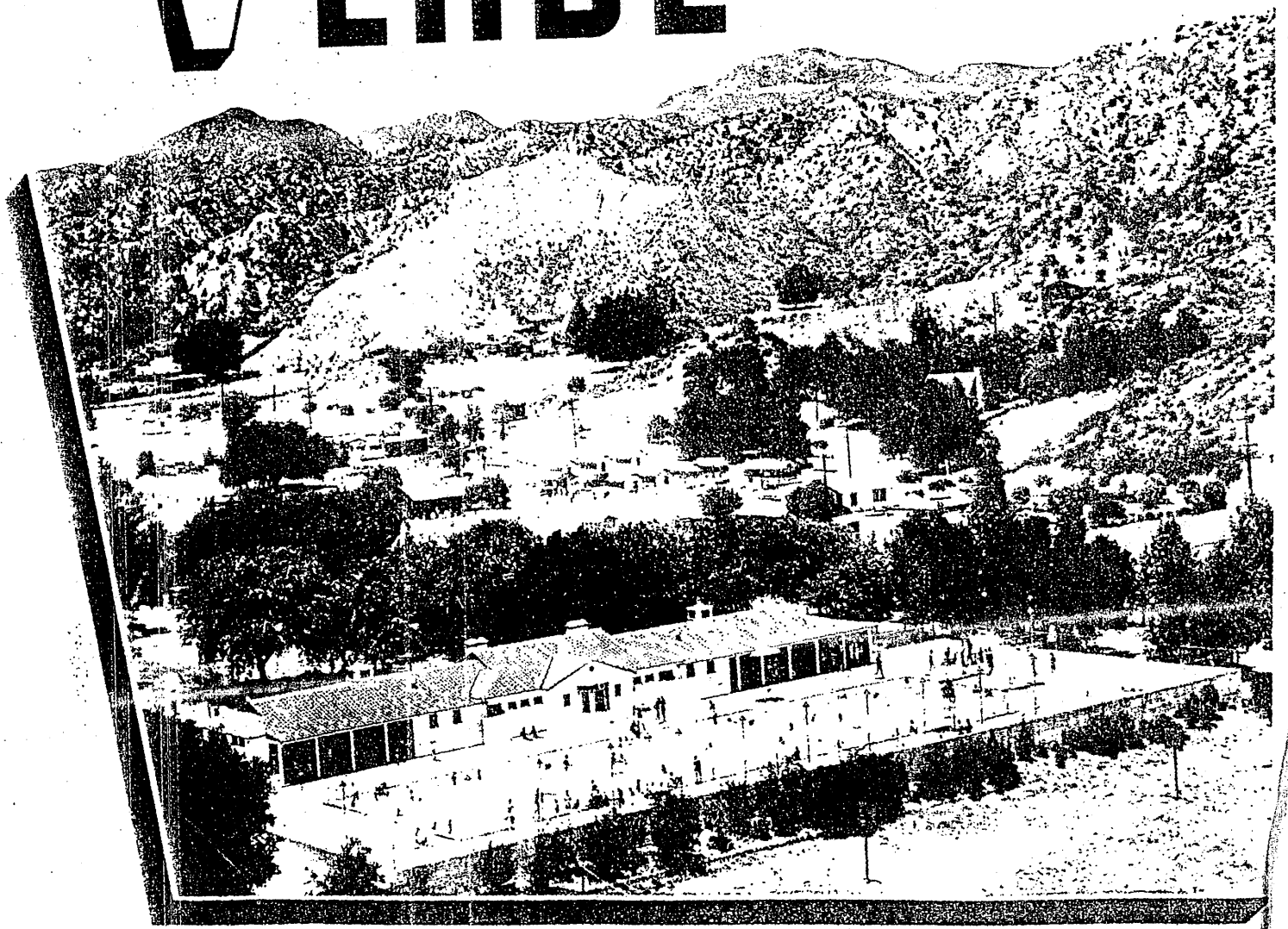


VAL VERDE PARK

California
1960



VAL VERDE PARK HISTORY

Val Verde has a long and illustrious past. In the early years it was a retreat for the affluent black community of central Los Angeles, often called the Black Palm Springs. The swimming pool, pageants, parades attracted large crowds and many co-sponsors. The park was a focal point for citizen involvement. Through the years the neighborhood grew and slowly changed. Currently it is mostly Hispanic, with a sizable Caucasian population, and a few black families in the area.

The Beginning In 1924 **Sidney P. Dones** sold parcels of land to Eureka Ville (original name). The depression hit the area hard. On June 20, 1927 the first of 53 acres was secured from Val Verde Properties. **Harry M. Waterman** donated the land to Los Angeles County with the provision that it was to be developed and maintained as a county park. The Superintendent of Recreation Camps and Playgrounds together with the County Forester, were instructed to proceed with preparation of an application to the W. P. A. in July 1935. The W. P. A. made further improvements. Dedication of the swimming pool came in April of '39. The project was completed a year later. November 1949 saw the addition of the tennis courts. In 1950 Mr. Waterman was granted a concession agreement. He is the "Father of Val Verde." Val Verde Park was adopted as the official name of the park by the board of supervisors in January 12th 1954. The park contained a club house and pool.

Leon Perdue came to the County in 1942. He was the first "Negro director in the state of California."¹ He was a talented man. Working with the Chamber of Commerce he orchestrated a wide variety of programs that included Bathing Beauty Pageant, and Musclemen Show's, Fourth of July Dances, Christmas programs for tiny tots, and many lesser events. Leon's motto was "It is a great deal easier to work WITH people."²

The Coronation Ball was started in 1952 and held on the first Saturday in June. The tradition of the ball was to present to the public the spirit of young people seeking the "enjoyment and the participation in social events" The girls ranged in ages 14 to 18. A scholarship program was set up. **Green Valley Festival Parade** sponsored annually by the Chamber of Commerce. This parade started by **James Barksdale** in 1952. It included floats, marching bands, and community groups. **The Val Verde League** was founded by **Ada Polk** to establish a badly needed health center. **The Benevolent Variety Artists Inc.** was organized in 1947. The idea was born when **Ruth Mills, Myrtle Fortune and May Johnson** saw a once well known performer selling pencils.

Marguerite Carr was appointed president of the Val Verde Chamber of Commerce in 1960, after James Barksdale was forced to resign due to illness. She was a member of several civic groups including the Republican Party. She was the first black to graduate from the Hollywood International Hair Stylist School.

Many improvements were made to the park between April, 1957 and July 1961. Some of the enhancements included building a steel water reservoir, pool rehabilitation, and park signs.

The property was used by various businesses and groups such as Newhall Land and Farming Company, **Reverend Dixon, James Hughes**, and others through out the years. Val Verde was also used as a boys camp by the probation department.

Val Verde gets a face lift 1973 The playground equipment and Multi-Purpose building were upgraded. Worn out kitchen equipment was replaced. Lighting was improved. **Recreation Supervisor James Edwards** was killed at Val Verde Park in 1978. In 1981 **Supervisor Antonovich** directed the Housing and Community Development Funds for water system improvements.

Val Verde continues to be the cultural and recreational focal point of the neighborhood. The Department of Parks and Recreation maintain a pool and pool house; lighted athletic fields, including softball, basketball, and tennis courts. The club house, houses the recreation office, The Boys and Girls Club, and a representative from the Sheriff's Activity League. L. A. County Department of Community and Senior Services use the park as a distribution point. The Samuel Dixon Family Health Center sponsors the Healthy Kids Club. Many other religious and civic organizations take advantage of this historic and scenic facility.

¹From 1960 recreation Val Verde Brochure

² ibid.



VAL VERDE PARK

THE BEAUTIFUL PLAYGROUND



What Val Verde Has To Offer

Delightful Year Around Climate...

Magnificent Swimming Pool.....

Recreation.....

Tennis Courts.....

Children's Playground.....

Picnic Facilities.....

Three Churches: Baptist, Methodist,
Holiness.....

Three School Buses Daily.....

250 Homes Established.....

Very Scenic Location Among Mountains.

40 Miles from The Noisy, Rushing City.

VAL VERDE PROPERTIES LTD.

Harry M. Waterman (Manager)

4796 W. 17th Street

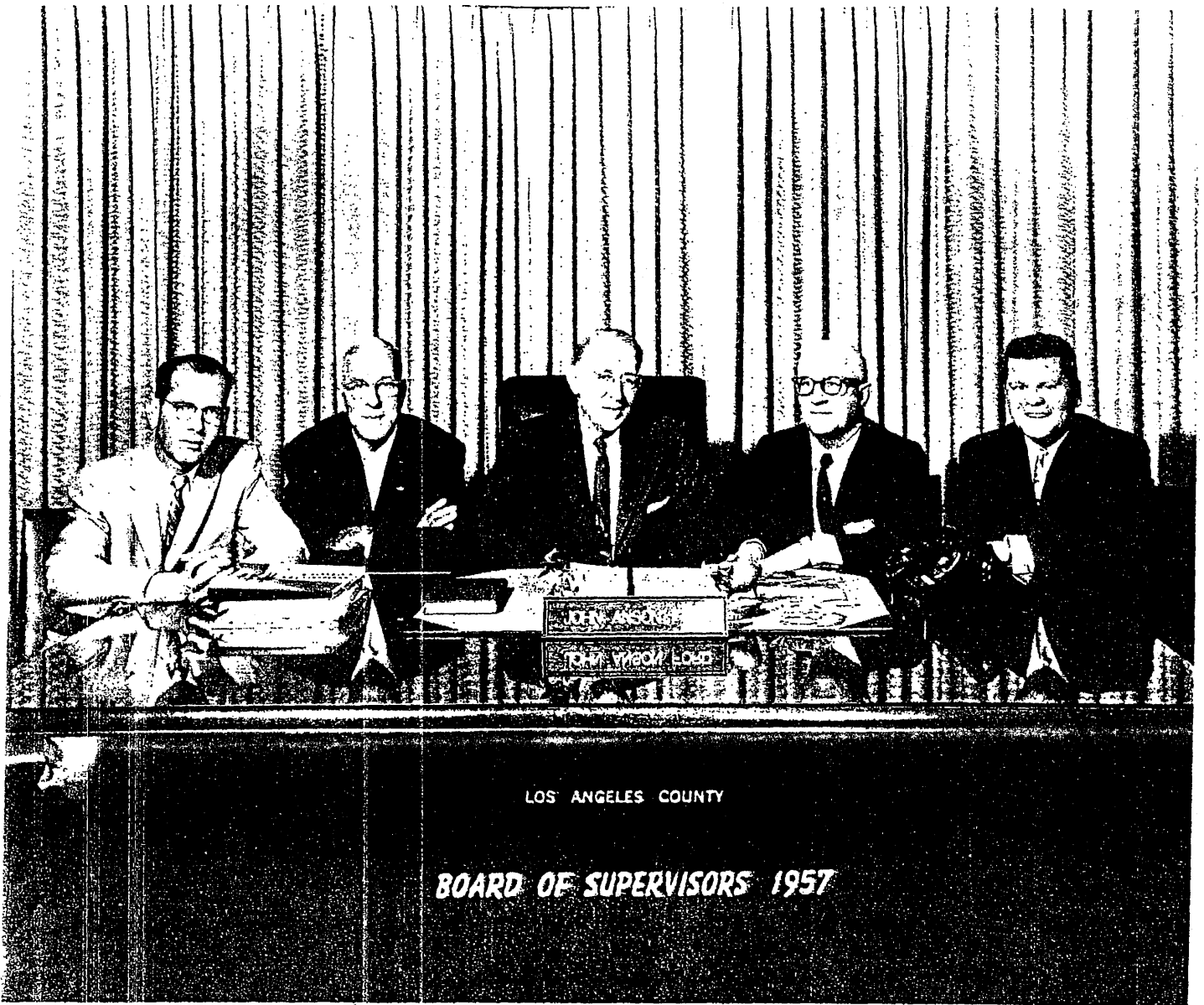
Los Angeles, California

Jack R. Driver (Sales Manager)

San Martinez Road

Val Verde Park, California

PHONE: WEBster 4-9772



Otto Jensen, Burbank, Calif.

LOS ANGELES COUNTY BOARD OF SUPERVISORS 1957

From left to Right: Supervisor Kenneth Hahn, Second District; Supervisor Herbert C. Legg, First District; Supervisor John Anson Ford, Third District; Supervisor Burton W. Chace, Fourth District and Supervisor Warren Dorn, Fifth District.

WHAT IS THE CHAMBER OF COMMERCE?

HOW IT IS ORGANIZED

The members, according to the By-Laws provisions, elect a Board of Directors whose members serve without pay. They determine policies and the general course and operations of the Chamber. Necessary committees are set up from the general membership under supervision of the Board. A high percentage of the total membership of the Chamber serve on various committees.

HOW IT IS FINANCED

The Chamber is supported primarily by the members of the community, representing business, industry, or the professions who are interested in stimulating new and improved business and in building a better community. Each member, individual or firm, is expected to subscribe a fair share of the total cost of sustaining the Chamber's effort in the community.

WHAT DOES IT DO

The Chamber of Commerce works to improve business and build a better community. It affords the businesses, industries, and the professional people the necessary vehicle or channels through which they can carry on a continuous year-round, and year-after-year program of development, civic activities, public relations for the community, and other types of jobs, depending upon the local needs and conditions. Thus through their own organized efforts, the members of the Chamber obtain many direct and indirect benefits.

The Val Verde Chamber of Commerce works to build public sentiment on many civic problems in the community's interest, and works closely with other organizations and public officials. Other works of the Val Verde Chamber of Commerce are for health, safety, transportation, and beautification of the community.

The Chamber of Commerce is gathering a working library of directories, reports, surveys, maps, travel information, and other material available for the inspection and use of its members.

JOIN THE CHAMBER OF COMMERCE NOW!

WHO CAN AND SHOULD BELONG

Membership in the Val Verde Park Chamber of Commerce is open to all business, industries, and professional men and women. Anyone who is not in business or a profession, but is a resident of Val Verde is eligible as a resident member. The rare exception to this rule would be illegitimate or unethical operators or those so small that annual income does not even support as much as one person.

There is no obligation other than the payment of proportionate annual dues, and a willingness to serve on committees (if one can) and help carry out the Chamber's functions. There is no more profitable investment available to any businessman, industrialist, professional man or resident than his annual financial investment in the local Chamber of Commerce.

Anyone who is eligible to join the Val Verde Chamber of Commerce will find it advantageous to do so.

For information regarding membership in The Val Verde Chamber of Commerce, write to Box 104-W, Route 3, Saugus,, California.

J O I N T H E V A L V E R D E

P A R K C H A M B E R

O F

C O M M E R C E

N O W



ABOUT OUR PRESIDENT

Val Verde is on the up-swing once again. Mrs. Marguerite Carr, well-known hair stylist, is back in the lime light after six years absence. Mrs. Carr's career began when she graduated from the Hollywood International Hair Stylist School. She was the first Negro to graduate from this school. In addition, Mrs. Carr has received training from the Marinello School of Beauty Culture under the guidance of Comar and Tate. She is currently at Mr. Karl Jefferson's Fabulous Beauty City, 4914 South Broadway.

Mrs. Carr is president of the Val Verde Chamber of Commerce. She was appointed to this position due to the illness of Mr. James Barksdale which forced him to resign. Mrs. Carr is highly respected by her professional associates and is well known as a humanitarian and civic leader. She is a member of the Alpha Chi Omega Sorority, The Women's Sunday Morning Breakfast Club, The Pasadena Inter-racial Woman's Club, The Republican Party and other groups.

Mrs. Carr promoted Val Verde Park's first "Goodwill Relationship Day" while she was six year resident, bringing together many representatives of all racial groups in the area. This program was initiated in 1952 along with Val Verde's first benefit Concert which presented Mr. Marvin Hayes. Mrs. Carr was instrumental in obtaining a sub-station post office in Val Verde thereby, saving the residents a drive of 15 miles.

ABOUT HER FAMILY:

Mrs. Carr is the daughter of Mrs. Ella Moore, a well known missionary worker now living in San Fernando Valley, California, and the late Leav Moore of Independence, Missouri, who was one of Los Angeles pioneer businessmen. Mrs. Carr is a native Angeleno. Her mother, Mrs. Ella Moore was born in Sparta, Illinois. One of her maternal aunts, Jessie Cole Grayson, was a famous concert singer and movie actress. Mrs. Fannie Williams another maternal aunt is a member of the Wilfandel Club, as well as founder of the club.

A MAN AND HIS DREAMS (Continued from P. 4)

to see my faith materialize. Not only have I given my time and substance in the development of my dream, but I have given the greatest of all gifts--life.

My door has always been open to any and all who have come to me for help, whatever their need might be.

I still hold in my youthful heart the dream that Val Verde will one day become the Utopia of the West.

JOIN THE VAL VERDE CHAMBER OF COMMERCE

TODAY



1956 Queen Betty Jean Tolson



(U)
THE CORONATION BALL

Sponsored by The Val Verde Park
Chamber of Commerce

The beginning of the Coronation Ball was in 1952 under the presidency of Mr. James Barksdale. The contestants of this event ranges between the ages of 14 to 18, and are chosen by the number of tickets they sell. Proceeds from the ticket sales go into several channels. One, the sale of tickets provides the prizes for the contestants. two, the bills created for the expenses of the Ball and the Festival parade which follows the Ball are paid from the sale of tickets. The third and last is that the revenues remaining goes into the treasury for future commitments, such as, a scholarship for the Queen.

Mrs. Carr, the current president, who succeeded Mr. James Barksdale is making plans toward a sound scholarship program headed by a committee of the Chamber of Commerce.

The Coronation Ball is held annually on the first Saturday in June at the Val Verde County Park . The Queen of the Ball reigns over the Festival Parade and all activities of the Chamber for the year. Runner-ups in the "Vote Me Queen" contest are awarded prizes also.

This tradition of the Coronation Ball, presents to the public the spirit of young people seeking the enjoyment and the participation in social events which is a part of popularizing an area of development.

Thanks should be given to the young ladies who have toiled over selling the tickets. The greatest number of tickets sold indicates the popularity of the girls. The Chamber of Commerce strives each year to present a bigger and better Coronation Ball.



A MAN--AND HIS DREAMS

By Harry Waterman
Realtor, Val Verde Properties LTD.

I am the only original developer of Val Verde Properties who is now living. I was born in Pect, Michigan just seventy-nine years ago. I succeeded my father in the mercantile business and was eminently successful. Because of ill health, I decided to move my family to the sunshine of California, locating in San Diego in 1915. Three years later I moved to Los Angeles, where I have since resided. Becoming interested in Real Estate, I purchased the land which is now know as Val Verde Properties.

Looking with the eyes of a dream upon the sun-kissed valley and wooded hills, I had an inspired vision of the future possibilities of this valley. I envisioned it as some day becoming a veritable paradise for my fellowmen and their families as they became owners of comfortable homes in this idyllic spot. That was my dream thirty-two years ago and in my characteristic business-like manner, I set about to make it come true.

I donated fifty-three acres of my land to Los Angeles County with the provision that it was to be developed and maintained as a county park. The park was dedicated and opened to the public in 1929. It is now known as Val Verde County Park.

This park, located in the heart of Val Verde, has now all the facilities for outdoor and indoor enjoyment, including a

spectacular and attractive clubhouse, also a fine swimming pool. This pool, second to none, was the results of three years of intensive effort on the part of Supervisor McDonough and myself. With the splendid cooperation of the Government during the days of the W.P.A., it finally became a reality and was dedicated in 1940. The pool has proved to be a main attraction to young and old alike and has proved to be a source of health and happiness also, during the summer months.

Some of the first houses in Val Verde were built by me, and now as the little community has grown, many prominent business and professional men and women are owners of beautiful homes in the Valley. The population today is approximately five hundred.

Val Verde maintains an organization known as the Val Verde Improvement Association. I was one of its organizers.

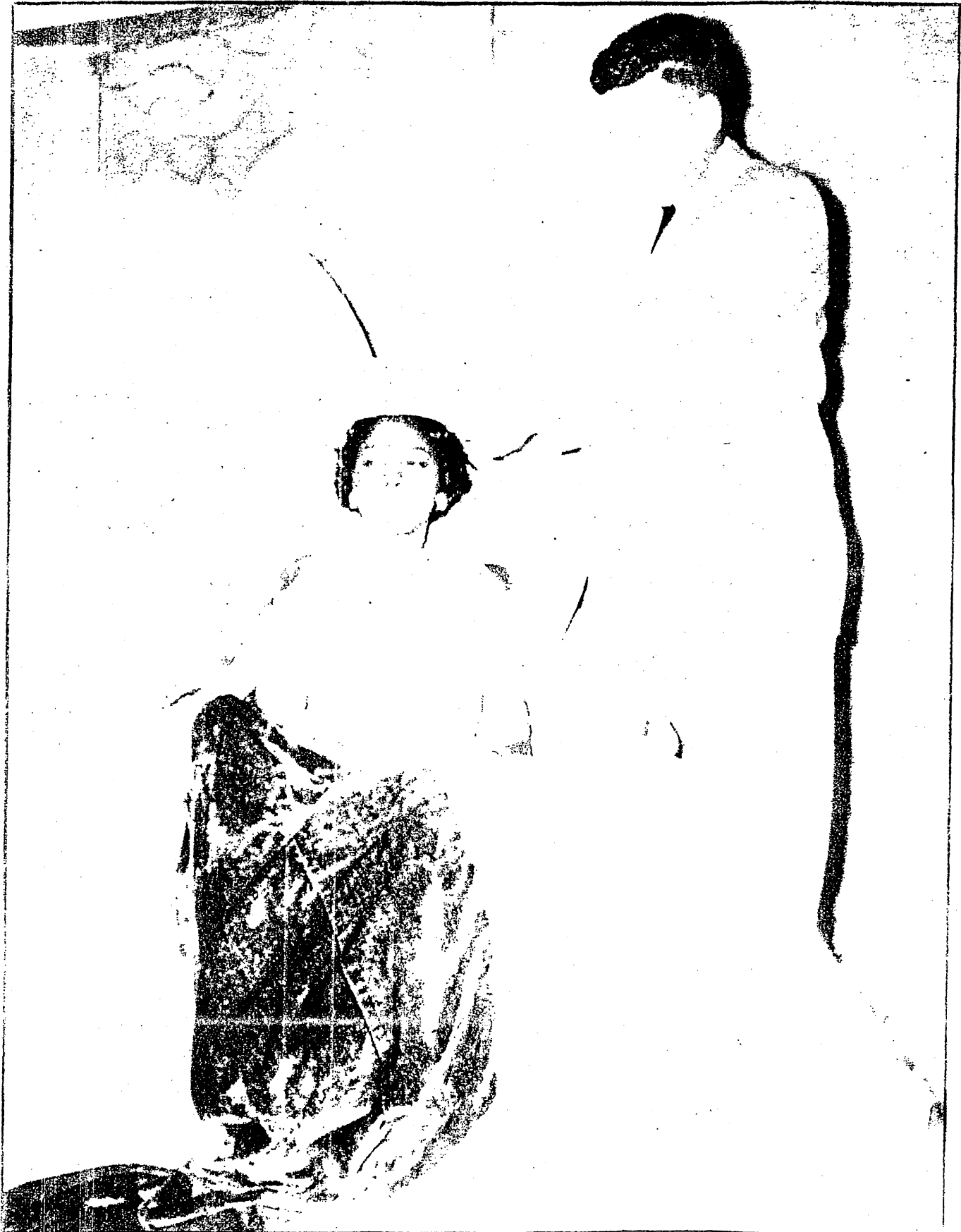
San Martinez Chitquito, the main throughfare which cuts through the heart of Val Verde, was built by the County and in the further development of the subdivision, I laid out and financed all of the connecting roads.

Then began the long struggle for an adequate water supply for the residents. The equipment and installation of the water system was financed by myself. Later, a water district was organized and in 1952 I sold out my interests to the new water district.

Val Verde is surely standing on the threshold of a new era. The recently proposed development by the Newhall Land and Farming Company for a model business and residential city embracing 8,500 acres of land adjacent to Val Verde, will be the means of opening the doors of Val Verdians to a bright future of unlimited possibilities.

The dream is taking shape. In speaking to my friends of the early days of the struggle I have stated: "At times it was hard going to even make a living during the depression. My family and friends begged me to drop the whole thing, but my faith was still strong. I had given the people my word and I couldn't let them down. I am glad I have lived long enough

continued



Supervisor Warren Dorn Crowning Queen Miss Pearline Crudup.



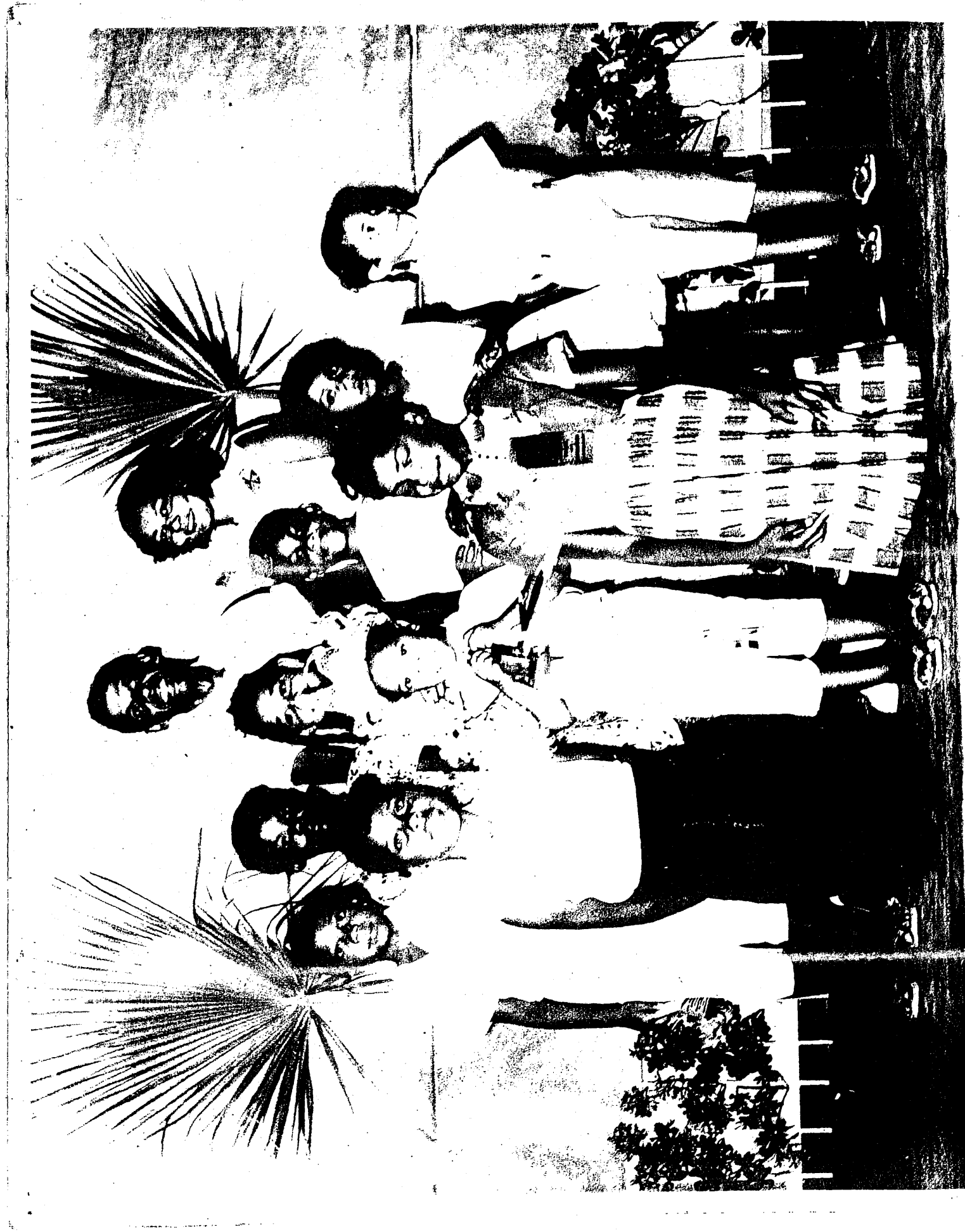
1956 Coronation Ball Queen and her Court. Left to right: Sylvia Mitchell, Ladrena Hewitt, Venetta Owens, Virginia Owens, Jacqueline Ford, Queen Betty Jean Tolson, Marcia Seruby, Theresa Goodson, Lou Anne Richmond, Judy Hawkins and Patricia Wright.



1957 Queen and her Court. Left to right: Darnell Avery, Hessie Lee Player, Lou Ann Richmond, Queen Pearlina Crudup, Supervisor Warren Dorn, Lillie Cook, Frances Henderson, and Charlene Jones.



1957 Queen of Coronation Ball and members of Val Verde Park Chamber of Commerce. Left to right front row: Alice Gafford, Cora Jean Banks, Queen Pearline Crudup, Mrs. Clinton Rayford. Second row: Mary Cartwright; President of Chamber Marguerite Carr, Lucille Burton, Onie Myers.





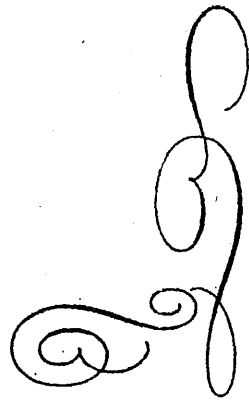


1958 Queen and her Court: Left to right: Barbara Kirby, Brenda Holmes, Pearlina Crudup, Lou Ann Richmond, Virginia Brooks. Seated: Queen Gwen Moore



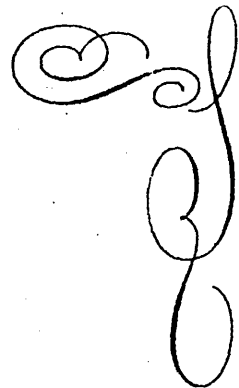
QUEEN AND PRINCESSES OF 1959 PARADE

Queen shown in pages of storybook before being crowned at "Make Believe Ball".
Left to right: Annie Brown, Queen George Ann Wims and Patricia Howard.

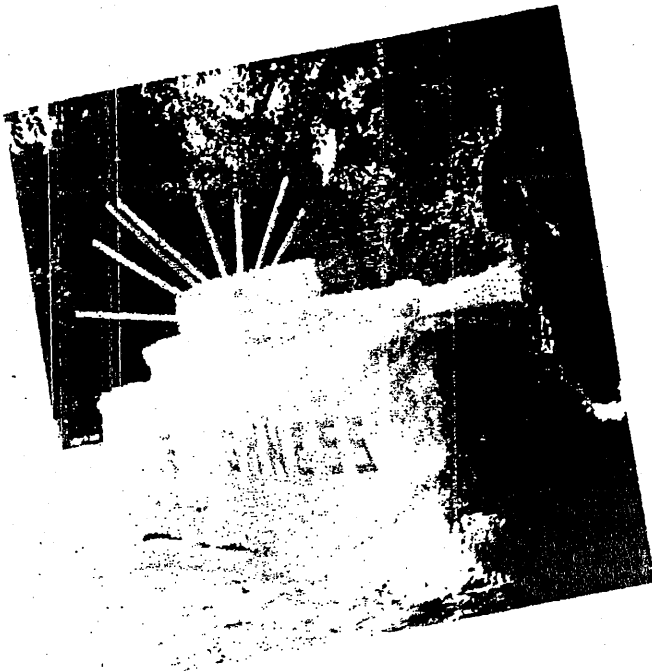


The 1959 Coronation Queen

George Ann Wims



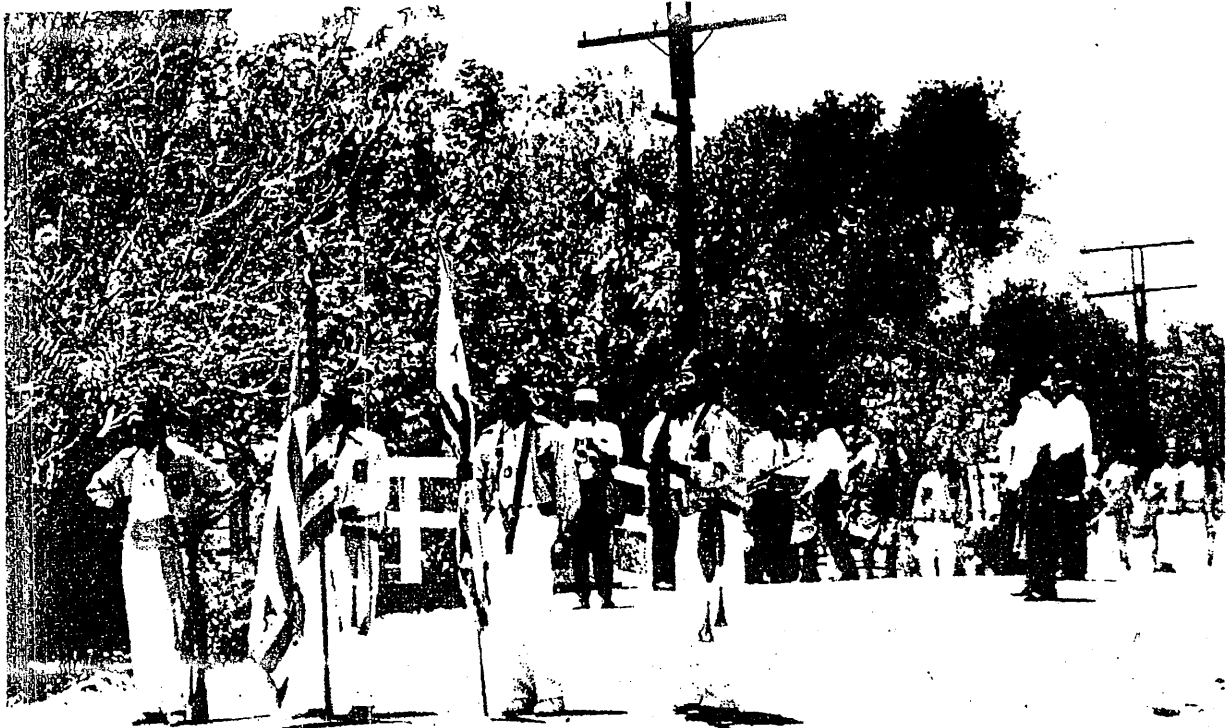
Queen and her court who reigned over parade of 1959. Left to right: Edith Jordan, Ernestine Tillery, Patricia Howard, Queen George Ann Wims, Gwen Moore, 1958 queen, Brenda Holmes, Annie Brown, Ruth Virginia Jones and Mary Henderson.



QUEEN'S FLOAT



MARCHING GROUP



GREEN VALLEY FESTIVAL PARADE. SPONSORED ANNUALLY BY THE CHAMBER OF COMMERCE. The festival Parade began in 1952 under the reign of Mr. James Barksdale. This event marks the opening of the season in Val Verde Park. The playground, clubhouse and swimming pool are opened to the public. The Chamber of Commerce enters three floats in this parade. Until 2 years ago, the floats for the Chamber were designed and decorated by the ladies of the Chamber of Commerce. Floats for parade may be entered by clubs, organizations, etc. For information write Rt. 3, Box 104-W, Saugus, California.



Foresters Junior Drill Team of Van Nuys



Chamber of Commerce Float



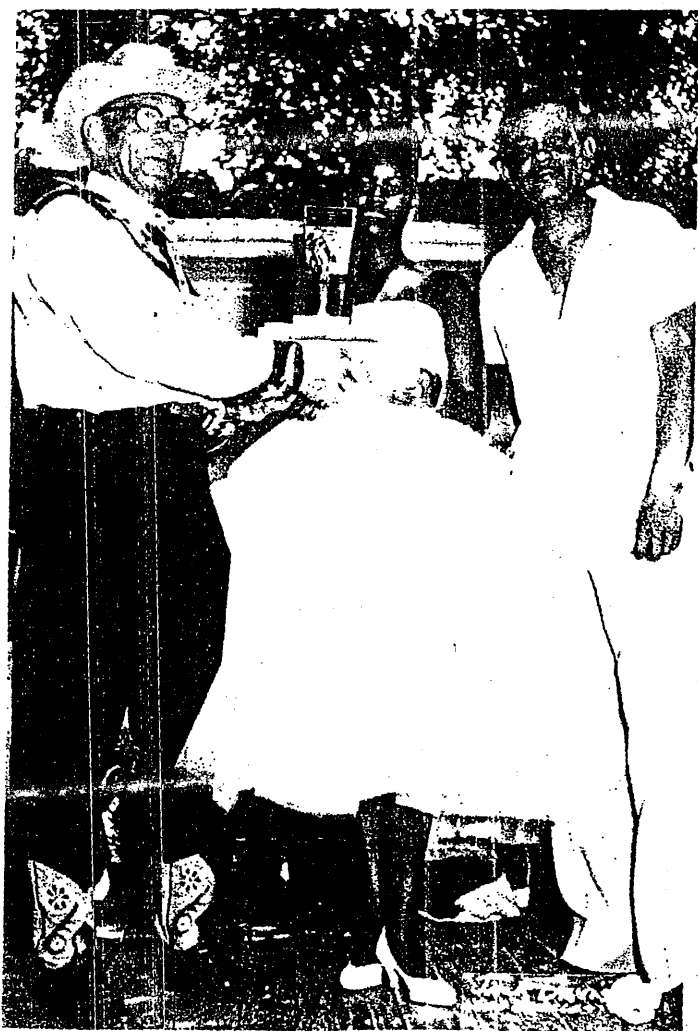
Gay La Tiers



Shriners



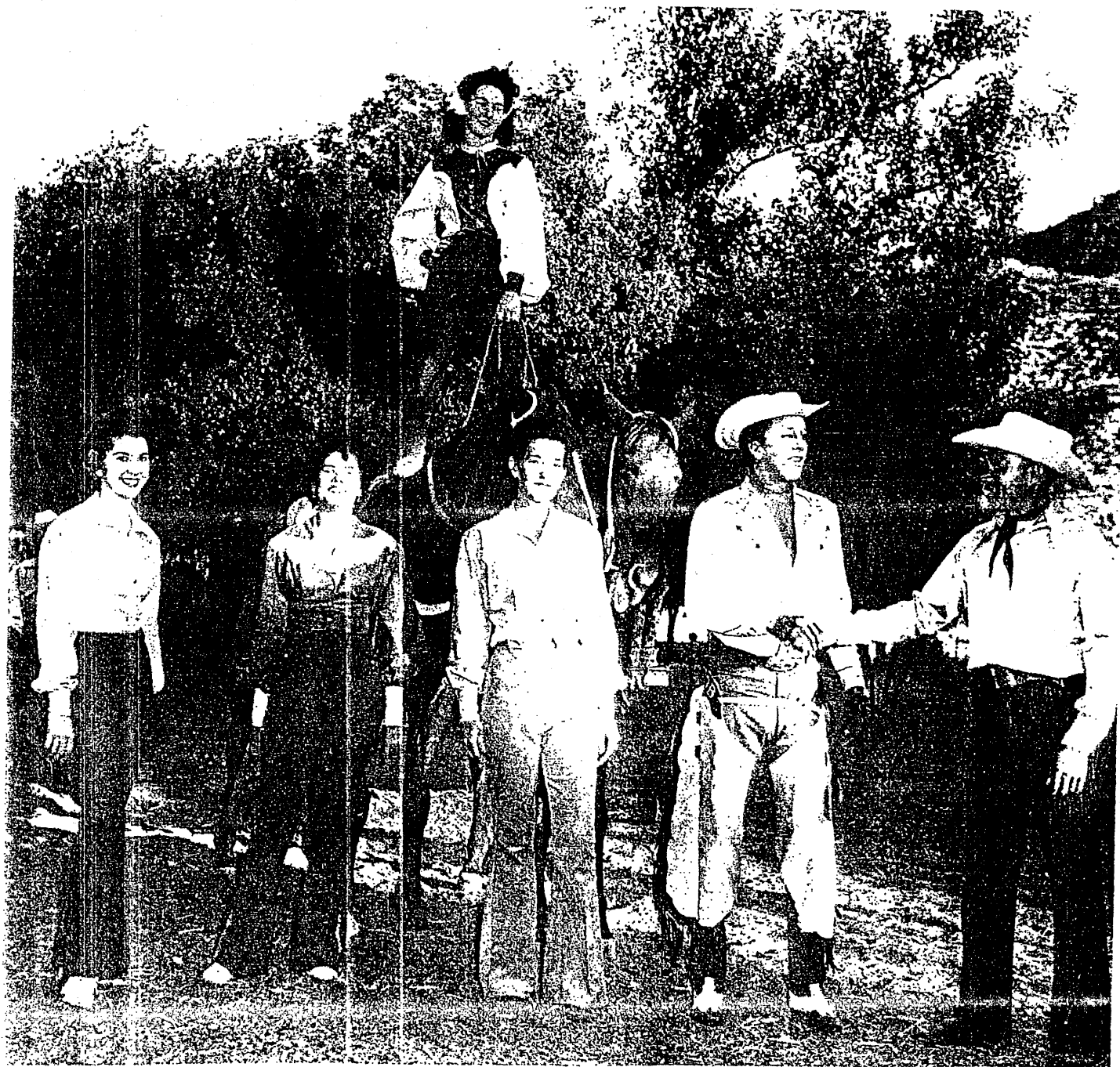
Chairman of judges, John Catcus (left) talking with some of the judges and guest speaker, N.A.A.C.P. President, Atty. James Akers.



Mr. William L. Dungey is making a presentation to Jack Driver of Val Verde Properties Real Estate Company.



Garnell Cooper and his Kin Folks, students of Jordan High School, furnished the music at the Coronation Ball, also marched in parade.



Bob Scott and wife Ann, trick riders, are the owners of a riding stable in Val Verde. Mr. Scott teaches riders to do the stunts which thrill thousands at rodeos, shows, fairs, and similar events throughout the country. Mrs. Scott is pictured on her trick horse, Mr. Scott pictured at right.

RECREATION

By

Leon Perdue



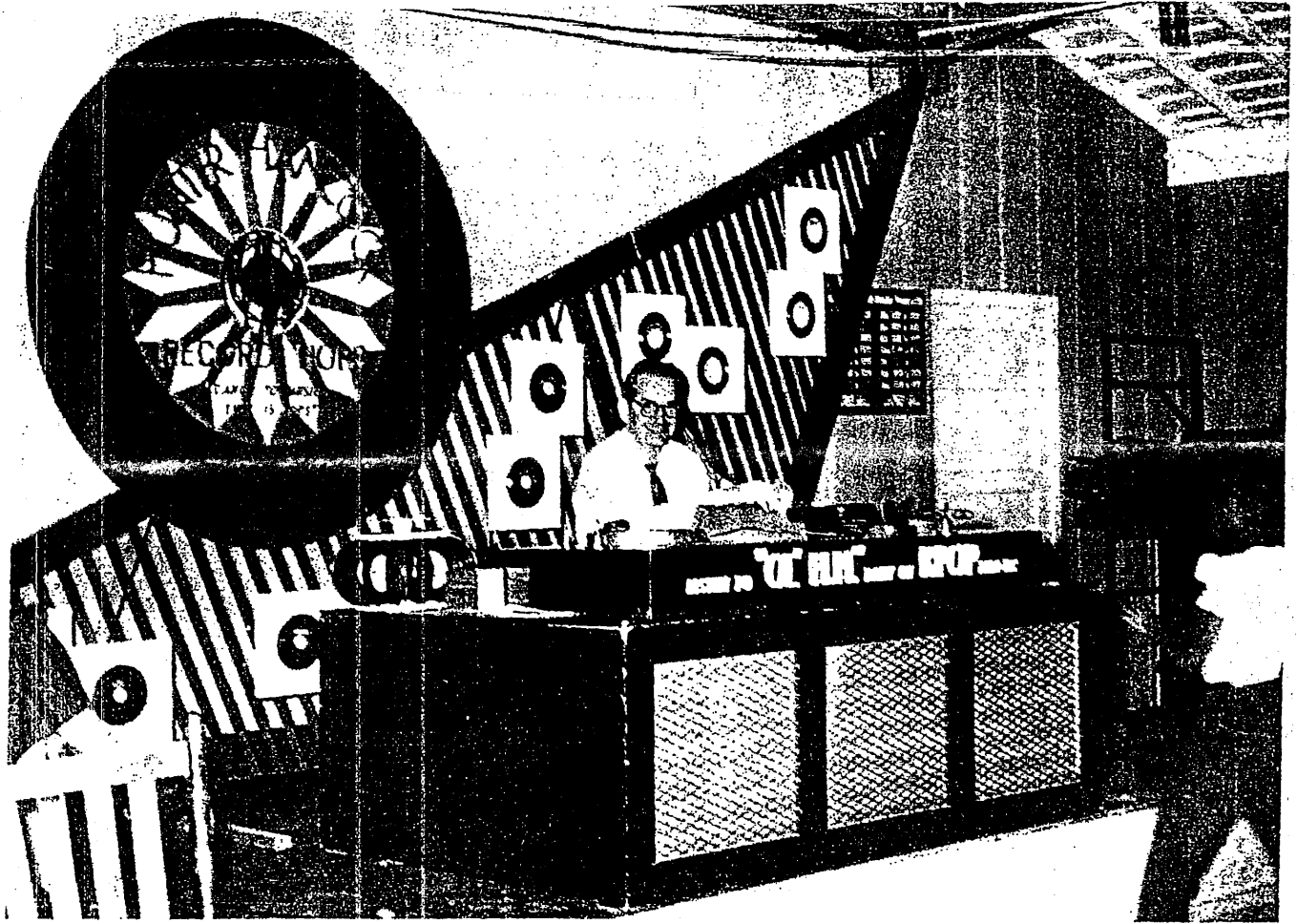
November agenda includes basketball skills for junior boys, Veteran's Day Observance, a dance for teenagers, table tennis tournament, and a volleyball tournament. December will witness the annual Christmas Pageant for the small, free throw tournament for boys, and young men's basketball league games. January through the spring season will see junior football, tennis clinics, basketball tournaments, and winter junior baseball league, also a yo-yo tournament, local and inter agency softball. Marbles contest is for March, although the main consideration for this month will be track. April will see the table tennis tournament with local champions defending their district and county-wide championship.

The local director of Val Verde Park is yours truly. I came to the county directorship service in 1942. I was the first Negro director in the state of California to be given a permanent appointment as such; it being understood with the appointment that I would serve as a "guinea pig" in a manner of speaking in reference to further appointments being made available for this group. Through faithful and diligent service, I have justified the trust placed in me.

Most notable program presented annually at Val Verde is the Pool Opening and Festival Parade which is sponsored by the Val Verde Park Chamber of Commerce and co-sponsored by the Parks Department, The Bathing Beauty Pageant and Musclemen's Show, The Fourth of July Dance session for young people, and the Christmas program for tiny tots. Other outstanding events are: the Pool Carnival and Ballet, a summer Talent Show, Baby Show, Pet Show, and the Hobby Show. Mrs. Alice Gafford, a local resident is the sponsor of the latter show.

A full agenda in wood, metal, weaving, painting, radio, and kindred crafts are made available all year long in this area.

For 13 years I was charged with the sole responsibility of operating and supervising the swimming pool, its personnel and machinery. My motto is "It is a great deal easier to work WITH people."



TEENAGER RECORD HOP WITH HUNTER HANCOCK BROUGHT TO VAL VERDE PARK CLUBHOUSE FOR THE FIRST TIME BY THE VAL VERDE PARK CHAMBER OF COMMERCE, SEPTEMBER 1958.



ANNUAL CHRISTMAS PARTY SPONSORED BY THE VAL VERDE PARK CHAMBER OF COMMERCE.



FASHION SHOW SPONSORED BY THE VAL VERDE VIERS.



DEDICATION OF TREE TO MRS. MARGUERITE CARR, CHAMBER PRESIDENT

THE VAL VERDE LEAGUE founded by Mrs. Ada Polk is a non-profit organization which donates its services to the community of Val Verde.

The League is currently establishing a badly needed health center for the community.

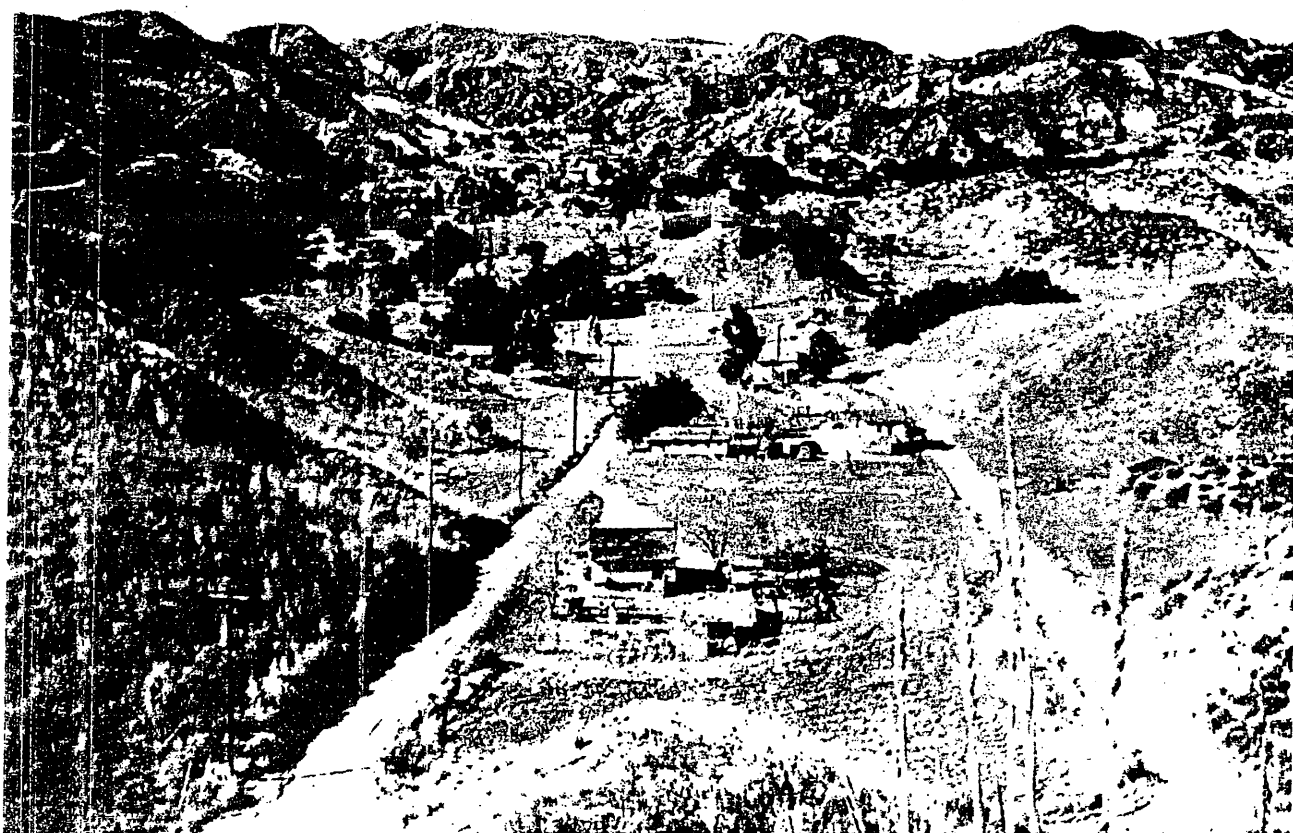
The Val Verde League is asking you readers and your friends who have Val Verde Park at interest donate contributions toward making this center a great establishment.

For information regarding the Val Verde League contact Mrs. Ada A. Polk, 3764 La Salle Avenue, Los Angeles 18, Calif.

JOIN THE CHAMBER OF COMMERCE NOW

Write to Route 3, Box 104-W

Saugus, California



❧ VAL VERDE PARK by Edward L. Lisk ❧

Not so far from the bustling and hustling life in the fast growing metropolis of Southern California, and up over the San Fernando Road, (U.S. Highway 99), over to (Highway 126) San Martinez Chiquito Canyon, you will find acres of rolling hills.

This is Val Verde. Val Verde is 45 miles from Los Angeles, over one of Southern-California's most scenic short mountain drives, with an elevation of 1,200 to 1,400 feet above sea level. Val Verde is rapidly becoming one of the most invigorating and healthful resorts on the Coast.

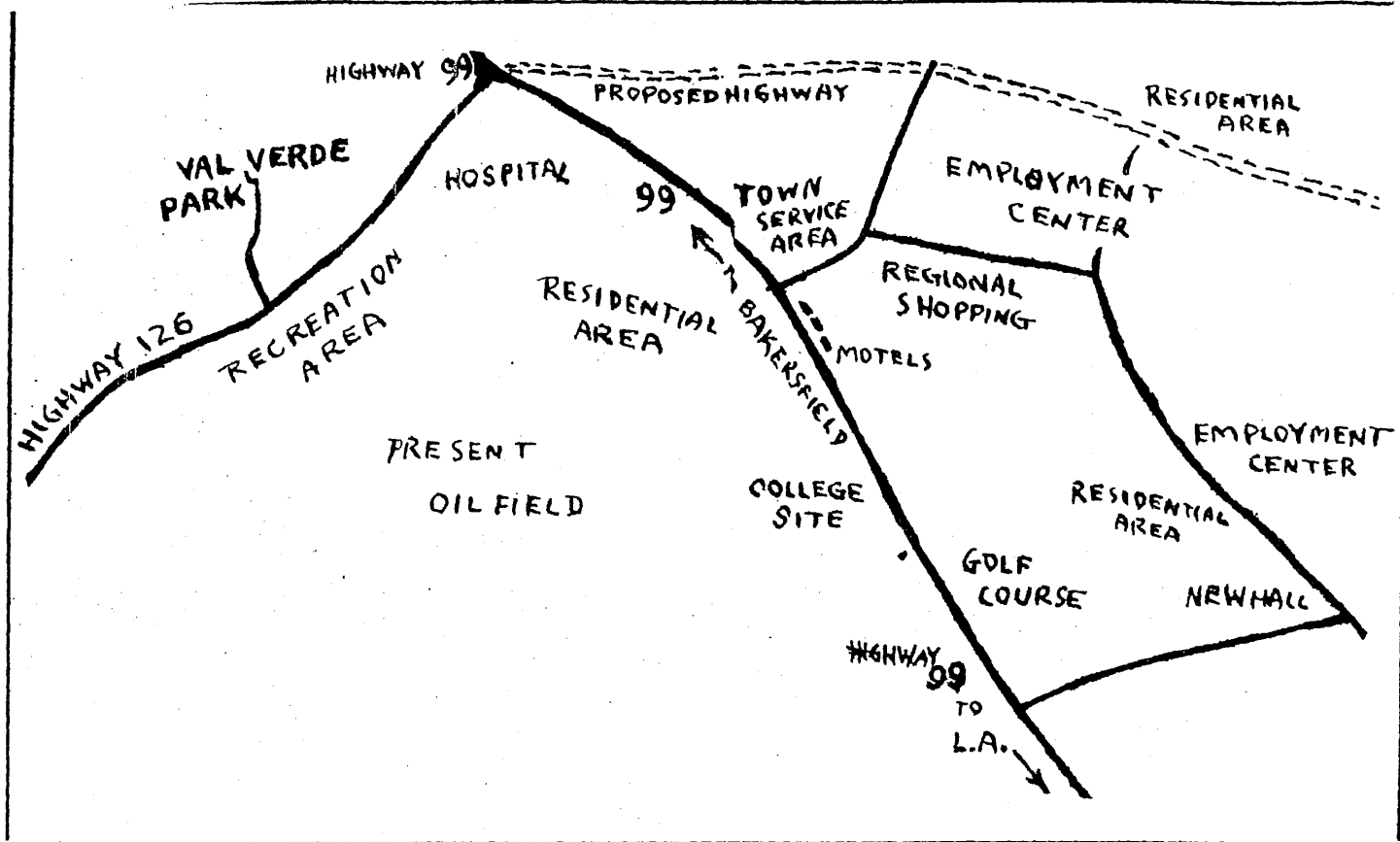
Much is being gradually learned about the early history of this particular section of the San Martinez Chiquito Canyon during the days of the Franciscan Padres, and the rumored stories of romance, bandit hideouts, Indians, and cavalcades.

From inspiring Sun Rise Hill, where the

sacred Easter Morning services are held, you can look down upon the park grounds and see evidence of a future and greater improvement program that, thanks to Los Angeles County, Mr. Harry Waterman, and some of our progressive minded civic leaders, will stamp Val Verde the greatest and most popular resort for our group in this great country of ours.

THE BEGINNING OF VAL VERDE
(Originally Eureka Villa)

In 1924 the late Sidney B. Dones opened Eureka Villa. Lots were sold to many people and the area began to expand more and more. Then the depression came and slowed the purchase of lots, but by 1939, things were getting back to normal and the corner stone was laid for the swimming pool. Organizations were being formed to better conditions in the community.



30 YEARS OF COUNTY PLANNING

The Newhall Ranch unveiled its long-awaited plans for developing the residential, industrial, commercial and cultural resources of the middle valley of the Little Santa Clara. This envisages the development of the entire eastern end of the historic Newhall Land and Farming Company Ranch, covering a total area of 8,500 acres.

This could mean a population of 65,000 to 75,000 people. The plans revealed the establishment of a junior college, two high schools and 15 elementary schools.

The area would also provide enormous shopping centers located conveniently for the population center. It would provide libraries, museum and art centers. There would be ample areas for industrial, commercial and service activities to support the population.

* *****

SUPPORT YOUR CHAMBER

WHAT IT MEANS TO VAL VERDE

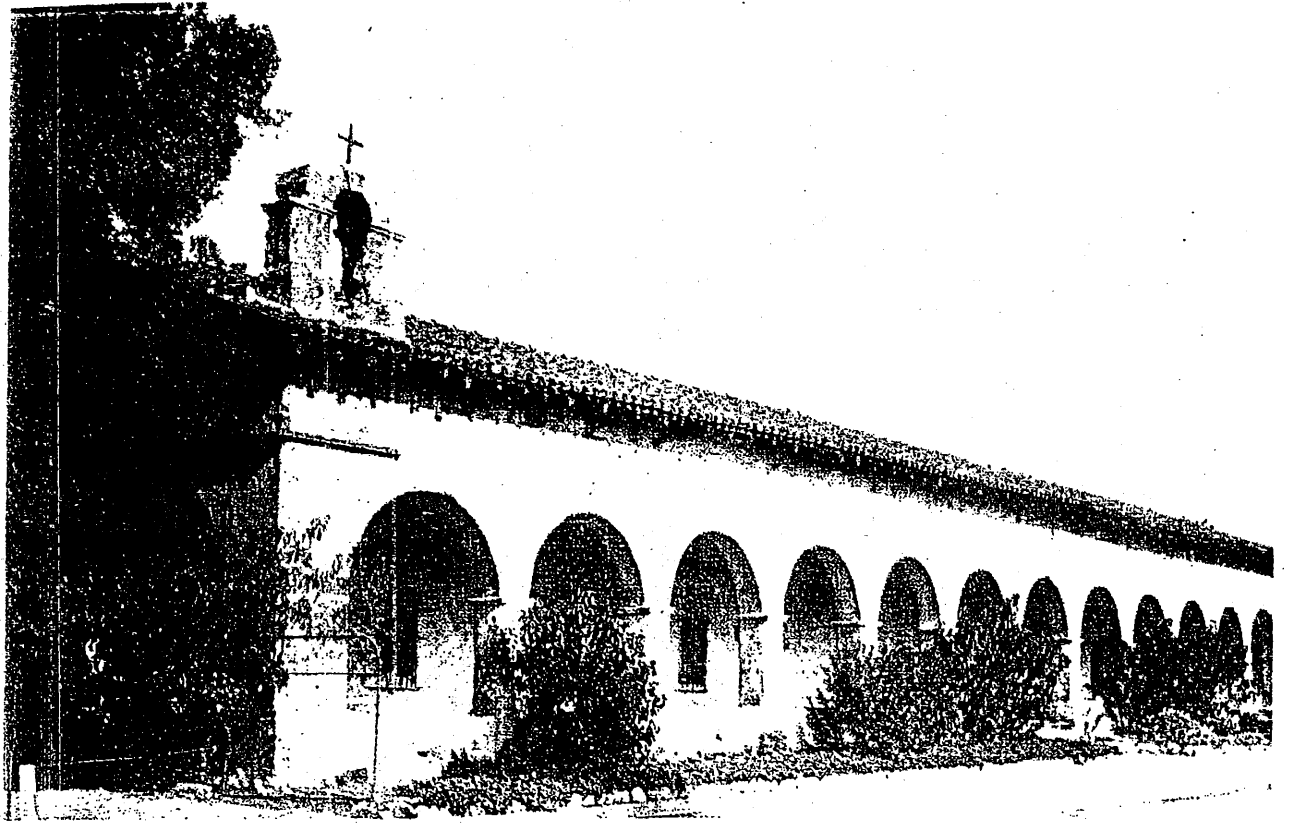
Val Verde will be a close-in suburb of a city of 50,000 to 75,000 population as planned. Plans are for industry to make it a self supporting city. This will mean jobs for Val Verde home-owners. With the future of schools, shopping centers, medical centers, etc., Val Verde would be the foremost resort area on the West Coast. The future looks bright and with the present help of the Chamber of Commerce and its supporters, Val Verde can prepare itself for this development.

DON'T FORGET TO JOIN THE CHAMBER

OF COMMERCE TODAY.....

AND GET IN ON THE GROUND FLOOR

OF A GROWING COMMUNITY.



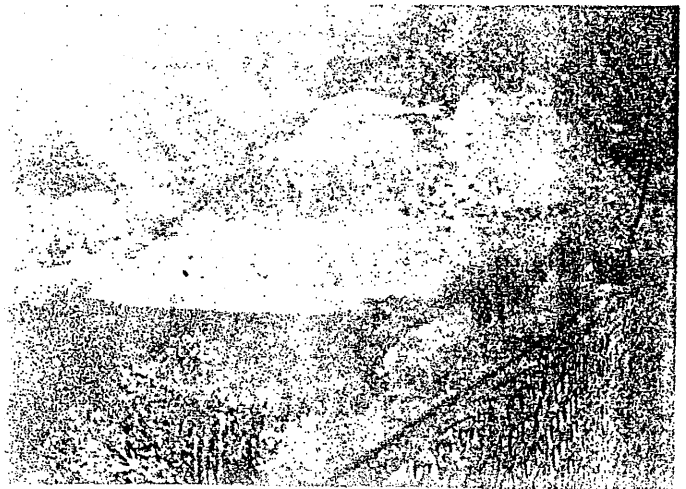
Mission San Fernando

LANDMARKS NEAR VAL VERDE PARK

This Mission was established in 1797 by Father Fermin Lasuen, Presidente of the California Missions after the death of Father Serra. The adobe buildings were constructed by the Indians, for their own use, under the direction of the Padre and a few skilled workmen brought up from Mexico. The main large building of the Mission (with the arches facing the street), and the Chapel are still the Original Structures.

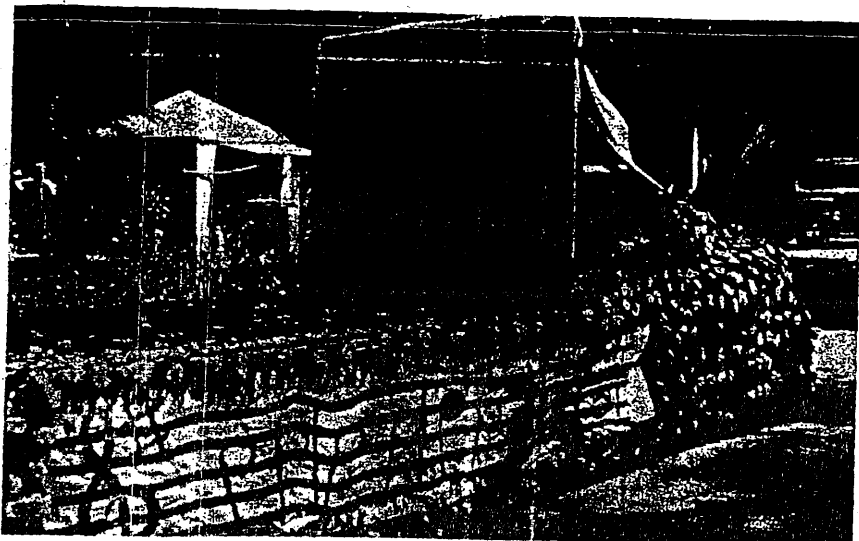
The California Missions were great reservations established by Spain and placed under the care of the Franciscans so that the Padres could teach the Indians to prepare them for citizenship in the Colonies. This never was achieved because the settlers grabbed the land of the Indians as soon as they could, and made them into servants. Today the race is practically gone.

About 1950 the one-story buildings were carefully restored and are seen as they stood in their prime.



Santa Felicia Lake - 5 miles from Val Verde Park. (Highway 126 toward Piru).

Fishing, Water Sking, and boating.

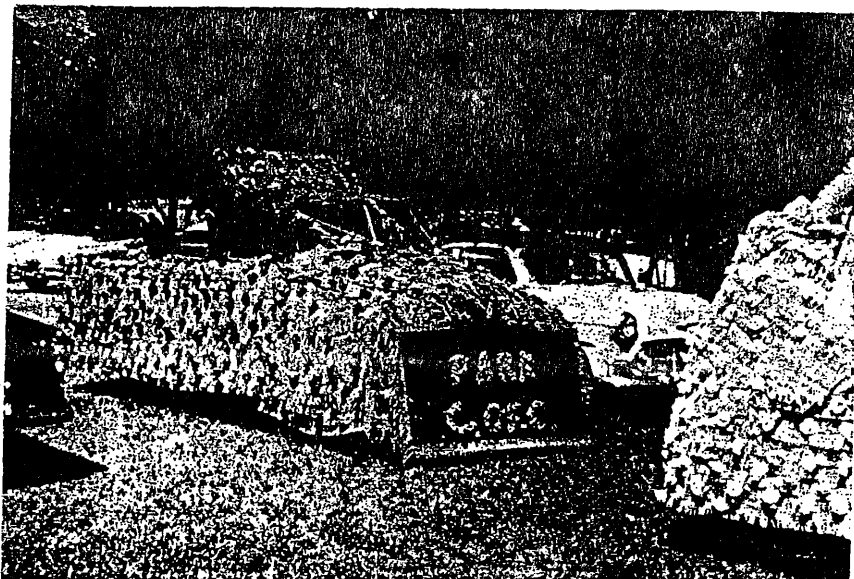


Theme Float:
California Here I Come.

Float designed by
Mrs. Mignon L. Cabell,
teacher, Los Angeles City
Board of Education

Chamber of Commerce Float.

Floats pictured
were the last
floats made by members
of the Chamber of Commerce
- 1956.



Grand Marshall Mr. Virgil Walker



Queen's Float



BENEVOLENT VARIETY ARTISTS, INC.

Seated: (From left to right) Suzette Harbin, Dottie Seaman, Mae Johnson, Juanita Berry, Carita Harbert, Nadine Cole, Louise Franklin, and Etta Wilson.

Standing: Mable Scott, Lucille O'Daniels, Juliet Ball, Doris Pitts, Myrtle Manos, Lena Torrence, Avanelle Harris and Louise Franklin. Ruth Mills, President now shown.

2810 1/2 8th Avenue

REpublic 3-6637

Los Angeles 18, California

The Benevolent Variety Artists Inc. was organized in July of 1947, with a charter group of twenty-six young women of the show world. The idea was born when Ruth Mills, Myrtle Fortune and May Johnson saw a once well-known performer selling pencils. This man, who had been in show business all of his life, was now eking out a living selling pencils because he had suffered a stroke and could no longer earn his living in the only way he knew--as an entertainer.

They discussed it with other young women in show business, and it was decided that something should be done so that those who brought happiness and wealth and good cheer to others should not have to endure alone the heartaches that may befall them. From this discussion, The B.V.A., state-chartered, non-profit, charitable organization was founded.

Realizing that people in their profession are usually the first to experience numerous hardships under our ever changing economic conditions, their dedicated purpose is to appropriate funds for a home for those of their world who are in need, and to give moral and financial support to their less fortunate colleagues.

To this end they have established a building fund. The generous support of the community, donations in time and talent of fellow artists, and contributions have helped them in the great task they have set for themselves. For the B. V. A.'s as the organization has come to be known, has had the privilege to be of assistance both financially and morally, to many of their less fortunate colleagues.

With the continued support of the community and their contributions, knowing that their cause is natural, right and just, the Benevolent Artists continue to earnestly labor toward their goal.

OFFICERS

Juanita Moore Burris.....President
May Johnson.....Vice-President
Carolyn Lamkin.....Financial Secretary
Joan Croomes.....Treasurer
Suzette Bailey.....Corresponding Secretary
Louise Franklin.....Chairman-Board of Directors
Mae Davis.....Sgt.-at-Arms
Myrtle Manos.....Program Chairman
Lena Cooper.....Business Manager

PRINTING

Book Matches Advertising Specialties

Business Printing Calendars

Advertising Novelties Office Supplies

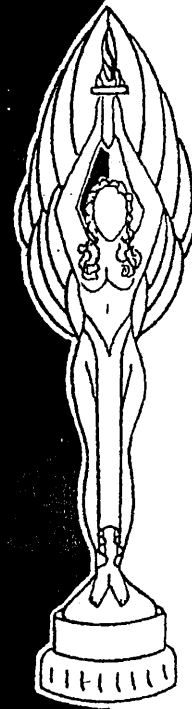
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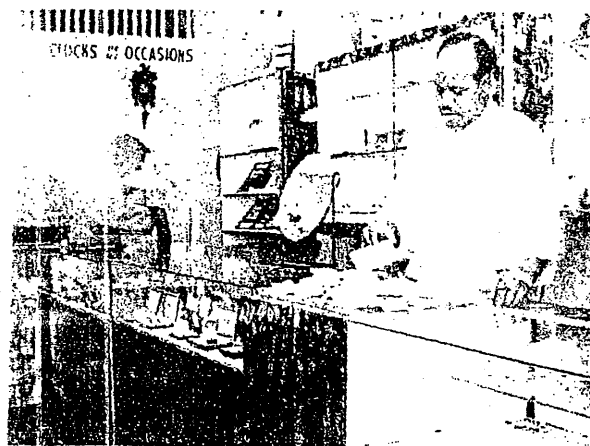
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Mr. Phillis (at left) is standing with his family. He was a salesman for Eureka Villa in 1925.

EUREKA VILLA

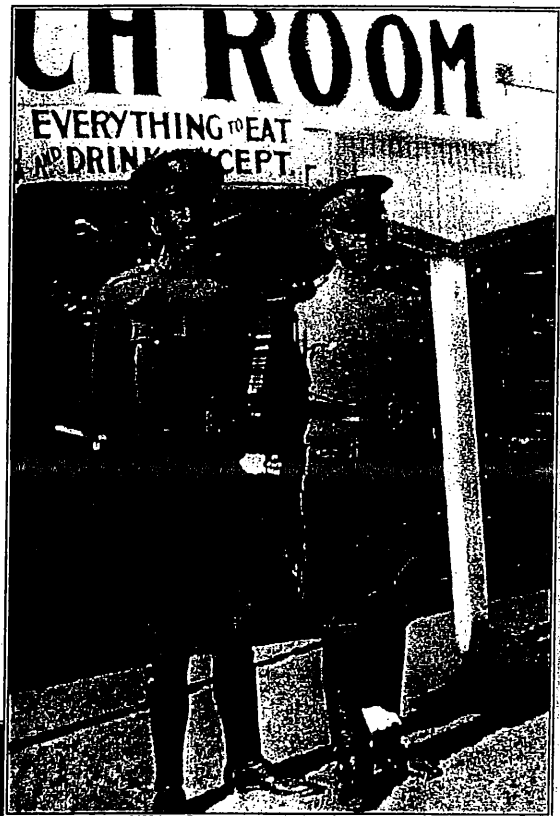
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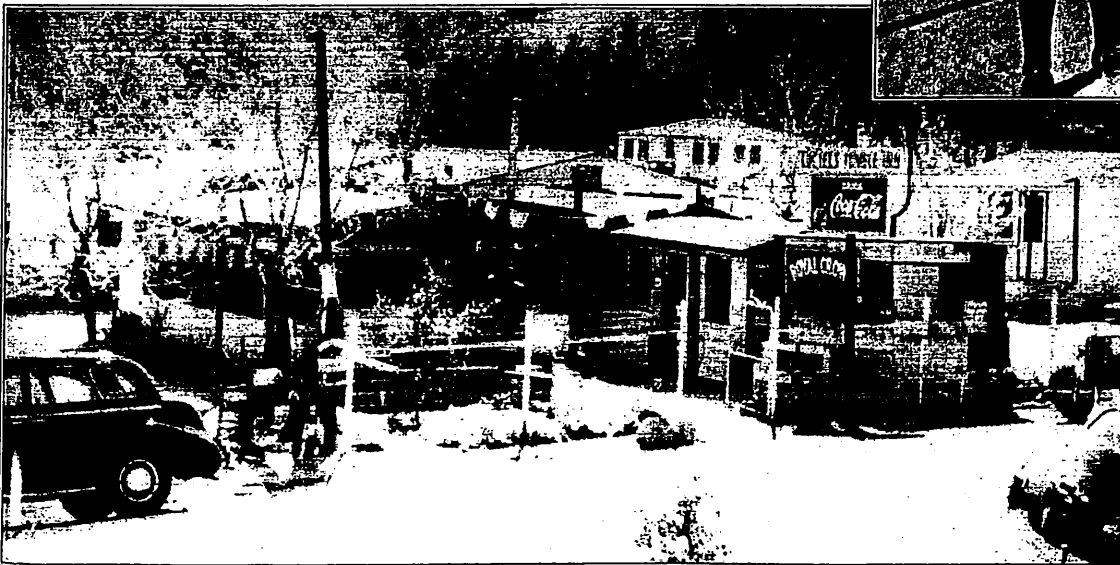
AMBASSADOR PARK CO. :: LOS ANGELES

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ARTHUR PROVOST, *District Manager*



The photo above shows two soldiers: March Banks, (left) and Major Hammond. Both men served in World War II. They are standing in front of a lunch room.



The picture to the left shows one of the first homes built in Val Verde.

Lydia Washington Gladys Osborne

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VAL VERDE

A POEM

N... came to live in Val Verde when I was Seven
his was in Nineteen Fifty-Seven

Val Verde was predominately Black
now there are very few Blacks

it is a mixture of Whites, Blacks, and Hispanics, etc.
we get along nicely, we talk a lot, etc.

Val Verde Park was here for us
we had other things here for us
we had three churches

Baptist, Methodist, and Pentecostal churches
there was Cartwright's Motel, Bank's cabins,
which became Brown's cabins, and Scott's cabins

where the Clinic is now, was Barksdale's Store
we had two stores

the other store was Lucielle's
+ was run and owned by Lucielle
Lucielle's Store was unique

part of it used to be a train, you see

where the Park's parking lot on San Martinez is
used to be houses there, that is

there were four houses

we lived in one of those houses

VAL VERDE (cont.)

There weren't very many houses

there were very few houses

In Nineteen Fifty-Seven, lots were Seventy-Five Dollars

But our family didn't have the Seventy-Five Dollars

You could buy a house for three Hundred Dollars

Our family didn't have Three Hundred Dollars

Where the pre-school is now, was the Post Office

We really needed a Post Office

On Val Verde Road, near the corner, was the Cafe

People who drank alcohol enjoyed the Cafe

there was Bob Scott's Riding Stables

You could rent horses from his Stables

He had a Brahma Bull which was in the movies

I never had a chance to see him in the movies

There were many wild Rabbits

Some people rode horses wearing "Habits"

Val Verde used to have Parades and Floats every year

It was a "treat" for the Residents here

We lived through a lot of changes

We hope to be around for many more changes

Written by Margie McWright