



EAGLE ROCK VALLEY HISTORICAL SOCIETY

Winter, 2023

The Modernist Master of Eagle Rock

We are thrilled to announce a presentation by renowned Martin S. Kermacy Centennial Professor, Christopher Long from the School of Architecture, University of Texas at Austin. Professor Long will be discussing the life and career of one of the pioneers of modernism in Southern California: Jock Peters.

This presentation will survey the life and career of the German-born architect and designer Jock Peters (1889–1934), who for many years (from 1923 to 1934) was a resident of Eagle Rock. Peters arrived in Southern California in 1922. For a time, he was a set designer for the Hollywood film industry. After

1927, he worked as a free-lance designer, designing store interiors (including the famed Bullock's Wilshire), houses (among them, his own house in Eagle Rock), and furniture. Peters is best remembered today as one of the pioneers of modernism in Southern California.

Professor Long has published widely on various aspects of Central European and American Modernism. His most recent book is titled *Jock Peters - Architecture and Design: The Varieties of Modernism*, published in 2021.

Please join us for another wonderful, FREE public program on Tuesday, February 21st at 7pm.

We will be sending out the Zoom link information via email. If you do not already receive our email blasts, please reach out to webmaster@eaglerockhistory.org to get on our list and be part of our organization's mission to reach out to our community members to disseminate relevant local history. We can't wait to see you on the 21st!

We are also very excited to announce that our next presentation, on April 18, will be a hybrid. After almost three years we hope to welcome the public to the Center for the Arts, Eagle Rock at 2225 Colorado Blvd.

JOCK PETERS: MASTER DESIGNER
WITH AUTHOR CHRISTOPHER LONG
TUESDAY, FEBRUARY 21, 2023 7:00
A VIRTUAL PRESENTATION



VISIT OUR WEBSITE EAGLEROCKHISTORY.ORG

Hello, Eagle Rock!

As you may recall from our last newsletter, ERVHS is working hard to preserve a unique piece of the history of our neighborhood. We were working with the developer when they started removing/dismantling



the Jay Risk Standard Station without a permit. We believe that the little building needed some support from the neighborhood that it has called home for over ninety years, so we stepped up our game. We have submitted an application for Historic Cultural Monument designation to the Cultural Heritage Commission.

The hearing is scheduled for February 16 and will be conducted virtually. Public comment may be submitted verbally during the meeting or written in advance. We will be sending a link via our email blast. Please attend and support the nomination.

From the submitted Historic-Cultural Monument (HCM) application, "It is a rare surviving example of a type of groundbreaking and influential construction and form that became the standard for service stations from the early development of service stations." The HCM application further states "Starting in 1914, Standard Oil of California pioneered this design as the standardization of the service station. By the mid-1920s there were thousands of these Standard Oil stations in the western United States. The form, which became known as "House with Canopy" was copied by other oil suppliers to distribute their products throughout the country. It represents the early era (1914-1930s) of service station design in general, and more specifically it reflects the corporate design associated with Standard Oil of California pioneering design standardization that served as part of its larger branding program."

It may be difficult to believe, but what we think of as

"gas stations" or "service stations" didn't really exist for the first couple of decades that automobiles existed! Drivers of these early "horseless carriages" would buy their gasoline at hardware stores and gas selling mechanics with pumps near to the road. Standard Oil of California created this "House with Canopy" style building with a covered area to enhance the gasoline purchase experience.

While there were eventually many of them here in car-centric Los Angeles, only one remains in its' original form – the one at 1659 Colorado Blvd!

That's all. Thank you, ERVHS Members, for your continued support

-David Dellinger

QR CODE

Scan to access our website
with your phone.



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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The Eagle Rock Valley Historical Society
Editor, Eric Warren
Layout, David Mc Nutt
Contributors, Katie Taylor, David Dellinger

Visit our website at:
eaglerockhistory.org

If your mailing label dates before 2023, it's time to renew your membership. Please take a moment and mail your check now. A dues form and envelope are included with this newsletter.

Thanks, We depend on you

Together Again for the First Time! ERVHS 60+ Anniversary Banquet



The crowd assembles on Blair's Restaurant's Patio anticipating the feast.



ERVHS President, David Dellinger and L. A. City Librarian, John Szabo belly up (figuratively) to the bar tended by the Blair's facilitator and bartender.

ERVHS members, Frank Parrello, Heather Hoggan, Karen Warren, Eric Warren, Linda Allen, and Terry Allen, enjoy their pre-dinner drinks.
Photographs by Katie Taylor



Our Town, Our History



Julie Tenaka, Oxy Director of Special Collections and College Archives; Alexis Spraic; Steve Luftman, preparer of the Los Angeles City Cultural Historic Monument application for the Jay Risk Standard Station, unknown woman, Karen Smalley.

Pat Cross, Don Krotser, Allen Nikora and Marsha Nikora.



President, David Dellinger; Board Members, Frank Parrello, Don Krotser, Karen Warren and John de la Fontaine; Treasurer, Katie Taylor, Vice President, Eric Warren; and Sue Ann Miller, the wife of past president, John Miller, proudly display the anniversary cake.

Photographs by Katie Taylor

Jock Peters' Work

In his book *Jock Peters: The Varieties of Modernism*, Christopher Long characterizes Peter's contribution thus:

"What Peters gave us, more than anything else, was a consistent celebration of all that was new. He embraced the spirit of a new and modern world precisely by exploring its full array of possibilities. He never gave up his belief that modernity itself, and modern life with it, were manifold and alive. To pore over Peters entire oeuvre is to see nearly everything in those years that constituted a new way of being, making and living."

Jock Peters lived much of his time in Los Angeles at 5202 Mt. Helena Avenue. He designed a remarkable but unbuilt residence compound on College View Avenue. His son Dierk, daughter Ursula and grandson Jock all graduated from Eagle Rock High school. Ursula married another of Eagle Rock's prominent artists, Jan DeSwart. His son Jock supplied many of the photographs and drawings featured in the book from his mother's collection.

Designs by Jock Peters on this and the front page are among those which will be discussed by our speaker:



Front page: Preliminary drawing for Desmond's, Los Angeles, c. 1928 (UCSB).



Bullock's Wilshire, entry hall, Los Angeles, 1929.



Shepard House, San Marino, 1933 (UCSB).



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

**JOCK PETERS: MASTER DESIGNER
WITH AUTHOR CHRISTOPHER LONG
TUESDAY, FEBRUARY 21, 2023 7:00**

**Evolution of the Los Angeles Skyline
David McMenemy, ERHS S'65 Oxy '69
Tuesday, April 18, 2023 7:00**

**ICE CREAM SOCIAL
FRIENDSHIP, MUSIC, PRIZES
SUNDAE, AUGUST 6, 2023, 1:00**

Name(s) _____

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Membership Category:

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Will you help with the ongoing activities of the ERVHS ?

Yes No

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

Member's Corner



Jay Platt

Our newest Life Member extraordinaire, Jay Platt was born and raised in Studio City. He attended UCLA for his undergraduate degree and the University of Pennsylvania for his graduate degree in Historic Preservation. He moved to New York City where he met again (the first time had been in CA) his now wife Kathleen. After a spell on the East coast the couple missed California and yearned for more space. They landed at Laurelwood Apartments in Studio City designed by architect Rudolf Schindler. It was patronizing our local businesses such as Casa Bianca, Colombo's, the Eagle Theater, and events like the Eagle Rock Music Festival that brought Eagle Rock to their attention as the place they would love to live. In 2010 they found a home and have lived there ever since.

Jay currently is the "historic preservation guy" for the City of Glendale, teaches the class, Heritage Conservation, part-time at USC, and is on the Board of the Society of Architectural Historians, Southern California Chapter. He also served on the Board of TERA in the past. Jay believes deeply in supporting local civic organizations. Our recent work digitizing newspapers and working with the city to get the Jay Risk Standard Station nominated as a Historic Cultural Monument moved him to become a Life Member. He loves this community "that feels apart from LA" and all its unique shops. A special shout out to Toros Pottery and all the wonderful ceramics being made there by Toros himself and our own neighbors. Thank you, Jay, for all your support!

-Katie Taylor