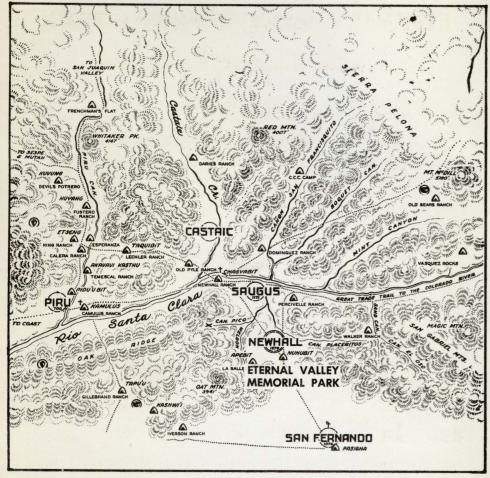
A FEW INTERESTING FACTS ABOUT "... an authentic part of the old West"

ETERNAL VALLEY MEMORIAL PARK

CALIFORNIA'S PIONEER CEMETERY



At the junction of Route 14 and San Fernando Road.



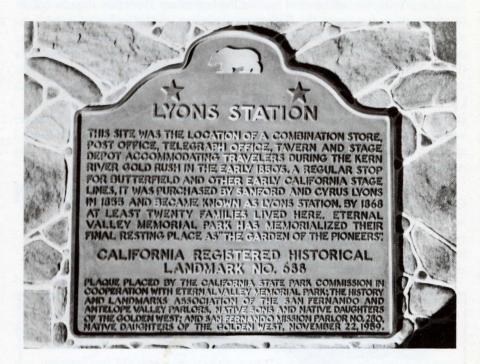
W. PLLEN-AFTER

OLD INDIAN VILLAGES IN THE ETERNAL VALLEY REGION



RANCHERIAS
TRAILS
MATERIAL SUPPLIES:
FLAKING MATERIAL
ASPHALTUM X
SOAPSTONE
MODERN TOWNS HEWHALL
DLD MISSIONE ETC+

ETERNAL VALLEY MEMORIAL PARK ... an Historic Landmark



A large bronze plaque in front of Chapel of the Oaks at Eternal Valley Memorial Park marks the site of Lyon Station, a stage coach depot, store and post office used by travelers during the gold rush days of the early 1850's. This settlement was established in 1851 and was the first American settlement in the area. The station received its name when taken over by Cyrus and Sanford Lyon, men called Forty-Niners, who came from Maine in 1855.

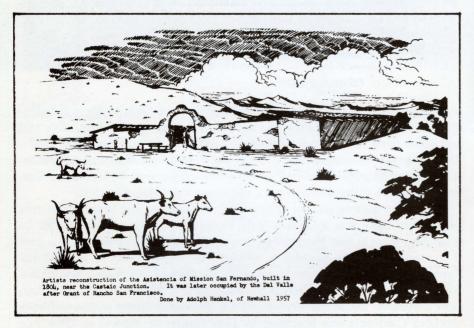
To better understand the origins of the settlement just imagine the area long before there was a Golden State Freeway, or even a Highway 99. In those days what is now the southern end of California Highway 14 was part of the route from Los Angeles to Monterey Bay. Just north of present-day Eternal Valley the road turned west down the Santa Clara Valley toward the ocean. One mile south of Eternal Valley is what is known as Fremont Pass. More accurately called San Fernando Pass, this ancient route northward from Southern California was first used by Don Gaspar de Portolá in 1769, two hundred years ago.

The Sacred Expeditions

In 1769 Father Junipero Serra sent out a Sacred Expedition north from San Diego with the intention of finding the legendary Monterey Bay. In order to maintain such a route the Padres were always on the lookout for mission sites, which had to be located at intervals of a day's journey by foot. It was on the 1769 Expedition that Father Juan Crespi recorded his impressions of the Eternal Valley area as a "very suitable site for a mission." He had in mind another link in the chain of missions between Los Angeles and Santa Barbara.

The mission envisioned by Father Crespí did not become a reality. Instead, a mission was built at San Fernado in 1797 and as a result, an Asistencia was established in the Eternal Valley area. The Asistencia became the head-quarters for local activities and a training school for local neophytes who furnished labor for San Fernando Mission's maintenance and operation.

The primary role of the Mission was, of course, to convert the Indian to Christianity and to bring European culture to the pagan wilderness. The accomplishment of this purpose required a church, many outbuildings, the establishment of numerous trades and occupations, and a means of supporting — through stock raising and agriculture — hundreds of Indians, troops, civilians and padres.



THE MISSION ASISTENCIA

Mission San Fernando and the Asistencia were located on a vast acreage called "Rancho San Francisco." When Spain was expelled from Mexico in 1821 the Mexican government encouraged the settlement of California by offering land grants. Grants were limited to eleven square leagues — about 49,000 acres — and there could be no absentee ownership nor transference to any ecclesiastical body. The term Mission, which once meant only the church town with its gardens and orchards, had come to include extensive tracts over which cattle, horses and sheep were allowed to roam at will. So, in effect, the Mexican government had offered for disposal lands it did not own if the mission claims were allowed.

By 1830 two generations of Californians by birth had developed, and there was a clash of interest between the rapidly growing population and the large holdings of the missions. It was resolved in 1833 when the Mexican Congress passed the bill for secularization of the missions.

Rancho San Francisco and the del Valle Family

In October 1834, Lieutenant Antonio del Valle was commissioned to take over Mission San Fernando. As administrator of the Mission, del Valle traveled the entire length of Rancho San Francisco between San Fernando and Santa Barbara. These long horseback rides first acquainted him with the possibilities of Rio Santa Clara and Rancho San Francisco. In 1839 Don Antonio del Valle petitioned Governor Alvarado for the Rancho. His petition was granted and Mission Asistencia became the first del Valle rancho home.

After del Valle's death in 1841, the rancho was partitioned and divided among his children. A portion of the Rancho called Camulos was always associated with Don Ygnacio del Valle, Antonio's eldest son.

Gold! Gold! Gold!

Tradition tells us that it was from the old Asistencia that Francisco Lopez, del Valle's cousin and two friends made the first authenticated gold discovery in California. It led to the settlement of the first mining camp in California at Placeritas Canyon. Lopez and his companions had found gold clinging to the roots of wild onions nearby and their discovery touched off a rush of prospectors from Sonora, Mexico as well as from all parts of California.

When war with Mexico erupted in 1846, Col. Fremont led a battalion southward against General Andres Pico. Pico hoped to halt the Americans at San Fernando Pass, but greatly outnumbered, he could only make a token show of resistance and on January 13, 1847, he surrenderd to Fremont at Cahuenga Pass. Today there is a plaque on Highway 14, near the place where the Fremont expedition encamped, calling attention to Fremont Pass. Unfortunately, the plaque gives the erroneous impression that the cut made by E. F. Beale in 1863 is Fremont's pass.



DON YGNACIO DEL VALLE

Gold Sets Course of History

The great California Gold Rush in 1849 created unlimited money and business in the mining camps and towns of the north. Pioneer merchants in the sleepy Pueblo de Los Angeles — the area that is today Olvera Street and the Civic Center — were fully aware of the possibilities developing. Accustomed to surmounting handicaps, these rugged frontiersmen intended to get their full share of whatever development might take place and the founding of Fort Tejon in 1854 brought pressure for a better road from Los Angeles. Work began on a toll road over San Fernando — or Fremont Pass — but Phineas Banning, 24-year-old merchant and stage line operator, couldn't



Oak of the Golden Dream, site of California's first gold discovery

wait for its completion. In December, 1854, he took off with nine passengers for Fort Tejon. His fares had to walk up the grade to the Pass. There they saw only a great drop on the far side. While they watched in awe, Banning cracked the whip and took off downward. In the words of one witness: "Sometimes the horses were ahead of the stage and sometimes the stage was ahead of the horses." Eventually the Butterfield Overland Mail as well as local stages and freight wagons used the route.

The road, opened for traffic in January, 1855, was improved slightly in 1858. It was still fearsome and in 1861 the State Legislature granted Andres Pico a franchise to improve the road and to collect tolls. But storms in 1862 washed out the road and Pico's franchise was given to General Edward F. Beale for a turnpike road from Mission San Fernando to the Arroyo de Santa Clara.

It was Beale's men who deepened the cut over the San Fernando pass to almost its present dimensions, using only picks and shovels. For 22 years this was a toll road until Beale's franchise expired and Los Angeles County took it over. It was the main outlet for Los Angeles northward as late as the early 1900's and was used even by automobiles. The first car over the pass was a 1902 Autocar, which had to be backed up the grade because of its gravity flow of gasoline to the carburetor.

The San Fernando Pass became known as the Newhall Grade until it was replaced by a tunnel in 1910. The tunnel in turn was made obsolete by a new road built in 1939.

Lyon Station Built at Eternal Valley Site

As traffic increased between Los Angeles and the North and the necessity arose for staging connections at convenient locations, Henry C. Wiley and Jose Ygnacio del Valle established the first depot which became Lyon Station when acquired by the Lyon brothers in 1855. Lyon Station consisted of a well constructed frame building, which housed a store, post office, depot and tavern. There was also a large stable and a cottage half-hidden in the mountain oak.



THE FIRST HOUSE

AT

LYON STATION

Close by was started the first burial ground; the exact site where Eternal Valley Memorial Park is being developed today. One section of the century-old family cemetery is called "The Garden of the Pioneers" in honor of the famous men who are buried there. Not all of the early graves are clearly marked, but all of them have been preserved, a silent memorial to the first settlers, who hallowed this ground and passed a sacred heritage on to future generations.

The gravestones that are still recognizable after almost a century bear the names of many well-known pioneer families who were prominent in the struggle to forge a civilization out of the primitive West. J. A. Swall, a rugged harvester, was buried there. Sanford Lyon, who founded the first American settlement in the area, and his son Frank, who died as a child, are both buried in "The Garden of the Pioneers."

Reading like a "Who's Who" of Southern California's early history, the famous family names of Rivera, King, Stahl, Parish, Varner, Tibbetts, Aiken, Nelson, Overend, Quayle, Renne, Derrick, Barkis, Heinly, Lockard and Strecher are also among those on the markers in "The Garden of the Pioneers."



J. H. Whitney, for whom Whitney Canyon was named, buried his three children in the cemetery one by one as they fell victims of the dread diphtheria plague. Willie, the first child of this early day homesteader and his wife, died just before his sixth birthday in 1881. Then followed the tragic deaths of their daughters, Nettie at the age of eight, in 1884 and Mabel 10, in 1888. Visitors can still read the tender eulogy on the children's gravestones:

"Beneath this stone in soft repose,

I laid a Mother's dearest pride...

A flower that scarce had waked to life

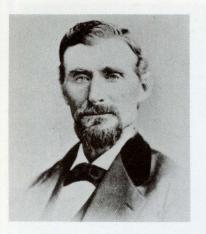
And light and beauty 'ere it died."

The Whitney's moved away to become one of the first families to purchase property on Signal Hill in Long Beach.

Cyrus Lyon was typical of the reckless breed of men that built the West. Prominent among the Rangers — the only law enforcement body existing, he was not afraid of anybody or anything. Sanford Lyon was definitely *the* Pioneer of Pioneers. He was a typical advance scout for the Eastern civilization to come. More conservative than his brother, he was a stable man who thrived on hard work; dealing in live stock, mining and other sidelines that offered him a profitable return.

Oil Discovery Brings Changes

Through Francisco Lopez, pioneers W. W. Jenkins, H. C. Wiley and Sanford Lyon learned of the Pico Canyon oil seepages, and in 1869 Lyon "spring poled" a 250-foot well in the Canyon good for ten barrels of oil a day. This was the first successful commercial oil well in the West.



SANFORD LYON,
EARLY AMERICAN SETTLER



H. C. WILEY, PIONEER OIL MAN

During the boom days of the Soledad mining camp, Lyon was involved with George Clark, then Postmaster of Los Angeles; Christopher Leaming, the mining district recorder; George Gleason, General Andres Pico, and Wiley. Active together in Soledad mining, livestock and politics, this group's personal holdings formed the nucleus of the California Star and Pacific Coast Oil Company's properties — known today as Standard Oil of California.

Then Came the Railroad

At the time when Sanford Lyon was bringing eastern culture to the region surrounding Eternal Valley, Henry Newhall was becoming a financial tycoon in San Francisco. Newhall's life was an Horatio Alger classic of ragsto-riches. One of eight children, he was raised on a farm in Saugus, Massachusetts. He shipped out as a cabin boy on a sailing vessel when he was thirteen years old, but not liking the sailor's life he settled in Philadelphia where he mastered the auctioneer's trade. Before he was twenty he had his own firm in Nashville, Tennessee. In 1849, he profitably sold out that business to join the Gold Rush and the rest of his life was spent in California.

In 1857 he backed a friend with several thousand dollars — a transaction which ultimately involved him in the building of the San Francisco & San José Railroad. That was California's second railroad and its tremendously profita-

ble operation began in 1863. Its sale in 1868 reportedly returned Newhall a net profit of over half a million dollars. Loaded with money and superb faith in California's future, Newhall bought up several land grants including Rancho San Francisco.

At that time the Southern Pacific railhead was at Caliente, and construction had begun on the San Fernando railroad tunnel. As a railroad director, Newhall knew of the railroad's plans, which included the development of a townsite at Rancho San Francisco.

Across the crest of the San Fernando mountains camps were established on the tunnel route. From each camp, an incline shaft was sunk to the tunnel level. Costing over three million dollars, the tunnel presented new engineering problems nearly every day. Contemporary newspaper reports were punctuated with cave-ins, explosions and mortality lists. A number of the victims were buried in Lyon Station Cemetery.

Town of Newhall Founded

With a work force of 1,500 the railroad tunnel eventually "holed through" on July 14, 1876 and the first train passed through on August 12. The coming of the railroad made a great change in the lives of the people at Rancho San Francisco, and on October 18, 1876, an era came to an end with this announcement:



"A new town has been laid out by the Southern Pacific Railroad near the mouth of Soledad Canyon. The town is situated at the head of the Santa Clara River and the object of its projectors is to tap the trade of our oil region and send it down the Santa Clara Valley to an ocean outlet."

With the completion of the railroad tunnel the discharge of the 1500-man work force left an unfillable gap in the economy of the community. Many of the men drifted into nearby oil fields.

Intermittent stage coach hold-ups, the introduction of "iron safes" on the stages with two locks manufactured in such a way that "powder will not explode them," the organization of the Newhall School district and the opening of a boarding house and a small saloon were events that characterized the year 1877.

The Railroad's new townsite did not prosper however, and in 1878 it was moved three miles south. Along with all the buildings, the name, too, moved. It became "Newhall" officially on February 5, 1878. Near the town, Sanford Lyon was farming 200 acres and John Mitchell had 600 colonies of bees in Soledad Canyon. Most of the small local ranchers in the foothills and canyons nearby stuck to dry farming, grazing, livestock and bees.

In 1886, the Railroad started its long-discussed branch line down the Santa Clara Valley to Ventura and Santa Barbara from a point "just north of the cattle pens" at Newhall. At that time there was an old adobe residence close to the right-of-way and it was feared that vibration from the trains on the branch line might disintegrate the adobe bricks if the tracks were located too close to the building. To avoid this, the railroad junction point was placed down by the original townsite — today's Saugus — near the mouth of the Soledad Canyon. The branch line was opened to traffic, reaching Ventura on May 18, Carpinteria, July 1st and Santa Barbara on August 19, 1887. The adobe hacienda, responsible for the re-routing of the branch line, eventually collapsed into dust.

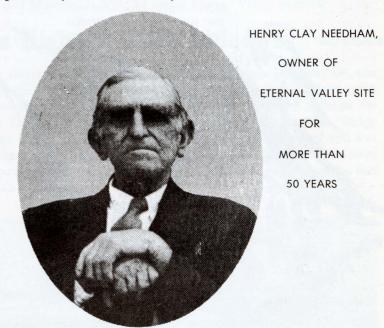
Henry Clay Needham and the St. John's Subdivision

During the great boom of the Eighties, three men joined together for the purchase and sub-division of 10,000 acres of Rancho San Francisco for promotion and settlement as a Prohibitionist colony. The men were ex-Governor John St. John of Kansas, the National Prohibitionist leader; Jesse Yarnell, a successful land operator in Los Angeles and San Fernando and an ardent Prohibitionist; and George B. Kartzenstein, a capitalist from Sacramento.

To assure success of the project, St. John sent Henry Clay Needham west

as "Superintendent of the St. John Sub-division of Rancho San Francisco" in 1889. Needham had served as mayor of Arcadia, Kansas, but he was probably best known to the St. John group as author of the Kansas "Dry" law. Very active in Prohibitionist circles, he established contacts with the movement immediately upon his arrival in the West.

Needham opened a lumber yard and hardware store and his local activities included charter membership in the Newhall Church. A candidate for President of the United States on the Prohibitionist ticket in California in 1920, Needham stood steadfastly behind all educational, ethical and cultural improvements. For over two decades this powerful, dignified man was the outstanding personality in the community.

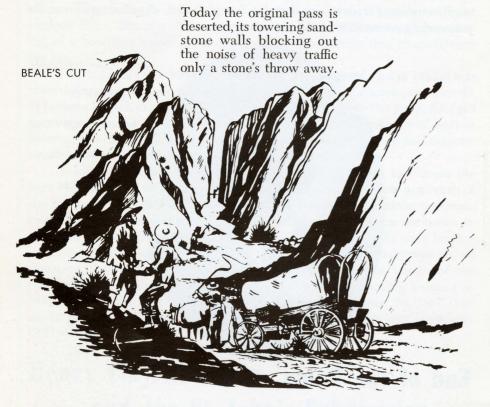


End of the Boom

Only a few five- or ten-acre parcels in the St. John tract were sold — the boom of the eighties had busted. At Newhall things were worse. The Railroad had started a competitive town three miles away. The Southern Hotel had gone up in flames. Shortly afterward the grammar school burned down.

Beale's Cut, now a County road, was a very tough pull, even for mules, and train schedules were not set up for the convenience of the little mining camps in the surrounding canyons.

Oil interests had moved to other parts of California; the gold fever had run its course and the traffic barriers imposed by the Santa Clara Mountain range kept the isolated community from development. The first decade of the new century was a trial and tribulation until the City of Los Angeles began construction of the Los Angeles Aqueduct in 1910. In response to the demands of anguished motorists, the County of Los Angeles relocated the road and replaced Beale's Cut with the Newhall Highway Tunnel. For the first time it became possible to travel to and from the Valley in some degree of safety and comfort.



Personalities who added color to the region's history had always emerged in times of stress. First Newhall had gotten the town underway. Then starting on a career which led to the presidency of Standard Oil of California, D. G. Schofield, with his oil payrolls, filled the void left by Newhall's death. Next came Needham, who took over sole ownership of the Eternal Valley site at the turn of the century. He was the first to attempt to build up the area by land sales and attracting people from over the Divide. Under his leadership, the new settlers were chicken ranchers, fruit growers and vineyard keepers. In 1888, Eternal Valley was known as the Needham Family Cemetery.

Albert C. Swall was another personality who contributed to the development of the land around Eternal Valley. For many years, Jake Swall and his three sons, Albert, Henry and Jake Jr. had manned the equipment to harvest wheat on the ranch fields.

The area became a favorite location for shooting films in the early days of the movie industry. On the old hotel register, which burned with the building in 1917, were the names of such movie greats as Harry Carey, Cecil B. DeMille and Dustin Farnum. Mary Pickford and William S. Hart filmed "Rags" at the site, and the Presbyterian Chapel was a favorite location of Charlie Chaplin's. "The Virginian" and "The Light of the Eastern Star" were among other silent movies filmed in the region. William S. Hart's home, now a State Park and Museum, is adjacent to the Eternal Valley property.

Modern Highway Ends Isolation

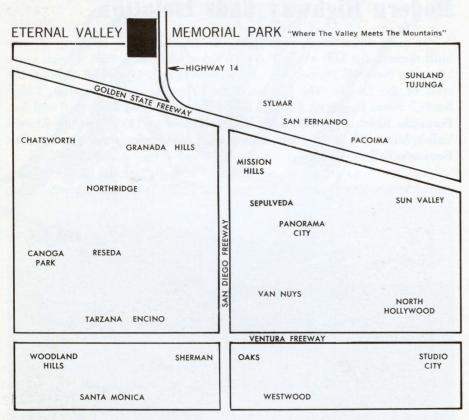
A more direct route northward was attained when Highway 99 was built through the hills at the top of Weldon Canyon in 1929. Eleven years later, the Newhall Tunnel was altered into today's Open Cut through the crest of the Divide. The Golden State Freeway, connecting the "Ridge Route," Sierra Highway, Foothill Boulevard, Sepulveda Boulevard and San Fernando Road opened through the mountains in 1954, bringing Eternal Valley Memorial Park within minutes of Los Angeles and the entire San Fernando Valley.



THE SWALL FAMILY HARVESTING WHEAT

Eternal Valley Memorial Park Preserves Traditions of the Area

When Eternal Valley Memorial Park property was acquired from the Needham family it was established as a non-profit, endowment care association by outstanding leaders in the community at the exact site of Lyon Station. The founders of the Park have all devoted a major portion of their lives to public service. It is their goal to perpetuate the great pioneer tradition of Eternal Valley. Restoration and redevelopment of the historic site are constantly underway. Amid the giant trees, verdant shrubbery, and rolling hills, magnificent statuary will pay tribute forever to the famous Southern California pioneers buried there.



While the freeway systems brought Eternal Valley within easy driving distance of all Los Angeles County, its vast 600 acres keep it safe from the encroachment of homes and industry. Great care is taken to insure that all

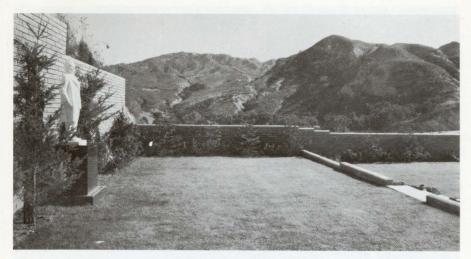


Eternal Valley's Chapel of the Oaks

buildings and improvements preserve the Western tradition and blend with the natural beauty of the Park's surroundings. The foremost architects have been engaged to design Eternal Valley's Chapel of the Oaks, Administration Building, and other facilities. Recognized as part of the authentic Old West, Eternal Valley Memorial Park is truly "California's Pioneer Cemetery."



Eternal Valley Memorial Park Administration Building



Eternal Valley's Mark Twain Garden

Constant, Eternal Care

To assure the future of Eternal Valley, an irrevocable Endowment Care Trust Fund has been established for its care and maintenance. The principal is placed in trust and only the interest is used to care for the Park. Supervised by the State Cemetery Board, the Endowment Care Trust Fund is growing constantly. Every time a space is sold, a specific amount of the purchase price is set aside for the Fund. This is your assurance that every family memorial at Eternal Valley will be perpetuated eternally.



Eternal Valley's Garden of the Falls

COMPLETE....is the word

Eternal Valley Memorial Park now offers complete services and facilities, which include, in addition to memorial property,

- 1. A modern MORTUARY.
- 2. CHAPEL OF THE OAKS, non-sectarian.
- 3. MAUSOLEUM OF THE GOLDEN OAKS, single and companion crypts, affording above ground entombment within the means of most families.
- 4. MARK TWAIN GARDEN, single and companion garden crypts of beauty and prestige.
- 5. COLUMBARIUM, urn niches for the remains of those who prefer cremation.
- GARDEN OF THE FALLS, a final repository for those cremated, where friends and loved ones can spend a few moments in quiet meditation surrounded by the beauties of nature.

All of these facilities are in one convenient location. That means substantial family savings. All can be reached by one telephone call (213) 365-3292 or (805) 259-0800.



Eternal Valley's Mausoleum of the Golden Oaks

This attractive reception room presents a restful, homelike setting for our visitors. In a nearby "Arrangement Room", details of the memorial service are discussed, and the family is counselled in complete privacy.

In air-conditioned comfort more than 150 persons can attend services in Eternal Valley's beautiful, non-sectarian Chapel of the Oaks. At the right of the chancel is the Family Room, providing the absolute privacy so appreciated at a difficult time.



Plan Now For Your Family's Protection



It is an obvious fact that someday we must have cemetery property, and that if we do not buy it ourselves, someone will have to buy it for us. Yet, experience indicates that the average family too often delays the purchase of a family memorial!

In the opinion of the founders of Eternal Valley, the reason most families put off buying cemetery property until "later" — often until it is too late to protect loved ones from the tragic burden of making emergency arrangements — is simply because they do not have sufficient advance information.

To correct that condition the management of Eternal Valley has designed a program of Planned Pre-Need Protection. This program provides families with an opportunity to establish their memorials ahead of time — buying not for immediate use, but for the time we all know will come someday.

Buying life insurance, making a will, and placing property and bank accounts in joint tenancy are important factors in giving your family complete protection. But those measures are not sufficient if you fail to take a fourth, very necessary step: the establishment of the family memorial. Let an experienced counselor from Eternal Valley come to your home at your convenience and explain our program of Planned Pre-Need Protection in detail. To protect those you love, call for an appointment today and plan your family memorial when you can do so, together with your family, intelligently, economically and without emotional strain.



Eternal Valley Memorial Park's Book and waterfall are familiar landmarks at the Junction of San Fernando Road and Highway 14.

Below: A typical scene at a Memorial Day Observance, an annual event at Eternal Valley, attended by dozens of veterans' groups.



Insure Your Peace of Mind

Even though no one likes to contemplate the inevitable, think of the peace of mind that can be yours, knowing that you have made the important decisions which will provide a funeral exactly according to your wishes and financial specifications.

Eternal Valley Memorial Park is owned and operated by

THE COMMUNITY FUNERAL DIRECTORS GATES, KINGSLEY & GATES



Prepaid Funeral Plan Earns Regular Interest

The Community Funeral Directors offer an exclusive FUNERAL SERVICE PLAN which assures you and your loved ones peace of mind and at the same time earns regular interest.

Funds Instantly Available

Not only does money paid into our Funeral Service Plan earn regular interest, but it affords valuable protection for your family and loved ones; relieving them of financial worries and responsibilities at a difficult time.

Then too, your money will be instantly available in case of death. There will be no waiting for insurance or other funds that often become involved when there is an estate to be settled.

Under this Funeral Service Plan, funds are not subject to inheritance taxes nor possible creditors' claims.

This Plan is available to all California residents, without restriction as to age or health. It is not necessary to pay the entire amount at one time.

. . . CONVENIENT INSTALLMENTS CAN BE ARRANGED.

An Eternal Valley counselor will be pleased to explain the PLAN in detail. Call day or night (213) 365-3292 or (805) 259-0800.

This booklet is presented in the public interest by



ETERNAL VALLEY MEMORIAL PARK AND MORTUARY

23287 North San Fernando Road, Newhall, California where the San Fernando Valley meets the mountains.