

The
West Covina
Historical
Milestones

From Prehistoric Times to Present Day

**THE MILESTONES PRESENTED HERE
ARE ON DISPLAY IN THE WEST CO-
VINA HISTORICAL MUSEUM. THESE
MILESTONES ARE THE VOLUNTEER
WORK OF THE ARCHIVE COMMITTEE
OF THE HISTORICAL SOCIETY OF
WEST COVINA.**

**HISTORIAN
FOREST TENNANT**

<u>COMMITTEE</u>		
Carolyn Arndt	Jim Hollifield	Mario Del Fante
Jackie Smith	Ken Lund	Irene Fleck
	Corliss Kranz Roenicke	

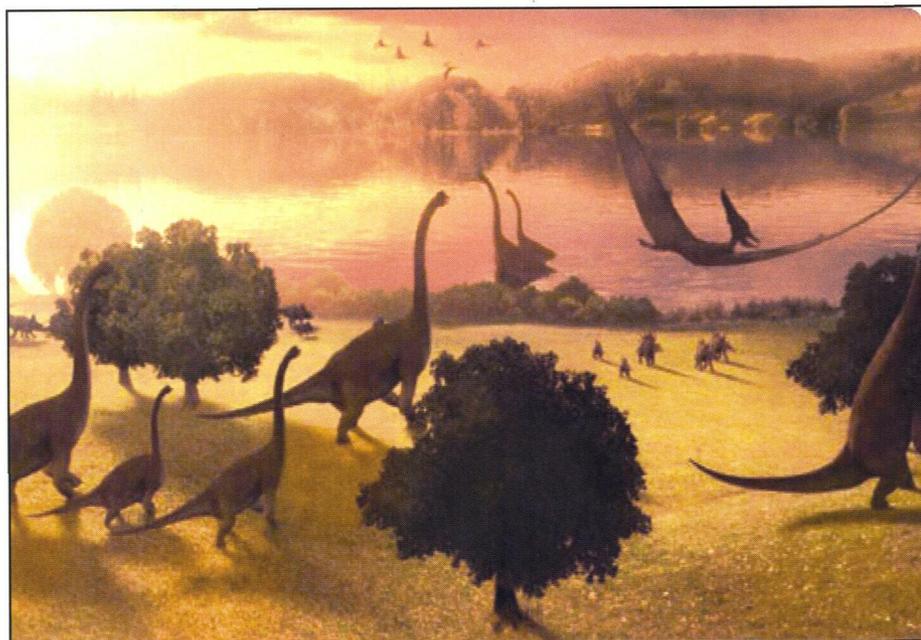
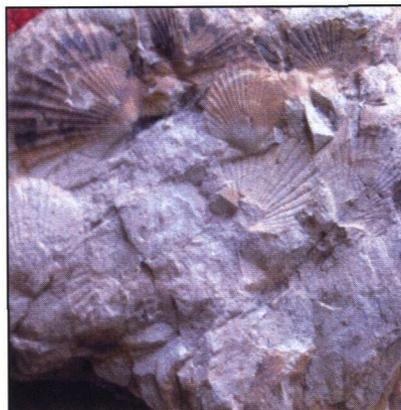
2012

Table of Contents

West Covina Historical Milestones

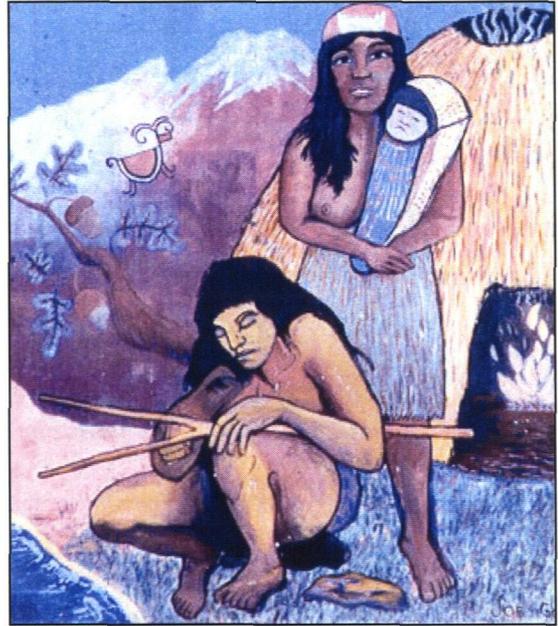
1. Prehistoric Period	4
2. Native American Period	5
3. Spanish Mission Period, 1771-1821	6
4. Mexican Land Grants, 1821-1842	7
5. Rancho La Puente, 1842	8
6. Native Vegetation, 1842	9
7. Cattle Raising, 1845-1900	10
8. Flood Plain, 1845-1904	11
9. Stage Coach Stop, circa 1865	12
10. E.J. "Lucky" Baldwin, 1876	13
11. Irrigation Reality, 1903	14
12. Pumpkin Center, 1903-1909	15
13. Flood Control, 1904-1905	16
14. Baldwin Subdivision, 1905	17
15. Growth Begins, 1905-1910	18
16. First Families	19
17. First Houses	20
18. Walnut Center	21
19. School Starts ,1909	22
20. Naming of West Covina, 1909	23
21. Lark Ellen, 1911	24
22. Wheat & Flood, 1913-1914	25
23. West Covina Organizes	26
24. City Incorporation, 1923	27
25. Highway Town ,1935	28
26. Walnuts Out-Flowers In, 1945-1955	29
27. Urbanization Begins, 1940-1950	30
28. City of Beautiful Homes, 1948-1962	31
29. The Boom, 1950-1960	32
30. Headquarters City, 1962-1995	33
31. City Builds Out	34

PREHISTORIC PERIOD



CENTURIES AGO OCEAN WATER COVERED WEST COVINA. THE SEA FOSSIL SHOWN HERE WAS FOUND IN WEST COVINA. AFTER WATER RECEDED, DINOSAURS AND OTHER PRE-HISTORIC ANIMALS INHABITED THIS AREA.

NATIVE AMERICAN PERIOD



FOR CENTURIES NATIVE AMERICANS NAMED GABRIELINOS AFTER THE SAN GABRIEL MOUNTAINS LIVED HERE. THE TEMPERATE CLIMATE, FERTILE SOIL, AND NUMEROUS STREAMS MADE IT POSSIBLE TO LIVE OFF THE LAND. THE CURRENT DAY SITE OF EASTLAND SHOPPING CENTER WAS A MAJOR INDIAN SITE. THE SPEAR HEAD AND GRINDING BOWL WERE FOUND IN WEST COVINA.

SPANISH MISSION PERIOD



Padre Francisco Neophytes the Art of Building

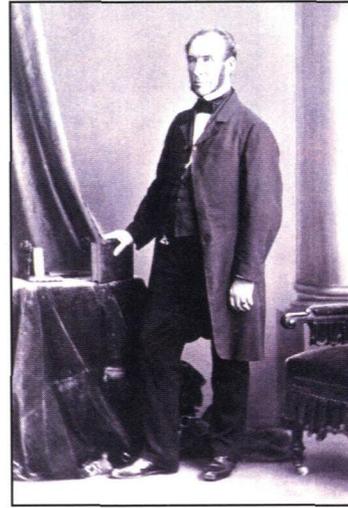


THE FRANCISCAN MONKS OF SPAIN ESTABLISHED THE SAN GABRIEL MISSION IN 1771 AND CLAIMED THE ENTIRE SAN GABRIEL VALLEY INCLUDING WEST COVINA AS THEIR ESTATE. IN 1810 MEXICO CLAIMED INDEPENDENCE FROM SPAIN AND TOOK OVER THE LAND. THE MISSION RECRUITED THE LOCAL NATIVE AMERICANS TO CHRISTIANITY, AND TAUGHT THEM AGRICULTURAL AND BUILDING SKILLS.

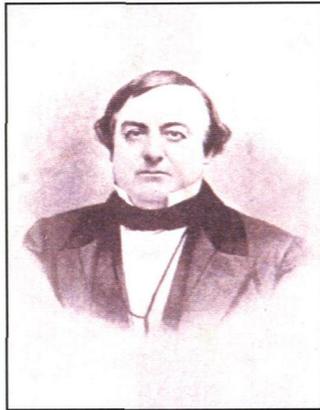
MEXICAN LAND GRANTS, 1821-1842



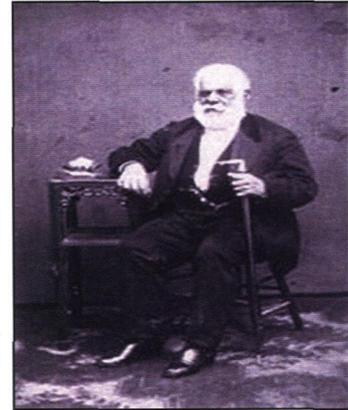
John Rowland



William Workman



Gov. Juan Bautista Alvarado



Gov. Don Pio Pico

IN 1842, JOHN ROWLAND AND WILLIAM WORKMAN, CAME FROM TAOS, NEW MEXICO AND APPLIED FOR A LAND GRANT FROM MEXICAN GOV. JUAN BAUTISTA ALVARADO. THEY RECEIVED PRELIMINARY TITLE TO 49,000 ACRES WHICH ENCOMPASSED ALMOST ALL OF WEST COVINA. GOV. DON PIO PICO GAVE FINAL TITLE IN 1845 FOR A COST OF \$1,000 IN GOLD.

RANCHO LA PUENTE, 1842

IN 1842, THE MEXICAN GOVERNMENT GAVE A 48,790 ACRE LAND GRANT TO JOHN ROWLAND AND WILLIAM WORKMAN.

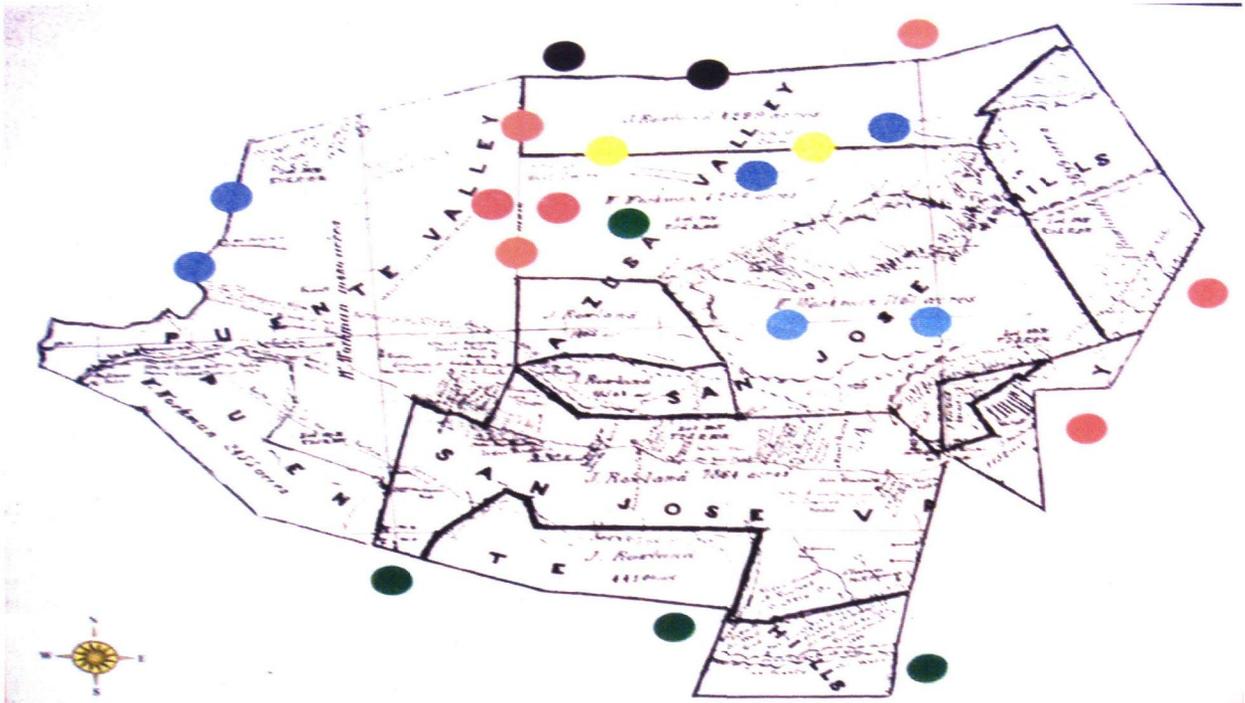
GENERAL BOUNDARIES

NORTH - SAN BERNARDINO ROAD

WEST - SAN GABRIEL RIVER

SOUTH - BREA AND LA HABRA

EAST - CHINO AND MONTCLAIR



IN 1868 ROWLAND AND WORKMAN SPLIT THE RANCHO. THIS MAP SHOWS THE RANCHO AS IT EXISTED IN ABOUT 1876 WHEN E.J. "LUCKY" BALDWIN ACQUIRED THE WORKMAN PORTION.

KEY - TODAY'S APPROXIMATE LOCATION

- | | |
|---------------------|---------------------|
| ● SAN BERNARDINO RD | ● AZUSA AVENUE |
| ● COVINA | ● FREEWAY 10 |
| ● SAN GABRIEL RIVER | ● FREEWAY 60 |
| ● WALNUT CREEK | ● FORMER FLOOD ZONE |
| ● SUNSET AVENUE | |

NATIVE VEGETATION, 1842



EARLY VISITORS TO THE RANCHO LA PUENTE DESCRIBED FINDING THE NATURAL VEGETATION TO BE COMPRISED OF SAGEBRUSH, CACTUS, GIANT SUNFLOWERS, AND NATIVE WALNUT TREES.

CATTLE RAISING, 1845-1900



BETWEEN 1842 AND 1900 WEST COVINA WAS PRIMARILY USED FOR RAISING CATTLE, BECAUSE IT FLOODED ABOUT EVERY WINTER AND SPRING. CATTLE PROVIDED FOR THE SALE OF BEEF, HIDE, HORNS, AND CANDLE TALLOW. MEXICAN COWBOYS, KNOWN AS VAQUEROS, WORE COLORFUL ATTIRE WHILE TENDING CATTLE. THEY ENTERTAINED IN THE EVENINGS WITH FEASTS, CONTESTS, AND DANCING.

FLOOD PLAIN, 1845-1904



WEST COVINA HAD THE LOWEST ELEVATION IN THE LA PUENTE RANCHO AND WAS PRIMARILY USED FOR RANGE LAND UNTIL 1903. A MAJOR CREEK, LATER KNOWN AS "WALNUT CREEK", RAN THROUGH THE CENTER OF WEST COVINA AND IT FLOODED ALMOST EVERY WINTER/SPRING WHEN SNOW MELTED IN THE SAN GABRIEL MOUNTAINS. THIS MADE FARMING AND CULTIVATION VERY DIFFICULT. THE FIRST BUILDING AND FARM IN WEST COVINA WERE AWAY FROM THE FLOOD ZONE:

GRANGE HALL-CORNER OF VINCENT AND SAN BERNARDINO ROAD-1865

Owner: Adolf Goldsmith

WHEAT FARM-CORNER OF AZUSA AND FRANCISQUITO-1883

Owners: TF Griswold and JR Elliot

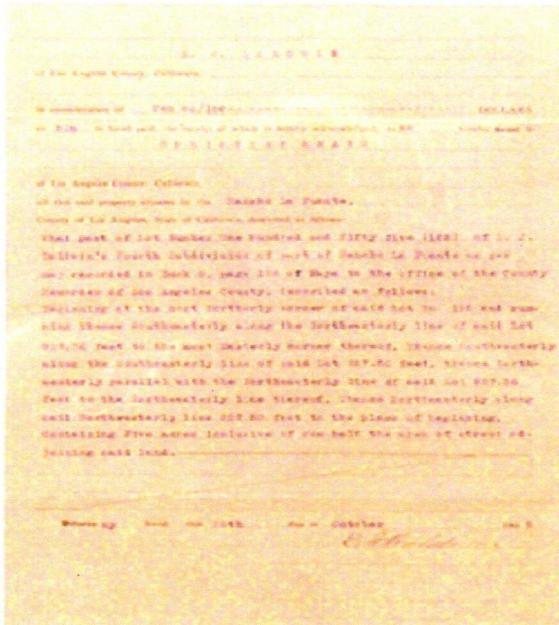
STAGE COACH STOP, circa 1865

13



THE FIRST KNOWN BUSINESSMAN AND SETTLER IN WEST COVINA WAS ADOLF GOLDSMITH WHO OPENED A STAGECOACH STOP, IN 1865. IT DOUBLED AS A GRANGE HALL AND WAS LOCATED AT TODAY'S INTERSECTION OF VINCENT AND SAN BERNARDINO ROAD. PRIOR TO 1900 A FEW WHEAT FARMS WERE ATTEMPTED IN WEST COVINA, BUT THEY WERE ONLY MARGINALLY SUCCESSFUL DUE TO LACK OF A STEADY WATER SOURCE. A SEVERE DROUGHT BETWEEN 1862 AND 1864 DEMOLISHED THE CATTLE HERDS IN THE AREA.

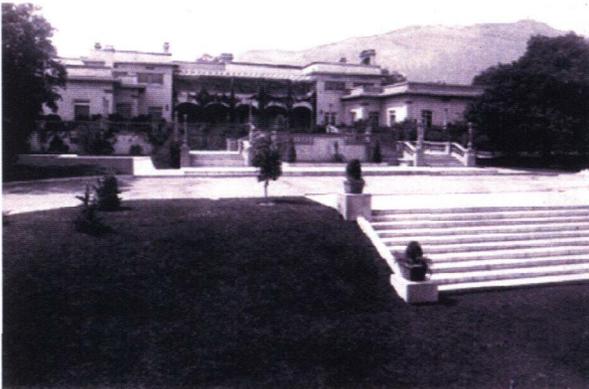
E. J. "LUCKY" BALDWIN, 1876



Deed Graciously Loaned by
Carliss Kranz Roemick



LUCHY BALDWIN, circa 1870



BALDWIN ESTATE, 1910



BALDWIN 's FAMILY circa 1890

IN 1876, THROUGH A SERIES OF MORTGAGE FORECLOSURES VALUED AT ABOUT \$220,000, E.J. "LUCKY" BALDWIN, A BANKER AND FINANCIER, ACQUIRED ALMOST ALL OF WEST COVINA FROM WILLIAM WORKMAN. HE REPORTEDLY MADE HIS FORTUNE IN THE LEGENDARY COMSTOCK SILVER MINE. THE CITY OF BALDWIN PARK IS NAMED AFTER HIM, AND HE BUILT THE RENOWNED QUEEN ANNE COTTAGE ON HIS ESTATE IN ARCADIA. BALDWIN LEASED ALMOST ALL OF WEST COVINA TO CATTLE RANCHERS AND A FEW WHEAT FARMERS. HE BEGAN SELLING WEST COVINA LAND IN 1903 FOR ABOUT \$175 AN ACRE. SHOWN HERE IS A 1908 DEED WITH HIS ORIGINAL SIGNATURE FOR PURCHASE OF WEST COVINA LAND NEAR THE CORNER OF TODAY'S CALIFORNIA AND SERVICE AVENUES.

BALDWIN DIED IN 1909.

IRRIGATION REALITY, 1903



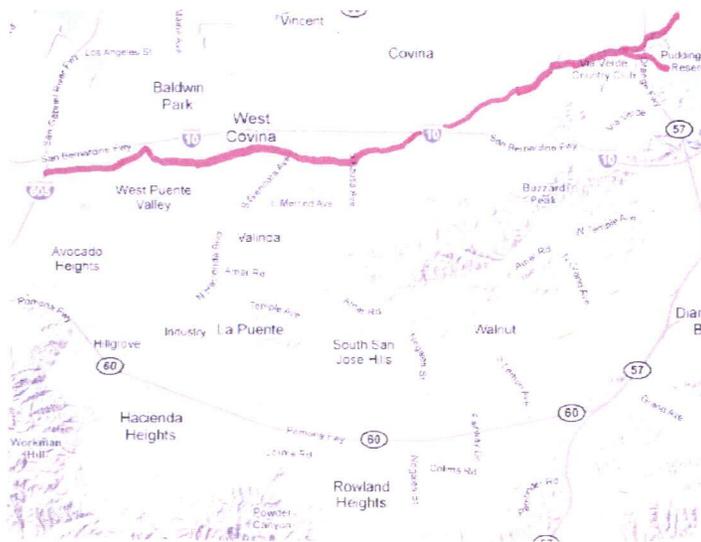
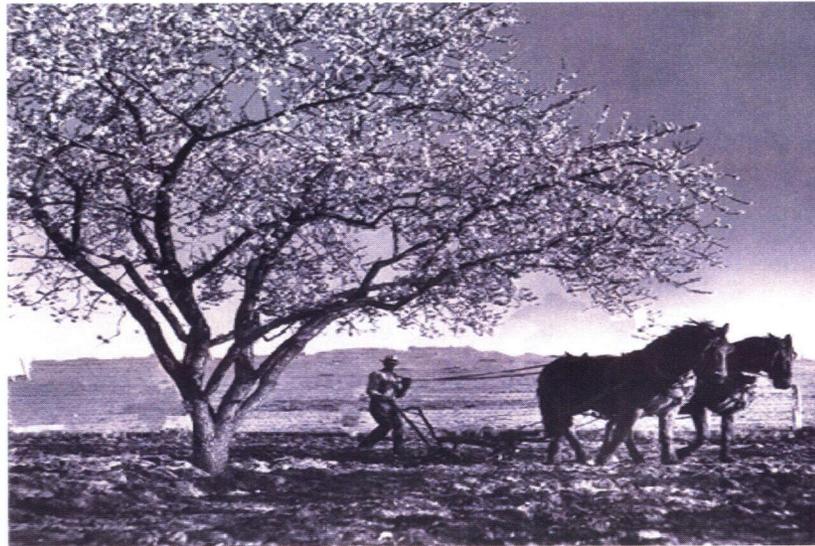
IN 1903, TWO BROTHERS, MAX & ROBERT DANCER, PURCHASED LAND AT TODAY'S CORNER OF MERCED AND ORANGE AVENUES WHERE EDGEWOOD SCHOOL IS NOW LOCATED. ON THIS SITE THEY SUCCEEDED IN DIGGING THE FIRST WATER WELL IN WEST COVINA. A STEAM ENGINE WAS ATTACHED, AND IT COULD IRRIGATE OVER 200 ACRES THROUGH A SERIES OF HAND-DUG DITCHES. WITH THIS DEVELOPMENT AND LUCKY BALDWIN'S WILLINGNESS TO SELL HIS LAND. WEST COVINA IMMEDIATELY ATTRACTED SETTLERS TO TAKE ADVANTAGE OF A GREAT ENTREPRENEURIAL OPPORTUNITY.

PUMPKIN CENTER, 1903-1909



AMONG THE CROPS PLANTED BY THE FIRST SETTLERS AFTER IRRIGATION WAS ESTABLISHED WAS PUMPKINS. UNOFFICIALLY, WEST COVINA BECAME KNOWN AS "PUMPKIN CENTER". THANKS TO THOUSANDS OF YEARS OF FLOODING WHICH DEPOSITED RICH ALLUVIAL SOIL OVER WEST COVINA, ALL KINDS OF CROPS FLOURISHED INCLUDING BEANS, ALFALFA, BARLEY, WHEAT, AND POTATOES. JIM HEDGES AND GEORGE SCHOLFIELD GREW "GIANT POTATOES".

FLOOD CONTROL, 1904-1905

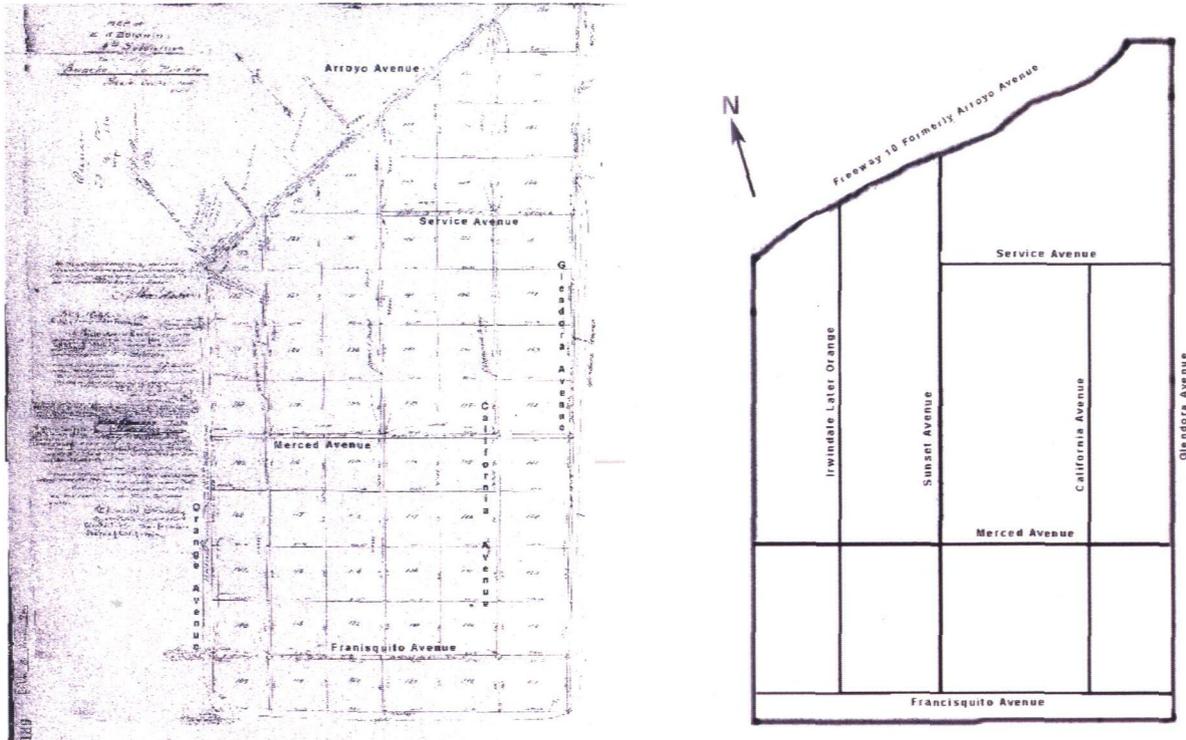


PATH OF "THE WASII"
NOW KNOWN AS
WALNUT CREEK

IN 1904-05, TO PROVIDE WATER FOR IRRIGATION AND HELP CONTROL FLOODING, ANTHONY FICKEWIRTH AND HIS BOTHER EXTENDED THE WASH LATER CALLED WALNUT CREEK WHICH THEN STOPPED AT AZUSA AVE. THEY DID THIS WITH A MULE TEAM AND PLOW EXTENDING THE CREEK ABOUT 7 MILES TO THE SAN GABRIEL RIVER IN BASSETT. THIS TOILSOME WORK SPARED HUNDREDS OF ACRES FROM FLOODS AND ALLOWED EARLY RESIDENTS TO SLEEP MORE EASILY DURING ANNUAL DOWNPOURS.

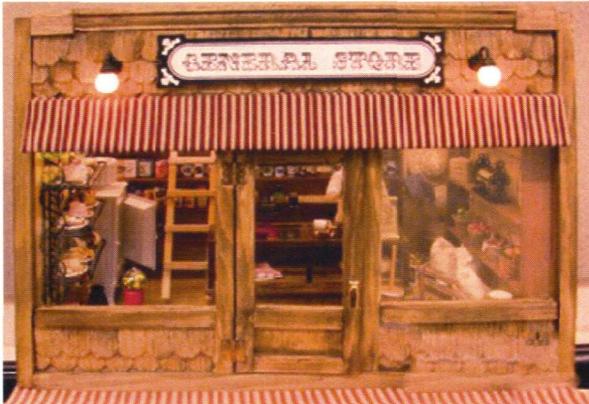
BALDWIN SUBDIVISION, 1905

A PLANNED COMMUNITY



WEST COVINA WAS ORIGINATED BY E.J. BALDWIN'S 4th SUBDIVISION WHICH WAS PART OF THE RANCHO LA PUENTE. SHOWN HERE IS AN EXACT COPY OF THE ORIGINAL PLOT PLAN, DATED 1905. BALDWIN LAID OUT AND NAMED THE MAJOR STREETS OF TODAY: IRWINDALE, LATER ORANGE, SUNSET, CALIFORNIA, GLENDORA, SERVICE, MERCED, AND FRANCISQUITO. THERE WERE ORIGINALLY 164 PLOTS OF ABOUT 600 FEET ON A SIDE OR ABOUT $8\frac{1}{4}$ ACRES A PLOT. BALDWIN'S INITIAL SELLING PRICE WAS \$175 AN ACRE.

GROWTH BEGINS, 1905 - 1910



DUE TO IRRIGATION, FLOOD CONTROL, AND LAND FOR SALE IN THE BALDWIN 4th SUBDIVISION, ABOUT 200 PEOPLE MOVED INTO WEST COVINA BETWEEN 1900 AND 1910. TOWN CENTER WAS ON IRWINDALE (LATER ORANGE) JUST SOUTH OF TODAY'S GARVEY AVENUE AND FREEWAY 10. THERE WAS A BLACKSMITH SHOP AND GENERAL STORE WHICH WAS USED FOR TOWN MEETINGS. FUTURE GROWTH WAS PRIMARILY TO THE EAST AND SOUTH.

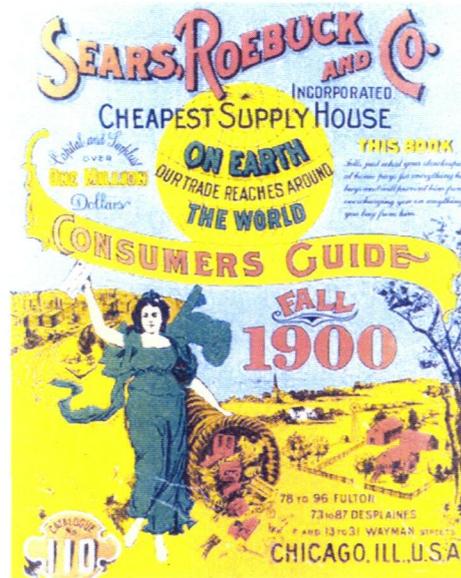
FIRST FAMILIES

SOME FAMILY NAMES OF SETTLERS BEFORE 1910

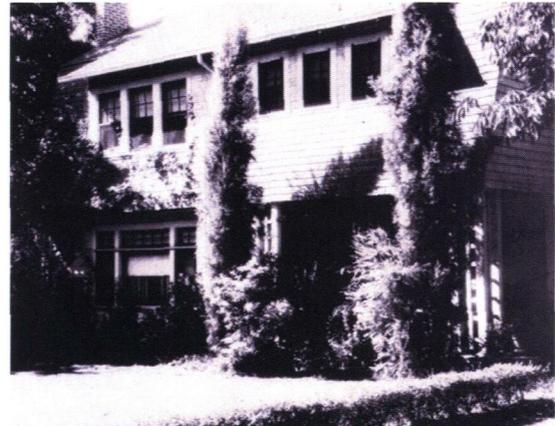
<i>Albright</i>	<i>Dulin</i>	<i>Hurst</i>	<i>Raymond</i>
<i>Bender</i>	<i>Elliott</i>	<i>Jackley</i>	<i>Robbins</i>
<i>Billers</i>	<i>Fickewirth</i>	<i>Krantz</i>	<i>Robinson</i>
<i>Boyer</i>	<i>Goode</i>	<i>Larsen</i>	<i>Scholfield</i>
<i>Brockman</i>	<i>Griswald</i>	<i>Masson</i>	<i>Schwartz</i>
<i>Brooks</i>	<i>Hedges</i>	<i>Newton</i>	<i>Stimpson</i>
<i>Bunch</i>	<i>Hickory</i>	<i>Payne</i>	
<i>Cassey</i>	<i>Hughes</i>	<i>Pearson</i>	
<i>Dancer</i>	<i>Hungerford</i>	<i>Powell</i>	

WEST COVINA'S FIRST SETTLERS WERE PRIMARILY YOUNG COUPLES WITH CHILDREN WHO SOUGHT THE ENTRPRENEURIAL OPPORTUNITIES OF A NEW, PLANNED COMMUNITY THAT HAD WATER AND FERTILE SOIL. THE FIRST FAMILIES WERE MOST CONGENIAL, WORKED TOGETHER, AND HELD TOWN MEETINGS AND DANCES AT THE GENERAL STORE.

FIRST HOUSES



Goode Ranch, Present site of West Field Mall, Circa 1911



E. G. Gloege Residence
Circa 1915

SOME HOMES WERE CONSTRUCTED FROM THE GROUND UP. A WINDMILL, WITH WELL FOR WATERING ANIMALS AND LAND, WAS STANDARD. MANY HOMES KNOWN AS "CRAFTSMAN" WERE PRE-MADE AND ORDERED FROM A SEARS CATALOGUE FOR A COST OF ABOUT \$2,000. HOUSES WERE PAINTED BRIGHT COLORS OF RED, YELLOW, GREEN AND GOLD.

WALNUT CENTER



IN 1904 WEST COVINA SETTLERS PLANTED A HYBRID WALNUT TREE WHICH WAS DERIVED WHEN ROOT STOCK OF THE NATIVE WALNUT WAS GRAFTED TO THE ENGLISH WALNUT. FOUR YEARS LATER, AFTER THE TREES MATURED, A BUMPER CROP AND AN INDUSTRY WAS CREATED. THE ENTERPRISING FARMERS PLANTED PUMPKINS, POTATOES, AND OTHER CROPS BETWEEN THE ROWS. DUE TO THE FLOURISHING WALNUT TRADE THE TOWN BECAME KNOWN AS "WALNUT CENTER".

SCHOOL STARTS 1909



*Irwindale
1912*

Original Drawing of Irwindale School



Graduating Class, circa 1915



Ladies of the First PTA

IN 1909 THE COMMUNITY LEADER AND LATER FIRST MAYOR, BENJAMIN MAXSON DONATED 5 ACRES OF LAND FOR A ONE ROOM SCHOOLHOUSE. THE SITE WAS ON TODAY'S SUNSET AVENUE WHERE THE DAISY APARTMENT COMPLEX NOW SITS JUST SOUTH OF CAMERON. IT WAS CALLED IRWINDALE SCHOOL. THE SCHOOL OPENED WITH 11 STUDENTS. IN 1910 TWO CLASS ROOMS WERE ADDED AT A COST OF \$5000, AND THE ORIGINAL SCHOOL ROOM WAS REMODELED AND BECAME THE COMMUNITY'S "CLUB HOUSE" WHERE MEETINGS AND DANCES WERE HELD. IF THE WOODEN FLOOR BECAME TOO ROUGH FOR DANCING THE MEN WOULD DRAG HAY ACROSS IT TO SMOOTH DOWN THE SPLINTERS.

NAMING OF WEST COVINA 1909



COVINA ARGUS 1901 – 1958

WEST COVINA WAS UNOFFICIALLY NAMED IN AN EDITORIAL WRITTEN BY J.L. MATHEWS EDITOR OF THE COVINA ARGUS ON AUGUST 7, 1909. AFTER THIS EDITORIAL THE COMMUNITY PROGRESSIVELY CHANGED ITS NAME FROM WALNUT CENTER TO WEST COVINA. THE COMPLETE EDITORIAL IS SHOWN HERE AS IT REVEALS MUCH OF LOCAL HISTORY IN 1909.

COVINA ARGUS EDITORIAL, by Editor J.L. Mathews – 1909

“From down in Walnut Center, where the corn hides from sight the tops of five year old walnut trees, where the barley leaps like magic under irrigation and the land is covered like a green plush carpet with alfalfa, comes an agitation for a name more fitting for the community, a name that will definitely place it in the minds of the people of Southern California.

The people would like their community to be known as “West Covina”. Why not? Telephones cover that district from this section; market wagons supply them each day with provisions from the Covina stores; implement houses of Covina make it their business to cater to these prosperous farmers; an electric line will eventually embrace this district on its way to Pomona through Spadra Valley, and that splendid country known as Walnut Center will be gripped in a triangle that is logically Covina territory, and in the spirit of progress. Without hesitation, we can say that the name would be welcome to us, we who dwell in Covina proper. Covina is progressive. The towns lying around Walnut Center are not so much so. Covina is an American-made town. Get together and talk this matter up some more and we will get together on the rope and pull with you. It’s a good, world to live in and one of the best spots in it is the place which deserves to be known as West Covina.”

LARK ELLEN 1911



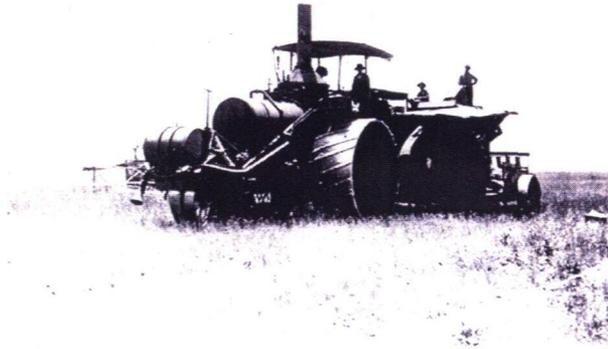
LARK ELLEN AVE., circa 1912



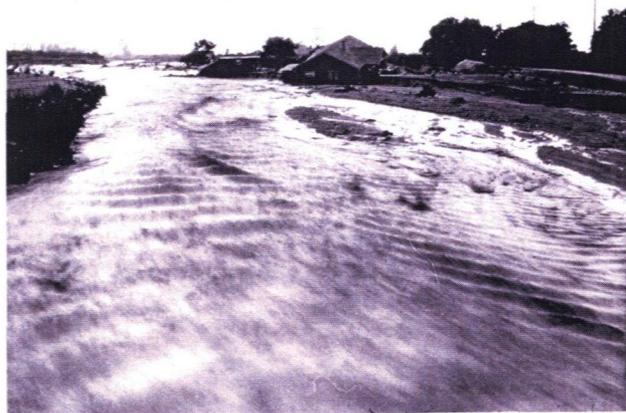
LARK ELLEN IN HER GARDEN, circa 1912

A FAMOUS OPERA SINGER BY THE NAME OF ELLEN BEACH YAW SETTLED IN WEST COVINA NEAR THE CORNER OF PUENTE AND TODAY'S LARK ELLEN AVENUE. HER VOICE WAS MELODIC LIKE A LARK, SO SHE BECAME KNOWN AS "LARK ELLEN". THE STREET SHE LIVED ON BECAME A MAJOR THOROUGHFARE ABOUT 1909 AND IT WAS NAMED AFTER HER. MR. JAMES HEDGES PLANTED BEAUTIFUL PALM TREES ALONG LARK ELLEN IN 1911. MANY OF THE ORIGINAL PALMS REMAIN AND TOWER OVER THE CITY TODAY.

WHEAT & FLOOD 1913-1914



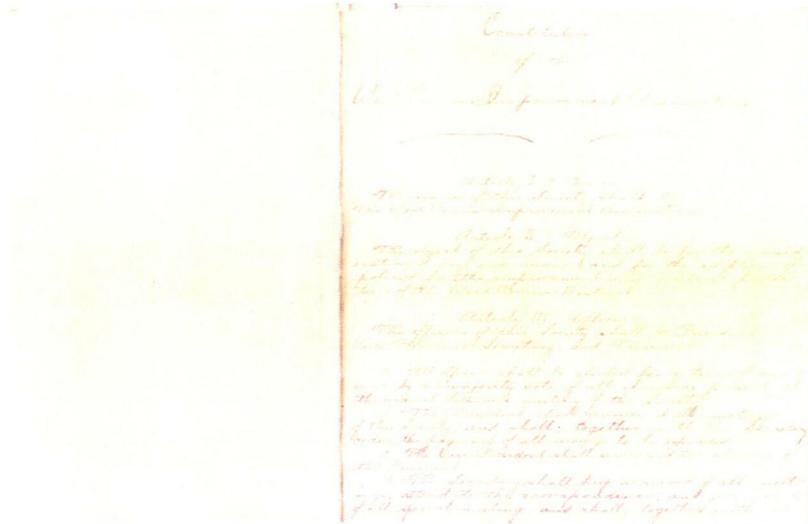
WHEAT HARVEST, circa 1913



DEVASTATING FLOOD - 1913

BESIDES WALNUTS, WHEAT FARMING BECAME WEST COVINA'S MAJOR CASH CROP AFTER ABOUT 1908. DESPITE PRIOR FLOOD CONTROL EFFORTS WITH THE MAJOR WASH NAMED "WALNUT CREEK", IT UNEXPECTEDLY FLOODED AND ESSENTIALLY WIPED OUT THE WHEAT CROP AND ALMOST RUINED THE TOWN IN 1912-13. THE TOWN SURVIVED WITH A NEW ATTITUDE THAT THEY HAD TO ORGANIZE FOR FLOOD CONTROL.

WEST COVINA ORGANIZES



Constitution of West Covina Improvement Association - 1915



Hosted Regional Meeting of Chamber of Commerce - 1916

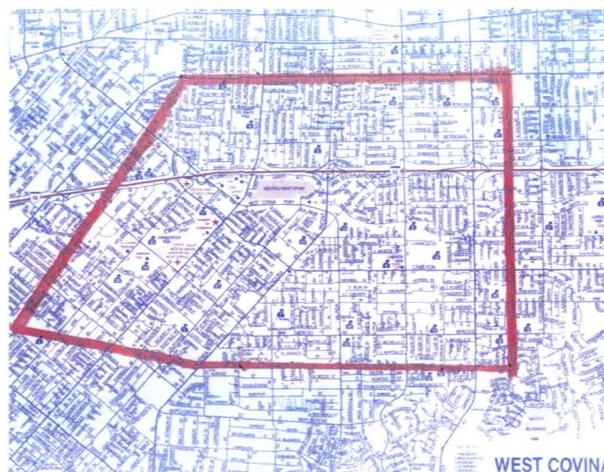
IN 1916 WEST COVINA CITIZENS ORGANIZED TO "IMPROVE AND PROTECT" THE COMMUNITY BY FORMING THE "WEST COVINA IMPROVEMENT ASSOCIATION".

ITS EARLY FOCUS WAS FLOOD CONTROL AND STREET DEVELOPMENT. DUES WERE 10¢ ANNUALLY AND MONTHLY MEETINGS WERE HELD AT THE "CLUB HOUSE". THIS ORGANIZATION LATER BECAME THE FARM BUREAU AND CHAMBER OF COMMERCE. IT WAS THIS COMMITTEE THAT INCORPORATED THE CITY. THE FIRST CHAIRMAN WAS A.R. TAYLOR AND THE SECRETARY WAS R.T. LANG.

CITY INCORPORATION 1923



Benjamin Franklin Maxson, 1st Mayor

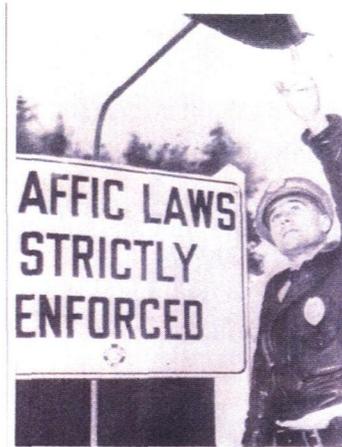


WEST COVINA IN 1923

THE ORANGE LINE APPROXIMATES THE ORIGINAL 1923 BOUNDARIES OF

ON FEBRUARY 5, 1923 WEST COVINA WAS INCORPORATED AFTER COLLECTING THE NECESSARY 500 SIGNATURES. POPULATION WAS ONLY 507. THE FIRST BOARD OF TRUSTEES WERE B. F. MAXSON, GEORGE KING, AND CLEMENCE WOLFINGER. MAXSON SERVED AS THE FIRST MAYOR. THE IMPETUS TO INCORPORATE WAS A SEWER FARM TO BE ESTABLISHED BY THE CITY OF COVINA. LOCATION WAS AT ABOUT TODAY'S CORNER OF VINCENT AND CAMERON. BOUNDARIES OF THE NEW CITY WERE SET JUST ABOVE PUENTE STREET ON THE NORTH, HALFWAY BETWEEN HOLLENBECK AND AZUSA ON THE EAST, BETWEEN WILLOW AND PUENTE ON THE WEST, AND FRANCISQUITO ON THE SOUTH. SHORTLY AFTER INCORPORATION, A "CITY HALL" WAS ESTABLISHED IN A VACANT HOUSE OWNED BY LEONARD REAG ON THE SOUTH SIDE OF GARVEY JUST WEST OF CALIFORNIA.

HIGHWAY TOWN 1935



Joe Fritch, 1st Police Chief—1940



Corner of Sunset & Highway 99—circa 1955



Highway 99 in Front of Today's Westfield Mall

THE CITY'S ECONOMIC AND GEOGRAPHICAL FUTURE WAS FUNDAMENTALLY DETERMINED BY THE PLACEMENT OF HIGHWAY "99" THROUGH THE HEART OF THE COMMUNITY IN 1935. IT PLACED ARROYO STREET TO BE NAMED GARVEY ON THE WEST AND HOLT ON THE EAST. IT WAS WIDENED TO BECOME FREEWAY 10 IN THE LATE 1950'. THE HIGHWAY PROVIDED FAST TRAVEL INTO AND OUT OF WEST COVINA AND BECAME THE ECONOMIC HUB. COMMERCIAL INTERESTS PROGRESSIVELY GREW ALONG THE HIGHWAY INTO THE LATE PART OF THE 1900's. DUE TO AN INCREASE IN CRIME AND ACCIDENTS FOLLOWING HIGHWAY CONSTRUCTION, A POLICE DEPARTMENT WAS FORMED IN 1937-38. THE FIRST POLICE CHIEF WAS JOE FRITCH. ARRESTS FOR SPEEDIN ALONG THE HIGHWAY CAUSED WEST COVINA TO HAVE A REPUTAITON AS A "SPEED-TRAP". ENOUGH MONEY FROM FINES WAS EARNED TO PAVE ALL CITY STREETS MAKING THE TOWN A CONVENIENT PLACE TO LIVE. MOTORISTS, HOWEVER, COMPLAINED AND COMEDIAN, BOB HOPE, ON NATIONAL RADIO, QUIPPED THAT WEST COVINA WAS "A SPEED-TRAP IN A WALNUT GROVE".

WALNUTS OUT—FLOWERS IN 1945—1955



**FUTILE ATTEMPT
TO SAVE WALNUT
TREES WITH
BURLAP WRAPS**



ASTERS

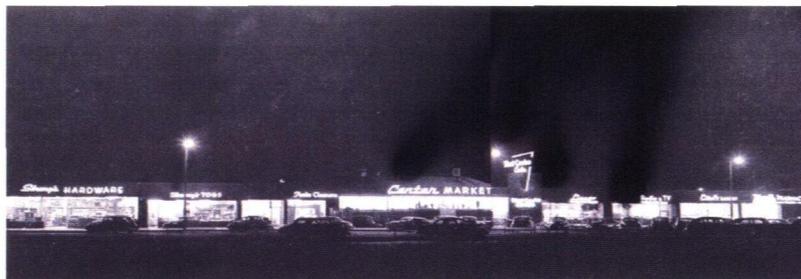


ZINNIAS

LONG-STANDING WALNUT GROVES BEGAN TO DIE IN THE 1940's DUE TO LARVAE OF THE CODDLING MOTH. THE REGION'S WALNUT PACKING PLANT CLOSED IN 1948. IN ITS PLACE RESIDENTS GREW MORE CITRUS, VEGETABLES, AND FLOWERS, MAINLY ZINNIAS AND ASTERS. WEST COVINA PRODUCED ABOUT HALF OF THE WORLD'S SUPPLY OF ZINNIA SEEDS. OTHER KEY CROPS WERE ORANGES, LEMONS, CAULIFLOWER, AND TOMATOES. FARMING OF ALL TYPES BEGAN TO DIE IN THE 1940's AND 50's AS LAND OWNERS FOUND IT WAS MORE PROFITABLE TO SELL AND DEVELOP THEIR LAND FOR RESIDENTIAL AND COMMERCIAL PURPOSES.

URBANIZATION BEGINS

1940—1950



RURAL WEST COVINA BEGAN TO CHANGE IN 1941, WHEN THE FIRST HOUSING TRACT KNOWN AS "SUNKIST VILLAGE" WAS DEVELOPED BY GEORGE MEEKER. THIS DEVELOPMENT WHICH REMOVED FARMING WAS BOUNDED APPROXIMATELY BY TODAY'S ORANGE AVENUE, CAMERON, AND FREEWAY 10. CITY HALL WAS MOVED INTO THIS DEVELOPMENT NEAR WILLOW ON THE NORTH SIDE OF GARVEY, AND IT REMAINED UNTIL 1951. A CHAMBER OF COMMERCE WAS ORGANIZED WITH FLOYD GELVIN THE FIRST CHAIRMAN. A PLANNING COMMISSION WAS FORMED IN 1947. GASSTATIONS AND OTHER COMMERCIAL DEVELOPMENTS EMERGED ALONG HIWAY 99 AND MAJOR STREETS. A NEWSPAPER, THE WEST COVINA TRIBUNE WAS LAUNCHED IN 1947. THE DECADE SAW ABOUT 400% GROWTH FROM 1,072 TO 4,000. URBANIZATION BROUGHT HIGHER TAXES SO CITIZENS VOTED TO KEEP THE CITY INTACT. THE MOST SAD DEVELOPMENT OF THIS PERIOD WAS THE INTERNMENT OF JAPANESE RESIDENTS DURING WORLD WAR II WHICH WAS VERY UPSETTING TO WEST COVINA RESIDENTS AS THEY CONSIDERED THE JAPANESE TO BE DEAR FRIENDS AND NEIGHBORS.

CITY OF BEAUTIFUL HOMES

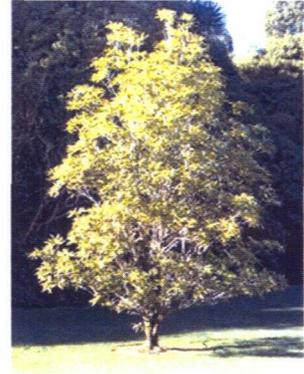
1948 - 1962



CITY FLOWER



CITY LOGO - 1950



CITY TREE

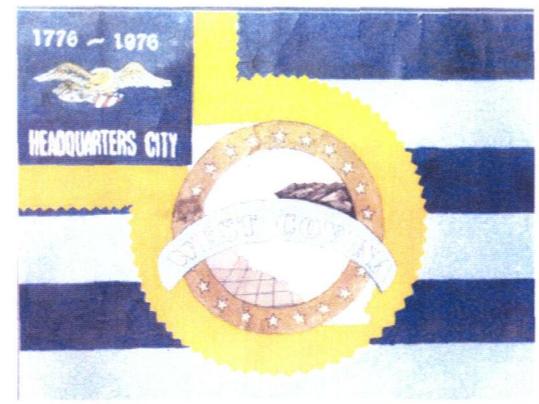


WEST COVINA'S FIRST SERVICE ORGANIZATION CALLED "WEST COVINA BEAUTIFUL" WAS FOUNDED IN 1948. THE CITY PROUDLY ADOPTED A LOGO AND MOTTO "CITY OF BEAUTIFUL HOMES". THROUGHOUT THE CITY SINGLE STORY, RANCH STYLE HOMES PATTERNED AFTER THE DWELLINGS ON THE EARLY "RANCHO" DAYS OF THE 1800'S ADORNED WEST COVINA. A CITY FLOWER AND TREE: LILY OF THE NILE (AGAPANTHUS) AND DIAMOND LEAF PITTOSPOURUS WERE ADOPTED. THESE FLOWERS AND TREES WERE COMMON IN THE FRONT YARDS OF RANCH STYLE HOMES IN THE ERA.

THE BOOM 1950—1960



CITY LOGO - 1962



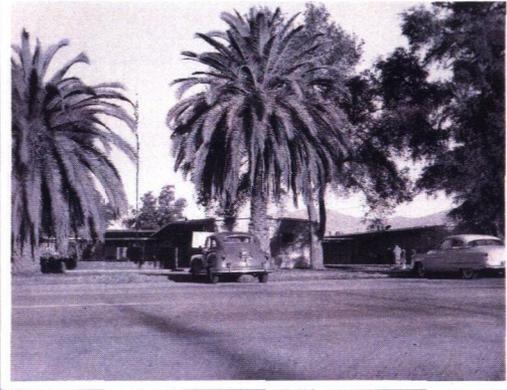
CITY FLAG



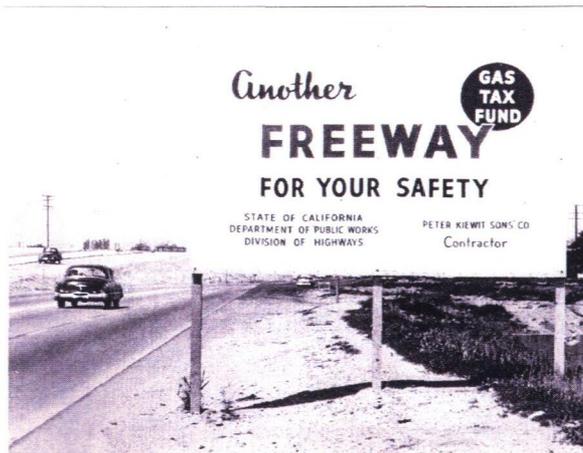
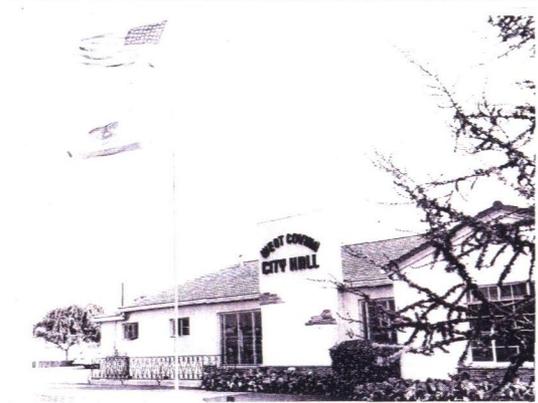
EASTLAND SHOPPING CENTER, circa 1975

IN 1962 THE CITY DROPPED THE SLOGAN “CITY OF BEAUTIFUL HOMES” AND ADOPTED THE SLOGAN “HEADQUARTERS CITY”. THE IMPETUS WAS A REAL ESTATE DEVELOPMENT REPORT THAT CLAIMED WEST COVINA WAS A CITY WHERE PEOPLE WOULD GO FOR SHOPPING, BUSINESS, MEDICAL, AND GOVERNMENT SERVICES. IN 1967 THE “LOS ANGELES-WEST COVINA CIVIC CENTER AUTHORITY” WAS FORMED TO BUILD THE CITRUS MUNICIPAL COURT, COUNTY LIBRARY, HEALTH DEPARTMENT, AND CITY HALL COMPLEX BOUNDED BY WEST COVINA PARKWAY ON THE SOUTH, SUNSET ON THE EAST, AND GARVEY AVENUE ON THE NORTH. OTHER ATTRACTION POINTS BUILT IN THIS PERIOD INCLUDED SHOPPING CENTERS, RESTAURANTS, AUTO DEALERS, AND MULTI-STORY OFFICE BUILDINGS WHICH HOUSED PROFESSIONAL AND FINANCIAL OFFICES. WEST COVINA ADOPTED A FLAG IN 1976.

HEADQUARTERS CITY 1962—1995



Sunset School, circa 1954



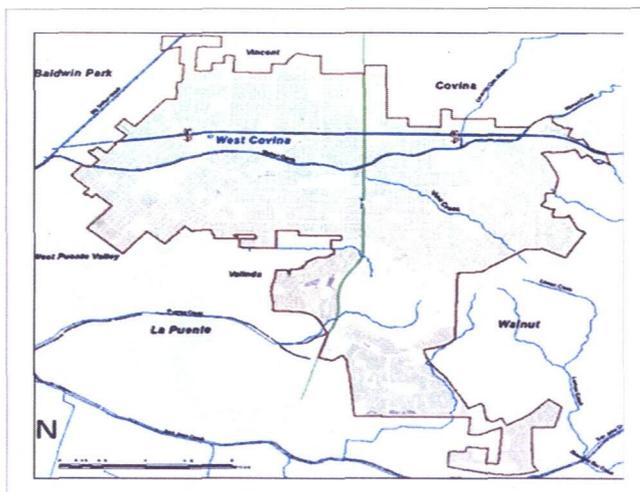
Highway 99 becomes Freeway 10, 1958



South Hills Country Club, circa 1958

BETWEEN 1950 AND 1962 WEST COVINA GREW ABOUT 1500% FROM A POPULATION OF 4,499 TO 54,688. IT WAS ACCLAIMED THE FASTEST GROWING CITY IN THE COUNTRY IN THE EARLY 1950's. RESIDENTS WERE MAINLY YOUNG COUPLES WITH CHILDREN. AVERAGE AGE WAS ABOUT 28 AND MOST OF THE MEN WERE WORLD WAR II VETERANS WHO WERE ABLE TO TAKE ADVANTAGE OF VETERAN'S LOANS, AND ACCESSIBILITY TO JOBS WHICH COULD BE REACHED BY HIGHWAY 99 (LATER FREEWAY 10). WEST COVINA RAPIDLY BECAME A "BEDROOM" COMMUNITY AND ERECTED SCHOOLS, HOSPITALS, SHOPPING CENTERS, CHURCHES, SERVICE CLUBS, WATER AND SEWER SYSTEMS, COUNTRY CLUB, AND LAND FILL TO SUPPORT IT. TO ACCOMMODATE THE MAMMOTH DEMAND FOR HOUSING WEST COVINA EXECUTED 44 ANNEXATIONS OF LAND AROUND ITS ORIGINAL BORDERS BETWEEN 1947 AND 1958.

CITY BUILDS OUT



POPULATION GROWTH

1900 - Less than	1958 - 47,486
100	1960 - 50,645
1923 - 507	1965 - 61,000
1930 - 769	1980 - 80,291
1940 - 1,022	1990 - 96,086
1950 - 4,499	2000 - 105,080
1952 - 8,361	2110 - 111,000
1956 - 45,060	

APPROXIMATE SQUARE MILES

1923 - 3	1952 - 9	1955 - 10
1965 - 14	2011 - 17	

FOLLOWING OVER 50 ANNEXATIONS SINCE THE ORIGINAL BOUNDARIES OF THE CITY WERE DRAWN IN 1923 WEST COVINA IS NOW A BUILT OUT CITY CONSISTING OF ABOUT 115,000 RESIDENTS. FUELED BY LOW COST LOANS, LOCATION TO A FREEWAY, AND GREAT WEATHER, THE DEMAND FOR HOUSING IN WEST COVINA CAUSED CLOSURE AND REPLACEMENT OF NON-RESIDENTIAL LAND INCLUDING SCHOOLS, LANDFILLS, AGRICULTURE, HORSE FARMS, AND COMMERCIAL PROPERTY. THE LIMITED COMMERCIAL SPACE IS PRIMARILY RETAIL AND SERVICE-BASED BUSINESS TO SERVE LOCAL AND REGIONAL RESIDENTS. THE LARGEST EMPLOYERS ARE HEALTH SERVICES AND EDUCATION INCLUDING PRIVATE SCHOOLS. THE CITY ADOPTED A NEW LOGO AND MOTTO "A GREAT PLACE TO LIVE, WORK, AND PLAY".

