



EAGLE ROCK VALLEY HISTORICAL SOCIETY

Fall, 2026

Get Your Kicks Cruising Route 66 - with ERVHS!

Eagle Rock has entered the national limelight! How? What? As part of Route 66's 100th birthday! This November marks the centennial of this historic highway that STILL exists on portions of Colorado Blvd in our community that you might have driven on TODAY! In Eagle Rock, we are still living Route 66 in real time, how cool is that?

Of course, as the local historical society, we could not let such a momentous birthday be overlooked and we have plans to celebrate. To hear the first of these plans, we hope you will join us on at our regularly scheduled public program on Monday, October

19th at 7pm @ Center for the Arts, Eagle Rock, 2225 Colorado Blvd. Admission is FREE and ALL are welcome. Refreshments will be served and there is street parking only.

We are thrilled to have our preservation officer, Frank Parrello, come to the podium to present the history of Route 66 from its inception to its decommission. He is excited to personalize Route 66 for us all by pointing out the special ties it has to Eagle Rock including the brief period that the one and only John Steinbeck lived here (yes it is true!) and what buildings, from motels

to oil service stations, still exist along our boulevard reflecting the history of these times. Frank has a special video to end the presentation on you won't want to miss! Please join us for a wonderful evening of reflecting upon the significance of Route 66 both nationally and locally. Come meet neighbors, friends, and strangers alike! Learn new things!

SEE YOU ON THE 19TH!

Finally, SAVE THE DATE! On Saturday, November 7th we are collaborating with Vidiots to bring you another round of celebrating Route 66 in the form of movies! Details to come. Save the date and stay tuned!

ROUTE 66 CENTENNIAL
FROM EAGLE ROCK TO CHICAGO

WITH PRESERVATION OFFICER FRANK PARRELLO
MONDAY, OCTOBER 19 7:00
EAGLE ROCK VALLEY HISTORICAL SOCIETY
2225 COLORADO BOULEVARD
VISIT OUR WEBSITE EAGLEROCKHISTORY.ORG

President's Message

Hello everyone, and thanks for your continued support of the Eagle Rock Valley Historical Society. Your support is invaluable to this organization; we truly could not do it without you!

Our annual Ice Cream Sundae was a tremendous success, bringing many people of all ages together under one roof, with lots of fun and entertainment. Thanks to all who came. Special thanks to the Eagle Rock High School Key Club for serving the ice cream and other goodies - every year you help so much! Also, a big thank you, Karen Hilfman for setting up / cleaning up, and for baking! Plus, thanks to our entire, beautiful board who set up everything and baked some delicious treats. The entertainment by Fifth Friday Folk Band and A Mighty Good Road was very well received! If you hadn't noticed, the Eagle Rock Valley Historical Society is big on community outreach. We are concerned about remembering the past, but we are also keenly interested in our future and collaboration with other organizations. This is the first year, or at least the first in a long time, where we have invited other organizations to host tables at our ice cream social - the Altadena Historical Society, the Center for the Arts, Eagle Rock and the Eagle Rock High School Community Partnership Project all hosted tables which added a different dimension to our gathering. A special thanks to our own Archivist, Eric Warren for hosting our first "Ask Eric" history table!

As mentioned previously in previous issues, this year marks the 100 year anniversary of Route 66, which opened on November 11, 1926. Our Director of Historic Preservation, Frank Parrello, will be giving us his perspective on this and how it relates to Eagle Rock.

-David Dellinger



Juett, Clements, Lenney was for many years the largest independent auto service business in Eagle Rock. It was located on the corner where Oinkster is now located. Standing on the corner to greet the weary traveler were Richard Clements, Fred Lycett Lenney and an unknown mechanic. The business began in a bicycle repair shop across Colorado owned by George Juett. At the time of this photo CA 1930 Juett had left the business. As you can see at that time, they were focusing their signage on tire repair and sales, undoubtedly welcomed by transcontinental travelers. (Lenney family collection-ERVHS)

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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Editor, Eric Warren
Layout, David Mc Nutt
Contributors, Katie Taylor, David Dellinger

Visit our website at:
eaglerockhistory.org

On the Boulevard 1934-36 Eagle Rock's Mother Road

FULL COURSE
DINNERS
REAL HOME COOKING
25c and 35c

Special Turkey and Steak Dinners
Sunday

Open 6 A. M. to 8 P. M.
Sun. 10:30 A. M. to 8 P. M.

Under New Management
DAHLIA CAFE
1597 COLORADO



Dahlia motors offered full service to locals and travelers, The building now houses Taco Social, it was declared a Historic Cultural Monument with the assistance of the ERVHS while occupied by Fatty's: A Place to Eat. (Eagle Rock Advertiser-ERVHS)

For the hungry traveler the Dahlia café offered "real home cooking" at what seems to us a very good price. The restaurant was housed in a two-story residential commercial building which still stands today. (Eagle Rock Advertiser-ERVHS)

EAGLE ROCK SPRINGS AUTO CAMP SOLD

Announcement is made by Wm. C. Phinney of the Eagle Rock Realty Co. of the sale of the famous Eagle Rock Springs Auto Court and Camp grounds, to Mr. and Mrs. Leonard W. Hegemier of Glendale. Mr. and Mrs. Hegemier have now taken over the management and are planning to modernize the buildings and improve the camp grounds. This property has been owned and operated for over 20 years by Mary L. Del-Fosse, recently deceased, and C. W. McLaughlin, who were the original owners and promoters. The first accommodations were simple tent-houses, later replaced with frame structures. Many of the older residents of this city will remember in the early years when they would go and fill their water bottles with the pure sparkling waters from the deep artesian wells.

This property is located in the center of Eagle Rock on the corner of Argus Drive and Chickasaw Ave. It occupies approximately one acre of tree covered grounds with a small artesian lake supplied by several flowing artesian wells. There are 17 furnished cabins and 9 licensed trailer spaces. This is a mecca for visitors and temporary residents in Eagle Rock, and has been popular for years. The sale of this property also includes the sale of the vacant grounds immediately north of the present buildings, upon which the new owners plan to build additional buildings in the near future for accommodation of increasing patronage.

Every
SAT. NITE
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Lunches - Dinners
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DINING ROOM SERVICE

Our Specialty
Hamburger Sandwiches
So Good With
A Glass of Cold Beer
We Bake Our Pastries

**BRIGHT
SPOT**
1630 Colorado Blvd.

Across the street the Bright Spot beckoned. The business reopened, renovated, at the end of prohibition. It remains the oldest licensed establishment in Eagle Rock, currently doing business as The Fable. (Eagle Rock Advertiser-ERVHS)

MOTORISTS
are Taking Advantage of This Opportunity to
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Use the Coupon — It's Worth Money
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BEST 100% PENNSYLVANIA MOTOR OIL
Special at 15c Quart
----- COUPON — Good for 15c -----
on 5 gallons of our 100% Paraffine Base Eastern Motor Oils.

Name _____ Address _____
----- Void After May 14th -----

OIL SERVICE — 1659 Colorado Blvd.
EAGLE ROCK

The Jay Risk service station offered a specialty service which was required much more often in the thirties than it is today. The building is being refurbished and will reopen as a coffee business adding to the vibrancy of our boulevard. This, the oldest Standard Oil proprietary building type was recently declared a Historic Cultural Monument with the assistance of ERVHS. (Eagle Rock Advertiser ERVHS)

If a traveler needed lodging there were few options available in Eagle Rock. All of the motels often identified with Route 66 were built after the Route's tenure here. The Eagle Rock Springs Mobile Home Park still exists on this site. (Eagle Rock Sentinel)

Our Town, Our History

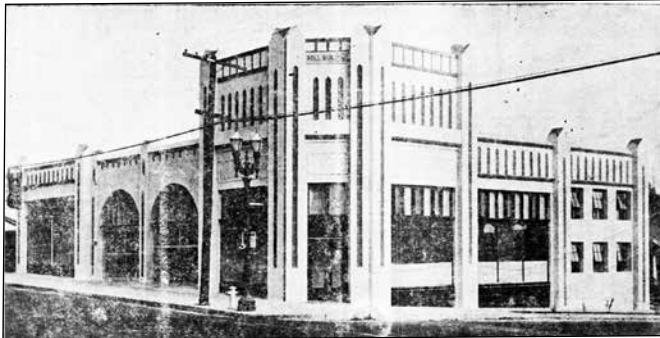
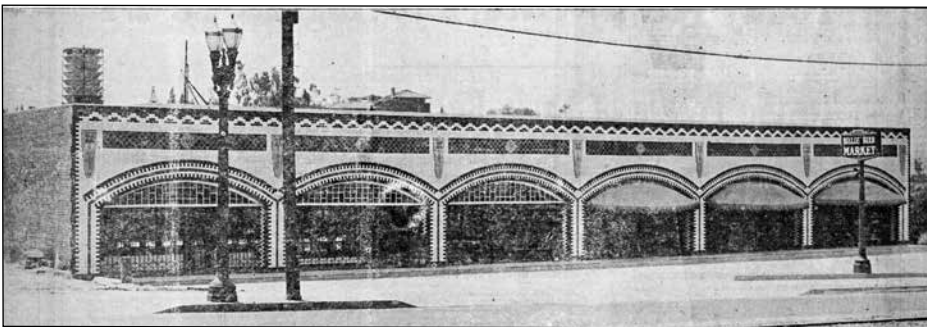
THE HOME OF THE FORD IN EAGLE ROCK



Hart Motors, Incorporated 1826 Colorado Blvd, Eagle Rock, Calif.

As you drove into town the first of Eagle Rocks booming car dealerships was on your left, tempting you to replace your, vehicle, worn out from the journey with a new Ford, perhaps to begin a new life in sunny California. The buildings still stand, Art Deco details obscured by paint and fifties era sheet metal signs. (Eagle Rock Chamber of Commerce booklet. Published CA 1934-ERVHS)

Ahead of its era, the Billie Bird Market, constructed in 1929, challenged the common commercial design by placing parking spaces at the front, serving as an early model of what we now refer to as a mini-mall. Sadly, the beautiful tile designs have been lost over time. Currently, the building operates as a medical-focused mini-mall, permitted through an exception to the existing ban on mini-mall developments. (Eagle Rock Advertiser-ERVHS)



The Bell Block, built in 1929, was one of the newest commercial buildings in town at the time. It housed an open front market and the Roosevelt Grill on the corner. Then as now a 5c glass of beer would be quite an attraction on a hot day. The building is now an Historic Cultural Monument housing several restaurants. (Eagle Rock Advertiser-ERVHS)



Winn's Chevrolet was probably the largest car dealership in town. This company photograph taken in 1937 was sent to us recently by a constituent who had it in his garage for many years. We are grateful to him and all the others who have contributed to our growing collection (ERVHS)



If you wanted a used car, Wynn was happy to oblige, from their lot across Colorado which is now an auto repair complex. Their massive signage, pitched so the traveler could hardly miss it, here intrudes on the remodeled version of Eagle Rock's oldest church, built by the community CA 1890. The church has been replaced by a commercial building. (ERVHS)

Our Town, Our History

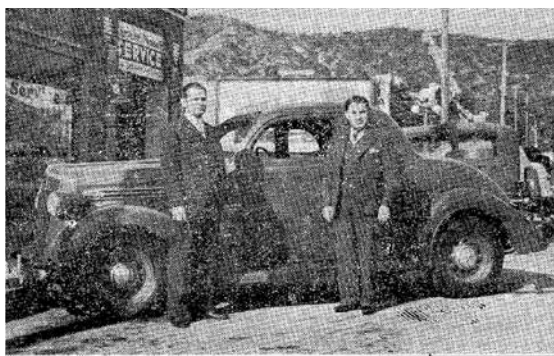


The Security Bank and Trust Building, built in 1923, graced the Northeast Corner of Colorado and Eagle Rock Boulevards until it was torn down CA 1970. It was replaced by the current bank building. The adjoining row of shops was replaced by a mini mall. A Route 66 traveler would have found this and the buildings across Colorado as the center of local business and professional services. The corner was served by the LA Railway 5 Car line through downtown to Inglewood. (Bernie Krom photo-ERVHS)



The Edwards and Wildey building, built by Eagle Rock's most prominent developers was constructed in 1917. It featured the Eagle Rock Drug Company, a bakery and a cleaners and dyers with professional offices upstairs. Note the real estate billboard across the lot next door. On the left was the College Grill building one of our oldest commercial structures. (ERVHS)

This 1927 photo shows the commercial block north of Merton Avenue still mostly intact. The Ferdon building is on the corner, next the old Mason's hall, then the Eagle Rock United Theater, now replaced by a modern building. Note the trolley tracks on Eagle Rock Boulevard and the gas station in the foreground. (ERVHS)



Henry Calvin (left) of the Calvin Meat Market is shown taking delivery from Birdsall Yates, of the Eagle Rock Auto Sales Co., Chrysler and Plymouth dealer of the first 1936 de luxe Plymouth coupe to be brought to Eagle Rock. Mr. Calvin is enthusiastic about the Plymouth, this being his second. He also is the owner of a Chrysler six sedan. Mr. Yates says he is "Very proud to have Mr. Calvin as a Chrysler and Plymouth owner."

The Eagle Rock Auto Sales Co. occupied our oldest post office building which is still standing. The Chrysler dealership covered much of the block behind the store fronts. Various dealerships occupied much of the Colorado Boulevard frontage west of Eagle Rock Boulevard until most of the dealerships required larger facilities to remain competitive. This was probably the last opportunity that a Route traveler would have to replace his worn out vehicle. (Eagle Rock Sentinel)



The Eagle Theatre, built in 1929 as the Yosemite Theatre, sports its new marquee. A young Phil Spurgeon snappily dressed in his usher's uniform, stands by the ticket booth. A few years ago, the theatre was leased and renovated respecting the remaining original detail by Vidiots, champions of physical media. As part of the Route 66 celebration Vidiots plans to present a day devoted to Route 66 themed movies. (Courtesy of Phil Spurgeon, ERVHS)



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

**ROUTE 66 CENTENNIAL
FROM EAGLE ROCK TO CHICAGO
MONDAY, OCTOBER 19, 7:00**

**TO BE ANNOUNCED
MONDAY, FEBRUARY 22
2027, 7:00**

**TO BE ANNOUNCED
MONDAY, APRIL 19
2027, 7:00**



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Other _____

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c/o Center for the Arts
2225 Colorado Blvd.
Eagle Rock, CA 90041

Date _____

Member's Corner



Karen Hilfman

For thirty years, Karen walked Santa Monica's beach regularly far from life in Eagle Rock. In 2004, she started a new chapter here with her now husband Ken, and since then has turned her walking passion from sand to sidewalks! They bought a "funky" 1948 home on a cul de sac forming, with "wonderful" neighbors, a tight knit micro community! Soon after moving Karen took to the Eagle Rock hills on foot and found the expanse of sky she missed from her beach days. Her interest in Eagle Rock's history has grown as she walks by places wondering about their origins. Karen has been a regular at our open archive hours poring over maps and planning her next walk. We are lucky to have her as a member!

Born in New York City, the granddaughter of Ukrainian immigrants, Karen moved at two years old to a suburb of New Jersey. She was an exploratory child, on her bike discovering her neighborhood. Karen moved to Los Angeles to attend Pitzer College as a Sociology major. Inspired by her studies, she attended Tulane in New Orleans to pursue her PhD. When her funding took a turn, she returned to Santa Monica to work. Her real-world experience at Santa Monica Hospital and Ocean Park Community Center led her to a new career in social work and human resources. She has lived at the career intersection of these interests ever since, "taking care of the people who take care of people," as she put it.

—Katie Taylor