

Latina/o Historic Context Statement

City of Pomona, California

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1 Introduction

The City of Pomona (City) retained South Environmental to prepare the *City of Pomona Latina/o Historic Context Statement* for the City, focusing on Latina/o history. The Latina/o Historic Context Statement (project) was funded through the Certified Local Government (CLG) program of the State Office of Historic Preservation.

The Latina/o history of the City of Pomona can be traced back to the original land grant of Rancho San José to Don Ygnacio Palomares and Don Ricardo Véjar in 1837. Although the Americans took over much of the original rancho lands by the 1850s, the Latina/o history and heritage of the area continued and persevered despite seemingly insurmountable odds. Historically, the City's Latina/o community has predominately been people of Mexican heritage (i.e., born in Mexico, of Mexican descent, or Mexican American). During the last quarter of the 20th century, immigration from South and Central America has diversified the Latina/o population in the City, but from a historical standpoint, most residents had a shared Mexican heritage.

While their Mexican heritage made them strong and rooted in tradition, the United States provided and continues to provide many challenges for the Latina/o community. For example, the dismantling of the ranchos, the rise and fall of the citrus industry, the Great Depression, work shortages, discrimination, segregation, violence, inequality, and fear for their way of life and place in this country..

This study is intended as a step towards preserving the stories of this important community, by recording their experiences, identifying important historical places and people, and providing a framework for future studies to continue to identify, evaluate, and designate important Latina/o built environment resources. As more Latina/o stories are documented, this important community history will be expanded and preserved for future generations.

1.1 Contributors

This document was prepared by South Environmental Principal Architectural Historian Sarah Corder, MFA, Senior Architectural Historian Laura Carías, MA, Architectural Historian Marlena Krcelich, BA, and Cultural Resources Director Samantha Murray, MA; all of whom meet the Secretary of the Interior's Professional Qualifications Standards in Architectural History, History, and/or Historic Preservation. Additional research and assistance was provided by South Environmental Architectural Historian Drulena Haller, BA.

1.2 Study Area

The study area includes the entire incorporated City of Pomona (City or Pomona), California. The City is the seventh largest city in Los Angeles County with a land area of approximately 23 square miles and a population of over 151,000 residents.¹

Pomona is located in the western portion of the Pomona Valley, on the eastern edge of Los Angeles County, where it borders with San Bernadino County. The City is bordered by several other smaller cities, including Diamond Bar and Walnut to the west, Montclair and Chino to the east, San Dimas, La Verne, and Claremont to the north, and Chino Hills to the south. It is accessed via a substantially developed freeway system, which includes Interstate 10, and State Routes 60, 71, and 57.²

1.3 City of Pomona's Historic Preservation Program

The City includes a Historic Preservation Component (Component) in its General Plan that outlines the City's preservation framework and prioritization of the protection of its local resources. The Component provides guidance in developing and implementing activities that aid in ensuring that cultural resources are identified, designated, and protected during the City's planning, developing, and permitting processes³. The Component addresses the issues of:

- Preserving the City's important physical connections to the past
- Protecting existing historical and cultural resources
- Balancing the principles of historic preservation with the need for redevelopment and economic revitalization
- Promoting the benefits of historic preservation through an increased historic tourism economy and reinvestment of individual property tax savings into historical properties

The Pomona Historic Resources Ordinance (Ordinance) was adopted in 1995. As of the most recent municipal code update on July 1, 2024, Section 800 of the City's code outlines the purpose and intent of the Ordinance, as well as its applicability. The code allows for the designation of buildings and sites in the City as individual landmarks, or as registered historic districts. It applies to all resources that are over 50 years old, or those that are of exceptional quality if less than 50 years old. The City Council designates historic landmarks or districts based on the recommendations of the Historic Preservation

¹ City of Pomona, "About Pomona", City of Pomona. February 13, 2025. <https://www.pomonaca.gov/our-city/about-pomona>; United States Census Bureau, "Pomona, California", United States Government, <https://www.census.gov/quickfacts/fact/table/pomonacitycalifornia/PST045224>

² Historic Resources Group; "Historic Context Statement: City of Pomona" (Prepared for the City of Pomona, September 2022), 3.

³ City of Pomona, *Pomona General Plan*, (Prepared for the City of Pomona, March 2014), 150-155.

Commission. The criteria for local designation in the City for individual landmarks and districts as listed in the code are outlined below⁴:

Section 800.C – Standards

2- Designations

The City may develop, from time to time, historic context(s) and historic resource survey(s). Historic contexts and historical resource surveys can serve many purposes, including providing the basis to identify and evaluate properties that have the potential to be considered Eligible Historical Resources.

a. Historic Landmark Designation Criteria

Any Eligible Historical Resource may be designated an Historic Landmark by the City Council pursuant to Sec. 800. Historic Preservation, if it meets the criteria for listing in the National Register of Historic Places, the California Register of Historical Resources, or it meets one of the following:

1. Architecture/Physical Features

- i. It embodies distinctive characteristics of a style, type, period, or method of construction, or is a valuable example of the use of indigenous materials or craftsmanship (Criterion 3 in previous ordinance);
- ii. It is the work of a notable builder, designer, landscape designer or architect (Criterion 5 in previous ordinance);
- iii. It embodies elements of architectural design, detail, materials, or craftsmanship that represent a significant structural or architectural achievement or innovation (Criterion 7 in previous ordinance);
- iv. It is similar to other distinctive properties, sites, areas, or objects based on an historic, cultural, or architectural motif (Criterion 8 in previous ordinance);
- v. It has a unique location or singular physical characteristics or is a view or vista representing an established and familiar visual feature of a neighborhood, community, or the city of Pomona (Criterion 6 in previous ordinance);
- vi. It reflects significant geographical patterns, including those associated with different eras of settlement and growth, particular transportation modes, or distinctive examples of park or community planning (Criterion 9 in previous ordinance);

⁴ City of Pomona, "City of Pomona Zoning and Development Code", Adopted July 1, 2024.

vii. It is one of the few remaining examples in the city of Pomona, region, state, or nation possessing distinguishing characteristics of an architectural or historical type or specimen (Criterion 10 in previous ordinance).

2. Person(s) and Events Important in Our History

i. It is identified with persons or events significant in local, state, or national history (Criterion 2 in previous ordinance);

ii. It exemplifies or reflects special elements of the city of Pomona's cultural, social, economic, political, aesthetic, engineering, architectural, or natural history (Criterion 1 in previous ordinance)

3. Archaeology

Has yielded, or has the potential to yield, information important to the prehistory or history of the local area, California or the nation.

b. Historic District Designation Criteria

Any Eligible Historic District may be designated as an Historic District by the City Council pursuant to Sec. 800. Historic Preservation if the neighborhood meets the criteria for listing in the National Register of Historic Places, the California Register of Historical Resources, or the neighborhood meets the following:

1. It is a contiguous area possessing a concentration of eligible historic resources or thematically related grouping of structures which contribute to each other and are unified by plan, style, or physical development; and (b) embodies the distinctive characteristics of a type, period, region, or method of construction; represents the work of a master; or possesses high artistic values (Criterion 4 in previous ordinance);

2. It reflects significant geographical patterns, including those associated with different eras of settlement and growth, particular transportation modes, or distinctive examples of a park landscape, site design, or community planning (Criterion 9 in previous ordinance); and

3. Meets at least one of the following:

i. Architecture / Physical Features

a) It embodies distinctive characteristics of a style, type, period, or method of construction, or is a valuable example of the use of indigenous materials or craftsmanship (Criterion 3 in previous ordinance);

b) It is the work of a notable builder, designer, landscape designer or architect (Criterion 5 in previous ordinance);

c) It embodies elements of architectural design, detail, materials, or craftsmanship that represent a significant structural or architectural achievement or innovation (Criterion 7 in previous ordinance);

d) It is similar to other distinctive properties, sites, areas, or objects based on an historic, cultural, or architectural motif (Criterion 8 in previous ordinance);

ii. Person(s) and Events Important in Our History

a) It is identified with persons or events significant in local, state, or national history (Criterion 2 in previous ordinance);

b) It exemplifies or reflects special elements of the city of Pomona's cultural, social, economic, political, aesthetic, engineering, architectural, or natural history (Criterion 1 in previous ordinance);

c. Considerations in Evaluating Properties (Integrity)

In addition to having significance, a resource must have integrity for the time period in which it is significant. The period of significance is the date or span of time within which significant events transpired, or significant individuals made their important contributions. Integrity is the authenticity of a Historical Resource's physical identity as evidenced by the survival of characteristics or historic fabric that existed during the resource's period of significance. Only after significance has been established, should the issue of integrity be addressed. The following should be considered when evaluating properties for integrity:

1. Design

Any alterations to the property should not have adversely affected the character-defining features of the property. Alterations to a resource or changes in its use over time may have historical, cultural, or architectural significance.

2. Setting

Changes in the immediate surroundings of the property (buildings, land use, topography, etc.) should not have adversely affected the character of the property

3. Materials and Workmanship

Any original materials should be retained, or if they have been removed or altered, the replacements have been made that are compatible with the original materials.

4. Location

The relationship between the property and its location is an important part of integrity. The place where the property was built and where historic events occurred is often important to understanding why the property was created or why something happened. The location of a historic property, complemented by its setting, is particularly important in recapturing the sense of historic events and persons. Except in a few cases, the relationship between a structure and its historic associations is destroyed if the structure is moved.

5. Feeling

Feeling is a property's expression of the aesthetic or historic sense of a particular period of time. It results from the presence of physical features that, taken together, convey the property's historic character.

6. Association

Association is the direct link between an important historic event or person and a historic property. A property retains association if it is the place where the event or activity occurred and is sufficiently intact to convey that relationship to an observer. Like feeling, association requires the presence of physical features that convey a property's historic character. For example, a Revolutionary War battlefield the natural and manmade elements of which have remained intact since the 18th century retains its quality of association with the battle.

7. Because feeling and association are subjective criteria, their retention alone is never sufficient to support eligibility. Historical Resources must retain enough of their historic character or appearance to be recognizable as Historical Resources and to convey the reasons for their significance

d. Designation Procedures

The designation of a local historic landmark or district must follow the designation procedures in Sec. 1190.B. Designation of Local Historic Landmarks, Districts and Points of Historical Interest.

2 Document Organization

The organization and content of this study are based on the preferred format presented in the National Park Service (NPS) guidelines of National Register Bulletin No. 15 *How to Apply the National Register Criteria for Evaluation*; National Register Bulletin No. 16A *How to Complete the National Register Registration Form*; National Register Bulletin No. 16B *How to Complete the National Register Multiple Property Documentation Form*; and National Register Bulletin No. 24 *Guidelines for Local Surveys: A Basis for Preservation Planning*. Additional California Office of Historic Preservation (OHP) resources and guidelines were also consulted, including the OHP Preferred Format for Historic Context Statements, Instructions for Recording Historical Resources, and a white paper on Writing Historic Contexts.

1. **Introduction** provides a study overview, identifies report contributors, and establishes the regulatory framework for the study.
2. **Document Organization** provides a breakdown of how the document is laid out and summaries each of the sections.
3. **Methodology** provides a breakdown of the methodology employed throughout the study with regards to the research and the reconnaissance-level survey; and includes information regarding the types of sources, repositories, and community engagement.
4. **Significant Themes** provides themes that relate to the development periods of the Latina/o community's history from the Rancho Period starting in 1837 through present day. Within each theme there are subthemes with significant events and people. The broad themes and many of the subthemes that are utilized in this study are taken from *Latinos in Twentieth Century California: National Register of Historic Places Context Statement* prepared by the California Office of Historic Preservation (OHP) in 2015 and the Amendment that was prepared in 2020.⁵ These documents provided a necessary roadmap for the assessment of the significance of properties, people, and locations associated with Latina/o heritage in California. It is important to note that there are many individuals and events that are significant and noteworthy in multiple themes and subthemes. The themes and subthemes related to this study are as follows:

- a. **Theme #1: Making a Nation**

- i. Subtheme: Immigration

⁵ California Office of Historic Preservation (OHP), *Latinos in Twentieth Century California: National Register of Historic Places Context Statement*, 2015. California Office of Historic Preservation (OHP), *Latinos in Twentieth Century California: National Register of Historic Places Context Statement Amendment*, 2020.

- ii. Subtheme: Settlement

b. Theme #2: Making a Life

- i. Subtheme: Agricultural Development
- ii. Subtheme: Residential Development
- iii. Subtheme: Religion and Spirituality in Latino Culture
- iv. Subtheme: Latinos in Sports
- v. Subtheme: Latinos in the Arts

c. Theme #3: Making a Living

- i. Subtheme: Business and Commerce in Latino Communities

d. Theme #4: Making a Democracy

- i. Subtheme: History of Segregation and Discrimination
- ii. Subtheme: Building the Latino Civil Rights Movement
- iii. Subtheme: Education

5. **Notable People** is a section that presents biographies of important Latina/o people identified throughout the course of archival research who have made a significant contribution to Pomona.
6. **Associated Property Types** provides a discussion of the property types associated with each significant theme. This section also defines specific registration requirements for assessing historical significance and integrity specific to the resources identified through this study and potential future resources associated with the City's Latina/o community.
7. **Reconnaissance-Level Survey Findings** provides the results of the reconnaissance-level survey conducted as part of this study and includes a list of properties recommended for designation.
8. **Preservation Priorities** provides information on potential areas and topics for further study and survey based on the results of this study.

3 Methods

3.1 Research Methods

3.1.1 Archival Research

Research for the project was gathered from primary and secondary sources located at a variety of local, regional, state, national, and online repositories. Archival materials were predominately assembled from the Los Angeles Public Library, Pomona Public Library, Cal Poly Pomona Special Collections, The Claremont Colleges Honnold Library, and other previously published works on the history of Pomona. Primary source materials included Sanborn Fire Insurance Maps, U.S. Census records, City Directories, past oral histories, census data, historic aerial photographs, newspapers, and historical photographs. Secondary source materials included reference books, newspaper articles, magazine articles, past historic resource studies, and historic context statements. Multiple databases were also reviewed to generate a list of historical resource information including the Built Environment Resource Directory (BERD) and the City of Pomona’s current list of designated properties. Specific information on archival research is available in the Bibliography presented at the end of study and in the Community Engagement and Stakeholder Outreach Table in Appendix B.

3.1.2 Data Gaps and Challenges

One of the greatest challenges of researching Latina/os in California is the limited availability of reliable and detailed statistical data. Not only has the United States Census Bureau has been inconsistent in its reporting but gathering information on the Latina/o population was almost non-existent until the 1970 census. Aside from one instance in 1930 when “Mexican” was added as a race category, the census did not offer a race category other than “white”. Only after extensive advocacy from National Council of La Raza and Mexican American Legal Defense and Educational Fund (MALDEF) did the Census Bureau decide to add “Hispanic” to the long form—a form that was only sent at random to one of every six households.⁶ The complexity of gathering race and ethnicity information from those who identify as “Hispanic” or “Latino,” and all those in-between, continues to be an issue to this day.

Despite efforts to gather information from various primary and secondary sources (Appendix B), there are significant data gaps. One of the major challenges of this study was the lack of information obtained through the community outreach and stakeholder engagement process (Section 3.1.4). Understanding that an important component of the HCS is capturing the experiences, memories, and stories of the Pomona Latina/o community; this is a data gap that should be corrected in the future through additional outreach efforts. Therefore, this study largely reflects information obtained from primary and secondary sources and previous historical accounts, without the benefit of the knowledge

⁶ Arturo Vargas. “The Bumpy Journey of Collecting Race and Ethnicity Data of Latinos.” The Leadership Conference of Civil and Human Rights. October 10, 2024, <https://civilrights.org/blog/the-bumpy-journey-of-collecting-race-and-ethnicity-data-of-latinos/>

and experience of significant portions of the Latina/o community. Further research into a variety of topics is warranted including for recreation, Latino cultural development, social groups, arts, music, Latino civil rights, and legacy businesses.

3.1.3 Previous Studies

3.1.3.1 Citywide Historic Context Statement for the City of Pomona

In September 2022 an HCS was prepared that studied the entirety of the City and provided a narrative historical overview of the broad patterns of events and development periods that shaped the built environment of the City. It identified chronological periods of the City's history, including associated themes and sub-themes relative to extant built resources. The themes within each period describe development patterns, events, and individual or groups associated with the City's history during that period, and sub-themes identify associated property development types, such as residential, commercial, industrial, etc. This HCS also provided guidance for identifying and evaluating potential historic resources and property types and provided an overview of eligibility criteria and integrity considerations for listing at the national, state, or local level. Information in Citywide HCS was utilized when appropriate throughout the course of this study, and any discrepancies found pertaining specifically to Latina/o history were identified and corrected throughout the course of this document.⁷

3.1.3.2 Latinos in Twentieth Century California: NRHP Context Statement

In 2015, the California Office of Historic Preservation (OHP) prepared a Multiple Property Documentation Form (MPDF) to create a streamlined system and framework through which individual properties in California associated with Latina/o history can be nominated to the National Register of Historic Places (NRHP). As part of the MPDF form, a HCS was prepared that is now available as an illustrated standalone document titled *Latinos in Twentieth Century California: National Register of Historic Places Context Statement*. The HCS provides an extensive overview of Latina/o history in California and establishes associated themes and subthemes for future evaluation of resources associated with Latina/o history. This HCS also provides guidance for identifying and evaluating potential historic resources and property type and provides an overview of eligibility criteria and integrity considerations for listing at the national, state, or local level. The HCS was used as a foundational document for this study and inspired most of the themes presented herein.⁸

3.1.4 Community Outreach and Stakeholder Engagement

Extensive community outreach efforts were undertaken for this project to learn about the City's Latina/o community's history. Utilizing online research, discussions with local research repositories, and City staff, a list of potential community stakeholders and Greater Los Angeles area stakeholders

⁷ HRG 2022.

⁸ OHP 2015.

was developed. This study employed multiple means of communication to gather information from stakeholders including email, telephone calls, online messaging systems, social media, and in person events. For each identified stakeholder a minimum of two attempts were made to contact them over the course of the project. Additional stakeholder and community engagement information is available in Appendix B.

3.2 Survey Methods

For the purposes of this study two types of survey were undertaken, windshield survey and reconnaissance survey. These surveys were undertaken between November 2024 and February 2025 by South Environmental architectural historians.

3.2.1 Windshield Survey

The purpose of the windshield-type survey was to inform the HCS and assist in the development of themes, identification of property types, and to determine if historic properties were extant. In addition to the windshield-type surveys, desktop surveys were also performed that included current Google Street View imagery, County Assessor data, historic aerial photographs, historic redlining maps, and current subdivision maps.

3.2.2 Reconnaissance Survey

Prior to the start of the reconnaissance survey, a study list was developed from notable properties associated with the City's Latina/o history identified in the HCS, through archival research, community outreach, and as part of the windshield survey.

Following completion of the background research and the preparation of the historic context statement, background data was gathered from the County Assessor's office to map all properties that were within the reconnaissance-level survey boundaries that were constructed more than 45 years ago and would be included in the survey. Properties identified as a result of the historic context statement were also mapped, so that they could be included in the survey. Once all of the properties were mapped, the GIS team built a customized ArcGIS Collector database with a map of the survey areas that was preloaded with parcel information including the Assessor's Parcel Number (APN), address, and year of construction.

As part of the reconnaissance-level survey, a detailed review of each street and individual property was conducted within the survey area. The review included confirming the property information from the Assessor was consistent with the current property, noting if the property was intact or altered, and noting the potential for eligibility as an individual property or potential historic district. The following properties were flagged for designation as part of the survey:

- Properties with known connections to themes or subthemes presented in the HCS with requisite integrity to convey significance



- Properties with the potential to reflect themes or subthemes presented in the HCS with requisite integrity to convey significance
- Rare property types or architectural styles with the potential to represent themes or subthemes presented in the HCS with requisite integrity to convey significance
- Properties with architectural merit and integrity that are within or immediately adjacent to the Railroad and Hamilton Residential Neighborhood

All properties meeting any of the above criteria were flagged for designation and assigned California Historical Resource Status Codes (Status Codes). The remaining 200 properties included in the scoped limits of this project were also recorded and assigned Status Codes. Status Codes for all surveyed properties are provided in the Survey Matrix in Appendix A.

3.3 Terminology

South Environmental understands that the terms used to refer to cultural groups change over time. To ensure that our study is free from language bias, we used the most recent version of the APA style guidelines for Racial and Ethnic Identity as a baseline for the cultural group terminology used in this study.⁹ We also followed terminology precedents set by LA County Planning in recent historic context statements that involved Latina/o groups and followed guidance provided by the City of Pomona. For the purposes of this report, the following terms will be used:

- Mexican: people born in Mexico
- Mexican American: people of Mexican descent and born in the United States
- Chicana/o: Mexican Americans born in the United States. The term became popular during the 1960s civil rights movement when Mexican Americans embraced their indigenous ancestry. Only those of Mexican descent can be referred to as Chicana/o.
- Californio: 19th century Mexican citizens prior to the Mexican-American War who chose to remain on their land after it became a United States territory.
- Latina/o: those born in, or of descent from countries in Latin America
- Hispanic: Spanish speaking individuals from the Iberian Peninsula
- Black: people of African descent or those born in the United States with African ancestry
- White: people of European descent or those born in the United States with European ancestry

⁹ APA Style, "Racial and Ethnic Identity," October 2024, <https://apastyle.apa.org/style-grammar-guidelines/bias-free-language/racial-ethnic-minorities>.

4 Significant Themes

4.1 Theme #1: Making a Nation

4.1.1 Subtheme: Immigration

4.1.1.1 Latina/o Immigration Pre-1900

California experienced waves of immigration, primarily from Mexico, beginning as early as the mid-19th century. Like many other immigrants, Mexicans were interested in coming to California due to the prospect of gold during the 1848 Gold Rush. During this time, an estimated 10,000 Mexicans came to California. While a lack of success caused many immigrants to return home to Mexico, some remained, and encouraged others to join them in search of new prospects. By 1900, at least 100,000 Mexicans had immigrated to the United States, with more than 8,000 coming to California.¹⁰

Early Latina/o immigrants found employment working as laborers in construction, mining, on railroads, and in agricultural fields. Growth and development of railroads and agriculture in Southern California in the second half of the 19th century facilitated the need for many immigrant workers, which led to not only Latina/o workers immigrating to the United States, but also an influx of Asian immigration. However, with legal restrictions imposed on Asian immigrants, including the Chinese Exclusion Act of 1882 and the Gentlemen's Agreement of 1907-1908 with Japan, it was easier for Mexican immigrants to come to the United States and fill the open jobs in places like Southern California. Therefore, the majority of the workforce was composed of Mexican immigrants, and California's agricultural economy in particular relied heavily on this source of labor. The influx of Mexican workers to areas like Pomona and other cities throughout the Citrus Belt led to the creation of permanent and semi-permanent settlements in close proximity to places of employment. For the Mexicans arriving in Pomona, many of them found jobs in the agricultural fields (Exhibit 1) and were housed on the farms that they were working on in housing provided by the farm owner. During the 1880s, census records indicate that most people in Pomona had a Spanish surname, and the approximately 649 out of 1,000 people were of Mexican or Californio heritage, with nearly all of the working as farmers or farm laborers. As consistent with Pomona, much of the state's Latina/o population were Californios, who were Mexican citizens before the United States-Mexican War but chose to remain on their land after it was incorporated. An estimated 75,000 to 100,000 Mexican citizens were nationalized due to the Treaty of Guadalupe Hidalgo.¹¹

¹⁰ California Office of Historic Preservation (OHP), *Latinos in Twentieth Century California: National Register of Historic Places Context Statement*, 2015, 3.

¹¹OHP 2015, 3; Historic Resources Group. Historic Context Statement: City of Pomona. Prepared for the City of Pomona, September 2022, 46, 69.



Exhibit 1. Laborers picking oranges in Pomona, date unknown¹²

4.1.1.2 Latina/o Immigration in the Early 20th Century

Across the United States, Latina/o immigrants in the early 20th century were still largely of Mexican descent. In 1900, the estimated population of Mexican immigrants in the United States was 8,086. By 1910, this number reached 33,694 and by 1920, it reached 88,881. This continued migration was due to various factors, including the demand for labor, as well as improved transportation, wage disparities, improvements in agricultural technology, the Mexican Revolution of 1910, and ease of border crossing up until the mid-1920s. Railroad improvements in both the United States and Mexico allowed immigrants to travel easily to the border and move efficiently throughout the United States once they entered the country. Mexicans were drawn to the United States for its promise of higher wages, which could be up to \$1.25 for a ten-hour workday. The Mexican Revolution of 1910 created a decade of political unrest in Mexico, leading many to seek a life in a new place, and increasing immigration to California.¹³ This resulted in one of the immigration surges of the Latina/o population in Pomona.¹⁴ Furthermore, many United States companies in agriculture and transportation centers actively recruited Mexicans in response to the high demand for workers, due to workforce shortages that got significantly worse during World War I. Mexican workers were recruited to work in citrus groves, as well as for the building of the Atchison, Topeka and Santa Fe Railroad (AT&SF Railroad) and the Southern Pacific Railroad lines. These companies would streamline the hiring of laborers and ensure efficient border crossings and transportation to areas of employment. However, this practice was not

¹² "Picking oranges in Pomona," TESSA Digital Collections of the Los Angeles Public Library, Location/Accession Number: Ingersoll_B023_F001.

¹³ OHP 2015, 4-5.; Matt García, *A World of Its Own: Race, Labor and Citrus in the Making of Greater Los Angeles, 1900-1970*. (University of North Carolina Press 2001), 60; Gilbert G. González, *Labor and Community: Mexican Citrus Worker Villages in a Southern California County, 1900-1950* (Urbana: University of Illinois Press, 1994), 6-7.

¹⁴ HRG, 96.

without ill will, as many recruiters relied on exploitation tactics to attract Mexican workers to the lowest paid and least desirable jobs, often in poor conditions (Exhibit 2).¹⁵



Exhibit 2. Mexican laborers completing infrastructure working in Pomona¹⁶

The recruitment of Mexican workers to the United States had a substantial impact on the demographics of many communities in California. Many workers intended to only stay temporarily and return to Mexico once they had earned enough savings. During this time, the border was in constant flux with people traveling back and forth. However, a shift in immigration policy resulted in permanent settlement of immigrants throughout California. The Immigration Act of 1917 restricted immigration by imposing literacy tests, a physical exam, and an \$8 tax on each person entering the United States from a foreign country. The policy's goal was keeping "undesirable" people out of the country. This resulted in a reduction of immigrants entering the United States, including Mexican and Latina/o immigrants, and a significant impact on the circulatory migration process of immigrants coming to the United States to work temporarily and then return to their home country. To avoid these issues, many Mexicans stayed in the United States indefinitely or crossed the border illegally. In addition, those who did arrive in the United States under the Immigration Act were restricted to agricultural work and could be jailed or deported for working in other industries.¹⁷

Additional Immigration Acts were enacted in 1921 and 1924, which imposed limitations on the number of immigrants entering the country. They also resulted in the formal creation of Border Patrol in 1924, which was responsible for stopping illegal border crossings. While all of these obstacles continued to

¹⁵ OHP, 4-5.

¹⁶ "Picking oranges in Pomona," TESSA Digital Collections of the Los Angeles Public Library, Location/Accession Number: Ingersoll_B023_F001.

¹⁷ OHP, 4-5.

make immigration for Mexicans difficult, the demand for labor and other benefits of making journey remained, and large businesses used their influence to ensure new workers could enter the country. While the Border Patrol was focused on curtailing all illegal immigration, historical documentation indicates that they were primarily focused on stopping Asian immigrants from entering illegally through Mexico.¹⁸

Despite these restrictions, the need for Mexican immigrant labor continued, and between 1910 and 1930, 75 million Mexicans entered the United States labor market with many of them supporting the Citrus industry in Southern California, which was known as the Citrus Belt. Still primarily agricultural at this time, the area provided steady jobs and a rapidly expanding public transportation system. Fruit growers and railroad companies were also known to lobby for the importation of Mexican laborers during this time by requesting waivers for the fees and literacy testing requirements set forth in the Immigration Act of 1917 to ensure access to a steady labor supply. Immigrants also went to other cities both near Los Angeles as well as across other parts of the state. Mexicans who settled in various cities often resided in mixed-immigrant neighborhoods, that included other groups of people from Europe and Asia, though some places had more exclusively Latina/o neighborhoods.¹⁹

The Great Depression resulted in millions of Americans losing their jobs in the 1930s. This period of economic turmoil resulted in resentment and competition against immigrants. As a response to this, states and the federal government passed laws that discouraged hiring of Mexican workers and encouraged deportation. Repatriation programs were put in place that led to the mass deportation of Mexican Americans and Mexican citizens to Mexico (Exhibit 3). This resulted in the first and only time in the 20th century that the number of Mexicans living in the United States decreased. In the 1920s, nearly 500,000 Mexicans immigrated to the United States, but by the 1930s, this number dropped to approximately 32,000. This also initiated a shift in the number of foreign versus United States-born Latina/os in the country. Prior to 1930, there were more foreign-born Latina/o immigrants in the United States, but by 1940, there were more than double United States-born Latina/o immigrants than foreign-born.²⁰

¹⁸ OHP, 5. González, 6-7.

¹⁹ OHP, 5-8. González, 6-7.

²⁰ OHP, 8.



Exhibit 3. Repatriated Mexican families and workers waiting at the train station in Downtown Los Angeles for trains to return to Mexico, 1932.²¹

4.1.1.3 Latina/o Immigration During World War II

During World War II, attitudes towards Mexican and Latina/o immigration and labor changed again. While World War II boosted the economy, it yielded a shortage of domestic laborers, especially male workers due to the draft. Discontent, strikes, and other unionization efforts by Southern California Mexican citrus workers in the United States also gave rise to seeking other sources of labor in the 1930s and 1940s. As a result, the United States formed an agreement with Mexico in 1942 that established a guest worker program, which was called the Emergency Farm Labor Agreement, which became more commonly known as the Bracero Program.²²

Bracero Program (1942-1964)

The Bracero Program sponsored Mexican farm laborers to come work in the United States legally for set periods of times. This program was extended for 22 years and had a major effect on the economy. During the 22 years the program was in place, more than 4 million Mexicans worked in California (Exhibit 4). Under this program thousands of Mexican workers were enticed to fill roles in agriculture throughout the Pomona Valley. Workers were drawn from Mexico by the promise of housing, protections against discrimination, and guaranteed minimum wages, but a lack of federal oversight left these promises unkept. Nonetheless, the wages offered (around \$1 per hour) were significantly higher than those in Mexico, where average field workers earned only about ten pesos (80 cents) per

²¹ "Mexicans returning home by train," TESSA Digital Collections of the Los Angeles Public Library, Location/Accession Number: HE box 681; HE-000-282.

²² OHP 8-9; González, 158-163.

day. When workers arrived in the United States, their employers were also typically responsible for providing housing or other living arrangements. The conditions of this housing were often substandard, resulting in worker tent camps in fields or vacant agricultural buildings. Furthermore, the laborers were also typically underpaid, and sometimes not paid at all for their work.²³



Exhibit 4. Bracero Program Processing Center, date unknown²⁴

There were also guarantees for the braceros against discrimination, but discrimination and ethnic hostilities were commonplace as a result of the Bracero Program. While White discrimination and mistreatment was commonplace towards Mexican workers at the time, there were also significant hostilities between Mexican Americans and the Mexican Nationals working under the Bracero Program as a result of job competition and cultural identity. Some issues were more egregious than others. For instance, braceros were known to court Mexican American girls and women sometimes with the intention of obtaining visas through marriage, thus angering Mexican American parents. The braceros were also known for stealing girlfriends and wives of Mexican American workers, thus creating conflicts. However, there were much more significant conflicts such as competition over jobs and an increase in general violence and crime associated with braceros. One particularly tragic event occurred on April 19, 1952 when four Mexican American youths murdered bracero Ricardo Mancilla Gómez from Cucamonga. This incident led to the withdrawal of 178 Mexican Nationals from Cucamonga and the suspension of the Bracero Program in the Pomona Valley. The incident also sparked outrage

²³ "Braceros Swarm to States To Makes their Fortunes", *Progress Bulletin* (Pomona), September 27, 1959. <https://www.newspapers.com/image/624117879/OHP,8-9;González,160-163>.

²⁴ Photo Gallery, Labor Management Decisions, Volume 3, Number 1, Winter-Spring 1993, https://are.berkeley.edu/~howardrr/pubs/lmd/html/winterspring_93/gallery.html

throughout the Latina/o community, with local newspaper writer and owner Ignacio López attributing the moral decline to societal and governmental failures.²⁵

As California's agricultural landscape evolved and rural land transitioned into residential housing after World War II, the citrus industry declined and the need for bracero labor dwindled. By December 31, 1964, Congress formally ended the Bracero Program after much criticism and pressure from civil rights and labor activist organizations.²⁶

4.1.1.4 Latina/o Immigration After World War II

After World War II, the economic and political climate changed again as the United States entered the Cold War. The government invested in military spending and contracting with technology and research firms, particularly in the field of ammunition, aviation, and aerospace. Many of these large contracts were held with companies in California, which resulted in a large boom of development across the state. This resulted in a need for labor in manufacturing, construction, and service industries. In 1965, the federal government made changes to its immigration policy again with the Immigration and Nationality Act of 1965, which set a quota on the number of immigrants from the Western Hemisphere.²⁷

The Latina/o population in the United States grew substantially from the end of World War II through the 1970s, with 6% of the total population being of Spanish surnames in 1940, to 19.2% in 1980. New immigrants pivoted with the economy, switching from agricultural jobs to those that met new labor needs, such as construction laborers for rapidly growing housing developments. This switch in the economy from an agricultural focus also resulted in many Latina/o communities moving from dispersed rural areas to major cities. This influx of immigrants in cities occurred at the same time that White residents moved to more affluent developing suburbs. New neighborhoods in major cities that were once a mix of immigrants became exclusively Latina/o. At this time, Los Angeles remained the city with the largest Latina/o population in the country.²⁸

Pomona experienced a similar pattern of growth and development in the years following World War II. Rapid home construction was supporting major population influxes with the population increasing by 22,000 in the 1960s. By 1970, Pomona's well-established Latina/o community was concentrated south of Holt Avenue and represented 16.3 percent of the City's total population. While Pomona's Latina/o community had previously been predominately of Mexican heritage, some community diversification came to Pomona with new Latina/o residents settling in the area among those that had been there for multiple generations.²⁹

²⁵ OHP, 8-9; García, 178-184.

²⁶ OHP, 8-10. García, 186-188.

²⁷ OHP, 10.

²⁸ OHP, 10-11.

²⁹ Lathrop, 103-123; HRG, 189.

Another influx of Latina/os sought refuge in the United States after the brutality they witnessed at the hands of José Guillermo Abel López Portillo, who was one of three Mexican presidents who took part in the “dirty war” that took place in Mexico from 1964 and 1982. Under direction from each of these presidents, the Mexican Armed Forces, the Dirección Federal de Seguridad (DFS, secret police), waged a brutal war against the leftist by torturing, raping, kidnapping, and executing residents of rural communities and students who opposed the president’s regime. Many of the victims remain missing to this day, and their bodies are believed to have been dumped in mass graves or thrown out of a military airplane into the Pacific Ocean. López Portillo is also accused of reprehensible economic policies that created a \$76 billion external debt and a 215 percent inflation debt when he left office in 1982.³⁰ It was the terror López Portillo caused that made many Mexican nationals flee Mexico and come to the United States.³¹ This last major wave of Latina/o immigration in the 1980s brought Pomona closer to its current population demographics of 71.4% Latina/o as of 2023.³²

4.1.2 Subtheme: Settlement

4.1.2.1 Rancho San José (1837-1864)

Prior to what is now known as present day-Pomona, the land was originally part of Rancho San José. Following the secularization of Mission lands by the Mexican government in 1833, several portions of the land were sold off to families to encourage settlement in the area. Among those who came to the region were pioneers named Ygnacio Palomares and Ricardo Véjar who purchased 15,000-acres of land from the Mexican Government, which came to be known as Rancho San José. The two men split the land ownership; Palomares owned the northern portion and Véjar owned the southern portion. The northern portion of Rancho San José encompassed present-day Glendora, San Dimas, La Verne, and Claremont, whereas the southern section included what is now known as the City of Pomona (Pomona or City). The cities encompassing the former Rancho San José are today referred to as the Pomona Valley, including the cities of Chino, Montclair, Ontario and Rancho Cucamonga (Exhibit 5).³³

³⁰ Fernando Herrera Calderón, “Declassified Documents Uncover Yet Another Mexican President’s CIA Ties,” *Jacobin*, June 13, 2023, <https://jacobin.com/2023/06/mexico-jose-lopez-portillo-declassified-documents-cold-war-human-rights>

³¹ Arturo Jiménez, interview by Laura Carías, February 24, 2025.

³² United States Census 2023. <https://www.census.gov/quickfacts/fact/table/pomonacitycalifornia/PST045224>

³³ HRG, 26-32. Lothrop, 26-30.

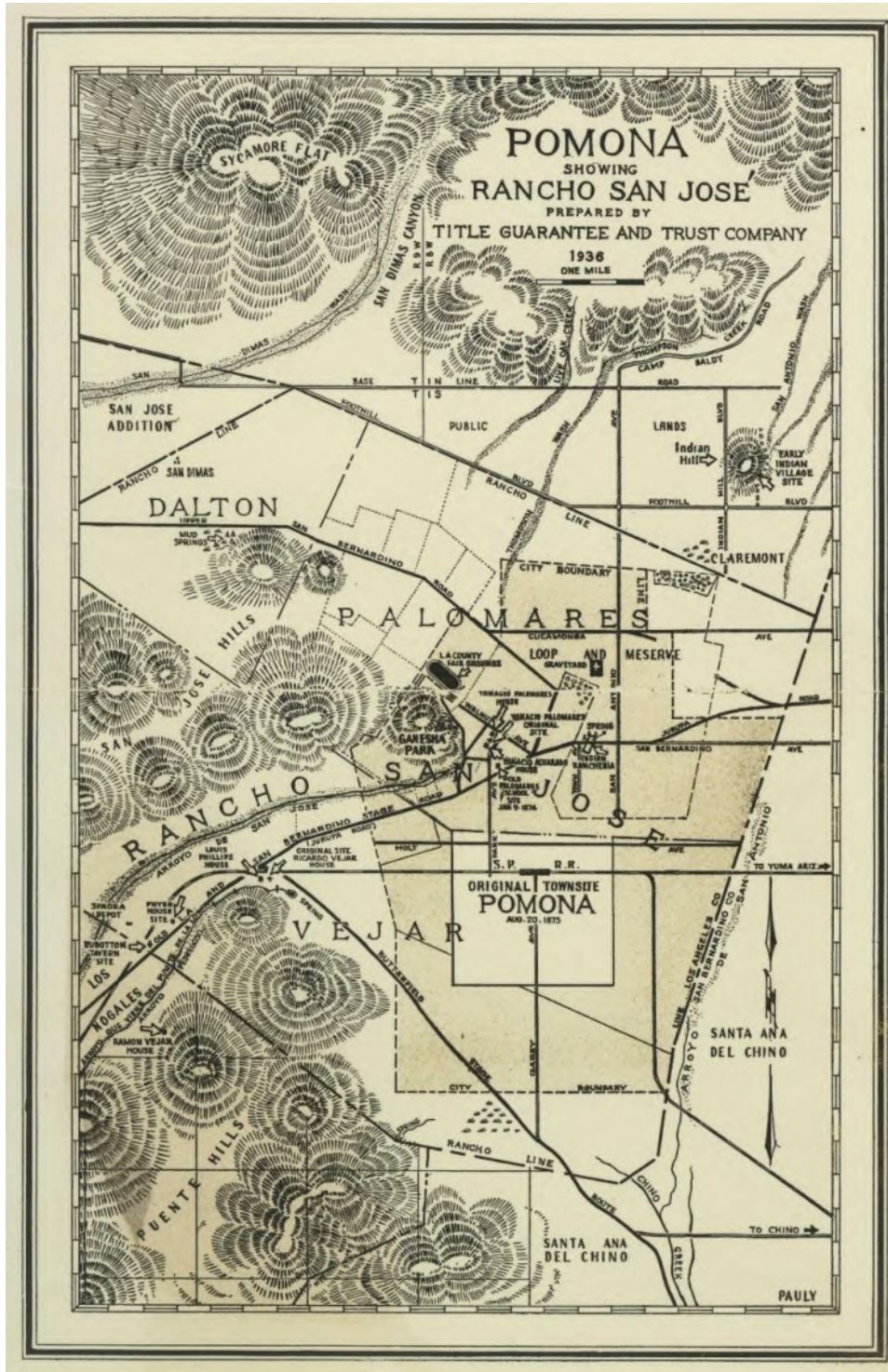


Exhibit 5. Map of Rancho San José³⁴

³⁴ Map of Rancho José: Historical Society of Pomona Valley

Rancho San José had fertile soil, which allowed for the cultivation of crops and the raising of livestock. Over the next few years, Palomares and Véjar developed the Rancho and eventually constructed single-story adobes, a blacksmith shop, a silver working shop, and a chapel. By the 1860s, the Rancho Era began its decline with the death of Palomares in 1864. In the years following his death, Palomares's widow Concepción sold off portions of Rancho San José to settlers to establish individual farm, which effectively ended the Rancho era.³⁵

However, there are several remaining notable buildings in the Pomona Valley that were constructed during the Rancho period, including several homes of early important families. Casa Primera was constructed in 1837 by Ygnacio Palomares (Exhibit 6). It was the first dwelling of its type to be constructed in Pomona Valley and was made of adobe bricks and stucco. The thatched roof was originally constructed out of raw logs and the floor was made of patched mud. It originally contained only two rooms. Casa Primera remained in the family, and in 1867, Francisco Palomares, son of Ygnacio and Concepción, moved in with his wife Donna Lujardo Alvarado. They stayed there until Francisco passed in 1882. During his time residing at Casa Primera, Francisco discovered the first artesian well in the Valley. This resulted in him planting orange trees around the home due to the presence of an irrigation source. By 1874, Francisco partnered with Cyrus Burdick and P.C. Tonner to form the Old Settlement Water Company. They built a canal that crossed what is known as Old Settlers Lane today and led to a reservoir that was near Holt Avenue, and remains of this infrastructure are still located on the site. The house remains extant (located at 1569 N. Park Avenue) and is used as a museum that is operated by the Historical Society of Pomona Valley. The house is listed on the National Register of Historic Places. Without the contributions of the Palomares family to the original zanja and their sale of the water rights to the City, the City's agricultural development would not have had a reliable water supply in the mid-19th Century and therefore, would not have been as successful.³⁶

³⁵ Mickey Gallican and the Historical Society of Pomona Valley, *Images of America: Early Pomona*, Arcadia, Charleston, South Carolina, 2007, Pages 7-8, 10-11: HRG 28-32.

³⁶ Historical Society of Pomona Valley. "Casa Primera." Historical Society of Pomona Valley. February 26, 2025. <https://www.pomonahistorical.org/casa-primera>; Gallivan, 15; Cody Luk, "Pomona Houses are Representations of Colonial History," *La Verne Magazine*, September 2016, <https://lavernemagazine.org/2016/09/family-legacy-lives-on/>; Historical Society of Pomona Valley. "Adobe de Palomares." Historical Society of Pomona Valley. February 26, 2025. <https://www.pomonahistorical.org/adobe-de-palomares>.



Exhibit 6. La Casa Primera, circa 1890³⁷

In 1854, Ygnacio and Concepción Palomares moved to a new home they constructed, the Adobe de Palomares, which was located at the center of a large cattle ranch (Exhibit 7). The house was constructed out of adobe brick with wooden floors and ceilings and reached a total of 13 rooms. The Palomares family often hosted guests as travelers passed through the area on the San Bernardino stagecoach route. Their home became known locally as the “House of Hospitality”. The house remains extant (located at 491 E. Arrow Highway) and is also used as a museum that is operated by the Historical Society of Pomona Valley.³⁸

³⁷ “La Casa Primera,” Pomona Public Library Digital Collections, Collection ID# SCP01832.

³⁸ Historical Society of Pomona Valley. “Adobe de Palomares.” Historical Society of Pomona Valley. February 26, 2025. <https://www.pomonahistorical.org/adobe-de-palomares>.



Exhibit 7. Adobe de Palomares, date unknown³⁹

Casa Alvarado was another early adobe to be constructed on the Rancho (Exhibit 8). In 1840, Ygnacio invited his friend Ygnacio Alvarado to construct a home on a plot of land on his ranch. The land was provided with a stipulation that a chapel would be constructed in the home to be used for church services when padres and other Catholics visited from the Mission San Gabriel. The living room, or sala, within the house was 18-by-42 feet in size and used for church services for 45 years. It was also used as a classroom and was home to the first public school classes in Pomona Valley, beginning in 1870. The Alvarado family resided at the house until 1886, when it was purchased by a man named Dr. Benjamin S. Nichols, who owned it for 65 years. During this time, he made additions to the house to expand its floorplan. The house remains a private residence in the present day and is located at 1459 Old Settlers Lane. The house is listed on the National Register of Historic Places.⁴⁰

³⁹ "Adobe de Palomares," Pomona Public Library Digital Collections, Collection ID# SCP01629.

⁴⁰ The Historical Marker Database. "Casa Alvarado." The Historical Marker Database. February 26, 2025.

[https://www.hmdb.org/m.asp?m=128914](https://www.hmdb.org/m.asp?m=128914;).; Los Angeles Public Library. "Ygnacio Alvarado adobe aka La Casa Alvarado." Tessa: Digital Collections of the Los Angeles Public Library. February 26, 2025.

<https://cdm16703.contentdm.oclc.org/digital/collection/photos/id/112444/>.



Exhibit 8. La Casa Alvarado, 1936⁴¹

4.1.2.2 Spadra and the Establishment of Pomona (1865-1887)

Pioneer Louis Phillips came to the region in 1864 and purchased 2,400 acres of the original Rancho, where he cultivated crops, developed the land, and encouraged others to join the agricultural pursuit. Pioneers like William Rubottom flocked to the region and founded a new community called "Spadra." One of Rubottom's most notable early contributions to the community was the construction of a hostelry with a restaurant, which became a convenient stop for stagecoaches and wagon trains. In the years that followed, Spadra had a voting mailing center, church, and tavern.⁴²

The small community changed dramatically in 1873 when Louis Phillip granted 50 acres of his ranch to the Southern Pacific Railroad. In the 1870s, early railroad construction in the area did not utilize modern earth-moving machinery; instead, it relied on laborers using hand tools such as plows, scrapers, and shovels. To facilitate the growing need for laborers, the Los Angeles Immigration and Land Cooperative Association was established in 1874. The association persuaded immigrants to settle in the region to support the development of new railroad infrastructure and many of the laborers who immigrated to the area at this time were from Mexico. Given that thousands of Mexican laborers were brought to Pomona by the railroad companies for the construction and maintenance of the new railroad lines between 1870 and 1880, the City experienced a significant worker housing shortage that

⁴¹ "Ygnacio Alvarado adobe aka La Casa Alvarado," TESSA Digital Collections of the Los Angeles Public Library, Collection ID Security Pacific National Bank Collection.

⁴² HRG, 35-37.

the railroad companies attempted to resolve with temporary forms of housing (see Section 4.2.2 Residential Development).⁴³

After the establishment of the Southern Pacific Railroad, the small community became a transcontinental nexus, as the new rail route allowed more goods to come in and out of the City. The City's second railway arrived when the AT&SF Railroad Company built a line through Pomona in 1885 and established a new station. The railroad became a pivotal moment for the region's economy as it allowed the nearby ranches to ship goods to Los Angeles and other major cities. However, after the railroad extended east of Colton, it contributed to the dissolution of the small community of Spadra and gave rise to the new City of Pomona, which was officially incorporated in 1888 with its principal economic system being agriculture.⁴⁴

4.2 Theme #2: Making a Life

4.2.1 Subtheme: Agricultural Development

4.2.1.1 Viticulture (1880s-1900s)

Prior to the late 19th century citrus boom, the Pomona Valley (Valley) was renowned for its thriving grape industry.⁴⁵ Grapes grown in and around the City of Pomona (City) were used for both winemaking and dried and sold as raisins. The popularity of grapes in City was largely attributed to the fact that they could be cultivated with less water than other fruit crops, which made them easier to grow. According to Ygnacio Palomares' obituary, he planted the first vineyard in the Pomona Valley called "Huerta de San Antonio" (Vineyard of San Antonio) on what became part of Reverend Charles F. Loop's land. As the City transitioned to primarily agricultural, business pursuits diversified and attracted numerous entrepreneurs to the area.⁴⁶

The Valley's landscape underwent significant changes in the late 19th century. In 1874, Rev. Charles F. Loop purchased 2,000 acres of land from Rancho San José (located near where San Antonio Avenue meets present day Towne Avenue) and planted thousands of grapevines, setting the stage for the Vineyard of San Antonio.⁴⁷ This investment enticed businessmen like H.K.W. Bent and W.G. Halstead to flock to the area and purchase the Vineyard of San Antonio in 1877. A few years later in 1883, they sold 80 acres of their vineyard to J.A. Packard, further expanding the grape-growing industry (Exhibit 9).⁴⁸

⁴³ HRG, 35-37; Robinson, 134-135. *Pomona Centennial History*, Pomona Centennial-Bicentennial Committee, August 1976, 4-5.

⁴⁴ "News Of The Week," *Pomona Times Courier*, September 01, 1882, [https://www.newspapers.com/image/624025138/_HRG_36-40;_Roy_M._Fryer._When_the_Americans_Came_to_Pomona_Valley._The_Quarterly:_Historical_Society_of_Southern_California_23_no_3-4_\(September-December_1941\):_170-171](https://www.newspapers.com/image/624025138/_HRG_36-40;_Roy_M._Fryer._When_the_Americans_Came_to_Pomona_Valley._The_Quarterly:_Historical_Society_of_Southern_California_23_no_3-4_(September-December_1941):_170-171).

⁴⁵ HRG, 33.

⁴⁶ Lehman, Anthony L, "Vines and Vintners in the Pomona Valley," *Southern California Quarterly* 54, no. 1 (1972): 55-65, <https://doi.org/10.2307/41170398>.

⁴⁷ Lehman, 55-65.

⁴⁸ Lehman, 55-65.



Exhibit 9. Overview of Pomona Vineyard and Orange Grove, 1889⁴⁹

As time progressed, hundreds of acres in the City were filled with grapevines making it a hub for vintners. The thriving grape industry drew many prominent vintners such as Grat N. Mirande, who established the Mirande Vineyard which encompassed 30-acres of land.⁵⁰ Alongside Mirande, vintner John Westphal constructed and erected Pomona's first winery in 1884, north of the railroad track at the northeast corner of Park and Commercial Streets.⁵¹ Westphal sold his winery in 1886 to prominent growers George M. McClary and Fred J. Smith who formed the Pomona Wine and Distillery Company which is still extant and located at the northwest corner of Park Avenue and Commercial Street.⁵² The City quickly became nationally recognized for its viticulture production with the help of the Southern Pacific Railroad as it transported barrels of wine across the country. A survey compiled by the Secretary of the Board of State Viticultural Commissioners indicated that the City had 17 vineyards in 1888 and by 1891 had 28 vineyards.⁵³

By the late 1800s, the grape industry was a critical component of the City's economic system and required a strong labor force. The process for harvesting and processing grapes was a multi-step system which included harvesting, inspecting, and then drying the grapes which was a three-week process.⁵⁴ This multi-step process required a robust workforce in which these positions were predominately filled by Mexican laborers, who eventually became an integral part of the industry. However, many inequalities existed within the agricultural workforce including low wages and unsafe working conditions. The exploitation of workers was further perpetuated by the fact that many of the Mexican laborers were oftentimes unskilled, unable to speak fluent English, and in many cases,

⁴⁹ "Orange Grove & Grape vineyard," Pomona Public Library Digital Collections, Collection ID: SCP00025.

⁵⁰ "Mirande Vineyard," *Pomona Times Courier*, February 1898. Pg. 40. Pomona Public Library Archives.

⁵¹ HRG, 42.

⁵² HRG, 42.

⁵³ Lehman, 55–65.

⁵⁴ "Town and Country," *Pomona Times Courier*, May 12, 1883. Pomona Public Library Archives.

desperate for opportunities for work. These inequalities went unchecked for many years and were prevalent in all agricultural enterprises throughout the area.⁵⁵

As the grape industry thrived in the late 1800s and early 1900s, the citrus industry began to rise in the agricultural sector, prompting many farmers to switch to orange trees. By the 1920s the wine industry began to phase out in the City. European market competition and plant diseases (Phylloxera) affected the winemaking industry, ultimately leading to its demise. The fate of the wine industry was officially sealed when the Hughes Winery closed in 1928.⁵⁶ However, as the wine industry declined, many vineyard laborers found jobs in other labor sectors.

4.2.1.2 Citriculture (1870s-1940s)

The foundation of the citrus industry in the Pomona began as early as the 1870s, prior to the formal founding of the City. Like many other cities, the citrus industry in the City had its roots in the National Grange of the Order of the Patrons of Husbandry (Grange). Founded after the Civil War, this fraternal organization had a primary mission of promoting community-based agriculture. In Los Angeles in 1873, the Grange's chapter leader Thomas A. Garey was known for his expertise in citrus cultivation. Given his expertise, when the City was interested in expanding their agricultural enterprise and utilizing the newly established railroad, Garey's input was critical. With Garey's guidance, residents of the City organized the Los Angeles Immigration and Land Cooperative Association (LAILCA). In the early days, Garey served as the organization's president and other notable members of the organization included R.M. Towne, George G. Gibbs, H.J. Crow, Milton Thomas, J.E. McComas, and J.T. Gordon. In 1875, this group of local farmers and concerned real estate investors sponsored a contest to name the City. As a result, the winning name was Pomona for the Roman goddess of fruits, which was entered by a citrus worker by the name of Solomon Gates⁵⁷.

Throughout the 1870s and into the early 1880s, securing water was critical to the potential success of the citrus industry. LAILCA took early steps to secure water with their purchase of more than 2,750 acres of property from the Old Settlement Water Company in 1875. While their early efforts helped to shape the future City, they eventually exhausted their funds and were unable to continue to develop reliable water sources or land by 1877. A few years later in 1882, the Pomona Land and Water Company was founded.⁵⁸

The next component that set the stage for success was the continued railroad development in the Valley. The construction of the AT&SF Railroad Company line through the Valley in 1885 was critical because it allowed the nearby ranches to ship agricultural products to Los Angeles and other major cities. When the railroad station was constructed in Pomona in 1886, the town's path to urbanization

⁵⁵ *Pomona Valley Historian* Volume II (Pomona, CA: Historical Society of Pomona Valley, 1965), 104-105.

⁵⁶ City of Pomona. Historical Preservation Commission Report. 2003.

⁵⁷ Lothrop, 33-35; HRG, 38.

⁵⁸ Lothrop, 35-37; HRG, 38-40; Roy M. Fryer, "When the Americans Came to Pomona Valley," *The Quarterly: Historical Society of Southern California* 23, no. 3-4. (September-December 1941).

increased dramatically. The construction of this station and the line not only allowed for the transportation of goods, but also for the transportation of people, thus expanding the need for City services and amenities.⁵⁹

During this important period of railroad and water rights development, the citrus industry was also growing. Early examples of citriculture included the small plantings of orange trees by the Palomares family in the 1870s and later by James Loney and R. F. House in 1881. Two years later in 1883, the largest orange grove in the world was established when Seth Richards of Oakland planted 250 acres of Washington navels along Garey Avenue, extending from the Santa Fe tracks to Foothill Boulevard. By 1885, 660 acres of orange trees were under cultivation and by 1887 more than 70,000 orange and lemon trees were planted (Exhibit 10). Given the exponential rise in the number of citrus trees requiring harvesting and packing, a demand for field workers emerged.⁶⁰

Between 1890 and 1930, Pomona produced \$2 billion in income from citrus, one of the state's most important agricultural products at the time. The City's fertile soil was rich in decomposed granite that allowed for ideal drainage. This, in combination with its reliable water supply and location just above the frost line, created the conditions for Pomona to become the center of the citrus industry. While oranges were the primary crop, other citrus fruits like lemons were also successful. Although the citrus industry was booming, there were numerous organizational issues that required resolution before the industry could reach its full potential. Issues involving the marketing of citrus, perishable nature of the fruit once harvested, how to more efficiently get the fruit to market, and cost controls all required solutions. To combat these issues, organizations like the Pomona Fruit Exchange were established in 1893 and then combined with other associations and exchanges later that same year to become the San Antonio Fruit Exchange. While the establishment of the exchanges did bring some much-needed organization to the citrus industry, the lives of the workers remained largely the same.⁶¹

⁵⁹ Lothrop, 36-42; HRG, 40-42.

⁶⁰ Lothrop, 60-61; HRG, 43. Frank Parkhurst Brackett, *History of Pomona Valley* (Historic Record Co., 1920), 152-153.

⁶¹ Lothrop, 56, 63-64; HRG, 69-70; Brackett 153-155.



Exhibit 10. Overview of Pomona Orange Grove, circa 1900⁶²

In the early days of the citrus industry, Mexicans made up a majority of the laborers working in the fields. Based on the 1880 Census data, 649 of the 1,000 people who were enumerated were Mexican or Californio farmers/farm laborers. The average set up for a citrus orchard was to have field crews of 15-30 men, who worked under one *mayordomo* (field boss). The job of the field boss was to ensure that the workers were taking the proper precautions to avoid injury to the delicate citrus fruit. Such precautions included the wearing of gloves and the use of special clippers to properly harvest the fruit. Once harvested, the fruit was strategically placed into sacks and field boxes to prevent loss. Mexican field workers could also be responsible for the irrigation and transplantation of trees, as well as spraying for all forms of blight. While the men were predominately working in the fields, Mexican children and women in the City were working in citrus-related occupations such as in packinghouses and canneries (Exhibit 11).⁶³

⁶² "Orange Grove & Grape vineyard," Pomona Public Library Digital Collections, Collection ID: SCP00025.

⁶³ Lothrop, 63-64; HRG, 69-70; *Pomona Centennial History*, 84; González, 8.

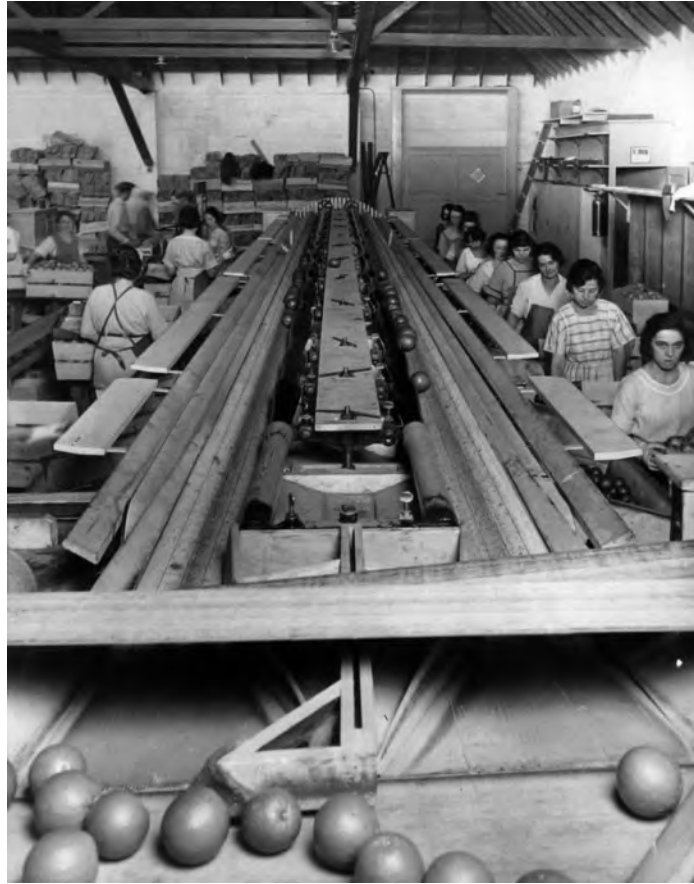


Exhibit 11. Women sorting and packing citrus at the Lemon Grove Association of Pomona Valley, circa 1937⁶⁴

As the success of the citrus industry continued, so too did the immigration of Mexican agricultural workers with almost a million Mexican immigrants arriving in California between 1910 and 1930. With these additional increases in the cultivation of more citrus, there was also a rise in Mexican women and children working in packinghouses and canneries, as previously seen in the 1880s when citriculture first emerged in the City. By 1920, it was reported that 17 out of every 20 Mexicans in the City were working in packinghouses. The demand for Mexican labor also allowed small communities to form in the City, but these communities, called *colonias*, were generally restricted to poor neighborhoods on the outskirts of town, bordered by the citrus groves and agricultural fields. *Colonias*, depending on their location and degree of urbanization, were able to become large communities with a significant amount of independence. As these communities largely were ignored by most City services, they created their own services and organizations to meet their own unique needs.⁶⁵ These communities

⁶⁴ "Sizing and packing operations," TESSA Digital Collections of the Los Angeles Public Library, Location/Accession #: Agriculture; S-003-422.

⁶⁵ García, 69.

were often more like work camps and remained somewhat isolated and from the rest of the City.⁶⁶ Most citrus towns had *colonias*, however due to deed restrictions, and its more urban setting, Pomona did not have a centralized citrus community and they were mostly scattered along the southern and eastern edges of the City, which are no longer extant as a result of postwar development in the City.⁶⁷

Despite the boom of the citrus economy, in the years leading up to World War II, the industry's demise was on the horizon. Several weather events such as freezes and droughts had plagued growers in the preceding decades, which led to water scarcity and increased growing costs. This set of unfortunate events led to the eventual dismantling of the citrus industry by selling and subdividing farms, redeveloping once rich agricultural properties, and closing support services like packinghouses and canneries.⁶⁸

4.2.2 Subtheme: Residential Development

Archival research and community outreach provided limited information about the earliest forms of housing for Pomona's Latina/o community. While the Rancho period has a well-documented residential development history (see Section 4.1.2), the immigrants arriving in Pomona in the late 19th and early 20th centuries to work in the agricultural fields and on the railroads have minimal written and physical documentation of their living conditions.

4.2.2.1 Early Residential Housing Forms (circa 1870-circa 1920)

Thousands of Mexican laborers were brought to Pomona by the railroad companies for the construction and maintenance of the new railroad lines between 1870 and 1880, and the City experienced a significant worker housing shortage. The railroad companies utilized railroad cars to deal with the housing shortage as described below:

Most of them [the railroad workers] had families and were quartered in what consisted of railroad cars with divisions called *secciones*. Instances of whole families living in one small room were not uncommon. Cooking facilities for the whole cluster of families were normally housed in a special car equipped for that purpose. The *secciones* were moved from place to place and were parked on rail siding for the duration of work for the specific area. In the more stable labor camps, the railroad companies built groups of small houses, normally along the railroad tracks and on the outskirts of towns. These groups of homes, due to the fact that they were inhabited predominately by people of Mexican descent, were referred to as *colonias*, the Spanish word for colony. This description is applied to a neighborhood of homes where inhabitants are mainly of

⁶⁶ HRG 46; González, 6-10; "Council Hears Appeal In Behalf of Mexicans; Exchange May Act Soon," *Progress Bulletin* (Pomona), November 4, 1920, <https://www.newspapers.com/image/622446018/>.

⁶⁷ García, 69.

⁶⁸ Lothrop, 66-67, 79; HRG, 96.

Mexican descent. Pomona's first and largest *colonia* is the one north of the Southern Pacific tracks, west of Huntington Boulevard.⁶⁹

Numerous books and articles have been written on the plight of citrus workers throughout the Pomona Valley, which sheds some light on potential early housing options for the agricultural workers, but there are no extant examples of worker camps or housing remaining to confirm these theories. Popular forms of agricultural worker housing seen throughout the Pomona Valley included small cabins/shacks, bunkhouses, tents, boarding houses, and makeshift dwellings with scrap materials. Unlike most citrus cities, Pomona did not have concentrations of *colonias*, so the housing was solely at the discretion of the farm owner and there was no regulation or government oversight to ensure that minimal safety and sanitary conditions were met.⁷⁰

4.2.2.2 Railroad and Hamilton Neighborhood (circa 1885-Present)

Based on previous historical accounts and archival research, the oldest Latina/o neighborhood in the City is concentrated off West Second Street and between Hamilton Boulevard and Oak Avenue on both sides of the railroad tracks on the outskirts of town (Exhibit 12), referred to herein as the Railroad and Hamilton neighborhood.⁷¹ This area was originally used for agricultural purposes, but shifted to residential use in the early 1900s. The 1906 Sanborn Map shows modestly scaled single-family homes scattered sparsely throughout the blocks north of the railroad tracks. The map did not document the area to the south of the tracks. By 1911, the Sanborn Map shows additional lots north of the railroad tracks had been infilled with homes, but much of the neighborhood was still undeveloped with buildings.⁷²

⁶⁹ *Pomona Centennial History*, 4-5.

⁷⁰ García, 63-65.

⁷¹ HRG, 96; Lothrop, 79.

⁷² Sanborn Maps, Various Years, Los Angeles Public Library.

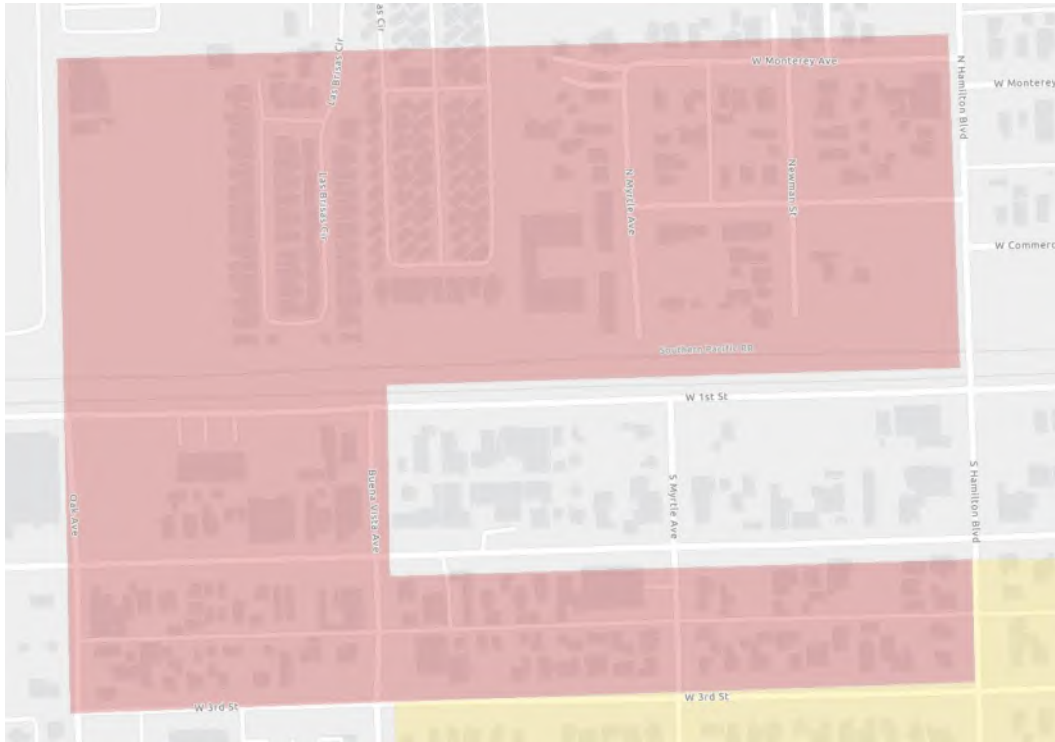


Exhibit 12. General boundaries of Railroad and Hamilton neighborhood shown in red⁷³

The 1928 Sanborn Map is the first to show the entirety of the neighborhood's boundaries and shows evidence of multiple buildings placed on individual lots and a general increase in density. While residential development continued to increase, many lots were still vacant or used for orchards (Exhibit 13).

⁷³ Center for Geospatial Solutions, 2022.

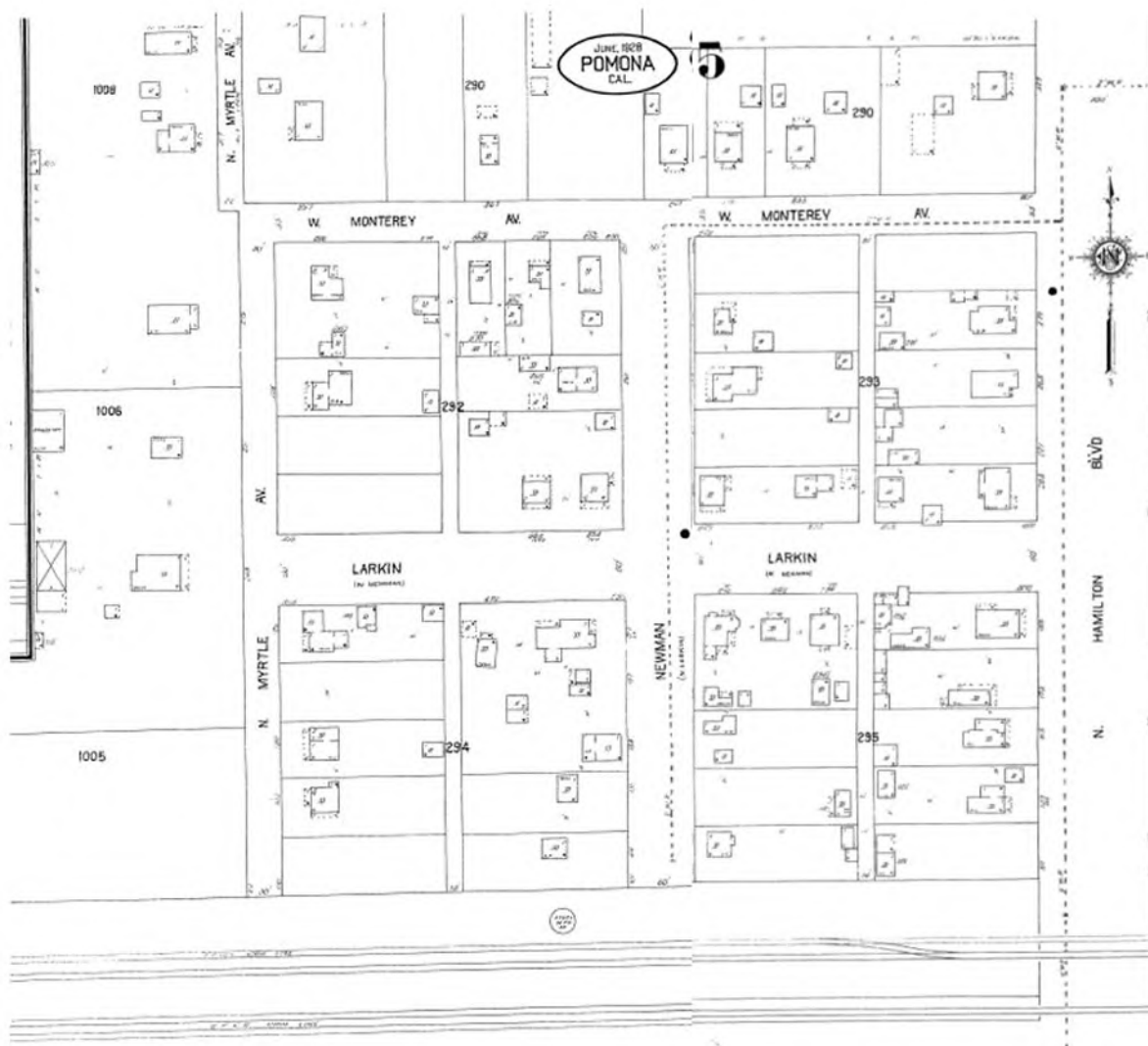


Exhibit 13. 1928 Sanborn Fire Insurance Company Map showing portions of the Railroad and Hamilton neighborhood⁷⁴

An aerial photograph from 1938 depicts the neighborhood with some remaining agricultural fields in the northwestern section, and lots developed with single-family homes throughout (Exhibit 14).⁷⁵ In 1939, this neighborhood was identified as redlined district D21, which is discussed in detail in Section 4.2.2.4 Redlining (1939-1963).⁷⁶

⁷⁴ Sanborn Map, 1928.

⁷⁵ UCSB 2025; NETR 2025

⁷⁶ Sanborn Maps, Various Years, Los Angeles Public Library.



Exhibit 14. 1938 aerial photograph showing how Railroad and Hamilton neighborhood appeared one year before the redlining map was drawn.⁷⁷

By 1960, aerial imagery shows that only two small areas of agricultural fields remained. At this time, the mobile home park now known as “HiFi Mobile Home Plaza” was constructed, as well as St. Joseph’s Catholic Church and its associated athletic field. By the mid to late 1960s, the neighborhood largely appeared as it does in the present day, with the exception of the block bound by West First Street to the north, West Second Street to the south, Oak Avenue to the west, and South Buena Vista Avenue to the east, which from the 1960s through the 1980s, was converted and redeveloped for commercial use.⁷⁸

Within the boundaries of the Railroad and Hamilton neighborhood is a small area known today as Cherrieville (also spelled Cherryville). It appears that the area was not formally planned, but rather, developed organically within the boundaries of the neighborhood. The Cherrieville area is roughly defined as by the boundaries of West Monterey Avenue to the north, the railroad tracks to the south, North Myrtle Avenue to the west, and North Hamilton Boulevard to the east. This area also features a park originally known as Cherrieville Park, located on the corner of North Hamilton Boulevard and West Monterey Avenue. Cherrieville Park was renamed by the City in 1989 as a result of continued

⁷⁷ UCSB 2025

⁷⁸ UCSB 2025, NETR 2025

gang activity and associations with one of the City's oldest Latina/o street gangs bearing the same name, Cherrville. Today the park is known as Hamilton Park.⁷⁹

4.2.2.3 Grand and Hamilton Neighborhood (circa 1930 -Present)

A second historically Latina/o residential neighborhood, referred to herein as the Grand and Hamilton neighborhood, was identified further south of the Railroad and Hamilton neighborhood. The general boundaries of the neighborhood are West Seventh Street (north), South Thomas Street (east), West Grand Avenue (south), and Buena Vista Street (west) (Exhibit 15).

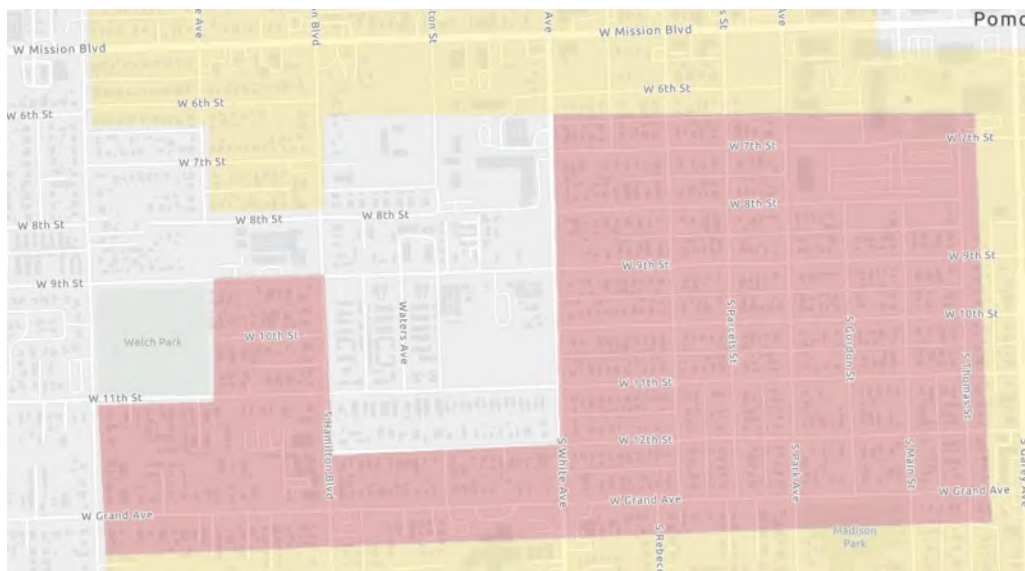


Exhibit 15. General boundaries of Grand and Hamilton neighborhood shown in red⁸⁰

This area was originally used for agricultural purposes, but was converted to primarily residential use by the end of the 20th century. The 1895 Sanborn Map shows a mix of single-family residential buildings, as well as agricultural related buildings such as storage barns, animal pens, and stables. The 1906 and 1911 Sanborn Maps show the continued slow development of more residences throughout the lots that were previously occupied by orchards. By 1928, a church located at 810 South White Avenue was constructed and labeled on the Sanborn Map as the "Pomona Mexican Church" (Exhibit 16). This map also demonstrates that the neighborhood was substantially infilled with residential development, specifically in the northern sections. Areas south of West Tenth Street still had several vacant lots. The entire neighborhood was limited in its commercial development at this time.⁸¹

⁷⁹ Jessica Katz, "Blood Spills as Pomona Gang War Fails to Die," *Los Angeles Times*, April 12, 1987; Jason Newell, "A city besieged", *Gangland: A look at gangs in Southern California*, September 27, 2004; "Gift of Labor," *Progress-Bulletin* (Pomona), August 3, 1975, 9. Mike Ward, "What's in a Name? Pomona Hopes a Little Less Crime," December 23, 1990. www.latimes.com/archives.

⁸⁰ Center for Geospatial Solutions, 2022.

⁸¹ Sanborn Maps, *Los Angeles Public Library*, Various Years

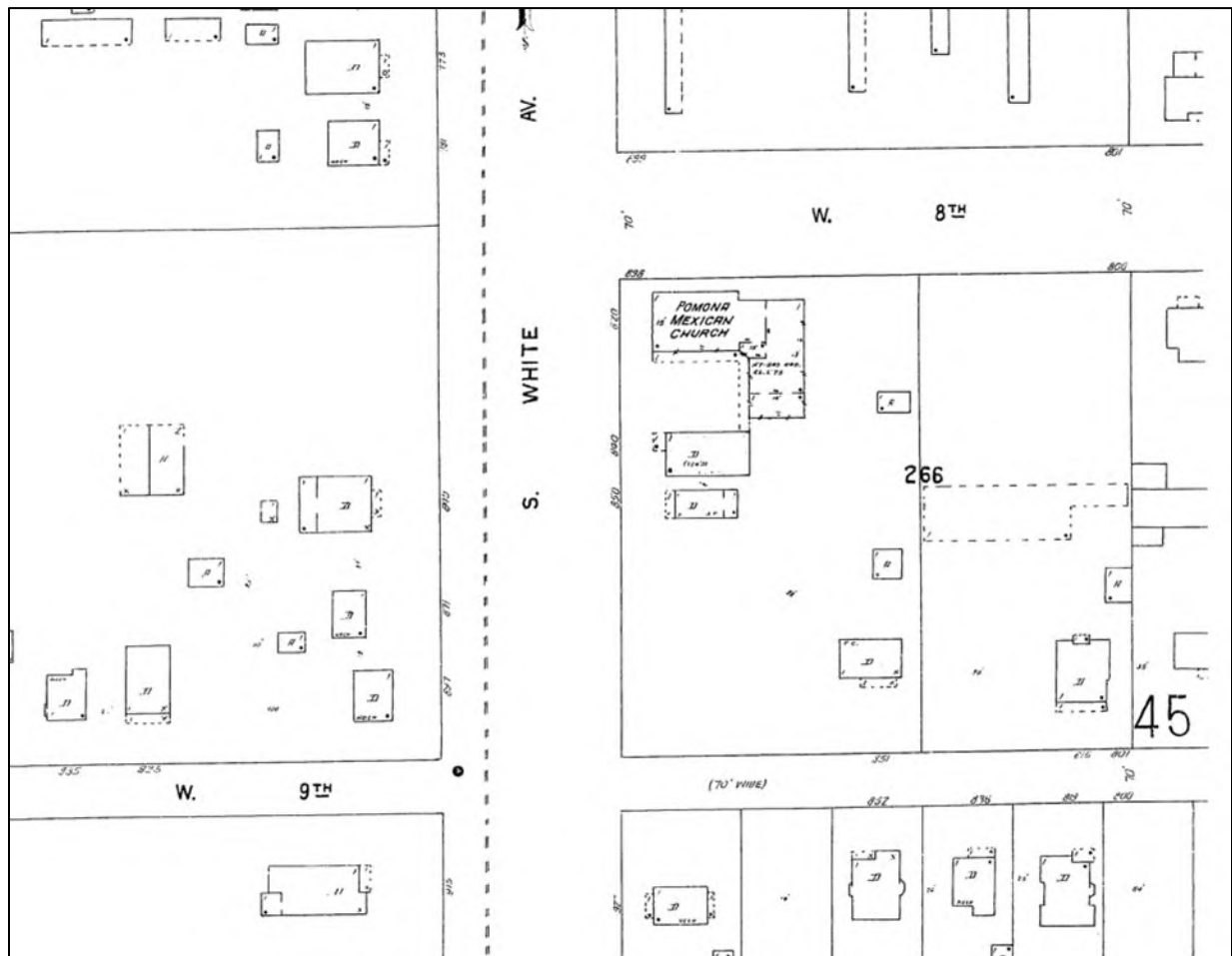


Exhibit 16. 1928 Sanborn Fire Insurance Company Map showing “Pomona Mexican Church”⁸²

The two neighborhoods discussed above were home to many of the City’s Latina/o residents at the beginning of the 20th century, but their living conditions within these neighborhoods were generally unsanitary and not maintained by the City. Much like the treatment of agricultural workers on farms, the City’s early Latina/o communities were isolated in the early years, with workers treated as dispensable and their living conditions often deplorable. This general lack of concern for the living conditions of the Mexican people by White residents and government representatives is captured in a 1920 newspaper article in which Reverend Walter C. Buckner spoke to the current living conditions of the Mexican residents and the popular views of Mexicans:

He [Buckner] declared that he had no criticism to make of the health department in the recent clean-up campaign but that he wished to make an appeal to the council to help solve the very pressing problem by encouraging any worthy project designed to put an end to the present shortage of houses for the Mexicans...

⁸² Sanborn Map, 1928.

He believed that the city would still continue to exist without a single Mexican but that they are a valuable part of the community that even tho they might be dispensable that is no excuse for treating them badly...

...They are a clannish people who visit each other a great deal, talk over affairs, and spread a great deal of information among themselves so that what one Mexican knows that is of interest to his race, all the other Mexicans in the state know too⁸³

Later in the same article Councilman Holmes G. Brown stated that a recent State Housing Commission inspection found the Mexican worker housing conditions to be "intolerable" and the state would take action if the City did not.⁸⁴ While steps were taken to attempt to remedy the issues in the Latina/o neighborhoods, as the Great Depression arrived, these neighborhood improvement efforts came to a grinding halt with the introduction of redlining, which is discussed in detail in Section 4.2.2.4 Redlining (1939-1963).

By 1950, the Sanborn Map shows that all but a few lots within the neighborhood were developed with single-family homes.⁸⁵ Over the next several decades, the neighborhood continued to infill with dense residential development. During the 1950s and 1960s, civic development at the northeastern corner of the neighborhood replaced original residences. Other large churches were developed as well, including Sacred Heart Church, which is located at 1263 South Hamilton Street. This church was constructed in the 1940s and is known for its association with the Latina/o community. By the mid to late 1960s, the neighborhood looked much like it does today.⁸⁶

4.2.2.4 Redlining (1939-1963)

The presidency of Franklin D. Roosevelt (FDR) included a variety of governmental programs designed to help the United States recover during the Great Depression. These programs were collectively referred to as the New Deal. Two of the New Deal programs that significantly impacted housing throughout the United States was the enactment of the Homeowners' Loan Corporation (HOLC) and the National Housing Authority. Through the National Housing Act, the Federal Housing Administration (FHA) was created and alongside HOLC, were used to stabilize the housing market and provide federal aid to ease foreclosures during the Depression. It was also designed to provide opportunities for more Americans to become homeowners. Previously, banks only financed 50 percent of home costs, and mortgages had a duration of five years or less. Mortgages only covered the interest on the loan and typically required refinancing. In contrast, the new FHA loan covered up to 80 percent of the purchase

⁸³ "Council Hears Appeal In Behalf of Mexicans; Exchange May Act Soon," *Progress Bulletin* (Pomona), November 4, 1920, <https://www.newspapers.com/image/622446018/>.

⁸⁴ "Council Hears Appeal In Behalf of Mexicans; Exchange May Act Soon," November 4, 1920.

⁸⁵ Sanborn Maps, *Los Angeles Public Library*, Various Years

⁸⁶ NETR 2025; UCSB 2025

price of the house with repayment options up to 20 years. Further amendments to loan terms lowered down payments and increased loan terms to 30 years.⁸⁷

To qualify for FHA loans, the property must be at low risk of falling into default. The FHA guidelines stated a “whites only” requirement and also recommended against infiltration of “inharmonious racial or nationality groups.” Loans were typically not approved in older neighborhoods and loan terms specified the property could not be sold to Black citizens. These unfair housing practices were a basis for discrimination against other races such as Latina/os.⁸⁸

HOLC performed surveys of cities and created “residential security” maps. These maps graded city neighborhoods by using a standardized form discussing location, quality and age of homes, proximity to industrial and commercial zones, and the socioeconomic, racial, ethnic makeup of the neighborhoods.⁸⁹ The colored maps were used to determine which neighborhoods were worthy of loans. Ranking from least risky and colored in green or given the letter “A,” and most risky in red or letter “D.” These determinations were based on HOLC surveys.⁹⁰ The lower neighborhoods, lettered C or D, typically were described with language such as “infiltration,” “subversive,” “undesirable,” “inharmonious,” or “lower grade” populations. Language used for the City of Pomona routinely mentioned “infiltration of Mexicans” and protections from “racial hazards.”⁹¹

Real estate agents were incentivized to participate in these discriminatory practices, as they followed a “code of ethics” established by the National Association of Real Estate Boards that prohibited realtors from showing homes to “members of any race or nationality” in areas where their presence would bring down the property value. Breaking this code risked the realtor’s license.⁹²

The best and most affluent neighborhoods in Pomona were located near Ganesha Park where residents were described as “business and professional men, executives and retired people.”⁹³ While other neighborhoods were categorized as “Hazardous” neighborhoods. The first of these neighborhoods was Railroad and Hamilton, which was located in an area formed in a “C” shape around Edison Historic District, located to the north and south of West Second Street between North Hamilton Boulevard and Oak Avenue. This area was described as “completely occupied [by] Mexicans (peon type) and a few Negroes” (Exhibit 17).⁹⁴

⁸⁷ California Department of Transportation, “Tract Housing in California, 1945-1973: A Context for National Register Evaluation,” 2011. <https://dot.ca.gov/-/media/dot-media/programs/environmental-analysis/documents/ser/tract-housing-in-ca-1945-1973-a11y.pdf>.

⁸⁸ Richard Rothstein, *The Color of Law* (New York, NY: Liveright, 2017), 67.

⁸⁹ Jason Richardson, Bruce C. Mitchell, et al, “Redlining and Neighborhood Health.” Accessed February 12, 2025, <https://nrcr.org/holc-health/#Citations>.

⁹⁰ Candace Jackson, “What Is Redlining?” *The New York Times*, August 17, 2021, <https://www.nytimes.com/2021/08/17/realestate/what-is-redlining.html>.

⁹¹ Center for Geospatial Solutions, “Structural Racism and Land Use and Policies in Pomona, CA,” ArcGIS StoryMaps, August 29, 2022, <https://storymaps.arcgis.com/stories/c5b6b05808014b5a9e24cf82b2a4dd1b>.

⁹² HRG, 137.

⁹³ Center for Geospatial Solutions, 2022.

⁹⁴ Center for Geospatial Solutions, 2022.

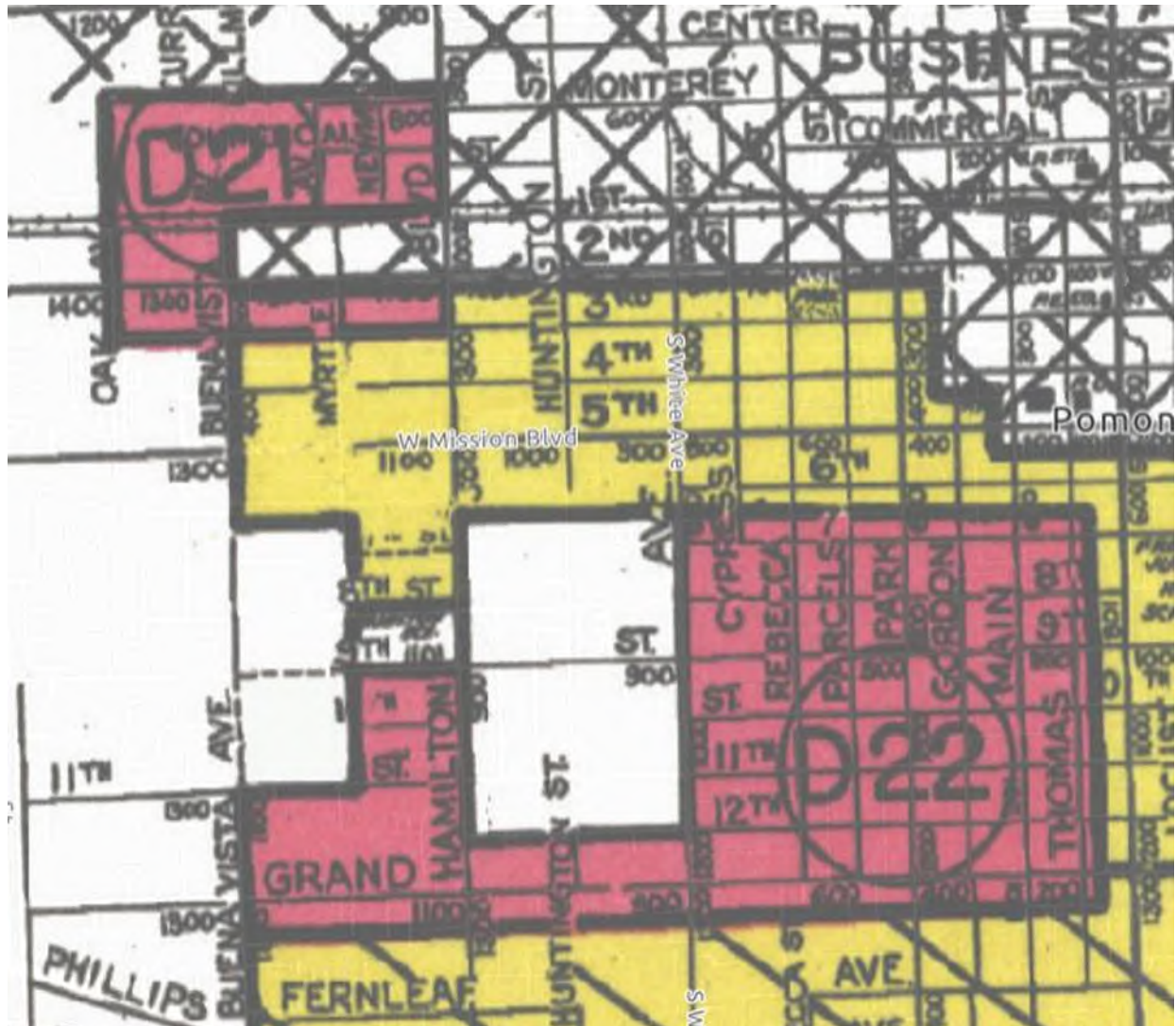


Exhibit 17. 1939 HOLC Redlining Map showing Pomona’s Latina/o neighborhoods in red⁹⁵

The other redlined area in Pomona was the Grand and Hamilton neighborhood, generally bound by Grand Avenue (south), Buena Vista Avenue (west), West Ninth Street and West Seventh Street (north), and South Thomas Street (east) (Exhibit 17). This neighborhood was described by the HOLC in 1939 as follows:

Mexican & Negro laborers & relief clients; and poor white laboring class... This is another area which has degenerated due to infiltration of Mexicans. It differs from the other Mexican district in Pomona in that the improvements were not built in the typical Mexican farm labor shack type, but are the relics of a once acceptable neighborhood.⁹⁶

⁹⁵ Center for Geospatial Solutions, 2022.

⁹⁶ Center for Geospatial Solutions, 2022.

The 1939 redline map information also indicated that some poor white laboring class families remained in the area, which suggests that the neighborhood may not have originally been a Latina/o neighborhood. City directory research from 1940 confirms that the neighborhood consisted of approximately one-quarter to one-third of residents with Latina/o last names.⁹⁷

As in many other cities throughout the United States, redlined neighborhoods in Pomona reinforced and formalized segregationist ideas and planning practices and divided communities. Attempts were made to correct the damage caused by redlining with the California Fair Housing Act of 1963, better known as the Rumford Act (AB 1240). Under this legislation, people of color were allowed to purchase housing without being subject to discrimination, but in some instances the damage to communities was already done. Discriminatory housing practices and the continued segregation and mistreatment of Latina/os became one of the many issues that the Chicano civil rights movement took on in the 1960s and 1970s.⁹⁸

Since the 1970s, Pomona's Latina/o residential neighborhoods continued to be predominately Latina/o and retain a great deal of the original built environment from the early to mid-20th century.

4.2.3 Subtheme: Religion and Spirituality in Latino Culture

Most of Southern California's Latina/o community has historically been and continues to be strongly rooted in religion and spirituality. While there are many different nationalities represented under the term Latina/o, a significant percentage of the population were raised and/or continue to practice the Catholic faith. The history of the Catholic faith in Southern California can be traced back to the early settlement of Los Angeles and the establishment of the original Spanish missions between 1769 and 1823. During this time, there were 21 missions established throughout California and Los Angeles was just one of many. In 1769 the Portolá expedition reached the present-day boundaries of Los Angeles and became the first European visitors to the area. Father Junípero Serra established the Mission San Gabriel Arcángel Catholic mission on September 8, 1771.⁹⁹ When Mexico gained its independence from Spain in 1821 the path toward the secularization of the missions unfolded and by 1834 the missions were secularized and the Rancho Period began in California.¹⁰⁰

While Catholicism remained a dominate religion throughout much of the Latina/o community in California during the Rancho Period, the arrival of the railroads brought new religious influences to the region. From 1880 to 1910 there were significant transitions in Mexican Catholicism in California that can be attributed to the arrival of the railroads in the 1870s. Not only did the railroads bring an influx of opportunities for Latina/os in California, but they also led to significant population booms with

⁹⁷ UCSB 2025; NETR 2025; City directories, various years.

⁹⁸ Herbert G. Ruffin II, "The California Fair Housing Act [The Rumford Act] (1963-1968), *Black Past*, June 5, 2011, <https://www.blackpast.org/african-american-history/california-fair-housing-act-rumford-act-1963-1968/>.

⁹⁹ OHP, 27; Douglas E. Kyle, *Historic Spots in California Fifth Edition*, Stanford University Press, 2002, 151-152.

¹⁰⁰ Clifton L. Holland, *The Religious Dimension in Historic Los Angeles: A Protestant Case Study*, 1974, William Carey Library, South Pasadena, 28-35.

Anglo Americans (predominately from the Mid-west) who brought not only different Catholic practices, but also brought new Protestant beliefs to the Mexicans living in California¹⁰¹

Increased Mexican immigration to Southern California in the first few decades of the 20th century, led to segregation in the Catholic parishes and appointment of non-Spanish speaking White bishops and other church leaders in predominately Mexican parishes. Mexican parishioners complained and made formal protests to the Catholic church about their issues, but their protests were largely ignored for many years. The church claimed that putting Spanish-speaking priests in its parishes would make the church undesirable to its White members. The church also made claims that Mexican workers were transient because of the nature of their seasonal work in the citrus industry, and insisted the church was not set up to minister to parishioners in that manner. These steps taken by the Catholic church created discontent among the Mexican parishioners and fueled their growing issues with the Anglo version of Catholicism that was being pressed upon them. The Mexican community also felt they were losing their strongly held beliefs and traditions such as the worship of Our Lady of Guadalupe, a long-recognized patron saint of Mexico. Although the revolution in Mexico in 1910 led to many Mexican clergy fleeing to the United States, their stays in the United States were generally short lived and did not resolve the fundamental issues facing the Mexican parishioners.¹⁰²

Significant reform in how the Catholic church managed its Spanish-speaking parishes did not come until much later in the 20th century, leaving communities to come up with creative solutions to meet their spiritual needs. One portion of the Latina/o community in Pomona accomplished this by partnering with an established White Catholic church, Sacred Heart, until they had a large enough membership for their own church and were able to petition for recognition by the Archdiocese of Los Angeles to form a Spanish-speaking church known as the Sacred Heart of Jesus Catholic Church. Another group in Pomona, opted for a non-Catholic church and partnered with the Pilgrim Congregational Church in their early years until their congregation was large enough to start their own Mexican Congregational Church. These churches were both fixtures in Pomona's Latina/o community and provided important community-based programs and services to residents and members.¹⁰³

¹⁰¹ Holland, 28-35. Robert E. Wright, "Mexican-Descent Catholics and the U.S. Church, 1880-1910: Moving Beyond Chicano Assumptions," *U.S. Catholic Historian* 28, no. 4 (Fall 2010): 79, accessed February 22, 2022, <https://www.jstor.org/stable/40891031>, 78; Hermine Lees, "The Archdiocese of Los Angeles: A Brief History," *Angelus*, August 21, 2013, <https://angelusnews.com/local/california/the-archdiocese-of-los-angeles-a-brief-history/>.

¹⁰² OHP, 27-29; Robert E. Wright, "Mexican-Descent Catholics and the U.S. Church, 1880-1910: Moving Beyond Chicano Assumptions," <https://www.jstor.org/stable/40891031>, 73-76, 85-88; Jeffrey M. Burns, *The Mexican Catholic Community in California in Mexican Americans and the Catholic Church, 1900-1965*, ed. Jay P. Dolan and Gilberto M. Hinojosa (London: University of Notre Dame Press, 1994), 182.

¹⁰³ "The First Fifty Years," Sacred Heart Catholic Church Pomona website. September 30, 2019. <https://sacredheartpomona.com/about-br-sobre-nosotros/>; "New Church Is Given Blessing," *Progress Bulletin* (Pomona), December 30, 1935. "History," Pilgrim Congregational Church website, 2021. <https://pilgrimchurchpomona.com/history-2/>

4.2.3.1 Churches

Sacred Heart of Jesus Catholic Church

The first Catholic church in Pomona was St. Joseph, established in 1886. In 1936, the Los Angeles Archdiocese approved the construction of a second Catholic church, Sacred Heart of Jesus (Sacred Heart). Located at 1095 West Grand Avenue, the church was specifically built for use by the community's Spanish speaking residents. A building permit was authorized on April 3, 1935, for a one-story frame and rock church valued at \$2,500. It was dedicated on December 29, 1935, by Right Reverend John J. Cantwell, bishop of the dioceses of Los Angeles and San Diego. That same day, 250 Mexican boys and girls received the sacrament of confirmation. The church was constructed as a mission church from St. Joseph's Catholic Church and is one of the largest mission churches in the Los Angeles archdioceses, designed to seat 450 people. A mission church is one that is not fully self-supporting and relies on financial support from a larger organization, in this case, St. Joseph's. Credit is given to Reverend Monsignor P. Cornides for his "untiring zeal and effort toward making the construction of this little place of worship possible." The church offered bible school during the summer for the "Mexican children" (Exhibit 18).¹⁰⁴



Exhibit 18. Sacred Heart Catholic Church, 1952¹⁰⁵

¹⁰⁴ *Progress Bulletin* (Pomona), April 3, 1935, Page 15. <https://www.newspapers.com/image/623464674/>; "New Church Is Given Blessing," 1935; "The First Fifty Years," 2019.

¹⁰⁵ "Sacred Heart Catholic Church," Pomona Public Library Digital Collections, Collection ID# SCP02262.

By 1946, a parish hall was constructed across the street from the church at the northwest corner of South Hamilton Boulevard and West Grand Avenue. Three years later, in 1949, parishioners attended the dedication of their own parochial school. The school, located north of the parish hall at 1263 South Hamilton Boulevard, was built at the cost of \$100,000, designed by architect George J. Adams, with Joseph Sheffett as structural engineer.¹⁰⁶ The entire project was financed by Sacred Heart parishioners and its construction was completed by parishioners who volunteered their time on weekends and evenings. At the time of its completion in 1949, the school served grades kindergarten to fourth grade, but had plans to further expand the facilities to serve fifth through eighth grade. Reverend Beta, head of Sacred Heart, said of the parochial school in 1949, "Pomona can well be proud of this successful effort, especially of the Spanish-speaking members of the parish, who since May 1948 have toiled voluntarily till far into the nights when the weather permitted" (Exhibit 19).¹⁰⁷

Sacred Heart received full parochial status in 1967 and in 1971 a new, bigger church was built just north of the original at 1215 South Hamilton Boulevard.¹⁰⁸ As of 2022, the parish was dominated by non-Spanish speaking community members, but the church remains an important part of the City's Latina/o's community history.¹⁰⁹

¹⁰⁶ Eddie Rodriguez, "Sacred Heart Parish Project Enlists Help of Volunteers," *Progress-Bulletin* (Pomona). September 2, 1948, page 20. <https://www.newspapers.com/image/623779716/>

¹⁰⁷ "New Elementary School Opens," *Progress-Bulletin* (Pomona), September 2, 1949. <https://www.newspapers.com/image/623458146/>

¹⁰⁸ "The First Fifty Years," 2019.

¹⁰⁹ HRG, 153





Exhibit 19. Latino workers constructing the Sacred Heart Parish School, 1948¹¹⁰

¹¹⁰ "Volunteers Build Parish School," Progress-Bulletin (Pomona), October 9, 1948, Page 9, <https://www.newspapers.com/image/623788107/>.

Mexican Congregational Church

Under guidance by Reverend Charles Burt Sumner, who was sent by the governing Congregational body, the first public service for the Pilgrim Congregational Church was held on April 3, 1887. One month later, the first council meeting was held, and the church was formally organized with 36 members. Under its guidance, the church helped organize the establishment of Pomona College in 1887.¹¹¹ The Congregationalist wished to recreate a “college of the New England type” and began instruction in a rented house in the City Pomona before moving the following January to an unfinished hotel on land donated to the College in the City of Claremont.¹¹²

The Pilgrim Congregational Church ministry included the City’s Mexican community for many years prior to the formal organization of Mexican Congregational Church in 1920. Upon its initial establishment in 1920, Reverend Alden B. Case served as the pastor and held services at a chapel identified in historical newspapers as both 156 North Cypress Street (no longer extant) and 210 North Cypress Street (no longer extant). By 1921, Reverend Case expanded his ministry to other Mexican communities in Southern California and was replaced with Reverend Ignacio Lopez from El, Paso, Texas in 1921.¹¹³

By December of 1923, the church was growing and continuing in their ministry at the North Cypress Street location. They noted having services on Wednesday and Sunday evenings and Sunday school on Sunday mornings with four individual classes each Sunday. Between 1922 and 1923 the church received 12 new members and baptized numerous children. The church also reported having a ladies’ society and girls’ club that held weekly meetings. María C. Artea worked as an assistant to the church with the Spanish speaking community and helped with the church’s social work that included literacy programs, interpretation services, job placement, and assisting with youth outreach. The church also reported that they were looking for a new location in the south part of the City to expand their growing ministry and be able to offer additional services to the community.¹¹⁴ The church’s youth programs continued to expand in 1924 when it was noted that there was a youth organization meeting at the church called Amado Nervo that was “combining business with social gathering” and helping to fill the needed gap in the social lives of the Mexican youth in the community.¹¹⁵

¹¹¹ Seth I. Colver, *The Historical Volume and Reference Works: Covering Arcadia, Azusa, Baldwin Park, Bradbury, Charter Oak, Claremont, Covina, Duarte, El Monte, Glendora, Irwindale, La Verne, Monrovia, Pomona, San Dimas, South El Monte, West Covina* (Arlington, Calif: Historical Publishers, 1964).

¹¹² Pomona College. “A Brief History of Pomona College” 2025.

¹¹³ “Congregational Church for Mexicans Planned,” *The Bulletin* (Pomona), July 30, 1920, Page 3.

<https://www.newspapers.com/image/622591147>; “Mexican Congregational,” *The Bulletin* (Pomona), August 8, 1920, Page 3.

<https://www.newspapers.com/image/622591380>; “Rev. Ignacio Lopez Takes Up New Duties,” *The Bulletin* (Pomona), May 29, 1921, Page 5. <https://www.newspapers.com/image/622775709>; “Mexican Congregational Church,” *The Bulletin* (Pomona), May 7, 1922, Page 8. <https://www.newspapers.com/image/622986589>.

¹¹⁴ “Mexican Church is Prosperous,” *Progress Bulletin* (Pomona), December 31, 1923, Page 61.

<https://www.newspapers.com/image/622999854>

¹¹⁵ “Mexican Young Folk Have Club,” *Progress Bulletin* (Pomona), February 23, 1924, Page 8.

<https://www.newspapers.com/image/622945784>. “Amado Nervo Society,” *Progress Bulletin* (Pomona), November 6, 1924, Page 5. <https://www.newspapers.com/image/622938103>

By May of 1926, the church had acquired a corner parcel at 8th Street and White Avenue for the construction of a new chapel/mission.¹¹⁶ While the road to construction was fraught with opposition from the residents of the neighborhood bordering the proposed church site, the church was ultimately victorious.¹¹⁷ On February 1, 1928, a permit was issued the month before for the church's construction with an estimated cost of \$15,000.¹¹⁸ The project architect was G. Stanley Wilson of Riverside and the contractor was F.W. Edwards of Ontario. The new church would include a chapel, Sunday school department, and a parsonage. As of March 1928, the congregation had raised \$13,700 towards the funding needed for the project. The project and the church were overseen by Reverend C.E. Crawford, who noted that once the church was finished, they would seek a permanent pastor for the new church.¹¹⁹

Following its construction at 810 South White Avenue, the church continued for many years and had multiple pastors including Crawford (circa 1938).¹²⁰ While the church was active, it served as a cornerstone for the Mexican community living in the City. The connection between Mexican residents and the church were reinforced through various community-oriented events and by honoring key members in the church. On January 7, 1933, the church hosted a special remembrance event in honor of Reverend Alden B. Casem, the founder of the mission. The event, which was open to the community, featured prominent speakers such as President James L. Blaisedell of Claremont Colleges and Reverend John Howland. These gatherings were not only a way to honor important figures of the church but also served to bring the congregation together.¹²¹ In 1938, the church once again hosted a major remembrance event, this time to commemorate Reverend Ignacio M. Lopez, a veteran of 30 years in Congregational work. The event was marked by participation from all participating church choir members, with the entire congregation gathering to honor Lopez's contributions. This event highlighted the church's role as a focal point for the remembrance of church and community members.¹²²

In 1953, the church celebrated its 25th anniversary under its new official name of El Buen Pastor Mexican Congregational Church. The church reflected on its history by recognizing its former pastors including Rev. Mr. Crawford, Rev. Mr. Castillo, Rev. Francisco X. Flores of Barstow, Rev. Rev. Mr. Zambrano, and

¹¹⁶ *Progress Bulletin* (Pomona), June 2, 1926, Page 11. <https://www.newspapers.com/image/622956829>. ParcelQuest, Accessed February 2025. "Conference Echoes," *Progress Bulletin* (Pomona), May 11, 1926, Page 10.

<https://www.newspapers.com/image/622956090>

¹¹⁷ "Ask Change in Mission Plans," *Progress Bulletin* (Pomona), January 14, 1928, Page 8.

<https://www.newspapers.com/image/623185212>; "Residents May Block 2nd Mission Plan," *Progress Bulletin* (Pomona), January 26, 1928, Page 2. <https://www.newspapers.com/image/623187589>.

¹¹⁸ "Building for Month \$94,525," *Progress Bulletin* (Pomona), February 1, 1928, Page 9.

<https://www.newspapers.com/image/623188744>

¹¹⁹ "Two Churches to be Erected," *Progress Bulletin* (Pomona), March 14, 1928, Page 2.

<https://www.newspapers.com/image/623194844>

¹²⁰ "Mexicans will Honor Memory of Lopez," *Progress Bulletin* (Pomona), February 5, 1938, Page 3.

<https://www.newspapers.com/image/623457996>

¹²¹ "Two Services of Special Remembrance Slated At Pomona Mexican Church" *Progress Bulletin* (Pomona), January 07, 1933.

<https://www.newspapers.com/image/623458204/>

¹²² "Mexicans Will Honor Memory Of Lopez" *Progress Bulletin* (Pomona), February 05, 1938.

<https://www.newspapers.com/image/623457996>

Rev. Manuel Elias of Los Angeles. The current minister during 1953 was Rev. Jesús V. Pacillas (Exhibit 20).¹²³



GRANDDAUGHTER HELPS, TOO — The Rev. J. V. Pacillas, pastor of the Mexican Congregational Church gives Robert Macias a preview ride on a new swing at the White Avenue Community Playground, which reopens Saturday. At the same time the Rev. Mr. Pacillas' granddaughter, Marge Pacillas, gives Betty Macias a push. The playground will be open daily with new facilities added by Protestant churches, Pomona Host Lions Club and Pomona Elks Lodge. (P-B photo)

Exhibit 20. Reverend J.V. Pacillas of the Mexican Congregational Church at the Church's playground with children, 1955¹²⁴

¹²³ "Mexican Church To Celebrate Anniversary" *Progress Bulletin* (Pomona), July 2, 1953. <https://www.newspapers.com/image/623559432>

¹²⁴ "Granddaughter Helps Too," *Progress-Bulletin* (Pomona), November 25, 1955, Page 14. <https://www.newspapers.com/image/623855890/>

El Buen Pastor Mexican Congregational church continued to foster connections both within the City and the surrounding area. As part of the Southern California Association of the Mexican Congregational Churches, the church participated in joint fellowship days. The *Progress Bulletin* from June 12, 1964, highlighted a joint fellowship event which included churches from Pomona, Chino and Barstow. These fellowship days fostered community engagement through luncheons and mingling. Events like this further highlight the close-knit nature of El Buen Pastor Mexican Congregational Church and the community.¹²⁵

One of the many ways the church connected with the community was through its “Vacation Bible Schools”, a tradition that spanned for several decades.¹²⁶ Each summer, the church offered bible courses for youth to take while on summer break. This program continued into 1964, showing the church’s commitment to the younger generation.¹²⁷

The church’s relationship with the community also extended to holiday celebrations and social events. In 1963, the church held a Thanksgiving banquet for members and friends, which was enhanced by guest speakers, such as Cande Mendoza.¹²⁸ The same year, the church’s Young Adult Group hosted tamale dinners, which further sealed the connection between the church and community.¹²⁹ The church also hosted luncheons and bazaars for the church community to enjoy meals and purchase various goods for sale.¹³⁰

It is unclear when the church stopped operating out of the location on 810 South White Avenue, but newspaper articles indicate it was at this location until at least 1977.¹³¹

4.2.4 Subtheme: Latinos in Sports

The Latina/o presence in sports in the United States began in the early 20th-century. Latina/o communities were subjected to racism and discrimination, and sports offered both a communal respite, as well as a way to counteract negative stereotypes and misconceptions. Latina/os in sports, both at community and professional levels, used their performance as an opportunity to “prove their worth” against racist ideas, create an image of masculinity in Mexican culture, celebrate community identity, increase neighborhood pride, and access education and/or financial opportunities.¹³²

The most popular sports that came to be nationally associated with Latinos included boxing and baseball. For example, boxing became known as a Mexican sport and point of pride that showcased

¹²⁵ “Mexican Congregational Meet Slated Here Sunday” *Progress Bulletin* (Pomona), June 12, 1964. <https://www.newspapers.com/image/624718321>

¹²⁶ “Mexican Congregational Church” *Progress Bulletin* (Pomona), July 9, 1938. <https://www.newspapers.com/image/623454415>

¹²⁷ “Bible Classes Start Monday” *Progress Bulletin* (Pomona), July 31, 1964. <https://www.newspapers.com/image/624574722/>

¹²⁸ “Thanksgiving Banquet Set At Church” *Progress Bulletin* (Pomona), November 20, 1963. <https://www.newspapers.com/image/624678847/>

¹²⁹ “Coming Events” *Progress Bulletin* (Pomona), June 7, 1963. <https://www.newspapers.com/image/624758688/>

¹³⁰ “Coming Events” *Progress Bulletin* (Pomona), December 11, 1977. <https://www.newspapers.com/image/71582537/>

¹³¹ *Progress Bulletin* (Pomona), December 11, 1977, <https://www.newspapers.com/image/71582537>

¹³² OHP, 38; González, 93-95.

“Mexican spirit.” For Mexican men who were stereotyped as lazy and inferior, boxing offered a way to show their strength and resilience. Latinos in baseball also were able to portray similar positive attributes, such as “manliness”, strength, and physical ability within a dynamic activity. Mexican boxers also received great success and recognition for their efforts at the local and national levels.¹³³

Sports also offered the Latino athletes the opportunity to advance financially and have access to educational opportunities that were not readily available to most members of the community. As a result of the popularity and success of Latino sports, organizations like the Mexican Athletic Association of Southern California (MAASC), which was formed in 1932, were established to promote the youth athleticism and open potential pathways for educational scholarships.¹³⁴

In addition to academic and financial opportunities, sports also benefitted Latina/o communities through fostering opportunities for leadership, community pride, and personal fulfillment. For example, Latino men often served as local recreational league managers or coaches, which created opportunities for leadership that could be applied to other aspects of life. Furthermore, participation in local sports also created comradery and helped to establish a common community identity and means of socialization. Families from different backgrounds and social standings also played with or against each other, as well as traveled for sporting related events, thus building lasting cultural bonds outside of their local community. In short, sports served as a means for bringing communities of people together for a united purpose (Exhibit 21).¹³⁵

While boxing and baseball were the most popular sports Latina/os participated in during the 20th-century, they were also involved in soccer, tennis, handball, and football. By 1930, over 25 different sports and/or recreational clubs were established in California. By the mid-century, Latino presence in sports grew substantially at amateur and professional levels. In the 1960s, the Chicano civil rights movement also advocated for increased equity in sports as part of their activism. From the 1960s and beyond, Latina/o athletes continued to rise in popularity and dominate many sports in the present day.¹³⁶

¹³³ OHP, 38; González, 93-95.

¹³⁴ OHP, 38; González, 93-95.

¹³⁵ OHP, 38-39; González, 93-96.

¹³⁶ OHP, 39; González, 95.



Exhibit 21. Latino boys in Pomona playing handball on the Mexican Congregational Church playground, 1955¹³⁷

4.2.4.1 Mexican American Baseball

During the early to mid-20th century, particularly in the 1920s and 1930s, Mexican Americans became a significant part of the workforce across the Pomona Valley. As the population of Mexican workers in the area grew, this led to the creation of close knit, communities reflecting their vibrant culture. As communities continued to grow, so did the love for leisure activities.¹³⁸ As Mexican American workers at the packinghouses had to endure long, strenuous work hours, they relied on forms of recreational activities to decompress from the workday. Subsequently, local baseball teams emerged out of these communities, they not only served as a form of entertainment, but also fostered community pride.¹³⁹ However, as this sport was so popular with the Mexican American workers, some packinghouse employers believed that the creation of company sponsored leagues would help Americanize their employees. In response, some employers organized baseball teams to provide mental and physical benefits, but sometimes with the underlying motive of assimilation.¹⁴⁰

¹³⁷ "Playground will Reopen on Saturday," Progress-Bulletin (Pomona), November 25, 1955, Page 14, <https://www.newspapers.com/image/623855890/>.

¹³⁸ Santillan, Richard et al, *Mexican American Baseball in the Pomona Valley* (Charleston, SC: Arcadia Publishing, 2014), Page 8

¹³⁹ Santillan, 8.

¹⁴⁰ González, Gilbert G, *Labor Community: The Camps of Mexican Citrus Pickers in Southern California*. (The Western Historical Quarterly, Oxford University Press, 1991), 298. Accessed online via: <https://www.jstor.org/stable/969750>

From an organizational standpoint, Mexican American baseball teams were formed in various ways. In some instances, packinghouse established recreational activities for their workers to promote moral and cultural objectives as defined by packinghouse owners. For instance, George B. Hodgkin, a popular figure in the Industrial Relations Bureau of the Central Exchange, suggested that if a worker became “a member of a local society, or baseball team, or band, or if he joins an English class...he will think...three times before leaving”.¹⁴¹ This statement summarizes a popular idea of many packinghouse owners at the time that assimilation and community programs were the way to cultivate a loyal and cost-effective workforce.¹⁴² One notable citrus packinghouse in the Pomona Valley was Sunkist Oranges, which was located in the City of Claremont. The packinghouse created the Mexican American baseball team called the Sunkist Oranges Team, who had many outstanding players in the 1940s and 1950s. Despite the packinghouse being in Claremont, many of the workers and players were often Pomona residents.¹⁴³

Aside from the agricultural industry, other commercial business owners established baseball teams. One such team in Pomona was the Pomona Merchants. The Merchants were a semi-pro team developed in the 1920s by a local merchandise shop which played in the San Bernardino League. The idea of allowing employees to play in business teams for employees came from Mayor Vandegrift, who believed the sport would be beneficial for the employees. The mayor insisted that participating stores close once a week to make it possible for the employees to play and attend the games.¹⁴⁴ The Merchants, which consisted of both Latino and White players, were a resolute team producing skillful players such as Bobby Duran and Tommie Encinas. Additional information provided on these players in Section 5, Notable People. Many of those who played in Merchants were also graduates from Pomona High School.¹⁴⁵ The Merchants competed with Inland teams from San Bernardino, Redlands, East Highland, and Beaumont. ¹⁴⁶ In 1958, the Merchants hosted the opening season for the San Bernardino Valley League at their home base at Welsh Park. The Merchants “exhibited fine batting punch in practice games,” with Maury Encinas being among the few notable players mentioned.¹⁴⁷

Although business owners formed teams for Mexicans to play in, Pomona’s predominantly White population managed to create an environment that excluded people of color from accessing public spaces including sports facilities. In response, the Mexican community established their own Mexican baseball leagues, providing a space for recreational activities and community engagement. Due to insufficient funds, teams had to participate in community outreach to secure adequate equipment and apparel. This often meant reaching out to public service organizations. For example, in 1920 the

¹⁴¹ González 1991, 298.

¹⁴² González 1991, 298.

¹⁴³ Santillan, 10-12.

¹⁴⁴ “Plan Meeting To Consider Plans For Local Nine,” *Progress Bulletin* (Pomona) Apr 19, 1920.

<https://www.newspapers.com/image/622688210/>

¹⁴⁵ Santillan, 21,73.

¹⁴⁶ “Merchants Pound Redlands 14-0,” *Progress-Bulletin* (Pomona), October 13, 1958.

<https://www.newspapers.com/image/624027043/>

¹⁴⁷ “Merchants Pound Redlands 14-0,” *Progress-Bulletin* (Pomona), October 13, 1958.

<https://www.newspapers.com/image/624027043/>

Pomona Police Department was instructed by City Clerk J.D. Johnson to purchase a box of baseballs for the local Mexican team.¹⁴⁸ In other instances, the teams would request permission to play on school fields during the weekends.¹⁴⁹

Such Mexican teams that developed in this manner included The Aztecs, Pomona Elks, and the Jets, to name a few. Many of these teams went on to compete in leagues that included multiple teams facing each other. The Orange Belt Baseball League included teams from Pomona, Fullerton, Whittier, and San Diego.¹⁵⁰ The Aztecs were an all-Mexican baseball team from Pomona, established in the 1920s. The team played against teams all over the Pomona Valley and neighboring cities, including the San Bernardino Centrals and the San Diego Padres. The team played at various venues, including Ganesha Park and several local school fields.¹⁵¹ Another all-Mexican baseball team was the Pomona Nine Internationals, which was composed of local Mexican baseball stars who played throughout the 1920s. During the season, the Pomona Nine Internationals played games with teams in Claremont, Ontario, La Verne, and even played the Pomona Merchants, often taking home victories.¹⁵² These Mexican baseball games fostered connections between cities and provided a sense of kinship and solidarity with people from other communities.

While the history of Mexican American baseball was fraught with owner oversight and attempted assimilation, once teams were established and players came together, a new and unique Mexican American cultural experience was created. Mexican American baseball also attracted spectators, which made the experience one that was shared among the local community. This shared experience spread through the various leagues and teams that existed at the time as they traveled to other cities and communities. This helped end the isolation felt by many Mexican communities from working in the fields, packinghouses, and railroads. Crossing county and sometimes state lines allowed for shared experiences and the dissemination of ideas that laid the groundwork for later Latina/o cultural movements. In short, while Mexican American Baseball was a form of entertainment, it also became an important cultural institution for the players and the communities that they visited.¹⁵³

4.2.4.2 Boxing

Like baseball, boxing was an equally popular spectator sport for the Latina/o community. The roots of Latina/o boxing in the United States traces its roots back as early as the 1920s. During this time Latinos would utilize open spaces, vacant buildings, church basements, or any other open space that would allow them to train and compete. As a boxer's skill progressed, their ability to garner more spectators

¹⁴⁸ "Orange League Plans Games For Year," *The Bulletin* (Pomona), January 27, 1920.

<https://www.newspapers.com/image/622747767/>

¹⁴⁹ "Mrs. C.W. Howard Submitted a Petition" *Progress Bulletin* (Pomona), June 11, 1930.

<https://www.newspapers.com/image/622999294/>

¹⁵⁰ "Orange League Plans Games For Year," *The Bulletin* (Pomona), January 27, 1920.

<https://www.newspapers.com/image/622747767/>

¹⁵¹ "Aztecs Triumph Over Berdinians" *Progress Bulletin* (Pomona), June 13, 1927. <https://www.newspapers.com/image/622961775/>

¹⁵² "International Nine Has Ambitious Following Second Victory" *Progress Bulletin* (Pomona), August 4, 1924.

<https://www.newspapers.com/image/623070123/>

¹⁵³ Santillan, 9.

and popularity would allow them to secure more permanent locations and allow them to train at more established facilities like boxing gyms. Boxing was a male dominated sport and it allowed the Latino men to find a pathway to success outside of the traditional roles that society cast them in, which thereby opened up opportunities for them to travel and experience things outside of their communities.¹⁵⁴ Like many cities throughout Southern California, Pomona had its share of important boxers who were successful throughout the 20th century (Exhibit 22).

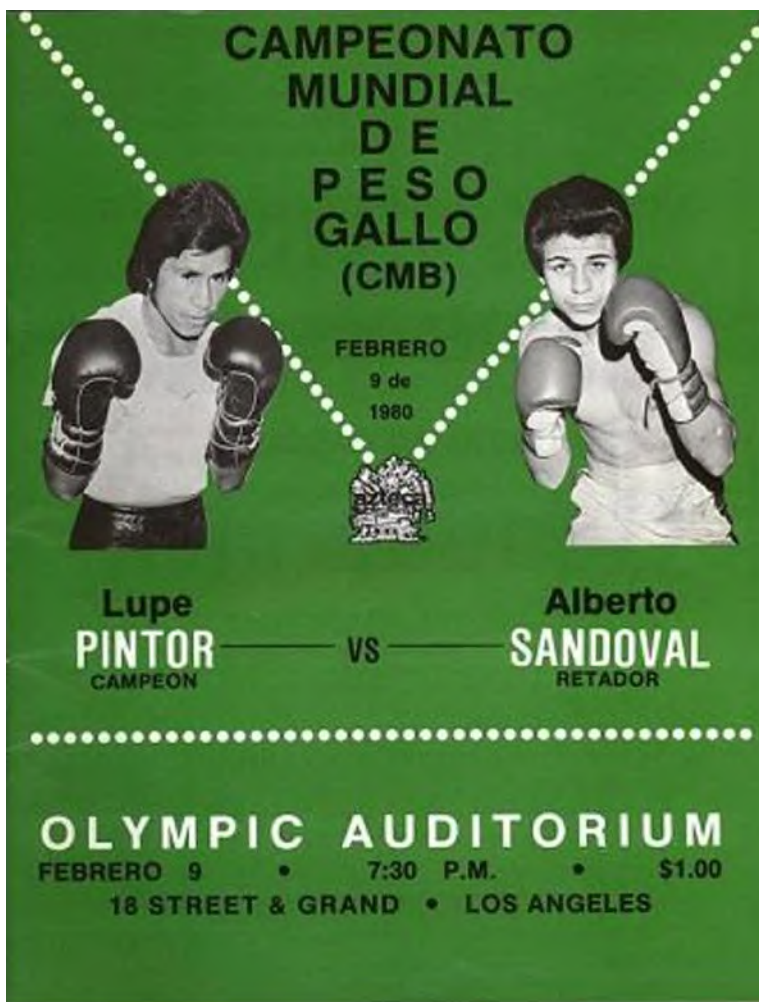


Exhibit 22. Boxing match flyer for Pomona Boxer Alberto Sandoval, 1980.¹⁵⁵

4.2.5 Subtheme: Latinos in the Arts

Similar to sports, artistic expression reflected both the success and struggles of the Latina/o community in the 20th century. During the early 20th century, the artistic representation of Latina/o culture was often presented as an idealized and romanticized version of California history that ignored the

¹⁵⁴ OHP, 2015, 39-40.

¹⁵⁵ Pintor v. Sandoval Poster, BoxRec.com website. Accessed February 2, 2025.

difficulties, violence, and discrimination experienced by Latina/o community during this time. As a response to this misrepresentation, Latina/os began to use various forms of art to express pride in and accurately represent their culture. Art was used to make statements about cultural history that challenged the social and political views throughout the 20th century. It was a way to demonstrate the community response to major events, such as the Chicano civil rights movement.¹⁵⁶

Methods for Latina/o artistic expression varied greatly and included painting, music, dance, theater, literature, and street art. In the Pomona Valley, there were talented Latina/o theater actors known as the Mexican Players who performed at the nearby Padua Hills Theater. There were also popular radio disc jockeys at the time and film and television stars from Pomona. While these traditional art forms continued throughout the 20th century, one of the most recognizable Latina/o forms of artistic expression was street art, which became a go-to medium for the Chicano civil rights movement. These art forms rejected conformity and served as a marking of the presence and pride of Latina/o culture in cities.¹⁵⁷

As discussed above, Latina/o artistic expression took many forms throughout the late 19th and 20th centuries in California. The following presents specific examples of artistic contributions made by Latina/os in Pomona.

4.2.5.1 Rainbow Gardens

Rainbow Gardens was a dance hall in Pomona, located at 150 East Monterey Street (not extant), and operated between 1948 and 1965. Formerly a skating rink and wrestling arena, it was converted to the Palmetto Ballroom before it opened as Rainbow Gardens on December 10, 1948 with Skinny Ennis and his 16-piece orchestra (Exhibit 23). The ballroom had a kitchen, cocktail lounge, and a capacity of 2,500 people with dances typically held on Thursday and Saturday nights.¹⁵⁸ Bands were Euro-American with artists such as Harry James, Les Brown, Perry Como, Lou Costello, and Pat O'Brien as frequent performers.¹⁵⁹ It was rare to have any non-White performers at Rainbow Gardens, and even more rare to have any non-White attendees. Local disc jockey Candelario "Cande" Mendoza once stated that, a "Mexican American had to be extremely well dressed and not even look too much like a Mexican in order to get in to Rainbow Gardens on Saturday night, it was just one of those things."¹⁶⁰

¹⁵⁶OHP, 47-48.

¹⁵⁷ OHP, 48-49.

¹⁵⁸ David Allen, "Rainbow Gardens once had Pomona dancing, rocking," *Daily Bulletin* (Pomona), February 2, 2019.

¹⁵⁹ García, 309

¹⁶⁰ Candelario Mendoza, "Oral History Interview with Candelario Jose Mendoza." Interviewed by Matt García. May 6, 1994. Honnold Library, The Claremont Colleges.



Exhibit 23. Rainbow Gardens, 1931¹⁶¹

Mendoza was born in Silao, Guanajuato in 1919 and moved to the United States in 1920. He was a morning disc jockey in the 1950s, who played regional Mexican music and the latest music from Mexico, Cuba, Puerto Rico, New York, and the American Southwest. He was given what was considered the least desirable airtime, 5:00 A.M. to 7:00 A.M. However, this happened to be the prime listening hours for those working in the citrus fields. Mendoza became a household name in the Latina/o community and the fact that he was also a teacher by day made him even more endearing.¹⁶² Mendoza's first teaching job was in the City of La Habra working with children of citrus workers. He later taught at various schools in Pomona before becoming the first Latino principal at Hamilton Elementary School, his alma mater.¹⁶³

In 1950, Mendoza approached Gertie and Ray Thomas, owners and operators of Rainbow Gardens, and asked to host a dance on a Wednesday night featuring Beto Villa, a popular *Tejano* bandleader. Gertie thought the young disc jockey was out of his mind to try and gather an audience for a mid-week event but permitted Mendoza to use the facilities. She was convinced the dance would be a flop and felt sorry for Mendoza, which led her not to charge him for the use of the Rainbow Gardens. Gertie had such low expectations for the outcome that they only opened one of three bars, scheduled only one security guard and a few waitresses. The Thomas' soon realized their mistake when the doors opened and 750 eager dancers filed in. Gertie had to jump into action and call in reinforcements. Later

¹⁶¹ "Rainbow Gardens," TESSA Digital Collections of the Los Angeles Public Library, Location/Accession HE box 3365.

¹⁶² Candelario Mendoza, interview 1994

¹⁶³ Candelario Mendoza, interview 1994.

she admitted to Mendoza that she could not understand how he was able to fill up her space with that many dancers on a regular night when she could not do the same herself.¹⁶⁴

Following on the success of his first event, the Thomas' made Mendoza a permanent music consultant, booking manager, and emcee. As the popularity of big bands came to an end, Mendoza was asked to take over operations of Rainbow Gardens. Although he mixed Anglo acts with Latin American acts, once Mexican Americans began to visit the club, Whites stopped attending events at Rainbow Gardens. To avoid any complaints by White neighbors, Gertie hired four young employees to show up at 2:00 A.M. and clean the streets after each dance. Mendoza believed this helped the newly revamped, Latina/o-focused, Rainbow Gardens succeed.¹⁶⁵

Cande Mendoza worked tirelessly to make Rainbow Gardens a premier dance hall for Southern California Latin music. He was able to secure such talented artists like Beto Villa, María Victoria, Luis Arcaráz, Ray Touzet, Lola Beltrán, Tito Puente, and Tin Tan.¹⁶⁶ Once big band began to fall out of style, Mendoza booked Rock 'n' Roll bands on Friday nights, booking big names like Little Richard and Ritchie Valens. Mendoza also enjoyed showcasing talented musicians from the Pomona Valley at Rainbow Gardens and on his radio show. His support is associated with the formation of the "Eastside Sound" created by groups such as Thee Midneters, Tierra, El Chicano, Malo, and Los Lobos.¹⁶⁷ His commitment to showcasing a variety of music at Rainbow Gardens obliged him to create a schedule with Rock 'n' Roll on Fridays, Latin American *orquesta* and *conjunto* on Saturdays, and *tardeadas* on Sunday afternoons.¹⁶⁸

Gertie and Ray Thomas sold Rainbow Gardens in the early 1960s. The business was sold to the owners of another dance hall in Los Angeles called Virginias. The building caught fire in 1965 and was never rebuilt.¹⁶⁹ Mendoza continued teaching and eventually became a principal and counselor. He later left the Pomona school district and became assistant superintendent for Los Nietos School District for six years before returning to Pomona when he was elected to the Pomona School Board.¹⁷⁰

4.2.5.2 Padua Hills Theater

While not located in Pomona, the Padua Hills Theater has direct ties to the history of Pomona. The Padua Hills Theater was built in Claremont in 1928 and became one of the longest running Mexican American theaters from 1931 to 1974. The theater was constructed as part of a White-only residential development (Exhibit 24). Owned by Herman and Bess Garner, the theater had a White resident theater group known as the Claremont Community Players. However, the theater struggled to keep up with

¹⁶⁴ Candelario Mendoza, "Interview of Candelario Mendoza." Interviewed by Matt García. February 17, 1995. Honnold Library, The Claremont Colleges.

¹⁶⁵ Candelario Mendoza, interview 1995.

¹⁶⁶ Candelario Mendoza, interview 1995.

¹⁶⁷ García, 195.

¹⁶⁸ García, 197.

¹⁶⁹ Allen, 2019

¹⁷⁰ David Fondler, "Pomona schools veteran looks back." *Daily Bulletin* (Pomona) November 5, 1991, pg. B1.

expenses and a declining patronship during the Depression. After the Garners visited a restaurant in Italy where local boys and girls sang while serving meals, Bess decided to hire local Mexican Americans to do the same at their newly completed dining room. The employees came from all throughout the Pomona Valley and from various backgrounds. Some were students at Pomona College while others came from a segregated school located near the Garner's home. As the singing waiters became popular, Bess hired more young Mexican American performers, but this time searched for those who had a professional background in song and dance. In 1931 the Mexican Players, also called Paduanos, put on a skit for the Claremont Community Players. The performance was a success and was performed for two local Parent-Teacher Associations. By 1932, Mexican plays became part of the regularly scheduled program for the Padua Hill Theater, and the Players became well known in the surrounding communities. Additional information on Manuel Vera from the Mexican Players is presented in the Notable People section.¹⁷¹



Exhibit 24. Padua Hills Theater Postcard, circa 1939¹⁷²

Unlike other Spanish-language theaters in the 1920s-1930s, Padua Hills Theater was not full of political satire or criticism of the current state of affairs between Mexicans and the White community. Although located in the City of Claremont, Padua Theater had great influence on the greater Pomona Valley. The Theater focused on engaging the mostly White audience with the Mexican actors before, during, and after performances. The Garners encouraged such interactions in an effort to foster an appreciation of Mexican culture and people by the White patrons. Bess Garner wanted to introduce theatergoers to Mexican culture and folklore. In later years, one of the biggest criticisms by Chicano scholars of the

¹⁷¹ Fondler, B1.

¹⁷² "Padua Hills Theater, Postcard," TESSA Digital Collections of the Los Angeles Public Library, Location/Accession Claremont-Theaters-Padua Hills Theater.; A-008-613.

theater was the actors' lack of accurate representation of life in Southern California. The stories were romanticized and told nothing about the racism and struggles Mexican's faced day in and day out.¹⁷³

4.2.5.3 Cultural Celebrations and Events

Mexican Village at the Los Angeles County Fair

The Los Angeles County Fair (Fair) has been held in Pomona since 1922 and has been known as an important cultural event celebrating entertainment, agriculture, education, and commerce. It began as 43 acres on what was once beet and barley fields and over time has expanded to 500 acres.¹⁷⁴ In 1951, the Mexican Village was constructed on the fairgrounds. A concept thought of by co-producers Armando G. Torres and Alfonzo Labrada, the Mexican Village was established as an effort to draw fair visitors to the east end of the grounds, offering a unique Mexican cultural experience. The entire exhibition was originally sponsored by the Los Angeles Mexican Chamber of Commerce, of which Labrada was the manager. The area was dedicated to celebrating the spirit of "old Mexico" and consisted of booths selling products of Mexico, such as artwork, crafts, and other goods, as well as a stage featuring Mexican or Mexican American actors, comedians, musicians, dancers, and other types of performers. In addition, the area also offered Mexican cuisine for sale. Since it was constructed, the Mexican Village has grown greatly in popularity (Exhibit 25). By 1975, it expanded to more than 35,000 square feet of permanent structures, and it was documented that 75% of fair goers visited the Village despite its location.¹⁷⁵ In 1996, the Mexican Village was renovated and renamed Fiesta Village. In 2001, it was renamed again to Plaza de las Américas.¹⁷⁶

¹⁷³ Fondler, B1.

¹⁷⁴ Los Angeles County Fair, "About Us," Los Angeles County Fair. February 25, 2025. <https://www.lacountyfair.com/about-us/>.

¹⁷⁵ "24th County Fair Opens Show Here," *Progress-Bulletin* (Pomona), September 14, 1951, 25.

<https://www.newspapers.com/image/623571137/>; "Mexican Village bit of old Mexico," *Progress-Bulletin* (Pomona), September 14, 1975, 7. <https://www.newspapers.com/image/74414657/>; "Aztec Stone of the Sun Replica," *Progress-Bulletin* (Pomona), September 28, 1951, 21. <https://www.newspapers.com/image/623573262/>.

¹⁷⁶ LA County Fair, "Content of Post up to 160 characters," Facebook, February 6, 2012.

<https://www.facebook.com/photo?fbid=10150635115595861&set=originally-named-mexican-village-it-opened-in-1952-along-with-the-flower-garden>.



Exhibit 25. Mexican Village at the Los Angeles County Fair in Pomona, date unknown¹⁷⁷

In addition to the cultural celebrations happening at the Fair, the City and the local Historical Society have put on numerous fiestas over the years to celebrate the history and culture of the Latina/o community and the City's original ranchos.

The term fiesta has been used historically and currently refers to many different types of events and celebrations. Examples of fiestas seen throughout Los Angeles include cultural celebrations, fundraisers, educational events, religious holidays, and celebrations of significant events. For instance, when President McKinley visited Los Angeles in 1901, Fiesta de Las Flores was held during his visit and the Southern Pacific Railroad offered discounted train rides from the outlying communities into Los Angeles for the fiesta activities.¹⁷⁸ Many fiestas have been held in Pomona over the years and were generally intended to be community celebrations. Notable fiestas associated with the Latina/o community are presented below.

Fiesta del Rancho San José

The first Fiesta Del Rancho San José was organized by the local Historical Society as a four-day event with daily activities that was described as "commemorating the day of Mexican Independence and the Hispanic heritage of the City."¹⁷⁹ The event was held from September 16- 20, 1936 at the same time as

¹⁷⁷ LA County Fair Facebook Page, Accessed February 2, 2025.

¹⁷⁸ "Reduced Rates for Los Angeles," *Progress-Bulletin* (Pomona), April 30, 1901, <https://www.newspapers.com/image/621345138/>.
Progress-Bulletin (Pomona), May 1, 1901. <https://www.newspapers.com/image/621345157/>.

¹⁷⁹ *Pomona Centennial History*, 7-8.

the Los Angeles County Fair and celebrated the 100th anniversary of the Rancho's first pioneers, Ygnacio Palomares and Ricardo Véjar, settling in the Pomona Valley (Exhibit 26). The secretary of the local Historical Society, Mrs. M.C. Kennedy, expressed in a newspaper, "Having lived so many years in the City, I have come to know so well the descendants of those splendid Spanish families and their historical background."¹⁸⁰



Exhibit 26. Fiesta del Rancho San José Postcard, 1936¹⁸¹

The Fiesta Del Rancho San José parade opened with an oxen-drawn carreta (carriage) carrying descendants of the Palomares and Véjar families through the crowd to honor the first settlers in the region. The parade continued with decorated floats representing historic events in Southern California and Pomona. Such floats included people dressed in traditional Native American dress to commemorate the indigenous communities who inhabited the region before Spanish conquest. The historic scene of the landing of Cabrillo by Captain de Anza was also depicted to honor the founding of Los Angeles. The parade included costumes of famous historical figures such as Pío Pico, Governor Juan Bautista, and Juan Flaco. Aside from the parade, the fairgrounds held activities for the guests which included educational exhibits, costume competitions, fireworks, dance, and music from Don Williams's nine-piece orchestra.¹⁸²

¹⁸⁰ "Historical Society, Organized in 1915, Sponsor of La Fiesta at Fair" *Pomona Tribune*, September 17, 1936, Pomona Public Library Archives.

¹⁸¹ "La Fiesta Del Rancho San Jose Postcard," Pomona Public Library Archives.

¹⁸² "Historical Society, Organized in 1915, Sponsor of La Fiesta at Fair," *Pomona Tribune*, September 17, 1936, Pomona Public Library Archives.

In 1975, another Fiesta del Rancho San José was held at the Pomona Civic Center Plaza. The Bicentennial Committee of the Cities of Pomona, San Dimas, Claremont, La Verne, Chino, and Walnut sponsored the event as part of Pomona's Centennial.¹⁸³ A caravan of military vehicles and vintage cars ushered in the festivities as they traveled from the Pomona Civic Center to the Pomona City Hall. As the caravan began, the United States and Mexican National Anthems were played. Following the caravan, ceremonies were held on the steps of the Pomona Superior Courts building, where special guests were honored. Numerous Latina/o traditions were featured during the event, including performances by mariachi ensembles, Padre Julio and his Conjunto, and Mexican folk musicians. Additionally, Samoan and Native American cultural groups had featured performances.¹⁸⁴

The last known Fiesta Del Rancho San José was held in 2019. The event was a public event put on by the Historical Society of Pomona Valley at Casa Primera. The fiesta was advertised as a "celebration of the founding of the Rancho San José" and included family friendly events, music, food, and vendors.¹⁸⁵

La Fiesta del Valle de Pomona

Another notable fiesta was held on May 5 and 6, 1961, called La Fiesta del Valle de Pomona, which translates to "Pomona Valley Party."¹⁸⁶ Celebrating the City's 125th anniversary, the fiesta was held at the Pomona Valley Center and organized by the Historical Society of Pomona Valley. Chairperson of the Historical Society, Mrs. Alphonse B. Fays of Pomona and parade chairman R.C. Brown organized the event. Since 1957, the historical society organized the Pomona Valley Party to commemorate the progress in Pomona Valley. As City Administrator Fred Sharp said in a newspaper article, "Pomona was always a substantial community. It has an enormous heritage. We should try to depict that heritage now so that the people will be proud of our city".¹⁸⁷ However, according to Brown, the parade was organized as an adjunct to the Lions Club Rodeo. The parade stopped at three historic landmarks: Bandini-Cota House, Yorba Slaughter Adobe, and the Chino Battle Monument. Children from Kellogg, Roosevelt, and Hamilton Elementary Schools also performed in the parade dressed as indigenous pioneers, Spanish Californians, and Mexican settlers. After the historic route was traversed, the parade ended at Ganesha Park where the festivities continued. Food, games, exhibits, and various forms of entertainment welcomed the guests. Local newspapers indicate the fiesta continued until at least 1968.¹⁸⁸

Fiesta de Los Fundadores Del Sur

The Fiesta de Los Fundadores Del Sur was established in 1964 as a gathering of descendants from prominent early California families, organized by Harry Buffum. Harry Buffum was a member of a

¹⁸³ "Thousands to Attend," *Progress Bulletin* (Pomona), August 15, 1975. Pomona Public Library Archives.

¹⁸⁴ "Thousands to Attend," *Progress Bulletin* (Pomona), August 15, 1975. Pomona Public Library Archives.

¹⁸⁵ "Historical Society to present free historical 'fiesta' in March," *Nueva Voz*, February 28, 2019.

¹⁸⁶ "Plans for Fiesta Ahead of Schedule," *Progress Bulletin* (Pomona), March 2, 1961, 11, <https://www.newspapers.com/image/624575683/>.

¹⁸⁷ "City Event Planned for May 5 and 6" 1961. Pomona Public Library Archives; *Pomona Centennial History*, 8-9.

¹⁸⁸ *Progress Bulletin* (Pomona), April 24, 1968, <https://newspaperarchive.com/pomona-progress-bulletin-apr-24-1968-p-146/>

pioneer merchant family who erected Buffum's Department Store at the Pomona Mall in 1962. On October 12, 1964, the fiesta officially began at the Pomona Mall and hosted over 60 family members of the Palomares and Véjar families. The event started at the Pomona Mall off Garey Avenue and promenaded on the mall to Boffum's Department store while the Mariachi band Los Camperos from Guadalajara, Mexico, serenaded parade attendees.¹⁸⁹ For fiesta goers, the Mall entrance was set up with stairs and a stage where the Californio families were recognized. The event opened with a welcome speech by Harry Buffum and for lunch, guests proceeded to the Palomares room. The fiesta was a weeklong event where, from October 12 through 17, heirlooms and artifacts from the area and art projects were displayed at the Mall level. Many family members were represented during the fiesta, such as Mr. Francis C. Thomas, the great-grandson of famed Spanish cattle "King" José Jesús Sánchez. Additionally, Isabel Fages was recognized, whose father was the nephew of Concepcion Lopez, wife of Don Ygnacio Palomares.

The fiestas continue to remain a key symbol in Latina/o identity by passing down traditions for future generations. Today the Pomona Fairplex also holds annual fiestas to honor Latina/o history, and Casa Primera holds annual events to commemorate The Fiesta Del Rancho San José.¹⁹⁰

4.3 Theme #3: Making a Living

4.3.1 Subtheme: Business and Commerce in Latino Communities

Extensive archival research including reviews of City Directories and Sanborn Maps was conducted to identify Latina/o owned/operated businesses as part of this study. Additionally, research was conducted with Latina/o community members and the *Camara de Comercio Hispana del Valle de Pomona* to identify Latina/o owned/operated businesses. Unfortunately, no information was obtained for Latina/o commercial business through community outreach efforts. In consideration of these constraints, the following presents a brief overview of commercial development in Pomona.

Pomona's first commercial district was located on Second and Main Streets. Some of the first businesses included banks and hotels. These buildings were typically one- to two-stories in height and were either simple in appearance or reflected popular architectural styles of the time. One of the early commercial buildings in Pomona included the First National Bank of Pomona. It was established in the 1890s and moved to its location at 301 West Second Street in 1889. Palomares Hotel, another big business downtown, constructed by the Pomona Land and Water Company, was built in 1885. The three-story building was designed in the Victorian style with large balconies and large cupola. It was frequented by visitors, particularly by real estate buyers, and other business moguls. The hotel burned

¹⁸⁹ "Buffum Will Be Host Founding Families Set Reunion" *Progress Bulletin* (Pomona), <https://www.newspapers.com/image/624706016/>

¹⁹⁰ "Que Buena Los Angeles presents "Fiestas Patrias," Fairplex. 2025. <https://fairplex.com/event/que-buena-los-angeles-presents-fiestas-patrias/#:~:text=Que%20Buena%20Los%20Angeles%20presents%20%22Fiestas%20Patrias%22%20%2D%20Fairplex,> "Fiesta Del Rancho San Jose," Pomona Unified School District, 2025. <https://proudtobe.pusd.org/apps/events/2019/3/23/6296228/>.

down in 1911.¹⁹¹ Other commercial properties, such as general stores, hardware stores, barber shops, and bakeries were located close to the train station.¹⁹²

As Pomona continued to grow in the late 19th century, so too did the construction of a variety of new industrial buildings. Most of the new businesses were tied to supporting the agricultural industry. A brick warehouse, no longer extant, was located on First and Main Streets and used to store wool and grain. A building for olive pickling and lemon curing was built circa 1887 on the northwest corner of Park Avenue and Commercial Street; part of the building still exists today. Other industrial properties included steam laundry facilities, lumber mills, and warehouses.¹⁹³

As the citrus industry prospered in the late 19th and early 20th centuries, support service industries emerged throughout the City. One of the most notable support services was the packinghouse. The Loud and Gerling Packinghouse was one of the first to be established in the City in 1890 and was located along the South Pacific Railway. Loud and Gerling initially began their business by exclusively shipping oranges before moving on to shipping other fruits, walnuts, and raisins. Other support companies followed suit and established their facilities along the railway lines including the Sunset and Golden Canning Companies and the California Fruit Exchange. Ice factories were also necessary support services that worked in conjunction with packinghouses to keep the fruit fresh for shipping. These agricultural support facilities provided many jobs for the Latina/o community, especially for women and children who were not allowed to work in the fields and orchards.¹⁹⁴

Early in the 20th century, automobile repair shops were located on Second Street to accommodate the growing use of automobiles. Many of these automobile repair shops were located on site of former stables. Wurl's Garage was built in 1906 at 590 West Second Street and Clark's Garage was built in 1910 at 501 West Second Street.¹⁹⁵ Hotels such as the Avis Hotel (1915, 109 East Third Street) were constructed to accommodate those visitors coming to the City in their new automobiles.

In the 1920s, the commercial corridor began to expand from Second and Main Streets to accommodate the growing City. Businesses were primarily located along First Street and Garey Avenue, in addition to Second and Main Streets. This era brought newer businesses including automobile dealerships, bakeries, grocery stores, cobblers, a veterinary office and candy factory.¹⁹⁶ Automobile centered businesses, such as garages and gas stations, were generally located on First and Second Streets in the 1920s and 1930s in the popular Art Deco and Streamline Moderne styles that were popular at the time. Extant examples of these businesses include Opera Garage (340 South Thomas Street) and Tate Cadillac (396 South Thomas Street). Several manufacturing companies also settled in

¹⁹¹ HRG, 53.

¹⁹² HRG, 53.

¹⁹³ HRG, 61

¹⁹⁴ Brackett, 155.; HRG 86; Lothrop 56-62.

¹⁹⁵ HRG, 105

¹⁹⁶ HRG, 144.

Pomona in the 1920s. One such example was the Pomona Tile Company that had a large facility located at 1315 East Third Street and became one of the oldest manufacturers of building products in California.

By 1928, commercial businesses continue along West Second Street, but there is still no evidence to suggest that any of these businesses were owned and operated by Latina/os. By the 1937 City Directory there are a few additional Latina/o families residing in the 1000-1300 blocks of West Second Street and there are additional commercial businesses listed for the 1400-1500 blocks of West Second Street, but none of the commercial businesses appear to be Latina/o owned and operated.¹⁹⁷

As a result of residential HOLC Redlining in 1939, the Latina/o community was concentrated into two residential districts referred to herein as Railroad and Hamilton, and Grand and Hamilton. The Railroad and Hamilton neighborhood was identified as Redline district D-21 and is consistent with historical accounts of where Latina/os were living prior to 1939. The closest commercial corridor to this neighborhood continued to be the 1100 to the 1400 blocks of West Second Street. By 1940, these blocks were largely occupied by Latina/o families and a few commercial businesses, but none of them appear to be Latina/o owned and operated businesses. Some of the businesses listed include: J.O. Gately Auto Repair, Coca Cola Bottling Co., Samuel Zatinsky Auto Wrecking, CJ Morris Carpet Cleaning, Brogdex Company Fruit Processing, and RP Allison Gas. The Brogdex Company Fruit Processing Plant's (1441 West Second Street) proximity to the Redlined D-21 district suggests that it may have been a significant source of employment for Latina/o residents living in that district in the 1940s.¹⁹⁸

During World War II, many manufacturing companies changed their business plan to assist with the war effort. General Machine and Welding Works (1100 East Second Street) committed to provide 70 percent of their work to the United States Air Force, maritime commission and shell division by producing glider launching equipment and other war materials.¹⁹⁹ Other postwar industries developed east of Reservoir Street and south of Philips Boulevard.

Once the citrus industry began to decline prior to and after World War II, agricultural fields and groves were sold to developers for the construction of residential homes. As the City's largest industry came to a halt, Pomona Chamber of Commerce started a campaign inviting new industries to move to their City and in 1948 alone, 41 new businesses came to Pomona.²⁰⁰ The newly established commercial district was located away from downtown along Route 66 (present-day Arrow Highway), Garey Avenue, Mission Boulevard, Holt Avenue, Valley Boulevard, and Indian Hill Avenue. These new businesses, consisting of coffee shops, supermarkets, and department stores, were geared towards the automobile and the suburban middle class. Route 66 began to see the development of motorist and tourist friendly establishments such as gas stations, motels, and restaurants, including fast food restaurants which

¹⁹⁷ City Directories, various years.

¹⁹⁸ City directories, various years.

¹⁹⁹ City of Pomona Directory, Los Angeles City Directory Co., 1922, 11.

²⁰⁰ Lothrop, 95.

were a novelty at the time.²⁰¹ Shopping centers were also born postwar. These centers, both small community shopping centers and larger regional shopping malls, sprang up around Pomona.

Following World War II, the most popular industries for Pomona's Latina/o community was the restaurant industry and small neighborhood market businesses. Several restaurants were established postwar in Pomona. Arturo Jiménez, -school director, CEO, and founder of Laguna Technical College, was interviewed as part of this study and provided information on some of Pomona's Latina/o businesses. Additional Information on Jiménez is provided in the Section 5. Notable People²⁰²

Jiménez identified two important legacy businesses that are still open in Pomona: Nancy's Tortilleria (348 South Towne Avenue) and El Merendero (242 South Garey Avenue), which have operated in Pomona for decades. El Merendero is also credited with being the first vendor selling Mexican food at the Los Angeles County Fair held at the Pomona Fairplex.²⁰³

Casa Ramírez celebrated their grand opening on October 7, 1949. The restaurant, located at 1489 East Holt Avenue, specialized in "Mexican and Spanish California food dishes." The proprietors, Tomas "Tom" and Anita Ramirez, were well known caterers in the Pomona Valley. Tom was fourth generation Californian born in Wilmington, California and was a resident of Pomona for over 40 years. He founded Los Californios, an organization of descendants of early California families and also a member of the board of directors of La Fiesta del Valle de Pomona.²⁰⁴ Antia was the great-granddaughter of Ygnacio Palomares, the original grantee of Rancho San José.²⁰⁵ In 1953, the business was transferred to son-in-law Maurice Jara and Enrique Lerma, both former Padua Hills Theater members.²⁰⁶ Additional information on Maurice Jara provided in Section 5, Notable People. It is unclear when the business was sold, but it is no longer listed in newspaper articles. City directories from 1956 list Sero's Restaurant at the former Casa Ramírez address.²⁰⁷

In addition to the restaurants mentioned above, there were multiple Latina/o owned markets in the City. One of the smaller markets was at 490 East Seventh Street and was operated out of a small home/storefront that remains today. Another was El Exito Market #2, a grocery store located at 1091 South Garey Avenue (extant)that was owned by Salvador, Jesús, and Leonardo (Leo) Romo (Exhibit 27). They opened El Exito #1 in La Verne in 1939 and later opened El Exito #2 circa 1940.²⁰⁸ Jesús and Leo

²⁰¹ HRG 216-20.

²⁰² Interview with Arturo Jiménez, February 26, 2025.

²⁰³ Interview with Arturo Jiménez, February 26, 2025.

²⁰⁴ "Californios Founder Thomas Ramirez Dies," *Progress-Bulletin* (Pomona), November 3, 1959, https://www.newspapers.com/image/624109844/?match=1&clipping_id=167125800

²⁰⁵ "Grand Opening of New Spanish Kitchen Set." *Progress Bulletin* (Pomona), October 7, 1949, https://www.newspapers.com/image/623793079/?match=1&clipping_id=167121533

²⁰⁶ "Former Padua Actors Take Over Spanish Restaurant," *Progress Bulletin* (Pomona), January 7, 1953, https://www.newspapers.com/image/623558614/?match=1&clipping_id=167124745

²⁰⁷ City directories 1956

²⁰⁸ "Certificate for Transaction of Business Under Fictitious Name." *Progress Bulletin*, March 31, 1939.

<https://www.newspapers.com/image/623306447/?match=1&terms=%22el%20exito%22>; "Council Asks 416,869 Gas Tax Funds to Help Finance Local 5th Ave. Widening Project," *Progress Bulletin*, August 27, 1940,

<https://www.newspapers.com/image/623458340/?match=1&terms=%221091%20S%20Garey%22>

Romo applied and were accepted into the Pomona Chamber of Commerce in 1944.²⁰⁹ El Exito participated in several community events such a “get acquainted” event where food and drink samples from businesses on South Garey Avenue were made available for the community and games and entertainment were made available.²¹⁰ Leo was the sole owner of the business in 1951, purchasing his brother Jesús’s share.²¹¹ In 1956, Jesús and his wife, Guadalupe M., became naturalized citizens of the United States in 1956.²¹² Jesús’s son, Henry, joined in the business circa 1963.²¹³ The Romo family also owned and operated Romo Radio & TV in the same building, beginning circa 1959.²¹⁴ New managers, listed only as González and Espinoza, took over in 1975. By 1976, Felipe Espinoza filed a public notice for transfer of the business and liquor license to Alfredo and Mary Martinez.²¹⁵



Exhibit 27. Advertisement for El Exito Market, 1946²¹⁶

²⁰⁹ "C-C Directors Given Report From Center," *Progress Bulletin*, August 8, 1944,

<https://www.newspapers.com/image/623276250/?match=1&terms=%221091%20S%20Garey%22>

²¹⁰ "S. Garey Firms Play Host at Carnival Here." *Progress Bulletin* (Pomona), September 25, 1947,

<https://www.newspapers.com/image/623781386/>

²¹¹ "Notice of Intention to Sell Personal Property and to Transfer Liquor License." August 7, 1951,

<https://www.newspapers.com/image/623644926/>

²¹² "Citizen Class Will Award Certificates." *Progress Bulletin* (Pomona), January 14, 1956, <https://www.newspapers.com/image/>

²¹³ "Park Board Appointment Confirmed." *Progress Bulletin* (Pomona), December 24, 1963,

<https://www.newspapers.com/image/624764630/>

²¹⁴ Advertisement, *Progress Bulletin* (Pomona), March 15, 1959, <https://www.newspapers.com/image/623869861/>

²¹⁵ "Notice to Creditors of Sale of Stock in Bulk and Notice of Intended Transfer of Liquor License or Licenses," September 25, 1976,

<https://www.newspapers.com/image/74481736/>

²¹⁶ Advertisement, *Progress Bulletin* (Pomona), November 22, 1946.

Lopez Market, located at 855 West Second Street (extant), was owned by Jesús P. López in 1940. He had previously worked as a manager of La Esperanza Market for three years before he decided to go off on his own. Newspaper article announcing López Market said the store carried a complete line of fresh and smoked meats cut to order.²¹⁷ In 1942, an organization of Mexican regimen of the California state militia was formed in Pomona with J.P. López as the leader. The militia was open to Mexican residents of Pomona and neighboring communities.²¹⁸ López applied and was accepted into the Pomona Chamber of Commerce in 1942 and in 1943, he was named president of the Mexican Chamber of Commerce.²¹⁹ He was known as an active member of the community involving himself with the “Red Cross, War Chest and War Loan drives among the Mexican people of the community.”²²⁰ López and his wife Antonia are listed in city directories as living behind the market at 857 West Second Street. They are last listed as residents and owners of Lopez Market in 1956.²²¹

Juanita’s Mexican Food, located at 1735 Indian Hill Boulevard (extant), has been in business since 1976. The restaurant was owned by Maria Tucker who named the restaurant after her adopted daughter who died at age 5. The following year, Tucker sold the business to her niece, Theresa Cerna. Theresa, her husband Jess, and daughter Mariana worked at the restaurant. Theresa’s son, Ray, currently manages the Pomona location. There is a second Juanita’s location in Ontario and a third in Rancho Cucamonga, both operated by different family members. The restaurant is still family run and also has had a booth at the Los Angeles County Fair since 2002.²²²

4.4 Theme #4: Making a Democracy

4.4.1 Subtheme: History of Segregation and Discrimination

The Latina/o community has a history of being subject to racism, discrimination, segregation, and violence from the earliest settlements in the United States. Beginning in the mid-19th century when California was granted statehood, assimilation and Americanization became important components of the agricultural system in California as a way to control field workers. In the early days of Pomona specifically, discrimination and segregation were most commonly seen in the agricultural sectors where farm workers and field laborers were treated as dispensable. Workers were underpaid and given minimal, if any, opportunities to rise out of their current positions as laborers. Hours were limited to 20-30 hours per week and pay was often based on quotas that worked to the benefit of the growers and not the workers, which further limited their opportunities for financial independence and growth. Most growers hired White field bosses and did not allow Latinos to manage other workers. The citrus

²¹⁷ “Former Manager of Market Opens Own Storer on W. 2nd,” *Progress Bulletin* (Pomona), November 8, 1940, <https://www.newspapers.com/image/623297388/>

²¹⁸ “Mexicans to Sign UP for Militia Unit,” *Progress Bulletin* (Pomona), July 7, 1942, <https://www.newspapers.com/image/623404246/>

²¹⁹ “C-C Directors Given Report From Center,” *Progress Bulletin* (Pomona), August 8, 1944, <https://www.newspapers.com/image/623276250/>; “Spanish Group Hears Geddes,” *Progress Bulletin*, May 27, 1943, <https://www.newspapers.com/image/623278533/>

²²⁰ “Cinco de Mayo Observed Here,” *Progress Bulletin* (Pomona), May 5, 1944, <https://www.newspapers.com/image/623228768/>

²²¹ City directories 1956

²²² David Allen, “Not to spill the refried beans, but J is for Juanita’s,” *Inland Valley Daily Bulletin*, September 9, 2019, <https://content.ci.pomona.ca.us/digital/collection/BlackstockAllen/id/402/>

industry also provided limited opportunities for families, as the role of women was largely limited to packinghouses and domestic work, which was predominately controlled by White women in the early days of the City.²²³ Agricultural enterprises also utilized isolation tactics such as establishing worker housing and camps on the property to ensure that workers were unable to intermingle with workers from other farms, thus limiting the flow of ideas and information. This isolation was also specific to Pomona as the terrain of the area did not allow for the formation of the large *colonias* that were seen in other cities (see Section 4.2.2.1. Early Residential Housing Forms).²²⁴

In addition to the clear acts of discrimination and segregation in the agricultural areas, those living closer to the City's core were also subject to these harsh realities. Latina/os, as well as other minority groups, were forced to reside on the outskirts of town and given limited economic opportunities. Being on the outskirts of the City also prevented them from receiving City services like paved roads and sewer systems, so their living conditions became deplorable. Their lives were also threatened by organizations like the Klu Klux Klan (KKK). Pomona had an active chapter of the KKK with many of its members in the 1920s being ranchers and prominent city members. The group frequently held parades, led cross-burnings, and other violent demonstrations and attacks against the City's minority groups.²²⁵

In addition to safety concerns, discrimination was also a major issue for Mexican workers and their families. The role of Mexican workers created a dichotomy in the City in many ways. While Whites in the City generally treated Mexicans as second-class citizens, they profited greatly from their work in industries like agriculture and the construction of the railroads. This dichotomy was particularly evident in 1929, when City business leaders organized a meeting to campaign against a bill in Congress that would place the same immigration quotas on Mexico as other countries, which would ultimately forbid Mexican laborers from crossing the border to fill jobs in U.S. fields and factories. The City's business leaders were largely concerned because of the notion that a decline in the Mexican labor force would plummet economic output. During this time, companies like the Santa Fe and Pacific Electric Railroad openly made statements like the following: "Mexican labor was almost indispensable, especially in the desert where other workmen could not endure the heat."²²⁶ This quote perfectly encapsulated the complexity and contradiction of Mexican labor in the City. While business owners and leaders understood the value of Mexican labor, they continued to provide unsafe working conditions and unfair wages for the workers even though they were a vital component to the City's economic success. While rife with discrimination tactics, railroads did provide steady employment for Latino workers, however, these jobs were generally low-paying and hazardous. For example, workers could easily be

²²³ OHP 98-99; González, 6-12. García, 51.

²²⁴ González, 6-12. García, 68-70.

²²⁵ García 75-82.

²²⁶ Blackstock, Joe, "Mexican Immigration Encouraged.", *Inland Valley Daily Bulletin*, 2005. Pomona Public Library Archives.

struck and killed by trains while working. While Mexican laborers faced harsh conditions in the workplace many laborers continued to dedicate their lives to the industry.²²⁷

Pomona's Latina/o community also experienced discrimination and segregation in other ways in their daily lives. For instance, social venues like the Fox Theater had segregated seating for its performances. The Rainbow Gardens dance hall also had strict dress codes designed to keep out Mexicans. Another example was the Ganesha Park Plunge, where in 1940, Mexicans and Mexican Americans were only allowed to swim on Fridays (Exhibit 28).²²⁸



Exhibit 28. Notice in Pomona's *Progress-Bulletin* from 1940²²⁹

Additional forms of segregation and racism continued through the mid-century and became critical issues for the Chicano civil rights movement in the 1960s and 1970s.

4.4.2 Subtheme: Building the Latino Civil Rights Movement

4.4.2.1 Local Organizations

Two key, community-based, politically oriented groups further illustrate the diversity of these efforts: the Unity Leagues and the Community Service Organization (CSO). The Unity Leagues emerged as a significant organization in Southern California, proliferating across the San Gabriel Valley and San Bernardino citrus belt. The first Unity League formed in 1946 in Pomona. While the Leagues spoke out

²²⁷ Mexican Laborer Hit by Southern Pacific Limited and Killed," *Pomona Morning Times*, September 9, 1911 <https://www.newspapers.com/image/749504616/>; "Dionicio Ortiz," *Progress Bulletin* (Pomona), November 18, 1974. <https://www.newspapers.com/image/71957216/>.

²²⁸ "Ganesha Pool Open to Mexican People Friday Each Week," *Progress-Bulletin* (Pomona), June 4, 1940, 9; Lothrop, 79.

²²⁹ "Ganesha Pool Open to Mexican People Friday Each Week," *Progress-Bulletin* (Pomona), June 4, 1940, 9; Lothrop, 79.

on issues like police brutality and segregation, their main focus was voter registration and campaigning for minority candidates.⁶⁴⁸ The CSO established in Los Angeles in 1947 and was a similar grassroots group that focused on mobilizing Mexican American voters at the neighborhood level. The CSO was fairly moderate in orientation, generally embracing assimilation while advocating for a broad array of civil rights issues. Together, both groups achieved a series of electoral breakthroughs in which Mexicans Americans were elected to various offices for the first time.

The Chicano civil rights movement in the 1960s was a reaction to decades of unfair treatment, segregation, and exclusion. Although the United Farm Workers is synonymous with the Chicano civil rights movement, it was not the only organization fighting for Latina/o rights. The movement was based on three areas of inequality: housing, education, and politics. The goal of the movement was to combat systemic racism against the Latina/o people and create a political, educational, and economic system that would allow for Chicano people to be treated equally and afforded the same rights as everyone else. Organizations that formed during this time included the Mexican American Legal Defense Fund (MALDEF), a legal advocacy group dedicated to fair employment, education, and immigration; the National Council of La Raza (NCLR), an alliance of community-based organizations with an objective to support those groups and voice a national Latina/o agenda. NCLR began with seven organizations and “became one of the most visible lobbying groups in Washington D.C., targeting the executive and legislative branches.”²³⁰ Specifically in Pomona, *La Raza Unida de Pomona* was a conglomeration of Chicano organizations in the City focused on educational equity.

The 1970 Pomona Walkouts were followed by a protest organized by one of the City’s Chicano organizations known as *La Raza Unida de Pomona*, who reiterated the concerns of the students and continued to protest for Latina/o representation in school district administration.²³¹ Continuing in the tradition of peaceful protesting, a Chicano civil rights group gathered in Sharkey Park (now Tony Cerda Park), located at 450 E. Grand Avenue, on May 31, 1970 for a peaceful assembly in support of Latina/o community funding and to protest police brutality. The protest was met by an overzealous police presence that resulted in multi-day riots and additional protests, injuries to 13 people, and the arrest of 51 people.²³²

4.4.2.2 Newspapers and Publications

The immigration of Mexicans in the early 20th century sparked an increase in Spanish language publications. These publications presented in two forms: generalist papers and activist papers. While generalist papers would include news from Mexico and local areas, the activist papers were more political in nature and reflected the particular beliefs of the writers/organizations publishing the

²³⁰ OHP, 103-104

²³¹ HRG, 196; Lothrop, 118.

²³² Lothrop, 118; HRG 196. “Chicano Leaders Demand Probe of Pomona Melee,” *Progress Bulletin* (Pomona), June 2, 1970, Page 13. <https://www.newspapers.com/image/32954878/>

papers. Two popular generalist newspapers published in Los Angeles were *La Prensa* (The Press, 1913-1963) and *El Heraldo de Mexico* (The Mexican Herald, 1916-1920).²³³

Latina/o newspapers continued to emerge as the Latina/o population increased in Southern California in the 1920s. By 1926, *La Prensa* started by Ignacio Lozano was produced in Los Angeles under the name *La Opinión*. While it served as more of a generalist paper than *La Prensa*, it was an important voice for the Latina/o community during important events in the 20th century such as the 1930s Mexican reparation, 1940s Zoot Suit Riots, and the 1960s-1970s Chicano Movement.²³⁴

There were many short-lived newspapers in Pomona. In 1927, the first issue of *El Eco del Valle* (The Valley Echo, 1927-1929) was printed in Pomona. This weekly paper was completely in Spanish and published by Jack Proctor and edited by María Artea, and provided both local and nationwide news, focusing on Latin American countries. *El Pan Americano*, edited by Dr. Emilio A. Abitia, was printed in 1950, but it is unknown how long it lasted or if archival copies of the newspaper exist.²³⁵

In Pomona specifically, local community leader Ignacio L. López, began producing a Latina/o publication in 1933 that circulated throughout the Valley. His publication was known as *El Espectador* (The Spectator, 1933-1960). His publication was described as an “eight-page broadsheet published out of López’s home.”²³⁶ The publication was both generalist and activist in that it covered both local news, while also advocating for important issues impacting the Latina/o community.²³⁷

La Voz (The Voice, 1981-2009) was created by Cande Mendoza and Pomona real estate agent, Albert Castro. As of 1993, the newspaper had a circulation of 20,000 in Pomona and west San Bernardino County. It began as a bilingual newspaper with two employees and eventually became Spanish language-only with a small “Sección en Inglés” (Section in English) with ten employees. The newspaper was supported by big name advertisers such as Anheuser-Busch, Chrysler Corp., and RJ Reynolds. For the newspaper’s 12th anniversary, Pomona mayor Eddie Cortez and Cristina N. Carrizosa paid for large ads to congratulate them on their anniversary. Mendoza says he had been retired for about a year when he got bored and decided the Spanish speaking population needed an outlet. “I felt that we needed an organ that portrayed the positive side of the Latino community.”²³⁸ *La Voz* featured prominent Latina/o businesses and educators that contributors to the community. The newspaper operated out of the second floor of a former residence located at 685 West Mission Boulevard.²³⁹ The

²³³ Rafael Chabran and Richard Chabran, “The Spanish-Language and Latino Press of the United States: Newspapers and Periodicals,” in *Handbook of Hispanic Cultures in the United States: Literature and Art*, ed. Francisco Lomeli (Houston, TX: Arte Público Press, 1994), 366-368. OHP, 18.

²³⁴ OHP, 18-19.

²³⁵ *Pomona Centennial History*, 5-6

²³⁶ OHP, 19.

²³⁷ OHP, 19.

²³⁸ Romney, J1.

²³⁹ Romney, J1.

newspaper ceased publication after Cande's death in 2008, but after a brief hiatus, it picked up again as *La Nueva Voz* in August 2009.²⁴⁰

4.4.3 Subtheme: Education

The first educational classes in the City were held in a large room in the adobe home of the Alvarado family. As the pupils outgrew the room, Don Pancho Palomares donated two acres of land for a school site and the first school was constructed in the fall of 1871.²⁴¹ The land was located north of Orange Grove Avenue between North Park Avenue and North Gordon Street. Patrick Curran Tonner, an Irishman trained for priesthood, was hired as a teacher. He was well educated in Latin, Greek, and Spanish. He soon realized that many of his Spanish-speaking adult friends wanted to learn to speak English, so he created a night class for them. This is the first documented night class in Pomona.²⁴² By the 1870s, Tonner left the school and Charles T. Coleman Jr. was hired. Coleman decided that Spanish could not be spoken in the classroom, which enraged two-thirds of the attending families.²⁴³

At the turn of the 20th century, several more schools were established, demonstrating the notable population growth. There were 500 students in 1888, and over 1,500 by the 1900s.²⁴⁴ Between 1910 and 1914, four new schools were built: Hamilton Elementary School (rebuilt 1957, renamed Candelario J. Mendoza Center in 1982, 851 South Hamilton Boulevard),²⁴⁵ Garey High School (rebuilt 1962, 321 West Lexington Avenue)²⁴⁶, Washington Elementary School (rebuilt 2017, 975 East Ninth Street)²⁴⁷, and the original Alcott Elementary School (rebuilt 1950s, 1600 South Towne Avenue).²⁴⁸ In the 1920s, new schools were often designed in Period Revival styles, particularly in the Spanish Colonial Revival Style. Schools constructed during this time include Pomona High School (1924, 475 Bangor Street), John C. Fremont Junior High School now the Pomona Unified School District offices (1929, 800 South Garey Avenue), and Abraham Lincoln Elementary School (1936, 1200 North Gordon Street). A few support buildings, such as the gymnasium and aviation shop at Pomona High School were built up until the late 1930s. After the 1933 Long Beach earthquake and the subsequent Field Act, a survey of the City's schools was conducted to assess the structural competency. As a result, San Antonio and Hamilton Elementary School, both of masonry construction, were found to be structurally unsound in the event

²⁴⁰ "Letter to the Editor," *La Nueva Voz*, February 27, 2014,

<https://content.ci.pomona.ca.us/digital/api/collection/lnvoz/id/1516/download>

²⁴¹ Robert J. Mello, "A Historical Study of the Pomona Unified School District," Master's Thesis, University of Southern California, May 1966.

²⁴² Seth I. Colver, *The Historical Volume and Reference Works*, 1964.

²⁴³ Seth I. Colver, *The Historical Volume and Reference Works*, 1964.

²⁴⁴ HRG, 84

²⁴⁵ David Fondler, "Pomona schools veteran looks back," *Daily Bulletin* (Pomona), November 5, 1991, pg. B1.

²⁴⁶ HRG, 111.

²⁴⁷ HRG, 111; Monica Rodriguez. "Pomona Unified School Board OKs Washington Elementary expansion," *Daily Bulletin* (Pomona), February 14, 2016. <https://www.dailybulletin.com/2016/02/14/pomona-unified-school-board-oks-washington-elementary-expansion/>

²⁴⁸ HRG, 111; Mello, 1966.

of an earthquake. The schools had bungalows constructed to house students while the school district searched for ways to fund the reconstruction.²⁴⁹

No new school facilities were constructed in the City until after World War II when the population boom demanded more schools and support facilities.²⁵⁰ Hamilton and San Antonio Elementary Schools were approved for reconstruction in 1945, and Hamilton opened its doors in 1947.²⁵¹ Hamilton was renamed Candelario J. Mendoza Elementary school in 1982. Candelario Mendoza was the first Latino principal in the Pomona Unified School and the founder and editor of *La Voz*. The property currently operates as the Mendoza Center, housing different operational departments the school district.²⁵²

Other immediate improvements in the postwar era included the addition of two temporary buildings at Alcott Elementary School in 1947 to alleviate overpopulation on campus. The buildings remained in place until the mid-1950s when the campus was formally upgraded. Madison Elementary School (1953, 351 West Phillips Boulevard), was one of the many new schools laid out in the finger-plan configuration, designed by Pasadena-based architect Keith P. Marston, AIA.²⁵³ The design was uniquely Californian in that it allowed fresh air flow and had an excess number of windows to allow for natural light.²⁵⁴

The current Pomona Unified School District was officially established in 1954 by the State of California. The new school district was a conglomeration of three former districts: Pomona Elementary School District, Pomona High School District, and Spadra Elementary School District. The District, comprised 32 square miles and included the former Palomares and Véjar ranchos and Phillips property.²⁵⁵

After the formation of the Pomona Unified School District, Pomona High School burned to the ground on May 14, 1956 (Exhibit 29). School was dismissed for summer vacation until the school district found a solution for a temporary campus. Pomona High School students started the 1956-1957 school year attending classes in portable buildings located on site. This was the start of numerous construction projects undertaken over the next decade. Examples of this included Philadelphia Elementary School, which opened its doors to students in the fall of 1957 (Exhibit 30).²⁵⁶ Lexington Elementary School was then built in 1961 to alleviate overcrowding at Alcott and Philadelphia Elementary Schools.²⁵⁷

²⁴⁹ "Hamilton School Building Should Be Improved or Not Used, Says Expert," *Progress Bulletin* (Pomona), October 28, 1937, <https://www.newspapers.com/image/623458146/>

²⁵⁰ Mello, 41; HRG, 227.

²⁵¹ Mello, 41; HRG, 227.

²⁵² Phone call with Pomona Unified School District employee, February 2025.

²⁵³ HRG, 228.

²⁵⁴ HRG, 228.

²⁵⁵ *Pomona Centennial History*, 152-154.

²⁵⁶ Mello, 57; HRG, 228.

²⁵⁷ Mello, 44.



Exhibit 29. Pomona High School Fire, 1956²⁵⁸



Exhibit 30. Philadelphia Elementary School, 1957²⁵⁹

²⁵⁸ "Pomona High School Fire," May 14, 1956, Collection ID# SCP02939, Pomona Public Library Digital Collections.

²⁵⁹ "Philadelphia School," November 13, 1957, Collection ID# SCP02927, Pomona Public Library Digital Collections.

In 1962, Fremont Junior High School was determined to be past its usefulness and a new campus was built at 725 West Franklin Avenue. The former campus buildings were used to house the district curriculum center and administrative offices. That same year, the district approved construction of two new high schools at the southern and northern ends of the City; resulting in the construction of Garey High School and Pomona High School.²⁶⁰

While new schools continued to be constructed in the 1960s, there were many schools experiencing extreme levels of segregation and inequality. Largely attributed to housing segregation, the City's schools were extremely segregated between White and Black students with some schools being over 90% Black.²⁶¹ Segregation in schools led to the formation and mobilization of multiple Civil Rights groups in the 1960s in Pomona, with numerous protests held to pressure the Pomona Board of Education to address the issue of integration at schools.²⁶²

While many of the school protests in the 1960s were centered around segregation in schools, there was also a parallel Chicano civil rights movement happening within the Latina/o community. One facet of the Chicano civil rights movement was the quest for educational equality, which reached a critical moment with the East Los Angeles Chicano Student Walkouts in 1968. During this time, more than 15,000 students demonstrated against the Los Angeles Board of Education by walking out of their schools in protest of the educational inequality they had faced with no solutions.²⁶³

Following the model of the East Los Angeles Walkouts, on September 16, 1969, 450 Chicano students in Pomona led their own protest. As in the East Los Angeles Walkouts, Pomona students walked out of their classrooms and proceeded to the school district's administration building to protest the inequality in their education, the lack of representation in their faculty members, and the lack of Mexican American specific curriculum.²⁶⁴

In 1970, the Pomona Board of Education appointed Martín C. Montano to serve as "coordinator of intergroup education and consultant in Mexican-American relations." The new position was created by the Board in response to protests by several Mexican American groups against the lack of Chicano teachers and administrators and for "discriminating against Mexican-American children through the use of certain curriculum materials." Montano's role was to direct the selection of teaching materials pertaining to Mexican American history and culture, improve community relationships, and assist in recruiting Chicano teachers. ²⁶⁵

²⁶⁰ Mello, 45.

²⁶¹ Lothrop, 116-117. "Pomona School Board Faces Student Unrest," *Los Angeles Times*, November 16, 1969, 272 and 275.

²⁶² "Solutions to Flareups Under Study in Pomona," *Los Angeles Times*, June 26, 1969, Page 153.

²⁶³ Louis Sahágun. "East L.A., 1968: 'Walkout!' The day high school students helped ignite the Chicano Power Movement." 2018. <https://www.latimes.com/nation/la-na-1968-east-la-walkouts-20180301-htm1story.html>; Los Angeles Conservancy, "1968 East L.A. Chicano Student Walkouts (Blowouts)." Accessed online: <https://www.laconservancy.org/save-places/issues/1968-east-l-a-chicano-student-walkouts-blowouts/>; Muñoz, Jr. Carlos. *Youth, Identity, Power: The Chicano Movement*, 2007.

²⁶⁴ Lothrop, 118; HRG, 196.

²⁶⁵ "Mexican-American Advisor Named," *Progress-Bulletin* (Pomona), June 24, 1970, <https://www.newspapers.com/newspage/32957730/>

Pomona Unified School District released a six-year report from 1966 to 1971 detailing minority enrollment in the district. The study found that the percentage of students with Spanish surnames steadily rose throughout the years with 13.12% percent in 1966 to 18.25% in 1971.²⁶⁶ The report found that in 1971, elementary schools with the highest enrollment of students with “Spanish surnames” were Madison Elementary with 54.22%, followed by Hamilton Elementary with 48.93%, and Washington Elementary with 40.85 %.²⁶⁷ The report also found that in 1972, the median percentage of school years completed by the population with Spanish surnames was 10.5 years compared to 12.2 years for the White and Black community, respectively.²⁶⁸ The number of persons over the age of 25 with four years of high school level education was 25.6 % with people with Spanish surnames in comparison to 57.4% of the White community and 34.6 % of the Black community.²⁶⁹

City of Pomona Census data from 1977 demonstrates that approximately 62% of Mexican Americans lived east of Highway 71 and south of the Southern Pacific railroad line. The schools located in this concentrated area were Hamilton Elementary, Washington Elementary, Madison Elementary (Exhibit 31), Alcott Elementary (Exhibit 32), Lexington Elementary, Philadelphia Elementary, Fremont and Simons Junior High, and Garey High School. ²⁷⁰Between 1980 and 2020, the City saw a demographic shift that further increased the number of Latina/o residents with 70% of the City’s residents identifying as Latina/o in 2010.²⁷¹

²⁶⁶ Pomona Department of Urban Planning, City of Pomona: Survey Report, n.d.

²⁶⁷ Pomona Department of Urban Planning, City of Pomona: Survey Report, n.d.

²⁶⁸ Pomona Planning Division, 2nd Quarter Report 1972, Pomona Special Collections, 1972.

²⁶⁹ Pomona Planning Division, 2nd Quarter Report 1972, Pomona Special Collections, 1972.

²⁷⁰ City of Pomona Census, 1977, California Polytechnic University, Pomona Special Collections.

²⁷¹ HRG, 247; United States Census 1990.



Exhibit 31. Madison Elementary School, date unknown²⁷²



Exhibit 32. Alcott Elementary School, 1959²⁷³

²⁷² "Madison Elementary School," Date Unknown, Collection ID# SCP02925, Pomona Public Library Digital Collections.

²⁷³ "Alcott Elementary School Crossing," January 1959, Collection ID# SCP02762, Pomona Public Library Digital Collections.

For the current school year of 2024-2005, there are a total of 20,422 students spread throughout 38 schools; 18 elementary schools, five K-8 schools, four middle schools, seven high schools, and four “other schools.” The demographic makeup of the district consists of 84.36 percent Hispanic, 4.68 percent Asian, 3.93 percent African American, and 3.2 percent White.²⁷⁴

²⁷⁴ Pomona Unified School District, “2024-2025 Fingertip Facts.” <https://proudtobe.pusd.org/apps/pages/Facts>



5 Notable People

5.1 Candelario “Cande” Mendoza

Candelario “Cande” Mendoza was a longtime trailblazer for the Pomona Unified School District and a well-known radio station deejay. Born in 1919 in Guanajuato, Mexico, as the eldest of seven, Candelario came to the United States with his family when he was one year old.²⁷⁵ Growing up, Candelario watched his father, Antonio Mendoza, support his family by working hard as a laborer for both the railroad and agriculture industries. Candelario’s life changed forever when his father was struck and killed by a train while working on the Puddingstone Dam located in San Dimas.²⁷⁶ Despite a traumatic childhood, Candelario continued his education and attended Fremont Middle School and later Pomona High School, where he edited the school newspaper.²⁷⁷ By the time Candelario was in his twenties, like many men his age, he enlisted in the United States Army. Upon returning home from World War II where he served under General George Patton’s Third Army, he followed his passion for education.

For Candelario, landing a teaching job was not easy. During a 1993 interview, Candelario explained that he was told early in his career that, “The town of Pomona is just not ready for a Mexican American teacher in the classroom”.²⁷⁸ Instead of giving up, Candelario took his education and applied himself wherever possible. In 1946, Candelario secured himself a position at the Pomona Unified School District teaching both elementary and junior high levels and worked as an attendance counselor. In 1966, he broke societal boundaries by becoming the first Latino principal of Kellogg Elementary School and was later named the principal for Hamilton Elementary School from 1968-69. By 1973, he became the Director of Educational Services in the Los Nietos Elementary School District in the Whittier area.²⁷⁹ Aside from his work in education, Candelario enjoyed deejaying on the KPMO radio station and often hosted Latina/o concerts and events in the City.²⁸⁰ In honor of his dedication to education in the City, Hamilton Elementary School was renamed to Candelario J. Mendoza Elementary School in 1983. Today, the school is called the Mendoza Center for Special Education, located at 851 S Hamilton Boulevard.

In 1981, Cande alongside Pomona real estate agent, Albert Castro, began publishing a bilingual newspaper. *La Voz* grew from a two-employee operation to a 10-person publication with big-names

²⁷⁵ “Candelario Mendoza in the 1930 United States Federal Census” Ancestry, accessed January 3, 2025. <https://www.ancestry.com/>

²⁷⁶ “Candelario Mendoza Music Collection” Online Archive of California, <https://oac.cdlib.org/findaid/ark:/13030/kt7v19r2x2/>.

²⁷⁷ Lee Romney, “La Voz That Booms: Longtime Educator Guides Spanish-Language Weekly to Widening Influence,” *Los Angeles Times*, September 26, 1993, <https://www.latimes.com/archives/la-xpm-1993-09-26-ga-39269-story.html>.

²⁷⁸ Romney, 1993.

²⁷⁹ Romney, 1993; “Mendoza resigns job as Hamilton school principal” *Progress Bulletin* (Pomona), August 4, 1973. <https://www.newspapers.com/image/80169246/>

²⁸⁰ “Eight Day Jubilee Closes Tomorrow” *Progress Bulletin* (Pomona), January 11, 1963. <https://www.newspapers.com/image/624653986/>

advertisers. The publication was in operation from 1981 to 2009 before transforming to *La Nueva Voz* in 2009.²⁸¹ In 2008, Candelario Mendoza passed away at the age of 89.²⁸²

5.2 Ignacio Lutero López

Ignacio Lutero López was the founder of the Spanish language newspaper *El Espectador*, a civil rights activist, and a Spanish-speaking coordinator for the Department of Housing and Urban Development in Washington D.C. López was born on March 19, 1908 in Guadalajara, Jalisco, Mexico, to parents Reverend Ignacio Máximo López and Lola Valle.²⁸³ At three years old, his family emigrated to the United States, settled in El Paso, Texas, and then moved to the Pomona region in 1925.²⁸⁴ During his twenties, López acquired a well-rounded education when he graduated from Pomona College and UC Berkeley, receiving his master's degree in political science.²⁸⁵

After earning his master's degree, he leveraged his expertise to make a positive impact, advocating for policies that benefited the Latina/o community. In 1933, López created the newspaper *El Espectador*, which served the Spanish-speaking population from the San Gabriel River to Etiwanda.²⁸⁶ Following the success of creating the first Spanish-language publication in the area, López's activism expanded in 1943, when he led the efforts to sue the City of San Bernardino for discrimination which resulted in the desegregation of city pools in the areas.²⁸⁷ These efforts laid the groundwork for the Chicano civil rights movement—a struggle for social and political equality for Mexican Americans. As the United States entered into World War II, López was sent to Washington, D.C., on behalf of the Office of War Information.²⁸⁸ During his brief appointment, he provided information to Spanish-language newspapers and ensured the contributions of Latina/os in the war effort were highlighted in Anglo-American publications.²⁸⁹ This position allowed López to highlight Latina/o contributions overseas, and by the end of 1943, López resumed publishing his newspaper and intensified his activism in Pomona.²⁹⁰ During a meeting with the Rotary club in 1944, López initiated a discussion over the development of Mexican community life as a feature of City planning, which covered economic, social, educational, religious, and humanitarian objectives.²⁹¹

²⁸¹Romney, 1993; "Letter to the Editor," *La Nueva Voz*, February 27, 2014,

<https://content.ci.pomona.ca.us/digital/api/collection/Invoz/id/1516/download>

²⁸²"Candelario Mendoza Music Collection" Online Archive of California accessed January 2, 2025.

<https://oac.cdlib.org/findaid/ark:/13030/kt7v19r2x2/>.

²⁸³"Ignacio Lutero Lopez," Ancestry.com website, Accessed January 2, 2025.

²⁸⁴"Ignacio Lutero Lopez," Ancestry.com website, Accessed January 2, 2025.

²⁸⁵"Ignacio L. Lopez," *Progress Bulletin* (Pomona), July 06, 1973. <https://www.newspapers.com/image/81785474/>

²⁸⁶"As We See It By One of Us" *Progress Bulletin* (Pomona), October 3, 1942. <https://www.newspapers.com/image/623263166/>

²⁸⁷ Joe Blackstock, "Crusading Editor Led Latinos in Battle against Discrimination," *Daily Bulletin* (Pomona), July 6, 2015.

<https://www.dailybulletin.com/2015/07/06/crusading-editor-led-latinos-in-battle-against-discrimination/>.

²⁸⁸"Ontario Editor Leaving to Take Government Job," *The San Bernardino Sun*, October 29, 1943.

<https://www.newspapers.com/image/49173958/>

²⁸⁹ *The San Bernardino Sun*, October 29, 1943.

²⁹⁰ Blackstock, 2015.

²⁹¹"Lopez Will Be Speaker for Rotarians," *Progress Bulletin* (Pomona), October 12, 1944.

<https://www.newspapers.com/image/623404972/>

For years, López was a vocal champion for the Latina/o community. In 1956, with the help from López, the City organized a Mexican Fiesta for members of the Mexican community held at the Los Angeles County Fair.²⁹² By 1960, López was one of the founders of the Mexican American Political Association (MAPA), which is an organization that promotes the interests of Mexicans, Latina/os, Chicanos, and Hispanics.²⁹³ In 1972, the Nixon administration appointed him the Mexican American coordinator for the Federal Department of Housing and Urban Development.²⁹⁴ On July 4, 1973, López died at Pomona Valley Community Hospital shortly after suffering a heart attack. After López 's passing, a scholarship fund was established to honor his legacy and heartfelt dedication to his community.²⁹⁵

In 2007, Candelario J. Mendoza, López's protégé, introduced a resolution to the Pomona Unified School District to name one of the new elementary schools in honor of López.²⁹⁶ The school is located at 701 South White Avenue.

López was also honored in 2020 when López Urban Farm opened on an empty lot owned by the Pomona Unified School District adjacent to López Elementary School. The farm's goal is to "sow the seeds of sustainable and just future." Through their urban farm they want to "tackle" food insecurity and provide fresh produce to their community. They also offer educational programs for local youth on sustainable agriculture, food systems, and environmental stewardship.²⁹⁷ In 2024, the Pomona City Council passed a proclamation designating March 19 as Ignacio López Day (Exhibit 33).²⁹⁸

²⁹² "Mexican Fiesta For the County Fair Studied," *Progress Bulletin* (Pomona), July 12, 1956.

<https://www.newspapers.com/image/624022805/>

²⁹³ Blackstock, 2015.

²⁹⁴ Blackstock, 2015.

²⁹⁵ "Officials praise 'inspiration' of Ignacio Lopez," *Progress Bulletin* (Pomona), July 08, 1973.

<https://www.newspapers.com/image/81787290/>

²⁹⁶ Alonzo 2024

²⁹⁷ "About Us," Lopez Urban Farm, accessed January 14, 2025, <https://www.lopezurbanfarm.com/aboutus>

²⁹⁸ Alonzo 2024

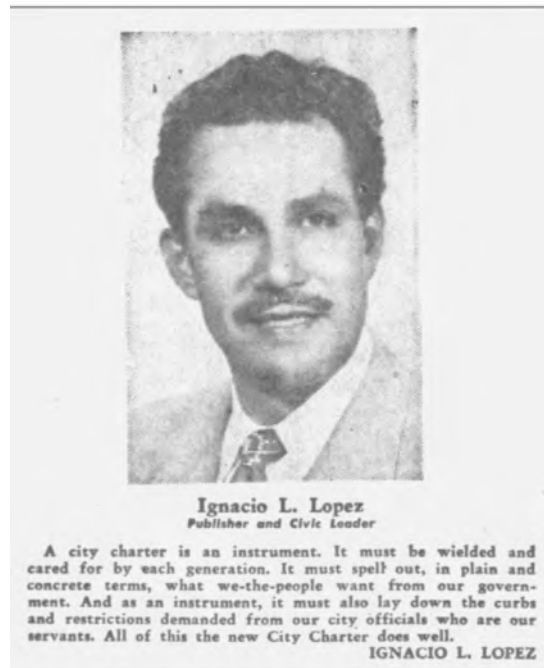


Exhibit 33. Ignacio L. López, 1954²⁹⁹

5.3 Benjamín Ochoa

Benjamín Gamino Ochoa was born in Pomona, California, on September 1, 1926, to Blas Ochoa and Juana Gamino Ochoa. He married his wife Julia in 1949, and had two sons, Benjamín Jr. and Richard Benjamín, Jr. In 1943, Ochoa graduated from Riverside Poly High School in Riverside, California, and continued his studies at Mt. San Antonio College from 1946 to 1947, returning to Pomona in the 1960s and 1970s. During World War II, Ochoa served in the United States Navy and was stationed in the Asiatic-Pacific Theatre.

After returning home, Ochoa, along with his father, stepmother and sister, established one of the first Latina/o ministry churches in Pomona Valley, called Iglesia Christina Fundamental Church, which was dedicated in 1949. He also accepted public leadership roles within the City. In 1972, Ochoa was sworn in and welcomed into the Pomona City Council, where he quickly became a pioneer for the Latina/o community in local politics. During his appointment, he served on the Pomona Human Relations Commission and the Pomona Parks and Recreation Commission. He also involved in the Board of Directors of Leroy's Boy's Home in La Verne, served as President of the Pomona American Little League and Garey High School Booster Club. He later served as Chairman of the Board of Directors of Grove St. Bible Church.

Throughout his time in public service, Ochoa received numerous honors for his contribution to the community. In 1974, he was presented with the General Telephone Company Good Citizenship Award

²⁹⁹ "Ignacio L. Lopez," *Progress Bulletin* (Pomona), October 29, 1954.

for his significant voluntary contributions toward improving the quality of government and life in his community. Beyond his community involvement, Ochoa was a self-taught carpenter, plumber, and barber who often was seen fixing things for his neighbors and family. Ben was well known for his generosity and kind heart. Ben passed away on November 17, 2020, at the age of 94.³⁰⁰

5.4 Maurice Jara

Born in Los Angeles County on December 15, 1922, to Ignacia Jara. Maurice Jara is remembered for his military service and various theatrical roles. Maurice started acting after serving in the United States Army during World War II.³⁰¹ Upon returning home, Maurice received his degree in theatre from UCLA. Before acting in films, Maurice scored gigs at the Padua Hills Theatre in Claremont, and it was there that he met his wife, Hilda Ramírez, and was later discovered by a talent agent.³⁰² In 1950, Maurice scored his first role in the movie *The Lawless*, which was based on a story of Latina/o migrants who crossed the Mexican border to work in the fields.³⁰³ From then on, Maurice appeared in numerous television shows, including *Bonanza*, *The Lone Ranger*, *Death Valley Days*, and films such as, *They Came to Cordura* starring Gary Cooper and Rita Hayworth.³⁰⁴

Being of Mexican descent, Maurice often played a variety of indigenous roles. Despite discrimination and stereotypes in the film industry, Maurice managed to turn his acting career into a significant success. As Maurice climbed the social ladder, he never forgot his roots. Maurice often gave back to his community by mentoring young actors and supporting local theatres.³⁰⁵ Aside from having a successful acting career, Maurice managed the well-known Mexican restaurant at the time called "Casa Ramírez" located at 1489 East Holt Avenue (no longer extant), after he inherited it from his father-in-law, Tom Ramírez.³⁰⁶ Maurice's most memorable role was as Alessandro in the Ramona Outdoor Play, where he assumed the role for 15 consecutive years from 1951 to 1966.³⁰⁷ His journey from the City of Pomona to being a respected actor in Hollywood encouraged aspiring performers in the region. Maurice passed away on July 23, 1995, at the age of 72 (Exhibit 34).³⁰⁸

³⁰⁰ "Benjamín Gamino and Julia Odeja Ochoa Obituary," 2022.

³⁰¹ "Maurice Jara Recovering From Wounds" *Progress Bulletin* (Pomona), August 4, 1945. <https://www.newspapers.com/image/623553215/>

³⁰² "Maurice Jara Recovering From Wounds" *Progress Bulletin* (Pomona), August 4, 1945. <https://www.newspapers.com/image/623553215/>

³⁰³ "Maurice Jara | Actor," IMDb, accessed January 3, 2025. <https://www.imdb.com/name/nm0418524/>.

³⁰⁴ "Last Angry Man," *Progress Bulletin* (Pomona), March 5, 1960. <https://www.newspapers.com/image/624147120/>; "Jara To Play Role in Movie," *Progress Bulletin* (Pomona), Feb 4, 1953. <https://www.newspapers.com/image/623680056/>

³⁰⁵ "Maurice Jara Named PTA Performer," *Progress Bulletin* (Pomona), April 30, 1955. <https://www.newspapers.com/image/623692410/>; "Jara To Take Part In Azusa Benefit Fete," *Progress Bulletin* (Pomona), Aug 16, 1961. <https://www.newspapers.com/image/624574245/>

³⁰⁶ "Former Padua Actors Take Over Spanish Restaurant," *Progress Bulletin* (Pomona), January 7, 1953. <https://www.newspapers.com/image/623558614/>

³⁰⁷ "Jara to MC Recreation Review" *Progress Bulletin* (Pomona), August 18, 1954. <https://www.newspapers.com/image/623617605/>

³⁰⁸ "Maurice Jara" We Remember by Ancestry. <https://www.weremember.com/maurice-jara/8a7e/memories>



Exhibit 34. Maurice Jara, date unknown³⁰⁹

5.5 Robert “Bobby” Duran

Robert “Bobby” Duran was born in Pomona in 1927 and grew up alongside his six brothers and father who worked at the nearby Kellogg Ranch. Coming from a hard-working family, Robert witnessed the impact his father made through his arduous work and often helped his father at the ranch. All of the Duran brothers were outstanding athletes in baseball, basketball, and football.³¹⁰ Bobby favored baseball and joined the Pomona Merchants where earned his nickname “Jet” for his quickness. Bobby spent most of his younger years as a ball player and coach where he competed with various local teams. Such teams included the Pomona American Little League, the Jets, and the Pomona Elks. In his later years, Robert retired from Los Angeles County Public Works and spent his free time competing with Senior Softball Leagues until he retired from the game in his eighties.³¹¹ Bobby Robert Duran Passed away on April 28, 2023.³¹²

5.6 Tommie Encinas

Tommie Encinas was born on April 16, 1923 in Willowbrook, California and was a lifetime resident and prominent baseball player in the City of Pomona.³¹³ Tommie came from a family of athletes with his two brothers, George and Maury, who both played baseball in the Pomona Valley. Encinas started playing baseball from a young age and played for Fremont Junior High School and attended Pomona

³⁰⁹ Photograph from <https://www.tcm.com/tcmdb/person/94269%7C109781/Maurice-Jara#overview>. Accessed February 25, 2025.

³¹⁰ Santillan, 20.

³¹¹ “Roberto Duran Obituary (1927 – 2023)” Legacy.com, May 14, 2023.

<https://www.legacy.com/us/obituaries/ivdailybulletin/name/roberto-p-duran-obituary?id=51922752>.

³¹² “Roberto Duran Obituary (1927 – 2023)” Legacy.com, May 14, 2023.

<https://www.legacy.com/us/obituaries/ivdailybulletin/name/roberto-p-duran-obituary?id=51922752>.

³¹³ “Thomas Encinas Obituary” *Daily Bulletin* (Pomona), 2016. <https://www.dailybulletin.com/obituaries/thomas-encinas-ontario-ca/>

High School, where he established a name for himself thanks to his brilliant game plays.³¹⁴ Although Tommie had a passion for baseball, his personal life was put on hold when the United States entered World War II in 1941. Encinas enlisted in the United States Air Force and was assigned as a Medical Corpsman in Okinawa, Japan. After World War II, in 1946, Tommie began his professional baseball career when he signed for the Boston Braves and was traded to the Pittsburgh Pirates in 1947. While Tommie followed his passion for baseball, he also worked as a mechanic for over 50 years and passed away in 2016.³¹⁵

Alongside his brother Tommie, George Encinas made a name for himself in the Valley. While playing for Pomona High School, George played as the team's pitcher for the Red Devils. Unfortunately, while attending Pomona High, George succumbed to tuberculosis and was transferred to Olive View sanitarium for treatment of his illness. While George was hospitalized, the City of Pomona rallied together to host a benefit game in his honor. As a result, all of Pomona's top notch Mexican baseball players from San Dimas, Claremont, La Verne, and Chino came to play for George Encinas.³¹⁶ Maury Encinas, the third of the Encinas brothers, also played for the Pomona Merchants where he established himself as a valuable player.

5.7 Alberto "Super Fly" Sandoval

Alberto Sandoval (Exhibit 35) was a professional boxer from Pomona. Born in 1958, Alberto grew up with his five siblings and is the older brother of Richard Sandoval, a former World Boxing Association champion. During his teenage years, Alberto attended Garey High School and joined the boxing team representing the Sacred Hearts Athletic Club, where he quickly became recognized for his skills within the ring.³¹⁷ While Alberto grew up during a time when teenage street gangs were prevalent, he never allowed that lifestyle to influence him. During his free time, he and his two brothers, Joseph and Richard, practiced in the basement boxing gym inside the original building of the Sacred Hearts Catholic Church³¹⁸. In addition to his boxing training, Alberto was also involved in Garey's *Movimento Estudiantil Chicano de Aztlán (MEChA)* where he participated in boxing events sponsored by the organization.³¹⁹ During his senior year, Alberto became a four-time winner of the Junior Golden Glove Awards, a two-time winner of the Junior Olympic Champion Award, 1970 West Coast Amateur Athletic Union (AAU) Champion, and the 1970 National AAU Champion. His dedication to boxing allowed him to win various tournaments, such as the 1973 National AAU Championship against Puerto Rico, and the United States versus Ireland Dual of 1973.³²⁰ Alberto also frequently competed against fellow

³¹⁴ "Tommy Encinas Signs Contract," *Progress-Bulletin* (Pomona) at Newspapers.Com," Apr 25, 1946.

<https://www.newspapers.com/image/623770840/>

³¹⁵ "Thomas Encinas," *Daily Bulletin* (Pomona), June 6, 2024. <https://www.dailybulletin.com/obituaries/thomas-encinas-ontario-ca/>

³¹⁶ "DoubleHeader Here Sunday," *Progress-Bulletin* (Pomona) July 04, 1940. <https://www.newspapers.com/image/623454689/>

³¹⁷ "Local boxers earn berths at nationals," *Progress Bulletin* (Pomona), April 17, 1973.

<https://www.newspapers.com/image/77451854/>

³¹⁸ "The Richie Sandoval Story: Hard Times and High Times for a Knight of the Prize Ring" *The Sweet Science*, March 29, 2017.

<https://tss.ib.tv/boxing/featured-boxing-articles-boxing-news-videos-rankings-and-results/32194-richie-sandoval-story-hard-times-high>

³¹⁹ "MECHA hosting Southland boxing," *Progress Bulletin* (Pomona), March 04, 1972. <https://www.newspapers.com/image/90070708/>

³²⁰ "Sandoval on TV tonight," *Progress Bulletin* (Pomona), June 24, 1976. <https://www.newspapers.com/image/71582028/>

Pomona residents such as Alberto Dávila.³²¹ These achievements earned him the nickname "Superfly" Sandoval where he was featured in multiple newspaper publications. In 1980, Sandoval faced Lupe Pinto at the World Boxing Council, where they boxed for twelve rounds, with Pinto winning in the end.³²² Despite his losses, Alberto stayed true to his passion. Alberto officially retired from boxing at the age of 24, ending with a career score of 32-5. Today, Alberto continues to give back to his community by volunteering at local ranches in Southern California.³²³

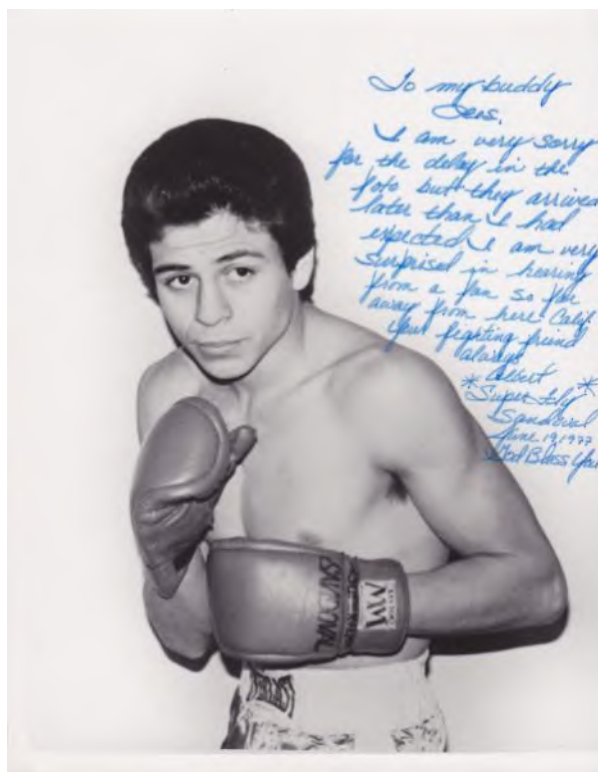


Exhibit 35. Alberto "Super Fly" Sandoval, date unknown³²⁴

5.8 Richard "Richie" Sandoval

Richard "Richie" Sandoval was a former world titleholder of the WBA bantamweight from Pomona (Exhibit 36). Born in 1960, Richie was the youngest of five siblings, his older brother Alberto Sandoval. Growing up in Pomona, Richie was introduced to boxing at a young age as he watched his older brothers practice in the Sacred Hearts Church basement. It was during this time that Richie developed

³²¹ "Alberto Sandoval," BoxRec website, accessed January 2, 2025. <https://boxrec.com/en/box-pro/2186>

³²² "Alberto Sandoval," BoxRec website, accessed January 2, 2025. <https://boxrec.com/en/box-pro/2186>

³²³ "Hall of Fame Boxer Alberto "Superfly" Sandoval volunteer and guest stay at Rainbow Ranch Farms" Rainbow Ranch Farms. <https://www.rainbowranchfarms.com/alberto-superfly-sandoval-hall-of-famer>

³²⁴ Photo of Alberto Sandoval, BoxRec website, accessed February 25, 2025, https://boxrec.com/wiki/index.php/Alberto_Sandoval

an enduring passion for boxing. In high school, he joined the cross-country team at Garey High School and later joined the boxing team with the Pomona Athletics Club.³²⁵

While representing the Pomona Athletics Club, Richie won multiple matches, bringing home National AAU Junior Olympic boxing titles.³²⁶ At just 17 years old, Richie boxed Olympic gold medal winner Jorge Hernandez from Cuba, where the fight was nationally televised.³²⁷ While Richie did not take home the gold, the fight catapulted him into the national sphere, gaining him recognition. Richie made his professional debut in 1980 by beating Gerardo Pedroza in Las Vegas, Nevada, in just two rounds.³²⁸ The same year, Richie was qualified and scheduled to compete in the Olympics but unfortunately could not attend due to the United States boycott of the Olympics. Not only did Richie compete against locals, but he also traveled out of state when he defeated Philadelphia's Hall of Famer, Jeff Chandler in New Jersey by a technical knockout in 1984.³²⁹ Leveraging his career for the community's benefit, Richie frequently boxed to support charitable causes such as one instance in 1986, where he fought for a charity held at Cal Poly Pomona to benefit the Mexican American Student Association for scholarship programs at Ganesha and Garey High Schools.³³⁰

To maintain his champion status, in 1986, Richie was forced by the World Boxing Association to defend his title against Gaby Canizales. During the match, Richard suffered four knockouts and managed to fight until the fifth knockout when he fell unconscious and was sent to the hospital. Despite life-saving surgery, the injuries sustained were too severe for Richie to continue his career.³³¹ At age 26, Richie retired from boxing with a final record of 29-1. While Richie's days in the ring were over, he remained humble and often spoke of the importance of discipline and staying grounded. His story is one of dedication, inspiring many boxers and sports enthusiasts. Richie passed away on July 21, 2024.³³²

³²⁵ "Richie Sandoval" Find A Grave, accessed January 2, 2025. <https://www.findagrave.com/memorial/272687826/richie-sandoval>

³²⁶ "PAL boxers win titles," *Progress Bulletin* (Pomona), June 27, 1976. <https://www.newspapers.com/image/71582349/>

³²⁷ "Garey Senior to box Cuban," *Progress Bulletin* (Pomona), November 12, 1977. <https://www.newspapers.com/image/74637134/>

³²⁸ "Richie Sandoval," BoxRec website accessed January 2, 2025, <https://boxrec.com/en/box-pro/44353>.

³²⁹ "Richie Sandoval," BoxRec website accessed January 2, 2025, <https://boxrec.com/en/box-pro/44353>.

³³⁰ "Sports Scope: Bantam Champ Richard Sandoval to Fight for Charity at Cal Poly Pomona," *Los Angeles Times*, February 6, 1986. <https://www.latimes.com/archives/la-xpm-1986-02-06-ga-5151-story.html>

³³¹ "Richie Sandoval Moved out of Intensive Care," *Los Angeles Times* (Los Angeles), March 13, 1986.

<https://www.latimes.com/archives/la-xpm-1986-03-13-sp-19743-story.html>

³³² "Richie Sandoval" Find A Grave, accessed January 2, 2025. <https://www.findagrave.com/memorial/272687826/richie-sandoval>

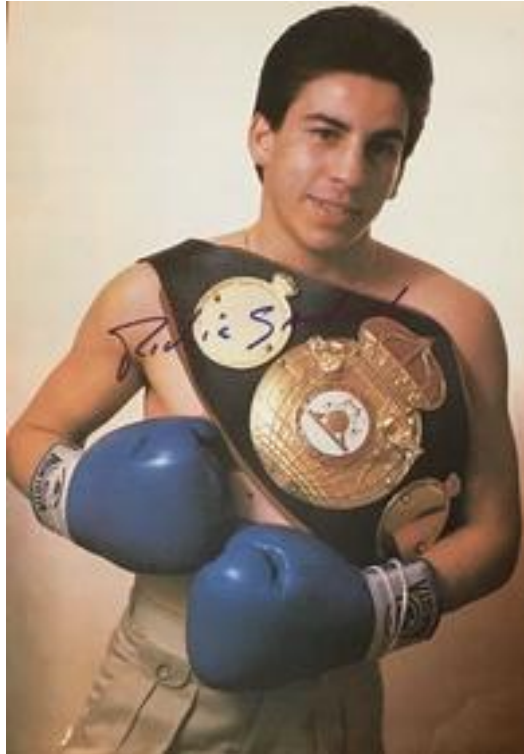


Exhibit 36. Richie Sandoval, date unknown³³³

5.9 Alberto Dávila

Former professional boxer, Alberto Dávila was born in 1952 in Alton, Texas and is known for his accomplishments in the bantamweight division (Exhibit 37). During his early years, Dávila moved to Pomona where he attended Garey High School. Since Dávila was a child, he had a passion for boxing. As he recounted to the *Los Angeles Times*, "Twelve years old when I started- I walked into a gym one day and got the crap beat out of me, but I loved it. I went back every day for six years".³³⁴ It was sport that not only thrilled him but kept Dávila drug-free, "I've always been clean, I get such a natural high when I work out, I feel so good, I don't need drugs. I've never had any problems. I go to schools and speak to the kids, tell them to work hard and don't do drugs".³³⁵ During Dávila's early life, he assumed his father's role in caring for his mother and nine siblings and later provided for his family as a professional boxer.³³⁶ Dávila's professional debut was in 1973 during a match against Carlos Villareal in a four-round fight, with Dávila claiming victory.³³⁷ By Dávila's early twenties, he remained unbeaten

³³³ Photo of Richie Sandoval, wbaboxing.com website, Accessed February 25, 2025, <https://www.wbaboxing.com/boxing-news/richie-sandoval-a-true-bantamweight-warrior>

³³⁴ "Dávila Recalls Tragedy, but Doesn't Dwell on It," *Los Angeles Times*, November 12, 2007. <https://www.latimes.com/archives/la-xpm-2007-nov-12-sp-crowesnest12-story.html>.

³³⁵ "About Only Thing Dávila Has Going for Him Is He Can Fight," *Los Angeles Times*, March 19, 1987. <https://www.latimes.com/archives/la-xpm-1987-03-19-sp-13801-story.html>.

³³⁶ "Albert Dávila," Pomona People Power, accessed January 3, 2025. <https://pomonapeoplepower.com/submission/albert-davila/>.

³³⁷ BoxRec.com: Alberto Dávila, accessed January 2, 2025, <https://boxrec.com/en/box-pro/228>.

in the bantamweight division, where he won 11 consecutive fights.³³⁸ For the next few years, Dávila continued to showcase his skills in several matches. Dávila announced his retirement from the sport in 1988, ending his professional boxing career with a record of 56-10.³³⁹ After Dávila's career as a boxer, he worked as a trainer and continued to spread his wisdom to the younger generation. In his later life, Dávila worked as a laborer in Irvine, California. Dávila is now 70 years old and is a World Boxing Hall of Fame Inductee.³⁴⁰



Exhibit 37. Albert Dávila, date unknown³⁴¹

5.10 William G. Herrera

William G. Herrera was born in Albuquerque, New Mexico, on November 14, 1919, to José Herrera and María González.³⁴² Herrera attended St. Francis and St. Michael's High School in Santa Fe, New Mexico and continued his studies at the University of New Mexico and Brigham Young University. In 1950, he moved to Long Beach, California where he worked as a steel foreman for the Los Angeles Steel Co.³⁴³ During his time in Long Beach, he met his wife Barbara E. Lane and the two married in 1951. The couple would eventually go on to have six boys and two girls (Exhibit 38). Before moving to the City

³³⁸ "Dávila risks record," *Progress Bulletin* (Pomona), January 30, 1974. <https://www.newspapers.com/image/81856042/>

³³⁹ "Dávila Recalls Tragedy, but Doesn't Dwell on It," *Los Angeles Times* (Los Angeles), November 12, 2007.

<https://www.latimes.com/archives/la-xpm-2007-nov-12-sp-crowesnest12-story.html>.

³⁴⁰ Avila David, "West Coast Boxing Hall of Fame Honors Its Own on Sunday" *The Sweet Science*, October 15, 2017.

https://tss.ib.tv/boxing/featured-boxing-articles-boxing-news-videos-rankings-and-results/45321-west-coast-boxing-hall-fame-honors#google_vignette

³⁴¹ Photo of Albert Dávila, BoxRec.com website, Accessed February 25, 2025,

https://boxrec.com/wiki/index.php/File:Alberto_Davila.654.jpg

³⁴² "William G. Herrera in the U.S., Social Security Applications and Claims Index, 1936-2007" Ancestry,

https://www.ancestry.com/search/collections/60901/records/35077027?tid=&pid=&queryId=42622722-578b-4c46-ab6d-b2aa67463ba0&_phsrc=Ijd389&_phstart=successSource

³⁴³ "W.G. Herrera Named Chairman of Catholic Press Month Here," *Progress Bulletin* (Pomona), February 20, 1954.

<https://www.newspapers.com/image/623577165/?match=1&terms=%22William%20G.%20Herrera%22>

of Pomona, Herrera served as the Chancellor of the Knights of Columbus, the chairman of Boy Scout Troop No. 4, and vice chairman of St. Josephs building fund.³⁴⁴ In 1951, Herrera moved to the City of Pomona. Upon moving to the City, Herrera wasted no time entering the public service arena as he recounted in later interview from 1969, "I feel for all people and try to help people".³⁴⁵

In 1960, Herrera was elected president of Pomona Men's Democratic Club, with its headquarters in downtown Pomona.³⁴⁶ While serving as President for the Men's Democratic club, Herrera often attended discussion events promoting Mexican American politics in the City.³⁴⁷ By 1967, Herrera became the first Latino elected in the City Council and served until 1971, and was a representative of the planning department.³⁴⁸ During his tenure as Councilman, Herrera initiated policies to promote the City's growth while addressing the needs of residents. One such bill that Herrera pushed was the Rapid Transit proposal in 1968 that financed transit in southern Pomona.³⁴⁹ He also advocated for public facilities, such as the Boys Club, to be put in the area as he recounted in a 1969 interview, "Pomona needs more youth programs, especially a meeting place for teenagers- and we drastically need a municipal auditorium for everyone".³⁵⁰ To alleviate the lack of recreational facilities, he ordered that public buildings be used for fulltime public use, holding that it was time to give public facilities back to the public. Herrera's term as Councilman ended in 1971, but his advocacy for the youth and Mexican Americans in the City continued. In 1971, following his councilman appointments, he served as president for the Boys Club.³⁵¹ Herrera also attended various events where he gave speeches on various issues ranging from Veteran affairs to social welfare.³⁵² By the 1980s, Herrera served as a hearing officer for courthouses in Los Angeles, El Monte, West Covina, and Lancaster where he dealt with cases that were rejected for prosecution.³⁵³ He is remembered for his avid spokesmanship for all residents in the City. Herrera passed away on December 20, 1992, at the age of 73.³⁵⁴

³⁴⁴ "W.G. Herrera Named Chairman of Catholic Press Month Here," 1954.

³⁴⁵ "A City Is No Better Than Its Youth". *Progress Bulletin* (Pomona), May 03, 1969. <https://www.newspapers.com/image/72024048/>

³⁴⁶ "Democratic Men Elect New Slate". *Progress Bulletin* (Pomona), June 29, 1960. <https://www.newspapers.com/image/624167456/>

³⁴⁷ "Dist. Attorney Candidates To Speak Here". *Progress Bulletin* (Pomona), March 19, 1964.

<https://www.newspapers.com/image/624675781/>

³⁴⁸ *Romero v. City of Pomona* 665F Supp.835 (C.D.Cal.1987).

³⁴⁹ "Herrera Wants Amendment On Rapid Transit Proposal". *Progress Bulletin* (Pomona), April 13, 1968.

<https://www.newspapers.com/image/81971677/>

³⁵⁰ "A City Is No Better Than Its Youth". *Progress Bulletin* (Pomona), May 03, 1969. <https://www.newspapers.com/image/72024048/>

³⁵¹ "Boys' Club Salutes Two". *Progress Bulletin* (Pomona), October 22, 1971. <https://www.newspapers.com/image/90072010/>

³⁵² "100-voice chorus in Constitution event at fair," *Progress Bulletin* (Pomona), September 12, 1974.

<https://www.newspapers.com/image/71961625/>

³⁵³ "Hearing Officers Uses Patience in Dealing With Squabbles, Counseling Wrongdoers," *Los Angeles Times* (Los Angeles), September 25, 1980. <https://www.newspapers.com/image/387185355/>

³⁵⁴ "William G. Herrera," *Ancestry* Various years.

https://www.ancestry.com/search/?name=William+G.+Herrera&event=new+mexico-usa_34&count=50&location=2&name_x=1.1&priority=usa&searchMode=advanced&searchType=searchassist-closed



Exhibit 38. William Herrera and family, 1956³⁵⁵

5.11 Robert Táfoya

Robert Táfoya was born in Pomona on January 16, 1917 (Exhibit 39). Táfoya's long, dedicated teaching career began in 1941 when he taught at Harding Elementary School in Westmoreland and Romona Elementary School in San Bernardino. When World War II arrived, Táfoya put his career on pause when he served as a sergeant radio operator in the 319th Fighter Control Squadron in the Asiatic-Pacific Theatre of Operations. After he returned home, he resumed his teaching profession at Fremont Jr. High School and taught English, math, and history. He was also known for his passion of sports; coaching football and baseball at Fremont Jr. High until 1977. Táfoya's impact of teaching was felt beyond Fremont High, as he also taught seventh and eighth graders at Our Lady of the Assumption School Claremont, until 1980. Later, Táfoya moved to Hesperia, where he worked for Victor Valley College teaching English, GED and American Citizenship classes until 1998. Táfoya is remembered for his

³⁵⁵ "Greeting Number 10," *Progress Bulletin* (Pomona), September 18, 1956, Page 1 Section 2.

dedicated service to teaching the youth and English learners in the Pomona Valley. He passed away on December 25, 2008, at the age of 91.³⁵⁶

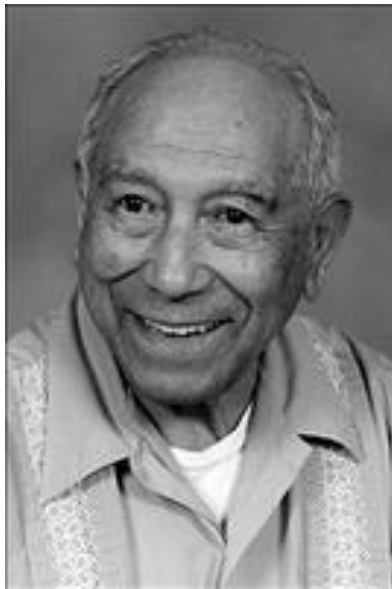


Exhibit 39. Robert Táfoya, date unknown³⁵⁷

5.12 Edward “Eddie” Cortez

Born in Mission, Texas, Edward “Eddie” Cortez was the son of migrant farm workers (Exhibit 40). He moved to Pomona with his family in 1961 and was quickly introduced to gang violence in the City. Within the first few days living in the City, he found himself hiding under the bed with his wife and two children from a gunman chasing a rival gang member outside his apartment. He moved his family several times out of safety concerns.³⁵⁸

In 1973 he opened Cortez Automotive located on the northeast corner of Orange Grove and White Avenues (not extant). His commitment to Pomona included his involvement as the founding president of the Latino Chamber of Commerce. He was also the president Emerson Middle School Parent Teacher Association (PTA) and the Ted Greene Little League.

Although Cortez tried to keep his family away from gangs by moving homes or moving his children from schools with a known gang presence, his son Edward became involved with Pomona North Side gang. In 1987, Cortez’ 27-year-old son, Edward, died from a heart attack at a gang-member’s house from an apparent drug overdose. In response, Cortez helped found Community Action for Peace

³⁵⁶“Robert Táfoya Obituary,” Legacy.com website. January 9, 2009. Accessed January 8, 2025.
<https://www.legacy.com/us/obituaries/vvdailypress/name/robert-tafoya-obituary?id=23160913>

³⁵⁷ Robert Táfoya Obituary,” Legacy.com website. January 9, 2009. Accessed January 8, 2025.
<https://www.legacy.com/us/obituaries/vvdailypress/name/robert-tafoya-obituary?id=23160913>

³⁵⁸ Jason Newell, “Keeping the Faith,” September 4, 2004. Gangland: A look at gangs in Southern California,
http://lang.dailybulletin.com/socal/gangs/articles/ivdbp2_cortez.asp

Committee to help families that could not afford to move and escape gang violence or relocate their children from their troubled schools.³⁵⁹

Cortez served as the chair on the City of Pomona Planning Commission for six years before he was elected as the first Latino mayor in 1993. He made national headlines that same year when he was pulled over by Border Patrol agents conducting immigration raids in the City. Cortez, driving a “beat-up” pickup truck and wearing his work overalls, says he asked the officers if they would have pulled him over had he been driving his Cadillac or Corvette, to which they replied, “No. You would not fit the profile.” Cortez served as Pomona’s mayor from 1993 to 2005, the longest serving mayor in the history of Pomona. Edward Cortez died of cancer in 2005.³⁶⁰



Exhibit 40. Eddie Cortez, 1993³⁶¹

5.13 Arturo Jiménez

Arturo Jiménez is the school director, president, CEO, and founder of Laguna Technical College. He has been a resident in Pomona for almost 50 years, moving to the City at a young age. Jiménez was a student at Sacred Heart of Jesus parochial school and briefly attended Garey High School before transferring to Don Antonio Lugo High School in Chino. He has stayed in Pomona and is involved with the community by participating in different organizations such the Latino Roundtable, Labor Council for Latin American Advancement, and co-founder of the Old Pomona Hot Rod and Custom Car Show.

³⁵⁹ Newell 2004

³⁶⁰ “Edward Cortez, 64; Elected First Latino Mayor of Pomona.” *Los Angeles Times*, September 21, 2005, <https://www.latimes.com/archives/la-xpm-2005-sep-21-me-cortez21-story.html>

³⁶¹ “Eddie Cortez,” *Los Angeles Times*, September 22, 1993, Pomona Public Library Archives.

Most recently, Jiménez served as a Planning Commissioner for the City of Pomona from 1993 to 1995 and again from 2006 to 2012 and was elected to the Pomona Unified School District Board in 2024.³⁶²

5.14 Cristina Carrizosa

Cristina Carrizosa came to Pomona in 1963. After getting married and having three children, she got her bachelor's and master's degree and became a resource teacher at Philadelphia Elementary School. She taught there for 30 years and helped form the Pomona Youth orchestra. As an immigrant, she understood how hard it was to adjust to a new country and try to understand the school system and how to navigate it. She wanted to provide her services as a translator, then gradually became involved in broader community issues. She was the first Mexican-born woman to hold office in Pomona, serving on the council from 1993 to 2002. One of her most difficult moments while serving came in 1996 when Judy Bradenkamp, owner of Taylor-Maid Donuts, "complained to the City Council that Spanish-language signs made the area resemble Tijuana." This led to the community, including Carrizosa, boycotting the shop. She was later threatened by a man asking her if she knew who the KKK was.³⁶³

Carrizosa has fought for city leaders to discuss how police checkpoints, often seen as discriminatory, are conducted. She has also fought against what she considers an issuance of too many liquor licenses in her predominantly industrial district, and against new industrial developments that could environmentally harm the community.³⁶⁴

5.15 Nell Soto

Nell Soto was one of the first Latina women elected to statewide office from the Inland Empire (Exhibit 41). Born on June 18, 1926, in Pomona, California, Nell worked in the citrus groves during her childhood, particularly during the Great Depression. While working in the fields, she became aware of the harsh conditions faced by Latina/o workers. Her son Tom recounted, "She always reminded me, the first real environmentalists were Latinos because they were exposed to all the chemicals while working in the fields."³⁶⁵ These memories were the fuel that drove her down the path of politics in effort to enact change. During World War II, she contributed to the war effort by working in a factory that produced parachutes and crates for bombs. It was during this time that she met Philip Lewis Soto, and the two married in 1949.³⁶⁶ Together they had six children: Philip Anthony, Robert Lewis, Michael Martin, Patrick Jeffrey, Anna María, and Thomas Leopold.³⁶⁷

³⁶² "Vote Arturo for Pomona School Board." 2025. <https://votearturo.com/about-me/>

³⁶³ Liset Márquez, "Longtime Pomona councilwoman fought for immigrant rights, environmental issues," *Daily Bulletin* (Pomona), December 3, 2018, <https://www.dailybulletin.com/2018/12/01/longtime-pomona-councilwoman-fought-for-immigrant-rights-environmental-issues/>

³⁶⁴ Márquez, 2018

³⁶⁵ "State Senator was environmentalist," *Los Angeles Times*. February 27, 2009. Accessed online via: <https://libraryarchives.metro.net/dpctl/employeenews/mymetro/20090302-obituary-nell-soto.pdf>

³⁶⁶ *Los Angeles Times*, 2009.

³⁶⁷ California State Archives State Government Oral History Program. Oral History Interview with Nell Soto, University of California, Los Angeles, 1988. Accessed online via: <https://archives.cdn.sos.ca.gov/oral-history/pdf/oh-soto-nell.pdf>

Throughout her life, Nell was active in political campaigns as her husband, Phil, successfully ran for the La Puente City Council in 1958 and for the California State Assembly in 1962 and 1964. Throughout the 1950s and well into the 1980s, she participated in fund raising efforts and helped develop ideas for the legislation her husband carried during his time at the assembly. By the 1980s, she secured her own spot in the political sphere as she was elected to the Pomona City Council from 1987 until 1998. However, her commitment to serving the community did not end there as she served as the 61st Assembly District from 1998 to 2000, and again in 2006. Between 2000 and 2006, she successfully ran to represent the 32nd District in the California Senate, where she was instrumental in the passage of legislation that improved the quality of drinking water before returning to the Assembly in 2006.³⁶⁸ During her tenure, she championed environmental causes as she was also the first Latina from the San Gabriel Valley elected to the South Coast Air Quality Management District.³⁶⁹ As one of the first Latina women in statewide office, Nell paved the way for future generations of Latina leaders. On February 26, 2009, Nell passed away at the age of 82.³⁷⁰ Today, as a commemoration to both Nell and her husband Philip for their trailblazing efforts in the Latina/o community, the Phil and Nell Soto Park was established at 1225 North Park Avenue, in the historic district of Wilton Heights, one mile from where the Sotos raised their family.³⁷¹



Exhibit 41. Nell Soto, date unknown³⁷²

³⁶⁸ UCLA Chicano Studies Research Center. Family, Community, Country: The Nell and Phil Soto Story. Accessed online on March 3, 2025 online via: <https://www.chicano.ucla.edu/library/previous-library-exhibition-25>

³⁶⁹ "Former Assemblywomen Nell Soto Dies At 82," Los Angeles Police Protective League. 2025. Accessed online via: <https://lapd.com/article/former-assemblewoman-nell-soto-dies-82>

³⁷⁰ Sam Quinones, "Nell Soto dies at 82; California state senator championed environmental protection," *Los Angeles Times*, February 27, 2009. Accessed online via: <https://www.latimes.com/local/obituaries/la-me-nell-soto27-2009feb27-story.html>

³⁷¹ Keating Jessica. "New park in Pomona celebrates political pioneers Phil and Nell Soto," *Daily Bulletin* (Inland Valley). February 8, 2020. Accessed online via: <https://www.dailybulletin.com/2020/02/08/new-park-in-pomona-celebrates-political-pioneers-phil-and-nell-soto/>

³⁷² Photo accessed via *Los Angeles Times* website. Accessed February 25, 2025. <https://www.latimes.com/local/obituaries/la-me-nell-soto27-2009feb27-story.html>

5.16 Manuel Guerrero Vera

Manuel Guerrero Vera was born in 1903, in La Canada de Caracheo, Guanajuato, and immigrated to the United States in the late 1920s.³⁷³ His journey to Pomona started in Chicago, where he worked on for the railroad and eventually made his way to California (Exhibit 42). Upon moving to Pomona, Vera, along with his cousin Flavio, who was a chef, worked on the construction of the Padua Hills Theater, which became home to the Claremont Community Players. While working as a laborer, Vera often displayed his talent for music which became popular in the community. As the Great Depression hit, between 1932 and 1933, the Claremont groups left the Padua Hills Theater.³⁷⁴

Vera and his cousin Flavio were some of the original members of the Mexican Players who became instrumental in the theater's success.³⁷⁵ Upon sharing family songs they remembered from their childhood, many of them were incorporated in the plays such as the 1932 holiday play *Christmas at Mi Rancho Bonita*. Moreover, Vera would often travel to Mexico to gather authentic music, traditional dance, folk plays and costumes, which essentially brought the theater to life with its authenticity.³⁷⁶

In 1932, Vera married his wife, Cesaria, and the two raised five children together who also became active in theater- Manuel Jr. (1934), Alfred (1937, danced in Los Tres Caballeros), José Guadalupe (1941), Rudolfo (1948) and Terasa María (1951). Both Vera and his wife taught their children to have great pride in their Vera heritage through the arts of music and dance.³⁷⁷ Over the course of the theater's existence, Manuel continued to contribute Mexican stories through performance to educate and entertain the community until it held its last show in 1974. Vera passed away in 1983, at the age of 91 and is remembered as a pioneer for the Mexican Players at Padua Hills Theater.³⁷⁸

³⁷³ The Vera Family Recollections, Los Californios. 2025. Accessed online via:
http://www.loscalifornios.net/Padua_Hills_Theatre/Vera.html

³⁷⁴ The Vera Family Recollections, Los Californios. 2025. Accessed online via:
http://www.loscalifornios.net/Padua_Hills_Theatre/Vera.html

³⁷⁵ ³⁷⁵ The Vera Family Recollections, Los Californios. 2025. Accessed online via:
http://www.loscalifornios.net/Padua_Hills_Theatre/Vera.html; The Historical Society of Southern California quarterly, Los Angeles, California. 1949. Accessed online via: <https://archive.org/details/historicalsociet43hist/page/26/mode/2up?q=Manuel+Vera> pg. 24

³⁷⁶ The Historical Society of Southern California quarterly, Los Angeles, California. 1949. Accessed online via:
<https://archive.org/details/historicalsociet43hist/page/26/mode/2up?q=Manuel+Vera> pg. 24

³⁷⁷ The Vera Family Recollections, Los Californios. 2025. Accessed online via:
http://www.loscalifornios.net/Padua_Hills_Theatre/Vera.html

³⁷⁸ Ancestry.com.2025. Manuel Guerrero Vera. <https://www.ancestry.com/family-tree/person/tree/69985502/person/34426712112/facts>



Exhibit 42. Manuel Vera, circa 1930³⁷⁹

³⁷⁹ "Mexican players Padua Hills, California," Calisphere University of California. Accessed February 25, 2025, <https://calisphere.org/item/ark:/20775/bb9012666g/>

6 Associated Property Types

This section is designed to provide the City, community organizations, property owners, and consultants with the necessary information required to evaluate properties associated with the themes and subthemes identified as part of this study. This guidance is based largely on the framework established in the *Latinos in Twentieth Century California: National Register of Historic Places Context Statement*.

The goal of this study is to identify people and places that are important representations of Pomona's Latina/o history. Most of the locations associated with this study will be eligible for their associations with events and people (i.e., NRHP Criteria A and B, CRHR Criteria 1 and 2, and City Criterion 2). However, it is possible for properties associated with this study to also possess architectural value and/or be associated with notable architects and/or builders (i.e., NRHP Criterion C, CRHR Criterion 3, and City Criterion 1). Because the focus of this study is cultural significance and not architectural significance, registration requirements are not provided for the properties.

While the general age threshold for the designation of buildings and sites in the City is 50 years old, places of exceptional quality may be eligible. The NRHP has a similar consideration for properties that have achieved significance in the last 50 years that are of exceptional importance. This is referred to as Criteria Consideration G and this becomes especially important when dealing with properties pertaining to more recent Latina/o history, including those associated with the Chicano movement. Therefore, for the purposes of this study, the age limit does not apply when dealing with properties in Pomona that are strongly associated with the Chicano movement.

6.1 Theme #1: Making a Nation

The types of properties associated with Theme #1: Making a Nation requires a direct connection to the subthemes of either Immigration or Settlement. Examples of potential properties and buildings and registration requirements for each are provided below.

6.1.1 Immigration Properties

Associated properties and buildings with the Subtheme: Immigration would include immigration processing centers, meeting places, Bracero Program buildings and housing, and organizational headquarters and offices for immigration groups.

Registration Requirements: Properties and buildings eligible for Criterion A/1/2 under the Subtheme: Immigration, would have a demonstratable connection to Latina/o immigration or settlement of Pomona. Properties would not have to have been constructed by Latina/os, but would have to have been used and/occupied by Latina/os during the period of significance. Other buildings of significance could be places that supported Latina/o immigration such as processing centers. While these buildings

do not have to retain the highest level of integrity, there must be enough integrity intact for them to be recognizable to their original function so that they can convey the important historical association.

6.1.2 Settlement Properties

Associated properties and buildings with the Subtheme: Settlement would include original ranchos, worker camps, and colonias.

Registration Requirements: Properties eligible for Criterion A/1/2 under the Subtheme: Settlement would also have to have a demonstrable and direct connection to Latina/o history. While there are properties that were constructed during the period of Pomona's settlement like the railroads, as a whole, the railroads fail to demonstrate the direct connection to Latina/o history required for designation under this study. Another property type with the potential to be eligible under this subtheme are the original rancho properties, however, they are already designated resources within the City.

6.2 Theme #2: Making a Life

The types of properties associated with Theme #2: Making a Life are extremely varied. Buildings and properties under this theme may include agricultural properties, residential properties, religious properties, sports and recreation buildings/locations, and theaters/entertainment venues. To be associated with this theme, there must be a direct connection to one of the following subthemes: Agricultural Development, Residential Development, Religion and Spirituality in Latino Culture, Latinos in Sports, or Latinos in Arts.

6.2.1 Agricultural Properties

Associated properties and buildings with the Subtheme: Agricultural Development would include packinghouses, farm/orchard buildings, worker housing, processing plants such as canneries, farmhouses, irrigation systems, and markets.

Registration Requirements: Agricultural properties eligible for Criterion A/1/2 under this subtheme must have a direct connection to the Latina/o community of Pomona. There must be documented evidence that workers were Latina/o or that the Latina/o community made significant contributions to the property or industry. Simply being a citrus orchard is not enough for a property to be significantly associated with this study and HCS.

6.2.2 Residential Properties

Properties and buildings associated with the Subtheme: Housing include single-family and multi-family residential buildings that were constructed prior to 1980. As many Latina/os lived in modest homes,

many of these homes will be simple in design and may lack exterior ornamentation. Residential properties must also have a connection to the Latina/o community.

Registration Requirements: Properties eligible for Criterion A/1/2 under this subtheme they must have a direct, historical association with the Latina/o community. This connection may be long-term ownership or rental history. Residential properties under this subtheme will be located within the boundaries or immediately adjacent to the boundaries of the historically Latina/o neighborhoods of Railroad and Hamilton, and Grand and Hamilton. Architectural styles may include the following: vernacular, Ranch, Contemporary, Minimal Traditional, Queen Anne Cottages, Craftsman, and miscellaneous Folk style buildings. For a property to be eligible it must retain enough integrity to convey its period of significance.

6.2.3 Religious and Spiritual Properties

Associated properties and buildings with the Subtheme: Religion and Spirituality in Latino Culture would include churches, parish schools, meetinghouses, parsonages, parish centers, missions, places of worship, and cemeteries.

Registration Requirements: Properties eligible for Criterion A/1/2 under this subtheme may be eligible for historical associations that are not only specific to religion, for example, churches that were used as Chicano meeting places. Religious and spiritual properties must have been built and/or occupied by the Latina/o community during their period of significance. Support buildings should also be considered, as they were important for the community outreach components of religious and spiritual properties.

6.2.4 Sports Properties

Associated properties and buildings with the Subtheme: Latinos in Sports may include properties that were used for boxing matches, parks that were used for baseball games and practices, handball courts, gymnasiums, and training centers. However, these properties and buildings may not be traditional sporting locations such as arenas or gymnasiums. Many Latina/o sports were grassroots efforts that began in empty lots and abandoned buildings without formal locations.

Registration Requirements: Properties eligible for Criterion A/1/2 under the Subtheme: Latinos in Sports must have a strong and direct connection for an extended period of time to Latino sports during the period of significance. Simply being a gymnasium is not enough for a property to convey significance as a Latina/o sports property. In consideration of Criterion B/2/2, it must be demonstrated that the property was where the productive life of the athlete is most well represented.

6.2.5 Artistic Properties

The properties and buildings associated with the Subtheme: Latinos in the Arts has a wide range of possible associated property types. Examples of buildings and properties may include dance studios, television studios, motion picture studios, theaters, conservatories, radio stations, and artist studios and galleries.

Registration Requirements: Properties eligible for Criterion A/1/2 under this subtheme must have a direct connection to a Latina/o specific art movement, such as Chicano art. Examples of Chicano art may be presented and connected to the built environment in some way for eligibility under these criteria. For instance, street art or murals are good most common mediums for Chicano art, whereas traditional gallery style art would typically not be eligible. The art must also be reflective of not only the artist, but of the movement to be eligible under these criteria.

Properties eligible for Criterion B/2/2 under this subtheme must have a direct connection to the productive life of a notable Latina/o artist. Great care must be taken to determine where the artist's work is most well represented during the height of their career. This may be their home or a work studio, etc. For these properties, integrity is a critical factor because they must be able to convey significance to the period in which the artist is associated with them. For instance, if a newspaper publisher was publishing a newspaper out of their home in the 1960s, the home must still appear as it did during the period of significance in the 1960s.

6.3 Theme #3: Making a Living

The types of properties associated with Theme #3: Making a Living are those reflecting the Subtheme: Business and Commerce in Latino Communities. Buildings and properties under this theme are generally located in the predominately Latina/o communities identified within the City and have historically been owned, operated, or patroned by Latina/os for many years.

6.3.1 Business and Commercial Properties

Building and property types may include one to two-story commercial buildings, strip mall commercial spaces, standalone establishments, or stands. There may also be examples of commercial enterprises that were operated out of residential properties.

Registration Requirements: Properties eligible for Criterion A/1/2 under this theme must have strong connections to established and long-standing Latina/o owned/operated/patroned businesses. These businesses and commercial enterprises would have or continue to serve as community fixtures. Most businesses would be small, independent businesses and not large retail chain stores. While the building no longer needs to be the location of a legacy business to be eligible, it must retain sufficient integrity for it to be recognizable to community members as an important community property. If there have

been significant alterations to the building or property that make it unrecognizable to the period of significance for the legacy business, it would likely not be eligible.

6.4 Theme #4: Making a Democracy

The types of properties associated with Theme #4: Making a Democracy are extremely varied. Buildings and properties under this theme may include schools, parks, organizational meeting places, community meeting places, residential properties, and other locations of significant Chicano civil rights movement events. To be associated with this theme, there must be a direct connection to one of the following subthemes: History of Segregation and Discrimination, Building the Latino Civil Rights Movement, Housing, and/or Education. It is possible for properties to qualify under more than one subtheme.

6.4.1 Segregation and Discrimination

Associated properties and buildings with the Subthemes: History of Segregation and Discrimination and the Latino civil rights may include buildings and properties used by Latina/o and Chicano civil rights organizations including residences and offices of important Latina/o and Chicano leaders. Other property types included in these two subthemes are locations of notable protests or events associated with pursuit of Latina/o and Chicano civil rights movements.

Registration Requirements: Properties eligible for Criterion A/1/2 and B/2/2 under this theme must have a strong and direct connection to an event or person that played a prominent role in the Latina/o and Chicano rights movement in the City, state, or nation. There must be documented evidence that the property is the best representation of the person's productive life from the period of time for which they are significant. Properties must have enough integrity to be recognizable to their period of significance.

6.4.2 Educational Properties

Properties and buildings associated with the Subtheme: Education may include school buildings and grounds, administrative offices, and District properties.

Registration Requirements: For education properties to be eligible for Criterion A/1/2 under this subtheme, they must have been private schools designated as Mexican Schools or public schools that were predominately attended by Latina/os as a result of unfair housing practices and segregation. School buildings must retain integrity to their period of significance. Education properties may also be eligible under this subtheme if they are directly associated with the events of the Chicano civil rights movement. For instance, if a school was involved in a student walkout it could be considered eligible for its association with a significant cultural event.

7 Reconnaissance-Level Survey Findings

Fieldwork for the reconnaissance-level survey took place in November 2024 and February 2025. The study was limited to a maximum of 200 historic age properties across the City and focused on properties identified during the preliminary windshield survey and/or the archival research conducted as part of the HCS.

7.1 Potentially Eligible Districts

On February 26, 2025, South Environmental completed a reconnaissance-level survey of extant buildings constructed prior to 1980 within the boundaries of the Railroad and Hamilton Neighborhood. The survey indicated that this area contains many pre-World War II buildings representative of the early residential development patterns of the City. Previous historical accounts and information collected during the research for this study further supports that this area was home to many of the City's Latina/o residents throughout much of the City's history.

Most of the buildings surveyed were single family residential buildings, with some industrial buildings primarily along West First Street adjacent to the railroad tracks, and some commercial buildings located on corner lots, such as those on the corner of West Monterey Avenue and North Hamilton Boulevard. Residential architectural styles observed throughout the course of the survey included vernacular, Queen Anne, Craftsman, and Minimal Traditional. There are also a few examples of early brick commercial buildings and brick industrial buildings in the neighborhood within close proximity to the railroad tracks. The following photographs/exhibits were all taken by South Environmental on February 26, 2025 (Exhibits 43-46).



Exhibit 43. Example of Vernacular Home, 115 South Myrtle Avenue



Exhibit 44. Example of a Queen Anne style Home, 1185 West Third Street



Exhibit 45. Example of a Commercial Building, 240 Oak Avenue



Exhibit 46. Example of Brick Industrial/Agricultural Building, Brogdex Fruit Building, 1441 West Second Street

Alterations noted during the survey included the conversions of single-family homes to multi-family homes, as well as some original lots with single-family homes that were demolished for new multi-family developments. Many of the residential buildings have been altered over time with the most common alterations including replacement windows, replacement doors, reroofing, recladding, and

additions. As a result of this lack of architectural cohesion, it is unlikely there is enough architectural merit to warrant designation as an architectural district, but as the neighborhood was historically home to many Latina/os in the City, additional research and intensive-level survey efforts should be conducted to better understand the neighborhood's ability to convey cultural significance under NRHP/CRHR/City Criteria A/1/2 for local designation as one of the City's two historic Latina/o neighborhoods. A second potentially eligible residential district that was not subject to reconnaissance-level survey as part of this study and is recommended for future study is the Grand and Hamilton neighborhood.

7.2 Potentially Eligible Individual Properties

The remainder of the reconnaissance-level survey focused on individual buildings and properties that were identified through the course of research or community engagement as having potential significance to the City's Latina/o community. These properties included a variety of property types throughout the City. Surveyors paid particular attention to properties with known or potential connections to themes or subthemes presented in the HCS with requisite integrity to convey significance.

On February 26, 2025, a reconnaissance-level survey was conducted of properties that were identified as a result of the HCS. A variety of property types were identified and surveyed to determine if they warranted further investigation. The types of buildings and properties identified include schools, churches, parks, residences, commercial properties, agricultural properties, and industrial properties.

The following are some representative examples of properties that were identified in the survey as potentially eligible. The following photographs/exhibits were all taken by South Environmental on February 26, 2025 (Exhibits 47-51).



Exhibit 47. Sacred Heart Church, 1095 West Grand Ave, constructed 1935



Exhibit 48. Mexican Congregational Church, 810 South White Street, constructed 1928



Exhibit 49. Location of Chicano civil rights movement event, Tony Cerda Park, 450 East Grand Avenue



Exhibit 50. Garey High School, 321 West Lexington Avenue



Exhibit 51. Ralph Welch Park, 1000 Buena Vista Avenue

The results of the reconnaissance-level property survey are provided in the Survey Matrix provided in Appendix A. Properties flagged as part of the reconnaissance-level survey were assigned at least one of the following California Historical Resource Status Codes:

- 3CS – Appears eligible for CR individually through survey evaluation
- 5S3 – Appears to be individually eligible for local listing or designation through survey evaluation
- 6Z – Found ineligible for NR, CR, or local designation through survey evaluation
- 7R – Identified in Reconnaissance Level Survey

8 Preservation Priorities

8.1 Evaluation and Designation of Latina/o Resources

While this HCS and associated reconnaissance-level survey identified a number of properties (Appendix A) that are potentially eligible for their significant historical associations with the Latina/o community, there is still much work to be done with respect to the identification and preservation of historic Latina/o resources in Pomona. All resources identified as part of this study warrant additional research and survey to confirm their eligibility. This HCS is designed to be a framework for future research, survey, and evaluations to ensure that additional Latina/o resources are identified and (if appropriate) designated.

Currently, the City has very few designated Latina/o-focused resources. Recommendations to increase Latina/o designations in Pomona include:

- Completing intensive-level survey of the properties identified as part of this study as a starting point for designations.
- Coordinating with local community groups, Latina/o heritage groups, historical societies, preservation advocacy groups, etc. to nominate properties and capture important oral histories; and providing technical assistance with the nomination process.
- Completing additional surveys based on this study to identify other properties that may be eligible for designation for their associations with the City's Latina/o community.

8.2 Study and Preserve Legacy Businesses

The preservation of local Latina/o businesses will help to promote the ongoing history of the Latina/o community. Recommendations to identify and preserve local Latina/o businesses include:

- Engage the public and community groups to identify important Latina/o businesses throughout the City through surveys and other community engagement tools.
- Develop a legacy businesses program based on the HCS and survey findings for independently owned businesses which have a long standing in the City and are demonstrated to be an important part of the community.
- Partner with the identified businesses to understand what assistance and services the City may be able to provide to ensure their continued success and position in the community.

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Appendix A: Reconnaissance-Level Survey Matrix

APN	Address/Location	Year Built	Name/Property Type	Potential Theme	Potential Subtheme	Status Code
unknown	2401 North Towne Avenue	unknown	Palomares Cemetery	Theme #1: Making a Nation Theme #2: Making a Life	Multiple subthemes	3CS: Appears eligible for CR individually through survey evaluation. 5S3: Appears to be individually eligible for local listing or designation through survey evaluation.
8341-020-021	1091 South Garey Avenue	1925	El Exito #2 Market	Theme #3: Making a Living	Business and Commerce in Latino Communities	3CS: Appears eligible for CR individually through survey evaluation. 5S3: Appears to be individually eligible for local listing or designation through survey evaluation.
8342-027-024	1095 West Grand Avenue	1935	Original Sacred Heart of Jesus church, parish hall, and school	Theme #2: Making a Life	Religion and Spirituality in Latino Culture	3CS: Appears eligible for CR individually through survey evaluation. 5S3: Appears to be individually eligible for local listing or designation through survey evaluation.
8349-027-014	1215 South Hamilton Boulevard	1946-1967	New Sacred Heart Church, School and Parish School	Theme #2: Making a Life	Religion and Spirituality in Latino Culture	3CS: Appears eligible for CR individually through survey evaluation. 5S3: Appears to be individually eligible for local listing or designation through survey evaluation.
unknown	810 South White Avenue	circa 1928	Former Mexican Congregational Church and handball court	Theme #2: Making a Life	Religion and Spirituality in Latino Culture	3CS: Appears eligible for CR individually through survey evaluation. 5S3: Appears to be individually eligible for local listing or designation through survey evaluation.
8349-017-900	1000 Buena Vista Street	1967	Ralph Welch Park	Theme #2: Making a Life	Latinos in Sports	3CS: Appears eligible for CR individually through survey evaluation. 5S3: Appears to be individually eligible for local listing or designation through survey evaluation.
8343-004-902	450 West Grand Avenue	1970	Tony Cerda Park	Theme #4: Making a Democracy	Building the Latino Civil Rights Movement	3CS: Appears eligible for CR individually through survey evaluation.
unknown	348 South Towne Avenue	unknown	Nancy's Tortilleria	Theme #3: Making a Living	Business and Commerce in Latino Communities	5S3: Appears to be individually eligible for local listing or designation through survey evaluation.
unknown	242 South Garey Avenue	unknown	El Merendero	Theme #3: Making a Living	Business and Commerce in Latino Communities	5S3: Appears to be individually eligible for local listing or designation through survey evaluation.
unknown	1735 Indian Hill Boulevard	unknown	Juanita's Mexican Food	Theme #3: Making a Living	Business and Commerce in Latino Communities	5S3: Appears to be individually eligible for local listing or designation through survey evaluation.
8344-022-902	321 West Lexington Avenue	1959	Garey High School	Theme #4: Making a Democracy	Building the Latino Civil Rights Movement	3CS: Appears eligible for CR individually through survey evaluation. 5S3: Appears to be individually eligible for local listing or designation through survey evaluation.
8323-025-024	1489 East Holt Avenue	1955	Casa Ramirez (formerly)	Theme #3: Making a Living	Business and Commerce in Latino Communities	5S3: Appears to be individually eligible for local listing or designation through survey evaluation.
8342-001-025	855 West Second Street	1928	Lopez Market	Theme #3: Making a Living	Business and Commerce in Latino Communities	5S3: Appears to be individually eligible for local listing or designation through survey evaluation.
8348-015-009	1138 West 3rd Street	1908		Theme #2: Making a Life	Residential Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8348-014-009	1141-1143 West 2nd Street	1948		HCS indicated no significant associations with Latina/o Community	n/a	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8349-027-030	1144 Buena Vista Avenue	1964	Post War residential property	Theme #2: Making a Life	Residential Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
unknown	1145 West 10th Street	unknown	Currently part of Potimonaram Temple	Theme #2: Making a Life	Residential Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8348-017-002	115 South Myrtle Avenue	1895		Theme #2: Making a Life	Residential Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8349-027-029	1150 Buena Vista Avenue	1912		Theme #2: Making a Life	Residential Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8348-014-029	1185 West 3rd Street	1895		Theme #2: Making a Life	Residential Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8349-017-054	1192 West 10th Street	1938		Theme #2: Making a Life	Residential Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8348-014-028	1195 West 3rd Street	1921		Theme #2: Making a Life	Residential Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8348-017-020	1201 West 2nd Street	1925		Theme #2: Making a Life	Agricultural Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated

APN	Address/Location	Year Built	Name/Property Type	Potential Theme	Potential Subtheme	Status Code
8349-027-052	1224 West 11th Street	1925		Theme #2: Making a Life	Residential Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8341-024-008	1232 South Thomas Street	1929		Theme #2: Making a Life	Residential Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8348-017-044	1235 West 2nd Street	1912		Theme #2: Making a Life	Residential Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8348-018-011	1312 West 1st Street	1946		Theme #2: Making a Life	Agricultural Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8348-017-001	135 South Myrtle Avenue	1929		Theme #2: Making a Life	Residential Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8348-020-021	1431-1441 West 2nd Street	1923		Theme #2: Making a Life	Agricultural Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8341-016-025	210 West 8th Street	1958		Theme #2: Making a Life	Residential Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8341-017-011	210 West 9th Street	1909		Theme #2: Making a Life	Residential Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8348-018-023	240 Oak Avenue	1940		Theme #3: Making a Living	Business and Commerce in Latino Communities	7R - Identified in Reconnaissance-Level Survey. Not Evaluated
8348-010-018	258 North Myrtle Avenue	1910		Theme #2: Making a Life	Residential Development	7R - Identified in Reconnaissance-Level Survey. Not Evaluated

Appendix B: Stakeholder Outreach Documentation

Repository/Location	Contact Name	Physical Address	Email Address	Telephone Number	Date of Initial Contact	Form of Contact (Email/Telephone)	Date of Follow-Up 1	Date of Follow-Up 2	Date of Follow-Up 3	Date of Response	Information Provided as of March 10, 2025
Historical Society of Pomona Valley	Deborah Clifford	585 E. Holt Ave. Pomona, CA 91767	Pomonahistorical@verizon.net	909-623-2198	9/9/2024	Telephone and Email	9/25/2024	10/17/2024	1/31/2025	2/4/2025	Books related to Latino history (already accessed from Claremont Archive).
Pomona Public Library	Allan Lagumbay	625 S. Garvey Ave. Pomona, CA 91766	allan.lagumbay@pomonaca.gov	909-620-2043	10/17/2024	Telephone and Email	10/22/2024			10/22/2024	Provided various archival materilas related to Latino history.
Claremont Colleges Honnold Library	Sean Stanley	800 N. Dartmouth Ave. Calremont, CA 91711	Sean.Stanley@claremont.edu	909-621-8150	10/21/2024	Email				10/30/2024	Matt Garcia Papers
Scripps College Denison Library	Jennifer Martinez Wormser	1030 Columbia Ave. Claremont, CA 91711	dension@scrippscollege.edu	909-621-8000	10/16/2024	Email	10/21/2024			10/21/2024	No information available.
Pomona College	Janet Hernandez	333 N. College Way Claremont, CA 91711	Janet.hernandez@pomona.edu	909-607-3221	9/24/2024	Email	10/17/2024			9/24/2024	Latina/Latino Oral History Project (No information on Pomona).
Cal Poly Pomona		3801 W. Temple Ave. Pomona, CA 91768	speccollections@cpp.edu	909-869-3775	10/16/2024	Email				10/17/2024	Provided various archival materials related to Latino History.
UC, Berkeley, Chicano Studies Department		506 Social Science Building Berkeley, CA 94720	ethnicst@berkeley.edu	510-643-0796	10/18/2024	Email	10/31/2024	1/31/2025			No response
UCLA Chicano/a Studies Research Center		144 Haines Hall Los Angeles, CA 90095	librarian@chicano.ucla.edu	310-825-23-63	10/18/2024	Email	1/31/2025			1/31/2025	Nell and Philip Soto Collection- contains information on Latino Political figures.
CSU, Fullerton Center for Oral and Public History		800 N. State College Fullerton, CA 92831	coph@fullerton.edu	657-278-3580	10/18/2024	Email				2/19/2025	Sent Edinger Family oral interviews from the 1970s.
CSUSB Pfau Library Special Collections and Archives	Eric Milenkiewicz	5500 University Parkway San Bernardino, CA 92407	archives@csusb.edu	909-537-5112	10/18/2024	Email				10/22/2024	Online materials related to Latino Baseball (OAC archive, Richard Santillan's book on Mexican American Baseball in the Pomona Valley).
Smiley Library Heritage Room Special Collections		125 W. Vine St. Redlands, CA 92373	heritage@akspl.org	909-798-7632	10/18/2024	Email	1/31/2025	2/5/2025			No response
San Bernardino County Museum	Drisel Perez	2024 Orange Tree Ln. Redlands, CA 92374	drisel.perez@sbcm.sbcounty.gov	909-798-8609	10/18/2024	Email	1/31/2025			2/2/2025	They provided scans of the book "The Story of the Adobe de Palomares in Pomona, California" by Bess Garner.
UCR Special Collections Library		900 University Ave. Riverside, CA 92521	Specialcollections@ucr.edu	951-827-3233	10/18/2024	Email				10/21/2024	No information available.
Latino Art Museum		281 S. Thomas Street, Suite 104-105 Pomona, CA 91766	N/A	909-784-5444	10/31/2024	Telephone	1/31/2025	2/4/2025			No response
Pomona Unified School District	Ronald Lawrence	800 S. Garey Ave. Pomona, CA 91766	Ronald.Lawrence@pomona.k12.ca.us	909-397-4800	10/31/2024	Email	11/8/2024	11/13/2024	12/3/2024	10/31/2024	Emailed general line. Email was forwarded to Ronald Lawrence. Several follow up emails were sent, but never received a response.
Sacred Heart Catholic Church	Yolanda (last name unknown)	1215 S. Hamilton Blvd. Pomona, CA 91766	parish-4680@la-archdiocese.org	909-622-4553	10/29/2024	Telephone	10/31/2024	11/5/2024		11/5/2024	No information available.

Repository/Location	Contact Name	Physical Address	Email Address	Telephone Number	Date of Initial Contact	Form of Contact (Email/Telephone)	Date of Follow-Up 1	Date of Follow-Up 2	Date of Follow-Up 3	Date of Response	Information Provided as of March 10, 2025
St. Joseph's Catholic Church		1150 W. Holt Ave. Pomona, CA 91768	stjoseph.pomona@outlook.com	909-629-4101	11/5/2024	Telephone				11/5/2024	No information available.
Archdiocese of Los Angeles	Eileen O'Brien	3424 Wilshire Blvd, Los Angeles, CA 90010		213-637-7618	11/8/2024	Telephone	2/4/2025			11/5/2024	Archdiocese gave general numbers to number of members at Pomona area church. Referred us to archives for more information
Catholic Church Archival Center	Kevin Feeney	15151 San Fernando Mission Blvd. Mission Hills, CA 91345	info@archivalcenter.org	818-365-1501	11/8/2024	Telephone	2/4/2025	2/9/2025			No response
Latino & Latina Roundtable	Lina (last name unknown)	1460 E. Holt Ave. Mailbox 144 Pomona, CA 91767	info@latinolatinaroundtable.org	909-480-6267	9/24/2024	Email	9/27/2024	2/4/2025		9/24/2024	They provided three names, but did not follow up with additional contact information.
Lopez Urban Farm	lopezurbanfarm	1034 W. Mission Blvd. Pomona, CA 91766	Instagram Profile		12/4/2024	Direct Message	12/19/2024			12/10/2024	Provided contact email for Dr. Jose Calderon
Matthew Garcia, Author	Matthew Garcia		matthew.j.garcia@darmouth.edu	401-261-8753	11/1/2024	Email/Telephone				11/13/2024	Telephone conversation where Dr. Garcia provided all the information he had regarding Pomona.
Elite Car Club			Instagram Profile		12/4/2024	Direct Message					Sent direct message asking for information. No response.
Camara de Comercio Hispana del valle de Pomona	Minerva Hernandez	495 W. 2nd St. Pomona, CA 91766	cdhpomona@gmail.com	909-568-7917	2/17/2025	Email	2/18/2025	2/24/2025		2/24/2025	Hernandez provided names to three buisness owners that might provide more information on Latino legacy businesses
Pomona Chamber of Commerce		320 S. Thomas St. Pomona, CA 91766	info@pomonachamber.org	909-622-12656	2/17/2025	Email	2/18/2025				No response
Laguna Technical College	Arturo Jimenez	260 S. Garey Ave. Pomona, CA 91766	arturo@lagunatechcollege.com	909-938-5061	2/24/2025	Telephone					Provided a history of Pomona and the Latino community