

Map Collection

The AHS cartography collection includes more than 50 maps that chart Altadena's history, progress and dreams for the future. Many are practical representations depicting the distance between places, demarcation of travel routes, and the location of boundaries. Others are whimsical graphic representations publicizing community sites, like businesses and parks. Maps tell darker stories as well, of racism, poverty, and economic downturn. Government tract maps show sub-divided pieces of land. Realtor's maps boast plans for future subdivisions. Community booster maps, like

those issued by the Chamber of Commerce, persuade businesses and future homeowners to put down roots in Altadena. Reading a map is like reading a history book. Best of all, most maps in the AHS collection are indexed for quick reference.

Photo below: Research volunteer Kathy Hoskins and archivist Sherry Cavallo look over a recently donated Sanborn map. Sanborn maps (the company was founded in 1867) are valuable tools for anyone who wants to understand the history, growth and development of American cities and towns. They include the shape and size of buildings, street names, property boundaries and house and block numbers.

Inside this issue:

- President's Message 2
- January Program 3
- Archivist's Notes 4
- This & That 5
- Aerial Snapshots 6
- Webster's Pharmacy 7

**

*January 31 Program
AHS photo collection*



President's Message

By Jane Brackman



A picture is worth a thousand words. The same picture digitized and enlarged to ten times its size is worth ten thousand words. As we digitize the photo collection we're finding surprises in what we thought was only landscaping.

Professional photos taken at the turn of the last century are particularly sharp and detailed. Big format cameras steadied on large tripods, giant glass negatives, slow film requiring very long exposures, mean the foreground, middle-ground and background are all in focus.

For instance, the photo of the Schuckman house (below) on the southwest corner of Olive and Altadena Drive (Piedmont then) is particularly sharp as are the

Verdugo hills in the background. The home looks much the same today, however houses have replaced the orchard.

When we digitized the photo and enlarged it we discovered a crude metal sign cut in the shape of an arrow, inscribed with the words, "A little bit of heaven." (The white arrow points to the sign.) It faced Altadena Drive, and pointed east toward town. What or whom it's describing remains a mystery, but thanks to new technology, our archived photos are revealing new stories about Altadena's past.

Come to our January 31st program to learn more about digitized photos.





One of the three Bagnard brothers preparing to take off on a location scout for a Zane Grey movie. The Bagnards were cinematographers for all of Zane Grey's productions. Note the logo on the side of the truck that reads "Zane Grey Inc. Hollywood."

Join AHS for a projected presentation of
Digitized Historical Photographs
Archives Tour and Silent Auction*

Monday, January 31, 2011
7:00 pm

AHS volunteer Marc Stiegel, Altadena resident, business owner and consultant, will project digitizing and catalogued files, and walk the audience through several of the collections and narratives surrounding them. He will explain methods we use to scan, name, label, describe and caption photos, and demonstrate how researchers use the software. Find out more about author Zane Grey, socialite Barbara Curtis Horton, the Brown brothers and other prominent Altadenans. Programs are free and open to the public.

Altadena Community Center 730 E. Altadena Drive Altadena, CA 91001 altadenahistorical.society@yahoo.com

**Auction bidding begins at 7:00. Program starts at 7:30. Auction winners will be announced after the program. Archives tour follows the program.*



Archives Notes

by Sherry Cavallo

With the beginning of this New Year, the Archives is looking forward to greater challenges. We have several large collections that are beginning to be processed which will add greatly to our store of knowledge about Altadena. Our continuing goal of increasing the number of visitors and research requests each year will keep volunteers and archivists alike very busy.

In November, the Archives welcomed a new volunteer, Terence Kratz. Terence has been working to give the AHS website a new look. He is a recent graduate of UCLA with a Master of Library and Information Science degree. He will also be instrumental in helping put more of our photo collection on the web. Be sure to look us up at **altadenahistoricalsociety.org** and enjoy browsing through the site.

Our contributions this quarter include three monetary donations: a gracious thank you to **Deirdre Del Re, Barbara King, and Gustaf and Marlane Forsberg** for their support.

Our library collection continues to grow. **Jim and Sandra Miller** donated two books signed by author Robert Winter, *American Bungalow Style* and *Batchelder Tilemaker*. **Charles Seims** paid us a visit in November and donated a copy of the two volume set of research notes he compiled while writing his book *Mt. Lowe Railway*.

Several outstanding books were also added to our library by member **Judy Wheeler**. **Joanne Rolle** donated the photographs and negatives she shot to document the AHS Mausoleum Tour at Mountain View in 2009.

Sid Gally contributed a photo of the staff of Edison School from the years 1975-76. AHS past volunteer and former teacher, Barbara Boekenooen, appears in this photo.

Eddie Nakamura donated a rare phone directory for Altadena created in March, 1936, in near perfect condition.

Rosa Prima Johnson donated a plaque awarded for the support of the planned Town Hall, as well as a brochure from Altadena Heritage.

Again, thank you to the donors mentioned here and all of you who have contributed in the past.

This and That

After selling 4500 copies of the Altadena book during the last seven years, AHS now has less than 80 books left. All will be sold retail through AHS. Better get yours now or you'll soon be paying twice as much on EBay.

Thank you to new volunteer Terence Kratz who is updating our website. Check it out:

abacus-es.com/altadena/history/

We are in need of a grant writer. If

you know anyone experienced in grant writing who is looking for work, please let us know.

Interested in volunteering? It's not only rewarding and helpful, it's fun as well. Please call 626-797-8016 for more information.

Photo below: The Chamber of Commerce description of Altadena in 1926. Sounds pretty much like Altadena today.

ALTADENA, Los Angeles County, is 14 miles North of the City of Los Angeles, 3 miles from the business center of Pasadena, 30 miles from the ocean,

LIES at the foot of the Mountains, under the shadows of Mt. Lowe and Mt. Wilson, with an even slope to the south.

THE Altitude ranges from 1100 to 1900 feet above sea level, insuring cooling air currents during summer months.

AFFORDS wonderful views of the San Gabriel Valley and Sierra Mountain range, Catalina Island, 55 miles distant, visible when Valley and Ocean are clear.

DELIGHTFUL summer and winter climate, unusually free from fog and frost, with fresh invigorating air. Out-door life the year round.

ESSENTIALLY a wonderful home Community. Every modern convenience available. City advantages with Country benefits.

NO CITY TAXES. **ALTADENA IS NOT INCORPORATED.** It is a Model County governed Community of Homes.

ALTADENA—we call it the "Paradise of the Foothills"—has a live Chamber of Commerce, duly organized and chartered, and is recognized by the State of California. It maintains a modest office, with paid Secretary, and is headquarters for the tourists, and safe-guard to the interests of the Community.

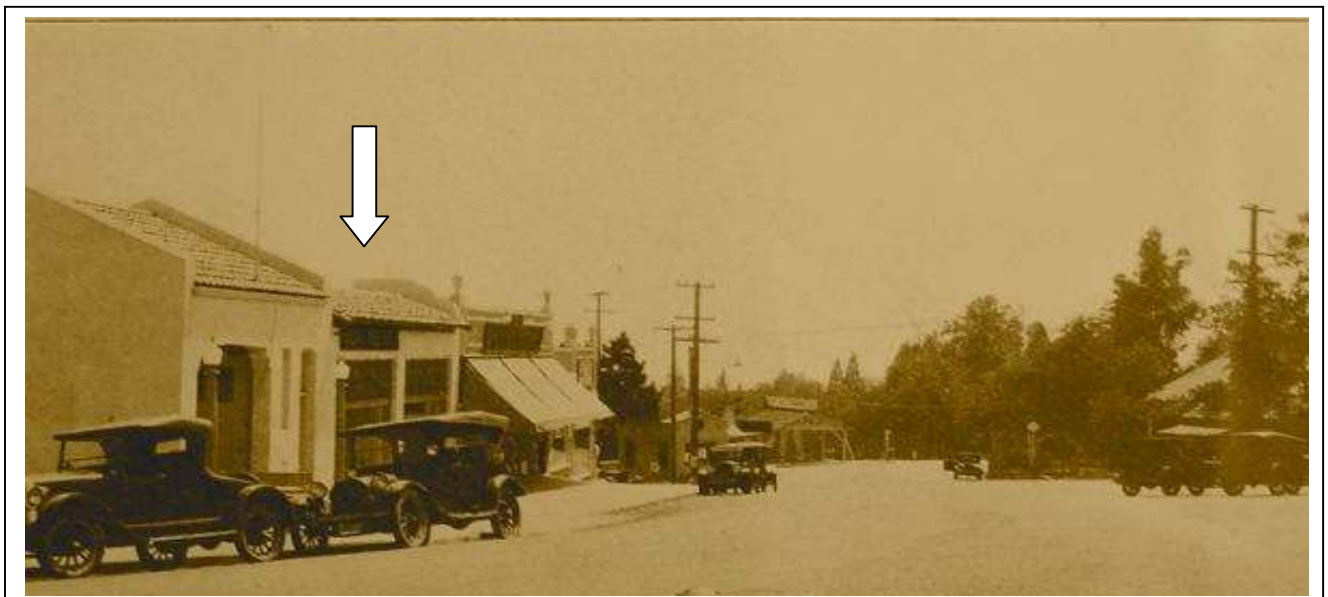
[Four]

From Our Files

An aerial photograph documents a precise moment in time. The photo (upper right) of Lake Avenue and Altadena Drive (Foothill then) was taken in the 1920s. The buildings in the bottom of the photo were razed when Altadena Drive was straightened in 1965. The picture (middle right) shows an aerial view of the same intersection about 1960 before road construction began.

The picture below shows the same intersection at street level in 1926, from Foothill looking west towards Lake. The caption: "A busy business corner, at Foothill Boulevard, Altadena, showing the County Fire Department Station at left. One of the 1925 accomplishments of the Altadena Chamber of Commerce."

The buildings seen in all three photos (marked with arrows) are currently home to Studio 918, Alfie's Appliances, Amigos de Los Rios, Divas Style Beauty Salon and Amy's Patio Café.



Webster's pharmacy, an Altadena landmark, changes ownership

The text below is a brief description of Webster's early history from the May 1, 1975, edition of the Altadena-Pasadena newspaper. "This striving commercial enterprise stands as a testimonial to its founder, Harold F. Webster, and his belief in Altadena and its future." Webster studied pharmacy at USC. In 1926 he and his brother purchased Bailey's Drugstore, located on Lake Avenue north of the old La Mariposa hotel. After buying out his brother's share of the business, Webster built a career making him "the best known and well-liked merchant of the area." Pre-World War II Altadenans enjoyed Webster's soda fountain. Webster enforced a strict moral code: "No underage smoking and no swearing or out you went with a call to your parents." For those waiting for prescriptions to be filled, there was time for a coke at the soda fountain, "and it usually wound up being on the house."

The new proprietors Michael and Meredith Miller, who developed and owned South Pasadena's Fair Oaks Pharmacy and Soda Fountain, have promised to make Webster's a thriving community business while keeping its small town appeal.





Altadena Historical Society
730 East Altadena Drive
Altadena, CA 91001-2351

ADDRESS SERVICE REQUESTED

The Echo

ALTADENA HISTORICAL
SOCIETY

730 E. Altadena Drive
Altadena, CA 91001

(626) 797-8016

altadenahistorical.society@yahoo.com

FIND US ON THE WEB:

abacus-es.com/altadena/history/

Altadena Historical Society (AHS), a non-profit organization, was founded to gather, preserve, and make available information about the people, places and events that have shaped the community in the past. The Altadena Historical Society is proud of its history. Founded in 1935, we are one of the oldest volunteer organizations in the community.

Please join or renew today!

Name _____

Address _____

Phone _____ Email _____

_____ \$25 Membership

_____ \$50 Premium Membership includes a copy of Altadena's Golden Years by Robert H. Peterson.