

184th BIRTHDAY CELEBRATION

Courtesy, Historical Collections, Security First National Bank



Pico House with stagecoaches, on south side of Plaza, about 1875.
Los Angeles Plaza, 1890.

**El Pueblo De Nuestra Senora La Reina
De Los Angeles**

"La Fiesta de Los Angeles"
184th Birthday of the City of Los Angeles
SCHEDULE OF EVENTS THROUGHOUT THE CITY

DATE	EVENT	PLACE	TIME	DATE	EVENT	PLACE	TIME
SEPTEMBER: SATURDAY, 4TH	Community sing Reception Dinner, followed by entertainment	MacArthur Park Plaza Kiosko Plaza Kiosko	2:00 to 4:00 p.m. 6:00 p.m. 7:00 p.m.	WEDNESDAY, 8TH	Los Angeles City Birthday Concert Alcalde's (Mayor's) Reception	Hollywood Bowl Hollywood Bowl	8:15 to 10:15 p.m. 6:00 p.m.
SUNDAY, 5TH	Concert Band Community sing Community sing Japanese music Mexican Tipica Orchestra Special Los Angeles Harbor Birthday Party—fish fry and picnic (To be tied in with open houses at historical sites in San Pedro and Wilmington)	MacArthur Park Lincoln Park Point Fermin Park Barnsdall Park Campo de Cahuenga Catalina Terminal, Wilmington	2:00 to 4:00 p.m. 2:00 to 4:00 p.m. 2:00 to 4:00 p.m. 4:30 to 6:30 p.m. 7:00 to 9:00 p.m. 5:00 p.m. on	THURSDAY, 9TH CALIFORNIA ADMISSION DAY	Open House with program souvenirs and refreshments History presented by 100 hostesses in costume throughout Valley sites: 1. Bolton Hall in Tujunga 2. Campo de Cahuenga in North Hollywood 3. Los Encinos Estate Historical Monument 4. Leonis Adobe in Calabases 5. Workman Ranch in Canoga Park (or Shadow Ranch) 6. Little Church at Glen Oaks Cemetery in Chatsworth 7. Orcutt Ranch in Canoga Park 8. San Fernando Mission San Fernando Mission Birthday Party: Refreshments Barbecue dinner Show and Pageant of Early California	All Valley historical sites	10:00 a.m. to 3:00 p.m. 6:00 p.m. 7:00 to 8:00 p.m. 8:00 to 9:00 p.m.
MONDAY, 6TH LABOR DAY	Mexican Tipica Orchestra	Venice Beach	2:00 to 4:00 p.m.	FRIDAY, 10TH	Community sing	Northgate area Fletcher Drive Elementary School 3350 Fletcher Drive	7:30 to 9:30 p.m.
TUESDAY, 7TH	International City Birthday International groups at festive City Birthday Party sponsored by the Downtown Business Men's Association	Pershing Square	4:00 to 8:00 p.m.	SATURDAY, 11TH	Community sing	MacArthur Park	2:00 to 4:00 p.m.
				SUNDAY, 12TH	Country and Western Music Program Mexican Tipica Orchestra Community sing Chamber Music (8 cellists)	MacArthur Park Lincoln Park Point Fermin Park Barnsdall Park	1:30 to 3:30 p.m. 2:00 to 4:00 p.m. 2:00 to 4:00 p.m.

BIRTHDAY MESSAGE FROM THE MAYOR

Los Angeles began as a small Pueblo, far removed and unnoticed by the sophisticated centers of population elsewhere in the world. Slowly, very slowly those first few decades it began to grow. Then toward the end of the Nineteenth Century, growth accelerated and it has never stopped. Today, Los Angeles must be listed with the Great Cities of the World.

It is more than size and sprawl. It is a place of beauty, of scenic vistas, a center of culture, a happy blending of people with talent and skill. It is a world crossroads, an important world market, a Megalopolis biggest and better and more distinctively and informally unique than any other populated area on earth.

No, Los Angeles is not a perfect city. There are real problems yet to be solved. But while Los Angeles has not yet reached the goals it seeks, neither has it reached the end of its inevitable progress. Before we are through, and before we say now it is done, we want our city to be one in which all citizens share equally in opportunities and benefits.

We want an end to slums. We want welfare replaced with gainful employment. We want a city where the talents of all of our citizens may be utilized, not wasted.

What Los Angeles is today was gained only because of the vision and dreams of those who lived here long before we did. Tomorrow, however, is our responsibility. We may never achieve a perfect city but we will never stop striving toward that end.

We should take the opportunity of this 184th Birthday Observance to express gratitude for what we have and for what we are proud of in Los Angeles.

There is much to which we can point with pride. But we want to also during these few brief days enunciate the things we want to do in the years to come. The city we aspire to is the real aim of this Observance.

Let's blow out the candles and make a big wish—that Los Angeles becomes the first city of the world and one of which all free men will be proud. That must have been the hope of the founding band as they gathered in the plaza on a bright sunny morning many, many years ago. If we can reach to that goal we will have fulfilled their wishes for us.

Sam Yorty
MAYOR

LA FIESTA DE LOS ANGELES COMITE
The Los Angeles City Birthday Committee
Room 102, City Hall, Los Angeles, California 90012
MAdison 4-5211 — Extension 3311 and 3306

184th BIRTHDAY CELEBRATION

Courtesy, Historical Collections, Security First National Bank



Pico House with stagecoaches, on south side of Plaza, about 1875.
Los Angeles Plaza, 1890.

El Pueblo De Nuestra Senora La Reina
De Los Angeles

RECUERDOS . . . MEMORIES

Travel anywhere through this great city and you travel through a region rich with history and tradition. The ribbons of freeways traverse ancient Spanish land grants, across one-time Ranchos whose very names carry a magic and romance time can never dim. Every part of this great metropolis played a role in the Progress of Los Angeles and each community has its own interesting local history. The many communities are joined now into one vast city, one of the World's great cities. But the magic of the past is there for anyone who will seek. You may find it along the waterfront in San Pedro, strolling through the grounds of the San Fernando Mission. You may find it in the names of Calabasas and Tujunga. You may see it in the Plaza or in any one of a hundred or more different places within this magnificent city which stretches from the mountains to the sea—a city of a colorful and romantic Past, a dynamic Present, and a bright Future.

It began perhaps late in 1780 or in the first few weeks of 1781 in Sonora and Sinoloa, Mexico.

Governor Felipe de Neve, the Authority of Spain in California, had the idea of a city along the Rio Porciuncula, a place where water was abundant and the soil was fertile. An Indian village called Yangna was already by the site the Governor had in mind.

In the small Mexican villages, heads of families were recruited to colonize the new city. Those chosen were all farmers—men of Indian, Spanish and Negro ancestry—who were used to working with their hands. Eleven families were found—forty six people in all—who agreed to make the trip. The small band assembled at Las Alamos in Sonora to begin the long trek up the peninsula of Lower California.

It was not an easy trip for Los Angeles' First Families.

They traveled first to San Diego and then to the Mission San Gabriel, where their journey was halted for seventeen days because of exposure to smallpox. But on September 4, 1781, they were ready again. Accompanied by four soldiers under Corporal Vincente Feliz, the pack train left San Gabriel Mission and traveled the final twenty miles to the site of their new home.

Here, in the name of His Majesty, the King of Spain, a townsite was laid out with a Central Plaza located only a short distance north of the



Earliest known photo of Plaza Church—Entrenchments of Fort Moore seen faintly along hilltop.

Plaza today. Before long, adobe homes began to rise and the Rio Porciuncula was dammed so that irrigation water could be brought to the new site by a canal.

Three thousand or more miles to the east there were events that one day would become significant to the new Pueblo. The same year of the Pueblo's founding, for example, was the year a determined army of Patriots won a battle at Yorktown and, by winning the battle, won the war. But this was a continent's width away from California. America's East and West were yet to meet.

Once the townsite was laid out and a water supply assured, plowing and planting began. The new town was given a name—El Pueblo de Nuestra Senora las Reina de Los Angeles.

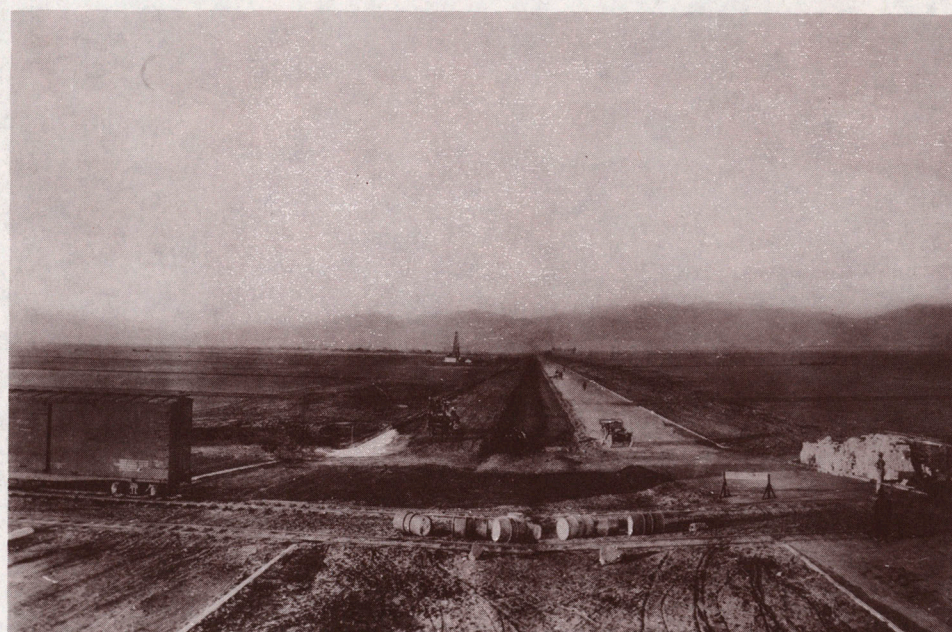
After five years, the settlers were officially given possession of the Pueblo they had built. The ceremony took place on September 4, 1786 and was officiated over by an army officer coming down from the Presidio of Santa Barbara for the event. Each head of the family was given title to his house and farm lots and a registered branding iron. By now, the Pueblo had 139 people and 28 families. The city in those days was surrounded by an adobe wall.

Los Angeles was not the first colony to be established in California by Spain. San Jose had been a pueblo for four years before Los Angeles was founded. Such places as San Juan Capistrano, San Diego, Santa Barbara, San Gabriel, Monterey and the Presidio of San Francisco were already established place names.

But, humble as was its beginning, Los Angeles was a city with a destiny. However, few if any, could or would predict a bright future for the new Pueblo and, indeed, for almost the first 90 years of its existence, Los Angeles merely existed rather than flourished.

In 1850 the city was small—28 square miles and 1,610 people. By then people were pouring into California by the thousands, but they were headed for the gold camps. Los Angeles offered little to these new settlers.

Although then in existence for 70 years, it was still primitive and undeveloped. Its streets were not swept or lighted. There was no fire department—adobe never burned. Policing was done by volunteers. Water was supplied



Van Nuys Boulevard, as it appeared in 1911.



EXPLANATION OF THE CITY SEAL

The lion of Leon and the castle of Castile are from the Arms of Spain and represent Los Angeles under Spanish control from 1542 to 1821.

The eagle holding a serpent is from the Arms of Mexico and represents the period of Mexican sovereignty from 1822 to 1846.

The Bear Flag typifies the California Republic of 1846.

The Stars and Stripes indicate the present status of Los Angeles as an American City.

The Sprays of Olive, Grape and Orange suggest the location of Los Angeles as a City set in a garden.

Biggest Party Yet

Los Angeles has had 182 previous Birthdays since its Founding Day, but this one will be the biggest yet.

Previously, the Birthday Party was held in the Plaza area which was fine in the early days, but too limited in recent decades when the Pueblo grew into a vast and sprawling metropolitan area.

For its 184th Birthday, Mayor Sam Yorty suggested the party be a city-wide event so that all residents of this huge city, old-time residents and



Planning the San Fernando Mission Birthday Party are, left to right, Father James Hansen, Administrator of the San Fernando Mission; Mrs. Samuel Yorty; Mrs. Lloyd N. Hand, wife of Ambassador Hand, the United States Chief of Protocol; and Councilman Louis Nowell.

new arrivals alike, could share in gaining a better appreciation of the long history of the community in which Angelenos live.

This year, there will be a party in the Plaza, of course. But there will also be Birthday events in San Pedro, the San Fernando Valley, Hollywood, Pershing Square, and in City Parks throughout the city during Birthday Week, September 4-10.

It will be the biggest Birthday Party in the city's long and colorful 184-year history.

Flags Over California

Several flags have flown over California during the state's long and colorful history. A visitor to City Hall may see replicas or actual flags by visiting the City Council Chambers.

The flags hanging in the Chamber:

1. Flag of Juan Rodriguez Cabrillo, the Spanish explorer who landed near the site of Los Angeles Harbor on October 8, 1542.
2. Flag of the Republic of Mexico, commemorating Los Angeles under the jurisdiction of Mexico from 1822 to 1846.
3. Flag of the State of California adopted February 3, 1911.
4. Flag of the United States of America (Old Glory).
- 5-6. Flag of the City of Los Angeles designed by and presented to the City by Roy Silent, born in Los Angeles July 1, 1890; accepted and adopted by Ordinance No. 70,000 effective September 4, 1931. (The Sesqui-Centennial of the Founding of the City of Los Angeles.)
7. Flag of King Carlos III of Spain when "El Pueblo de Nuestra Senora la Reina de Los Angeles de Porciuncula" was founded, September 4, 1781.
8. Flag of Vasco Nunez Balboa, the Spanish explorer and first European to view the Pacific Ocean in the Western Hemisphere, September 25, 1513.

by a system of ditches which were cleaned by untrained Indian labor. When the city was incorporated in 1850, it did not have a single public building.

There had been some thought given to city planning. In 1849, a young Army Lieutenant named E. O. C. Ord agreed to survey the Pueblo area. The town fathers then offered him 160 acres of public land and ten other sites, all of which were in what is now the downtown district. Lt. Ord, however, had little faith in the city he mapped. He settled for \$3,000 in cash.

With the city's incorporation in 1850 came the election of A. P. Hodges, first city mayor, and a city marshal who, together with a handful of volunteers, had a difficult job maintaining law and order due to the gold rush backwash of unsavory characters who were beginning to find their way to the city. However, progress was made during this era with the founding of the city's first newspaper, the Los Angeles Star, and the establishment of a park and public school.

The outbreak of the Civil War aroused great dissension among Los Angeles' four thousand citizens. Many of the city's men joined the Confederate forces, while at home, several droughts wiped out the region's herds of cattle. The state of impoverishment that existed during and directly after the war gradually rectified itself, and the community continued to grow. By the end of the decade the city had its first bank and its first railroad.

The period between the early 1870's and late 1880's saw Los Angeles shift from a predominantly Mexican pueblo to a thrivingly prosperous



White Fleet Visits San Pedro.

American city. The 1870 population of 5,728 expanded to better than 50,000 by the year 1890. During this era of expansion, Los Angeles saw its first shipment of California oranges made to eastern markets. This shipment, and the many to come, was facilitated by the opening of the Southern Pacific Railroad. Along with telephones and electricity came a paid fire department and, in 1888, the organization of the Chamber of Commerce.

The 1890's saw a still greater influx of newcomers, most of whom came with the land boom. In 1892 oil was discovered at 2nd Street and Glendale Boulevard, while the year 1885 saw the first automobile appear on Los Angeles streets.

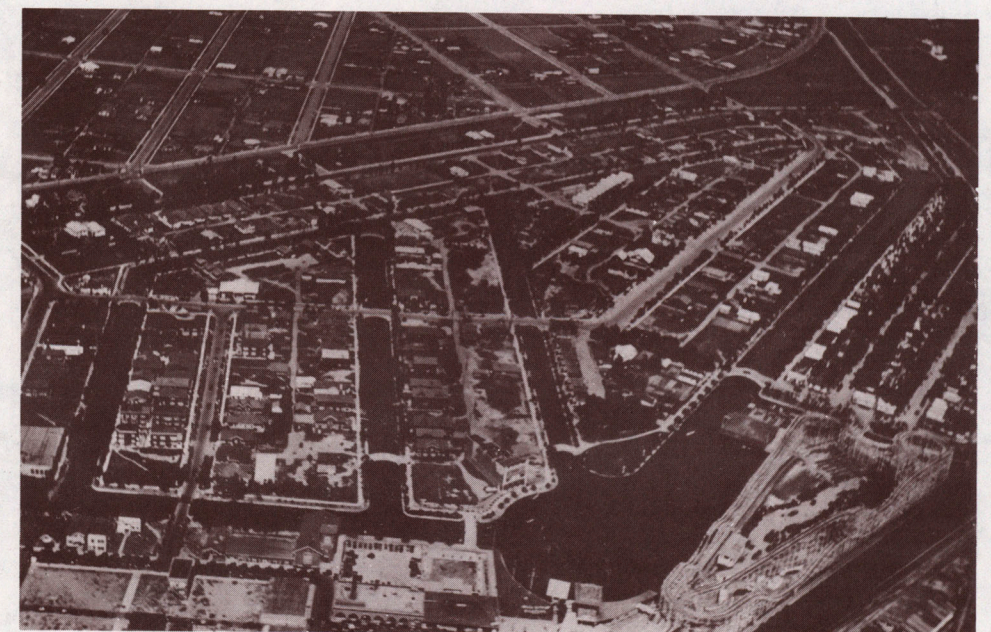
By 1900, the population was over 100,000 and the great water supply development was started. Four years later, the Movie Capitol of the World was established within a small, makeshift studio at the corner of Washington and Main Streets. By the time the Roaring Twenties had swung itself into existence, the city's population had boomed to over 500,000, and efforts were begun to bring Colorado River water to augment that from the Owens River Valley. The name "Hollywood" was quickly becoming synonymous with glamour and all its trimmings, while the serious business of erecting the City Hall and other municipal buildings was completed in 1928.

The depression ridden 30's saw a great migration of peoples from all areas of the country, until in 1940 the population reached one and one half millions. The Second World War brought still many more, with the concentration in the Los Angeles area of countless aircraft and munitions plants. The economy boomed along with the population, and post-war years have seen an unparalleled expansion that today promises to make Los Angeles the most heavily populated city in the world within the next decade.

Presently second in the nation in industry, and heading all other cities in population growth, Los Angeles is still in a pioneering stage, the promise of which is monumental in stature.

Here, then, is a 184-year-old city which has never lost its youthful, vigorous drive. Each new generation brings El Pueblo de Nuestra Senora las Reina de Los Angeles new dreams, and with them, new fulfillments.

The dream of the Spanish Governor of so many years ago has been achieved beyond his imagination's limits. The end, however, is not here. Only the Present is here and a rich Future beckons from beyond.



Air view of Venice looking northwest over canals—1918.



MAdison 4-5211
Extension 3306

LA FIESTA DE LOS ANGELES COMITE

THE LOS ANGELES CITY BIRTHDAY COMMITTEE

Room 102, City Hall, Los Angeles, California 90012

HONORARY CHAIRMEN

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Mrs. Charles M. Masson

CHAIRMEN

Mr. and Mrs. Joseph Skaff
San Fernando Valley Co-Chairmen
Mrs. Consuelo C. de Bonzo
El Pueblo Committee (Old Plaza)

ALCALDE (MAYOR) SAM YORTY

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James B. Potter, Jr.
Thomas D. Shepard
Harold A. Henry
Edmund D. Edelman
L. E. Timberlake
Ernani Bernardi
Billy Mills
Gilbert W. Lindsay
Thomas Bradley
Marvin Braude
John P. Cassidy
Paul Lamport
John C. Holland
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City Attorney
Hon. Charles Navarro
City Controller
Hon. Thomas M. Rees
State Senator, Los Angeles County

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County Sheriff
Hon. Evelle J. Younger
District Attorney

CHAIRMAN, HOLLYWOOD BOWL BIRTHDAY CONCERT

Mrs. Ferdinand Mendenhall

SALUDOS AMIGOS!

You, your family and friends, are invited to an evening at the Hollywood Bowl, Wednesday, September 8th, at 8 o'clock.

This evening, highlighting the Contribution of the Performing Arts to Los Angeles, is part of the Observance of our City's 184th Birthday.

This is an invitation to you, also, to be an honorary member of the 1965 City Birthday Committee which is sponsoring this gala event.

The Program will include participation by some of our most prominent musical artists. We hope that you will be able to attend. Please use the attached postage-paid reply card to indicate how many tickets you will need. Group bus transportation - from all areas of the City - is being arranged at nominal cost for your convenience.

Tickets are limited to four (4) per family (or Committee member); however, should you need more, please indicate the number on the ticket reservation card. There is no charge for the tickets which will be sent out on a "first come-first serve" basis.

Yours very truly,

Mrs. Ferdinand Mendenhall
Mrs. Ferdinand Mendenhall
Chairman, Hollywood Bowl
City Birthday Committee

DM:jb
Encl.

COMMUNITY ADVISORY COMMITTEE

- Area 1 — Bill Lamm, *Chairman*
Jocelyn Hirsch
Joe Anthony
- Area 2 — Calvin Dellefield
Betty Hodel
- Area 3 — Margaret Milligan
Susan Greenfield
Douglas Pedlow, Jr.
- Area 4 — Mrs. Angus (Lorraine) Alexander
Lucille Norman
- Area 5 — Dr. Theodore Stonehill
Melvin Harris
Bill Gold
- Area 6 — Mrs. Elmer (Pat) Vopat
- Area 7 — Mrs. David Cowdrey
Jerome Billet
- Area 8 — Dean Soles
Mrs. Orthea Phillips
Masao Mitamura
Vassie Wright
- Area 9 — Mrs. Ruby Garrett
Jim Gibson
- Area 10 — John Saito
Mrs. Lucille Hamilton
Chris Phillis
- Area 11 — Peggy Press
Julie Sullivan
- Area 12 — Jurrall Rhee
Mrs. Ron (Harriet) Elkins
- Area 13 — Chris Lotito
James Lanigan
- Area 14 — Malcolm Mackey
Richard Chapman
Jack Bucci
Leslie Rice
- Area 15 — John Marin
Stanley Brummel
Sam Flood

CULTURAL HERITAGE BOARD

Edith Gibbs Vaughan, *President*
Carl S. Dentzel, *Vice President*
W. W. Robinson
Sencida Sullivan
William Woolett

EXECUTIVE COMMITTEE

William McCann—North Hollywood
Ernest Katz
Robert Gordon
Ernest Ehrke
Mrs. Kango Kunit Sugu
General F. C. Mancassy
Howard W. Speer, Canoga Park
Ed Begley, Van Nuys
Oliver Kelso, Eagle Rock
John Lundquist, El Sereno
Robert Fuller, Van Nuys
Mrs. R. Terry Taft
Mrs. Vassie Wright
Robert E. McClure
Florence Parsons, Sylmar
Past President, Native Daughters
Mrs. Glen R. Anderson, Van Nuys
*President, San Fernando Valley
Historical Society*
Richard B. Iverson, Wilmington
*Vice President, Society for
Preservation of Drum Barracks*
Madge E. Flournoy
Mrs. Lewis V. Smith, La Camerada Club
Mr. and Mrs. Eugene S. Pickett
Mrs. Norene Daly
*President, Los Angeles Sunset District
Business and Professional Women's Club*
Stewart J. Rogers, San Pedro
Los Angeles Downtown Business Men's Assn.
William Feathers, *Chairman*
Public Relations
Community Advisory Committee

PROGRAM COMMITTEE

Kenneth Ross, *General Manager*
Municipal Art Department
Wm. Frederickson, Jr., *General Manager*
Department of Recreation and Parks
William R. Gruver, *City Wide Director*
Lloyd Stone, *Coordinator*
Bureau of Music
Fred Swan
Asst. Music Coordinator

MUSIC ADVISORY COMMITTEE

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Mrs. George Behrendt
Dr. Mary Bran
Thomas P. Cassidy
Mrs. Norman Chandler
Mary Costa
John Green
Jester Hairston
Leigh Harline
Manny Harmon
Lee Harris
William C. Hartshorn
Armando Herrera
Dr. Charles Hirt

Gladys Huse
Mrs. Leiland Atherton Irish
Dr. Ernst Katz
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Dr. Raymond Kendall
Dorothy Kirsten
Malcolm Klein
Mrs. Edith Kritner
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Jimmy McHugh
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Mrs. Cecil B. Murrell

Mrs. Pauline Polk
Andre Previn
Louis Roller
Dr. Clarence Sawhill
Paul C. Shure
William Grant Still
Eiji Tanabe
John Tranchitella
Frank Vitale, *Chairman*
Guy Wadsworth
Charles Weisenberg
Mrs. Charles Wellman
Dr. Fritz Zweig

HAPPY BIRTHDAY

1781 ★ LOS ANGELES ★ 1965



SAMUEL WM. YORTY
MAYOR

OFFICE OF THE MAYOR
CITY HALL
LOS ANGELES, CALIFORNIA 90012

OFFICE OF THE MAYOR
MA. 4-5411, EXTENSION 3306
FOR IMMEDIATE RELEASE:

Los Angeles will celebrate its 184th birthday, with city-wide participation for the first time in its history, from September 4-9.

Mayor Sam Yorty has proclaimed that week for the special observance with events taking place in all parts of the city.

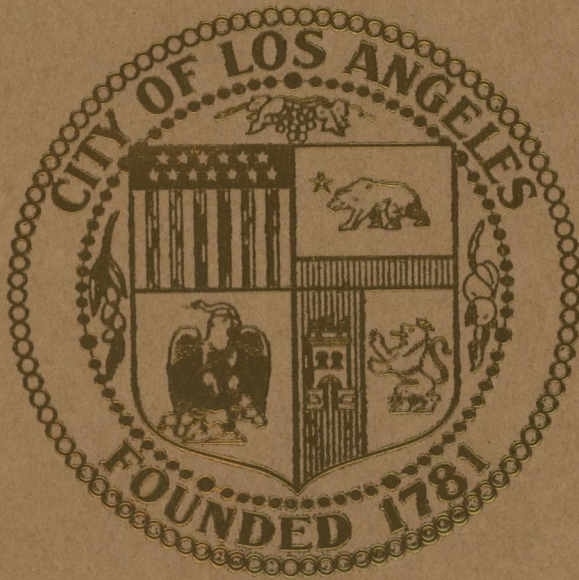
Honorary chairmen are former LA County Sheriff Eugene Biscailuz and Mrs. Charles Masson.

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9/4/65

“LA FIESTA DE LOS ANGELES COMITÉ”

**The Los Angeles Fiesta Committee
celebrating the 184th Birthday
of the City of Los Angeles**



**“El Pueblo De Nuestra Senora La Reina
De Los Angeles De Porciuncula”
The City of Our Lady, the Queen of the Angels**

"La Fiesta de Los Angeles"
184th Birthday of the City of Los Angeles
SCHEDULE OF EVENTS THROUGHOUT THE CITY

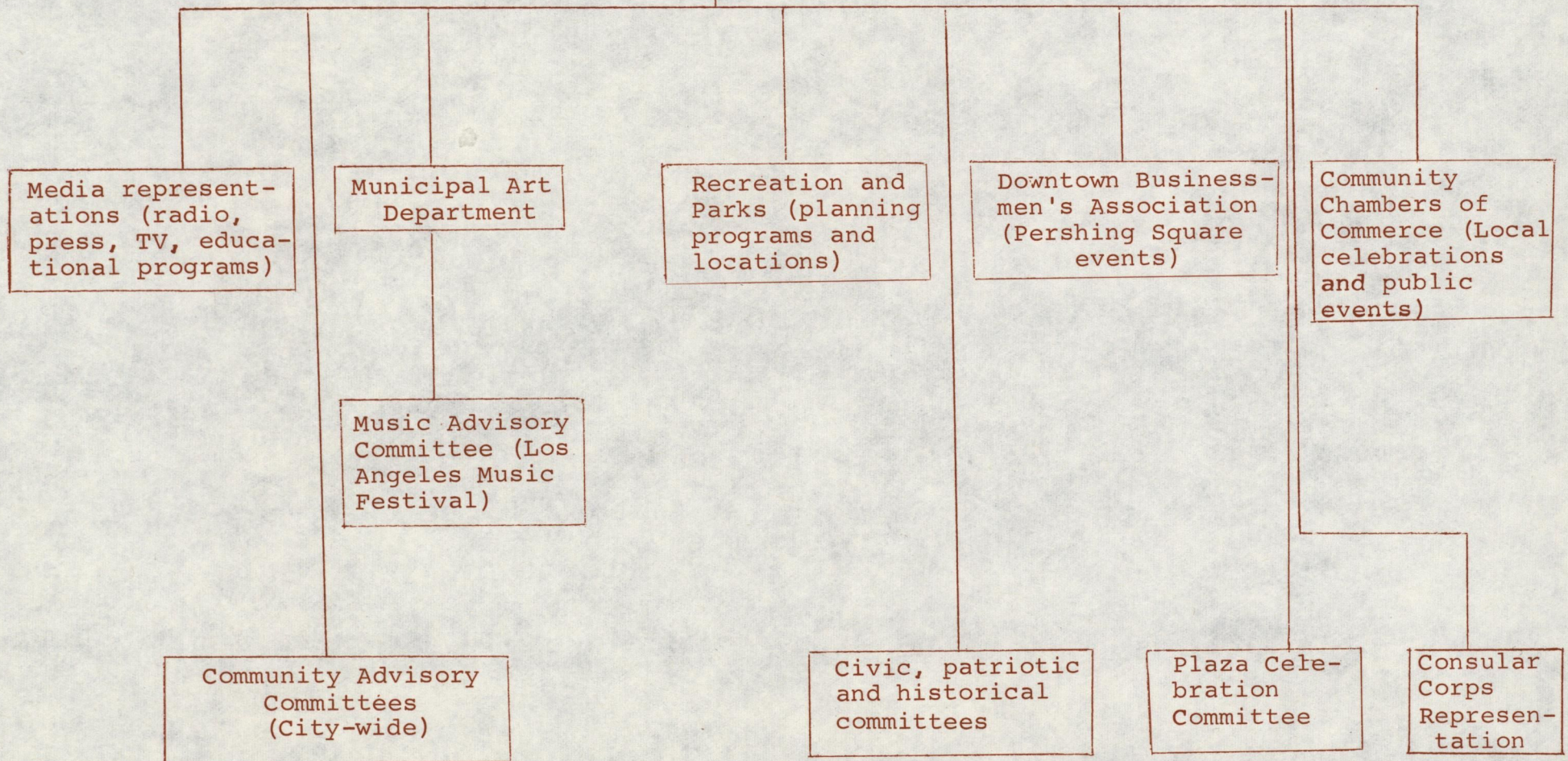
<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>TIME</u>
September:			
Saturday, 4th	Community Sing	MacArthur Park	2:00 to 4:00 p.m.
	Reception	Plaza Kiosko	6:00 p.m.
	Dinner, followed by entertainment	Plaza Kiosko	7:00 p.m..
Sunday, 5th	Concert Band	MacArthur Park	2:00 to 4:00 p.m.
	Community Sing	Lincoln Park	2:00 to 4:00 p.m.
	Community Sing	Point Fermin Park	2:00 to 4:00 p.m.
	Japanese Music	Barnsdall Park	4:30 to 6:30 p.m.
	Mexican Tipica Orchestra	Campo de Cahuenga	7:00 to 9:00 p.m.
	Special Los Angeles Harbor Birthday Party--fish fry and picnic (To be tied in with open houses at histor- ical sites in San Pedro and Wilming- ton)	Catalina Terminal in Los Angeles Harbor at Wilmington	5:00 p.m.
Monday, 6th Labor Day	Mexican Tipica Orchestra	Venice Beach	2:00 to 4:00 p.m.
	Urban Band	Lincoln Park	2:00 to 4:00 p.m.
	Metropolitan Band	Echo Park	2:00 to 4:00 p.m.
Tuesday, 7th	International City Birthday--World Affairs Council hosting City Birth- day luncheon.	Statler Hotel	12:00 Noon

<u>DATE</u>	<u>EVENT</u>	<u>PLACE</u>	<u>TIME</u>
Tuesday, 7th (cont.)	International groups at festive City Birthday Party sponsored by the Downtown Business Men's Association	Pershing Square	4:00 to 8:00 p.m.
Wednesday, 8th	Los Angeles City Birthday Concert	Hollywood Bowl	8:15 to 10:15 p.m.
	Alcalde's (Mayor's) Reception	Hollywood Bowl Restaurant	6:00 to 8:00 p.m.
Thursday, 9th California Admission Day	Open House with program souvenirs and refreshments	All Valley historical sites	10:00 a.m. to 3 p.m.
	History presented by 100 hostesses in costume throughout Valley sites:		
	1. Pioneer Town Hall in <u>Tujunga</u>		
	2. Campo de Cahuenga in <u>North Hollywood</u>		
	3. Los Encinos Estate Historical Monument in <u>Encino</u>		
	4. Leonis Adobe in <u>Calabasas</u>		
	5. Workman Ranch in <u>Canoga Park</u> (or Shadow Ranch)		
	6. Little Church at Glen Oaks Cemetery in <u>Chatsworth</u>		
	7. Orcutt Ranch in <u>Canoga Park</u>		
	8. San Fernando Mission in Los Angeles near San Fernando		
	Symphonic Band	Brand Park	1:00 to 3:00 p.m.
	San Fernando Mission Birthday Party:		
	Refreshments		6:00 p.m.
	Barbecue Dinner		7:00 to 8:00 p.m.
	Show and Pageant of Early California		8:00 to 9:00 p.m.
Friday, 10th	Community Sing	Northgate area Fletcher Drive Elementary School 3350 Fletcher Drive	7:30 to 9:30 p.m.
Saturday, 11th	Community Sing	MacArthur Park	2:00 to 4:00 p.m.
Sunday, 12th	Country and Western Music Program	MacArthur Park	1:30 to 3:30 p.m.
	Mexican Tipica Orchestra	Lincoln Park	2:00 to 4:00 p.m.
	Community Sing	Point Fermin Park	2:00 to 4:00 p.m.
	Chamber Music (8 cellists)	Barnsdall Park	4:30 to 6:30 p.m.

CITY BIRTHDAY COMMITTEE

GENERAL COMMITTEE

CULTURAL HERITAGE BOARD
(Program Coordinators)



PROGRAM

HOLLYWOOD BOWL BIRTHDAY CONCERT

WEDNESDAY, SEPTEMBER 8th - 8:30 P.M.

Star-Spangled Banner - Audience Participating

Military Drill Team

Morey Amsterdam - Master of Ceremonies

Tony Romano - Singer

William Grant Still conducting his "Old California" Suite

Young Americans - Vocal Group

Philharmonic Orchestra conducted by John Green - "Capriccio Italian"

Los Angeles Junior Ballet

Grace Lynn Martin - Soprano - "Un Bel Di"

Los Camperos - Mariachis

Mormon Choir of Southern California singing "Hallelujah Chorus"
from "The Messiah" and "Battle Hymn of the Republic"

MUSICAL DIRECTOR - John Green

PRODUCER - Robert Sydney

PROGRAM COORDINATOR - Lloyd Stone, Los Angeles Bureau of Music

LOS ANGELES BIRTHDAY CONCERT AT HOLLYWOOD BOWL, SEPTEMBER 8, 1965, 8:30 P.M.

Bus Departure Depots

Carriage Caravan

<u>Council District</u>	<u>No. of Buses</u>	<u>Bus Departure Depots (7:00 P.M.)</u>	<u>Host or Hostess</u>
7	1	Municipal Parking Lot Northwest Corner - Sylvan and San Noyes	Jerry Billet 780-6385
1	1	Parking Lot - Sunland Park (Foothill Blvd. & Sherman Grove)	Cora Corrigan 532-3268
	1	Crenshaw and Santa Barbara Tujunga Theatre Foothill Blvd. at Haines Canyon	William G. Hays
2	3	Encino Community Center Parking Lot - 4935 Balboa Blvd.	Cal Dellefield Mrs. J. Le Sage Mrs. J. Skaff
	1	Shop Rite Market Central and 43rd Pl.	Sal Galati 761-4074
3	1	Brown Shopping Center Parking Lot 18670 Ventura Blvd. - Tarzana	Margaret Mulligan 343-3687 (Bus.) 342-6528 (Res.)
	1	Thrifty Mart 19836 Ventura Blvd. Woodland Hills	Susan Greenfield DI 8-3996
4	1	Virgil Jr. High School Loan 1st and Vermont	Lucille Norman 382-9760
5	1	California Federal Bank Bldg. Parking Lot Pico and Overland	Dr. T. Stonehill 838-4200
	1	Alfa Auto Leasing Parking Lot 8359 Wilshire Blvd. (Wilshire and San Vicente)	Bill Gold OL 1-3390
6	1	Westchester Elks Club 8025 W. Manchester Playa del Rey School	Mrs. Elmer Vopat OR 7-9151
	1	Richfield Station (Space behind station) Vernon and Crenshaw	Charles Norman 382-9760

CARRIAGE CARAVAN

2

Bus Departure Depots

<u>Council District</u>	<u>No. of Buses</u>	<u>Bus Depots</u>	<u>Host or Hostess</u>
7	1	Municipal Parking Lot Northwest Corner - Sylvan and Vesper, Van Nuys	Jerry Billet 780-6385 781-1180
8	1	Broadway Store Parking Lot 4001 Crenshaw Blvd. Crenshaw and Santa Barbara	Dean Soles RE 4-5396
9	1	Safeway Stores (Adams and Central)	Mr. Clim Harris 1255 E. 27th Pl. AD 30797
	1	Shop Rite Market Central and 43rd Pl.	Mr. Bill Brew 942 E. 56th St. 231-3840
10	1	Broadway Store Parking Lot 4001 Crenshaw Blvd. Crenshaw and Santa Barbara	Chris Phillis 3890 Edgehill Dr. L.A. 8 AX 36590
	1	Pacific Town Club 4332 W. Adams	Lucile Hamilton PL 4-7375
11	1	Sepulveda and Morago	Brentwood Women's Club
	1	Brentwood Savings and Loan 12001 San Vicente Blvd.	Julie Sullivan GR 28214
	1	Leo Baeck Temple 1300 N. Sepulveda	Melvin Harris 479-1733
	1	Bel-Air Association 100 Bel-Air Road	Sonia Landau 472-8628
12	1	Alpha Beta Market Nordhoff and Reseda Northridge	Jurral Rhee 19124 Ballinger DI 9-4510
13	1	Micheltorena School (Micheltorena and Sunset)	James Lanigan 1821 N. Alvarado 389-5416

CARRIAGE CARAVAN

3

<u>Council District</u>	<u>No. of Buses</u>	<u>Bus Depots</u>	<u>Host or Hostess</u>
14	1	California Federal Savings and Loan 5015 Eagle Rock Blvd.	Leslie Rice 256-3216
15	1	Ports O'Call (Parking Lot)	

SENIOR CITIZENS' LOCATIONS

1	Las Palmas Center 1820 N. Las Palmas	Earl Ryland HO 5-7787
1	Lafayette Center (Lafayette & Wilshire)	Janet Brownlee 397-9705
1	Beth Amy Church Lucille and Sunset Blvd.	Mrs. Dean Koch NO 5-7513
1	Lincoln Heights Center 5301 Workman	Olive Mae Hessling 222-7969
1	Felicia Mahood Center 11338 Santa Monica Blvd.	Louise Steward GR 3-3159



SAM YORTY
MAYOR

OFFICE OF THE MAYOR
CITY HALL

LOS ANGELES, CALIFORNIA 90012

SAN FERNANDO REY DE ESPANA

The mission was substantially built, but it was not strong enough to withstand the devastating earthquakes of 1812. The spasms of December 21 shook down so much of the thick-walled church that it was necessary to install thirty new beams and a burned-brick buttress to reinforce the structure. These repairs enabled the church to survive subsequent earthquakes with little damage and the building would probably have stood intact for decades if it had not been despoiled by vandals. Over a period of time, it gradually collapsed.

In that remarkable summer of 1797 when Father Lasuen dedicated four new missions, the gap between San Buenaventura on the coast and San Gabriel in the interior was closed with the establishment of San Fernando del Rey de Espana. Although the site was supposed to be halfway between the two missions, it was actually much closer to San Gabriel, but it had many advantages.

Previous exploration had indicated that the best location for a midway mission was a spacious valley that Father Crespi had named Santa Catalina de Bononia de los Encinos (St. Catherine of Bologna's Valley of the Live Oaks). When Crespi and Portola passed through the valley on their trip to Monterey, they had found the Indians friendly.

In addition to congenial Indians, the valley showed potential for agricultural development. The presence of four springs that flowed as though they would never run dry strongly influenced the padres' decision to settle here.

Although the agricultural development did not live up to the first predictions, the mission produced a bounty of olives, fruits, nuts, dates, and field crops. The actual site chosen for the mission was on a rancho, owned with dubious legality by Don Francisco Reyes, alcalde of the Pueblo of Los Angeles. As the property actually belonged to Mission San Gabriel, the padres had little trouble ousting Reyes, and they used his small ranch house as living quarters while the mission buildings were rising.

The first small chapel was erected within two months. Soon a granary, a storeroom, and a weaving room were erected, and in only a year a new church had to be built to care for the growing congregation.

The mission continued to mushroom and prosper. Within seven years housing had to be provided for nearly a thousand converts, a population that held steady for almost twenty years. Soon, all the buildings were tile-roofed, and the quadrangle was surrounded by barracks, dwellings, workshops, and storerooms, and a third (the present) church was started.

The new adobe mission church was finished the next December, and its dedication ceremonies in 1806 were attended by many padres and neophytes from other missions. To the Indians the most interesting part of the program was the music. From Santa Barbara and La Purisima came bands of Indian musicians, who brought their instruments and presented a concert of melodious songs and chants that they had learned in the mission choirs. Rumors of treasure dug up the floor of the abandoned church in their quest for gold that they falsely believed had been buried there by the padres.

The mission was substantially built, but it was not strong enough to withstand the devastating earthquakes of 1812. The spasms of December 21 shook down so much of the thick-walled church that it was necessary to install thirty new beams and a burned-brick buttress to reinforce the structure. These repairs enabled the church to survive subsequent earthquakes with little damage and the building would probably have stood intact for decades if it had not been despoiled by vandals. Over a period of time, it gradually collapsed.

After the church fell into ruin, the only building remaining from the once-extensive structure was the huge Convento that branched off the quadrangle. This large adobe, variously known as the Long Building, Monastery, Hospice, and Mission House, was for many years mistaken by travelers for the mission itself, so impressive were its dimensions. The huge building is 243 feet long and 50 feet wide, bordered by a 19-arch colonnade.

This well preserved structure is today a fascinating period-piece. The heavy-beamed reception room is one of the most elegant of any among the missions, with its iron window grilles, decorative chandelier, irregular tile flooring, and colorful paintings. Part of the building was a hospice with bedrooms and a dining room set apart for the use of travelers, who stopped here in increasing numbers as word of the mission's hospitality spread.

Although the agricultural development did not live up to the first predictions, the mission produced a bounty of olives, fruits, nuts, dates, and field crops. Shortly after secularization, the inventory recorded 32,000 grapevines and 1,600 fruit trees in place on the mission lands.

Cattle raising was the most important industry at Mission San Fernando. At its peak in 1819, 21,000 head of livestock grazed on the mission ranchos. San Fernando conducted a flourishing trade in hides and tallow and also excelled in leatherwork. For mission use, hides were tanned and converted into shoes, sandals, saddles, and door coverings. Rawhide strips were produced in quantity for holding structural members together in the absence of spikes which were still scarce at that time.

It was on one of the mission's far-flung ranchos that a notable event took place that assumes more importance in retrospect than it did at the time it occurred. Six years before the finding of gold at Coloma, the mission of San Fernando had its own little gold rush. A major-domo on one of the ranchos pulled up some onions to flavor his dinner and noticed flakes of shiny yellow in the soil, which proved to be gold. When the discovery became known, a small army of gold-seekers descended on the spot, and within four years the small bonanza was exhausted. The first gold flakes to be carried around the Horn were brought from San Fernando to the mint in Philadelphia by Alfred Robinson, chronicler of the mission days. The shipment was valued at \$344.75, or \$19 an ounce. Rumors of this gold strike persisted for years, and treasure seekers dug up the floor of the abandoned church in their quest for gold that they falsely believed had been buried there by the padres.

In the turbulent days that followed the Mexican take over of California, the mission became involved in the provincial power struggles. Governor Echeandia, imbued with the new liberalism in Mexico, endeavored to convince the Indians that they should be released from Mission bondage, and he equipped a small army of liberated neophytes from the southern missions to fight against a rival claimant to the office of governor. San Fernando became the headquarters of this short-lived revolt that died out when he was recalled to Mexico. Later, the infamous Governor Pico made it his headquarters in 1846, abandoning it in the nick of time to Colonel Fremont of the United States Army, who occupied the building for a while.

The buildings were sold by Pico just before the American occupation, and the Indians drifted away, most of them to the Pueblo of Los Angeles. Although the structures were returned to the Church in 1861 by court action, there was little left to utilize. The church was served from Our Lady of the Angels in Los Angeles from 1847 until 1902. In the meantime, the neglected buildings fell into ruin, aided by the settlers who helped themselves to tiles, beams, and even the bells. The very nails in the church were yanked out by souvenir-hunters. The only standing building, the Long House, passed through a succession of lessees, ultimately being used as a hog farm in 1896.

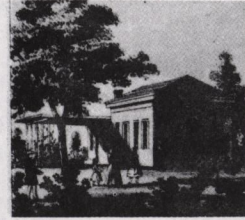
This low point of sacrilege drew attention to the decrepit buildings, and soon the Landmarks Club began the difficult work of trying to restore the heap of fallen beams and crumbling walls. One August day in 1916 they arranged a colorful ceremony for San Fernando Candle Day. Some 6,000 citizens assembled at the mission and bought candles at a dollar each. Then carrying the flickering tapers high, they formed a procession and marched through the arcades.

Since that time, the mission has been undergoing gradual restoration, and though far from completely rebuilt today, it is a pleasant and fascinating place.

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Where Los Angeles Began



ON THE EVENING OF SEPTEMBER 4, 1781, the founders of Los Angeles—a group of weary men, women, and children—were camped on the west bank of a river in Southern California called then the Porciúncula.

These first settlers, forty-four in all, colonists from Mexico, were on a site chosen for a pueblo by Felipe de Neve, California's Spanish governor, because of the "fertility of the soil" and the "abundance of water for irrigation." With them, also, were the four soldiers who had been their escort that day from Mission San Gabriel and who would stay with them for a long time.

After a hot day of travel and toil, settlers and soldiers were gratefully aware of the slight coolness that came with dusk. The settlers—the "pobladores," they were called—were thankful to have reached their long-looked-for home after a thousand-mile journey that had its start early in the year in the Sinaloa and Sonora areas of Mexico. There these hardy people had been recruited to establish a farming community on this very river, later to be called the Los Angeles River. The products of their farms would help relieve young California's dependence on ship-borne importations of grain from far away San Blas. As they shared their tortillas and beans that first evening, we can well believe they talked of the snug adobe homes, the good stock, and the produce of the fields that soon would be theirs.

The site of the first plaza of this pueblo was the birthplace of Los Angeles. It was a parallelogram that lay just northwest of the present-day Plaza. Today it is the center of the "Pueblo de Los Angeles State Historical Monument"—sometimes called, for brevity's sake, the Plaza Project.

This state monument, part of the state's park system, had its origin in the minds of historically-inclined and community-conscious people. The idea was expressed in an agreement en-

tered into in 1953 by the state, the county, and the city. Under its terms approximately ten square blocks of land, all within the old Pueblo area and including the heart of Spanish and Mexican Los Angeles, are being acquired by the state. This is done through purchase and condemnation, with funds contributed jointly by the state and by the county and city.

The development of this historical monument or park—under a master plan—preserves and recreates something of Los Angeles' Pueblo days. It helps interpret the story of the founding, growth, and evolution of Los Angeles. It keeps fresh in the minds of today's citizens the simple beginning of a city that through the succeeding years has stretched its limits to the south, the west, the east, and the north, filling valleys and spreading over hills, even touching the ocean twenty miles from the first plaza.



The sculptured figure of Father Junípero Serra, founder of the California missions, faces the Plaza from the east side. It stands on land that was the site of the capacious adobe home of Don Ygnacio del Valle. *Courtesy N. S. Di Palma, Los Angeles.*

Adjoining the state historical monument on the south and southwest are two other mighty developments in the making: the Civic Center and Bunker Hill. The Civic Center plan is again a state, county, and city effort, while the redevelopment of Bunker Hill into a towering, residential, business, and shopping center is a city and a federal affair. The three projects arise as a unit on several hundred acres of former Pueblo land. Monumental and breathtaking in scope, they transform a substandard region into a thing of interest, utility, and beauty. At the same time they create a thrilling center, close to the intersections of the Hollywood, the Harbor, and the Pasadena freeways, for a city that until recently has been a series of sprawling suburbs without an apparent heart. In developing these projects Los Angeles discovers that its original Spanish and Mexican Pueblo center coincides essentially with the administrative center of today's metropolitan area. Here Los Angeles becomes aware of its past, of the accomplishments of its present, and of the possibilities of its future.



Shrine on veranda of Ávila House. It was the Ávila House, temporary headquarters of Stockton in 1847, that inspired the reactivation of Olvera Street and gave stimulus to the Plaza Project. *Photo by Jack Sheedy: Vanguard.*





Los Angeles City Hall and Federal Building seen from the Union Station, all built on Pueblo land and close to the Plaza. *Union Pacific Railroad Photo.*



This painting by Carl Oscar Borg depicts a trading scene such as often occurred when hides and tallow were taken in *carretas* to the beach to be exchanged directly for the goods offered aboard ship.

Courtesy of
Automobile Club of Southern California

THE FOUNDING OF LOS ANGELES * * 1781



In the foreground of this painting by Millard Sheets are represented the principals in the founding of the pueblo—the padres, the soldiers, and the settlers.

Courtesy of
Automobile Club of Southern California