



# The peninsula pictorial

A pictorial record of the Palos Verdes Peninsula, California  
published as an anniversary supplement by "The Bulletin"

PALOS VERDES   HOLLYWOOD RIVIERA   ROLLING HILLS   MIRALESTE   HARBOR HILLS





Leaving Redondo, on U. S. Highway 101, in the direction of Long Beach, you come almost at once to a wide side road heading toward the hills. Follow it for about a mile—Suddenly, as a curtain rising on a dream landscape, you discover a little known haven of country homes, sunny gardens, immense parks. This is your first glimpse of the Peninsula, as you drive through the north entrance of the City of Palos Verdes Estates.





SE of this Swimming Club is restricted to Peninsula families and their guests. In summer it is the scene of lively athletic and social events.

Another view of the Palos Verdes coastline: red tiled roofs, quiet patios, sunny hills, shady groves and in the background, ever changing and ever present, is the blue immensity of the Pacific.







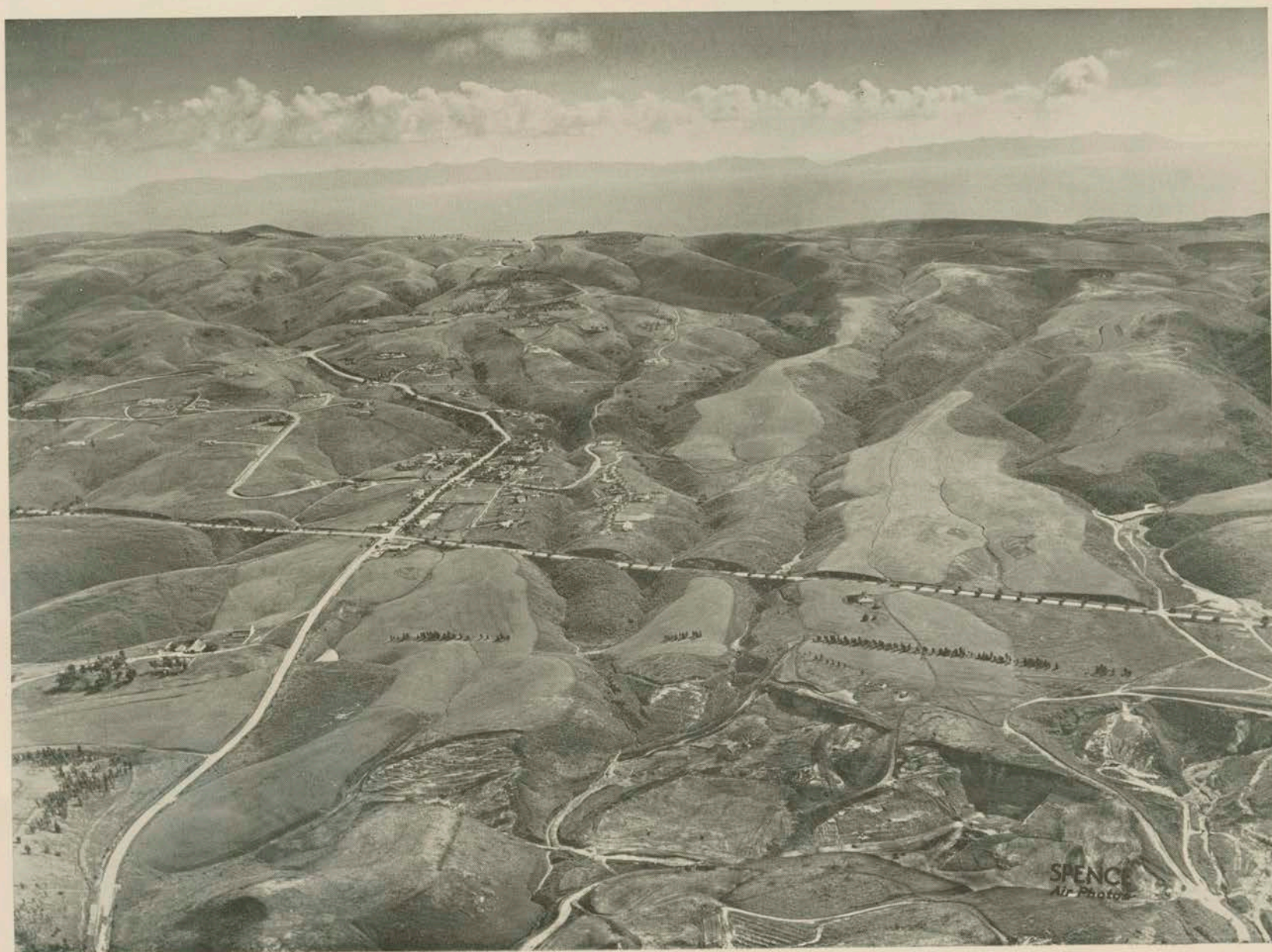
**A**S YOU DRIVE along the coastline, the Peninsula unfolds its rustic magnificence before your eyes. The tranquil cove in the foreground is Portuguese Bend, an old whalers' refuge.

Hidden among these hills are homes of movie stars and business executives.

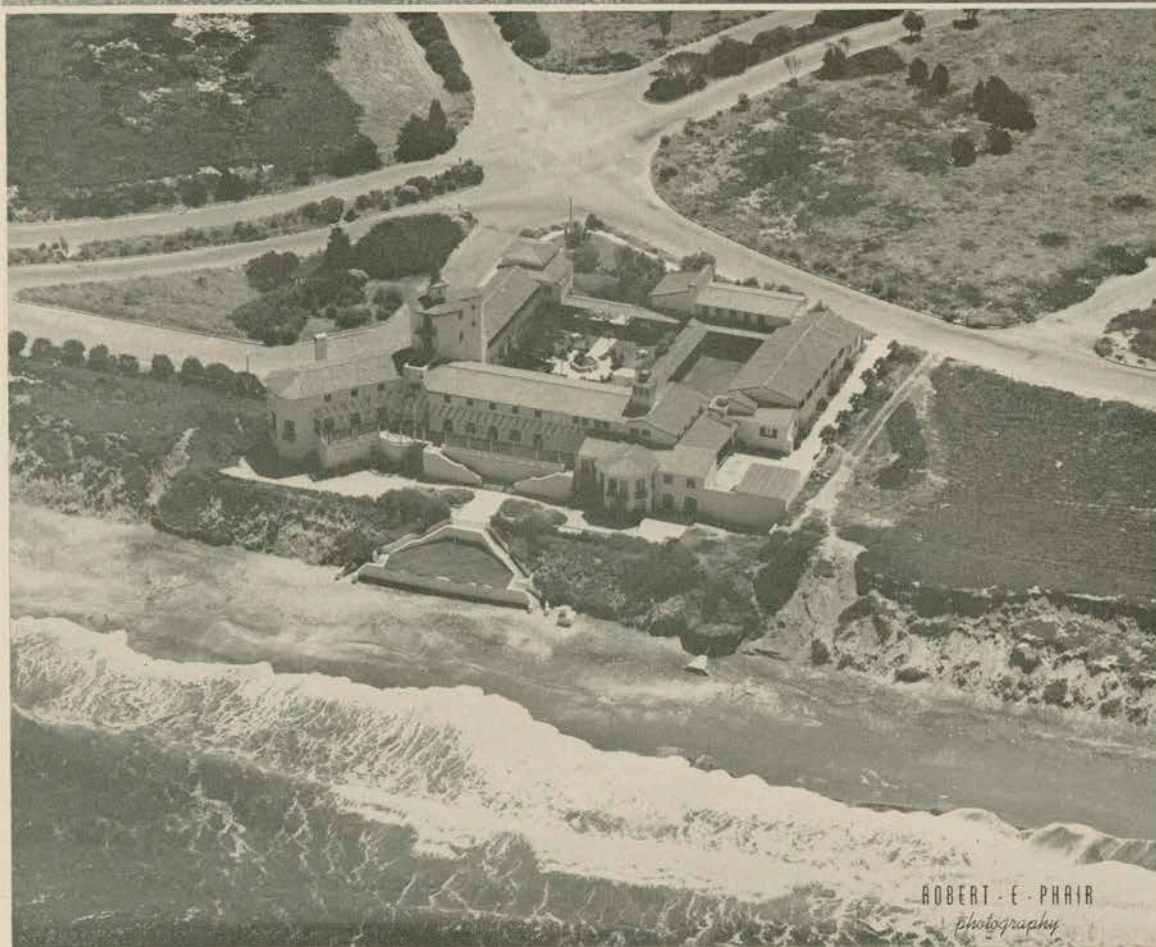


**R**OLLING HILLS, in the center of the Peninsula, a community of quiet country homes, informal and spacious, comfortable ranchos and lovely gardens. Its gentle knolls and broad horizons make it an ideal riding country. The Chadwick Seaside School, one of the finest private schools in the West, is located here.

An air view of Rolling Hills. In the distance, Catalina Island.







**B**EAUTIFUL Spanish homes and wide roads lined with red hibiscus and flowering eucalypti are the pride of Hollywood Riviera, the most northerly Peninsula community.

Hollywood Riviera Beach Club is seen here from the air, with its quiet patio, swimming pool, the sandy beach, and its spacious dining terraces.

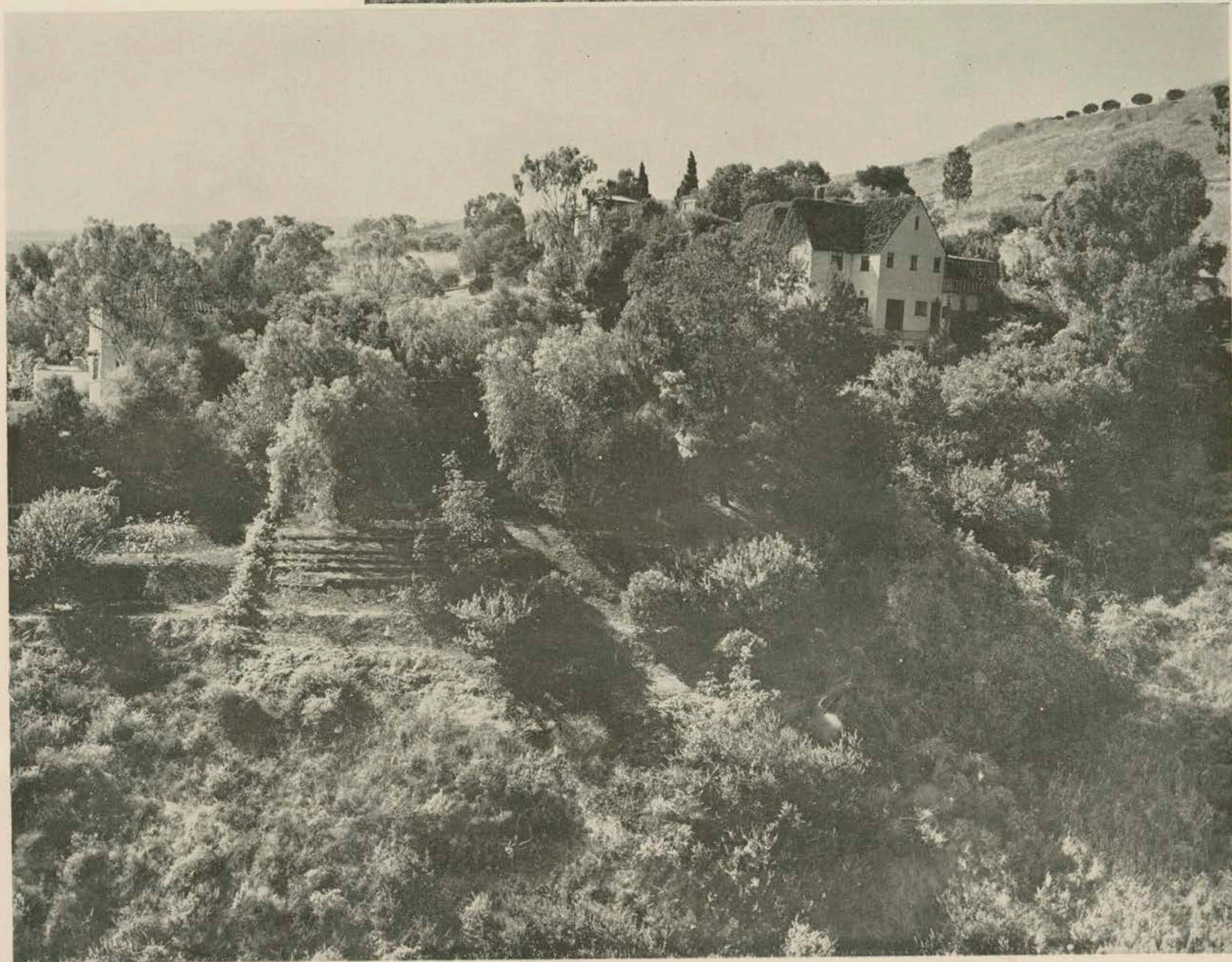
ROBERT E. PHAIR  
*photography*





ARBOR HILLS has received wide recognition as one of the most beautiful housing projects. It is the youngest Peninsula community and offers many features of interest.

Better than words this picture of Miraleste reveals the unusual variety of the Peninsula countryside. Like Palos Verdes Estates and Rolling Hills, Miraleste is an exclusive, highly restricted, residential community. It enjoys an unparalleled view of San Pedro and Los Angeles Harbor.







This is not an old California Mission, but Palos Verdes largest business building. Here business is transacted in the leisurely and gracious manner of old Spanish days. . .





**H**ERE at a glance you see the entire shopping and administrative district of the City of Palos Verdes Estates. The marble fountain in the center of the Plaza is a century-old replica of the famous Bologna fountain in Italy. It is a favorite among tourists, and has been used as a background for innumerable snapshots. The manly figure at the top is Neptune, God of the Sea.

On Christmas Eve, the Plaza is the scene of traditional community singing around a giant Christmas tree, planted a few years ago by the Woman's Club.

Throughout the years the Plaza has kept the provincial Spanish charm and old-world atmosphere which makes it unique. Here time seems to stop in its flight, and peace comes to the weary traveler.





**A**LAGA COVE SCHOOL has been called "the most beautiful school building in Southern California." It is one of the two elementary schools on the Peninsula, the other one is in Miraleste. It provides complete kindergarten and elementary education, through the eighth grade. At present it has an enrollment of one hundred eighty-four pupils, and eight faculty members.

On Sunday mornings the school auditorium is used by the Neighborhood Church for its Sunday School and Worship Services. The Neighborhood Church sponsors also a Young People's Discussion Group and a Young Married Group Forum. The Neighborhood Church is non-sectarian.

The school auditorium, with its fully equipped stage, has been the scene of many memorable theatrical performances and symphonic concerts. It is also used for lectures and as a meeting place for residents for the discussion of civic problems.





OUR PUBLIC LIBRARY is dear to every resident not only because of its lovely rustic setting, its pure Spanish architecture, its fourteen thousand volumes, but also for its spacious and modern Art Gallery.

Here exhibitions and one-man shows, organized by the Palos Verdes Community Arts Association, are the occasion of social and cultural events throughout the year. The Association sponsors also a Summer Art School which has proven popular with residents, adults and children alike.







**T**HE PALOS VERDES Symphony Orchestra, sponsored by the Community Arts Association, is the most outstanding artistic achievement of the Peninsula. It has become a familiar habit for the residents to "drop in" on the rehearsals, which take place every Monday evening in the Malaga School Auditorium. There they behold a strange and thrilling spectacle: eighty volunteer instrumentalists coming from miles around to commune in the performance of great music.

At a time when large city orchestras have disappeared for lack of interest and support, it is indeed

gratifying to see our Orchestra steadily gaining in artistic quality and general recognition.

Miss Isabel Morse Jones, noted music critic of the Los Angeles Times, wrote about a recent concert: "The dramatic interchange between the soloist (Miss Lois Challand, violinist, in Max Bruch Concerto in G Minor) and the orchestra and the sympathetic understanding offered in the accompanying passages could be imitated by more famous orchestras."


This of course is due to the tireless devotion of its eminent conductor, Josef Piastro, and the interest of the directors and members of the Community Arts Association. Since its inception, the orchestra has become the symphonic orchestra of the entire South Bay area, receiving from all neighboring cities an ever increasing assistance and cooperation.

The Peninsula is also proud of its Light Opera Company and its Palos Verdes Players, who are giving most creditable performances.








 NE of the most attractive features of the Peninsula is the popular Palos Verdes Country Club which you see here nestled among friendly old trees. The clubhouse, open to the public, comprises a spacious dining room, grill room, cocktail lounge and offers, besides excellent cuisine, a breath-taking view of the surrounding countryside. A barbecue pit, concealed in one of the eucalyptus groves located on the course is a familiar rendezvous for residents. Here they meet for informal barbecue dinners, in the best tradition of early Western days. . . .

The Club is situated on a 115-acre eighteen hole golf course, recognized by experts as one of the finest in the country. It is the scene of many important tournaments.





**G**OLF is a favorite sport among Peninsulans. All year 'round residents enjoy the relaxation of this exciting and exacting game . . .

Abalone Cove is a sandy private beach, restricted exclusively to resident families and their guests. It is also the scene of many informal parties and moonlight dances . . .

Surf riding has long been a Peninsula privilege, and is growing more popular every year. Bluff Cove has been nicknamed "California's Little Waikiki" because of the ideal conditions it affords for the practice of the thrilling Hawaiian sport.



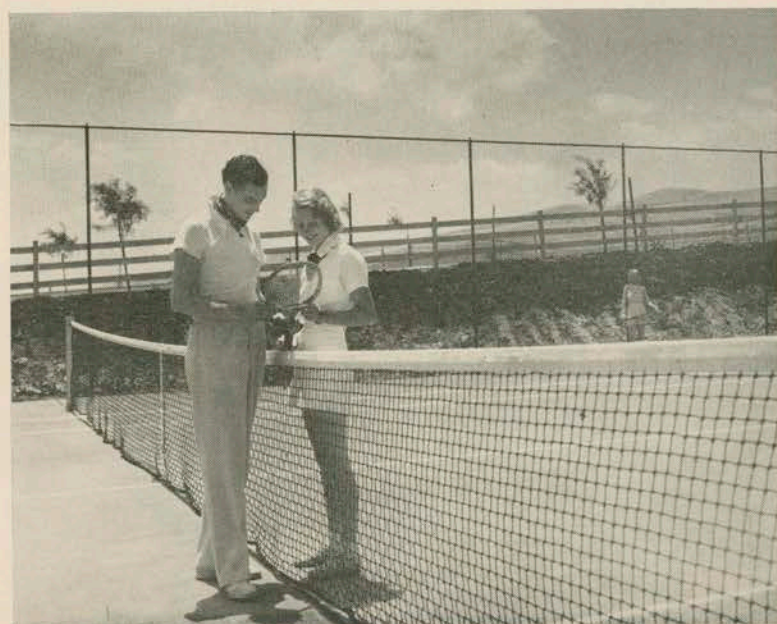




**T**HE PENINSULA offers ideal conditions for riding. Little tots learn to ride before learning to read. Bridle paths have been provided in the most picturesque sections of the countryside. Every spring the Children's Horse Show attracts contestants and spectators from many neighboring cities.

Sailing and fishing are also enjoyed by residents who delight in week-end cruises to Catalina, as well as to Mexican waters.

Tennis and badminton are, like riding, popular sports. Many private and community courts provide ample facilities for the enjoyment of these outdoor recreations.





# Brides Of The Year

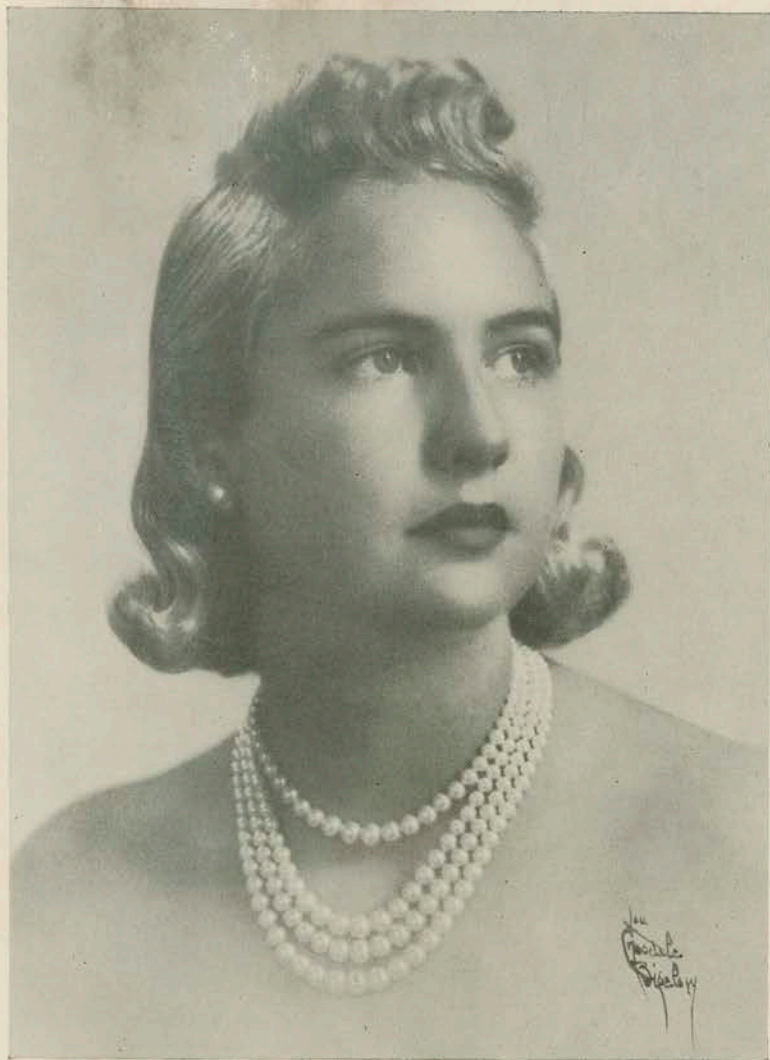


*Mrs. William Lee Warner, formerly Miss Betty Lou Towle, whose wedding took place April nineteenth. Mrs. Warner is the daughter of Mr. and Mrs. Howard Harris Towle of Palos Verdes Estates.*

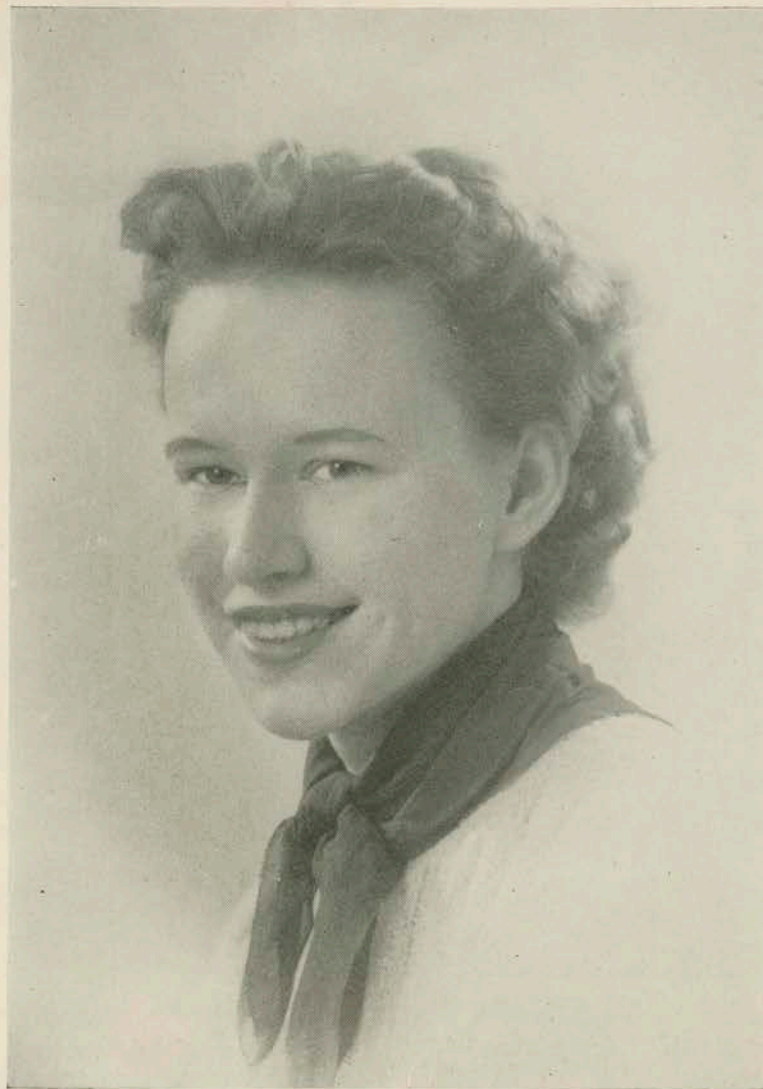


*Mrs. George Arthur McGregor, formerly Miss Virginia Elizabeth Means, whose wedding took place June thirteenth. Mrs. McGregor is the daughter of Mr. and Mrs. Boyd Means of Palos Verdes Estates.*





*Mrs. Robert Patterson, Junior, the former Isabel Carter McLean, whose wedding took place May sixteenth. Mrs. Patterson is the daughter of Mrs. Edward H. McKeon of Baltimore.*



*Mrs. Kenneth Byron Fess, formerly Miss Marcia Anne Dyer, whose wedding took place July third. Mrs. Fess is the daughter of Colonel and Mrs. J. F. Dyer of Palos Verdes Estates.*



*Mrs. Hugo Lizza, formerly Miss Margaret Heath, whose wedding took place June sixth. Mrs. Lizza is the daughter of Mrs. Lucy Heath of Redondo Beach.*



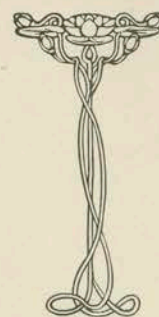


*Mrs. William Avery Cass 2nd, formerly Miss Sylvia Dennyce Smith, whose wedding took place September twenty-seventh. Mrs. Cass is the daughter of Doctor and Mrs. Dennis Vincent Smith of Palos Verdes Estates.*

*Mrs. Robert Benjamin Park, formerly Miss Patricia Ann Raub, whose wedding took place September third. Mrs. Park is the daughter of Mr. and Mrs. Chester A. Raub of Rolling Hills.*



*Mrs. Edward Nelson, formerly Miss Mary Ann Flock, whose wedding took place October eighteenth. Mrs. Nelson is the daughter of Mr. and Mrs. H. Jacob Flock of Hollywood Riviera.*





# A Short History Of The Peninsula

**E**XACTLY FOUR HUNDRED years ago, long before the first Pilgrim landed at Plymouth Rock, a Spanish navigator and his crew of bearded men cast anchor in the still waters of the Bay of Smokes, one of the coves of the Palos Verdes Peninsula. Did the Indians run toward the visitors, kneel before them and worship them as gods, or did they hide away from their arquebuses and remain invisible until the galleons had taken to sea again? We probably will never know.

Cabrillo simply annexed Palos Verdes Peninsula to the Crown of Spain and went on. When the sails had vanished on the horizon, the Peninsula resumed its peaceful and sunny slumber for two more centuries.

But, in the middle of the eighteenth century, the first white settlers came to stay, and with them came discord and discontent. The immense Sepulveda and Dominguez herds of cattle grazed the green slopes of what is now Rolling Hills. Both cattle barons swore they owned the land, and no amount of Spanish etiquette seemed to be able to settle this point. Soon the two Dons threatened to kill each other on sight. There were bloody brawls between the respective vaqueros of the two families. Something had to be done, and Don Juan Sepulveda decided to ride to Monterey and plead his case before His Excellency the Governor himself.

As he was returning home, after a successful visit to the Governor, he made the mistake of stopping overnight at the Mission de la Purissima Concepcion. There he was murdered by the Mission Indians.

At last, the Palos Verdes Rancho was granted by the King of Spain to two of Sepulveda's children. It comprised about thirty thousand acres, and spread from Redondo Beach to Wilmington. But even then

peace didn't settle on this lovely land. Innumerable suits kept the rancho before the courts.

In 1913 Mr. Frank Vanderlip, eminent New York banker, purchased sixteen thousand acres of the rancho. At Portuguese Bend he began construction of roads, landscaping, and the building of sumptuous country mansions which were to be crowned by a princely Italian Palazzo. The first World War put an end to these ambitious projects. The Vanderlip Estate is today a magnificent domain, dotted with a few stately homes which are eagerly sought after by movie stars and business executives.

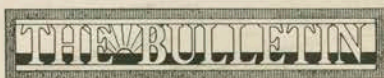
In 1921 a real estate syndicate, headed by E. G. Lewis, purchased a 3200-acre portion of the Vanderlip ranch and founded Palos Verdes Estates. A little later Mr. Vanderlip began the scenic coastline road, which today is regarded as one of the finest roads of its kind in America.

On January 3rd, 1940, Palos Verdes Estates was incorporated into a sixth class city. All City Councilmen and officials are home owners. Rolling Hills and Miraleste are as yet unincorporated areas, while Hollywood Riviera is within the city limits of Torrance.

The entire Peninsula is dedicated to residential development. Business and industrial enterprises are strictly limited, and building is restricted as to assure harmonious development of the various communities.

Because of its ideal climate and of its exceptional location, within easy driving distance to Los Angeles and Long Beach, and its proximity to the rapidly growing aircraft, oil and movie industry, the Peninsula is becoming the residential choice of many professional and business men.

All Peninsula communities offer country life and city conveniences, and wholesome environment for the education of children, as well as cultural, social and sports facilities unequaled anywhere in Southern California.



The Pictorial is published by the Palos Verdes Peninsula Publishing Co., Inc., owner and publisher of THE BULLETIN, Palos Verdes Estates, California. Telephone: Palos Verdes 7701. Editors: Pierre and Dorothy Q. Lamure; Managing Editor, Margaret C. King; Advertising Manager: Herbert C. Brown; Business Manager: Emmeline H. Dignum.

Grateful acknowledgement is hereby given to the following individuals and firms for the reproduction of the photographs in the Pictorial: Fred R. Dapprich, Edward Dean, Dorothy Q. Lamure, Hubert A. McClain, Robert E. Phair, Spence Air Photo, Dick Whittington.

The Pictorial was linotyped and set in THE BULLETIN'S own plant in Palos Verdes Estates, and printed on its own presses by The Schindler Printing Co., in San Pedro, California.





*"Journey's End"*

PALOS VERDES HOLLYWOOD RIVIERA ROLLING HILLS MIRALESTE HARBOR HILLS