## NORTH HOLLYWOOD METRO STATION

#### A FRUITFUL LAND — LITERALLY

During the land boom of the 1880s, a retired New Orleans judge and banker named John M. Bonner came west and bought land in the future North Hollywood, including 110 acres of fruit orchards along what would become Lankershim and Chandler boulevards.

The real estate boom went bust, but the farms didn't. Still, it was the land, and not the agriculture, that prompted the Southern Pacific Railroad to buy up some of Bonner's property. In 1895, the railroad opened the Lankershim depot, across from the Toluca post office, a

reflection of the rival factions trying to brand the town. Ranchers and farmers joked that they shipped the merchandise to Lankershim, but billed it to Toluca.



Loaded with canned goods from the Bonner Fruit Company, a Southern Pacific train heads for outlying markets as it rolls past the Diamond Walnuts storage building

from peach trees during Lankershim harvest time in the early 1920s.

But Bonner wasn't out of the fruit business, not by a long shot. The deal just expanded his reach. In 1897, Bonner built a fruit cannery and shipping plant just east of the depot. Soon, hundreds of fruit-picker's tents sprang up, along Lankershim and Magnolia boulevards.



house the vast influx of the mertime workers, who came rom Los Angeles and surrounding reas to work in Lankershim's ruit-laden orchards. This early the east side of Lankershim oulevard, just north of Magnolia Boulevard, in the shade of the



Bonner Fruit Company Cannery, Lankershim, California.

#### **DEATH AND TRANSITION**

In September 1900, Bonner died, of a heart attack, sitting in his favorite chair at the California Club. George Smith Patton II, the father of the renowned World War II general, was walking past when he found Bonner there, his head dropped to his chest and a newspaper still in his lap. Bonner was 70.



The Bonner Fruit Co. was formed in 1907 and canned as much as 1.200 tons of peaches, apricots, pears, and tomatoes a year.

Weddington bought new

the plant into the town's

employees at the height of

million pounds of peaches,

the season. Each year the

company was canning a

apricots and other fruit,

and shipping them from

the depot.

biggest employer - 265

equipment and turned

He left most of his estate to a niece in New Orleans, including the fruit operations, which were shuttered until 1907, when they were sold for \$20,500 to Guy Weddington, son of pioneer Wilson C. Weddington.



#### THE NEW CASH CROP

Even as the area was growing more urban in the 1920s, and Lankershim called itself "progressive and impressive," it laid claim to the world's largest apricot tree. It was annexed to the city of Los Angeles in 1923, and four years later, took the name North Hollywood.

After the Second World War, the new hot cash crop in the San Fernando Valley became houses.



North Hollywood Station on the Red Line Inaugural Run

Perhaps the best real estate salesman for the Valley was Bing Crosby, himself a resident of Toluca Lake. His song "San Fernando Valley" lured uncounted numbers to the area. Today, people still come in droves to North Hollywood; the town is the northern terminus for Los Angeles' subway system. Its above-ground equivalent is the Orange Line, a 14-mile dedicated bus route starting at the Red Line subway station in North Hollywood and ending in Woodland Hills.

Bing Crosby

## **ANGELS WALK NOHO**



#### STANCHION LOCATIONS

Postcard of Bing Crosby's home in Toluca Lake, CA.

- Harry Chandler
- Isaac Lankershim
- El Portal Theatre
- 6 Lankershim Laconic
- 7 Fred Hartsonk
- Academy of Television
- 1 Lankershim Flementary Schoo
- Firestation No. 60
- Lankershim Train Depot

## HARRY CHANDLER

#### A FORCE ON THE FACE OF THE VALLEY

Chandler Boulevard cuts across the San Fernando Valley, where wheat fields once grew along with the ambitions of the man for whom the boulevard is named, Harry Chandler.

He was a political powerbroker, a real estate mogul, and a newspaper publisher who used the power of his presses to promote Los Angeles' fortunes, and his own.

As a college student in New Hampshire in 1882, he took a dare that changed his future, and Southern California's: he dived into a vat of starch. The prank damaged his lungs and sent him to Los Angeles to recover.



Harry Chandler, Los Angeles Times publisher

Here, he worked in the orchards of the San Fernando Valley, and then as a \$12 a week circulation clerk at the he caught the eye of the publisher, General Harrison Gray Otis.

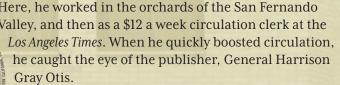
Chandler rose steadily in the newspaper. By 1894 he

ised his children \$100 for each grandchild, according to

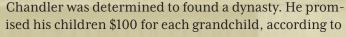
Emmy-winning filmmaker Peter Jones, in the 2009 documentary Inventing L.A.: The Chandlers and Their Times.

Portrait of General Harrison Gray Otis at the time of the Spanish-American War.





had become both Otis' business manager and his sonin-law, marrying Otis' daughter, Marian.







has grown, and is the biggest center of the San Fernando Valley.

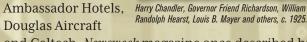
#### A NEWSPAPER SHAPES A REGION

He used the paper to advance his projects and his politics. He devoted rivers of ink to praising Republican politicians and slighting Democratic and pro-labor ones.

He was a civic booster who promoted movies, aviation, and the creation of the Coliseum, the Hollywood sign (originally a huge ad for real estate), the Biltmore and

William Randolph Hearst, publisher of The Examiner, at the Breakfast Club on

Douglas Aircraft



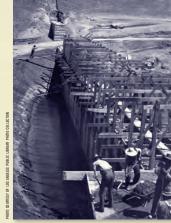
and Caltech. Newsweek magazine once described him as the "Midas of California."

Where his flamboyant father-in-law loved attention (Otis had an ornamental cannon on the hood of his car), Chandler preferred anonymity. He expanded his holdings and his family. Eventually, more than a million and a half acres would pass through his hands, much of it in the San Fernando Valley.

#### CONSORTIUM, OR CONSPIRACY?

In 1905, a Chandler consortium quietly purchased 16,000 acres in the northern San Fernando Valley right before Los Angeles announced it would bring water from the Owens Valley to Los Angeles, through the Valley.

To this day, suspicions endure that the infamous land deal and water grab were as much about enriching Chandler and his cohorts as about bringing water to Los Angeles. These suspicions formed the basis of the 1974 Oscar-winning film, *Chinatown*.



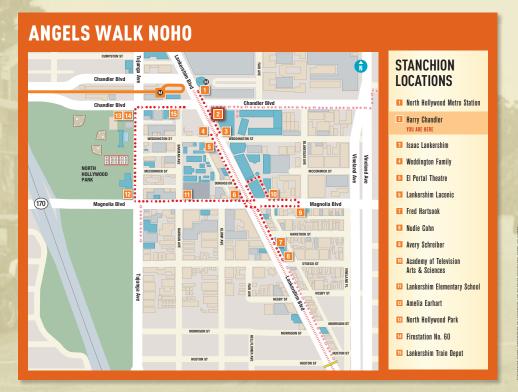
Owens Valley, between 1907 and 1913. The aqueduct was considered a great engineering accomplishment only second

Shady or not, the deals made the Valley boom. The aqueduct opened in 1913, and ultimately changed the Valley from a vast agricultural expanse to a prosperous residential, industrial, and business suburb of Los Angeles.



Lankershim and Chandler Boulevards in North Hollywood, late 1930s - early 1940s

In 1927, some of the 47,000 acres that Chandler and a syndicate had purchased became North Hollywood. Chandler Boulevard was named for him in 1926, the year before North Hollywood acquired its name. Chandler died in 1944. The Tribune Company in Chicago acquired the Los Angeles Times in 2000, ending 119 years of the family dynasty's ownership.





## ISAAC LANKERSHIM

#### A FAMILY AND A FARMING EMPIRE

To modern ears and eyes, the San Fernando Valley has been a synonym for "suburbia." But in the late 19th and early 20th century, the name meant "agriculture." Farming fortunes were made in its soil, and one of those who prospered most was Isaac Lankershim.

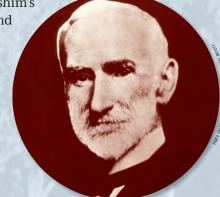
Lankershim was a German-Jewish immigrant who, in Protestant-dominated Los Angeles, decided to call himself a Protestant. He had already amassed a fortune farming in Northern California when he came south in 1869 and joined other investors. Together, they paid about \$2 an acre to buy 60,000 acres from Pio Pico, the last governor of

Successful stockman and grain grower Isaac Lankershim was so impressed by the agricultural potential of the San Fernando Valley that he established the San Fernando Farm Homestead Association in 1869 in order to acquire Pio Pico's undivided half interest in the Valley.

In short order, Lankershim's

son and son-in-law, James Boon Lankershim and Isaac Newton Van Nuys, joined him at the company that came to be called the Los Angeles Farm and Milling Company. It ran what was considered to be the largest wheat-farming empire in the world.

Soon the younger men split the work: Van Nuys took over the wheat operation, and Lankershim handled the real estate business. He and his partners subdivided 12,000 acres between today's Whitsett Avenue and the Burbank city border.



A stockholder in the San Fernando Farm Homestead Association, Isaac Newton Van Nuys was instrumental in establishing a successful wheat empire in the southern half of the San Fernando Valley in the 1870s.



Before fruit orchards made North Hollywood (then known as Lankershim) famous as the "Home of the Peach," the area was covered with waving fields of wheat and barley. Harvesting scenes like this were commonplace by the early 1880s.



Exterior view of the Lankershim residence

#### **FEUDING OVER NAMING RIGHTS**

Soon the Lankershim-Van Nuys partnership had a rival: Charles Forman. The miner and rancher came from Nevada in the late 1880s and bought a rich piece of the Lankershim ranch. Wanting to brand it as his own, he called it Toluca, from a Paiute word meaning "fertile" or "beautiful" valley. He built his adobe house at what is now the intersection of Forman and Toluca Lake Avenues.

Forman and Lankershim butted heads. Forman got the federal government to name the first local post office "Toluca," but Lankershim per-

suaded Southern Pacific to put his name on the train station across the street. Ranchers joked that they would "ship the merchandise to Lankershim, but bill it to Toluca."

Lankershim won the battle of wills. In 1896, the post office was renamed Lankershim. His name adorned the school district, too.



## A PIONEER NAME ENDURES

But it was only a temporary victory. In 1923, Los Angeles annexed the area, which was renamed North Hollywood in 1927. Lankershim's name remained on a major thoroughfare.

It was his brother-in-law,
Isaac Van Nuys, whose name
was hung on a new settlement
in 1911, and has stayed put ever since.

THE SALE OF THE CENTURY

2000 HORSES and MULES

Mammoth Credit Auction Sale

FOUR A DAYS

At the Landwindow and You have fined by the price of the control o

The Lankershim family made headlines again in the 1930s.

James Lankershim was an (Left) Real estate ad for the Lankershim Ranch and Water Co., Los Angeles Times, April 1888. (Center) The 1910 Sale of the Century helped to sell the holdings of the Los Angeles Farming and Milling Company, clearing ranch equipment for planned townsites and future developments (Right) An 1887 subdivision map, squaring the "Lankershim" land off into 16 equal plots.

elderly widower when his family hired a 35-year-old nurse to look after him, and to keep away fortune-hunting young women. The family soon replaced her with a male nurse, but after Lankershim died in 1931, a promissory note surfaced giving the woman a half-million dollars as a posthumous reward "for her loving kindness and protection." The Lankershims went to court, eventually settling for \$100,000.



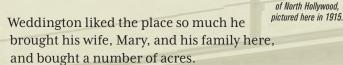
Lankershim Post Office.

## WEDDINGTON FAMILY

#### A FOUNDING FAMILY IN A FLEDGLING TOWN

The cold winters and the hard work of Iowa farm life once drove hundreds of thousands of "Hawkeyes" to California.

One of them was named Wilson C. Weddington. He came here in 1890 to visit his sister, and he never left. What he did leave was a huge imprint on what would become North Hollywood.





This 1893 view of the Weddington Ranch shows the area which by 1910 became the heart of the town's business district along Toluca Road, now Lankershim Boulevard, Weddington Bros. Store can be seen near the center with the Lankershim School toward the rear.

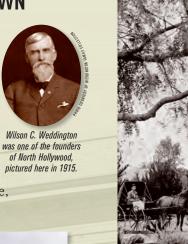
The Weddington Brothers General Store

and Post Office in Lankershim, 1908.

The Civil War veteran soon had a chance to stand out in the sparsely populated settlement then called Lankershim/Toluca. Lankershim was the biggest name in the area, but Weddington made his presence known after President Grover Cleveland appointed him to the job of postmaster in 1893. It was a title Weddington held for 22 years. The post office was also his home, and when he bought a general store in 1894, he moved the post office there. The general store became a family enterprise; Wilson and Mary Weddington's sons, Guy and Fred, both worked in the store.

The family was such a fixture that when the Red Car trolley at last arrived in the Valley in 1911, it was the elder Weddington who was invited to help drive the ceremonial golden spike into the rail lines.

> Wilson C. Weddington and his two sons played a dominant role in the early development of what today is North Hollywood.



The first post office was established in 1893. Then known as the community of Toluca, Wilson C. Weddington was appointed postmaster by President Grover Cleveland. Weddington is seen here sitting on the porch steps of his home, which served as the post office, with his son Fred in the carriage on the left and his son Guy in the carriage on the right.

#### **MULTI-TASKING IN A GROWING TOWN**

Fred Weddington also became a lawman, and in 1904 he earned a big headline. Two thieves had beaten up an elderly Frenchman. Weddington, a deputy sheriff at the time, saddled up his horse and tracked them to a barley field where they were hiding, arresting them. They later went to prison.

The burgeoning town needed more services like a bank. and again, the Weddingtons obliged. They opened the



By 1919, check cashing and banking at the local general store had given way to Weddington's Bank of Lankershim, predecessor of the Security Pacific Bank of North Hollywood which was founded in 1923. Bank president Fred Weddington is the driver of the "limousine.



and president of the Bank of Lankershim in the early 1900s

ton got off his horse and got behind a desk. In 1927, the year North Hollywood acquired its name, the bank became part of the Security Pacific chain, operating from the now-venerable brick building at the northwest corner of Lankershim Boulevard and Weddington Street.

#### LOCAL ROOTS, LOCAL LEGACY

The other Weddington brother, Guy, married Marjorie Davis, whose family arrived here from England in 1895, and built the area's first tennis court. Guy Weddington also kept his hand in agriculture, running a major fruit canning operation, and heading Weddington Investment Company, a family partnership that exists to this day. It is now operated by Wilson Weddington's great-grandson, Guy Weddington McCreary.

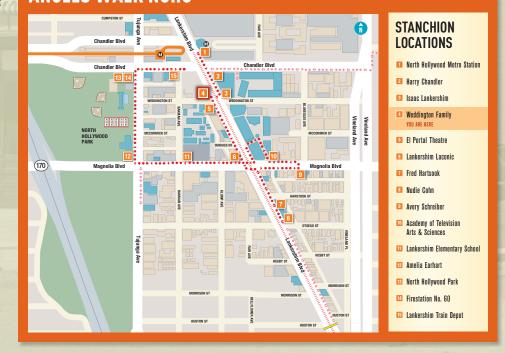


Guy M. Weddington served as president of the Chamber of Commerce in 1927, led a bond drive for a community park, and was instrumental in improving Cahuenga Pass in the 1930s.

When Wilson Weddington died in 1923, the business district closed for two hours in tribute. Guy Weddington died in 1941 and Fred Weddington died in 1967. Their 1904 family home still stands near Vineland Avenue. Their first home, the one that served as the post office, was on the site where the El Portal Theatre now stands.



The Davis family came to the area from England in 1895. Wearing the latest European fashions, the Davises were responsible for building the town's first tennis courts at Riverside Drive and Laurel Canyon Boulevard



## EL PORTAL THEATRE



Lankershim Boulevard in 1922. The El Portal Theatre was built in 1925 at this location. The house on the right belonged to Wilson Weddingto. and was moved before the building of the Security Pacific Bank building

#### HOLLYWOOD COMES NORTH

The community of North Hollywood was still a year away from being given that official name when a jewel box of a theatre called the "El Portal" opened in October of 1926.

The world was still a year away from "talkies," when the El Portal opened with a first run, silent melodrama starring Ralph Graves called Blarney, a now lost film about an Irish prizefighter who immigrates to the United States and becomes involved with two New York girls.

> The Spanish Renaissance Revival building by celebrated theatre architect Lewis A. Smith is now a mix of eras. Like so many Valley buildings, the El Portal was ravaged by the 1994 Northridge earthquake, but it was brought back to become what it is now—a grand community landmark instantly recognizable from the vivid neon Art Deco marquee. The luxurious carpet-

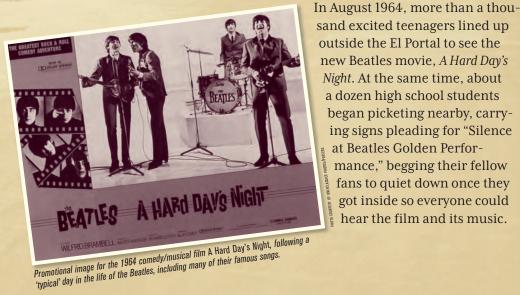
> > ing was taken from the Shubert Theatre in Century City, home to 20th Century Fox studios. The bas relief artwork in the lobby dates from the 1930s. It is the handiwork of WPA artists, and illustrates moments in California history, from the Gold Rush to citrus harvests.



Exterior view of the El Portal Theatre, c. 1942.

#### MEET THE BEATLES — ONSCREEN

Over the years, the 1,400-seat theatre has been used for community fund-raisers, "fright night" horror films and, in the days before cable TV, showing films of championship boxing matches. In 1959, such actors as Karl Malden, Efrem Zimbalist Jr., Stephen Boyd and Jill St. John showed up at the El Portal for a benefit premiere of the movie Journey to the Center of the Earth.



sand excited teenagers lined up outside the El Portal to see the new Beatles movie, A Hard Day's Night. At the same time, about a dozen high school students began picketing nearby, carrying signs pleading for "Silence at Beatles Golden Performance," begging their fellow fans to quiet down once they got inside so everyone could hear the film and its music.

#### A LANDMARK TAKES A BOW

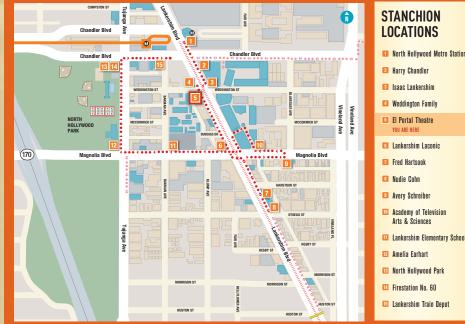
A few years after the El Portal opened, a toddler named Donald O'Connor performed there in his family's vaudeville act. He would later make his way to Hollywood permanently, co-starring in Singin' in the Rain with Debbie Reynolds, a woman who, as a teenager, rode her bike to El Portal to catch movies.





In 1999, about 70 years after his first appearance at the El Portal, O'Connor returned to the renovated theatre to receive a lifetime achievement award from fellow stage and screen performer Carol Channing.

The refurbished theatre officially reopened a few months later, in January 2000. Within its walls are three theatres: the 95-seat Forum Theatre, the 42-seat Studio Theatre, and the 360-seat Main Stage, and the Judith Kaufman Art Gallery.



## LANKERSHIM LACONIC

#### **READ ALL ABOUT IT!**

Back when Lankershim, North Hollywood's predecessor, was literally a growing concern, local newspapers and advertisers enthusiastically ballyhooed the town's virtues.

The Lankershim Laconic went to press in 1909. The four-page newspaper called itself a "try-weekly," because the publishers, businessmen brothers Chauncey and Cecil Wilcox, "tried" to get it out once a week. The advertisement-filled newspaper summoned newcomers to become neighbors.

The Wilcox brothers also bought the town's first two-story hotel, equipped with "sanitary outdoor bedrooms," at what is now Burbank and Lankershim Boulevards. Cecil must have won the coin toss - it was named for him.



The Hotel Cecil was the first hotel in the San Fernando Valley and was owned by Mrs. Cecil Wilcox, pictured here with her dog

The Lankershim Laconic's influence was enormous. Its pages were filled with boosterism, Chamber of Commerce happenings and church news. Frontpage editorials demanded flood control and a Pacific Electric streetcar line for the area. Like many newspapers then, it printed lists of building permits, creating self-fulfilling interest in the community.

A 1911 advertisement boasted that Lankershim had "no saloons" and "no mud." Lankershim soon offered other attractions.



T.W. Herron's Meat Market & Grocery was a thriving North Hollywood business in 1915. Lankershim Bakery is also on the left.

#### **BIG NEWS FOR A GROWING TOWN**

On March 14, 1915, film pioneer, Carl Laemmle opened the world's largest motion picture production facility on a 230-acre Lankershim area ranch. It was called Universal City and welcomed the public to watch the magic of moviemaking close up. Not far away is the notable historical site of Campo de Cahuenga, where the Mexican surrender to California was signed in 1847.

In time, the tiny newspaper office at Lankershim and Magnolia Boulevards found itself flanked by two new businesses, the Lankershim Bakery, and T.W. Herron's Meat Market & Grocery.

Universal City was a remote but prime location for moviemaking in the early 1900s when Westerns were

the rage. The studios are shown here under construction in 1914.



at Campo de Cahuenga in what is now North Hollywood, where John C. Fremont and Andres Pico signed the treaty ending the fighting of the Mexican American War on January 13, 1847.

Editorials in 1923 crusaded to have the town annexed by Los Angeles. Voters approved annexation 572 to 441.

By 1925, the Laconic had become the Lankershim Press. In 1936, the paper reinvented itself as the North Hollywood Press, and joined with the Valley Times. Local news expanded to such accounts as the enlarging of Mae West's sister's home, and Western film actor Tom Mix buying a 17-acre ranch nearby.

During the epochal 1938 flood, the Laconic reported that the raging Los Angeles River waters swallowed a café and ten houses at Universal City, and five people on the Lankershim bridge were swept to their deaths when the bridge collapsed.



#### FORMER NEWSPAPER OFFICE MAKES HEADLINES

By 1952, the paper had moved operations elsewhere, and Denels Music opened in its place. Celebrity guests Liberace, Lawrence Welk, and Spike Jones drew crowds to the opening.



Actor Victor Mature keeps up with news as he reads Valley Times between takes on location for western film on Berry Ranch in Chatsworth, February 27, 1958.

Ten years later, Robert Coogan, the brother of child star Jackie Coogan, owned a hobby shop on the site. He and comedian Lenny Bruce

were arrested there for drug possession in October 1962. Police said Bruce had dropped a matchbook with heroin in it when he saw officers.

North Hollywood's "last paper standing," the Valley Times, closed in August 1969.



## **CELEBRITIES SAT FOR HIS CAMERA**

Henry Ford

Back when the fields of the San Fernando Valley helped to feed California and eventually the nation, Fred Hartsook raised champion black and white Holstein dairy cows with names like Bessie, Snowball, and Tillie. Hartsook was a hands-on rancher, wrote Los Angeles historian and writer John S. McGroarty – a man who raised goats and hogs and drove his own mule team.

For several generations, in the Midwest and on the East Coast, photography had been the Hartsook family business. Hartsook came to Southern California as a young man, and soon he too became as well known for hoisting a

camera as a milk pail. Silent film stars like Mary Pickford sat for him, as did such notables as auto tycoon Henry Ford, aviator Charles Lindbergh and presidents Woodrow Wilson and Herbert Hoover.



Official copyright mark of Hartsook Photo, c. 1918.

#### MILK MONEY AND OTHER **BUSINESS VENTURES**

His lasting impact on photography, though, was commercial. He owned a pioneering chain of photo studios from San Francisco to Santa Ana, and sent out discount coupons, to the fury of his competitors.

> He and his wife, Bess Hesby Hartsook, a "Miss Liberty" beauty queen at the 1915 Pan-Pacific International Exposition in San Francisco, bought their Northern California honeymoon cabin not long after they were married, and turned the redwood forest property into a resort called the Hartsook Inn, a getaway for celebrities.

# FRED HARTSOOK



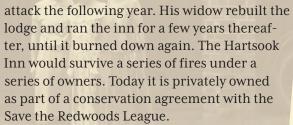
Bess and Fred Hartsook (far right) and two of their children (seated).

Fred Hartsook

#### HARD TIMES FOR HARTSOOK

The 1920s dealt Hartsook a string of reverses. His renowned Holstein herd had to be killed in 1924 because livestock inspectors had tracked in hoof and mouth disease on their boots and carried it through Hartsook's pastures.

Three years later, the Hartsook Inn burned down, and in 1929, Hartsook lost his photo business. He was only 53 when he died of a heart



"Some Notable Victims of the Foot-and-Mouth Scourge" — a full-page article showing a few of the prominent cows that had to be killed, most from the Hartsook Ranch. Los Angeles Times - May 18, 1924.



post office near the Hartsook Inn bore the Hartsook name for a time, and in Humboldt County, a creek and a noted redwood tree, the "Hartsook Giant," still carry his name. Here in North Hollywood, Hartsook Street the site of his dairy ranch—is named for the agricultural and photographic pioneer, and nearby Hesby Street is named after his wife.





### A CATCHY NAME. AND EYE-CATCHING CLOTHES

A Ukrainian-born master tailor with a risqué-sounding nickname made his reputation by dressing, and often overdressing, Hollywood's cowboys.

Nudie Cohn began life in the Tsarist city of Kiev; he ended it as the fabled costumer of "rhinestone cowboys," from Roy Rogers and Porter Wagoner to pop culture figures like Elvis Presley and Elton John.

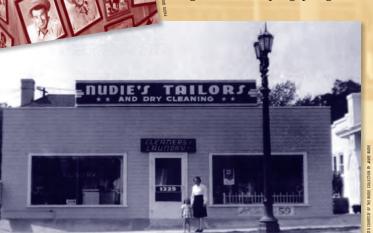
Nuta (Nudie) and his brother Unlike most Hollywood performers, whose names were changed by studio moguls, Nuta Kotlyarenko's was changed at Ellis Island when he arrived at age 11. From then on, he was Nudie Cohn, and he drifted around the country, spending time with gangster Pretty Boy Floyd, shining

shoes and doing some boxing.

By the early 1930s, he and his wife, Helen "Bobbie" Kruger, had opened a shop in New York. Their line of flashy G-strings catered to the ladies of burlesque. After burlesque couture went bust the two of them made their way to Los Angeles in 1939.

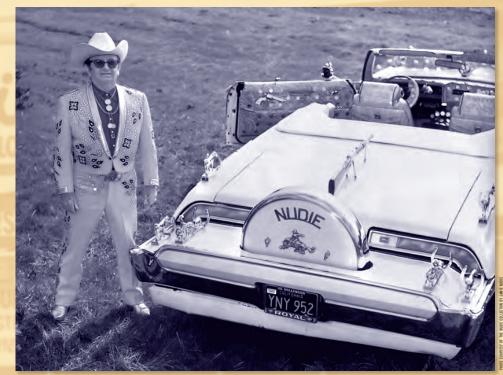


Making straightforward sportswear constrained Nudie, who decided that country western singers could use a bit of "flash." He appealed to singer Tex Williams, who gave Nudie the \$150 he made from selling a horse. Nudie's Rodeo Tailors opened in a garage in North Hollywood. Nudie's cutting table was a ping-pong table.

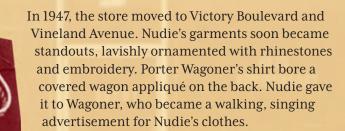


Top photo: The counter at the first shop on Victory and Vineland Boulevards, late 1950s Bottom photo: Nudie's shop in Hollywood in the early 1940s. His daughter Barbara and her grandmother Ida Kruger are standing out front.

## NUDIE COHN



Nudie and one of his highly customized cars.



His gift for publicity was as great as his gift for tailoring. He drove a customized Pontiac Bonneville convertible tricked out with silver dollars. steer horns, and a variety of shooting irons.

Beyond country western and cowboy stars, Nudie created the illuminated ensemble that Robert Redford wore in the 1979 adventure-romance, The Electric Horseman. Some of Nudie's most iconic designs were not strictly in the John Wayne mold. Elvis Presley wore his \$10,000 gold lamé suit, while rocker Gram Parsons wore the infamous Nudie suit adorned with marijuana leaves, pill bottles, and naked women.

The sign out front of the store at Victory and Vineland Boulevards, 1950s.

#### A FAMOUS SEWING MACHINE FALLS SILENT

Business was good, and in 1963, the Cohns moved to a 6,000-square-foot store near the corner of Lankershim and Magnolia Boulevards. Everyone knew when Nudie was there because he parked his "Nudie Mobile," in front of the store near a huge plastic Palomino.

Nudie died in 1984 at the age of 81. The man who made the stars sparkle was buried in a dazzlingly embroidered

shirt with a cowboy hat below his crossed arms. His eulogy was given by Dale Evans.

His widow ran the store until it closed in 1994. She died in 2006, at age 92. That plastic Palomino is now stabled in the Country Music Hall of Fame in Nashville, along with one of Nudie's original sewing machines.

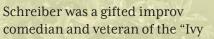




## AVERY SCHREIBER

## A COMEDIC ACTOR INSPIRES LAUGHS, AND A THEATRE

In 1948 it was an auto body shop. Forty-five years later it became a landmark theatre, with an outdoor patio stage, the masks of comedy and tragedy welded onto its wrought-iron gate, and in the lobby a framed photograph of the man for whom the building was named – Avery Schreiber.





Avery Schreiber Theatre, 2010. The masks of comedy and tragedy can be see in the gate at left.

League" of improv comedy, Chicago's The Second City. He was a friend and mentor to theatrical improviser Linda Fulton, who was inspired by Schreiber after answering an ad in the late 1990s and being invited to attend classes with Avery. They both would belong to a comedy troupe called Moving Targets (with Schreiber being the artistic director) which performed on occasion at the Bitter Truth Playhouse on Magnolia Boulevard. Schreiber encouraged Fulton to follow her passion and teach improvisation to young people, which she did, with her Total Improv Kids program. It was at the Playhouse where Schreiber would last work with Moving

After being sold in 2003, the Bitter Truth Playhouse's new owner allowed Linda to keep the front as a theatre and school. So on July 1, 2003, she officially opened for business, naming the new theatre in honor of her late mentor

Targets before passing away in 2002.

and friend, Avery Schreiber. With the help of her husband Richard, the Fultons would later go on to purchase the entire theatre. The Avery Schreiber Theatre went on to become a flagship and anchor for the growing NoHo theatre arts community. And Fulton's Total Improv Kids became the only all kid improv show to open Off-Broadway in New York.



Left: The whimsical storefront murals along the courtyard of the Avery Schreiber Theatre.



Comedy and laughs were the order of the day when Jack Burns (right) and Avery Schreiber joined Jose Feliciano, The Clingers, Pat Paulsen and John Hartford on "The Glen Campbell Goodtime Hour" in 1969



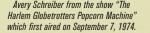
Total Improv Kids troupe, set to premiere Off-Broadway in Summer 2015.

On July 1, 2013, exactly ten years after forming the theatre, and a couple years after the passing of her husband Richard, Linda made the tough decision to close the doors. Her Total Improv Kids program would be moved next door to the Sherry Theatre and the Avery Schreiber Theatre would be converted into a restaurant. But the Schreiber's impact and legacy in the NoHo Arts District will not soon be forgotten.

#### A MUSTACHE HELPS TO MAKE A CAREER

Schreiber was a self-described "class clown" who honed his performance skills in an entertainment unit in the U.S. Army. He struck a vein of comedic gold in the 1960s when he joined forces with comedian Jack Burns. After their Second City performance hit New York, the pair's comic sparks earned them a coveted spot on Jack Paar's television program. In their signature skit, Schreiber plays a cab driver stuck with Burns as a motor-mouth passenger.

It was that mini-forest of a mustache, along with his wildly curly black hair, that made Schreiber's face as memorable as his comedy. People who never saw him on stage came to know him in the 1970s, in commercials for Doritos® brand tortilla chips where Schreiber plays a variety of characters who get rattled as everyone around noisily eats the snack.



#### MAKING A MARK TWO BY TWO, AND SOLO

Burns and Schreiber had broken up by 1972, when they reunited for a benefit in Los Angeles, and the next year, they debuted a summer variety series called *The Burns and Schreiber Comedy Hour*, on ABC. It featured guests like George Carlin and Ike & Tina Turner, regulars Teri Garr and Fred Willard, and future *Saturday Night Live* wunderkind Lorne Michaels as a writer.

The duo also recorded comedy albums, among them the politically tart, *The Watergate Comedy Hour*, with skits like "The Break In" and "Special Investigator."

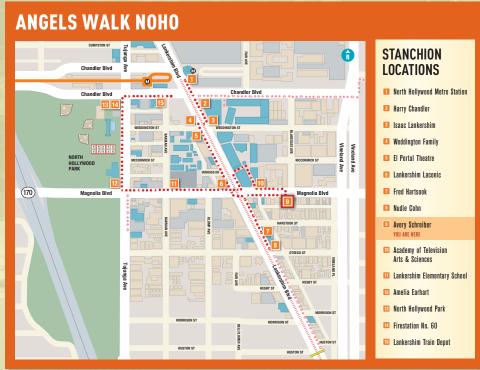


tynig an apron around his ample midriff and hanging a sign, "Barbara" around his neck, isn't very convincing either. But Avery Schreiber (Capt. Manzini) is trying.



Avery Schreiber (center) as Miklos, an unsuccessful Gypsy, seeks a little help from his crystal ball as Ed Brown (Jack Albertson, left) and his partner, Chico (Freddie Prinze), lend a hand in "Play Gypsy," on "Chico and the Man," 1975.

in such films as Mel Brooks' Robin Hood, Men in Tights, and in television sitcoms and dramas and on game shows, using his unmistakable mustache and rotundity to great effect — although he once told the Los Angeles Times that inside that girth, "There's a Cary Grant ... trying to get out."



ACKGROUMN PHOTD: AVERY SCHIEFIRER THEAT

# ACADEMY OF TELEVISION ARTS & SCIENCES

#### THE OSCARS OF TELEVISION

If Hollywood could make its mark as the movie capital, then North Hollywood could make television its own.

In 1928, one year after North Hollywood acquired its name, Philo Farnsworth demonstrated the first working TV system in San Francisco. In time, Southern California would lay claim to television, another gem in the crown of the entertainment capi-

By 1949, the Los Angeles-based Academy of Television Arts & Sciences was holding the first-ever

tal of the world.

TELEVISION ARTS AND SCIENCES

TELEVISION SEMINAR FIRST ANNUAL AWARDS DINNER

TO PRIMETIME EMM

Left: Cover of 62nd Annual Primetime Emmy Awards program, 2010. Right: Cover of very first ATAS Awards Dinner program, 1949.

Emmy Awards ceremony, at the Hollywood Athletic Club. The very first Emmy went to ventriloquist Shirley Dinsdale, for "Most Outstanding Personality."

## A STATUETTE AS FAMOUS AS THOSE IT HONORS

The coveted golden statuette, a winged woman nicknamed Emmy, holds an atom aloft. It was the last of 48 proposed designs modeled after the wife of its designer, TV engineer Louis McManus.

"Emmy" actually began life named "Immy," a nickname for television's early image orthicon camera. It under-

standably morphed into
"Emmy." The award that the
Academy hands out annually for the best achievements
in television weighs nearly
five pounds. It is composed
of copper, nickel, silver and
gold—and more than five
hours of labor—and gleams
with a high polish, just like
that masculine "Oscar" statuette the movies present.

Emmy statuette model Dorothy McManus poses



Approximately 500 guests attend the Academy of Television Arts & Sciences first Emmy Awards ceremony held at the Hollywood Athletic Club on January 25, 1949.

New York soon had award envy. In 1955, TV variety host Ed Sullivan helped to found the National Academy of Television Arts & Sciences in New York. But by 1977, the East and West Coast Academies had split. Still, they agreed to share custody of and responsibility for the Emmy statue and trademark.

In addition to the Emmys, the Academy instituted a Hall of Fame in 1984. Every year, it inducts several people from every aspect of TV achievement: performers, newscasters, writers, hosts, executives, and the TV shows themselves.



Ed Sullivan

#### TELEVISION'S HALL OF FAME

The Hall of Fame was officially dedicated in 1991. That was the same year that the Academy moved into its new two-story North Hollywood headquarters. The piece de resistance, erected in the center of a fountain, is an 18-foot-tall Emmy stretching skyward.

Comedian Sid Caesar got the honors of throwing the first mound of dirt on a time capsule during ground breaking ceremonies for the new headquarters of the Television Academy in North Hollywood, November 16, 1988.









Carol Burnett and Bill Cosby pose backstage at the 18th Primetime Emmy Awards, 1966.

The Academy chose three giants of television to honor with full, life-sized bronzes: Lucille Ball, Jack Benny, and Johnny Carson. In bas relief nearby are the faces and figures of TV pioneers and stalwarts Steve Allen, Walter Cronkite, and George Burns and Gracie Allen. Carol Burnett, Milton Berle, Sid Caesar, and Ed Sullivan are commemorated in bronze busts on pedestals.

The honorees had to be shown as their audiences remember them best, so sculptor Richard Stiles decided to depict Burnett as the charwoman character from her variety show. Artist Robert Jacobs depicted Sullivan in his vintage TV pose, his hand placed thoughtfully under his chin.

The Academy building houses a 600-seat theatre called the Leonard H. Goldenson Theatre, named for the retired chairman of ABC television who donated \$1 million to help buy the site.



ANGELS WALK NOHO



BACKGOOUND PHOTO; OPENING NUMBER AT THE 6580 PRIVETINE DINNY WANTS HELD Backgoound Photo Olympsy of Acad Day of Telenson ants & Scidices

## LANKERSHIM ELEMENTARY SCHOOL



Lankershim's first school teacher, Mary Crawford, is pictured here in 1888 with her students on the property of W.H. Andrews. Classes were held in the Andrews' bunkhouse until the permanent schoolhouse opened the following year near Lankershim Boulevard, c. 1889.

#### THE THREE RS FIND A NOHO HOME

Public education came to North Hollywood in 1888, when school teacher Mary Crawford opened up her temporary classroom in a converted bunkhouse on Vineland Avenue.

A year later, a real, two-story schoolhouse was opened a few blocks away, on Lankershim Boulevard. It had a bell tower fitted out with a 28-inch bell to summon students from across the ranchlands. Six years later, the first graduating class received its diplomas.

That schoolhouse lasted until 1933, when it was demolished to make way for a new school. The original school bell was formally dedicated to North Hollywood's pioneers and placed on a pedestal in front of the school. On St. Patrick's Day in 1972, the circa-1889 school bell was stolen. It remains missing. (Disappointed students invariably learned that the school day can start without the clanging of a bell.)



Boys from Lankershim Elementary School help James H. Reynolds, head custodian raise flag on opening day of new school year on September 12, 1955.



Ceremonies for Lankershim school's first graduating class were held in 1895. Fred Weddington, top row, second from right, was one of the graduating students.

#### **ADULTS IN A SCHOOLYARD BRAWL**

The first recorded schoolyard fight at the 1889 school was not between children, but between two grown women. The schoolhouse was also used as a courthouse, and a local woman was convicted in a 1904 jury trial of stringing up dead chickens around her rival's house. She was fined \$10.

Out in the schoolyard after the verdict, the guilty woman was setting her baby down on the ground so she could take a swing at a witness who had testified against her, when that witness, another local woman, clipped the guilty woman with an early hit. The hair-pulling con-

test that ensued left a hunk of fake blonde hair lying in the schoolyard.

By the following year, the town of Lankershim had a population of several hundred residents. The school's administration said it was so progressive that it kept an Edison phonograph player for educational purposes.

Fourth of July, 1923, representing all of the San Fernando Valley.

On the right is Jim Wilson, first Valley councilman, president of the Chamber of Commerce. To the left is William Gibbs McAdoo, then Secretary of Commerce in the Wilson administration. He was running for the Democratic Presidential Nomination at the time of this photograph.



Construction on one of the Lankershim Elementary buildings, located on Bakman Avenue, c. 1920.

## A NEW TOWN NEEDS A NEW SCHOOL

In 1924, the school building was literally picked up and moved, back nearly 200 feet onto Bakman Avenue. It took fifty men and forty days to make the move, and it freed up frontage on Lankershim Boulevard so the central business district could grow. The new businesses also added \$45,000 in

sales taxes to the Board of Education coffers to be able to build the new school, which opened in 1933 on Bakman Avenue.

Among the school's earliest pupils were pioneer brothers and land developers Fred and Daniel Bakman, for whose family Bakman Avenue is named. One later student, Norma Jean Baker, went to sixth grade here, winning awards for track and field. She would go on to be known more famously as Marilyn Monroe.

In 2000, the school's crossing guard, a U.S. Air Force and Navy veteran named William Edward Hooper, was struck and killed as he helped a child across the street. The following year, a new traffic signal went up, along with a sign honoring the beloved crossing guard.



Marilyn Monroe, on phone with thenhusband Arthur Miller, c. 1958.

# ANGELS WALK NOHO Chandler Blvd Chandler Blvd Chandler Blvd Chandler Blvd Chandler Blvd Chandler Blvd Weddington Family El Partal Theatre Lankershim Laconic Fred Hartsock Nutrice Cohn Avery Schroliber Avery Schroliber Avery Schroliber Lankershim Train Depot Magnotia Blvd Magnotia Blvd Lankershim Train Depot Lankershim Train Depot

## AMELIA EARHART

#### AMELIA EARHART AND THE VALLEY SKIES

"Lady Lindy," as the press nicknamed her, after pioneering aviator Charles Lindbergh, began flying out of local airstrips in the 1920s.

North Hollywood and aviation go way back, and no

flyer won local hearts like Amelia Earhart.

The lanky young lady from Kansas bought her first airplane, a Kinner Airster biplane she painted yellow, in 1921 at the Grand Central Air Terminal in Glendale.

> She set women's altitude and speed records, and tested and repaired planes at Van Nuvs, Glendale, and Burbank airports. She made the first solo transcontinental flight by a woman in 1932, and in 1935 she made the first solo flight by anyone from Hawaii to the U.S. mainland.

She didn't just spend her time in the San Fernando Valley skies, she and her husband, publishing magnate George Palmer Putnam, bought a house in Toluca Lake.



#### FAMOUS AROUND THE WORLD, AND ABOVE IT

She first cemented her renown as a passenger, on a 1928 flight across the Atlantic Ocean. She also had a flair for publicity, writing and lecturing across the country.

About flying, Earhart wrote, "Please know that I am quite aware of the hazards. I want to do it because I want to do it. Women must try to do things as men have tried. When they fail, their failure must be a challenge to others."



flying course for Amelia from Honolulu to Oakland, is hown at his Burbank desk receiving messages from her as she flew over the Pacific. January 12, 1935.

The mystery of her disappearance on a 1937 around-the-world flight accounts for much of the enduring interest in Earhart, but so does her insistence on freedom, on the air and on the ground, long before the modern women's movement. She had turned down five marriage proposals from Putnam. She accepted the sixth time, when both happened to be in Burbank at Lockheed, the manufacturer of her bright red 1928 Vega. She characterized their 1931 marriage as a partnership with "dual controls."



Electra returned in 1937, after a failed takeoff from Pearl Harbor on her first attempt at an aroundthe-world flight.

In hindsight, perhaps it was an omen. Several months later, she began her ambitious flight anew—and disappeared. North Hollywood residents soon dedicated a bronze plaque to her at the spot where Lankershim Boulevard intersects with Vineland Avenue and Camarillo Street.



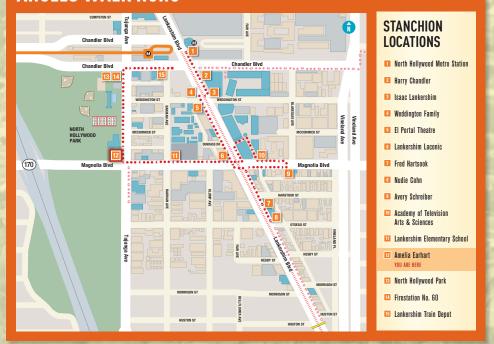
one flown by Amelia Earhart.



Paul Mantz, looking over a plan of the course she followed on her flight from the Hawaiian Islands to California, 1935.

The plaque was put in storage when the streets were widened in 1954. In 1971, a seven-foot-tall statue of Earhart by a North Hollywood sculptor was raised up at Tujunga Avenue and Magnolia Boulevard in North Hollywood Park, where a city library is named for her.

That statue eventually needed repairs, and Earhart fans raised the money to re-cast the statue in bronze. The original fiberglass and steel statue stands at the Bob Hope Airport in Burbank. The 1937 plaque is embedded at the base of the bronze statue.





Putnam at the Oakland, CA airport,

## NORTH HOLLYWOOD PARK

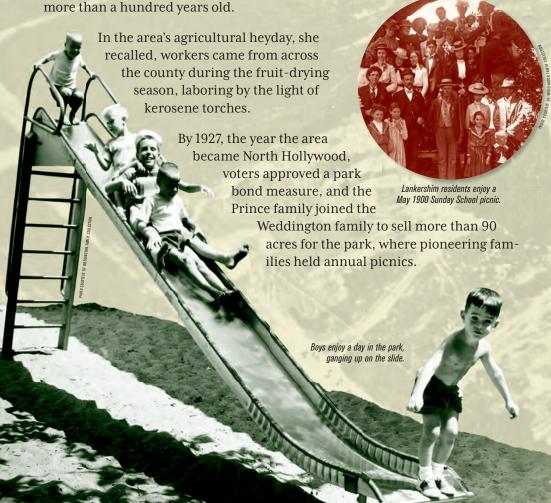
Young men picking fruit on Albert Prince's orchard, c. 1920s. He is standing on the left holding a piece of wood. The area is now part of North Hollywood Park.

#### **ORCHARDS TO PARKLAND**

In 1890, a pair of brothers, Alfred and Harry Prince, came west from Ohio and bought themselves nearly 70 acres to plant an orchard at what is now Magnolia Boulevard and Tujunga Avenue.

Harry moonlighted as a teacher in Los Angeles, riding his bicycle over the Cahuenga Pass, and Alfred doubled as a telegrapher for the Santa Fe Railroad. Alfred's

wife, Emma, soon joined her husband, and decades later, she told the *Los Angeles Times* about the family home on Lankershim Boulevard. Its living room was 30 feet long, the floors were oak, and her husband had hand-pressed patterns into the concrete blocks. Emma would end up living to be





Interior view of the old Children's Room and fireplace at the North Hollywood Branch Library (then known as Sidney Lanier Branch).

#### A HOME FOR BOOKS

As North Hollywood matured, it acquired its own city library. When the present branch opened in 1929, it was named for literary figure Sidney Lanier, a Southern poet and Civil War veteran. By the early 1980s, library patrons and local civic organizations passed a motion to change the name to North Hollywood Amelia M. Earhart Regional Branch, in honor of the local legend and record-setting aviatrix. Lanier, one librarian told the *Los Angeles Times*, "will never be missed." But two lines of his poetry endure, memorialized in Spanish tile

above the library fireplace, and they could serve as an epitaph for Earhart: "I am but a small-winged bird/But I will conquer the world."



Artist's rendering of the new Sidney Lanier Branch Library. The building, completed in 1928, was designed by architects Weston & Weston in the style of an early California ranch house.

#### NOHO HIGH'S HIGH AND MIGHTY

Of course, Earhart never went to school at North Hollywood High, but another renowned woman did. Writer and social critic Susan Sontag edited the school newspaper, *The Arcade*, and she wrote some of its most powerful editorials at the branch library, including analyses of nuclear weapons, and a thumbs-up review of Laurence Olivier's "Hamlet." Her biographer, Carl Edmund Rollyson, wrote that she labored over an editorial calling for a traffic light near the school—and the city installed one.



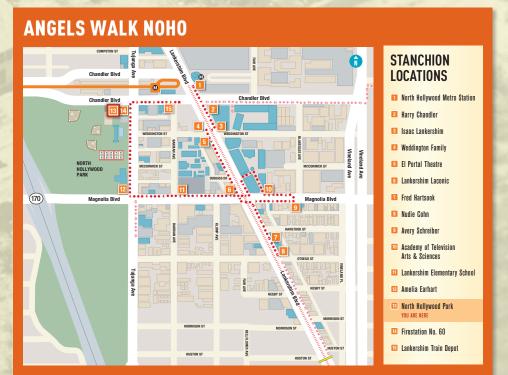
orth Hollywood High School



Alan Ladd

Another student, Alan Ladd, climbed out of the recreation center's swimming pool and into the movies. He was a star swimmer and diver at North Hollywood High School, and performed in a water pageant in July 1933. A month later he signed a film contract, although stardom proved to be some years away.

Ladd also earned his keep as a lifeguard at the Recreation Center's pool where he swam, and—playing on his nickname, "Tiny"—he opened a burger joint across the street called "Tiny's Patio."



## FIRE STATION NO. 60

#### FIREFIGHTERS: SERVICE AND SACRIFICE

When the entire force of four volunteers first started putting out fires here in the 1880s, the brigade used a two-wheel cart that stayed parked next to the train depot between fires.



Engine Company No. 60, c. 1924.

In October 1944, North Hollywood firefighters hurried to the water-filled gravel pit where famed Lockheed test pilot Milo Burcham crashed his P-80 on takeoff from the nearby Lockheed Air Terminal. Burcham died in the incident.

In 1949, Engine Company No. 60 moved to new quarters at the corner of Tujunga Avenue and Chandler Boulevard.

> The Universal City North Hollywood Chamber of Commerce signing up people for the "Fire Guard," 1942.





By then the station had six full-time professional firefighters, and soon, fire alarm boxes and fire hydrants were installed along the town's main street.



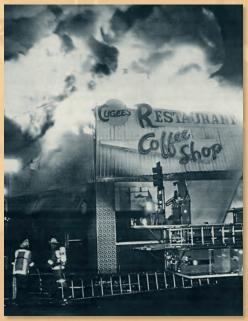
Engine Company No. 60, c. 193

#### A LIFE LOST AND REMEMBERED

At about 3:30 a.m. on January 28, 1981, the firefighters of Station No. 60 had already been working 17 long hours straight. They'd filmed fire safety drills earlier that morning, and at midnight, they had battled a fire at a two-story apartment house.

When the call came about a fire in a nearby coffee shop, they climbed into their gear. Their pants and coats were wet from rain. The restaurant was about four blocks from the fire station, and four men who got there first climbed onto the roof to punch ventilation holes, then part of the roof collapsed. Veteran firefighter Thomas G. Taylor, 34, plunged into the burning heart of the building and died. An injured firefighter was rescued with an aerial ladder. Two others held onto the roof as long as they could before jumping 20 feet to the ground. One broke his arm, while the other was badly burned. Another four firefighters were injured.

The snappy Firehouse 5 band played to the enthusiastic crowd during the dedication of North Hollywood's new Firehouse 5 station at Tujunga Avenue and Chandler Boulevard on July 30, 1949.



Fully involved structure at Cugee's Restaurant fire after the roof fell and just prior to building collapse.

The Cugee's Restaurant fire was arson. The owners had wanted to collect on an insurance policy, and had paid a Van Nuys barber \$2,500 to set the fire. The owners each served ten years in federal prison after pleading guilty to arson homicide charges. The barber was convicted of setting the fire that killed Taylor and injured the seven other firefighters. He was sentenced to 25 years to life in prison.

A bronze plaque in Taylor's honor was installed on the facade of the station and his pictures are hung prominently around the firehouse.

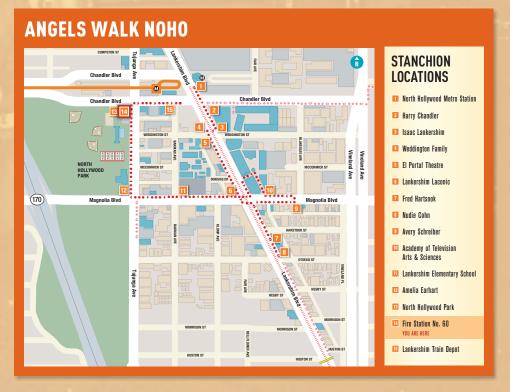


Apparatus Operator Thomas G. Taylor



Bronze plaque in honor of firefighter Thomas G. Taylor.

The crew's aerial truck was dedicated to Taylor, and his locker at the 1949 station has been kept empty. Another plaque in Taylor's honor was installed on a façade of the Wells Fargo Bank building that stands on the site of the burned café.



## LANKERSHIM TRAIN DEPOT



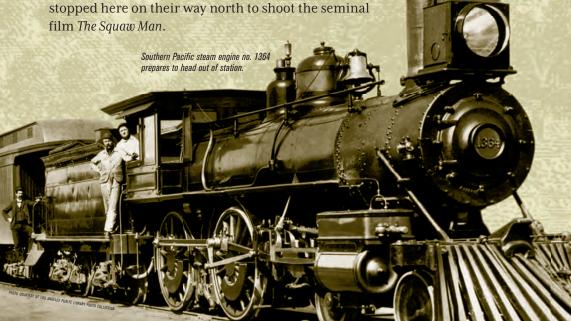
Exterior view of the Lankershim Train Depot in 1927

#### LAYING TRACKS, AND A FOUNDATION FOR THE FUTURE

try. And in 1914, Cecil B. DeMille and his film crew

Land is the secret to Southern California's prosperity, but it isn't worth much without a way to move the goods and services it generates. This modest wooden building on a small parcel of land is a portal to the history of how the San Fernando Valley grew and prospered.

The Lankershim depot laid the foundation for the Metropolitan Transportation Authority here. The depot is a link from past to future, a community center and museum to the underpinnings of the Valley. Rocks that built the Los Angeles Harbor passed through here; fruit grown in the Valley was piled here in crates to be shipped around the coun-





The charming station and park at Chandler and Lankershim Boulevards, c. 1919, also served as the site for many town concerts and events.

#### A BIG NEED TO HAUL BIG HARVESTS



Cahuenga Pass, North Hollywood, c. 1890. In the center of the photograph was a coach stop, owned by Geronimo Lopez, where people could stay overnight.

Until the depot opened in 1895, the Chatsworth Limited made only one freight stop a day in Lankershim/Toluca; human arrivals still had to get there by stagecoach. A horse and buggy trip to downtown Los Angeles and back took three days, over what is now the Hollywood Freeway. Back then, it was just the Cahuenga Pass, a one-lane dirt road paved with peach and apricot pits that fell from the jostling loads of fruit.

There was plenty of fruit to move. Lankershim was known as "Home of the Peach," and apricots, walnuts, and cherries weren't far behind.

The biggest employer around was the Bonner Fruit Company, clocking in a million pounds of fruit a year, and shipping them around the country from the depot. Diamond Walnuts had its own operation, too, conveniently close to the depot.



Diamond Walnut Packing House, established in 1909. Photo c. 1920.

#### THE RED CARS COME TO THE VALLEY

A train known as the "Toluca Flyer" was delivering passengers to the station at the turn of the century. In 1911, interurban Red Cars were making travel between the Valley and downtown a lot cheaper and faster—40 cents round trip and 45 minutes each way.

So central was the depot to local life that in 1919, a gazebo was built alongside, and on Sunday afternoons, a band played patriotic John Philip Sousa favorites. Now passenger trains joined freight trains in stopping here, and Phil's Diner opened in 1928, feeding passengers in a replica of a railroad car—another one of those amusing Los Angeles buildings built to look like derbies or hot dogs. Even people who never dined there knew the pink and black diner from its appearance in movies and TV. *L.A. Weekly* praised it as the city's "friendliest"



heartburn." In the late 1990s, the diner was purchased and subsequently moved to its present location at 5230 Lankershim where it was extensively renovated.

Los Angeles' car culture replaced the Red Car, which made its last stop at the depot in 1952. Local wits called it "A Streetcar Named Expire."

#### **ANGELS WALK NOHO**



BACKRIDOUR PHOTO: 1 DAMING SHOWNG AR EARY WEW OF THE ASSELATOR TO BECOLDE PHET OF THE CAMPERIA PARS. The drawing shours a maiday polled of thoses traveling on a road treology free hells.