



The Echo

Volume 92

Number 1

Where the Past is Present

Spring/Summer 2020

Eyes on Altadena

Altadena Historical Society's 2020 Exhibit

Photographic images connect us to life in many ways. They can touch our hearts with emotion; they can remind us of history, painful or satisfactory; they give us access to distant places and famous people. Often, they are, themselves, fine art.

With over 50 compelling photographs from three local press photographers, "Eyes on Altadena" invites us to examine the role of photojournalism in documenting local Altadena history from the 1960s to the 2010s.

As newspapers, especially local ones, get smaller or disappear, these talented photojournalists generously loaned their work to provide windows into past

life in our community and demonstrate the value of visual storytelling.

Terry Andruess, Walt Fogler-Mancini and Herb Shoebridge all worked for press

outlets over the last decades and, thanks to their talents, we're bringing them to you. (We have oral interviews with these men available on our website at www.altadenahistoricalsociety.org.)



**The photo staff of the Pasadena Independent Star News in 1963
Herb Shoebridge is on the right**

Terry Andruess worked for the Altadena Chronicle, making a hefty \$250 per week at that "scrappy little paper." A staff of around ten people wrote, took photos, got copy to the printer, and distributed issues to paper boys who delivered it to

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President's Letter *by Eric Mulfinger*

Welcome to another year of The Echo! As the new president of AHS, I'd like to welcome two new board members to Altadena Historical Society: Paul Ayers is a dedicated Altadena trails advocate, local historian, and lawyer from Glendale. Veronica Jones, a lifelong Altadena resident, is a member of Altadena Town Council and Altadena Library Board. She was recently named Altadena Chamber of Commerce Citizen of the Year for 2020. We are lucky to have them both on our Board.

Board of Directors

Eric Mulfinger – President

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Joe Parise

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Jean Phillips

Paula Wegner

Pam Wright

Dina Zanolisso

The year 2019 was a very successful one for us. Some of our highlights: We published Richard Bale's book, *Altadena Boyhood*, where he recounts his memories of growing up here in the 1940's. (There are copies for sale at AHS or on our website.) In coordination with the Altadena Library, our volunteers were docents in the popular Mariposa Avenue History Walk. And, we grew by 40 new members.

On a sadder note, we were sorry to hear of the passing of Joanne Rolle, a lifelong Altadenan and former AHS board member who served for many years.

We begin 2020 facing new challenges as the COVID-19 virus keeps us at home and puts our plans on hold. Although we've closed our doors to the public, we will be working from home digitizing and indexing our



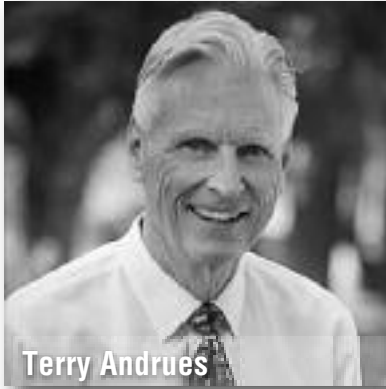
collection and preparing for future collaborations with community organizations and upcoming events.

Our museum exhibit, "Eyes on Altadena," which features the photographic work of three local photojournalists: Walt Mancini, Herb Shoebridge, and Terry Andruess, continues through December 2020. We hope you'll be able to come in and see it soon!

Meanwhile we're actively collecting documentation of Altadena experiences during the pandemic. Please see page 11 for more information on how you can help, how you can access AHS resources, and what you can look forward to once the current crisis has passed.



Photojournalists: Walt Mancini, Herb Shoebridge, Terry Andruess



customers. (Imagine pedaling a bicycle up Altadena streets?) He says, "There's a good photo in every photograph, a little snapshot in time." (Terry is now retired and serving on the Board of Altadena Public Library.)

Walt Fogler-Mancini worked for the Pasadena Star News and witnessed an amazing variety of sports, science, politicians, entertainment and, of course,



Long lines of hose are threaded through charred forest to fight a 1300 acre blaze near Glenallen Drive in Altadena — Terry Andruess

disasters such as fires and earthquakes. He says he enjoyed getting his white suit and moving along with the Rose Parade, capturing floats, queens and all the tradition. Now retired, he and his wife enjoy traveling widely and generously



Fire Department paramedics respond to an injured youngster after an accident at an Altadena home — Terry Andruess



West Altadena Little League player belts a hit during a Saturday afternoon game, 1979 — Terry Andruess



Walt Mancini

share their wonderful photos at Fogler-Mancini-photos.com.

Herb Shoebridge's interest in capturing images began in school, where he made a "pinhole" camera. On staff at



Lakeshia Lucky and Ynatha Miles giving their mother Charlotte Dulaney center, an emotional embrace. Her son Jerrill Dulaney 17, was shot and killed while walking home on Altadena Drive, 2013 — Walt Mancini



The Dalmatian mailbox was in front of Mark Dizik's home on Midlothian. Emma, his Dalmatian, looks toward the street and his friends find his house easily, 1998 — Walt Mancini

the Pasadena Star News, he covered the social scene in addition to news events, fires, and the 1971 Sylmar earthquake. He remembers covering the collapse of the bell tower at Pasadena Presbyterian church, for example. He also remembers an unhappy time at the paper, when an effort to organize workers disrupted friendships and resulted in lost jobs.

These photos cover a wide range of life and diversity in Altadena. We see adults and

young people taking part in sports, winning, losing and "giving their all."

We see naturalists working to preserve their environment and high school students demonstrating against the resumption of the draft.

There are touching photos of first responders giving aid, facing furious



During a pipe repair, 20,000 cubic yards of debris slid into Rubio Canyon covering 3 waterfalls, 2001 — Walt Mancini



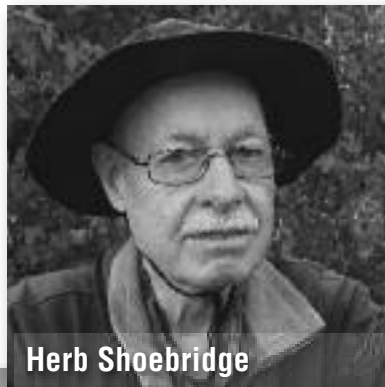
Billboard announcing the auction of the Cobb Estate which was saved from development when high school students raised funds to the winning bid, 1971 — Herb Shoebridge

flames or lying exhausted on a pile of fire hoses.

Artists and architecture are here, along with a simple photo of life on a rainy day as a woman walks along a wet street. She's anonymous, caught in time on an unknown errand and she reminds us of the beauty in small acts of life.

A young girl seems to be performing a long jump at Eliot Junior High School. Intent and focused, she's suspended in

Hikers at Mt. Wilson's Skyline Park from a Star-News article highlighting recent improvements, 1973— Herb Shoebridge



air, her hair flying and her arms reaching for the goal. (Herb Shoebridge says he's sorry he never got her name...perhaps you'll recognize her.)

Both as a powerful collection and as individual moments, these photos are meaningful and memorable, and



A middle-schooler starts her jump at an Eliot Junior High School track and field meet, 1969 — Herb Shoebridge

we're delighted to present them to you.

This exhibit is made possible through the efforts of Baeri Penn's fine design work, Tony Ruffolo's installation and the generous contributions of "end of year" donors! We thank you!

— by Pam Wright

The Rise and Fall of Altadena Newspapers

They say, “Old news is no news,” but at AHS we believe old news is priceless. And that’s why we’ve archived most of the publications referenced in this article, as well as others going back to the early 1900s.

Although “The Pasadena Star-News” covered goings-on in Altadena as if we were one of their own, it wasn’t until 1925 when Altadena Chamber of Commerce broke away and put out a publication dedicated entirely to our community. Called the “Altadena Illustrated Monthly,” it was issued as a 20-page small magazine.

As far as we can tell, during the two years it ran only five issues were made available. Although a lot of fluff pieces and ads filled the pages, editors didn’t fail to include lengthy editorials – many about Pasadena’s nefarious plans to annex Altadena. The last magazine, published in 1926, announced that although the Chamber publication was to be retired, a forthcoming magazine was in the works.

The “Altadena Press” (Price: \$2.00 the Year), a 12-page weekly established by C. F. Huffman, hit the stands November 21, 1929. Front pages typically covered local news: “Parish Fiesta Sets Record;” “Sidewalks Urged on Lake Avenue;” “Kite-flyers will Have Tournament.” But most articles clearly favored real estate developers:

“Record Downpour Drenches Altadena Without Doing Harm” (it did;); “Rapid Growth Results in Fine Local Schools;” “Golden State is Paradise to Travelers.”

In 1932 Mac and Janie McCarty purchased the paper and moved into a new building at 750 E. Mariposa Street. (It’s still there, covered up with

a concrete block façade.)

In 1937 McCarty installed the COX-O-TYPE Schwartz-Seymore flatbed newspaper press, a ten-ton machine that modernized newspaper publishing, speeding up printing and folding in one operation.

The paper stated, “The Altadena Press will adopt the newer trend toward streamlined newspapers, which will make the paper more easily read and will present the news content in a smarter, clearer page make-up.” It will provide Altadenans, “the finest type newspaper—one in keeping with the high ideals and conceptions of the fine southland community.” Sad to say, the press is no longer in the basement of that building, but the scars where it stood still are.

The McCartys sold the paper to Harry and Helen Smith in 1944. It was renamed “The Altadenan” and the business was moved to 2396 N. Lake Avenue.

After three decades, Sue and Richard

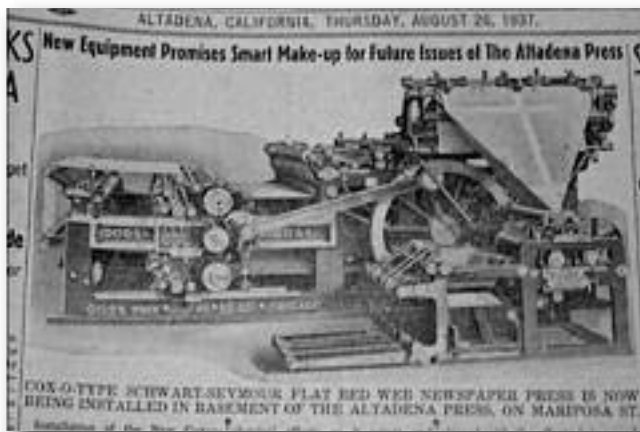


The Altadena Press — April 1, 1937



The Altadena Press was located at 750 E Mariposa Street

Redman, who owned a few other local periodicals, purchased the paper and added "The Chronicle". Both were published through 1983, until the paper was sold to Pasadena Media, Inc. The company consolidated the two



New equipment for *The Altadena Press*, a flat bed newspaper press — 1947

papers, renamed it "Altadena: The Weekly", and moved the office down the hill to Pasadena.

During the next six years the paper was also known as "The Altadena Weekly," "Pasadena: The Weekly," and "The Pasadena-Altadena Weekly." In 1989 the name was permanently changed to "The Pasadena Weekly," making coverage of Altadena news all

Bound newspapers

- *The Altadenan* (1958-1977)
- *The Altadena-Pasadena Chronicle* (1978-1983)
- *The Altadena Press* (1928-1944)

Microfiche and microfilm newspapers

- *The Altadena Weekly* (1936-1954)
- *The Altadenan* (1944-1976)
- *The Altadena Chronicle* (1977-1983)
- *The Pasadena Weekly* (1984, 1989-2001)
- *The Altadenan* (1944-1976)
- *The Weekly* (1984-1989)

but a memory.

Since then, local publications have popped up in an attempt to maintain Altadena's identity, including "Peaks Magazine," in the 1990s and the newly established "Altadena Neighbors." Many are archived at AHS.

Local news is now available on the internet, pioneered by Tim Rutt's "Altadena Blog" (available on our website) and succeeded by James McPherson's "Altadena Now" and "Pasadena Now." In addition, Facebook hosts local news sites like "What's Up in Altadena."

A special thanks to writer Justin Chapman, who brought our attention to the time-line linking the first edition of "The Altadenan" to the current "Pasadena Weekly." He wrote "...The Pasadena Weekly is 35 years old this year [2019] in its modern form. But predecessors to the same paper actually date back much further than is commonly known—to 1929 to be exact." (Source, The Pasadena Weekly, date etc.)

— by Jane Brackman

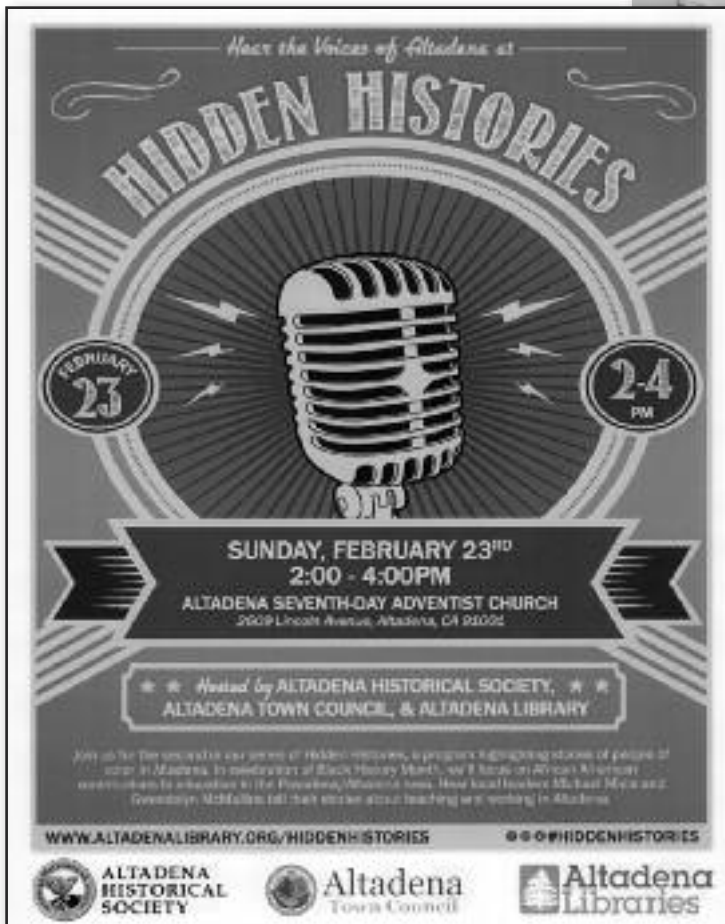
What's Up at AHS?

“Eyes on Altadena,” our current museum exhibit, opened on Saturday, February 1, to a group of enthusiastic visitors. Stop into our archives in the Community Center and enjoy this evocative look at recent history. This is one exhibit you shouldn't miss. If you can't come in during our daytime hours, join us during our regular First Saturday on March 7 from 2:00-4:00 p.m. We're happy to arrange special hours for those who reserve in advance.

For our October quarterly program, visitors sat around an



Visitors on opening day of AHS archives new exhibit, “Eyes on Altadena”



Poster from February event.

imaginary campfire to listen to Kat High tell stories of Toypurina, the Tongva people and other California tribes.

November marked the start of our

successful end-of-year fund drive.

December found us promoting historical holiday gifts at the McGinty Gallery Open House, Mariposa Street and Lake Avenue's North Lake Pole event, and at the former Mount Lowe Substation (now Full Circle Thrift Shop.) In **January**, Paul Ayers presented his “History of Los Angeles in 100 Photos” to a standing-room only crowd. In **February**, we welcomed Altadena Montessori middle school students who learned how Mount Lowe relates to the Industrial Revolution, and we co-sponsored a **Hidden Histories program** with Altadena Library and Altadena Town Council where Gwen McMullin and Michael Mims shared their experiences in education.

New to the Collection

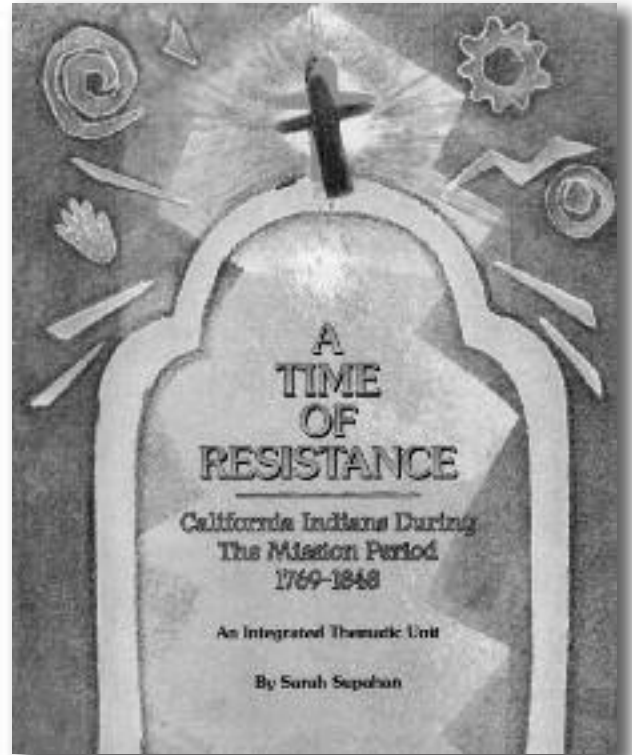
The Historical Society is pleased to announce that **Paul Ayers** has made a significant contribution to our permanent collection—13 notebooks of photographs, documents and memorabilia and other



Pam Wright and Kathy Hoskins from AHS, serving refreshments at the opening of our new exhibit!

information. **Richard Bale** sent us a manuscript of his latest research on "Getting Around in Old

Altadena." **Charles Blakeslee** continues to send us interesting photographs from his photographer father Alpheus. Blakeslee, a noted nature photographer, also gave us a



Tongva Indian study materials donated to AHS

signed copy of his book, "Wild and Beautiful Crater Lake National Park" to include in our library of Altadena authors. **Wendy Gorton**, author of "50 Hikes for Kids," gave us a copy of her book as thanks for our help in researching Switzer's Falls, and **Debbie Rainey**, longtime Altadena restaurant owner, gave us three large posters of the Mount Lowe Railroad that hung in her Park Bench Grill. They will soon be hung in the community room of the Altadena Community Center. Other donations include Tongva Indian study materials from **Kat High**, a goblet from the Balian House from **Michel Choban**, a packet of letters from Altadena actress Helen Shaw given to us by **T. Halpern**, and a promotional notebook from 1st Federal Savings and Loan from **Baeri Penn**.

— by Jean Phillips



Photo of Shepp family in Rubio Canyon, Altadena from the Paul Ayres donated collection

Book Notes

Altadena Historical Society has a reference (non-lending) library which is available for browsing, research and entertainment. You're welcome to stop in to read, question and enjoy.

FRONT PAGE

100 Years of the *Los Angeles Times*, 1881 – 1981

Compiled by Digby Diehl

This issue of The Echo is devoted to local news and photojournalism. Here we're describing a book in our library that takes a broader look at journalism as practiced by the *Los Angeles Times*.

Written to celebrate the paper's centennial, "Front Page" includes 287 pages of specially selected pages beginning with December 4, 1881, and concluding with January 21, 1981.

That first front page had more advertising than news. It featured a *Times* correspondent reporting on San Francisco's business boom, vitriol-throwing hoodlums, and a school of whales' deadly encounter with a steamship.

Organized by decade, the pages were selected, as Digby Diehl tells us, for "historical insight, local importance, nostalgic value, significance in the development of the newspaper, and the special appeal of certain events to the eccentric tastes of this book's editor."

You'll find many events you learned about in history class—and many more you knew nothing about.



You'll recognize events you watched on television or read about in your copies of the paper. And you'll see how journalism itself changed through the years.

Teddy Roosevelt's electoral victory in 1904, Truman's firing of General MacArthur in 1951, World Wars I and II, the Lindbergh kidnapping, the walk on the moon, and Watergate, are just a few of the significant events included, interspersed with lighter fare like "Heiress Barbara Hutton Has a Cold," "Half of Police Work Caused by Drunks," and "Gas Only 14 Cents in the Twin Cities."

The photograph accompanying the article on Queen Elizabeth II's coronation shows her very young and tiny, almost overwhelmed by her royal robes and the dignitaries surrounding her. Will Rogers' 1934 letter to the *Times*, was a wry comment on the infrequency of rain in Los Angeles. And the opening of the first Los Angeles freeway, our local Arroyo Seco Parkway, was covered in 1940.

Introductory commentary by Editor-in-Chief Otis Chandler, Publisher W. Thomas Johnson, Editor William F. Thomas and Digby Diehl provide historical relevance to the pages that follow.

We're sure you'll enjoy this trip back in time. But be warned—you'll need a magnifying glass (which we'll provide) when you come in to read the stories.

— by Jean Phillips

Recording Today's History for Tomorrow's Readers

We are living in an historic moment. It's not often you know that. Coronavirus is the first world-wide pandemic to strike our country with such large proportions since 1918 when an influenza strain killed 50 million people.

Back then the Altadena Historical Society didn't exist; we were formed seventeen years later. As a result, we have nothing in our archives about what that pandemic was like for Altadenans.

We are asking you to help us and future generations remember this moment. You can do this through keeping a journal, recording a video log of your experiences, collecting newspaper articles, or taking pictures that capture Altadena in the moment of a pandemic. These pictures could be of your home, your neighborhood, or other locations in town.

Consider keeping a household journal of your experiences – from everyone's point of view. You could write about how you and your family handled working remotely or learning at home. We know this is all new but if you come up with a daily routine, write that routine down in the journal.

Perhaps you could write about the hardest

part of social distancing or your reactions to news reports. Perhaps you work as a clerk in a store or in a hospital. We should love to help our community understand what life was like for you during this time.



Then, if you are comfortable, donate the journal (or a copy of it) to the Altadena Historical Society, with a signed release statement. That way you can be a part of helping to preserve this difficult time for future generations.

In 50 or 100 years when a new Altadena resident asks for a history of their home, imagine if they could also read the personal insights of the people who lived here during this time. Your

experiences matter and we want to preserve them for posterity.

Meanwhile, keep in touch with AHS through new Facebook and Instagram posts every Monday and Friday, and by reading the newsletter stories and blog posts available on our website: www.altadenahistoricalsociety.org. Once our stay-at-home orders are lifted, we look forward to welcoming you to the historical events and activities listed below.

— by Daria Topousis

Future Events

First Saturdays—2:00-4:00 pm every month in addition to our regular hours.

Lecture at the Mausoleum for premium and supporting members.

"The Segregation of John Muir High School," Pablo Miralles' award-winning documentary.

Talk on "Getting Around in Old Altadena," presented by the author of "An Altadena Boyhood."

More Hidden Histories from diverse and under-represented people of Altadena.

More history walks around our neighborhoods.



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ADDRESS SERVICE REQUESTED

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VISIT OUR BLOG!

altadenahistoricalsociety.blogspot.com

Altadena Historical Society (AHS), a 501(c)(3) non-profit organization was founded to gather, preserve, and make available information about the people, places and events that have shaped Altadena's past.

Please join or renew today!

Name _____

Address _____

City _____ State _____ Zip _____

Phone (_____) _____ - _____

Email _____ @ _____

☐ \$35 Membership

☐ \$60 Premium Membership

☐ \$125 Supporting Membership

You can now join online: <http://www.altadenahistoricalsociety.org/join.html>