



La Verne Historical Society

Preserving Old La Verne's Environment: Making History for the Future



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GETTING TO KNOW OUR MAIN STREET HISTORY

On Saturday, December 16th, more than 20 members and friends of the La Verne Historical Society joined Bill Lemon at Miss Donuts and Bagel for a walking tour of downtown La Verne. Here are some tour highlights embellished with photos of “then” and “now.”

2079 Bonita Avenue. The northwest corner of Bonita and "D" Streets was first occupied by a home reported to have been built in 1894, numbered 101 W. Fourth Street in 1911-12, changed to 2079 Fourth Street in 1927, later used as a real estate office, and moved to Grand (now Damien) Avenue in 1953 to make way for the First National Bank. In 1961 the building was re-numbered to 2079 Bonita Avenue. The business then became United States National Bank of San Diego in 1963, Crocker Bank in 1973, and Wells Fargo Bank in 1986. The building was most recently occupied by the University of La Verne Bookstore from 1999 to 2012. It is now being prepared to house Chase's La Verne Restaurant.



2111 Bonita Avenue. The first reported occupant of the northeast corner of Fourth (now Bonita Avenue) and "D" Streets was the Shirk-Royon Service Station, completed in 1935 and numbered 2109 Fourth Street. In 1948, a repair garage was added with a separate number of 2418 "D" Street, and still later a more modern structure (pictured here) replaced the original station. In 1961, the service station address was changed to 2109 Bonita Avenue. After several operators, the Chevron station was torn down in 1970. By 1972, First Federal Savings and Loan association of San Gabriel Valley had established temporary quarters on the property. In the Spring of 1973, they began doing business in the present building, numbered 2111 Bonita Avenue. In 2000, they became IndyMac Bank. In 2008, they became IndyMac Federal Bank, owned and operated by the FDIC. In 2009, they became OneWest Bank. Since 2015, OneWest Bank has been a part of CIT Group.



2082 Bonita Avenue. In 1924, Mrs. Rosa Griggs operated a fruit stand at her home at 341 N. “D” Street. By 1940, Ray Gomez was operating a Gas Station at 2082 Fourth Street. In 1948, Gene Gay took over the Richfield Dealership at that location. In 1961, the address was changed to 2082 Bonita Avenue. In 1968, Winchell’s Donut House held a grand opening in a newly-constructed building at that address. That building now houses Miss Donuts and Bagel.

LAVERNE FRUIT MARKET

Corner Fourth and D Street

- Canning Tomatoes, per lug75c
- Tustin Peaches for canning, per lug.....\$1.00
- Fresh Local Watermelon, per lb.1½c

Fresh fruit and vegetables at all times. We invite your kind patronage.



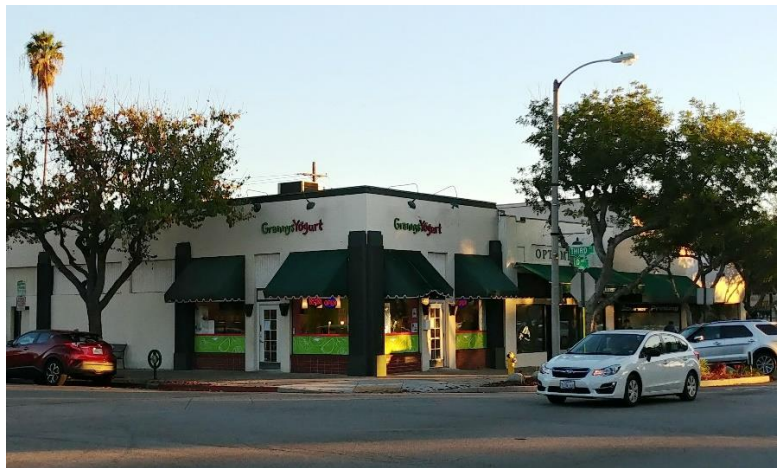
2335 "D" Street. This building on the west side of "D" Street has had a long and varied history, beginning in 1914 as the home of a furniture business that had moved from across the street, it was numbered 325-327 N. "D" Street. In 1919, the business was purchased by the Ebersole Bros., David and Elmer. It later became a Safeway Store which also housed the La Verne Meat Market, and in 1927 was re-numbered 2335 "D" Street. For many people, it is best remembered as the popular Stop 'N' Shop grocery store that was begun in 1932 by Frank Kalousek, Sydney Miller, and Byron Hixon, whose brother Jack and his wife, Jackie, were later owners of the business. Among the subsequent occupants of the building were The American Armenian International College, Adrian's Gift Gallery, Aristotle's Educational Materials and Office Supplies (these three businesses used the address, 2337 "D" Street), The University of La Verne Bookstore (University Book Shoppe), Heroes Bar & Grill, T Phillips Ale House, and currently, Lordsburg Taphouse & Grill.



2307 "D" Street. Constructed on the west side of "D" Street in 1909-10, this was the second home of the newly-organized First National Bank of Lordsburg. In 1911/1912, it was numbered 303 N. "D" Street. In 1917, it became First National Bank of La Verne. In 1927, it was re-numbered 2307 "D" Street. In 1930, the building underwent extensive reconstruction and expansion. As the First National Bank of La Verne, the business continued at that location until 1954 when it moved to new quarters. The Fashion Inn fabric store then occupied this building until 1967, when it moved up the street to larger quarters. Showers of Jewels, a landscape lighting and engineering company then opened a show room at the location. Arda's Party & Gift Shop came along some time after that. Another occupant was Ellie's Plaster Crafts 'n Gifts. The current business is Aoki Japanese Sushi Restaurant, located here since 2003.



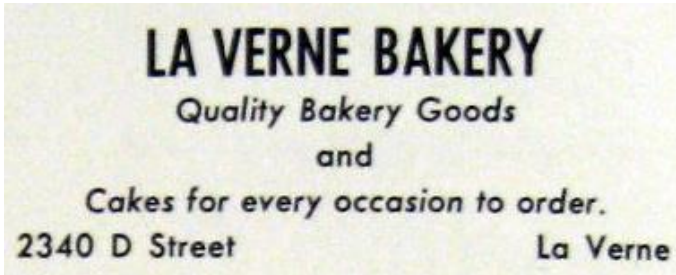
2252 "D" Street. There is a business building on the southeast corner of "D" and 2nd Streets whose location had been occupied by one of the oldest buildings in town. In 1909, George Eby operated a bicycle shop there, and that same year, Edgar C. Kenyon began advertising his pharmacy at that location. In 1911-12, the building was numbered 238 N. "D" Street. In 1922/1923, Guy H. "Pop" Herr began operating the pharmacy at that location until 1932, when he moved his business across the street to the north. In 1927, the building's number changed to 2252 "D" Street. In 1932-33, a new building was constructed, and La Verne-Angelus Cut Rate Drugs began operating there. The photo on the left was taken some time between 1927 and 1932. In 1935, Motor Transit Lines began operating a depot in the building. In 1936, Hylton's Café and Fountain Lunch used the building. By 1940, the Beckman family had moved their grocery store, La Verne Food Market, into the building and continued there into the 1950s. By 1963, E. M. Wilkins was operating a Real Estate Service in the building. In 1976, a grand opening was held for La Verne Canyon Flower Shoppe, a new store in addition to the owner's San Dimas Location. In 1979, La Verne Florist opened under the ownership of Patrick J. Gatti. The business operated there until renovations were made for Grannys Yogurt, which has been in business since 2011.



2306 "D" Street. The earliest record we have of a business on the northeast corner of "D" and 3rd Streets is The Lordsburg-La Verne Furniture Store. The photo on the left is of J. S. McClellan at his furniture store c. 1910. Other occupants followed, including Frasher Fotos studio/stationery store from 1914-20. The Gem Sweet Shop shared the building for a time with The L Stationery, operated by L. M. Frantz. In 1925, the Sweet Shop expanded into the other part of the building and was renamed "Wright On The Corner," after the name of the proprietor, George W. Wright. In 1930, Chocolate Tavern, a cafe, began operating there. This also served as the weekly meeting place for The La Verne Lions Club. On July 1, 1932, G. H. "Pop" Herr held a grand opening for his La Verne Drug Store, which he operated at least until 1938. Lawrence B. Harris then followed as pharmacist. By 1942, the store had become a part of the Hamilton's Drug Chain. On July 15, 1984, Sherrie Brush held a grand opening for her Future Talent Dance Studio. In 1992, Sigal Diamonds & Jewelry opened for business and continues here.



2340 "D" Street. This next location was the site of a meat market more than 100 years ago. The current structure was built 70 years ago (1947), when the Kewish family moved their La Verne Bakery from 2322 "D" Street, now the southern portion of Roberta's Village Inn. The bakery building subsequently housed a clothing store before becoming Warehouse Pizza in 1973.



2348 "D" Street. The southeast corner of "D" Street and Bonita Avenue was occupied by a private residence that also served as a boarding house until at least 1930. In 1911/1912, it received the number, 338 N. "D" Street. In 1912, a Pomona Osteopath, Dr. J. J. Otey, maintained office hours in the home three afternoons per week. In 1934, we find the first mention of a service station, operated by Carl Ohler. A station of one brand or another (Associated, Golden Eagle, Mobil) was at that location until at least 1972. Now the city maintains a transit information kiosk in a pocket park at the corner. The kiosk contains a full-color transit map and informational brochures, as well as plaques commemorating transportation in La Verne's history.



Bill Lemon, LVHS Family and Local History Researcher, researched and wrote this article. Comparing these buildings in La Verne's "Main Street" reveals the evolutionary nature of a vibrant business district. In June there will be a LVHS-sponsored walk of notable buildings on the University of La Verne campus.

Membership Renewal Month

January is the LVHS Membership Renewal Month. Check your electronic or land mail for a 2018 membership form. Membership is \$20 for a family or couple membership and entitles you all LVHS-sponsored activities and some that are only available to LVHS members.

President's Message

Changes in Tax Law May Affect Non-Profits...

2018 will be a different year for non-profit organizations. The La Verne Historical Society, a 501(c)(3) non-profit, is facing the uncertainty of changes in the new federal tax law. Specifically, individuals or couples who itemize their deductions can no longer claim donations to charitable and non-profit organizations. Instead, they may choose to take the standard deduction as a simpler means of addressing their tax obligations. With many deductions no longer allowed, it is predicted that opting out of itemizing will be a good tax choice for many citizens. It is also predicted that this shift will result in significant reductions in charitable giving.

LVHS Benefits from Random Acts of Kindness...

What other ways can people contribute? Last June I was contacted by a couple living in Covina who found two journals belonging to Frank S. and Olive (White) Sheldon, La Verne citrus growers who lived on Williams Avenue, north of Foothill Boulevard. The Covina couple felt that the LVHS should have these journals and brought them to us. Bill Lemon researched their contents and produced a great feature article for the September 2017 *LVHS Newsletter*, preserving another little piece of La Verne's history. Two weeks ago I was contacted by a past employee of the City of La Verne who wants to donate a Lordsburg Water Department water meter box with cast iron cover. Plans are in process for shipping this artifact from Arizona back to its home in La Verne, where it will be the subject of another feature article. Last year the LVHS was also gifted with a pristine copy of circa 1980's *"The Game of La Verne"* and a 1916 Lordsburg dog tag. So if you have an interesting object that is part of La Verne history, please contact us.

Act Locally...

All members of the LVHS board perform hours of service on a volunteer basis. No one on the board gets paid for the effort and time that it takes to keep the LVHS operational and growing in scope, excellence, and importance. I want to ask you to add your energy to the work of the LVHS but I will do so by sharing something that has occurred in my

life. For close to thirty years I was a university professor and trained hundreds of teachers in the field of special education. These were proud years full of value and achievement but the time came last December for me to retire "for good", as they say. I was asked countless times if I was afraid of becoming bored or regret the stimulation of a career in higher education. I was not worried because in the LVHS I found the perfect home for my interests and talents. And – I am doing it for love, not a salary. So are the LVHS board members. So can you.

I looked over my non-profit contributions in 2017 and plan to match them in 2018 despite the real possibility that there will be no tax advantage for this choice. A friend of mine has a car bumper sticker that reads "Think Globally – Act Neighborly." These days I think a lot about the world, the nation, the state, and the community in which I live. And I know that the La Verne Historical Society has enhanced my life and allowed me to meet neighbors and friends whom I would never have known otherwise. This is worth \$20 in membership dues – and more. Consider the LVHS for your act of giving in 2018.

Sherry Best,

LVHS President



Welcome New LVHS Members!

Dick & Diane Bahruh

Vic & Mary Bowman

Luis & Laura Garcia

Victoria May & James Giese

Marilyn Kilgore

Donna Rogers

Dale & Debi Stanley

Alan Wadham

