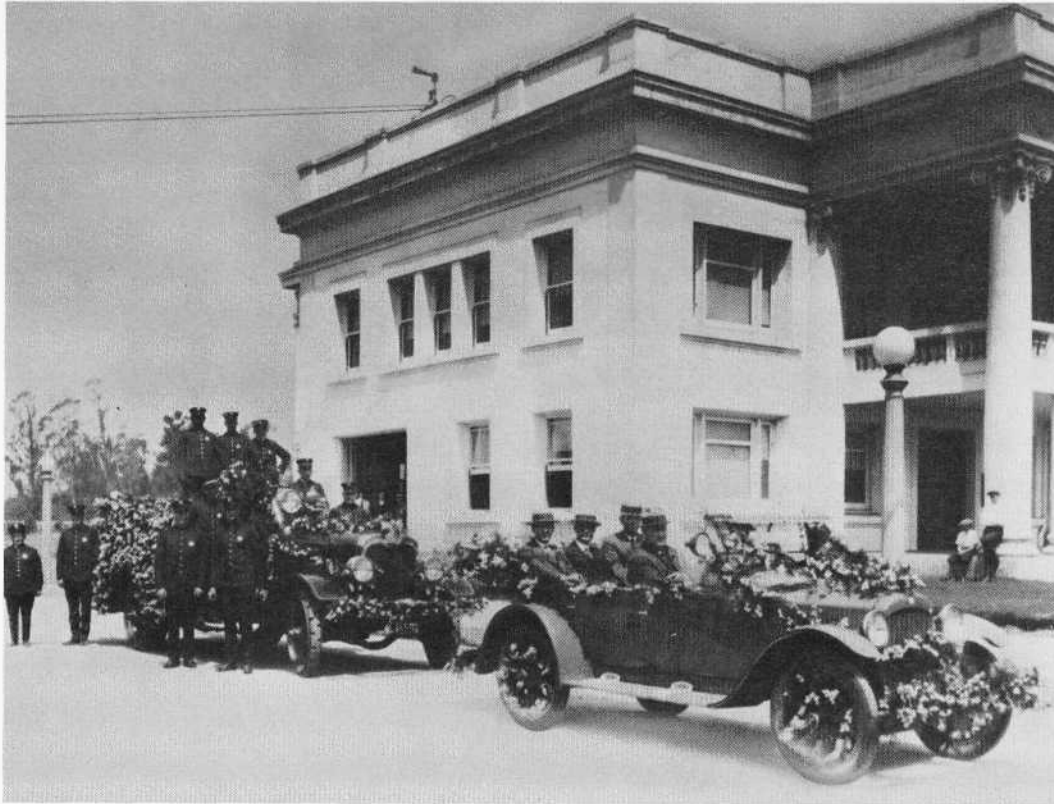
These eager young boys, all scrubbed and combed, prepare for a parade in Arcadia in 1929. Fourth from front with glasses is Ray Ramuz, present owner of Arcadia Nursery. —RAMUZ FAMILY



Panorama of intersection of Huntington Dr. and First Ave., 1927. Looking toward City Hall on the northwest corner of the intersection, the following are pictured: seated by the firehouse door is Jim Nellis; standing at the corner are George Ackerman, City Treasurer; Louis Altona, Building Inspector; behind him with hat, possibly, is Judge Horlock; Grady Pardue, policeman; behind him with hat is Les Talley, Assistant City Engineer; Gladys Randall Pelkey, Water Department Clerk; behind her with cap, not identified; A.N. Coberly, Police Chief; Florence Shaver, Assistant City Clerk; Dick Cutter; Bernice Hinman and Anist Mussachia, fireman. Two other men and a lady are not identified. Six people are standing in front of the First National Bank (Bank of Italy after 1927) on the northeast corner of the intersection. From left to right: unidentified; Howard Bower, bank manager; next not identified; Alberta Fabrick, escrow clerk; Jim Fletcher and Dick Hornie.



Chamber of Commerce brochure, 1928. Instead of a city of gambling and fast living, the image of a quiet rural atmosphere was promoted.



Arcadia City Council members in a decorated Hupmobile Touring Car parked on Huntington Dr. next to City Hall, 1925. They are going to dedicate a new concrete span over the Santa Anita Wash. Pictured back seat left to right: Ferd E. Gramm, A.N. Multer, Charles Hawk. Front seat left to right: Samuel L. Wheeler, driver; John Joyce, Hupmobile dealer. The city fire truck is also bedecked with flowers. Jim Nellis at the wheel is the only one identified there. Adrian Winkler and George Newton watch from a position near a pillar at City Hall. — ADRIAN WINKLER

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PRICE LIST EFFECTIVE JANUARY 20, 1927

Lot No.	Size	Price
1	101.66x351.14	\$3600
2	100x347.77	3600
3	130x344.13	4500
4	100x328.43	3500
5	100x327.37	3500
6	100x326.31	3500
7	100x325.26	3500
8	100x324.20	3500
9	100x323.14	3500
10	100x322.09	3500
11	100x331	3500
12	100x331	3500
13	100x331	3500
14	100x331	3500
15	100x331	3500
16	100x331	3500
17	100x331	3500
18	195x335.91	6250

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Carroll & Pearce Realty Company brochure, 1927. Land developers were appealing to those who were employed in Los Angeles but wanted a suburban environment for their families.



Expert Instruction in Riding

Our years of experience in all forms of riding enables us to point with pride to our past records of pleased clientele. Our recent addition of 15 head of Kentucky thoroughbreds to our stables provides facilities for additional classes of riding. A school situated in the heart of the fastest growing riding country in the West.

The Schulenberg Riding School offers miles of the finest flat riding among the famous Orange Groves and Foothills of Southern California, never leaving dirt bridle paths.

LESSONS GIVEN BY APPOINTMENT

We Specialize in Teaching Children

Well Broken Kentucky Saddle Horses For Sale

Schulenberg Riding School

On the Santa Anita Riding Club Grounds

Corner Double Drive and West Huntington Drive

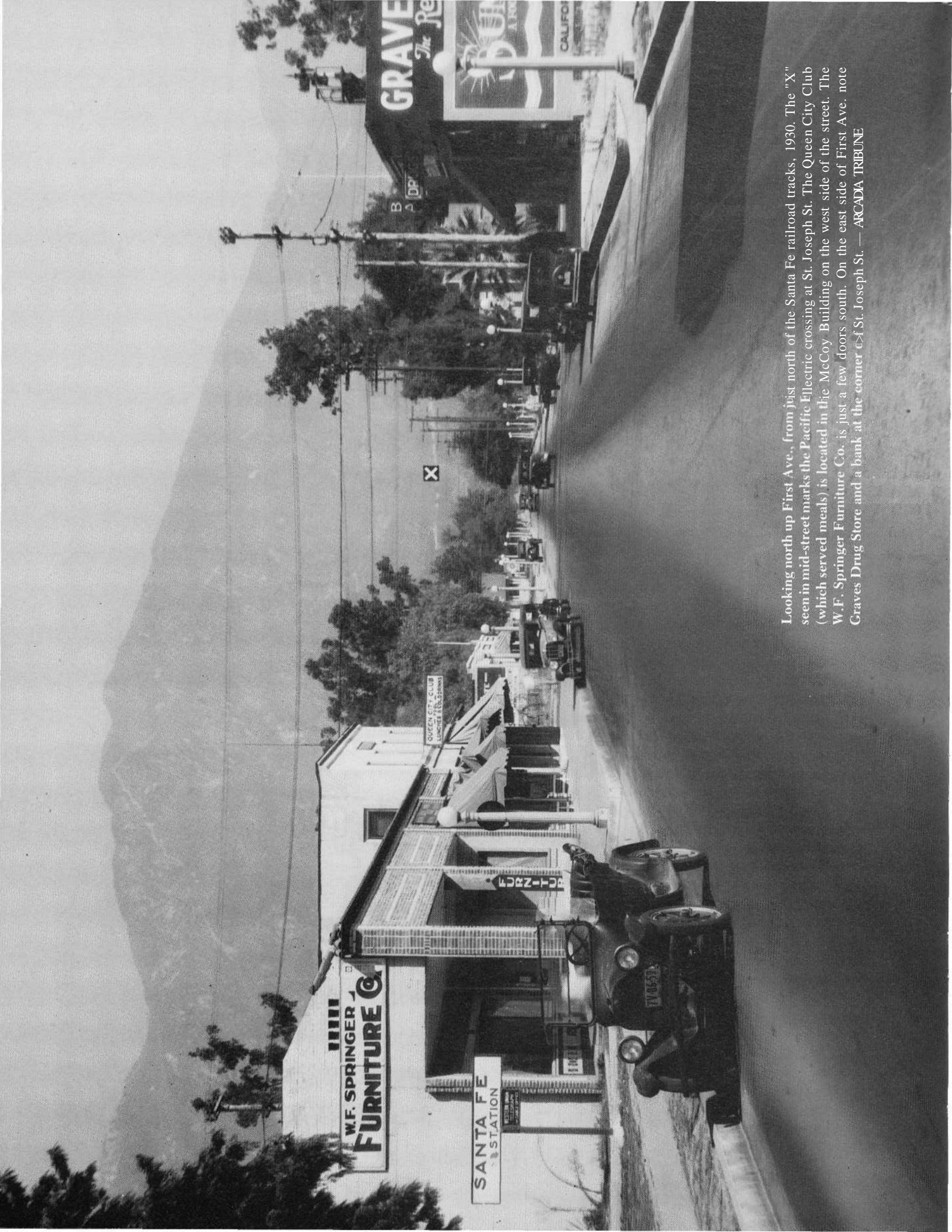
TEL. 2267—ARCADIA

MONROVIA CITY DIRECTORY (1930)

Advertisement for Schulenberg School, one of several well-patronized riding academies in the area, 1928. Another school well remembered by Arcadians was the Collegiate Riding Academy operated by Miss Leslie Proud just west of the present Fashion Park. — reprinted from an early Arcadia City Directory

CHRONOLOGY - CHAPTER 7

- 1920 — Arcadia votes to withdraw from the County library system and establish a city library. Space for this is found in a small room at City Hall.
- 1920 — American Legion Post #257 is organized as the Glenn Dyer Post, named in honor of an Arcadian who lost his life in World War I.
- 1922 — Local chapter of Masonic Lodge is established.
- ca. 1922 — Cacelie Mauch remembers as a young girl newly arrived from Germany how she enjoyed hearing mass conducted in Spanish at the little Catholic Church located then on Santa Anita Avenue near the railroad tracks.
- 1923 — The city's first kindergarten is started in the brick schoolhouse on S. Santa Anita Avenue.
- 1923 — First Boy Scout Troop in Arcadia is established.
- 1923 — Anita Baldwin abandons her stock breeding operations. The large barn near the site of present-day Hugo Reid School is taken over by the Supreme Dairy which operates until 1937.
- 1924 — First movie theater is built on the south side of Huntington Drive between Santa Anita and First Avenues.
- 1924 — The Diamond Nursery is a well-established business operating on Santa Anita Avenue. Operating in 1981 under the name of Arcadia Nursery, it may be the oldest business in Arcadia.
- 1924 — Prince Erik, cousin of the King of Denmark, builds a fine home on Santa Anita Avenue near Live Oak Avenue and ventures into the chicken raising business.
- 1924 — The library moves to a small frame house at 25 N. First Avenue.
- 1925 — The Peter Cuccia block of stores is built near the southeast corner of Baldwin Avenue and Duarte Road.
- 1925 — Vosburgh Oil drilling endeavor unfortunately concludes there are no oil riches to be found on the land between Santa Anita and Second Avenues, near Live Oak Avenue.
- 1925 — A two lane concrete bridge is completed over the Santa Anita Wash replacing a wooden span. Construction causes temporary dislocation of a camp of hoboes located beneath the shelter.
- 1925 — Santa Anita Riding and Hunt Club is granted permission for a bridle trail up Santa Anita Avenue.
- 1926 — Arcadia now has 54 miles of paved streets.
- 1926 — Post Office moves into a new building at 106 N. First Avenue.
- 1927 — Southern Counties Gas Co. opens its Arcadia office on N. First Avenue.
- 1927 — Holly Avenue School is built.
- 1927 — Santa Anita Canyon Dam is completed.
- 1927 — Arcadia Rotary Club is formed.
- 1927 — Greater Arcadia Building and Loan Association is formed. A merger in 1950 brings Home Savings and Loan to Arcadia.
- 1928 — First community sunrise service is held on Easter at Mt. Oakwood, about one mile north of Double Drive.
- 1928 — The High School is completed for the unified Arcadia-Monrovia-Duarte District.
- 1928 — City Directory lists 13 dairies in the area, 3 blacksmith shops, a textile manufacturing company, as well as a jams and preserves manufacturing plant.
- 1929 — Clara Baldwin Stocker dies.
- 1929 — One of the earliest drive-in markets in the country, the Arcadia Drive-In Market, opens on the southwest corner of Huntington Drive and First Avenue.
- 1929 — Building at 53 E. Huntington Drive is completed as the home of the *Arcadia News* and the *Arcadia Journal*, two newspapers published by C. S. Howard. (In 1981 this building houses Postal Instant Press.)
- 1929 — Local YMCA is incorporated.



Looking north up First Ave., from just north of the Santa Fe railroad tracks, 1930. The "X" seen in mid-street marks the Pacific Electric crossing at St. Joseph St. The Queen City Club (which served meals) is located in the McCoy Building on the west side of the street. The W.F. Springer Furniture Co. is just a few doors south. On the east side of First Ave. note Graves Drug Store and a bank at the corner of St. Joseph St. — ARCADIA TRIBUNE

8

Busy Years 1930-1940

As Arcadia opened the decade of the 30's, large gaps of vacant land (some 1,300 acres of the Baldwin Ranch, the old Ross Field site and a tract between Santa Anita and Holly Avenues) testified that Arcadia was still a land where ranch and city met. By decade's end, much of that acreage would be developed and tourists and suburbanites would gradually replace the chicken ranchers of the 20's and the early 30's.

The salary cuts and layoffs of the Great Depression were felt in Arcadia as in the rest of the nation, yet development continued swiftly in the city throughout the years of individual hardship. The 30's were to be the decade of the NEW in Arcadia, and the first celebration came in February 1931 when the city joined in festivities with Monrovia and Pasadena to mark the formal opening of Huntington Drive and Colorado Boulevard through the old Baldwin Ranch grounds. The project was one of the last links in the completion of trans-continental Highway 66, and the enthusiasm of the celebrants was infectious. Wrote H. K. Moore, program chairman, in an open letter to the *Arcadia Tribune*:

Huntington Drive and Colorado Street! What a history you have! And what a transformation — from dusty country road with few bridges to this magnificent boulevard ... As a farmer, after his year's work, sits on his porch and contemplates his harvest, so the Greater Huntington Drive Improvement Association rests after seven years of unceasing labor. Labor, yes, but

well worth the effort, as this great boulevard stands as a monument to the unfailing loyalty and cooperation of improvement organizations all along the way. Starting at Washington, D.C., and crossing the continent in the most direct route without any right angled turns, it passes directly through Arcadia and ends at the shores of the blue Pacific in Santa Monica. Highway 66, "The Main Street of America," we salute you!

Arcadia was on the map, but it was to make the sports pages as well when early in the decade horse racing was again legalized in California. Rumors of a new Santa Anita racetrack were prevalent in the city as negotiations between land owner Anita Baldwin and track builder Joe Smoot became public knowledge. Anita's request for special city zoning and a license to operate under the name Los Angeles Jockey Club were approved by the Arcadia electorate in July 1932 and by August Mr. Smoot had begun excavation of Anita's 207 acre site along today's Coronado Drive. Grading for the track and concrete pilings for a grandstand were soon visible, but within eight months work was abruptly halted in March 1933 and Joe Smoot faded from sight. The promotion failed amidst hints of unpaid bills and Anita Baldwin was forced to abandon her project.

However, Arcadia did not lose its racetrack. With the advent of legalized horse racing, groups in both Northern and Southern California sought operating licenses from the new California Horse

Racing Board. In San Francisco, Dr. Charles Strub and associates secured the Board's first permit, but, unable to find a suitable racetrack site in the north they turned their eyes southward. In Los Angeles, Dr. Strub joined forces with Hal Roach's fledgling organization and began the difficult task of raising sufficient operating funds for their proposed Los Angeles Turf Club. "I literally went from door to door along with the help of Hal Roach (of the moving picture industry) and Hugh Blue and their supporters," remembered Dr. Strub. "We were bound to sell that stock." Eventually 200 shares at \$5,000 per share were sold, and a tract of 214 acres was purchased from Anita Baldwin to the east of the Smoot excavation. In March 1934 ground was broken for the city's new Santa Anita Park.

Construction progressed rapidly at Santa Anita with much of the labor force hired locally. Architect Gordon Kaufman designed the beautiful private Turf Club, clubhouse and grandstand and received an international award of merit for his efforts. Careful landscaping and floral displays further highlighted the park and were much admired by the near capacity crowd which welcomed Opening Day, Christmas, 1934. (Opening Day was changed to December 26 in 1937.)

Santa Anita Park was a success. Low attendance figures in the early weeks gradually swelled as turf writers and patrons alike praised track operations. Members of the Hollywood film colony frequented the track as well and certainly added to the attractions. More importantly, the Turf Club lured top-flight stables and horses to Santa Anita with fine accommodations and rich purses. The first Santa Anita Handicap (February 23, 1935) had a \$100,000 purse, the largest in the nation. In time, Santa Anita Park offered the first \$100,000 Derby, the first \$100,000 race exclusively for four-year-olds and the first \$100,000 grass course classic.

Horse racing would prove a boon to the city of Arcadia. In 1947, a track admission or head tax, initially 5 cents per person, was instituted by Dr. Strub in response to the city's increasing responsibilities in track related traffic control. A year later, another 5 cents was added for the city and earmarked for construction of a local hospital. Today the Santa Anita admission tax is 25 cents and all proceeds still accrue to Arcadia city coffers. Two fire stations, a \$40,000 snorkel truck, the new police station, the Arcadia Public Library and more have all been acquired with monies collected from track patrons.

Diagonally across from the east entrance to Santa Anita Park, at the intersection of Huntington Drive and Colorado Place, stood W. Parker Lyon's Pony Express Museum, a city attraction in

its own right. Lyon, founder of Lyon Van and Storage, had opened his first Pony Express Museum in a building on his Kewen Canyon homesite but in 1934 purchased six acres from Anita Baldwin and moved his collection of Western memorabilia to Arcadia. A 25 cent admission fee, collected at the "Crowd Eliminator" booth, deterred few visitors; where else, after all, could one view a whiskey glass filled to the brim with cigar butts left by General Ulysses S. Grant? Attractions at the Pony Express Museum included a Eureka-Nevada narrow-gauge locomotive and cars, stage-coaches, fire engines, rifles and guns, saddles, a fully-equipped Wells-Fargo office, a printing office, mining equipment, branding irons, stamps, slot machines, currency, clocks, signs, a bar room, an Indian room complete with arrowheads, tomahawks and human scalps, wooden Indians, pianos, hats and clothing, even a collection of chamber pots.

Hundreds of thousands of visitors toured the Pony Express Museum during its 20 year life span in Arcadia. W. Parker Lyon died in 1949 and although his son inherited the museum, it closed in 1955. As reported by the *Arcadia Tribune*, the city landmark "turned out to be a mobile thing, one to be picked up and carted off. And carted off, above all things, to one of those somewhat Jezebelish cities of Nevada — Reno." The new owner of the more than one million museum artifacts was nightclub entrepreneur William Harrah. The new occupant of the Pony Express Museum site would be the Ramada Inn.

Arcadia's first motel, the Santa Anita Motor Inn, was constructed in 1937 near the Pony Express Museum on the north side of Huntington Drive to help accommodate increasing numbers of city visitors. Restaurants multiplied as well during the decade as the new through-highways funneled travellers across town. The Pines Cafe, Walkers Bar-B-Que and The Derby were all located on Huntington Drive; in 1939, Herbert's Cafe on South Anita Avenue, Carpenter's Drive-In and Eaton's Restaurant and Drive-In were opened for business. In 1941, Eaton's added a \$100,000, sixty-unit motel to the city's list of accommodations.

The face of Arcadia was changing and perhaps nowhere was that more evident in the 30's than on the old Ross Field (Balloon School) site. Ross Field was to be transformed from an eyesore into a magnificent park before the decade's end and at no cost to the city of Arcadia. The mechanics involved were prodigious. First, legislation (introduced in Congress by Representative John Hoeppel who lived in Arcadia) was required to authorize the War Department to sell the 185 acres back to Los Angeles County (for \$55,655 or about \$300 an

acre); secondly, the County, required by law to use the land only for recreational purposes, found it necessary to apply to the new Works Progress Administration for development and construction funding. Ground breaking came February 10, 1936, and over the next two and a half years WPA hand labor built tennis courts, lawn bowling greens, a swimming pool and bath house, picnic grounds, a baseball diamond with stone bleachers and an eighteen-hole, Ralph Brooks-designed golf course. Some \$625,000 federal dollars were eventually expended on the Santa Anita Regional Recreational Center (later to change its name to Arcadia County Park), and in the estimation of most users, it was money well spent.

In a decade when the boundaries between ranch and city were being increasingly dissolved, the year 1936 was a benchmark — a year when not only Ross Field but the old Baldwin Ranch itself were launched onto paths of rapid transformation. In 1936, Anita Baldwin sold the remaining 1,300 acres of the Ranch (excepting only her 19-acre Anoakia homesite) to a real estate syndicate headed by Harry Chandler of the *Los Angeles Times*. Included in the purchase was all previously unsold land north from the Pacific Electric tracks near Huntington Drive to Colorado Boulevard and from the rear line of the Santa Anita Avenue properties west to Michillinda Avenue.

As the Baldwin influence faded in Arcadia, so too did Anita's reservations about opening the Ranch to strangers. Through the late 30's and into the 40's Chandler's Rancho Santa Anita Inc. began to rent the picturesque Baldwin Lake and surroundings to motion picture companies willing to venture off the studio back lot. Perhaps a precedent had been set years earlier in 1909 when the Selig Company had put Arcadia in film history with its movie "Heart of a Race Tout," the first film completely made in California. "Heart of a Race Tout" used Lucky Baldwin's Santa Anita Park (racetrack) for location shooting. Thirty years later former Baldwin acreage again appeared on film.

"Vivacious Lady" and "Mr. Deeds Goes to Washington" were shot in part at the old Santa Fe depots; the Marx Brothers' "A Day at the Races" utilized the new Santa Anita Park; and some 90 or more other productions used Ranch lands for at least a portion of their filming. A sampling of feature film and television serial titles from 1937 to 1980 includes: "Buccaneer" (Frederick March), "Straight, Place and Show" (Ritz Bros.), "Devil's Island" (Boris Karloff), "On the Road to Singapore" (Bing Crosby, Bob Hope, Dorothy Lamour), "Safari" (Douglas Fairbanks Jr.), "African Queen" (Humphrey Bogart, Katherine Hepburn), "No-

torious" (Ingrid Bergman, Cary Grant), "Wake of the Red Witch" (John Wayne), "High Noon" (Gary Cooper), numerous "Tarzan" films, and television segments including "Jungle Jim," "Daniel Boone," "Lassie," "Sea Hunt," "Mission Impossible," "The Six Million Dollar Man," "Roots II" and "Fantasy Island."

Arcadia experienced a growth spurt in the latter years of 1930's. "New buildings, new businesses, public improvements and home construction were almost daily items of news," wrote Gordon Eberly. Subdivisions were opened in almost all sections of town, from the moderately priced homes (approximately \$3,900) east of the Santa Anita Wash and north of Colorado Boulevard to the more exclusive, beautifully landscaped homes of the Santa Anita Oaks. From the acreage acquired by Rancho Santa Anita Inc. came several residential districts developed over a period of years, but ultimately encompassing a large segment of the northern part of Arcadia. Residences in Santa Anita Village, Rancho Santa Anita, the lower Rancho, Santa Anita Gardens and the Colorado Oaks subdivisions all occupy what had been the last of the Baldwin lands.

Arcadia was increasingly a community of homes, and moreover, a community of white home owners. In 1939 the Arcadia Chamber of Commerce adopted a plan, then perfectly legal, to restrict the occupancy of property in the city to the Caucasian race only. Each property owner was asked to sign a written agreement pledging his cooperation in keeping the city "unexposed" and property values correspondingly high. More than 90 percent of Arcadians signed this agreement. The United States Supreme Court later declared such racial restrictions unconstitutional.

If Arcadia succeeded at this time in preserving its racial boundaries, it was notably less successful in controlling Mother Nature in the turbulent 30's. The Long Beach earthquake of 1933 was felt in Arcadia but caused no serious damage. Rather, it was freeze and flood that would wreak havoc in the closing years of the decade. From January 20th through the 25th, 1937, a cold wave kept city temperatures in the low twenties; a year later at the end of February 1938 five days of unceasing rain spelled new disaster. Gordon Eberly wrote graphically of those tense days, first of freeze, then of flood:

Citrus growers kept their orchard fires burning constantly. After running out of fuel oil that could not be replenished, many gathered up old rubber tires as fuel. These gave off a heavy black smoke that hung over the land for several days, permitting no sunshine to penetrate. As a result, the

days remained almost as cold as the nights. Orchard losses were disastrous to many growers. Heavy losses were also sustained by homeowners whose household goods were damaged by the smoke that filled their homes. Merchandise stocks suffered loss and stores advertised reduced prices on smoke damaged goods. About the only beneficiaries were cleaning establishments.

Mother Nature seemed to be in an unrelenting mood in this period of the late 30's. Not satisfied with earthquake and freeze it was now to be a disaster of a different kind. Beginning at the end of February in 1938, and storming without letup for five days, the city received the heaviest rainfall in the memory of its oldest inhabitants. The reservoir behind the Santa Anita dam became full; the gates would not carry the flood of water that poured down the mountains and soon a waterfall many feet above the top of the dam was turning the wash below into a roaring torrent.

The report spread that the dam could not hold. The Arcadia police gave warning to every family living within four hundred yards of the wash to move to higher ground. Friends and relatives from far and wide frantically called to learn the fate of those living in the threatened area. The rush of water from the dam to the floor of the

valley below caused great boulders to go rolling down the stream bed. First the Pacific Electric bridge went out; then the water threatened to engulf the Huntington Drive bridge. Next the Santa Fe bridge broke and left the tracks suspended without support above the angry waters. Traffic of every kind came to a stop. The city was practically isolated, without even telegraph service.

At the lower edge of the city the banks of the Santa Anita began to crumble and several houses fell into the water. The stream jumped its banks above Duarte Road then flooded the ranches along Eighth Avenue for a considerable distance before returning to its bed. Poultry houses and poultry were swept away; yards and gardens were buried under a bed of sand . . . Even the Little Santa Anita Wash threatened disaster along its way. It broke its banks at Santa Anita Avenue and poured its waters down through the streets and yards below, causing considerable damage. The stream that raced down First Avenue threatened to flood the stores. All day long on March 1 the downpour continued with cloudburst fury; then about 5 o'clock it began to slacken and finally stopped.

The five-day rainfall left over fifteen inches of water in the rain gauge at the city wells — more than has been recorded in many entire years. What more could happen? War loomed on the horizon.



Business section of 1000 block of S. Baldwin Ave. in West Arcadia shows the excellent range of facilities available in the early 1930's: a feed and poultry supply store, a sandwich and soda fountain, a jeweler, a real estate office and more. — ARCADIA TRIBUNE



Arcadia Police Department, April 17, 1932. Pictured on motorcycles left to right: Jack Stine, Grady Pardue and Donald Ott. Standing left to right: Ross Cayer, Leo Bertolina, L. Jack Richards, Henry Haines and Paul Edwards. In background is Jim Nellis, Fire Chief.



Elaborately decorated Tally Ho seen ready for a Tournament of Roses Parade in Pasadena, 1936. Pictured left to right: driver Ray Steele, next not identified, Mrs. Lewis McLean. Second seat: Mrs. Charles Willey, Mrs. Babs Ainsworth Corby. The man standing beside the Tally Ho is Albert Daniels. Others in Tally Ho: Mrs. James Griffitts, Mrs. Albert Daniels, Mrs. August Kaskal and Mrs. Charles Beery. — MRS. BABS AINSWORTH HAWKINS



Panorama of Huntington Dr. looking west, circa 1930. The *Arcadia Journal* occupied the Art Deco building on the north side of the street. The Arcadia Presbyterian Church shown here on the northeast corner of Santa Anita Ave. and Huntington Dr. was physically moved in 1934 to First Ave. and Alice St. Home Savings and Loan now occupies the corner where the Drive-in Market is shown. Just east of Santa Anita Ave. on the south was Tuttles' Confectionary. (Laurene Tuttle became a Broadway and Hollywood actress of considerable stature.) — WILLIAM ORR



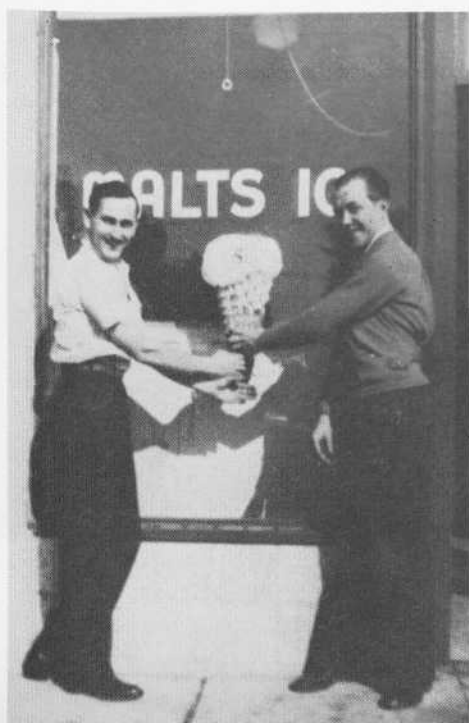
Members of Glenn Dyer Post of the American Legion Drum and Bugle Corps march in Armistice Day Parade, 1934. They are seen here at intersection of First Ave. and Huntington Dr. — ARCADIA TRIBUNE (LEFT) Handsome Art Deco building was constructed in 1930 at 53 E. Huntington Dr. as the newspaper plant for the *Arcadia Journal*. Today it houses Postal Instant Press.



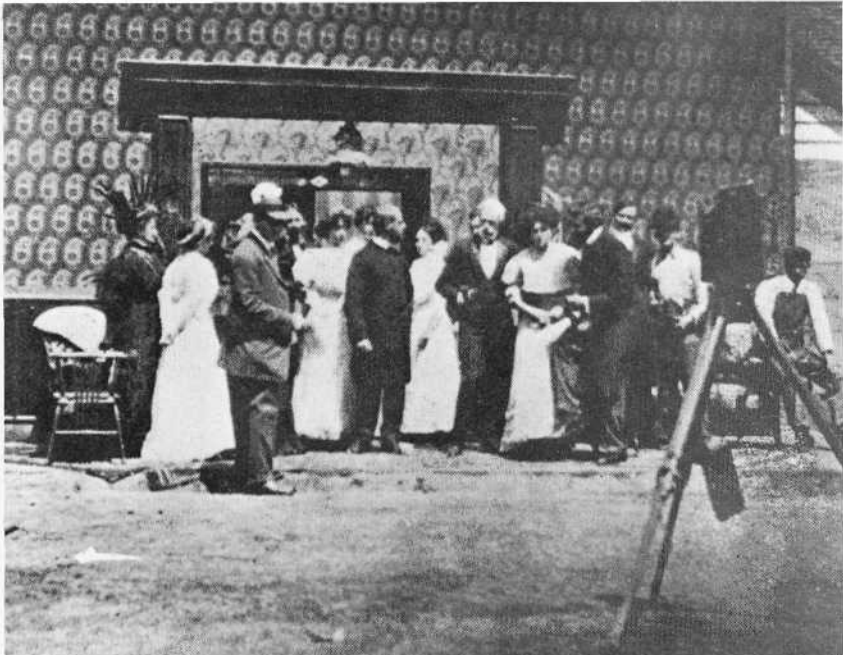
(LEFT) The original Derby Restaurant when it was owned by Otto Petersen, circa 1936. Former resident Phyllis Walker described it as "a very picturesque spot with dining outdoors as well as in — the 'in' place to go in Arcadia." — WALKER FAMILY



Students in crepe paper costumes ready for a play being presented at Holly Avenue School, circa 1933. The only student identified is Myrtle Van Houten, fourth from the left in the front row. — VERA VAN IWAARDEN



Bob Merget on left and helper Torval Yates pictured in front of Merget's Malt Shop, 111 E. Huntington Dr., 1935. It was a tradition that on the first day of summer, free cones were given to all youngsters. Once in a while a child would get back in line after carefully wiping away the evidence. — WALKER FAMILY



Cast and production crew of moving picture "Heart of a Race Tout" made by the Selig Co. in 1909. All of the race scenes were taken at Baldwin's Racetrack. This was the first film made entirely in California, a fact that earns Arcadia a place in the history of motion pictures. An unsuccessful effort was made to locate a print of this film in all major film archives. — ACADEMY OF MOTION PICTURE ARTS AND SCIENCES



This representation of a crash scene from an Antarctic expedition was a movie location created in what is now Arcadia County Park. Ray Ramuz, who lived directly opposite, said the snow and glaciers were created with bleached cornflakes.

— RAMUZ FAMILY

Cary Grant and companion talk across table (beside the lake at the Arboretum) with Ingrid Bergman and Claude Rains. From the movie "Notorious," an R.K.O. release, 1945.





Bing Crosby and Bob Hope stroll past the Baldwin Adobe, redesigned to have an appropriate appearance for the movie "On the Road to Singapore," a Paramount release, 1939.



Douglas Fairbanks and Madeleine Carroll on small stern wheeler seen here on lake at the present Arboretum. From the movie "Safari," a Paramount release, 1939.

Tarzan (Johnny Weissmuller) and Jane (Brenda Joyce) rest on their bamboo raft on the lake at the Arboretum. From the movie "Tazan and the Huntress," 1946.





Wells Fargo & Co Express

WILD WEST
WELLS FARGO & CO EXPRESS
W. PARKER LYON
RELIQS "1849"
PONY EXPRESS MUSEUM

Built from the Old
Mining town of Bear Valley
ONTAINS
000,000
OLDFATHERS &
OLDFATHERS
OLD RUSH TO CALIFORNIA

WELLS FARGO
PONY EXPRESS

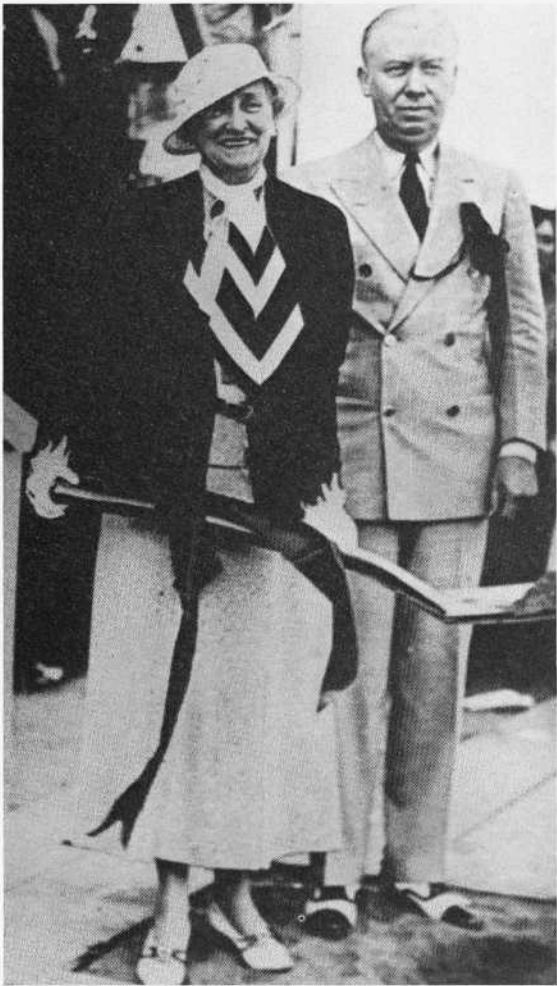
SHERIFF'S OFFICE



(LEFT) This entrance to the Pony Express Museum became a familiar sight to thousands of visitors. The Museum, opened in 1935, was located at the "Y" of Colorado Pl. and Huntington Dr. for about 20 years. — MRS. T. BROOK TOWNSEND (ABOVE) View of one of the rooms filled with artifacts of the early west at the Museum. — MRS. T. BROOK TOWNSEND



W. Parker Lyon and unknown assistant seen in driver's seat of stagecoach at the Pony Express Museum. — MRS. T. BROOK TOWNSEND



Anita Baldwin and Joe Smoot, who developed Hialeah Park in Florida, as they turn ceremonial spadeful of soil for their projected racetrack in Arcadia, 1932. A great amount of money was spent and considerable earth-moving work was accomplished before Mr. Smoot left Arcadia and the project was discontinued. (BELOW) Looking west over newly completed Santa Anita Park built by Dr. Charles Strub and associates. Located east of the Smoot/Baldwin effort, the track was completed and opened in December 1934. — ARCADIA POLICE DEPARTMENT





Santa Anita Park as it appeared in August 1939. — BERTOLINA FAMILY



Pacific Electric cars awaiting Santa Anita Park patrons, circa 1939. Passengers boarded on Huntington Dr. near today's Civic Center. — BILL MYERS COLLECTION

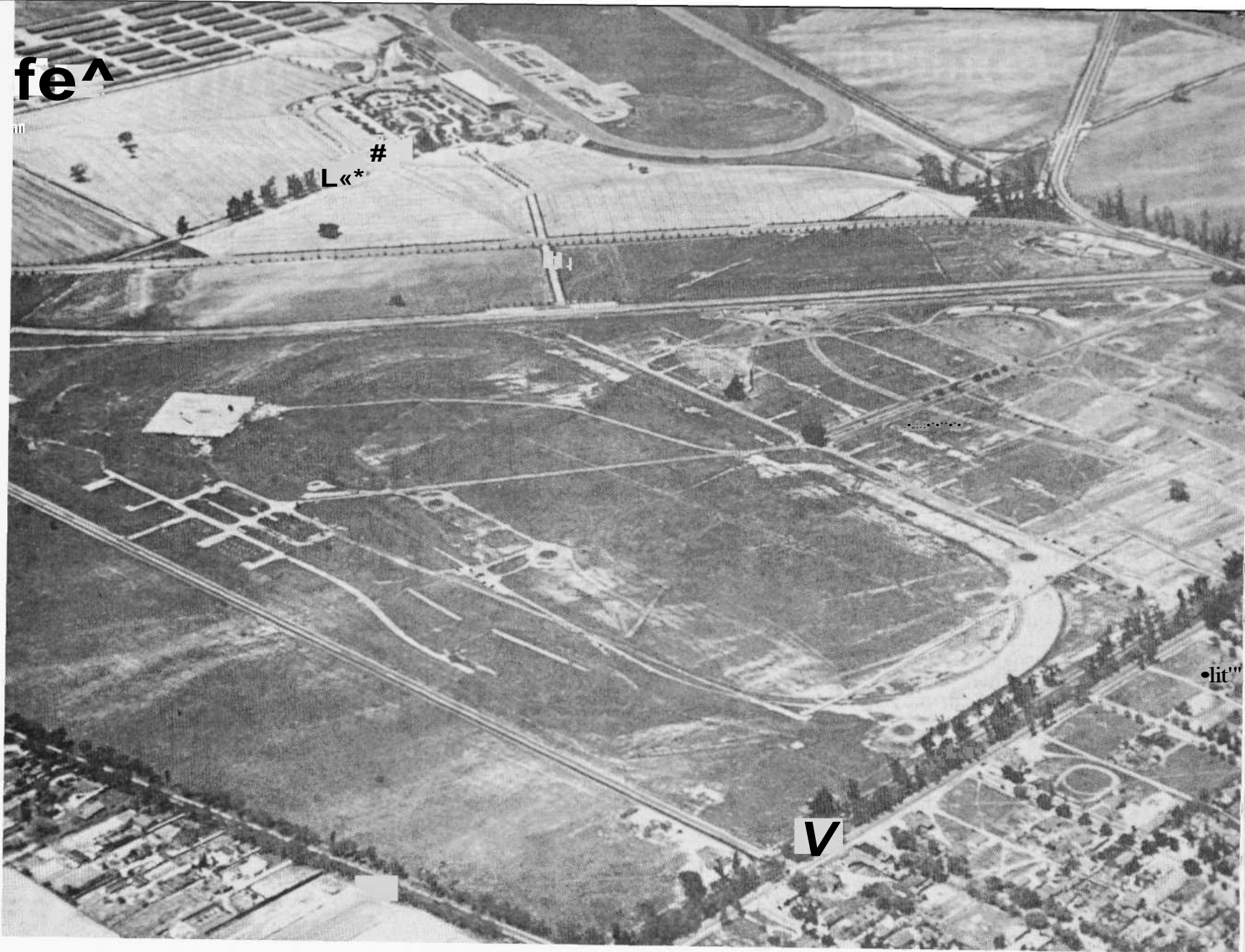


Off-loading of Santa Anita-bound race horses, late 1930's. The Pacific Electric train dock seen here was located in a portion of what today is the south parking area of Fashion Park. — HAROLD STEWART



Racing at Santa Anita Park, circa 1940.

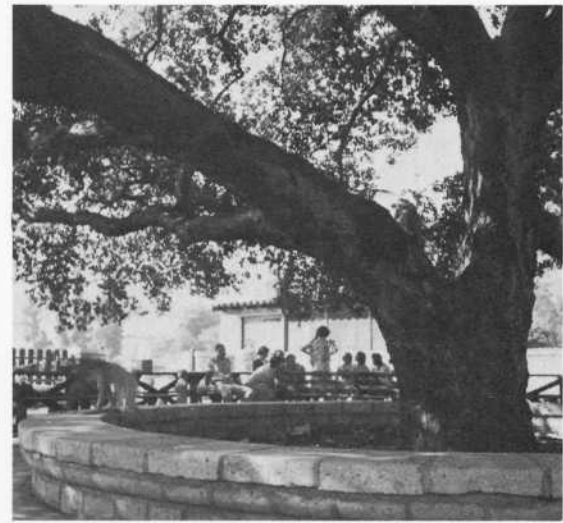
George Woolf up on Seabiscuit, circa late 1930's. These two greats of the thoroughbred racing world thrilled race fans at Santa Anita Park and at tracks across the country. Jockey George (Iceman) Woolf bought the Derby Restaurant (see page 131) in 1938 and continued as proprietor for years. — CALIFORNIA THOROUGHBRED BREEDERS ASSOCIATION



Copied from a newspaper photo of 1936, this view shows the remains of Baldwin's original track that opened in 1907 and the present Santa Anita Park. Duarte Rd. is seen in lower left portion of photo and Santa Anita Ave. is just to the east of the Baldwin oval. This was taken just before work on the County Park began. — ARCADIA NEWS POST



Looking north across Arcadia County Park while bleachers at ballfield are still under construction, circa 1937. The building on the right appears to be the bath house for the pool. Directly north and just to the right of the eucalyptus trees can be seen the back of the Pony Express Museum. — LOS ANGELES COUNTY PARKS DEPARTMENT



Three views of Arcadia County Park, 1937. Statue in left photo is of the Hugo Reid family. The monument was executed by Preston L. Prescott and made possible through the joint co-operation of the W.P.A. Federal Arts Project and other local County groups. The other scenes show some of the facilities available at the park.



Newly completed golf course at the County Park, 1938. Par is 70 for men and 79 for women; course record is 61. The course was designed by Ralph Brooks. — LOS ANGELES COUNTY PARKS DEPARTMENT



Looking east on Norman Ave. toward Santa Anita Ave., November 1936. This was part of the Baldwin Stocker Acres development and shows the houses near completion.



Looking west on Huntington Dr. from a position just beyond First Ave., 1938. City Hall is seen on the northwest corner with its entry on First Ave. Arcadia Drive-in Market is on opposite corner. Building just west of City Hall was built as a newspaper office. — THE HUNTINGTON LIBRARY, SAN MARINO (LEFT) Carl Kophamer's road-side stand near Las Tunas Dr. and Santa Anita Ave. Opened in 1939, the stand grew in popularity until the job of corn-girl or corn-boy (salesman) was eagerly sought after by young people. — BARTON FAMILY



Graduation exercises at Arcadia Grammar School, 1935. Structural reinforcement work shown here was performed following the Long Beach earthquake. — RAMUZ FAMILY





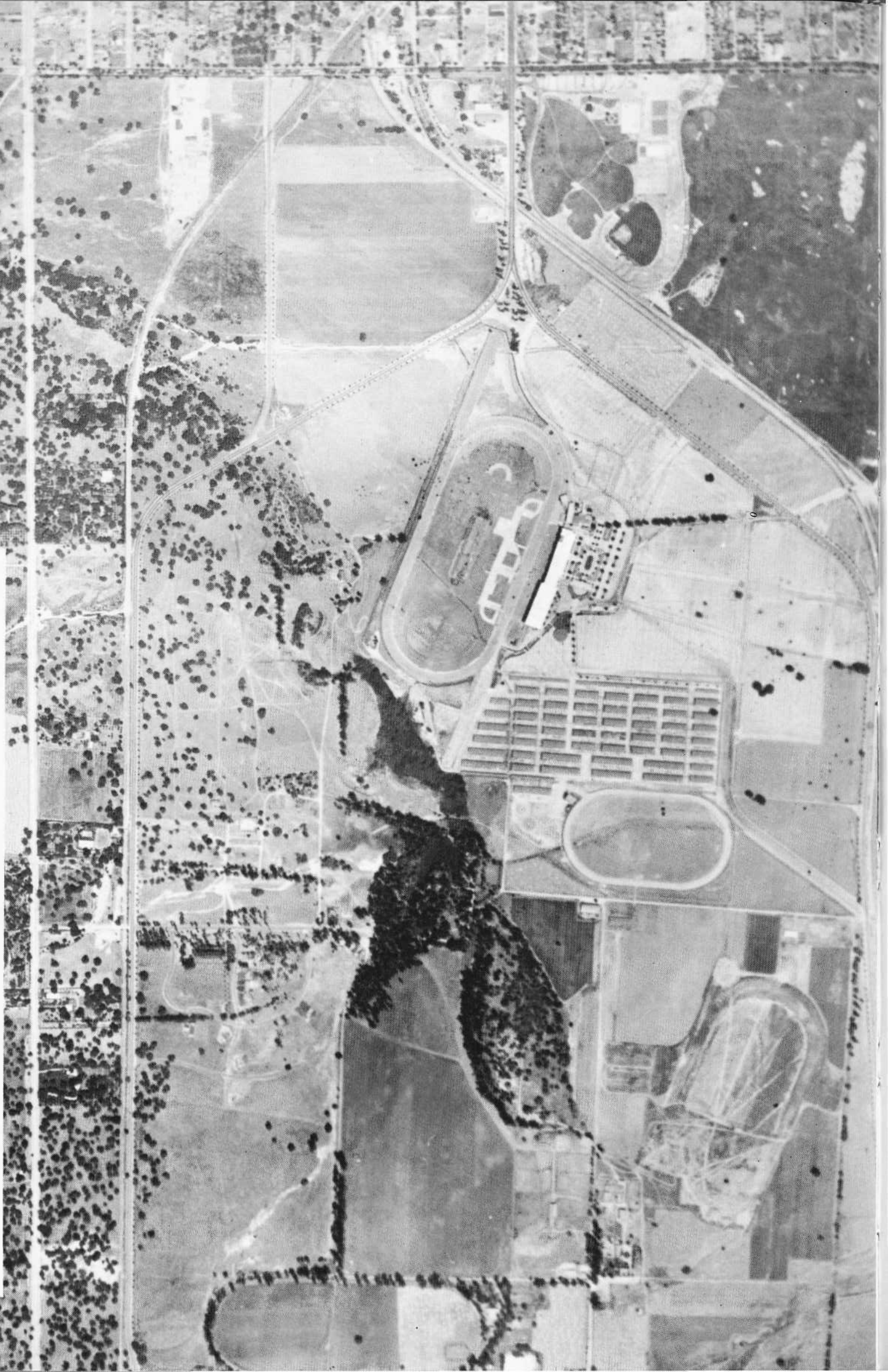
Looking east from intersection of Colorado Blvd. and Michillinda Ave. to Eaton's Motor Inn, Restaurant and Drive-in. This popular dining place opened in December 1939 and closed in September 1969.

Carpenter's (Santa Anita) opened in November 1939 at the junction of Huntington Dr. and Colorado Pl. and quickly became a popular drive-in.



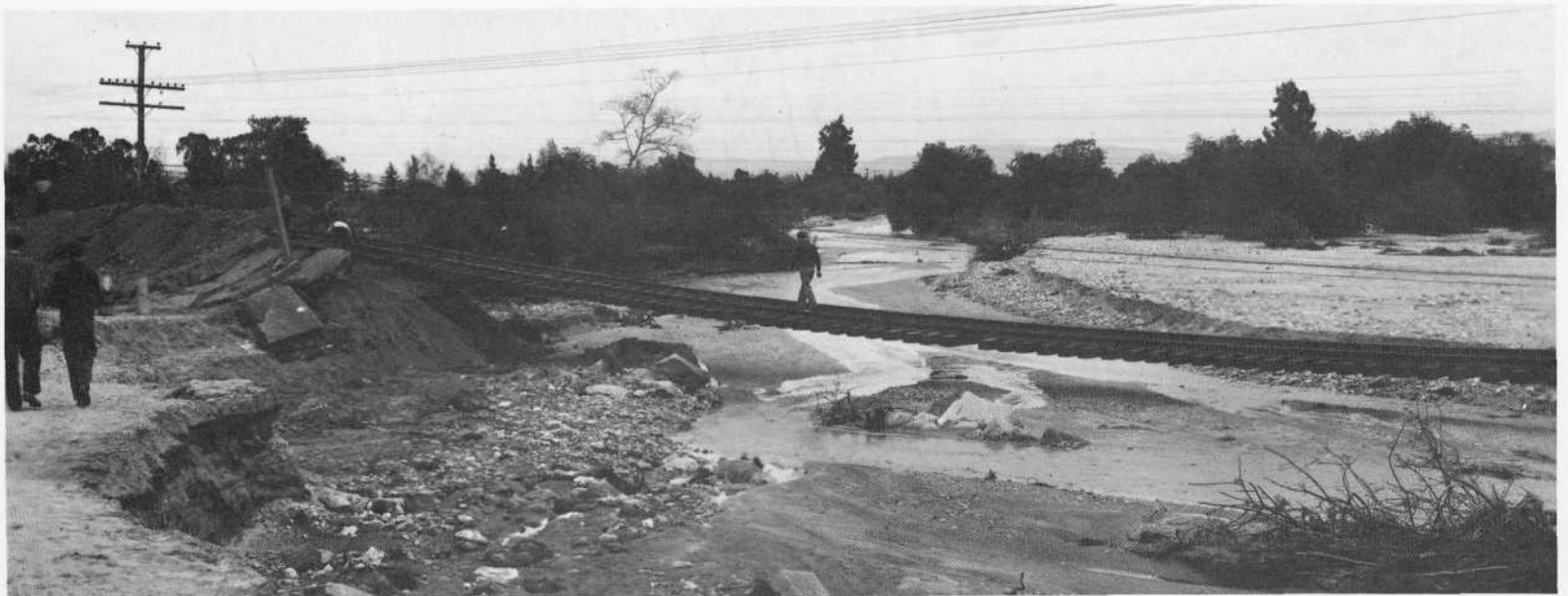
Santa Anita Motor Inn opened in 1938 at 101 W. Huntington Dr. and was in use until December 1973. Dr. Robert Winter, noted authority on architecture, considers it a fine example of the Moderne Style and deplors its passing.

This aerial photo is worth struggling over because it shows so much of Arcadia in June 1938. Street on extreme left is Michillinda Ave. The track adjacent to it is a training track built by E.J. Baldwin. In lower left are the contours left from the earth work contracted for by Anita Baldwin and Joe Smoot for their proposed track. Next oval (just to left of center) is La Chiquita, a training track for Santa Anita Park, and next to it, the complete facility of Santa Anita Park. E.J. Baldwin's original track was located in the County Park area lower right. — ARCADIA POLICE DEPARTMENT

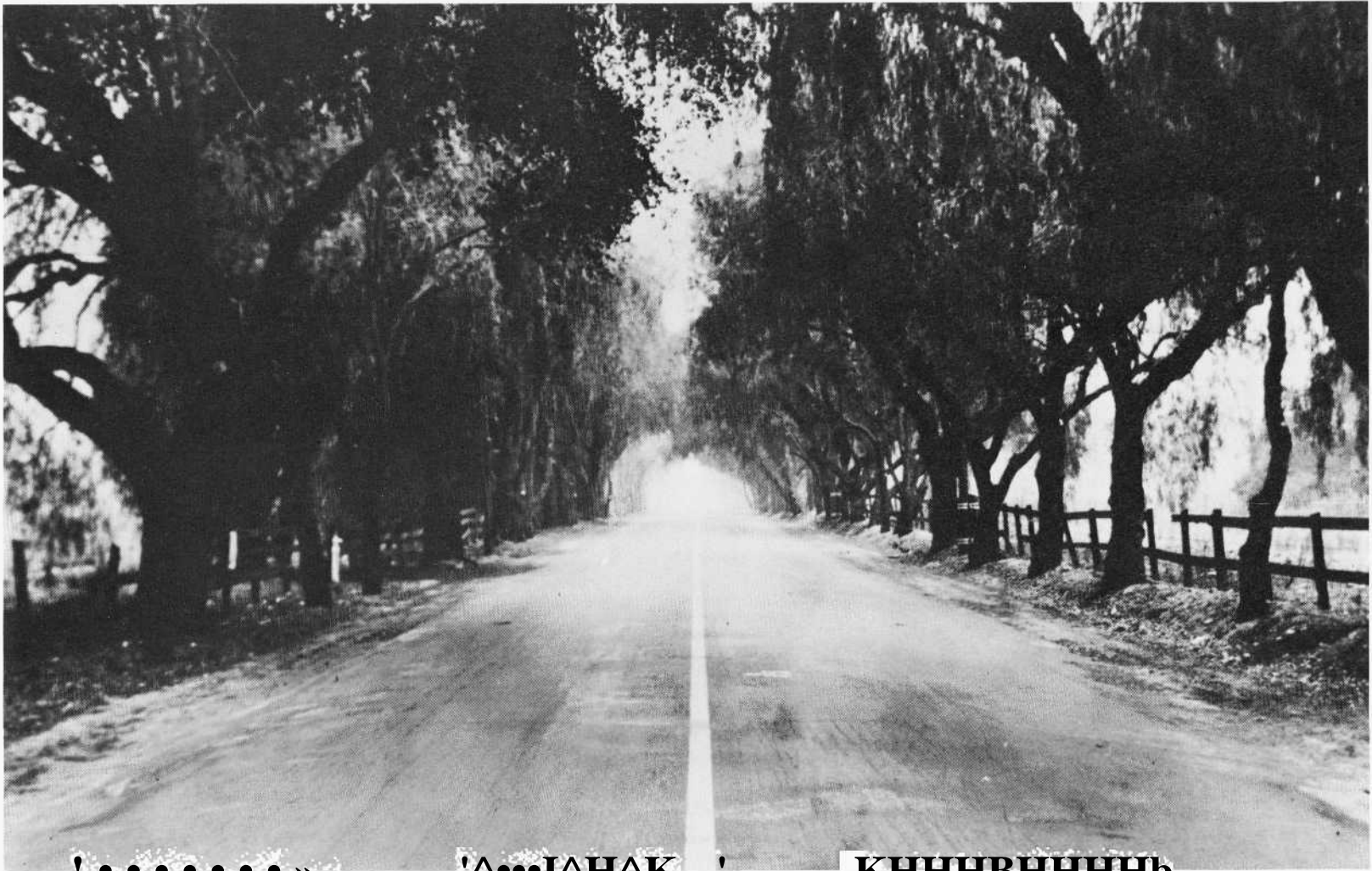




Flooded intersections, like this one at Baldwin Ave. and Duarte Rd. in the 1930's, followed almost all heavy storms. Flood control channels were built in later years to take care of run-off.



Big Santa Anita Canyon Wash following torrential rains, March 1938. This photo, taken from Huntington Dr. looking north, shows about 300 feet of Santa Fe tracks left in midair. — LOS ANGELES COUNTY FLOOD CONTROL DISTRICT



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View through archway of pepper trees that was typical of many of the streets at this time, circa 1930's. This particular street is not identified but may be Duarte Rd.

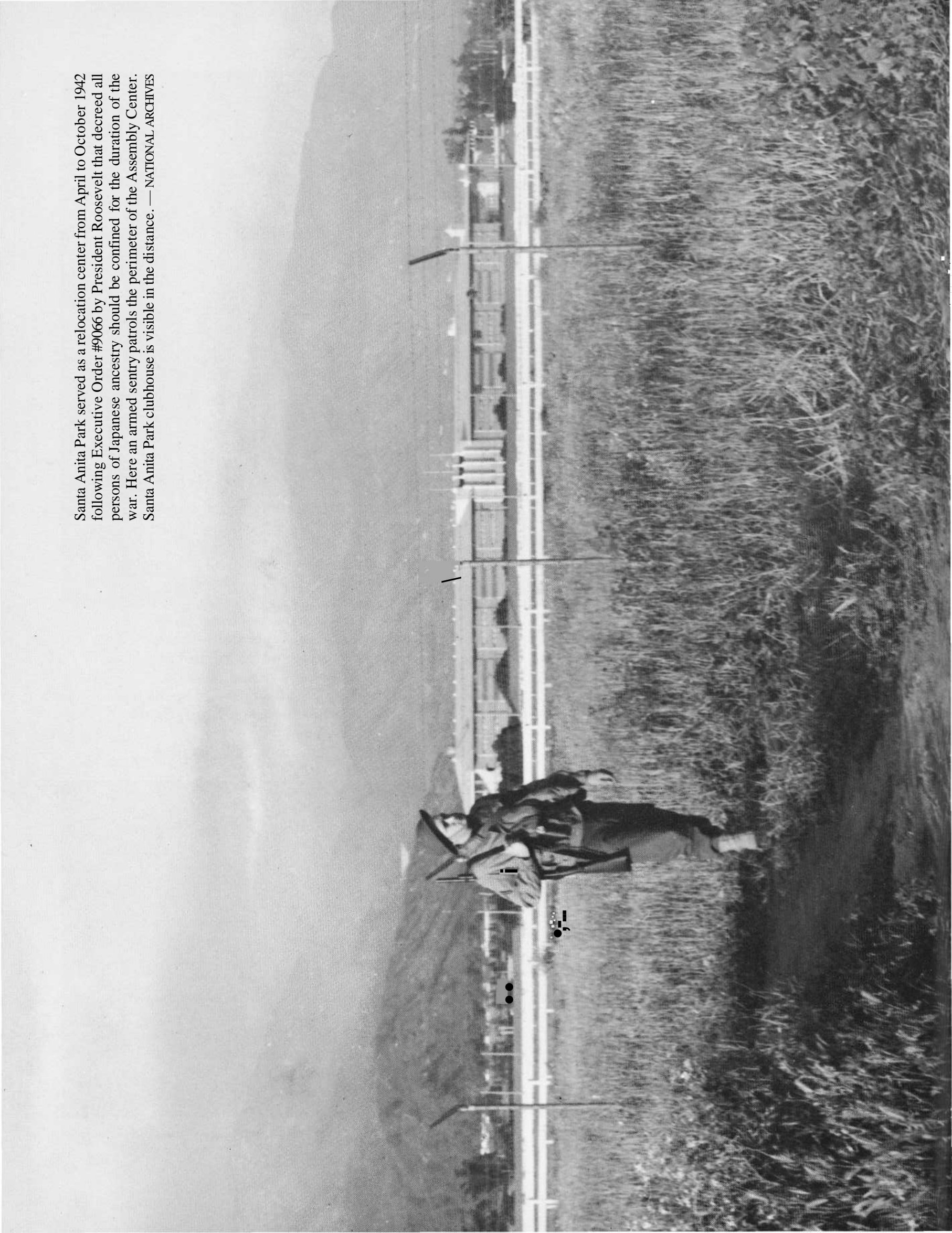


A parade in 1939 apparently on Santa Anita Ave. The Queen and her court are unidentified. — RAMUZ FAMILY

CHRONOLOGY - CHAPTER 8

- 1931 — (February 26) Huntington Drive opens through to Pasadena and Monrovia.
- 1931 — Arcadia Council of PTA is organized.
- 1931 — The Arcadia Welfare and Thrift Shop opens. As increasing numbers of Dust Bowl victims come through Arcadia in the mid 30's, the Shop will work hard to give assistance, gathering food and clothing for relief.
- 1932 — The Arcadia station of the Southern Pacific closes, ending service that began 30 years earlier.
- 1932 — (July 26) Arcadia votes to resume horse racing. Two hundred and seven acres are zoned to permit the building of a track. Joe Smoot, developer of Hialeah Park in Florida, joins Anita Baldwin in the project.
- 1932 — The main Fire House on Wheeler Street opens as part of the Civic Center complex.
- 1933 — The Chantry Flats road into the San Gabriel Mountains is completed as a public works project.
- 1933 — Arcadia Community Fund is established.
- 1933 — Local chapter of Sierra Guild is established.
- 1933 — Anita Baldwin and Joe Smoot break their agreement and work on the racetrack stops.
- 1934 — William Parker Lyon moves his Pony Express Museum to six acres of land at the intersection of Huntington Drive and Colorado Boulevard.
- 1934 — (March) Work begins on a racetrack again, this time on 210 acres bounded by Colorado Boulevard and Huntington Drive and the old southern entrance to the Ranch (later to become Baldwin Avenue).
- 1934 — (December 25) Santa Anita Park opens for racing.
- 1935 — The Catholic Church of the Holy Angels is organized.
- 1935 — First Arcadia Girl Scout troop is established.
- 1935 — The Fleeta apartment complex is built on Santa Anita opposite the County Park.
- 1936 — Work begins on the County Park on the former site of Ross Field.
- 1936 — A group headed by Harry Chandler purchases 1300 acres from Anita Baldwin. The corporation, named Rancho Santa Anita, will develop the lands over a period of years.
- 1936 — The United States Forestry opens a facility on ten acres on North Santa Anita Avenue.
- 1936 — Arcadia Coordinating Council is established.
- 1937 — Santa Anita Motor Inn is built on Huntington Drive.
- 1937 — Arcadia Children's Clinic is organized. The present Child Health Council carries this work forward today.
- 1937-39 — Water resources are secured with the purchase of water rights of Rancho Santa Anita Corporation and settlement with Pasadena over the amount Arcadia could draw from the Raymond Basin
- 1938 — (July 4) The County Park is dedicated.
- 1939 — Eaton's Restaurant and Drive-In opens.
- 1939 — Carpenter's Drive-In opens.
- 1939 — Ben Franklin Variety store opens.
- 1939 — Arcadia's well-defined business districts contain more than 250 separate businesses.

Santa Anita Park served as a relocation center from April to October 1942 following Executive Order #9066 by President Roosevelt that decreed all persons of Japanese ancestry should be confined for the duration of the war. Here an armed sentry patrols the perimeter of the Assembly Center. Santa Anita Park clubhouse is visible in the distance. — NATIONAL ARCHIVES



9

The Home Front 1940-1950

Arcadia in the 1940's was in many respects a microcosm of current national events, the decade split rather evenly between the demands of war and the subsequent years of post-war boom. Arcadians had voted 3,127 to 2,162 for Wendell Wilkie in the 1940 presidential election, but it was to President Franklin Roosevelt that they turned on the "day that will live in infamy," December 7, 1941. The Japanese had bombed Pearl Harbor: the United States was launched into World War II.

On February 19, 1942, President Roosevelt signed Executive Order No. 9066 authorizing the Secretary of War to designate military areas within the United States and to exclude from those areas "any persons whose presence was deemed prejudicial to the national defense." In March, it was announced that the western portions of Washington, Oregon, and California were military areas from which all people of Japanese ancestry, alien and citizen alike, were to be excluded. A War Relocation Authority was established to conduct the removal of the Japanese from their homes to temporary assembly centers where evacuees would be quartered until interior relocation centers were built.

Wherever possible, assembly centers were set up at racetracks (horse racing was suspended for the duration of the war) and at fairgrounds to take advantage of the adequate space and availability of water and electrical power. Santa Anita Park was taken over by the War Department, and by the end of April 1942 some 400 buildings were erected there. The 420 acre camp was divided into seven

districts, then into individually numbered barracks, thus giving each family an address. Overall living space was quite limited: a typical unit of two rooms, 20 by 8 feet, housed a family of two to three people; four rooms, 20 by 12 feet, housed four to six people. Each resident was issued an Army-manufacture bed, one blanket and one straw tick. Each room was allocated one 40-watt light bulb. Toilets, one writer noted, consisted of "ten seats lined up; hard, fresh-sawed, un-sandpapered wood; automatic flushing about every fifteen minutes" The entire complex was surrounded by barbed wire and spaced lookout towers with armed guards. At night, searchlights were constantly played over the camp.

By June 1, the population at Santa Anita reached its capacity at 18,527, twice the size of Arcadia. A city within a city was created, with a Japanese-run post office, fire department, hospital, dental clinic and personnel office (jobs ranged from clerical positions to recreation and maintenance workers; some 2,200 people worked in the Mess Hall section alone). The Arcadia Bank of America maintained a separate branch at Santa Anita three days a week, and volunteer teachers conducted regular elementary and high school classes for Japanese youngsters. Entertainment included sports participation (baseball was the favorite), movies, concerts, dances, games, even Boy Scouts. The Santa Anita *Pacemaker*, a six page newspaper staffed entirely by Japanese, came out twice a week with camp news and calendars of events. The Japanese internees purchased their share of

war bonds; many families had relatives serving in the United States Armed Forces; Santa Anita even had an American Legion Post with 29 veterans who had fought with the Allies in World War I.

Processing was inevitable, however, and by the end of October, every Japanese family had been relocated to a "secure" interior camp. By December 1942 Santa Anita Park was reconverted for use as an Army ordnance training center under the command of Brig. General B. W. Simpson. The area around the barracks now housed tanks and other vehicles, while the clubhouse became an Officers Mess and the grandstand entranceway an enlisted men's service club. Nearly 20,000 soldiers were assigned to Camp Santa Anita to undergo training as ordnance technicians.

In an effort to entertain and assist the military personnel stationed in Arcadia, a USO center was established in the city, first on Wheeler Avenue, then later in the more commodious Woman's Club on First Avenue. Possession of the building was taken in March 1943 "for the duration plus three months thereafter," and in short order, the Club's foyer became a reception room and letter-writing area, the auditorium a dance hall and the solarium a game room. A Courtesy Center was maintained in the rear of the Wheeler Avenue building to aid service men and their families, while the front of the building at 34 Wheeler was given over to the city's ration board office. Arcadians, as other Americans during the war years, were issued ration coupons to purchase gasoline, tires, coffee, sugar, meat, canned goods and many other everyday items. Victory Gardens sprang up everywhere, scrap metal was saved for the war effort and everyone huddled close to their radios for news of a change in tide.

The population at Camp Santa Anita declined as troops were sent overseas, and in its third and final phase of use, Santa Anita Park housed 2,000 German and Polish prisoners of war. By June 1944 the war was winding down, and the government prepared to return the versatile property to the Turf Club. A year later, peace was at hand, and a weary, proud populace joined in celebration.

The war was over; the post-war boom awaited. Hal Roach, longtime newspaperman in Arcadia, said in an interview, "When we arrived in 1940 there were 9,100 people in Arcadia, and, I always claimed, there were nine million chickens. It was a chicken-raising town. If you wanted anything politically in Arcadia, you had to be in good standing with the Arcadia Chicken Breeders Association or you couldn't get to first base." By 1950, the population of Arcadia was 23,041, more than two and one-half times the 1940 figure, and

the power of the chicken ranchers was nearing its end.

New businesses opened in Arcadia to match the burgeoning population growth. Edwards Santa Anita Theater (later known as Cinemaland) celebrated its grand opening at the intersection of Huntington Drive and Colorado Place in 1942 before the exigencies of war temporarily halted new city construction. Following the war, however, commercial establishments moved quickly to bridge the gap. A city summary of the year 1947 noted over \$8 million dollars of construction started in that one year alone, including some 650 homes and 35 commercial structures. The Music Mart, which opened in 1947, was a treasure trove of records, sheet music, and rental instruments, besides offering classes in musical instruction and the convenience of a Mutual Ticket Agency. In 1948, J. C. Penney's became the first large store to locate in Arcadia when they opened on South Baldwin Avenue. Another young business, launched in a quonset hut in 1948, became a success story beyond the dreams of the two men, Henry North Jr. and Carl Dumbarton, who started it. The company was Arcadia Metal Products, and they manufactured and installed Arcadia Glass Doors — a name that would become a noun, much as did those of Kodak and Frigidaire. The company prospered phenomenally, and their achievements were noted in a *Fortune* magazine article in later years.

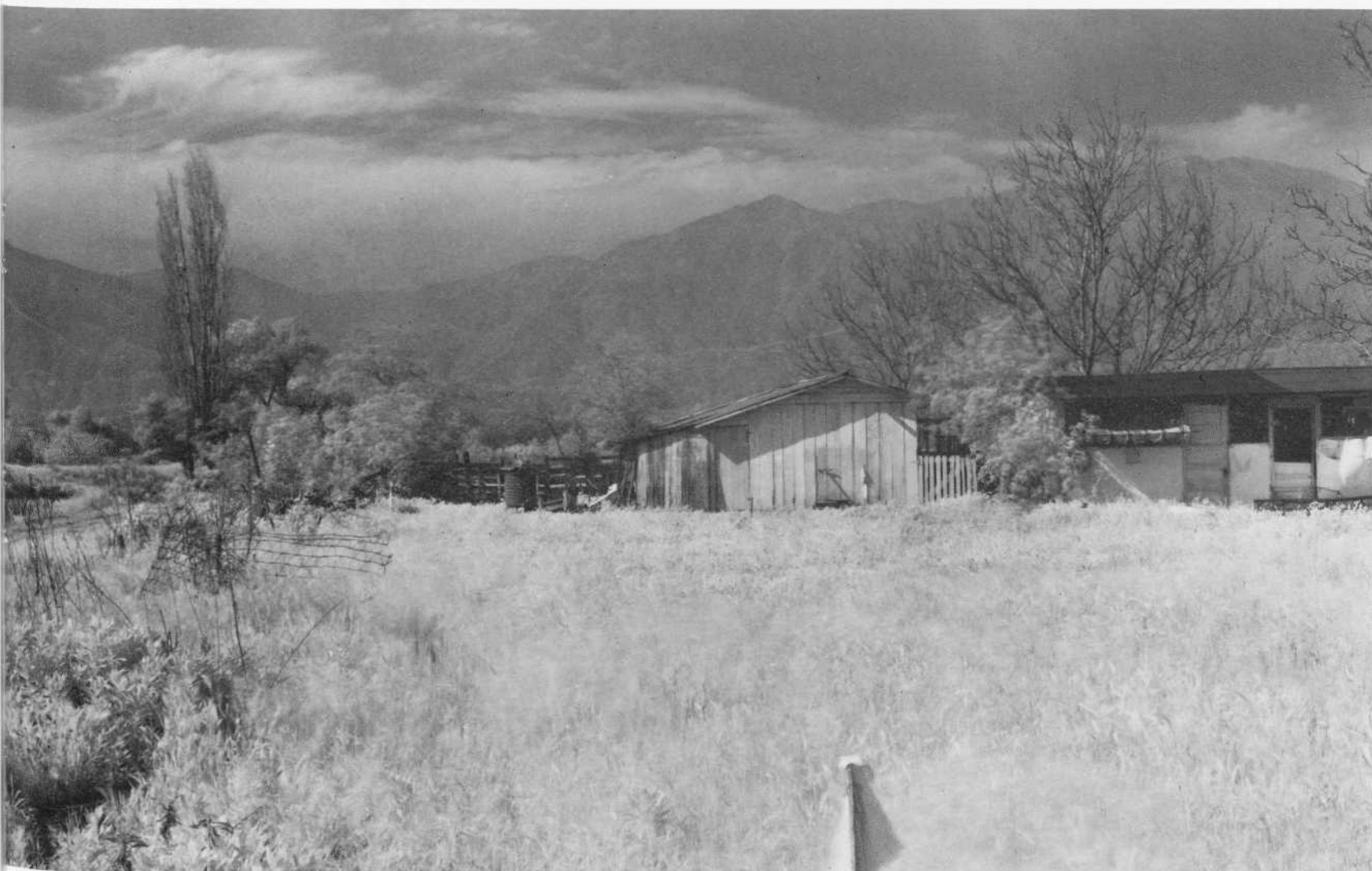
The dynamics of post-war boom in Arcadia accented city needs of long standing, bringing to the fore most particularly the unresolved issues of a city sewer system and a community civic center. Each became a focus of intensive debate and political maneuvering in the 1940's and each reached resolution through compromise and concerted city effort.

The first question to be settled was that of a city sewer system. Arcadia had functioned for years with only cesspools, but had paid a price for the deficiency as early as the mid-30's when Schmidt Brewing Company withdrew plans to build in Arcadia. Schmidt's studies indicated that though city waters were excellent for making beer, the difficulty of subsequent waste disposal precluded their locating a brewery in Arcadia. By the mid-40's, Arcadia was the largest city in California (according to Gordon Eberly) without a sewer system, and its increasing population portended health hazards unless action was taken soon. Various sewage plans were proposed, debated, ignored, defeated and mishandled during the decade, but finally, in the spring of 1945, the City Council decided upon and the electorate approved a plan to pay for city sewer lines on a citywide

basis and to connect those lines with Los Angeles County trunk lines feeding into a sewage disposal plant at Wilmington. The \$3.2 million project was begun in 1948, and at long last Arcadia could cross an important bridge in its transition from ranch to modern city.


In 1948, Arcadia added an exclamation point to its urban progression with the construction of a new Civic Center. As with the issue of sewers, however, debate and delay rather than decision-making characterized the early years, with the question of where to locate the proposed complex at the heart of the controversy. At least five different Civic Center sites were proposed by various city interests over the years only to lie dormant for lack of accord. It was not until 1947 that the City Council accepted the recommenda-

tion of an appointed Citizen's Committee to purchase as a Civic Center site the northeast 13 acres of a Rancho Santa Anita Inc. tract located between Huntington Drive and the Pacific Electric tracks. Though criticized as "out in the boondocks," the price of the land was right at \$39,324, and in May 1947 the City Council not only made its purchase, but concomitantly sold to business interests (for \$99,595) its old Civic Center property on First Avenue. With the opening of the first incarnation of today's Civic Center complex in 1948, Arcadians surely acknowledged the inevitability of progress, but many, just as surely, must have shed a tear over a by-product of that progress — the demolition of the old white-columned City Hall that had since 1918 stood sentinel over the city's growth.



Quiet, small ranches were still to be found in parts of Arcadia in 1940. — L.A. COUNTY FLOOD CONTROL DISTRICT

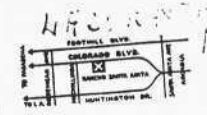
HOMESITE BARGAINS!



... on the original
"LUCKY" BAIDWU ESTATE
100 FOOT HOMESITES AT LOW COST
 Homeseekers are finding here the final answer to their long searching:
 • Sit on a half acre—or more—at low price—within 25 minutes from Los Angeles ...
 • Where leisurely living can be enjoyed.
 • Towering trees and sweeping mountain views present an unexcelled picture in every direction.

INVTIGJST1 THBI BARGAINS OF THI DAY

... \$ LOW AS
 ... \$1450⁰⁰



Raymond A. Dorn Co.
 Developers
 340 E. Grand St.
 Pasadena, Calif.

Santa Anita Village Model Home Sold

20,000 Persons Visited Structure, ip 90 pays

Santa Anita Village's model home, inspected by more than 20,000 persons in the past 90 days, was sold during the week to Mr. and Mrs. George W. Roche of South Pasadena and public showing of the home will be terminated tonight.

This was announced yesterday by Raymond A. Dorn Co., Pasadena realty firm in charge of marketing the Village and other sections of historic Rancho Santa Anita, coincidentally with revealing plans for immediate construction of another exhibit dwelling to be completely finished and placed on display in about 90 days.

"For almost three months the Santa Anita Village model home was kept off the market, despite many inquiries as to price and terms," Dorn said, "last week, less than 24 hours following the first quoting of a price, the sale was consummated, with the new owners requesting prompt occupancy. Accordingly, today will be the final opportunity for inspection of the home."

Showing of three other newly completed single homes today also is expected to attract many visitors to the Village, which is situated along Huntington Drive east of San Marino.

Homes to Cost \$400,000

Almost \$400,000 of new home building is in progress or in course of planning for Santa Anita Village and other sections of Rancho Santa Anita, residential developments on the original Baldwin pioneer land holdings east of San Marino and Pasadena.

This is disclosed by the Raymond A. Dorn Co., Pasadena realty dealers in charge of marketing these developments.

Greatest volume of building activity under way and planned is centered in the first and second units of the village, fronting on Huntington Drive just east of San Marino. Work is in process there on 12 new homes representing an aggregate investment of some \$80,000, while on architectural drawing boards or awaiting completion of financing arrangements are plans for at least 48 more dwellings to cost more than

Santa Anita Tract Units to Record

XsWaw t\$Eefnta Anita (Village will wind up the year with the largest volume of new home building under way in its history is indicated by approval of plans for 41 more new single dwellings costing more than \$25,000 for sites and structures.

The announcement comes from the Raymond A. Dorn Co., Pasadena realty concern sponsoring upbuilding of the new self-contained community along Huntington Drive east of San Marino.

Completed so far in Santa Anita Village are some 20 attractive homes of varied architectural designs, all approved by the tract's architectural committee. With the start last week on six new homes, there are now 18 in process of construction which total will be brought to 23 within the coming week.

Indicating that this building progress will continue is the fact that architectural plans for at least 41 more single homes are in preparation for recent site purchasers who propose to build in coming months.

23 NEW HOMES BEING BUILT IN SUBDIVISION

Architectural Plans Ready For 41 More

MONDAY, JAN. 1, 1940

... of plans for five more single dwellings costing more than \$25,000 for sites and structures.

The announcement comes from the Raymond A. Dorn Co., Pasadena realty concern sponsoring building of the new self-contained community along Huntington Drive west of Santa Anita race track.

Completion so far in Santa Anita Village are twenty attractive homes of varied architectural designs, all approved by the tract's architectural committee.

The start last week on six homes, there are now 18 in process of construction which will be brought to 23 within this week.

Indicating that this building progress will continue is the fact that architectural plans for at least 41 more single homes are in preparation for recent site purchasers who propose to build in coming months.

Santa Anita Village



SOLD WITHIN 24 HOURS
 Desired by so many. 2000

... ctadwi, hT-24 hou... afce' it was offered for sale. Sunday is your 1? 'PPortuntV to se. this Model Home. Drive out today.

HOMESITES AS LOW AS \$695⁰⁰
 \$150 Down—\$15 Per Mo.



Raymond A. Dorn Co.
 Developers
 340 E. Grand St.
 Pasadena, Calif.

VOLUME OF BUILDING MOUNTING RAPIDLY IN Santa Anita Village

Almost \$400,000 in new home building is in progress.

... e of building activity under way and planned is \$515,000 for sites and structures.

... resented an aggregate investment of more than \$400,000, while on architectural drawing boards are plans for at least 41 more dwellings, to cost more than \$25,000 for sites and structures.

... Color.do Boulevard and Foothill Boulevard in the

Santa Anita Lots (Almost Gone)

Thirty-seven Homes Built in Village

More than 80 per cent of all available homesites have been sold to date in the initial two units of picturesque Santa Anita Village, new self-contained residential community being developed along Huntington Drive east of San Marino. This is disclosed by the Raymond A. Dorn Co., Pasadena realty firm marketing this and other sections of historic Rancho Santa Anita.

The rapidity of the village's development has been considerably accelerated in recent months, the realty firm reporting that the new community now has 37 homes completed or under way, valued at more than \$185,000 for sites and buildings combined.

The architectural committee, guiding progress of the development has just approved plans for early construction of 18 more single-family homes, each to represent an investment of approximately \$5,000, or a total of some \$90,000. These structures all are scheduled to be started within the next 45 days.

"Almost every homesite sold so far in the village's first two units either has already been improved or will be built upon in the immediate future," said Raymond A. Dorn, head of the realty firm.

RANCHO SANTA ANITA BOOMING WITH NEW HOMES

Permits Issued For 3 New Homes To Cost \$30,000

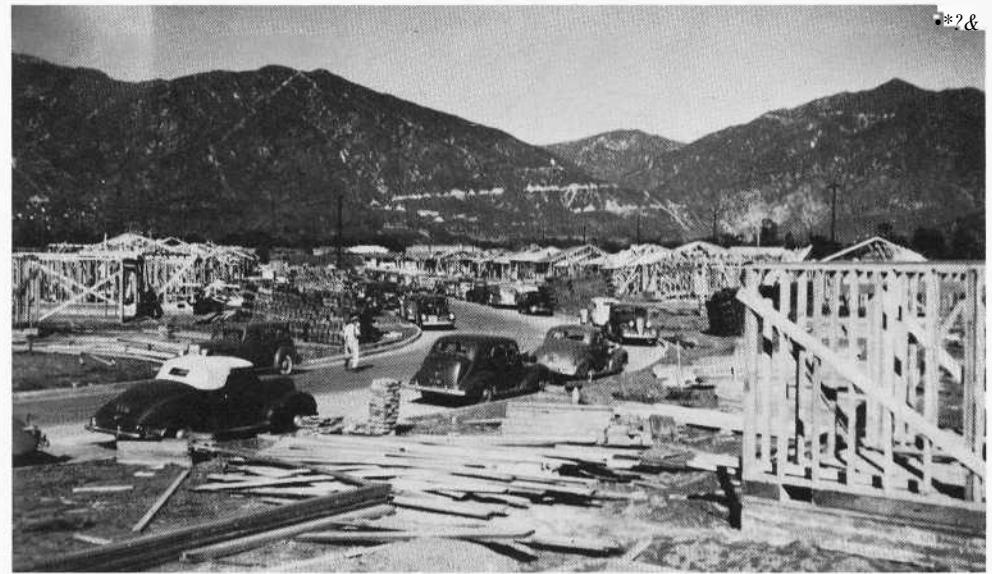
Current and prospective building activity at historic Rancho Santa Anita in Arcadia spells a new just of burban progress for that suburban community now being developed by the Raymond A. Dorn Co. of Pasadena.

In the Colorado Blvd. section of the property, particularly north of the intersection with Huntington Drive, architectural plans for three spacious residences entailing an expenditure of more than \$30,000 (at building costs alone) have just been approved during the past week for construction of three spacious residences entailing an expenditure of more than \$30,000 (at building costs alone).

Two other large homes are in the course of construction there at present, while in prospect are at least half a dozen other dwellings to rise on estate sites purchased some time ago.

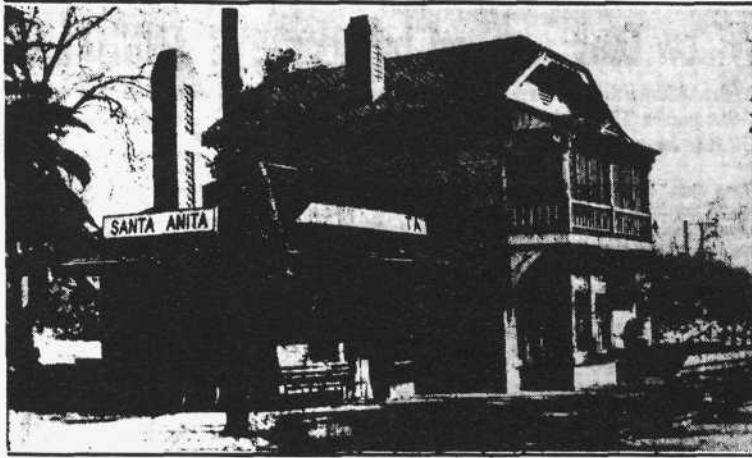
"Our office then was a small white building, 7 by 9. When a prospective buyer walked in most of us had to go outside to make room."
 —Herb Goddard, realtor

Newspaper clippings, circa 1940. The opening of new developments drew property seekers. — RANCHO SANTA ANITA INC.



Santa Anita Village, circa 1940. Arcadia was moving rapidly from ranch to city as this photo of building activity shows.

OLD-FASHIONED DEPOT AGENT LIVES FORGOTTEN Fifty-six Join Sororities



It's a remnant of California's lustrous days, this Santa Fe station at Santa Anita.



Agent D. F. Bowe at dispost

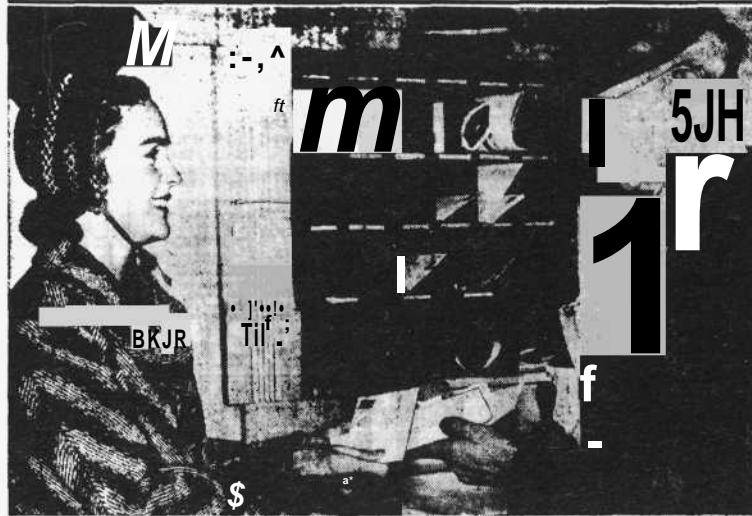
Kappa Alpha Theta Leads Trojan Groups in New Members

Kappa Alpha Theta (sorority) had seven new pin-wearers in its midyear pledging at the University of Southern California according to the list of new members released yesterday, by the Executive Board of Women Pearl Alkete Smith.

Fifty-six co-eds were pledged as a result of the winter rush which is completed. Included in the list were formal and informal dinners and rush teas, and pledging ceremonies yesterday.

Zeta Tau Alpha with six new pledges stands second, while WJWU Gamma Delta, Delta Zeta and Gamma Phi Beta each took five. The list follows: ALPHA CHI OMEGA—Mildred Brown, Pat Curry, Bebe Martin, Mary Lou Moffat. ALPHA DELTA PI—Lillian Leary, Barbara McConneU, Jane Vies.

ALPHA DELTA THETA—Mary



Bowe runs the show at the station. Here he hands out mail to Mrs. Don Francisco.

WORN SANTA ANITA STATION LINKS CALIFORNIA OF OLD

SANTA ANITA, Feb. 25.—There are too few remnants of California's lustrous younger days of the far-flung ranchos and simple ways.

The Santa Fe Station here, on the outskirts of Arcadia, is one of these.

The situation is more than that—it's a kind of symbol of a rapidly fading phase of railroading, with its old-fashioned station agent and incorporated post-office, its iron-bellied woodstove and well-worn telegraph instruments and upstairs living quarters.

THE BALDWIN INFLUENCE

If it hadn't been for old Lucky Baldwin this would be a typical jerkwater speck on the line of intense insignificance to the big trains. Baldwin, however, sent a telegram, way back at the turn of the century. He and a party of friends were informed by a ticket seller in San Bernardino that a certain train

didn't make the stop at Santa Anita.

"J. F. Falvey," the boss of Rancho Santa Anita, wired, "Supt., put 200 men to work at once tearing up Santa Fe tracks through my ranch."

And ever since there's been no trouble.

Today everything but the Chief is subject to being flagged down by Station Agent D. F. Bowe (who puts on his uniform, consisting of a worn cap, to do the trick.)

HISTORIC WAY-POINT

Built shortly after the Los Angeles and San Gabriel Railway laid tracks here in 1882, the depot has looked down on many a historic and contemporary notable. The poet, Eugene Fields, traveled to Sierra Madre by way of Santa Anita, jouncing up the Baldwin hill on a horse-drawn station wagon. There were countless others. Year after year, until his death in 1933, Sammy Twycross drove, first a wagon, then an auto pickup, back and forth between the station and Sierra Madre. Eastern mail connections are still made by this route.

Today there's only an occasional passenger. A tramp cat named, alternately, Stubby and Bob, because of his Manx-like tail, is enthroned as the station mascot. Bowe hands out the mail to Rancho residents, dispatches freight, sells tickets.

There's a small-town atmosphere about the whole thing.

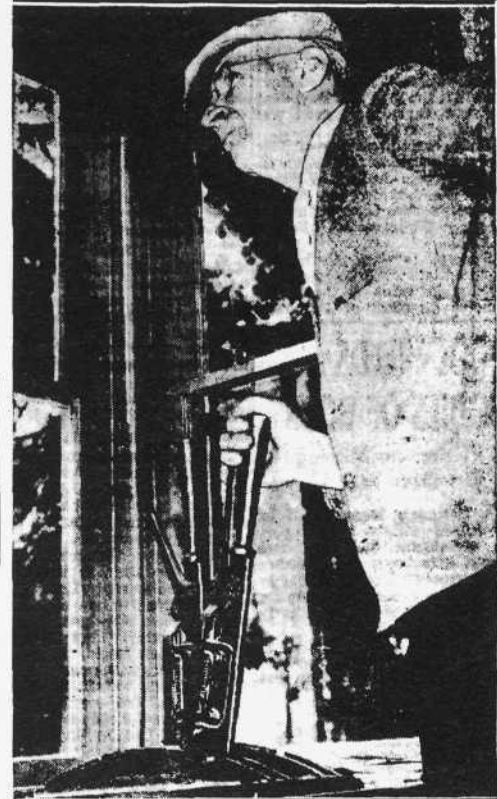
CLEAN DAM

Also Build Roadway Across "Fill"

Construction of a roadway across Little Santa Anita Dam above Sierra Madre is scheduled to start this week, announced the County Flood Control District, which has secured all necessary easements for the right-of-way.

Machinery has been ordered transferred from La Crescenta to Sierra Madre and is expected to arrive today.

On completion of the road, the task of cleaning-out the basin behind the dam will begin. The basin was filled with silt and debris during the flood last March.



It's a big day when Bowe throws switch to stop trains

Arcadia Paper Changes Hands

ARCADIA, March 9.—The Arcadia Tribune and News made its appearance today under the new ownership of Will F. Ragan, former managing editor of the Sacramento Union. Published for the last two years as a daily newspaper by A. Harold Noon, the Tribune is being returned to a weekly status.

Ragan's partner, Ewing Hass, superintendent of the legislative bill room in Sacramento and graduate of U.S.C., will come here shortly to act as advertising and business manager.

Newspaper clippings, circa 1939. The branch post office in the old Santa Anita Station was closed January 25, 1940, and the station itself closed May 10, 1940.

The Days Ahead

A few hours ago, this nation was plunged into war. That means that life in Arcadia, as we have known it for many years, is a thing of the past, that is not likely ever to live again.

An era has ended, and it behooves everyone of us to lift himself to meet the challenge of the unknown and unpredictable problems that lie ahead. Now, as never before, we must learn the meaning of cooperation and of unselfish labor for the common weal.

Taking advantage of what we have considered our God-given rights to object to anything and everything our government attempted to do, we now find ourselves suddenly unprepared for the sudden onslaught of a world-wide, unflinching adversary. For a while, we are going to suffer, and suffer greatly, for it; but because within our weakness lies the very kernel of our strength, we will recover from these first spectacular blows as they appear to have been, and face our eventual victory, although it will cost the finest young men of this generation.

Do not forget that we must lift ourselves to meet the challenge of the unknown and unpredictable problems that lie ahead. Now, as never before, we must learn the meaning of cooperation and of unselfish labor for the common weal.

Do not forget that we must lift ourselves to meet the challenge of the unknown and unpredictable problems that lie ahead. Now, as never before, we must learn the meaning of cooperation and of unselfish labor for the common weal.

Boy Scout Honor Court Weil Attended Navy Picture Show

The Pasadena-Bon Gabriel Valley Council, Boy Scouts of America, held Court of Honor at the First Avenue School, Thursday evening, which was well attended.

The main feature of the celebration was a moving picture film presented by Navy Recruiting officers, which showed scenes of life in the Navy.

City Girds Itself For War Arcadia Tribune

Section One Arcadia, California, Thursday, December 11, 1941 Vol. XI No. 50

STATE GUARDIANS ACTION!

LEADERS OF ARCADIA DEFENSE EFFORT

MOBILIZED FOR BIT? DON OTT, Police Chief; ALBERT PERKINS, Mayor; JAMES NEELIS, Fire Chief.

The grim reality of war came to Arcadia this week in all its seriousness when Capt. George Crapo, commanding officer of Arcadia's Company C of the Third Regiment, California State Guard, ordered a complete mobilization of manpower for instant duty.

Those men whose jobs and occupations did not demand their presence for duty the following day immediately volunteered for duty. Officers and men alike were free to go to work as a Company C unit.

Police Chief Don Ott, Mayor Albert Perkins, and Fire Chief James Neelis are among the leaders of the defense effort.

With a large increase in total population, the city is now faced with a large increase in total population, the city is now faced with a large increase in total population.

State Guard... The State Guard is a part of the National Guard and is composed of men who are citizens of the United States.

Board III Supervisors leaves... The Board III Supervisors have decided to leave the city for a period of time.

CITIZENS MOBILIZING FOR COMMUNITY DEFENSE

The biggest question on every citizen's mind is "how can I help?" The answer is simple: by joining the Citizens Mobilizing for Community Defense.

OF WORK AT ANNUAL DINNER... The annual dinner of the Citizens Mobilizing for Community Defense will be held on December 15th.

AJR RAIDS!... The American Joint Raiders are active in the city.

1ST B... The first battle of the war is being fought in the city.

SANTA CLAUS POSTOFFICE... The Santa Claus Postoffice is a special service for the children of the city.

Red Cross... The Red Cross is a voluntary organization that provides relief to the needy.

WOMEN'S CLUB... The Women's Club is a social organization for women.

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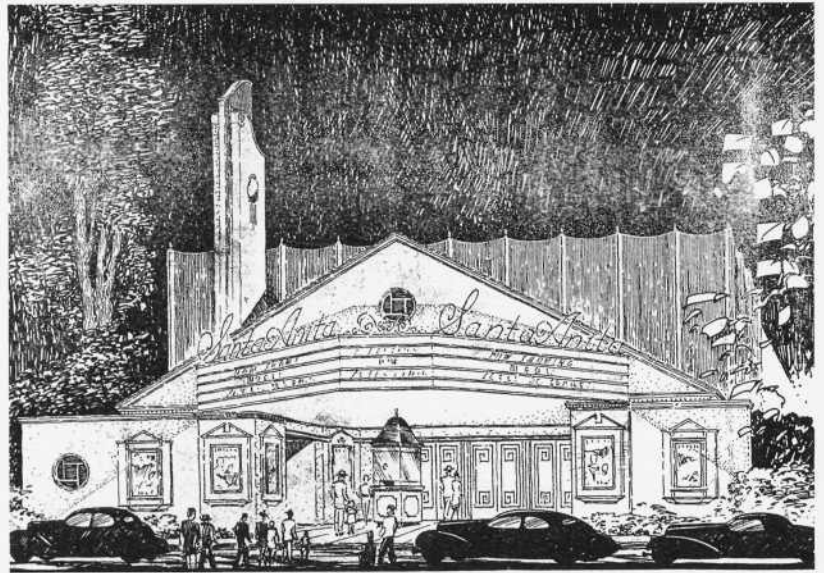
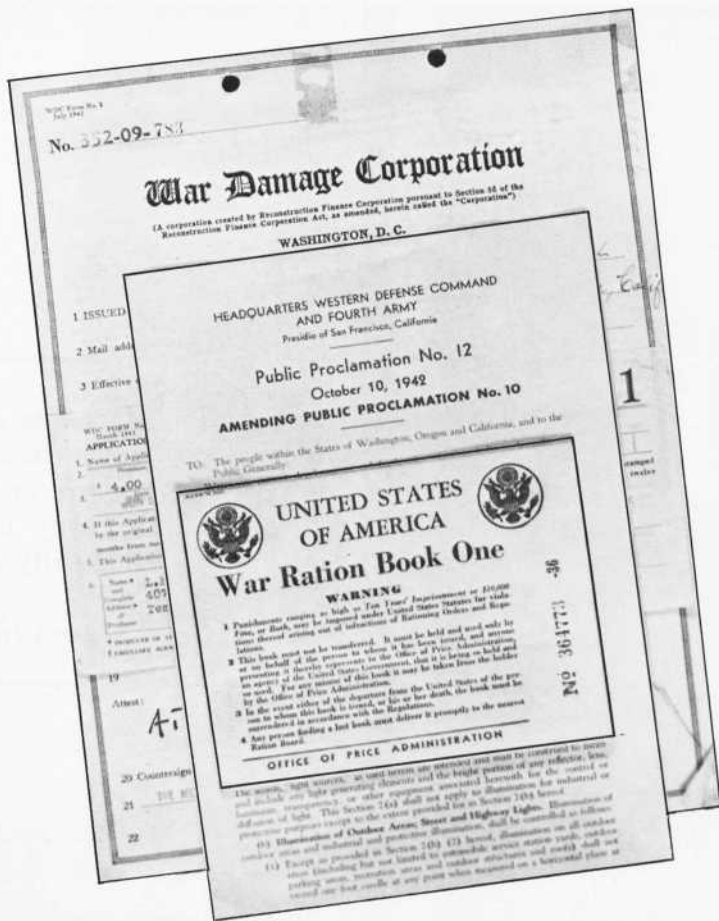
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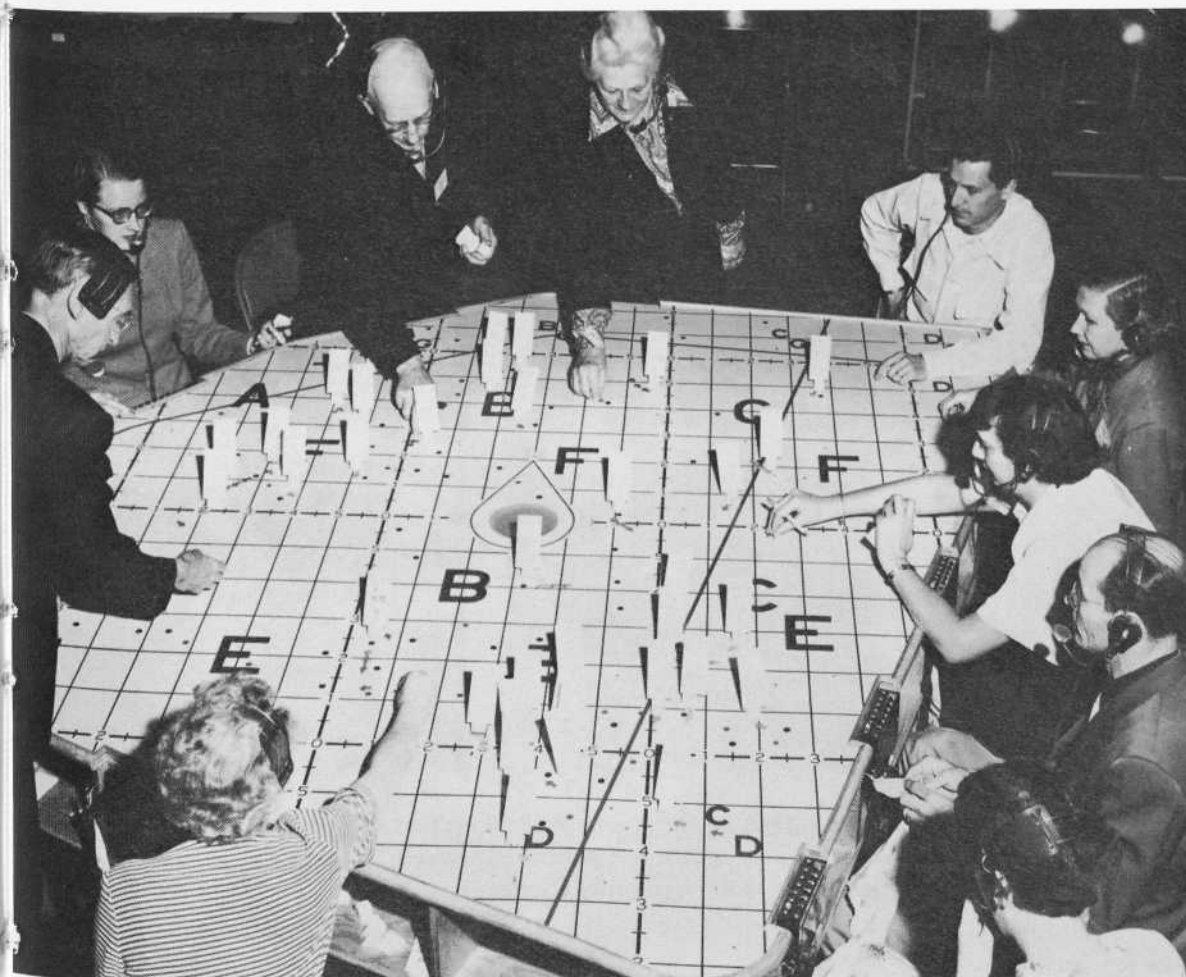
Red Cross... The Red Cross is a voluntary organization that provides relief to the needy.

Front page of the Arcadia Tribune, December 11, 1941, sounds a call to all Arcadians to "lift themselves to meet the challenge."



Program from the elaborate opening of Edwards' Santa Anita Theatre on the north side of Huntington Dr. where Colorado Pl. intersects, May 12, 1942.

Some of the regulations under which Arcadians lived during World War II. — JUSTINE WISHEK



Volunteers kept track of airplanes over this sector at Arcadia Filter Center during World War II, 1942.



Japanese arriving by train and preparing for processing at the Santa Anita Assembly Center, April 1942.

—NATIONAL ARCHIVES

"I remember a Japanese girl in my class, Lily was her name. She was one of our honor students . . . Her father was president of a bank in Los Angeles in the Oriental section. They were interned there (at Santa Anita). It really tore us up."

—Morris Hegg

Looking northwest over rows of housing units installed to accommodate the Japanese, April 1942. — NATIONAL ARCHIVES



Front page of the *Santa Anita Pacemaker*, the newspaper written and published entirely by the internees at the Assembly Center.



Camp Santa Anita U.S. Army ordnance men practicing with their dinosaur-like vehicles in the open foothill area just north of Foothill Blvd., April 1943. The U.S. Army took over Santa Anita Park as soon as the last of the Japanese had been relocated farther inland. — u. s. ARMY. (LEFT) It is no more fun to drill in the rain at Santa Anita than it is any place. — With permission of *Westways*, December 1943.



Cover of souvenir program of an open house held for the public by the U.S. Army ordnance men of Camp Santa Anita and other ordnance groups at bases in Southern California, September 11-12, 1943.



Civic-minded men installing a sign encouraging people to give rides to the military personnel who waited along Huntington Dr. for transportation to Pasadena or Los Angeles, circa 1942. Pictured left to right: man third from left with hat, Hal Roach, publisher of *Arcadia Tribune*; next, Bill Marmion; man with cap directly in front of Rotary symbol is Gordon Eberly, Arcadia historian; Ted Dorrance; and Ardene Boiler, attorney. Others not identified. — ARCADIA TRIBUNE



Looking east on Huntington Dr. from near Santa Anita Ave., circa 1945. This was the most complete shopping district in Arcadia at the time.



(LEFT) Shugert's House of Toys, 113 E. Huntington Dr. Opened in 1946, the store was a local institution for more than 10 years. — SHUGERT FAMILY (RIGHT) Arcadia Music Mart became one of the most popular shops on Huntington. Mel Pratt, original owner, always played Christmas music over loud speakers for the holiday shoppers on Huntington Dr. — JACK MC CASKILL



The Westerner Hotel opened at 161 Colorado Place in 1947. — ARCADIA CHAMBER OF COMMERCE





Massive flood control projects were completed on all the major washes in Arcadia, as well as other vulnerable areas during the 1940's and the 1950's. These photos show work in progress along the Big Santa Anita Wash.

ARCADIA, CALIF.

SEWERS OR CESSPOOLS?

FACTS ABOUT
Arcadia's Bond Election
May 8, 1945

●

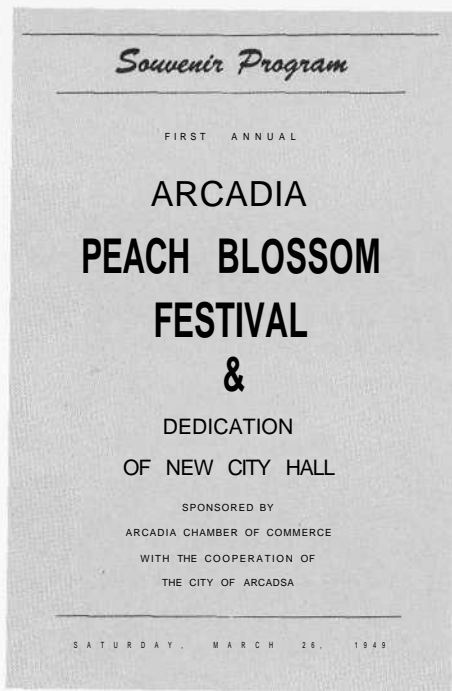
PREPARED BY
ARCADIA CITIZENS' SEWER COMMITTEE
A. H. Perkins, Chairman
Eun S. Ehrfr, Chairman, Public Information Committee

C C B ^o et	w. K- Murphy	O. S. Spraglnj
r W DIIM	Uo linker	J E. SpurgOD
C A Hassen	K. L. Reuter	Dr. C. H. WUcoi
y Haidinger	J. O. Ro'enAU	Wallace Younf
Low Law	W. H. Sloui	F. H. Rouh
A N Multr	T J Shflock	Virne Wickham

Cover of a brochure prepared by a group working toward passage of bonds to complete a sewer system in Arcadia.

(BELOW) Standing near the lake are some who were instrumental in the development of the Los Angeles State and County Arboretum. Pictured left to right F. Wesley Davies (representative of Rancho Santa Anita Inc.), Supervisor Raymond Darby, Robert Casamajor and Dr. Samuel Ayres, Jr.





Cover of program for First Annual Peach Blossom Festival and dedication of new City Hall, March 26, 1949. The badge shown here was used by participants.



City Hall, 240 W. Huntington Dr. seen not long after opening in 1949.

Participants march east on Huntington Dr. during parade celebrating dedication of City Hall and first Peach Blossom Festival, March 1949. — H.T. MICHLER





Arcadia received two mail deliveries by rail direct from Los Angeles daily. Mail was handled in motor trains such as the one shown at the left. The Post Office truck has backed up to pick-up the mail sacks. — DONALD DUKE (BELOW) A 3-car Pacific Electric train is headed west on St. Joseph St. (toward Los Angeles) at the First Ave. intersection. For years Arcadians waited in the rain or broiling sun until November 1922, when the shelter visible here (just north of the train) was built. — WM. A. MEYERS COLLECTION





The Santa Fe's *San Bernardino Local* made a daily round trip through Arcadia during the 1940's. The train carried Arcadia's mail and an occasional passenger. In this scene, the westbound train pulls into Arcadia Station. — DONALD DUKE



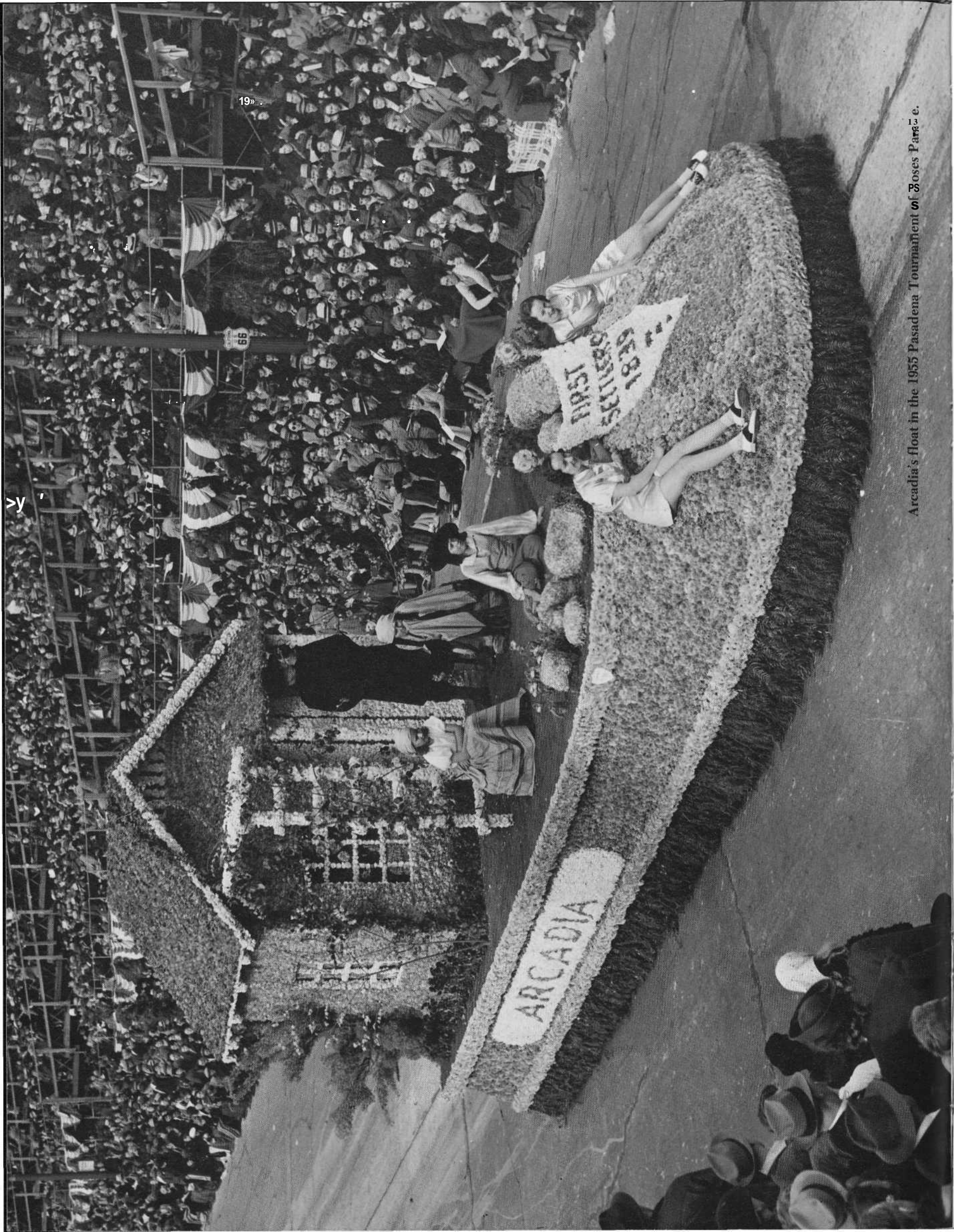
Entire Arboretum staff, 1948-49, pictured near the original Old Ranch Rd. entrance. Shown left to right, Jack Fawcett (nephew of Elias J. Baldwin), Mrs. Dewey Nelson, Dewey Nelson (caretaker), Dr. Frans Verdoorn (director), Nell Ferncase (secretary) and George Spalding (horticulturist). (LEFT) The Arboretum was officially opened to the public January 8, 1955, with construction of the gatehouse and administration building, shown here during excavation stages, completed late in 1956. The cluster of Senegal date palms in the center of the photo still mark the Arboretum's Baldwin Ave. entrance.

Looking north up Oakwood Ave. from Sierra Madre Blvd. January 1949 following a "real" snowfall. Note only a handful of houses in view, most still under construction.
— ROY PIKE



CHRONOLOGY - CHAPTER 9

- 1940 — Arcadia population reaches 9,122.
- 1940 — (January 25) Old Santa Anita Santa Fe station and the Post Office branch located there, close.
- 1941 — Flintridge School for Girls moves to Arcadia and changes its name to Anoakia.
- 1941 — Eaton's Motel units are opened adjacent to the restaurant.
- 1941 — Santa Fe Railway overpass at Huntington Drive is completed.
- 1942 — Edwards Santa Anita Theater opens.
- 1942 — (March) Thirty-Fifth Division Field Artillery is transferred to Arcadia from Fort Sill in Oklahoma.
- 1942 — (April) Santa Anita Relocation Center for the Japanese opens on the grounds of Santa Anita Park.
- 1943 — (March) Camp Santa Anita is established for 20,000 Army Ordnance troops.
- 1944 — (February) Two thousand German and Polish prisoners of war are housed at Santa Anita. The men are used, under guard, as laborers to pick citrus crops, among other tasks.
- 1945 — First Methodist Church of Arcadia takes the name of Church of the Good Shepherd, Methodist.
- 1945 — Junior Chamber of Commerce is established.
- 1946 — The First Baptist Church of Arcadia is started.
- 1946 — (October 23) Richard Nixon opens his first bid for public office with a debate against Congressman Jerry Voorhis at M.A.D. High School.
- 1946 — The Arcadia Optimist Club is organized.
- 1947 — The Catholic Church opens Holy Angels School with 235 students.
- 1947 — (January) Population reaches 16,077.
- 1947 — (January) Papers are drawn giving title to 111 acres encompassing the heart of the Baldwin Ranch, to the State of California, in conjunction with the County of Los Angeles, to be developed as an Arboretum.
- 1947 — Santa Anita School, with 17 rooms, opens on the site of the old school.
- 1947 — The Kiwanis Club is organized in Arcadia.
- 1948 — Hugo Reid School opens.
- 1948 — City Hall complex is built at 240 West Huntington Drive.
- 1948 — Arcadia Chapter of the American Red Cross receives its charter.
- 1948 — El Rancho Shopping Center on Huntington Drive opens. The development of this third major shopping area evolves despite strong opposition by local shop owners and some residents.
- 1949 — (March) In conjunction with dedication of new city hall, the first Peach Blossom Festival is celebrated.
- 1949 — Highland Oaks School is opened on Virginia Drive with portable classrooms.
- 1949 — Population reaches 21,310.



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Arcadia's float in the 1955 Pasadena Tournament of Roses Parade.

10

A Suburban Community 1950-1960

If one were to select a period when Arcadia became undeniably a community of homes rather than an amalgam of homes, ranches, chickens and open fields, that time would be the 1950's. Arcadia's population had grown from 9,000 to 15,000 from 1940-1946, from 15,000 to 23,000 from 1946-1950, then surged again from 23,000 to almost 29,000 by 1952. In 1957 the population was 37,271, four times that recorded at the beginning of World War II. Arcadia realtors stood on the forefront of change during this boom period as subdivision followed subdivision into the sales market. The rumble of construction vehicles replaced early morning alarms in many an Arcadia household.

The rapid growth in city population became a problem of increasing proportion for the local elementary school system. From 1945-1950 Arcadia's school district population doubled, then grew by another one thousand by 1952. Schools were added almost yearly to keep up with demand after the building restrictions of World War II were lifted. In 1947 Santa Anita School was constructed on the site of the old brick school building of 1913 (condemned as unsafe after the Long Beach earthquake of 1933), and in 1948 the first buildings of Hugo Reid Elementary School were erected to meet the growing population in the Santa Anita Village subdivision. Highland Oaks School in the northeastern part of Arcadia began educating children in portable bungalows in 1949 while permanent classrooms were being constructed. "In those years, bond issues for the schools were

just like shooting fish," recalled newspaperman Hal Roach. In 1951 Arcadians voted a bond issue that helped build Longley Way School in southeastern Arcadia, and in 1953 taxpayers approved yet another bond to build Camino Grove. Dana Junior High was supported in the same manner in 1954, and in 1956 Bonita Park Elementary School was added. In nine years time, from 1947-1956, Arcadia built eight schools for its children, including a brand new city high school.

Over the years, increasing numbers of Arcadia grammar school graduates attended Monrovia-Arcadia-Duarte (MAD) High school in Monrovia until in 1949, the city's assessed valuation reached 60 percent of the entire unified district's. There were some 900 Arcadia high school students, enough for a local school, and in 1950 permission to separate from the Monrovia-Arcadia-Duarte Unified School District was sought and finally granted by the State Superintendent of Education. Dr. Norvell Dice, the first superintendent of Arcadia Unified School District, recalled in an interview some of the drama leading up to the election in which citizens of Arcadia voted 69 percent to withdraw and form their own high school district.

A rally was conducted the evening before the day of the big election to form the unified school district. Everyone, service clubs and everyone, helped to build a pile for a bonfire. First they put in one of these electric power poles, about 40 feet high, then they started building around that and

up and up and up until they had a pile of boxes, lumber and wood and paper and debris 30 feet high — a huge thing. The Arcadia Fire Department had their pump machines to act as fire patrol and the Police Department had their equipment out as crowd control.

The P.T.A. invited four high school bands from four newly formed high school unified districts throughout the valley to come in and help us. They arranged for each band to start from one part of the community, the north, south, east and west, and the students that lived in those areas, under the direction of teachers and parents, formed a marching unit, literally hundreds in each of these. At the appointed time, a rocket like the Fourth of July was touched off and the bands started and alternately you could hear them coming from the four corners of the community. They all arrived at essentially the same time. After the speeches and music, the bonfire was touched off, and it was the biggest bonfire that I'd ever seen and I think that most people had. The next day the election was held and the community approved their own high school.

Construction of Arcadia High School was begun in 1951, and by fall 1952 the first buildings were opened and used by freshmen and sophomores. By the school year 1954-55, all Arcadia grammar school graduates attended their own high school.

Arcadia was a model of suburban living in the 1950's. A city survey in 1952 showed home ownership at 86 percent plus, with at least one car and often two in almost every garage. The Pacific Electric red cars, victims of increasing automobile traffic, no longer provided transportation (they made their last run through the city in the fall of 1951). Arcadia families averaged 3.15 children in 1952; nine churches served citizens of varying faiths; *Sunset* was the most widely read and subscribed to magazine in the city. The *Arcadia Tribune*, owned and published by Hal Roach since 1940, provided twice weekly coverage of local events. "This was almost entirely a paper with news about the people, organizations and government of Arcadia," commented Mr. Roach.

Arcadia businesses reflected their community as well. Hinshaw's, which opened in West Arcadia in March 1952, gave the city its first full-service department store. A number of grocery stores and all types of specialty shops also opened during the decade to meet the needs of a growing and increasingly insular suburban community. Shugert's Toy Store on Huntington Drive just east of First

Avenue was the place where many parents first experienced the power of young television's commercials. If Engineer Bill or Skipper Frank or Sheriff John advertised an item, Shugert's was where it could be found. When Disney Studios aired their Davy Crockett programs, agonizing weeks were spent on Shugert's waiting list for one of those treasured coonskin caps.

As Arcadia grew, it decided to celebrate an annual festival, a one-day event in the spring of each year to be called the Peach Blossom Festival (in recognition of the many flowering fruit trees in the city which bloomed in spring). The first of several festivals was held in 1949 and featured a morning parade with local floats and marching units, an afternoon carnival at Arcadia's County Park, and finally, a dance at the Los Angeles Turf Clubhouse in the evening. Community spirit was a more easily generated commodity in the 1950's.

By 1955 the assessed property valuation in Arcadia was \$57,900,000. The Regional Planning Commission reported 12,000 dwelling units in the city. Clearly, Arcadia was undergoing a population and housing boom that demanded a corresponding increase in community services. In 1951 a new City Charter was adopted creating a council-manager form of government hailed for its efficiency in managing city operations. There was to be need for efficiency in all city services in the years immediately ahead.

An Arcadia Chamber of Commerce report of 1957 provides a statistical overview of city departments that speaks volumes. In the ten years from 1947-57, Arcadia's Police Department grew from 18 to 45 officers; the Fire Department provided protection for 12,000 homes and several business districts. "The image of red suspenders and playing checkers isn't true any more," commented Fire Chief Laurence Way. "We don't have time." In 1957 city maintenance was required for 125 miles of paved streets and almost as many miles of sewers; over 20,000 street trees were regularly pruned. Arcadia's Water Department reported more than 1,000 swimming pools in the city in 1957 and over 145 miles of water mains that distributed water to 10,800 customers and 830 fire hydrants. Arcadia's water supply, incidentally, was and still is drawn from three natural underground basins above which the city lies. In 1959 Arcadia joined the Metropolitan Water District to secure the availability of imported waters when local sources are insufficient.

Reflecting Arcadia's increasingly children-oriented society, a Recreation Commission was created in 1947 and the city's first full-time recreation director was hired. By the summer of 1957 a variety of programs were offered at several

school playgrounds. Arcadia Public Library, located in a handsome Spanish revival building at First and Wheeler Avenues, was bursting at the seams in 1957. The library's book collection increased 50 percent from 1950-57 and patronage skyrocketed. The need for a larger facility was self-evident and would be met in the early 1960's.

More quickly accomplished was the securing of a hospital for the growing city of Arcadia. As early as the late 1940's Arcadia City Fathers had appointed a Site Selection Committee and earmarked 5 cents of the then 10 cent Santa Anita Park admission tax for purchase of an acceptable piece of property on which to locate a city hospital. In 1950 a 21-acre site on Huntington Drive was purchased from Rancho Santa Anita Inc. for \$198,000, and in 1952 a second committee was appointed to seek a responsible group to build and operate a hospital on the purchased land. By a happy convergence of factors, Methodist Hospital of Southern California was prepared to move from its downtown Los Angeles home in the early 1950's to a location in the suburbs. The committee offered to the Hospital Foundation a 99-year lease on the Arcadia property at \$1 per year, and when construction financing for the \$3 million complex proved successful, ground was ceremoniously broken in the summer of 1955. On May 27, 1957, Arcadia Methodist Hospital celebrated its grand opening with toasts to the many who had worked to make the move possible.

Arcadia lost its rural overtones as the 1950's progressed, but the Chamber of Commerce proudly pointed out that a good 10 percent of the city's acreage had been permanently preserved as recreational area and in natural landscape. Arcadia County Park and Santa Anita Park (racetrack), encompassing approximately 600 acres, had been appreciated since the 1930's; the 127 acres of the Los Angeles State and County Arboretum were a more recent focus of city pride. Dr. Samuel Ayres Jr., chairman of a Horticultural Institute committee seeking possible locations for a Southern California arboretum (botanic garden), "discovered" the beauties of Arcadia. Dr. Ayres tells the story this way:

In early 1946 some friends called us and asked us if they could show us a lot they had just purchased in Arcadia. They suggested a picnic lunch and thought we would like to see the tropical lagoon on Lucky Baldwin's old Santa Anita ranch.

I'd never heard of Lucky Baldwin, but we thought it would be a nice outing, so we accepted. We drove out there and when I saw it I said to myself, 'This is it.' I knew exactly how Brigham Young must have felt when he first saw Salt Lake Valley.

The buildings were all going to ruin. They hadn't had any protection for a long time and were a horrible mess. Up on Tallac Knoll there was a real estate tract office; street maps had already been drawn, stakes were placed, and they were about to put the lots in the knoll area up for sale. I told the track manager Wesley Davies what I had in mind and he said he thought a few acres might be set aside for our project. I told him I wasn't talking about a few acres. I was talking about the whole thing!

And the whole thing is what he got! Harry Chandler's Rancho Santa Anita Inc. graciously took the property off the market while complex negotiations between the State, the County and Dr. Ayres' Arboretum Committee took place. In January 1947 the State of California and the County of Los Angeles jointly purchased from the Chandler syndicate 111 acres (the other 16 acres were added later) in the heart of the old ranch for \$320,000. The California Arboretum Foundation was incorporated as a non-profit organization in 1948 to administer the fledgling Arboretum, and in 1949 an Historical Committee was formed to oversee the restoration of Lucky Baldwin's Queen Anne Cottage (1951-54) and Coach Barn (1957-58) and the reconstruction of the original Hugo Reid Adobe (1956-61). In 1953 direct management of the Arboretum was ceded to Los Angeles County under the newly created Department of Arboreta and Botanic Gardens, and in 1955 the grounds were formally opened to the public. New plantings, research facilities, greenhouses, herbarium, library, administrative and educational complexes, fountains, waterfall and streams, an aquatic garden, demonstration patio gardens, a "prehistoric" jungle and more have been added over the years for the education and viewing pleasure of visitors. Arcadia's early heritage is well preserved in today's Los Angeles State and County Arboretum: a sanctuary where ranch and city still meet, where busy residents can pause to reflect on days gone by.



Arcadia Lumber Co., 1950. No busier place could be found than Arcadia Lumber Co., founded in 1936 — especially on a Saturday morning with the hordes of do-it-yourself families adding patios, fences and rooms to their new homes.



Herbert's Cafe at the corner of Santa Anita Ave. and Alice St., 1950. The Cafe was in operation from 1939 to 1957. Former resident Phyllis Walker informs us that owners Herb and Catherine Schmidt always had a beautiful Christmas tree during the season and that their customers drew names for gift giving. "Talk about eager! We were worse than kids," said Mrs. Walker. — WALKER FAMILY

NOTICE

EFFECTIVE SUNDAY, SEPTEMBER 30, 1951

INAUGURATION OF MOTOR COACH SERVICE AND ABANDONMENT OF RAIL PASSENGER SERVICE ON THE LOS ANGELES - MONROVIA - GLENDORA LINE
Effective Sunday, September 30, 1951, motor coach service will be inaugurated between Los Angeles, San Marino, Arcadia, Monrovia, and Glendora on the Los Angeles-Monrovia-Glendora Motor Coach Line concurrently with the abandonment and discontinuance of rail passenger service on the Los Angeles-Monrovia-Glendora Line. New motor coach line will operate over the following route:

LOS ANGELES-MONROVIA-GLENDORA
MOTOR COACH LINE

Commencing at the Los Angeles Street Terminal, thence via 6th Street, San Pedro Street, Aliso Street, Mission Road, Huntington Drive (South), Main Street, Huntington Drive (South), Holly Avenue, Huntington Drive, First Avenue (Arcadia), Colorado Boulevard, Mayflower Avenue, Olive Avenue (Monrovia), Shamrock Avenue, Huntington Drive, Foothill Boulevard (through Duarte and Azusa), Citrus Avenue, Foothill Boulevard, and Michigan Avenue to Pacific Electric Station, Glendora.

Returning from Glendora Pacific Electric Station, via Michigan Avenue, Foothill Boulevard, Citrus Avenue, Foothill Boulevard (through Azusa and Duarte), Huntington Drive, Shamrock Avenue, Olive Avenue (Monrovia), Mayflower Avenue, Colorado Boulevard, First Avenue (Arcadia), Huntington Drive, Mission Road, Aliso Street, San Pedro Street, 5th Street, and Maple Avenue to the Los Angeles Terminal.

Timetables covering substitute motor coach service will be available on the cars and at all terminals at least 10 days in advance of September 30, 1951.

This change is authorized and in accordance with Decision No. 44161 of the Public Utilities Commission of the State of California, dated May 9, 1950, in Application No. 30095, as amended, and insofar as applicable to the City of Los Angeles, also authorized by the Board of Public Utilities and Transportation of the City of Los Angeles, May 12, 1950.

PACIFIC ELECTRIC RAILWAY COMPANY
August 30, 1951 REVISED

The Pacific Electric ran the last passenger train to Arcadia in the fall of 1951 ending 38 years of superb interurban service. — DONALD DUKE (LEFT) Legal notification required by the Public Utilities Commission, notifies of the demise of the Red Cars. This notice was posted at all stations notifying passengers prior to abandonment. — WILLIAM A. MYERS





Arcadia's first high school under construction, late 1951. Classes opened in September 1952.

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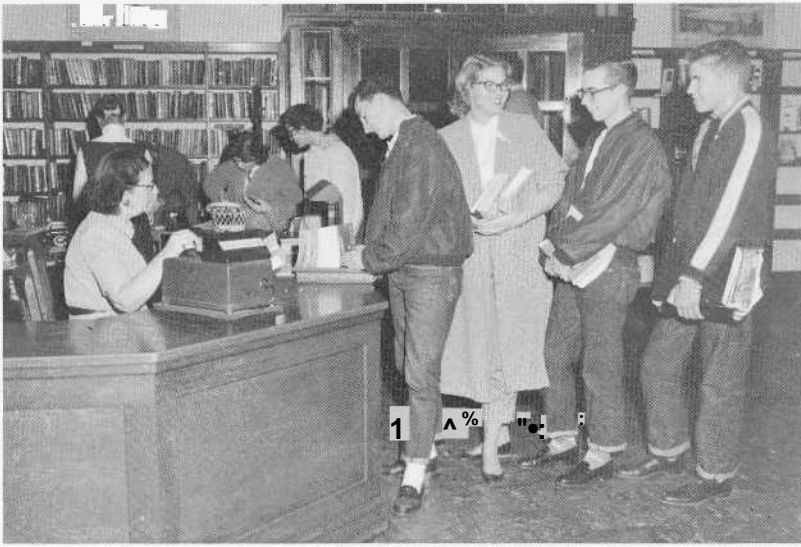


Students walking on Duarte Rd. toward newly opened high school, 1952. Mailbox on the left bears the number 20 W. Duarte Rd., present address of Arcadia Public Library. — ARCADIA POLICE DEPARTMENT

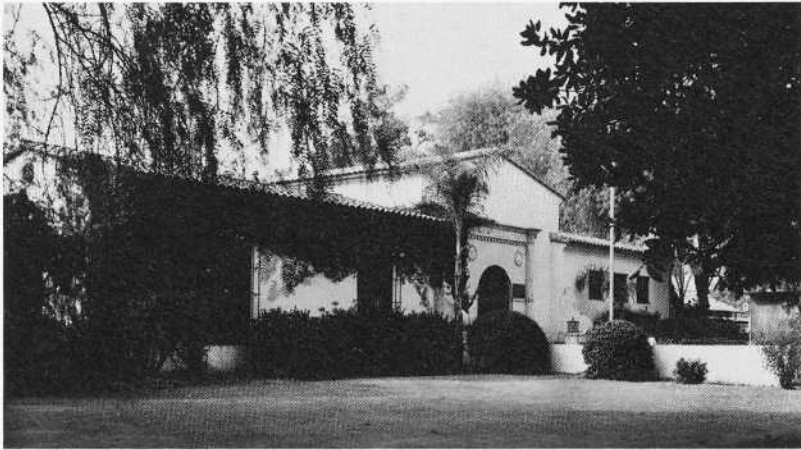
First group of Arcadia High Tom-Tom Girls added color to sporting events. — ARCADIA TRIBUNE



View north across the Rally Court portion of Arcadia High School with the San Gabriel Mountains as a backdrop. — ARCADIAN, 1954



High school students checking books out of library at 25 N. First Ave., 1952. Helping them is Grace Rahm.



Lovely Spanish-style Arcadia Public Library, located at 25 N. First Ave., served from 1930 to 1961. Handsome wooden doors welcomed patrons. (BELOW) Youngsters enjoying a class visit to the First Ave. library. It is clear that new facilities would soon be needed. Adults pictured left to right: Judith Moore, Eleanor Gilbert, Mary Louise Fitts, Hazel Bolton, Mary Lou Harbin and Geneva Jones. In foreground in white blouse is City Librarian Louise DuMond.

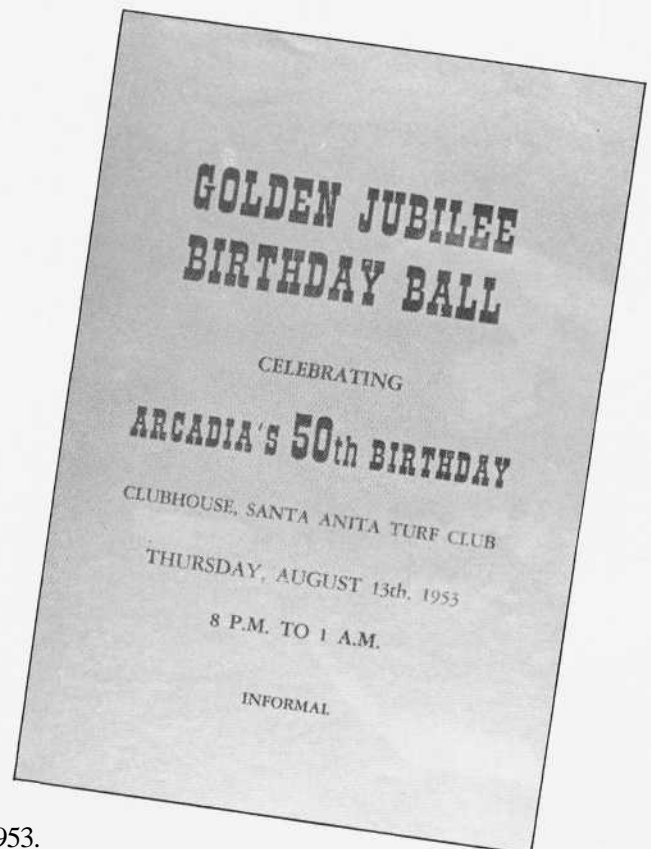




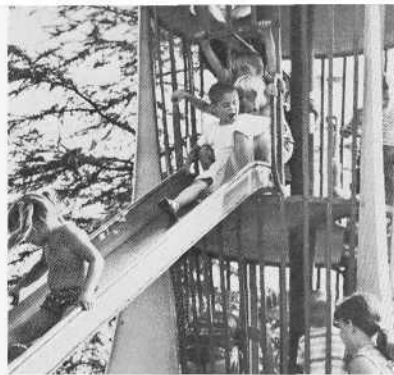
A festive occasion at Arcadia High School gym, circa 1954. — CHAMBER OF COMMERCE



Copy of decal prepared by Chamber of Commerce to promote the city's Golden Anniversary, 1953. Publication of Gordon Eberly's *Arcadia-City of the Santa Anita* was a welcome part of this celebration.



Invitation to Golden Jubilee Ball, August 1953.



Children in the schools and at school carnival time, circa 1954. It seemed as if Arcadia's largest "crop" in the 1950's was children. — ARCADIA TRIBUNE



Wendell Chapman, Arcadia Civil Defense Amateur Radio Operators, 1952. The radio operators volunteered their assistance with communications in the event of an emergency. Here Wendell Chapman tests the idea of using horses in case of heavy flooding that might follow severe fires above the city. — BOB SPICEB

Monrovia Peak fire just hours after it erupted, December 27, 1953. Few Arcadians knew that writer Anais Nin was living at the top of Santa Anita Ave. at the forestry station. In her words:

But high above and all around the fire was burning, more vivid than the sun, throwing spirals of smoke in the air like the smoke from a volcano. Thirty cabins burned and 12,000 acres of forest still burning endangered countless homes below the fire. The fire was burning to the back of us now and a rain of ashes began to fall and continued for days. The smell of the burn in the air was acid and pungent and tenacious. —

Diary of Anais Nin, Vol. V, copyright 1974 by Anais Nin. Reprinted by permission of Harcourt Brace Jovanovich, Inc. — ARCADIA FIRE DEPARTMENT.





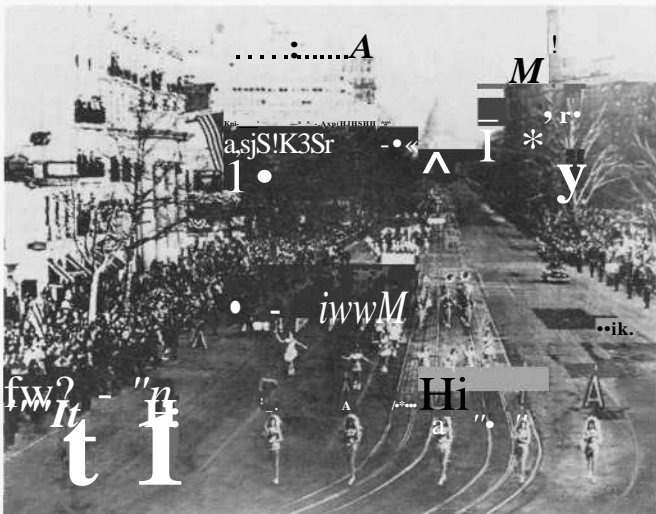
Arcadia Methodist Hospital of Southern California just after completion in 1957. — MILTON BELL



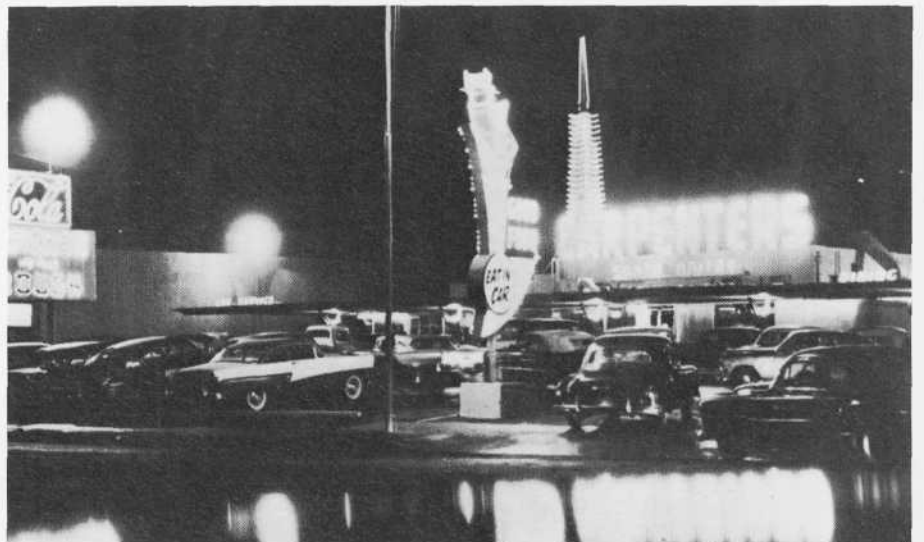
New police facility was added to civic center complex and occupied in November 1957. — ARCADIA POLICE DEPARTMENT



Children's Theatre provided fun and creative expression for many youngsters. Maria Stewart and Jane Morse were the sparks that made it glow. Pictured left to right: John Morse (striped shirt), Pam Lance, David McAdam, Laura DeVirgilio and Chris Parker (in lamb's costume by wall). The Children's Theatre remained active for almost 12 years. — DON MC ADAM



(ABOVE) The Arcadia High School band in the inauguration parade for President Eisenhower, January 1957, Washington, D.C. — RAY BOWMAN
(RIGHT) Carpenter's Drive-in in the 50's was the great place to see and be seen.

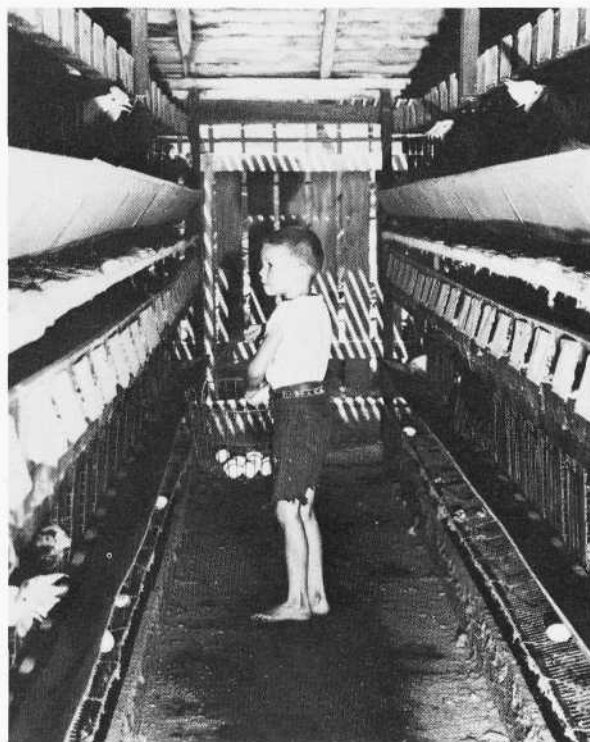




Aerial view looking east from over Santa Anita Park, circa 1954. The Pony Express Museum is on the right beside vacant field. Santa Anita Theatre is the large building directly opposite the museum. Next to it is Carpenter's Drive-In and next to that (with tower) is Santa Anita Motor Inn. — ARCADIA POLICE DEPARTMENT



Dana Junior High School graduation, circa 1959. Dana Junior High opened in 1955 and ground was broken for Foothills Junior High in 1959, evidence of the city's rapid and continuing growth. — ARCADIA TRIBUNE (RIGHT) Unidentified young boy gathers eggs from hen house, 1959. There were only 12 chicken ranches remaining in 1959. City law, which took effect January 1, 1961, would eliminate all poultry operations in the city. — ARCADIA TRIBUNE



"If you happened not to drive along a certain street or go through a particular part of town for several months, by the next time you passed that way what had been there was gone. Change was everywhere."

— Dorothy Ettensperger

CHRONOLOGY - CHAPTER 10

- 1950 — Arcadia's population is 22,809 according to U.S. Census.
- 1950 — Bekins builds what was the tallest building in Arcadia.
- 1950 — Arcadia Mounted Police is established.
- 1950 — Local chapter of American Association of University Women is established.
- 1950 — There are 631 swimming pools in Arcadia.
- 1951 — Voters poll a 4 to 1 majority in favor of a \$1,950,000 bond issue for construction of a high school for Arcadia.
- 1951 — Quota Club is established.
- 1951 — Longley Way School is built.
- 1952 — A bond issue of \$1.5 million is approved for 40 new classrooms in city schools.
- 1952 — Exchange Club is established.
- 1952 — The Kennedy stables (located across Baldwin Avenue from Santa Anita Park), one of the last in the city, burns.
- 1952 — Civitans is established.
- 1952 — (March 21) Hinshaw's Department Store opens on Baldwin Avenue in West Arcadia.
- 1952 — Assistance League is established.
- 1952 — Arcadia Historical Society is organized.
- 1952 — Arcadia High School opens for the fall semester for freshmen and sophomores.
- 1952 — One-way traffic is instituted on Huntington Drive.
- 1952 — A special U.S. Census shows Arcadia to have a population of 28,722.
- 1953 — Arcadia celebrates its 50th birthday.
- 1953 — First Little League in Arcadia is formed.
- 1953 — A new junior high school, additional elementary school facilities and expansion for the high school are assured with the passage of a \$2,925,000 bond issue.
- 1953 — Camino Grove Elementary School is opened.
- 1954 — The restored Queen Anne Cottage is formally dedicated as a State Historic Landmark.
- 1954 — Arcadia Auxiliary of Methodist Hospital of Southern California is established.
- 1955 — The Los Angeles State and County Arboretum opens to the public.
- 1955 — Lyon's Pony Express Museum is sold and the artifacts taken to Harrah's facility outside Reno, Nevada.
- 1955 — Arcadia High School graduates the first senior class to have attended all three years there.
- 1955 — Dana Junior High School is built on S. First Avenue.
- 1955 — Ground is broken for construction of the \$3 million Methodist Hospital in Arcadia.
- 1956 — Local League of Women Voters is established.
- 1956 — (April) Arcadia Council of Camp Fire Girls receives their charter. (There had been earlier troops affiliated with other councils.)
- 1956 — Bonita Park School is built.
- 1956 — An ordinance is passed limiting poultry operations and phasing out all such operations within five years.
- 1957 — Local Elks Club is organized.
- 1957 — Arcadia Methodist Hospital opens.
- 1958 — Restoration of Lucky Baldwin's Coach Barn is completed at the Arboretum.
- 1958 — A \$3,885,000 school bond issue is defeated.
- 1958 — Land is purchased from the Oberly estate as a site for a new junior high school.
- 1959 — Tents are used for a time at the High School due to lack of classrooms.
- 1959 — Voters approve a nearly \$2 million bond issue for the schools.
- 1959 — Ground is broken for Foothills Junior High School on Sycamore Avenue.
- 1959 — Voters approve joining the Metropolitan Water District.

, jfanta. Anita Ave. looking north, 1960. This drive, perhaps more than am
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Our Recent Past 1960-1980

While Arcadia might have wished to remain a quiet suburban town immune from the growing problems of the country, it was not possible. The picture of Arcadia during the 60's must be set against a backdrop of the Vietnam War, disenchantment of the young, the growth of the drug culture and the continued breakup of extended families started by the relocation of many following World War II.

During this decade Arcadia had to absorb the tremendous growth it had experienced in the post war years. Room was needed for industrial expansion and the area along Peck Road was annexed. Other annexations were studied but no other parcels were added.

Efforts were made at this time to break the unwritten ordinance against high rise buildings. The Planning Commission was opposed to this type of building while the City Council believed such units could be integrated into the community. A final vote narrowly defeated such a project and the attitudes which resulted from the decision prevailed into the early 1980's. Eight stories are still the maximum allowed.

The city's population of about 42,700 at the beginning of the 1960's proved an enticing market. Arcadia in 1963 was the third wealthiest community in Los Angeles County, led only by San Marino and Beverly Hills. Its assessed valuation was almost \$110 million. The first major Los Angeles department store to venture into the city to take advantage of this market was the May Company which built a large store in 1966. How-

ever, the trend to small shopping areas closer to where people lived continued and all seemed to thrive. The main shopping areas besides Town Center, West Arcadia and El Rancho were centered on Live Oak Avenue, Foothill Boulevard, Golden West Avenue and East Duarte Road.

In the climate of increasing faith in technology, Arcadia had become the home of numerous highly sophisticated businesses. Cameras used on the moon, connector and cable assemblies in space missiles, high-strength fiberglass sheets, precision instruments for the medical profession, torpedo gyro testing devices for the Navy and night vision instruments were manufactured here. All manner of new and exciting changes were taking place in Arcadia.

A new library was built at Santa Anita Avenue and Duarte Road and opened in April of 1961. It was designed by William Guy Garwood who had studied under Edward Stone. Plans for a new civic auditorium were introduced but were rejected by the electorate on two different occasions. The Chamber of Commerce dedicated its attractive building near the intersection of Huntington Drive, Campus Drive and Holly Avenue on November 13, 1965. Since 1914 when they were organized as the Arcadia Board of Trade, the Chamber has been the group charged with promoting Arcadia and working toward its betterment. For two years in a row, the Arcadia High football varsity won their league championship and in 1965 their baseball counterparts won the conference title. In 1969 the varsity basketball team won the first league title

in 16 years. The High School also provided the community with enormously popular musicals over these years. In 1965, a subsidiary of Ridder Publications bought the *Arcadia Tribune*, making it a part of a national newspaper chain. For the first time in Arcadia's history, the local newspaper was owned by a corporate entity far removed from the city's boundaries.

As California's enchantment with the automobile grew, so too did the dreams of a network of high speed highways connecting all areas of Southern California. With work accelerating in the late 1930's on the Arroyo Seco (Pasadena) Freeway linking Pasadena and Los Angeles, many residents further east in the San Gabriel Valley envisioned such a link with their communities. In 1947 the Southern California-wide master highways plan showed north-south freeways connecting Arcadia and the port of Long Beach. An east-west freeway also began appearing on maps of the regional planning commission. The route most often proposed at the time looped to the south through highly developed residential areas of Pasadena and on into Arcadia near Chapman Woods. The Foothills Cities Coordinating Committee was organized in 1953 and city engineers of Arcadia, Glendora, Monrovia, Azusa and Pasadena conducted surveys to consider alternative routes in an attempt to determine the best one for these areas. Their proposed northern route received organized opposition in early 1958 when nearly 1,155 names appeared on a petition requesting a route across Arcadia that would roughly follow Duarte Road. But the northern route won and before 1970 two segments were completed, putting Arcadia just 40 minutes from downtown Los Angeles.

Progress had spelled doom for many Arcadia landmarks over the years, and when it was announced that the path of the new freeway would destroy the city's old Santa Anita Station, a sense of urgency was felt. Spearheaded by the Arcadia Historical Society and supported by concerned citizens and civic groups, a Save the Depot campaign was undertaken to raise funds. Nearly \$34,000 was collected which was sufficient to move and restore the station on the grounds of the Los Angeles State and County Arboretum. Fortunately for rail buffs and those interested in preserving the past, Clifford Bong succeeded in getting the Railway and Locomotive Historical Society to rescue the Arcadia Santa Fe Station as well. They arranged its relocation to the Los Angeles County Fairgrounds at Pomona.

During these years Arcadia continued to be a community where people settled to raise their families, but it also began to attract more bu-

sinesses because of its central location. According to city records almost 3000 separate businesses were operating here by the end of the 70's. They ranged from manufacturing and professional services to retail shops and highly specialized consulting firms. Arcadians could purchase everything from a hot tub to a vacation in Antarctica without leaving the city. Even robots were available for rent.

One of the sections most recently affected by the influx of new business is the First Avenue area, the heart of the very first business district. Today it is difficult to find a vacant lot or building in this area. In December 1973 the City of Arcadia approved a redevelopment area for the section centered around E. Huntington Drive. Objectives of redevelopment are to eliminate blighted conditions, to upgrade the existing development, stimulate new investment and improve the area's tax base. Finally, ground was broken in March 1971 for the tallest building in the city at the time, the eight-storied Towne Centre Building on N. Santa Anita Avenue at Santa Clara Street.

Arcadians voted in 1971 to permit Santa Anita Consolidated to develop Fashion Park. The majority felt that the corporation should be given a broader base for their operations or the unpalatable alternative might be a high rise apartment and condominium complex filling much of the land around the track. To many it was ironic that this facility which was developed on part of the very tract that had housed the Japanese relocation center, was financed by the Bank of Tokyo.

Opened in 1975, Santa Anita Fashion Park is a broad, airy mall designed by Gruen Associates. Full sized trees and other plantings that seem to thrive on light from tall skylights, lend a softening touch to the huge expanse. Art works of international stature compliment the plantings. An untitled head of blue wood and polyester by Roy Lichtenstein appears in the central court. A full-sized replica of the Wright Brothers' airplane hangs aloft. Life-sized equine sculptures by June Harrah seem appropriate in Arcadia. Undoubtedly the favorite art pieces in the opinion of youngsters are Pamela Weir's wooden animals that invite climbing and riding.

While the corner drug store and later Carpenter's Drive-In were THE places for the young to gather in earlier years, the mall seems to serve as such a meeting place today. Arcadia's youngsters, here as everywhere, adopted skates and skateboards as the IN mode of transportation. They continued to play Little League baseball and Pop Warner football, but their new love was soccer and boys and girls alike engaged in lively contests all over the city during the season. Welcome mini-parks were

developed in many neighborhoods of the city during these and earlier decades. The parks offer inviting green spaces, innovative play equipment and convenient places to enjoy a family picnic. The equipment was donated by local service clubs, the Exchange Club and Rotary Club among them. Little League organizations cooperated with the city to ensure baseball facilities at five of the parks.

Children remained important in Arcadia, but the student population was shrinking and as the Arcadia School District moved into the last years of the 1970's, it became clear that diminishing enrollment was a fact, just as had been seen in many other parts of the country. The district and the community which had worked so hard to keep up with the growing numbers of students in the 50's and the 60's, would soon face more painful choices: cutting staff and possible school closures.

Other painful realizations by professionals in the community forced Arcadians to acknowledge that there were young people desperately in need of drug abuse counseling and other forms of guidance. In 1972 H.O.Y. (Help Our Youth) was born and today is a professional multi-disciplinary clinic with emphasis on prevention.

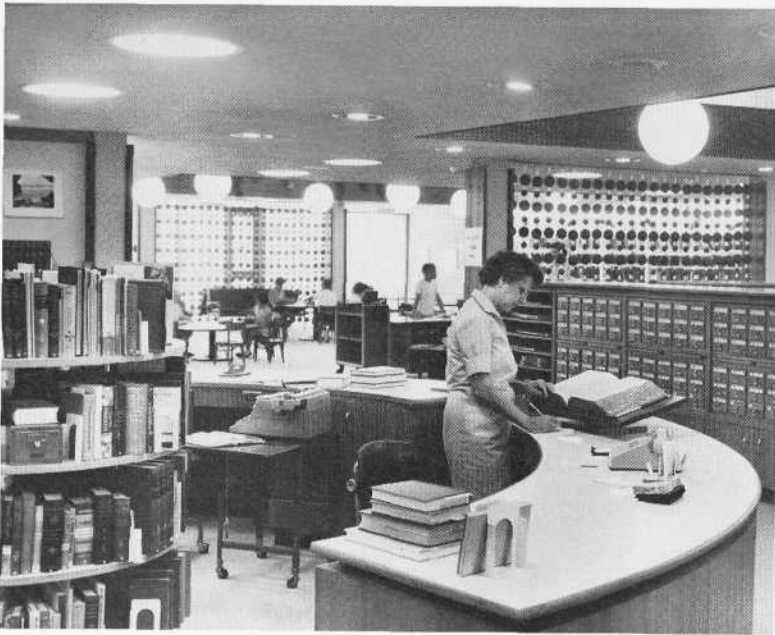
Progress and increasing urbanization have in-

exorably changed the character of Arcadia, but vestiges of the city's past remain. Horses and horse racing have touched much of Arcadia's past; so too do they promise an exciting future. Never have finer horses and trainers flocked to Arcadia's Santa Anita Park as they have in recent years. An international reputation of unequaled merit has warranted this response. Largely because of this fine record, plans are being worked out at this time to hold the 1984 Olympic equestrian events at the Park. Old E.J. Baldwin would be very proud!

But perhaps the best and brightest event of these years was the celebration of the city's 75th birthday, the Diamond Jubilee in 1978. All year long, excellent articles that looked at the city's rich history were run in the *Arcadia Tribune*; many worthwhile projects were instituted by various groups and the whole culminated in a grand celebration in September of that year. A community breakfast began the day, a parade filled the afternoon and a gala ball capped off the commemoration. It was a salute to a community that had recovered from the denigrating label of sin city; that had sustained and grown from civic differences of opinion, and that was looking forward to the next era.



East side of Baldwin Ave. just south of Duarte Rd., 1960. In an earlier decade the Cuccia Block was seen at this location. Street trees planted later now soften the appearance. — ARCADIA CHAMBER OF COMMERCE



Alfreda Bolduan, former head of the library reference department, 1963. She was largely responsible for the development of the strong local history collection in the Arcadia Public Library. — ARCADIA TRIBUNE



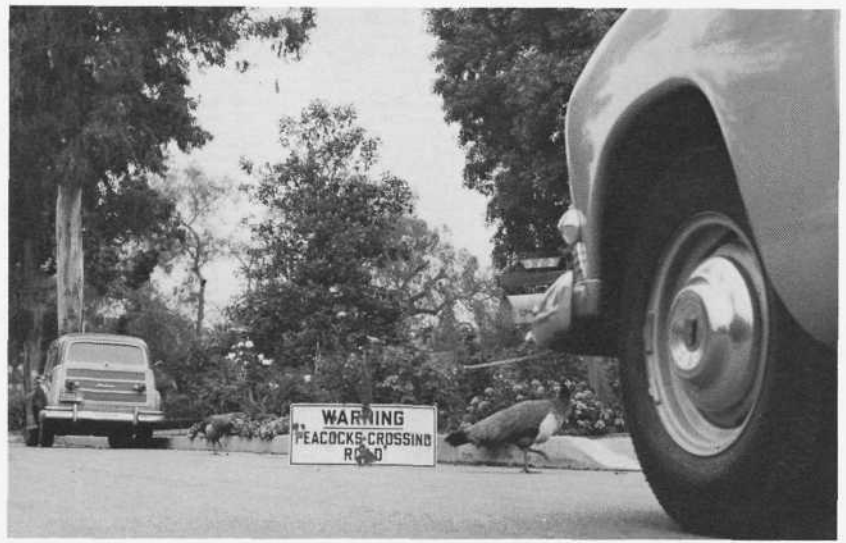
Arcadia Public Library, southwest corner of Santa Anita Ave. and Duarte Rd. The building was dedicated in April 1961. — ARCADIA TRIBUNE



Opened in March of 1952, Hinshaw's became a popular department store in anchoring the southwest corner of Duarte Rd. and Baldwin Ave.

Barron's Pharmacy, circa 1960. Located on Baldwin Ave. just south of Hinshaw's in West Arcadia, Barron's was for many years a popular place for shopping and refreshments.





Ancestors of Arcadia's beautiful peacocks were imported from India by E.J. Baldwin in the 1880's. At times the free-ranging birds have been quite troublesome to Arcadians living near the Arboretum. (ABOVE) Peacocks have the right of way!

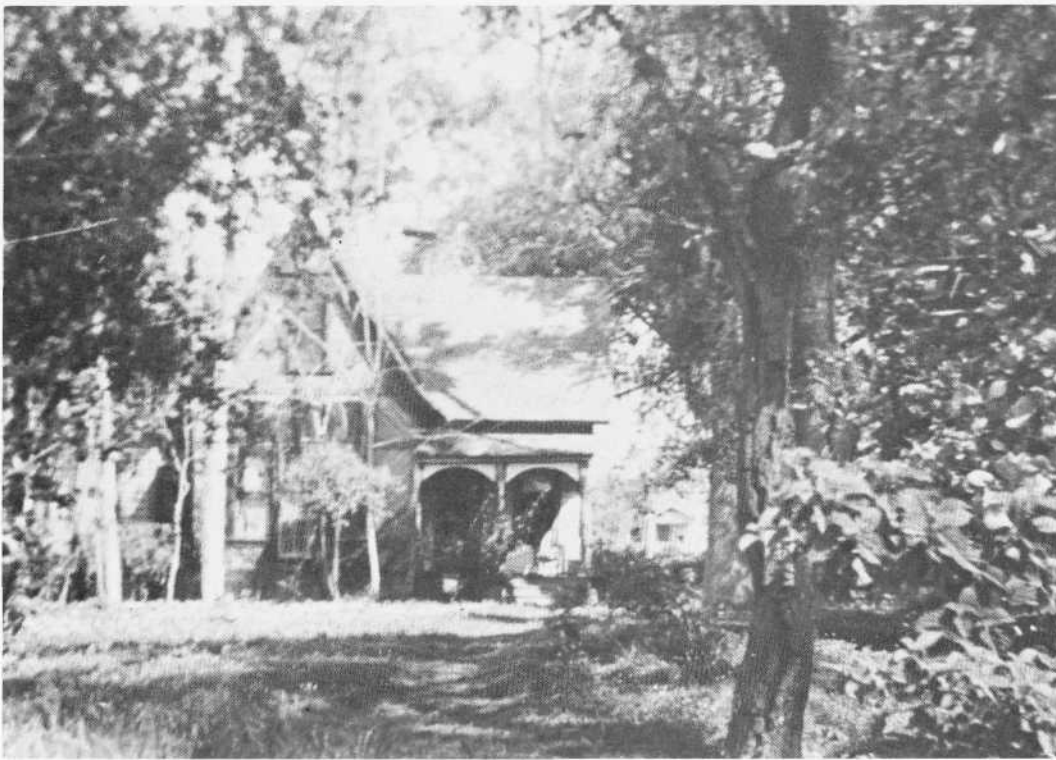


Memorial fountain in Arcadia County Park was designed by James Fickes. Project was sponsored by the Arcadia Rotary Club with dedication in December 1962. — ARCADIA POLICE DEPARTMENT

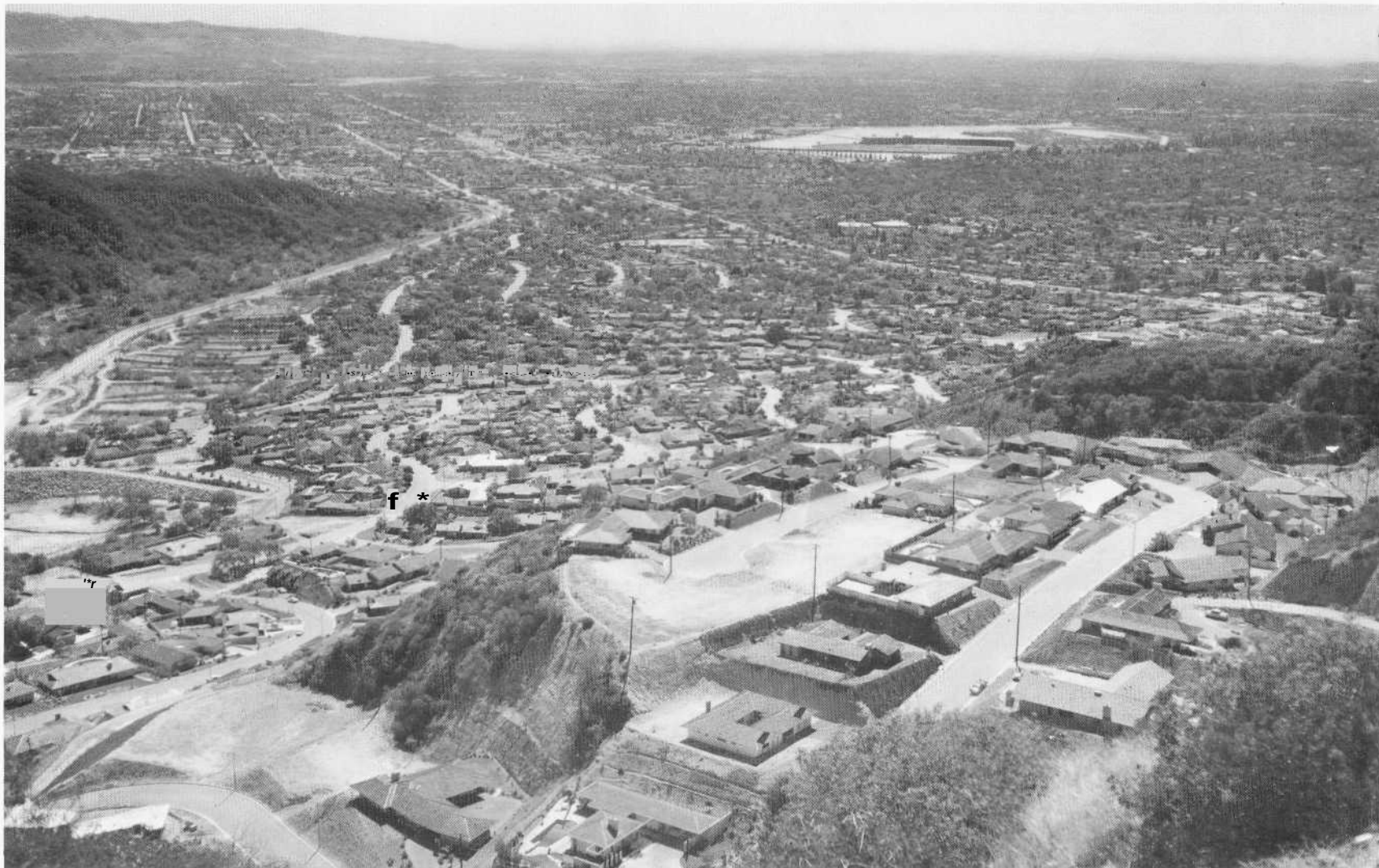


Arcadia County Park offers a potpourri of activities — everything from classical music to a hotly contested game of volleyball as these photos attest. — ARCADIA TRIBUNE





The O.D. Harris home, 12 E. Colorado Blvd., as it appeared just before demolition in 1961. The home was originally built in 1887 to house the Southern California Perfumery Co. as indicated in Chapter 3 (p.53). — DOUG MC ADAM



View from Chantry Flats Road, looking south, circa 1960's. The seemingly insatiable appetite for homes in Arcadia led developers higher into the mountains north of the city. Large white area off to the right is Santa Anita Park. Long ribbon running north to south near center is Santa Anita Ave. — ARCADIA POLICE DEPARTMENT

...s comments like "Blimey, I'm leaking
 ag...n." (as he wiped his perspiring face).
 The last number came, "Hall of the Moun-
 tain King." This did it. 'Sounds' really really
 threw themselves into it. The beat rose, hands
 started clapping, volume and speed began a
 crescendo. The last strains came at an un-
 believable strength and force. The Beatles
 were next. It was in the air. If the group had
 gone on another minute, all would have been
 spoiled. But only a few seconds now. Dave Hull
 came onstage, KRLA's biggest Beatle fan and
 best-known disc jockey. He smiled and every-
 one cheered. All the disc jockeys came out
 and lined up by the door, the very door that
 the Beatles would emerge from any second.
 The air was alive. Everyone cried, "The
 Beatl... here... were, slowly
 ...atch-

f i l l f f i

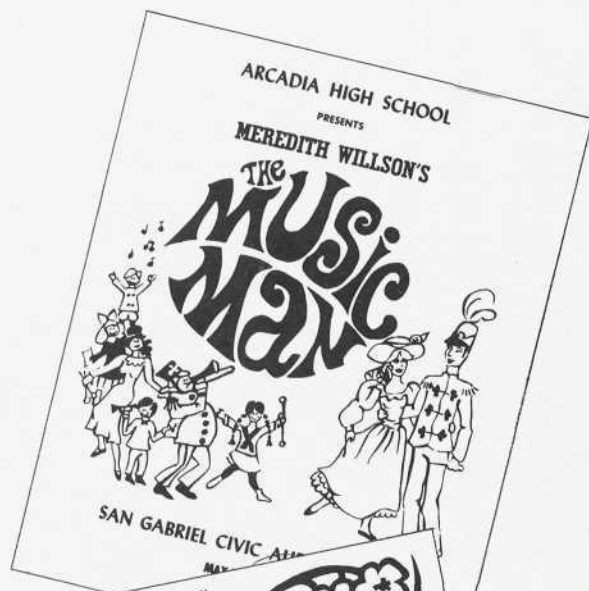
so at
 Who win -
 No matter which one was your ... e,
 your eyes always went back to Paul. He was
 happy, bouncy, lovely and alive. He showed
 the same enthusiasm for the fans as they
 showed for him.



(LEFT) All across America young people were captivated by the Beatles. Two Arcadians, Linda Collier and Laurel Sercombe, had the ability to put into words the energy and excitement of the event. This appeared in the *Arcadia Tribune* for September 9, 1965. (ABOVE) Wilderness Park at the mouth of Big Santa Anita Canyon was dedicated in October 1958. The facility affords a unique opportunity to begin to understand the mountain region bordering Arcadia. Gold placer claims were filed on an area just south of the Park in 1877. — MARC MUELLER



(ABOVE LEFT) The Arcadia Community Theater offered fine performances of top plays. Pictured left to right, the cast from Gore Vidal's *Visit to a Small Planet*: Don Owens, Ron Brown, Donna Good, Doug Lance and Diane Flaaten. — ARCADIA TRIBUNE (ABOVE) Jim Dean talks to John Samson as Linda Smith watches in this scene from *The Music Man* production put on by Arcadia High School in the late 60's. (RIGHT) Programs from two High School musicals produced during these years.





Bulldozer begins earth movement for the construction of the Foothill Freeway through Arcadia, 1967. — ARCADIA TRIBUNE



Foothill Freeway nearing completion. Eight lanes of concrete sweeping across the city have brought it irrevocably into the urban milieu of Southern California.

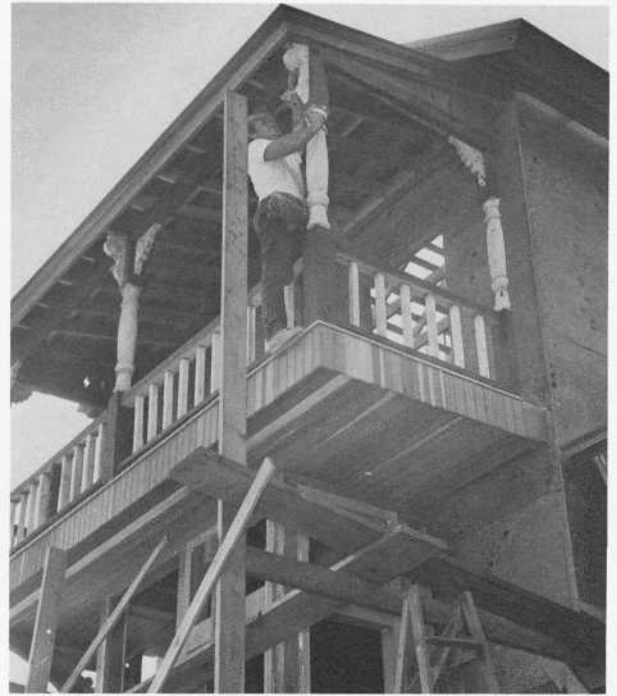
—ARCADIA TRIBUNE



Ribbon cutting for first segment of Foothill Freeway completed through Arcadia, September 1968. Pictured left to right: Roger Ferguson, Mayor of Monrovia; next not identified; Sherrill Watson; Frank Bonelli, Los Angeles County Supervisor; Haig Ajamian; Don Hage, Mayor of Arcadia; next not identified and Mayor Prentiss R. Ham of Duarte. — ARCADIA TRIBUNE

Panorama of freeway as it sweeps across Arcadia, looking southeast, circa 1971. Intersection at bottom of photo is Santa Anita and Wheeler Ave. Curved line closest to camera is Santa Fe Railway. Next to it is the freeway. — ARCADIA POLICE DEPARTMENT

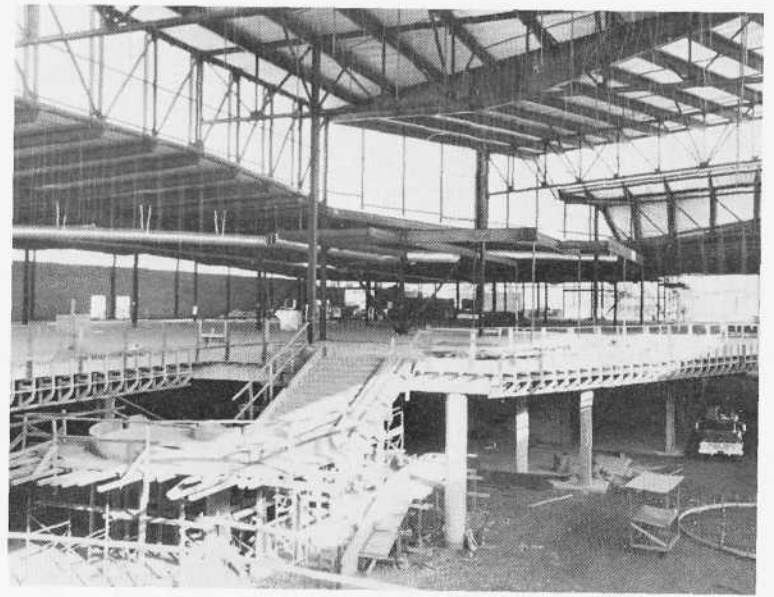
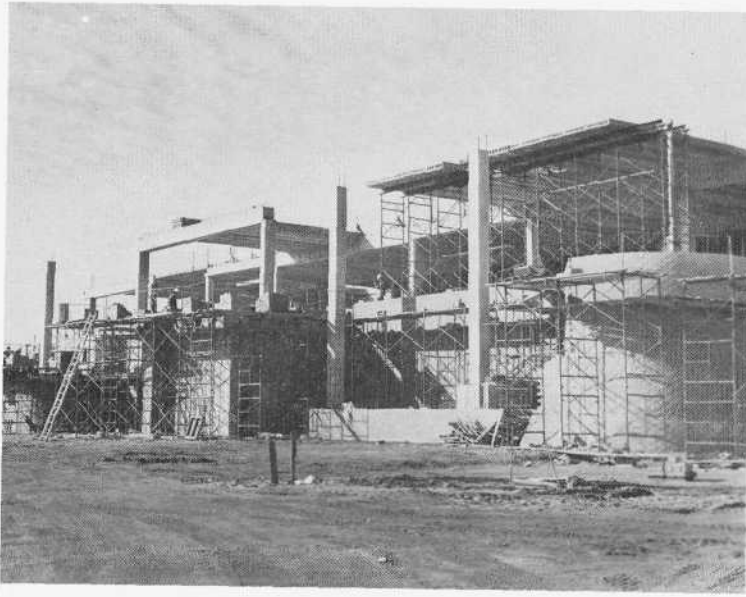




The Santa Anita Depot, situated in the path of the new freeway, was rescued by an heroic community effort spearheaded by the Arcadia Historical Society. (ABOVE LEFT) The day before the dismantling began, December 1968. — DONALD DUKE (ABOVE) The Depot takes shape at its new home at the Los Angeles State and County Arboretum, late 1969. (LEFT) Dedication of the relocated station, September 1970. Pictured at the ceremonies, seated left to right: Dextra Baldwin Hopper, great-granddaughter of E.J. Baldwin; Rozella Selby Gilmore, daughter of E.J. Baldwin and (reportedly) Martha Agnes Fowler. Standing between them is Edna Lenz, President of the Arcadia Historical Society. — MILTON BELL



Santa Anita Depot reconstructed on the grounds of the Los Angeles State and County Arboretum, 1970. Pictured left to right are: volunteer, Barbara Nassif; Arboretum curator, Patricia A. Warren; Arboretum graphic artist, Alan Lugena.



Santa Anita Fashion Park, designed by Gruen Associates, opened in 1975 with four major department stores, cinemas, restaurants and specialty shops. (ABOVE LEFT) View of the southeast corner of Fashion Park under construction, circa 1972. — ARCADIA TRIBUNE (ABOVE) Interior of Fashion Park during construction, circa 1972. — ARCADIA TRIBUNE (LEFT) Wide angle exposure gives surrealistic appearance to this photo taken shortly after opening of Fashion Park. Pictured standing left to right: Robert Strub, president of Santa Anita Inc.; next unidentified; Bill Stone, then General Manager of Fashion Park. A Roy Lichtenstein sculpture is seen behind them. — SANTA ANITA INC.



The completed Fashion Park, 1976. Looking northeast across the facility, one can see that there seems to be ample room for both Santa Anita Park and Fashion Park.



The Arcadia Fire Department started its fine paramedic program in October 1973. Pictured here are Mr. and Mrs. M. Joseph Cork and family and Mike Pauro of the Fire Department. — ARCADIA TRIBUNE



Oil drilling efforts were undertaken in 1970 in the southern part of the city. Unfortunately, the results were as non-productive as the earlier attempt by Vosburgh Oil in the 1920's. — VAN IWAARDEN FAMILY



Part of a large gathering of young people in Arcadia County Park for a "love-in," June 1967. The newspaper reported that some came from as far south as San Diego and some from as far north as Santa Barbara. — MILTON BELL



Since the depression years, Arcadia Thrift Shop has been providing a necessary service to the area. Pictured left to right: Dorothy Smith, manager; Ray Wisniewski and Bill Rush, 1970. The Thrift Shop opened its door on October 28, 1931, under parent-teacher supervision. Their program was described in the *Arcadia Tribune*:

All of the welfare programs of the following organizations have been coordinated with the Thrift Shop program: the Woman's Club, American Legion and American Legion Auxiliary, Eastern Star, Humane Society, Rotary Club, Theta Phi and other social groups. Through this coordination of effort, the greatest good has been accomplished without duplication of cost and effort.

In November 1932 and November 1933, successful community drives were undertaken to supplement food and clothing relief granted this community by the federal government. — *Arcadia Tribune*, 1934



Aerial view over intersection of First and Wheeler Aves., 1976. What changes have taken place in just a few years! The home as well as office of Dr. Fletcher Sanborn was located in the small building (built in 1919) in extreme lower left. Dr. Sanborn also built the commercial building adjacent which housed the post office for many years. AH have been removed to provide the site for HTL Engineering. Across First Ave., the Sawmill Restaurant has been built and the Huntington Bank stands on the exact site of Baldwin's Oakwood Hotel (at extreme right). A new medical building stands on cleared area on extreme left. — ARCADIA POLICE DEPARTMENT



Cinemaland, circa 1977. Opened with fanfare in 1941, Cinemaland was razed to make room for the Engineering Sciences building. — ARCADIA TRIBUNE



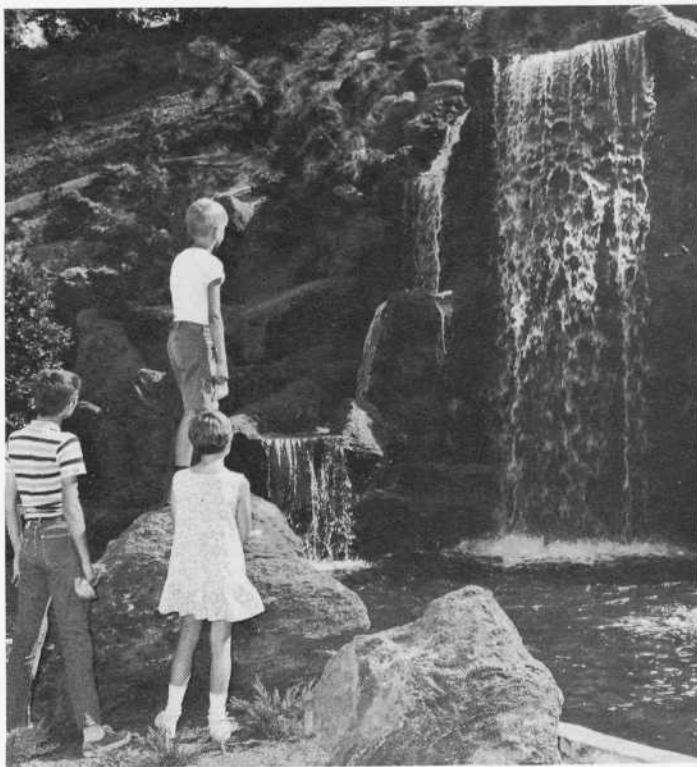
For a period of time, waiting in service station lines for gasoline became as much a part of the lives of Arcadians as sleeping and eating. This photo was taken in 1979. — ARCADIA TRIBUNE



Fire at the Arboretum, December 26, 1969. Fanned by Santa Ana winds, a smoldering cigarette in the jungle area launched an inferno which seared trees, destroyed the Baldwin boathouse and Indian wickiups and touched neighboring houses before being brought under control. Concerted effort by Arboretum gardeners, visitors, and firemen saved the Queen Anne Cottage as the fire jumped southward across the lake.



Arboretum entrance rotunda, circa 1970. In 1973, a new gatehouse was constructed near the flagpole seen in this photograph. The average annual attendance at the Arboretum is just over one-half million.



Youngsters admire the waterfall on Tallac Knoll at Los Angeles State and County Arboretum, circa 1973. The Arboretum continues to bring pleasure to the entire area. — ARCADIA TRIBUNE



Les Brown, with vocalist Joann Greer, entertains on grounds of the Arboretum, July 1979. The Concert-On-The-Green has been a summer treat for the past few years. — AL COKE



Diamond Jubilee chairman James Helms presenting plaques to various committee heads, 1978. Those visible left to right: Ruth and Charles Gilb (just to right of plants); Floretta Lauber; Kel Mason; Delia Mason; Carla Maggio; Marilyn Daleo; Jean Cope. Seated at table in foreground are Carolyn Mitchell and Chief of Police Charles Mitchell. — ARCADIA TRIBUNE



Youngsters view cake created for Arcadia's 75th birthday celebration, 1978. — ARCADIA TRIBUNE



Group of youngsters in the Diamond Jubilee Parade pulling pictorial representation of the first school built by the city, September 30, 1978. — ARCADIA TRIBUNE

CHRONOLOGY - CHAPTER 11

- 1960 — Arcadia enters a float in the Pasadena Rose Parade for the first time in five years.
- 1961 — Arcadia Unified School District administrative offices on Campus Drive are completed.
- 1962 — Local chapter of Altrusa is established.
- 1962 — Sister City ties with Tripolis, Greece are finalized.
- 1963 — The school district wins approval of a \$3,750,000 bond issue, the largest since 1950. It will provide facilities for at least five years.
- 1964 — Arcadia Tournament of Roses Association is formed.
- 1965 — A five year, half-million dollar sidewalk construction program is started by the city.
- 1965 — A major addition at Arcadia Methodist Hospital almost doubles its capacity.
- 1965 — Rezoning of property in the south and the west portions of Arcadia is accomplished.
- 1966 — Baldwin Stocker School opens at 422 W. Lemon Avenue.
- 1967 — Foothill Freeway construction is started and overpasses at Santa Anita Avenue, First Avenue and Colorado Boulevard are completed.
- 1968 — First section of Foothill Freeway opens from Arcadia east to Duarte.
- 1968 — PATH (Parent and Teen Help) is organized to assist young people with drug problems. There will be a great number of drug related arrests made this year.
- 1969 — Local chapter of Optimists is established.
- 1969 — Dr. William Stewart resigns as Director of the Arboretum, a position he has held for 17 years.
- 1970 — Francis Ching is named new director of the Arboretum.
- 1970 — Plans for the development of Santa Anita Fashion Park are revealed.
- 1970 — (September) The restored Santa Anita Depot of the Santa Fe Railroad is dedicated.
- 1971 — (January) Foothill (210) Freeway is dedicated. The section between Arcadia and Rosemead Boulevard opens July 1971.
- 1971 — (March) Ground-breaking ceremonies for an eight-story Towne Centre building at 150 N. Santa Anita Avenue take place.
- 1971 — (April) Voters approve development of Santa Anita Fashion Park. It is expected to generate sales of \$50 million and bring the city \$1 million in tax revenues.
- 1972 — Arcadia's General Plan is adopted.
- 1973 — (July) Arcadia, using a post card referendum, approves Sunday horse racing, thus negating an ordinance by the City Council banning it.
- 1973 — (September) The McCoy building on N. First Avenue, the city's oldest commercial building, is demolished.
- 1975 — (August) A group of Arcadians fly to Newcastle, Australia, to formalize Sister City ties.
- 1975 — (October) Santa Anita Fashion Park opens.
- 1976 — (April) Construction begins on new City Council chambers just north of present buildings.
- 1977 — (April) New Council chambers, built at a cost of \$903,000, are dedicated.
- 1978 — (February) H.O.Y. (Help Our Youth), a counseling agency, closes their Temple City facility and combines all services at 128 Wheeler Street.
- 1978 — (June) City Council announces the dismissal of a number of city employees and a moratorium on hiring due to the passage of Proposition 13, a property tax reduction measure.
- 1978 — (June) The Arboretum announces that it will now need to charge a \$1.00 entrance fee due to Proposition 13.
- 1978 — (September) While special events occur during the entire year, Arcadia formally celebrates its 75th Diamond Jubilee birthday with a community breakfast, parade and ball.
- 1979 — (March) Santa Anita Park announces a new mutual handle record of \$8,120,022.
- 1979 — (May) A Memorial Day week-end fire causes \$1 million in damage to First Avenue Junior High School. In July, the school board will vote to proceed with reconstruction of the facility.

STREET IDENTIFICATION

OLD NAME	PRESENT NAME
Anita Avenue.....	Haven Avenue
Central Avenue.....	Sierra Madre Boulevard
County Road.....	Duarte Road
Double Drive.....	Santa Anita Avenue
Falling Leaf Avenue.....	Huntington Drive
(It was also U.S. Highway #66, having been given this designation in 1931.)	
Live Oak Avenue.....	Orange Grove Avenue
Orange Avenue.....	Colorado Boulevard
San Joaquin Avenue.....	Longden Avenue
Sierra Madre Avenue.....	Michillinda Avenue
Thomas Avenue.....	Wheeler Avenue
Valnett Avenue.....	Camino Real Avenue
White Oak Avenue.....	Foothill Boulevard

ARCADIA POLICE AND FIRE DEPARTMENTS

POLICE

- 1903 — Elmer Anderson is unanimously elected as Arcadia's first City Marshal. His duties include collecting taxes. Salary of \$1 a year is soon raised to \$65 a month due to the heavy volume of business.
- 1908 — E.J. Baldwin sells to the city of Arcadia a lot on Santa Clara Street east of First Avenue as a permanent site for a jail. Cost: \$1,000.
- 1909 — Marshal Charles S. Smith becomes responsible for both police and fire services when the city purchases its first fire-fighting equipment.
- 1920 — Marshal Fred Treen earns \$165 a month.
- 1931 — Police and fire station is built at 50 Wheeler Avenue.
- 1935 — Police and fire departments are separated.
- 1948 — Teletype is added to police facility.
- 1949-50 — Women officers are included in the department.
- 1957 — New police facilities are dedicated at the Civic Center.
- 1968 — Explorer Scout police troop is started.
- 1970 — Program involving policeman in the Junior High School is instituted.
- 1975 — SWAT team is established.
- 1977 — Motorcycles are dropped as a means of patrol.
- 1980 — Patrol wagons are added.

FIRE

- 1909 — A hose cart, 400 feet of hose, 6 fire extinguishers and a fire bell are purchased (for \$401) to start the city's fire department.
- 1918 — Fire equipment is housed in the City Hall building at First Avenue and Huntington Drive.
- 1923 — A Seagrave pumper is purchased.
- 1923 — Arcadia Volunteer Fire Department is organized under H. M. Topping who was both fire and police marshal.
- 1932 — A Dodge truck is converted into a chemical wagon.
- 1938 — Volunteer fire system is discontinued. Nineteen full-time firemen now make up the fire force.
- 1947 — A Mack pumper is purchased.
- 1958 — New headquarters are developed at 710 S. Santa Anita Avenue. Station #2 is moved to 630 S. Baldwin Avenue.
- 1959 — Station #3 is opened on W. Orange Grove Avenue.
- 1963 — City's first snorkel truck is purchased.
- 1973 — Paramedics are added to the Fire Department service.
- 1978 — Box alarms are removed. Their use was negligible and the savings were substantial.
- 1979 — Emphasis on fire prevention continues.

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THE UNIVERSITY OF CHICAGO

PHILOSOPHY DEPARTMENT

PHILOSOPHY 101: INTRODUCTION TO PHILOSOPHY

LECTURE 1: THE PHENOMENON OF CONSCIOUSNESS

1.1 THE HARD PROBLEM OF CONSCIOUSNESS

1.2 THE SOFT PROBLEM OF CONSCIOUSNESS

1.3 THE MEASUREMENT OF CONSCIOUSNESS

1.4 THE NEURAL CORRELATES OF CONSCIOUSNESS

1.5 THE EVOLUTION OF CONSCIOUSNESS

1.6 THE FUTURE OF CONSCIOUSNESS RESEARCH

1.7 THE ETHICS OF CONSCIOUSNESS RESEARCH

1.8 THE PHILOSOPHY OF CONSCIOUSNESS

1.9 THE HISTORY OF CONSCIOUSNESS RESEARCH

1.10 THE CONCLUSION OF LECTURE 1

DONORS OF MATERIALS

Note: A number of "anonymous" photographs from the files of the Arcadia Public Library and the Los Angeles State and County Arboretum have been used in this book. Only known donors of materials are identified below.

- Academy of Motion Picture Arts and Sciences, 132
Aplin, William, 26
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A C A N A D A

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R.12 W.

Las Casetas

T.2 N.
T.1 N.

Verdugo Canyon

Verdugo Park

Sycamore Canyon

Scholl Canyon

Devils Gate

Linda Vista

S A N P A S O U

PASADENA

Glendale

Verdugo

Eagle Rock Valley

Gaston

Threemile House

Benniston

Garvanza Sta.

Highland Park

Sycamore Park

Garvanza

Lincoln Park

California Street

Raymond Hotel

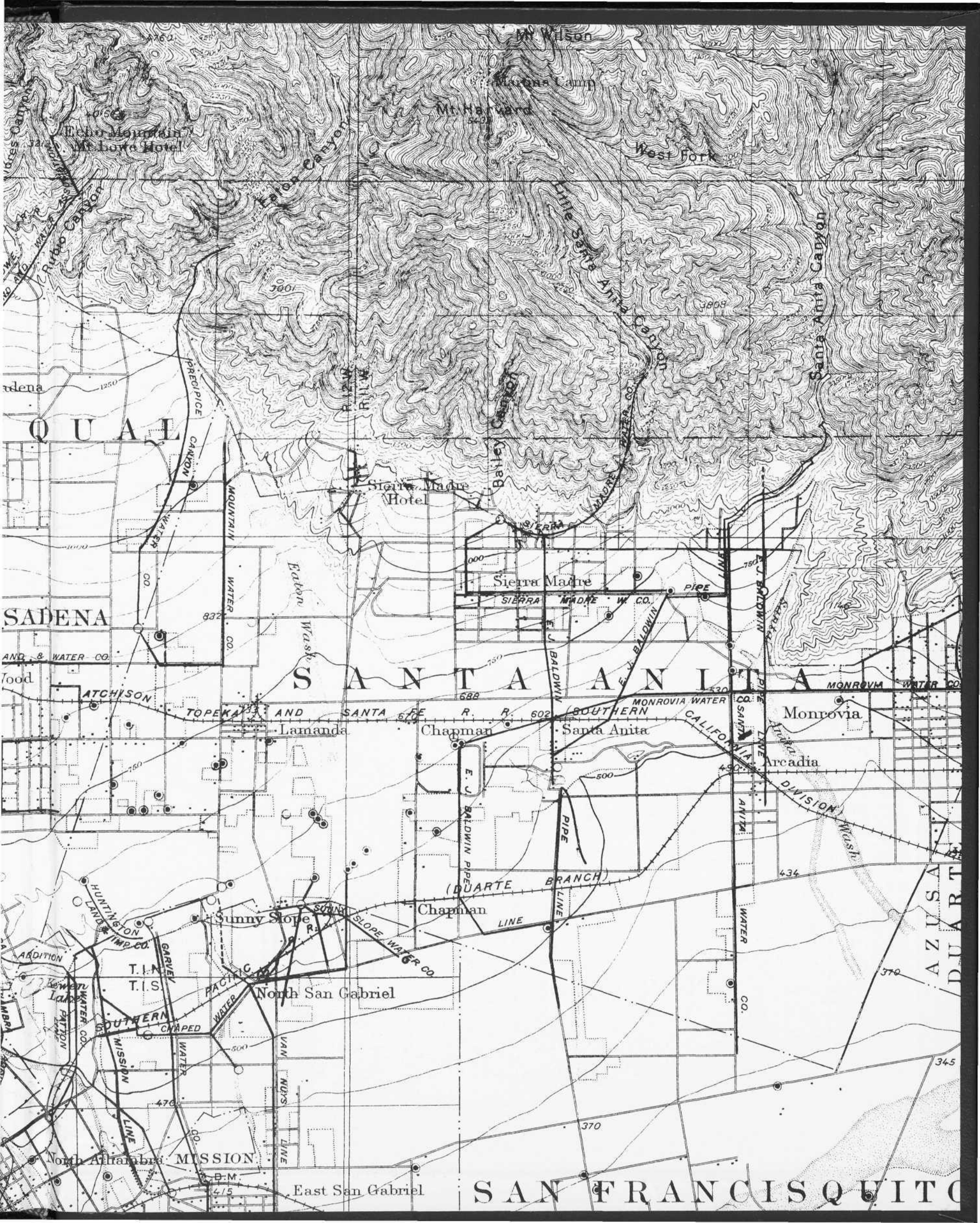
Raymond Hotel

South Pasadena

Keweenaw Lake

Patton Lake

North



QUAL

SADENA

SANTA ANITA

MONROVIA WATER CO.

Monrovia

Arcadia

Chapman

Santa Anita

Chapman

Sunny Slope

North San Gabriel

North Atlatlamba

MISSION

East San Gabriel

SAN FRANCISCO

fields. In 1952 Arcadia opened its own high school; in 1955 the 127-acre Los Angeles State and County Arboretum was opened to the public; in 1957 Arcadia Methodist Hospital celebrated its grand opening.

Growth has slowed and diversified in the recent past, but the face of Arcadia continues to change. The Foothill Freeway, Fashion Park, apartment buildings and condominiums have arrived, old landmarks have disappeared. Arcadia looks forward, but not without fond acknowledgement of its rich past.

Photo by Michele Zack



Pat McAdam

Photo by Duane Feyma



Sandy Snider

Pat McAdam

Pat McAdam is a fourth generation Californian whose early home environment included a mother who wore out the family set of Bancroft's *History of California*. In 1945 Pat took a B.A. in history at Stanford University and three years later married engineer Don McAdam. The newlyweds moved to Southern California where they settled in Arcadia to raise their four sons. In 1964-65 Pat returned to school to earn an M.A. in library science at Immaculate Heart College and has since that time served the community as a reference librarian at the Arcadia Public Library.

Sandy Snider

Sandy Snider moved to California at the age of ten and has lived in the San Gabriel Valley ever since. Sandy graduated from Arroyo High School in 1967, and in 1971 received a B.A. in history from California State University, Los Angeles. In 1975 she earned a secondary teaching credential at Cal. State, but began full-time employment that year as associate curator/historian at the Los Angeles State and County Arboretum in Arcadia. Reflecting her interest in local history, in 1979 Sandy completed a Master's program in history at Cal. State with a 150-page thesis on the Lucky Baldwin Ranch.

JACKET ILLUSTRATIONS

(FRONT) Watercolor of Arcadia City Hall (1918-1948) by Edna Lenz.

(BACK) E.J. Baldwin orange crate label, circa 1885.



SAN GABRIEL VALLEY



**SANTA ANITA
ORANGES**



E·J·BALDWIN·

SANTA ANITA
LOS ANGELES CO

CAL.