



EAGLE ROCK VALLEY HISTORICAL SOCIETY

Winter, 2013

Citizen, Developer and Builder

The meeting of the Eagle Rock Valley Historical Society on February 12 at 7 PM will be devoted to the career of Godfrey Edwards. A slide presentation will depict his major role in the development of our town. An update will also be given on efforts to have the Women's Twentieth Century Clubhouse placed on the National Register of Historic places. Refreshments will be served. All are welcome to this free event at the

Center for the Arts, Eagle Rock, 2225 Colorado Boulevard.

Display ads in the Los Angeles Herald proclaimed "Beautiful Eagle Rock," "The Success of the Season," and "The Switzerland of Los Angeles." Edwards and Harry L. Winters had acquired major holdings in Eagle Rock by 1906 when the trolley line was completed (probably at his urging, some say at his expense). Both were residents, as was Winters' mother and Edward's wife, Olive, daughter of Mary Hickson, whose family had built the Victorian house and farmed the area that would become Mount Royal Drive.

Edwards and Winters built the first commercial building of the new town in 1907, at the Townsend Avenue end of the trolley line. Tritch Hardware now owns the building.

In 1914, when the Women's Twentieth Century Club had raised the money and purchased the property at Hermosa and Colorado, the firm was the low bidder on their new clubhouse. The total cost of building was to be \$6400.00 including the 5% builder's fee; if the actual cost was less, the cost to the WTCC would be reduced by a like amount.

After the commercial center had moved to Eagle Rock and Colorado, Edwards and his new partner built the Edwards and Wildey building on the southeast corner in 1916, now the home of ?Sworck Coffee and other businesses.

In 1917, with the passing of a bond issue to upgrade Eagle Rock's schools, the firm built the first building of today's Eagle Rock Elementary, which still stands on Chickasaw Avenue.

In response to criticism that many of the lots he had sold were not built upon, Edwards committed that in his newest development "Harvard Park", all of the houses would be built by the firm. The homes stand today on Del Rosa Drive.

Edwards would go on to build the Los Angeles Memorial Coliseum and several major downtown buildings, including the Fine Arts Building. His last development effort was Granada Hills. Its growth was slowed by Edwards' early death in 1928 and the onset of the Great Depression.

Godfrey Edwards: Godfather of Eagle Rock

*"Nearer Than Hollywood. Higher Than Highland Park
More Beautiful Than Either"*

Beautiful Eagle Rock

The Edwards and Winters Company respectfully announce the formal opening of their 10 EAGLE ROCK TRACTS. Upon these tracts improvements aggregating in cost over \$125,000.00 are in progress.

EAGLE ROCK is six miles from First and Spring—yet with all the varied charm of country life and possessing diversified scenery unequalled in Southern California.

Many handsome homes are being erected. Building restrictions range from \$2000 to \$15,000.

EAGLE ROCK has a perfect water system. A magnificent chain of hill drives and boulevards is being constructed.

The altitude of EAGLE ROCK ranges from 560 to 800 feet. It is warm in winter and it is NOT hot in summer.

EAGLE ROCK has no apologies or explanations to make. It appeals to two classes—the refined and cultured homeseeker and the shrewd, careful investor.

"IT PAYS TO SEE US"

Edwards and Winters Company

329 South Hill Street

Branch Office at End of Eagle Rock Car Line

P. S.—We Almost Forgot to Say—Opening Prices \$325 to \$750—No Small Lots

**Eagle Rock Valley Historical Society
Center for the Arts, Eagle Rock
2225 Colorado Blvd.**

Tuesday, February 12 7:00

Free Presentation

Open to All

visit our website: eaglerockhistory.org

Members and Friends

Women's Twentieth Century Club National designation

The club has submitted an application to pursue federal historic landmark designation for their remarkable clubhouse. The first step is acceptance by the state commission. We hope that will occur in April. If approved, the application will be forwarded for federal consideration. Your president; our board member, Frank Parrello; Christy McAvoy, well known preservation advocate; and club historian Karen Warren collaborated in this effort. Our work on this has stimulated us to organize the information at the club and in our archives. We feel this work will aid our mother organization in her pursuit of designation and the funding to appropriately repair and maintain the building.

"All I Know...."

Our joint efforts with Highland Park Heritage Trust and the Occidental College Library to digitize our archive of local newspapers have resulted in a grant application to the Haynes Foundation for funding to organize our work, set objectives and standards, and select as many items as possible for online access. The materials will be added to the UC Riverside online newspaper site. Items will be word searchable. If we receive this grant our collection of regional newspapers will become much more accessible to all. Matching funds will be sought to expand the scope of this initial offering. Wish us luck!

Dues are due!

Thanks to all of our loyal members who sustain us with their dues. As our system is tied to the calendar year, **those pesky envelopes appear again in this newsletter for those who haven't yet paid for 2013.** As misunderstandings have arisen about the year for which dues have been paid, we will include on the mailing label the last paid membership year in our records. If you disagree, we

will adjust, as we value your membership.

Surfs Up in April

Just in time for summer, Fred Guapo will reveal his love for the waves in a presentation based on his amazing collection of surfing magazines. He recently donated an almost-complete run of them to Pepperdine for their surfing museum. Where did the popularization of this sport begin and how did young Angelinos join in this regional phenomenon? How did the sport change with innovations in equipment and mass popularization? No wetsuits will be necessary for this immersion in azure waters.

The objectives of the Eagle Rock Valley Historical Society

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

Membership is open to all who would further these objectives

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

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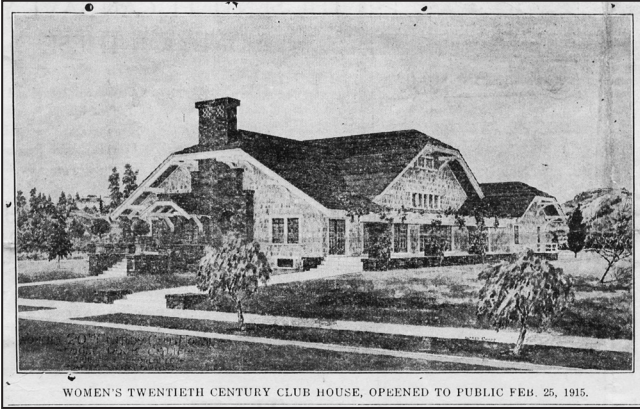
Visit our website at:

eaglerockhistory.org

Visit us at eaglerockhistory.org or in person
Saturdays 10 a.m. to noon at the CFAER

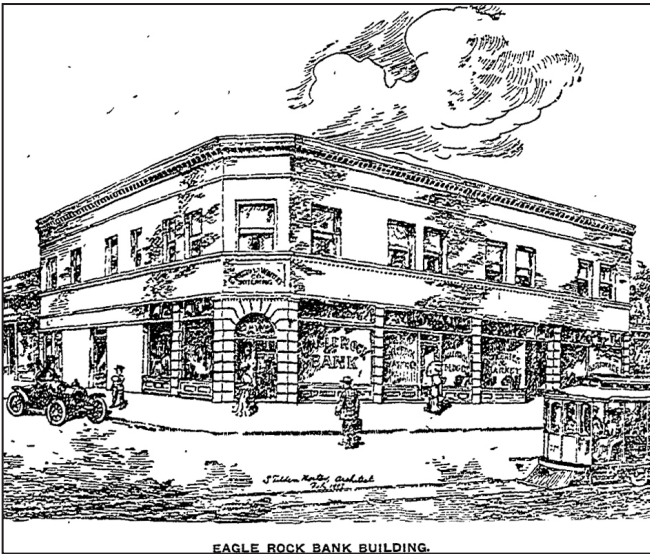
Edwards Builds Eagle Rock

All items are reproduced from the Eagle Rock Sentinel except as noted.



WOMEN'S TWENTIETH CENTURY CLUB HOUSE, OPENED TO PUBLIC FEB. 25, 1915.

The architect for the clubhouse was Frank M. Tyler. It was built by Edwards and Wildey using a team of experienced local tradesmen, many of whose wives were members. National register designation is being pursued for the building.



EAGLE ROCK BANK BUILDING.

SOUTHLAND MOURNS DEVELOPER'S DEATH



Godfrey Edwards

PROMINENT BUILDER OF CITY PASSES

Godfrey Edwards, Head of
Outstanding Construction
Company, Dies at Pasadena

It was thought that the end of the trolley line at Townsend would be the center of business for the growing town. This building would house essential services. This 1907 architect's concept is from the Murdock family collection.

Edwards died January 1, 1924 at 54. This photo from the Los Angeles Times is the only one presently known.

Harvard Drive.

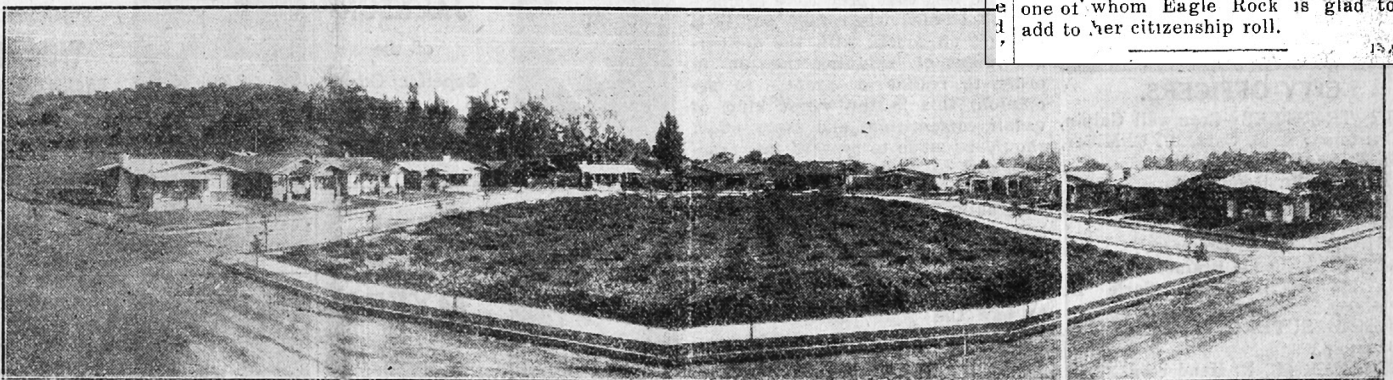
Readers of the Sentinel, who have not walked on East Adams avenue during the past year, will rub their eyes with amazement when they stroll along that pretty street one block from Central avenue. Here, a patch of truck garden has been converted into what is undoubtedly the most highly improved bungalow residential district of Eagle Rock.

The Edwards & Wildey Co. has frequently been accused of putting on much subdivision property long before a legitimate building demand existed for it, with the subsequent result of ill kept, weedy streets and unkempt lots. Their most bitter critics will have to admit that Harvard Park, at least, is not subject to any such criticism. In fact, the company acknowledges that Harvard Park represents an attempt to get away from the usual sub-division methods, and to try to establish a new standard in Eagle Rock.

To begin with, they started out with the resolve to absolutely refuse, under any circumstances, to sell vacant lots in Harvard Park, thereby doing away with the possibility of neglected weed patches owned by non-resident people. Second, they decided to put in a class of stone street paving never before used in Eagle Rock, and before doing so they arranged to install gas and water pipes to each lot so as to do away, once and for all, with torn up streets. Finally, they are building exceptionally high-grade houses on the tract, and are catering only to a high class of prospective home owners.

The experiment, so far, has proved an unqualified success and has already attracted to Eagle Rock twelve new families, every one of whom are delighted with Harvard Park, and every one of whom Eagle Rock is glad to add to her citizenship roll.

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HARVARD DRIVE.

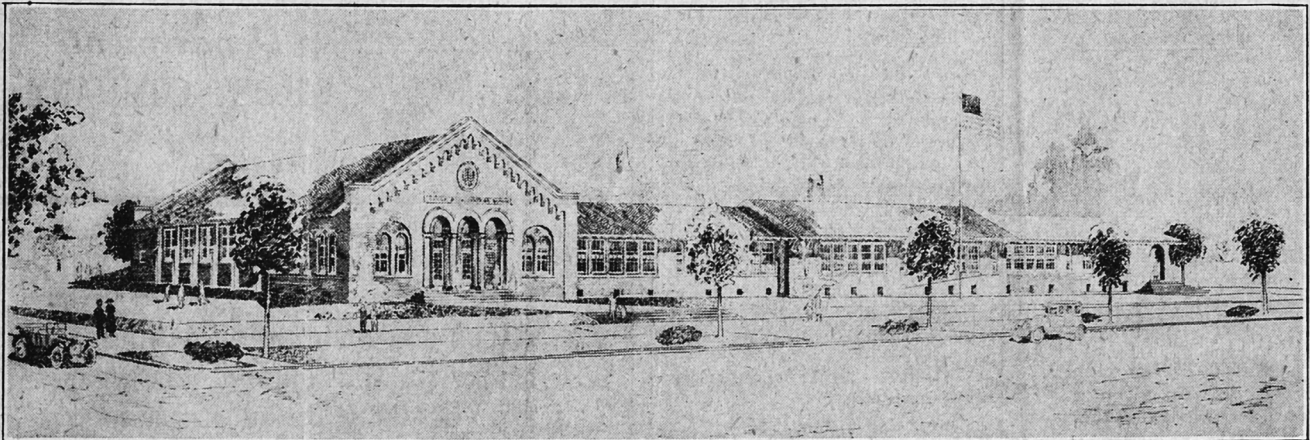
New Edwards & Wildey Business Block Being Erected.



HIGH CLASS MODERN BRICK BLOCK NOW BEING ERECTED AT COST OF \$20,000.

The center soon moved to Eagle Rock and Colorado due to the increasing importance of automotive routes. In 1916, Edwards once again supplied a landmark building for Eagle Rock. The corner housed a drug store and soda fountain for many years. ?Sworck Coffee carries on the social function of the space.

\$50,000 GRAMMAR SCHOOL BUILDING ALMOST COMPLETED



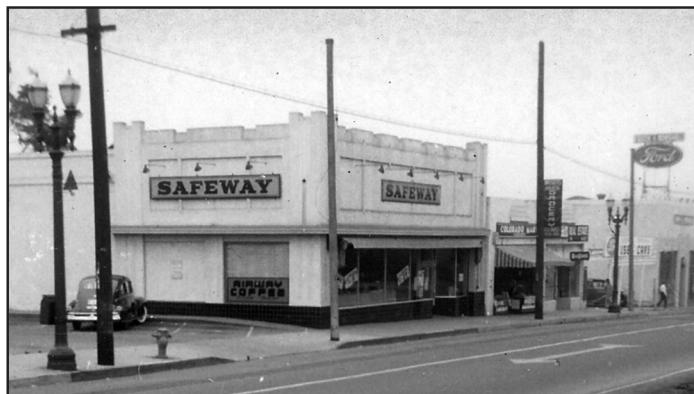
WEST VIEW OF EAGLE ROCK'S MAGNIFICENT NEW CENTRAL SCHOOL BUILDING.

Plans for which were drawn by Mr. John C. Austin, one of the ablest and most experienced architects in the State. The building is being erected by the Edwards & Wildey Company, with an established reputation for this class of work.

The growing population posed an ongoing problem for the school district. The eight-year-old Central School was increasingly overcrowded. Several attempts failed to pass a bond issue for a new school. One finally passed in 1917, when elementary schools were included to serve the east (now Dahlia Heights) and the west (the former San Rafael) ends of town. Edwards won the contract to build the building that stands today. It survived the demolitions of the 1970s, as it had been reinforced after the 1932 earthquake.

Modernist Façade Quiz Answers

All three buildings are masonry structures with wooden bow-truss roofs, a common method of allowing a large open floor plan in the 1920s and 30s



The Safeway Market was incorporated into the middle of Piller's clothing store. It remains in the Renaissance Arts Academy. Steel framing now supports the truss. (Safeway photo by Alan Weeks)

The simple modernist façade replaced the Model Market's flamboyant art deco when the Bank of America moved from the southwest corner of Eagle Rock and Colorado. This was the third location of the bank in Eagle Rock. The truss roof can be seen over the market façade. (Market photo courtesy of Bill Clancy)

Several other bow-truss buildings stand in Eagle Rock-the Dahlia Motors Building (Now Fatty's) and the Crower's Market, shown here, which remains encapsulated in Trader Joe's latest remodel.





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

Godfrey Edwards
Godfather of Eagle Rock
Tuesday, February 12, 2013, 7:00

SURF'S UP!!!!!!
LOCAL SURFER TELLS ALL
TUESDAY, APRIL 16, 2013, 7:00

ICE CREAM SOCIAL
FRIENDSHIP, MUSIC, PRIZES
SUNDAY, JULY 28, 2013, 1:00

Name(s) _____

Address _____

Phone # _____

E-mail _____

Membership Category:

☐ Individual \$20 ☐ Business \$35 ☐ **New**
☐ Family \$25 ☐ Life \$300 ☐ **Renewal**

Will you help with the ongoing activities of the ERVHS ?

☐ Yes ☐ No

☐ Archives ☐ Newsletter ☐ Oral history
☐ Meetings ☐ Fundraising ☐ E-mail me
☐ Publicity ☐ Displays to help

Other _____

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

Date _____

The Member's Corner



Dan Kimpel

"Dan was born in Lima, Ohio, and after a stint in Nashville and New York City, came to Los Angeles for his life's passion: making music and songwriting. The blue skies suited him. Introduced to Eagle Rock by a friend, he decided in 1991 to make it his new hometown. He bought a "woody" house close to the Highland Park border with 37 trees total (!) and a daylight basement workspace. His talents have transitioned to writing books about the music industry, with six published to date.

Dan used to have to explain where he lived. Now, he says, everyone knows where Eagle Rock is! Twenty years ago his neighborhood was working class. Now Disney execs and artists are moving in. When Swork opened its doors, it was "a real turning point for the future of the neighborhood."

Why has he stayed? Eagle Rock "lends itself to a certain amount of seclusion and community." "Creative people are drawn to this part of L.A." "I appreciate how open-minded everyone is here."

When ER Patch first launched, Dan wrote about our history. He began to hang out at our archives, was fascinated to learn more, and became a member. He currently writes and teaches at the Musician's Institute in Hollywood. View Dan's work at: www.dankimpel.com. Thank you, Dan!

-Katie Taylor