

1920 - 2020

# Through the Decades


Celebrating  
the Los Angeles Branch's  
100 Years of History



# 100 Years of Us Here

We are here!





Together, as members of the Fed family, we stand for inclusivity, diversity, equal opportunity, and an open exchange of ideas and viewpoints. These values that we uphold at the Federal Reserve are one of the main reasons I have dedicated my life's work to this institution.

- Roger Replogle

**1920s**

**The Early Days**

## The Washington Building

Built in 1912, the building was marketed as  
“catering to high class Attorneys and Manufactures’ Agents”

### 1920



In 1920 the Los Angeles Branch opens on the 2nd floor of the Washington building at 3rd and Spring



### Today



Today the building has open retail space on the first floor with some of the current tenants being the City Employees Club of Los Angeles and Department of Health Care Services



# 1920s



## A new home!

The fourth Manager of the Los Angeles Branch, William M. Hale, was responsible for supervising the construction of the first branch building.



# 1920s



Images Retrieved from <https://waterandpower.org/museum/museum.html>.

## Did someone say traffic?

A picture of a little traffic jam on 7<sup>th</sup> and Broadway in the 1920s.



## What else was happening in the City of Angels?

FOURTEENTH CENSUS OF THE UNITED STATES: 1920  
DEPARTMENT OF COMMERCE BULLETIN BUREAU OF THE CENSUS  
SHEPHERD L. ROBERTS, CHIEF

POPULATION: CALIFORNIA

NUMBER OF INHABITANTS, BY COUNTIES AND MINOR CIVIL DIVISIONS

CITY OR TOWN	County	1910	1920
Los Angeles city	Los Angeles	576,622	1,024,279

Los Angeles was a city of 575,000 people, residing in an area of 364 square miles.



The Rose Bowl in Pasadena opens.



The Los Angeles Public Library opens its doors for the first time.



The Los Angeles City Hall is completed.

1920

1921

1922

1923

1925

1926

1928

1929

A young Amelia Earhart begins flying lessons in the Los Angeles area.



The iconic Los Angeles Memorial Coliseum opens.



The Spanish-language newspaper *La Opinion* is founded with its first publication released on September 16.



UCLA opens the first four buildings in Westwood.



**1930s**

**A new place to call home**

# A New Building for Los Angeles

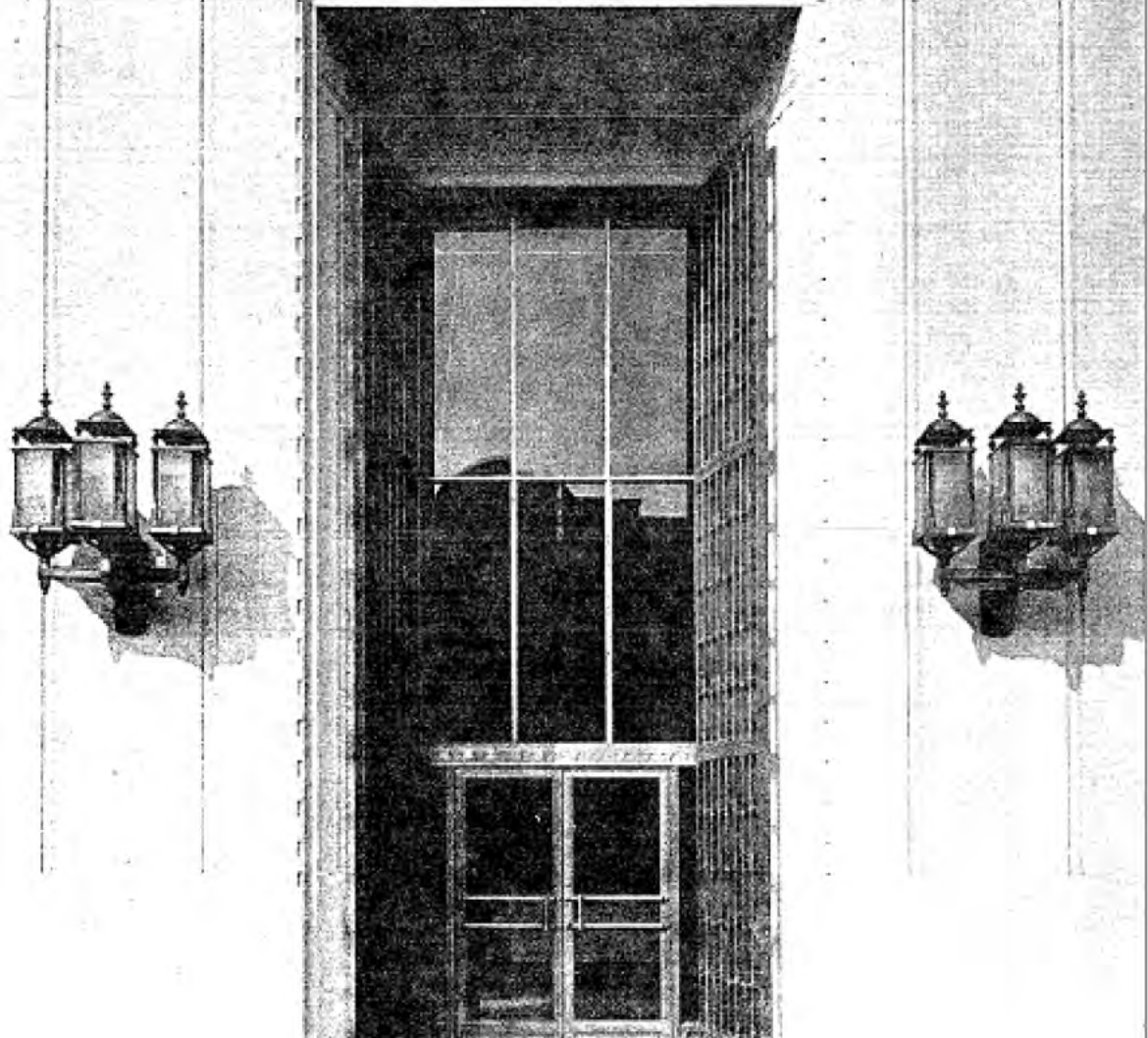
“Handsome edifice for Federal Reserve Bank makes for efficiency in serving banking needs of the great southwest”.

# 1930s



# 1930s

LOS ANGELES BRANCH  
FEDERAL RESERVE BANK  
OF SAN FRANCISCO



## Let's Take a tour!

This imposing entrance is protected by two bronze gates, each weighing 3500 pounds and measuring at 28 feet high and 4 feet wide.

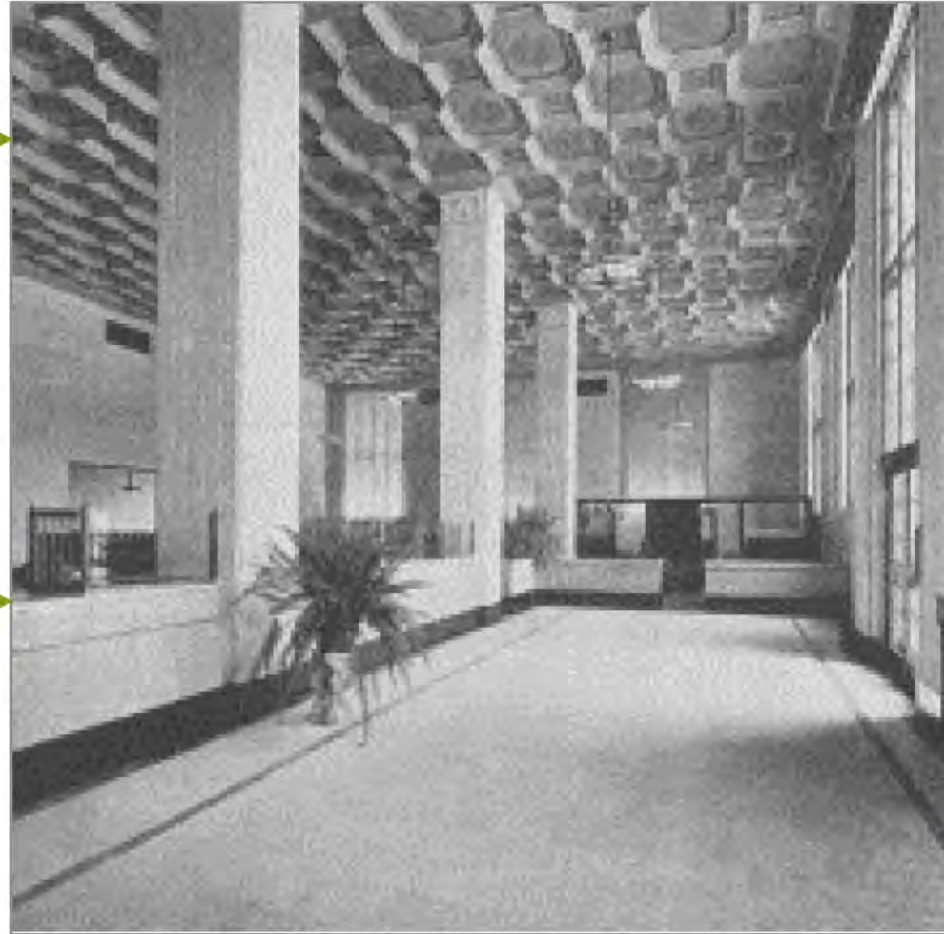
## The Lobby

### A ceiling

constructed of mineral wool layered to one inch in thickness held in place by sections of perforated sheet-iron.

### Counters

made of French Hauteville marble and the bases of black Belgian marble.



### Walls

made of genuine Travertine – a unique type of volcanic rock imported from Italy.

### Floor borders

are of Egyptian red and green marble and of purple Levant from Italy.

*Images courtesy of the Federal Reserve Bank of San Francisco Archives*

# 1930s



*Images courtesy of the Federal Reserve Bank of San Francisco Archives*

## The First Floor

Home to the offices of the  
Managing Director, Assistant  
Manager, Assistant Cashier,  
Collections Dept., Discount Dept.,  
and Securities Teller.

## The Cafeteria and Lounges



The dining room is large and sunny with a floor of red and black tile imported from Germany, walls finished to a height of four feet in glazed tile



The lounges are tastefully carpeted and comfortably furnished with overstuffed davenports and chairs, walnut tables, and artistic table lamps

# 1930s



## Office of the Chief Guard

**This is where the master clock was located and used to control all the clocks in the building.**



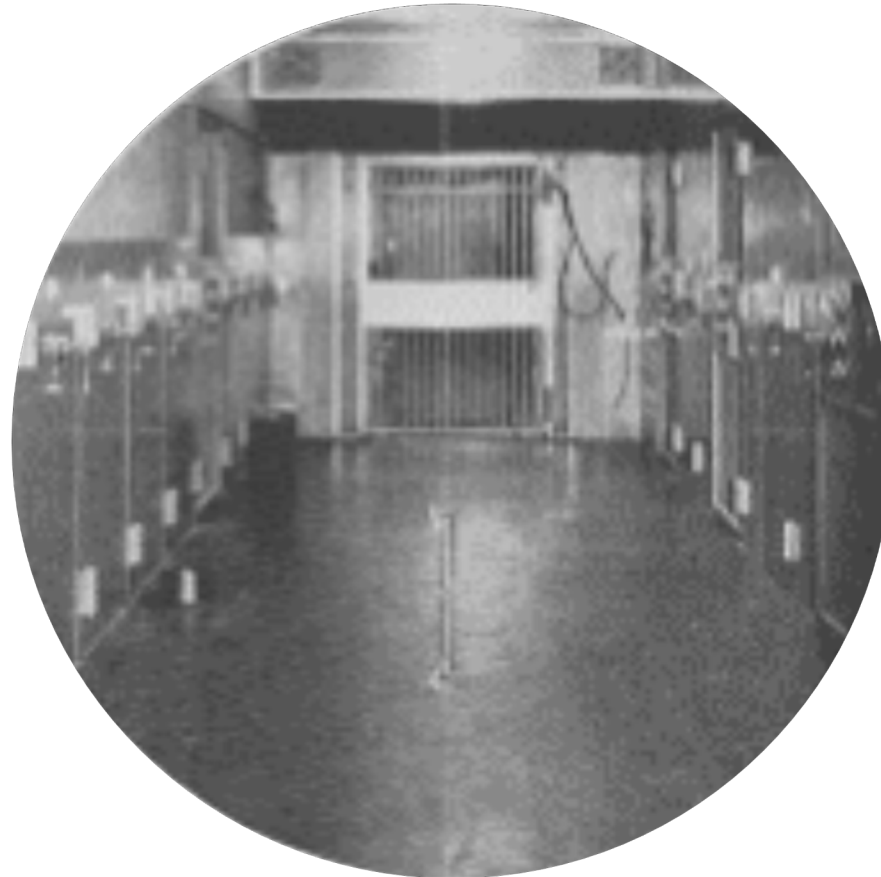
## The Vault

### The vault

extends two stories beneath street level and is of unique rivet grip type construction.

### The vault doors

are made of York steel weighing in at forty tons.



### The structure

contains three hundred tons of intricately laid steel bars covered by concrete measuring three-feet thick.

# 1930s

## Third Floor

Home to the Transit Functions  
later known as the Checks  
Department



# 1930s

## Meanwhile in Los Angeles...



The population in Los Angeles increased to 1,238,048 at the start of the decade.

1930



The Long Beach Earthquake rocks Southern California.

1933



The Griffith Park Observatory opens to the public.

1935



Union Station is completed and ready for the public.

1939

The 10<sup>th</sup> Olympic games are hosted in Los Angeles.



The Original Farmers Market opens.



14 inches of rain drenched Los Angeles over a three-day period, resulting in some of the most devastating floods in the LA Area.



**1940s**

**Business is booming while  
war is looming**

# 1940s

## May 1945 Personnel Dept. Report

Head Office .....	938
Los Angeles .....	775
Portland .....	239
Salt Lake City .....	190
Seattle .....	320

The 12th District was comprised of 2,462 employees. The Los Angeles Branch accounted for 31% of the overall total.

# 1940s



## Buy War Bonds!

As the war raged in the Pacific and Europe, the 12th District supported our troops through contributions in the form of buying and selling war bonds which were used to procure much needed equipment.



## Hungry?

The cafeteria staff was comprised of people from different departments within the branch. Daily, an average of 315 employees were served what was referred to as “food you can’t beat!”



## Perfection

Ellen Frank (left), Minnie Pearl Carney (center) and Patricia R. Flannery (right) IBM operators, who were masters in their field, touting zero mis-sorts and clearing an excess of 1 million checks with very few errors.

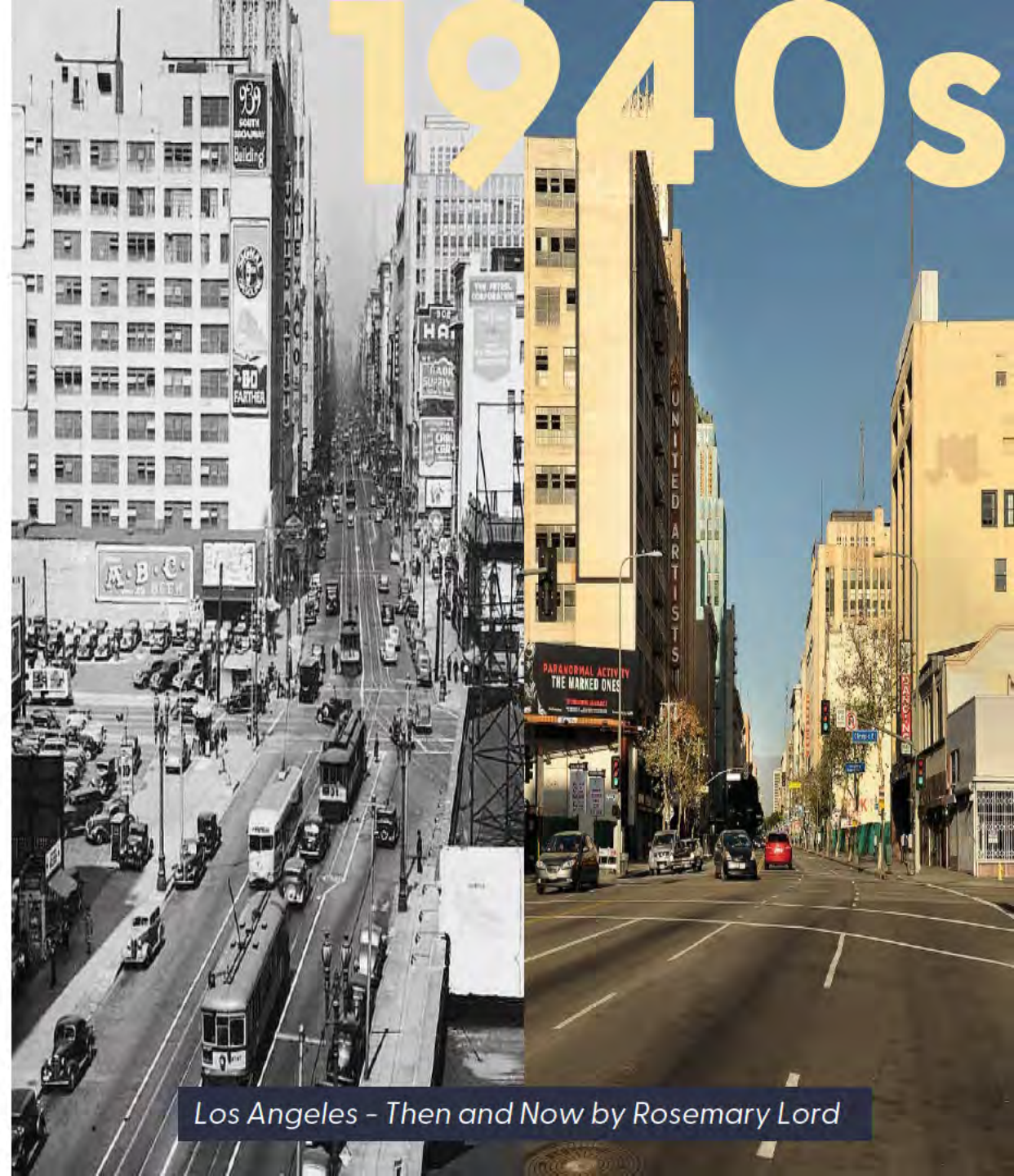


## Time Served

Feb of 1949, Amos Gowan and James Mitchell retired after working in the Los Angeles Branch since the late 1920's. Both gentlemen served in the Navy during WW2 from 1942 – 1945.

# Broadway from Olympic

This stretch of road was once called “Eternity Street” because it led to the cemetery. The street name was then changed to “Broadway” in the 1890s as a recognition of the entertainment center in Los Angeles.



Los Angeles - Then and Now by Rosemary Lord

# 1940s

## As Los Angeles grew, history was in the making



The population in Los Angeles increased to 1,504,277 at the start of the decade.

1940



February 25, shortly after 2 a.m., air raid sirens sounded, and a citywide blackout was put into effect followed by anti-aircraft guns sweeping the skies only to be a false alarm.

1942



The Cleveland Rams relocate to Los Angeles in 1946.

1946



Peak of ridership of the Pacific Electric Railway (red car) streetcars, with 109 million riders on more than 1,150 miles of track in four counties.

1949

Shipbuilding becomes the primary business of the Port of Los Angeles, employing 90,000 workers.



The Zoot Suit Riots take the streets of Los Angeles by storm in early June.



The first In-N-Out Burger opens in Baldwin park in 1948.





# 1940s



## Did you know?

The Arroyo Seco Parkway was completed in 1940 and is considered the first freeway in California and Western United states.

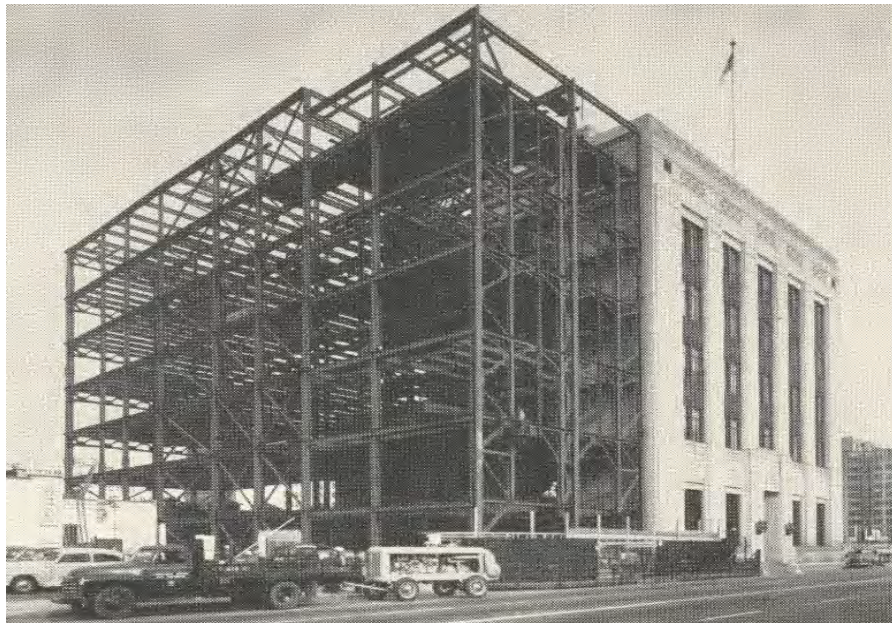
Do you know what freeway this is?

**1950s**

**New technology,  
expansion and much,  
much more!**

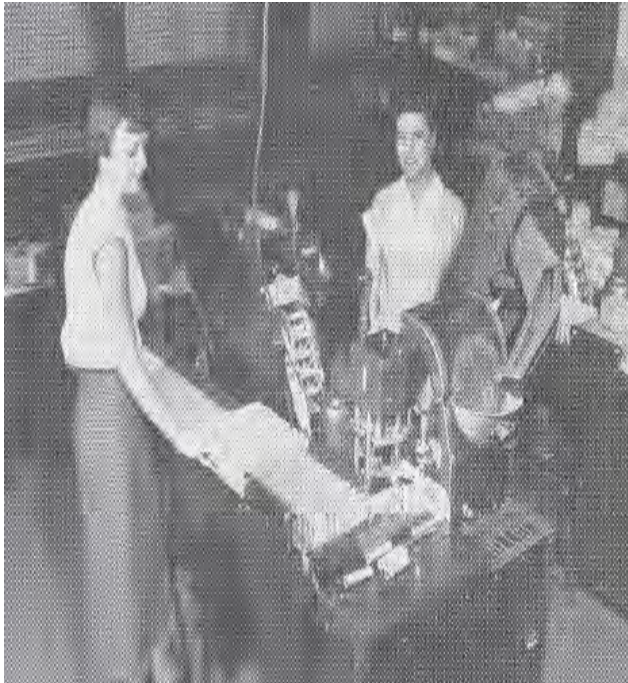
## Did someone say expansion?

Rapid expansion of the Southern California and Arizona areas served by the Los Angeles office pushed the limit of the building, requiring an addition. The new construction provided an additional 100,000 square feet which included a new vault on two subterranean levels.



## New technology

New auto-coin sorting/wrapping machines were installed and 50 IBM proof machines were installed to handle postal money orders as well as regular proof-machine work.



# 1950s



## Did you know?

Like other Reserve Banks and Branches, the L.A. Branch owned and operated armored cars.

# 1950s

## ...Los Angeles just kept humming along



The population in Los Angeles is 1,970,358 at the start of the decade.

1950



The first four-level interchange connecting the Hollywood (101), Pasadena (110 N), Harbor (110 S) and Santa Ana (5 S) Freeways is completed.

1953



The Capitol Records building in Hollywood is completed. The building is designed to resemble a stack of 45-rpm disks.

1956



The Dodgers defeat the Chicago White Sox to win their first World Series.

1958

1959

The Los Angeles Rams win their first NFL championship.



Los Angeles experiences the worst smog attack, impacting air traffic at LAX and preventing ships from entering the harbor.



KTLA 5 is the first news station to use a news helicopter.



# 1950s

## Secret tunnels in DTLA

The tunnels run from Temple and Spring streets to 1st Street and Grand Avenue. Some are abandoned subway underpasses. Others date back to the Prohibition era when people used them for smuggling liquor.

**1960s**

**30<sup>th</sup> Anniversary**



# The Los Angeles Branch turns 30!

# 1960s

In April of 1960, the Los Angeles Branch celebrated its 30<sup>th</sup> anniversary. The event was celebrated with pictures and newspaper clippings dating back to when the branch first opened its doors.



# 1960s



## Sending a Message?

38 employees who were known as pages, were a vital component in aiding with the efficient management of the bank. They would move vital memos and messages throughout the bank (like modern day email).



## Technology and Checks

The Burroughs B 270 Automatic Transit Systems for the Check Processing Department was acquired and required a 10-day training course to learn basic system operations and programming.



## Bank Examiners in LA

A division of Bank Examination was established in the LA Branch, consisting of 8 employees who were responsible for state-chartered banks located from Bakersfield to San Diego and east to Las Vegas.



## New Wheels!

The LA Branch updated their transportation arm with a brand-new armored truck. The new truck included many new modern features, such as air-conditioning, two-way comms system and was fully automatic.

# 1960s



## Motion picture shown at Los Angeles

“Money on the Move” a film produced by the Federal Reserve System was showcased in the assembly room of the branch. The new film was in color and depicted the various operations of the System.

# 1960s

## The City of Angeles continued to grow and expand



The population in Los Angeles is 2,479,015 at the start of the decade.

1960



Dodger Stadium opens in 1962 and go on to sweep the New York Yankees during the world series in 1963.

1962



The Los Angeles Zoo opens in Griffith Park replacing the original zoo that was in operation from 1912 to 1695.

1966

The space-age Theme Building opens as the centerpiece of Los Angeles International Airport.



1961

An incident at a traffic stop involving an LAPD officer and an African American man ignites into a riot in the community of Watts that lasts for six days.



1965

Super Bowl I takes place at Los Angeles Memorial Coliseum.



1967

# Los Angeles is the birthplace of the internet

On October 29, 1969, UCLA researchers: Leonard Kleinrock, a Professor of Computer Science, and Charley Kline, a post-graduate student were working on how to establish a line of communication between two computers (one located in UCLA and the other at Stanford Research Institute). The team managed to send two characters before the system crashed.



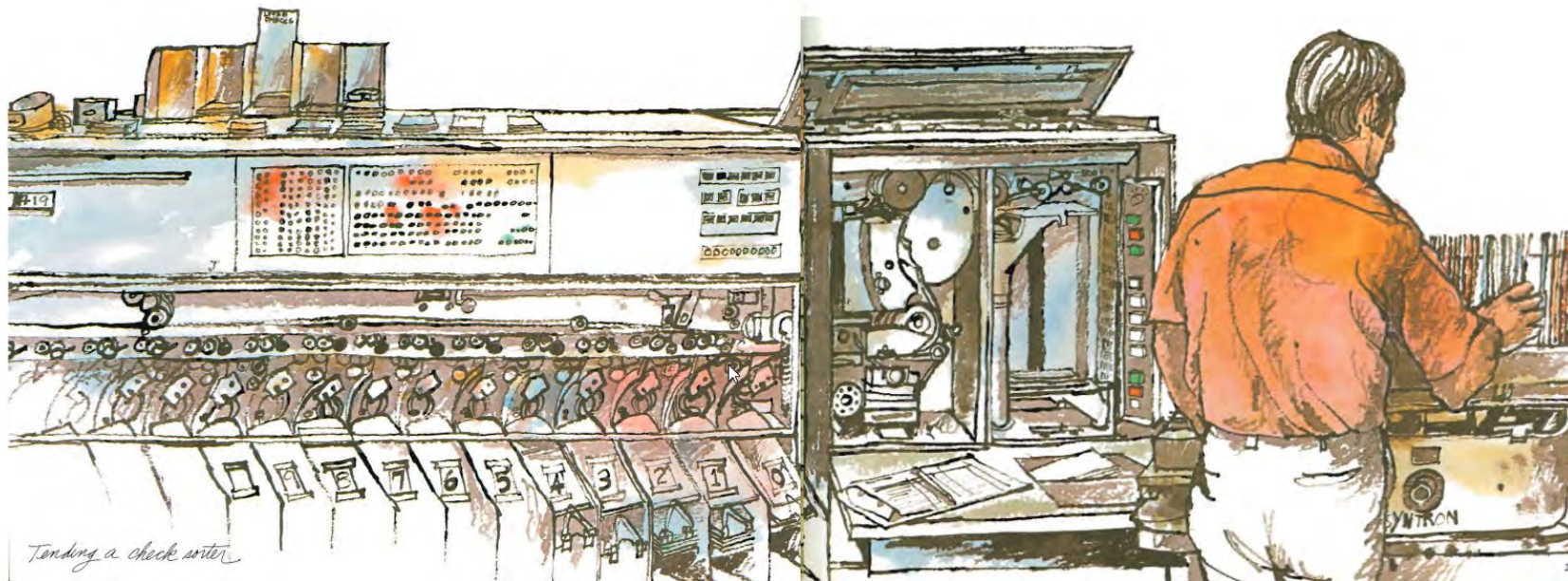
**1970s**

**More technology and  
firsts!**

# 1970s

## Regional Check-Processing Center

With check volumes rising 7 percent annually, the total increase in volume was projected to rise by 50 billion within a decade systemwide. To address these concerns, in 1973, the Los Angeles Branch opened its first regional check-processing center (RCPC). These highly computerized operations were able to achieve overnight processing and settlement for checks.



# 1970s



## Diversifying the Board of Directors

Ruth Handler, one of the founders of Mattel toy company, was the first woman on the Board of Directors of the LA Branch. She served in this role from 1971 to 1974.



## Women Making History

Mary Lou Houske and Patsy Haynes were the first women to handle the vault opening each morning during operations.



## Food Technology?

A new sandwich vending machine was installed for employees who worked on Saturdays. Each Friday afternoon the cafeteria staff made a variety of sandwiches for folks to enjoy Cafeteria-style sandwiches.



## Nice view

A new patio was built to provide nice views and enjoyment for LA Branch employees. It was said that “on clear days, you can enjoy luncheon on the patio and a beautiful view of the San Gabriel Mountains.”



# 1970s

## New High-Speed Machines

The Los Angeles Branch acquired its first Currency Verification, Counting and Sorting System (CVCS). The CVCS system was developed to provide an automated, cost-effective currency processing system. The system consisted of three units: the transport unit, a teletypewriter and CRT terminal. Designed to increase the processing of currency, the maximum operational speed was clocked at 72,000 notes per hour.



Joe Terrazas, Cash Department Supervisor, testing new CVCS equipment.

# 1970s

## What else was happening in Los Angeles?



The population in Los Angeles is 2,816,061 at the start of the decade.

1970



Tom Bradley becomes mayor of Los Angeles and serve in this capacity for the next two decades.

1973



The 35-story Westin Bonaventure Hotel opens in Downtown LA. The building is featured in many major motion pictures over the years.

1977



The Laugh Factory opens on the Sunset strip. Over the years it would host every major North American comedian.

1979

The Los Angeles Convention Center opened and was originally built as a rectangular building located between Pico Boulevard and 11<sup>th</sup> Street.



The George C. Page Museum of La Brea Discoveries opens to the public.



The Agoura-Malibu firestorm burns 25,000 acres over a span of four days.





# 1970s

## **Palm Trees are not native to Los Angeles?**

**According to KCET, palm trees are not from the Los Angeles area and were in fact mostly imported from Mexico. It is also noted that in 1931, the forestry division planted over 25,000 palm trees in the LA Area.**

**1980s**

**A new home for  
a growing Branch**

# 1980s



**The Original was great, but it was time to move on**

As the Los Angeles Branch outgrew its existing footprint it was only fitting to start thinking of where a new place to call home would be. Lucky for us, there was space available right next door. Work began in 1984 for the new branch and it was completed in the spring of 1987.

# 1980s

## Dedication of a new building

Although the building wouldn't officially open until 1987, back in October of 1986, the Checks department were the first tenants on the 2<sup>nd</sup> floor. Shortly after, each floor began opening, starting with the 3<sup>rd</sup>, the basement, the 1<sup>st</sup> and finally the 5<sup>th</sup>. It was said that in the early days some floors were designated hard hat floors. Once the cafeteria opened it finally felt like home.



*Federal Reserve Chairman Paul Volcker (left) joined Mayor Tom Bradley and South Park City Councilman Gilbert Lindsay (right) at the ribbon-cutting ceremony. Next to Bradley are Tom Warren and San Francisco Fed President Robert Parry*

**WE FINALLY MADE IT**

# 1980s



## New Tool for the Medical Dept.

A spirometer was purchased to help monitor and analyze the pulmonary function. On an appointment basis, the medical staff administered the test and explained the results.



## New Equipment for Checks

After 35 years of service, the IBM 803s were being phased out and replaced with the new Unisys S-4000s. The new machines were implemented in Phases and required extensive training.



## Olympic Fever!

On the last day of the Olympics in Los Angeles, a few employees in CVCS (Currency Verification) came dressed in Olympic garb to commemorate the event.



## The Mighty Purchasing Dept.

This amazing group of employees were located outside of the Los Angeles office at 424 W. 11<sup>th</sup> Street. Their remote location housed 850 different inventory items. From furniture to forms and any other equipment needed for day-to-day operations.

# 1980s

## More people, special guests and memorable sporting events.



The population in Los Angeles is 2,966,850 at the start of the decade.

1980



The XXIII Olympiad summer games are held in Los Angeles.

1984



Pope John Paul II visits Los Angeles. Nearly 6,000 officers provided security during the pontiff's visit.

1987



The 73-story First Interstate Tower is completed in downtown Los Angeles, becoming the tallest building west of the Mississippi River.

1988

1989

The Oakland Raiders move to Los Angeles.



The first City of Los Angeles Marathon takes place. It is the largest first-time marathon, at nearly 11,000 people.



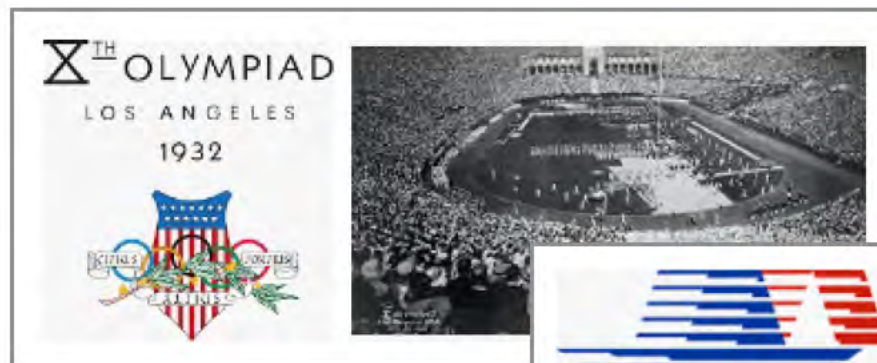
Dodgers' outfielder Kirk Gibson hits his legendary World Series home run, widely considered the greatest sports moment in L.A. history.





## Olympics Anyone?

Los Angeles is the only North American city to host the summer Olympics twice, once in 1932 and then in 1984. Los Angeles will be the third city in the world to host three summer Olympics by 2028.



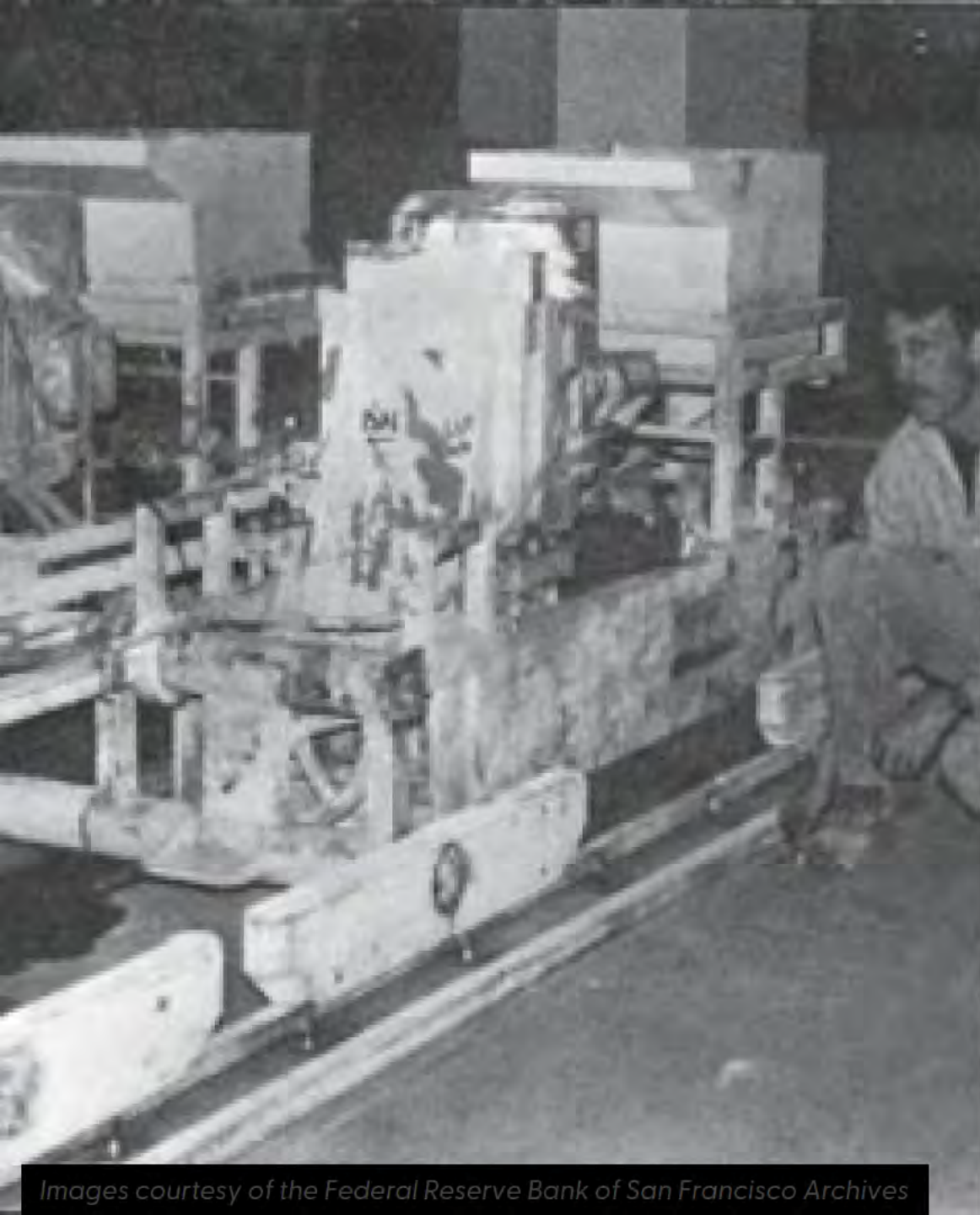
**1990s**

**Testing Resiliency and  
Adopting Cutting Edge  
Technology**

# 1990s

## The First of the Automated Vaults

Taking a leap into the future, the Los Angeles Branch went through a modernization of the cash vault by converting it from a manual vault (requiring forklifts) to an automated solution where a currency storage and retrieval system was installed, the Material Handling System (MHS). Upon completion of installation, there were a total of 1,900 transports (places to store containers) which was an increase compared to the manual option.



# 1990s



## Baby Born in Lobby

Supporting the community is always at the forefront but in this case, support came by way of delivering a baby in the branch lobby. Guards Evelyn Johnson and John Murphy along with Corporal Clyde Pooser helped in the delivery prior to paramedics arriving.



## LA Check Sorter Operators Best in the System

Checks day and night sorter operators were some of the best in the system when it came to quick stop rates. A quick stop is the number of times the operator must shut down an IBM 3890 during a run. The national average in 1992 was 18,000 items. This team raised the bar to 30,000 items.



## Weathering Civil Unrest and Learning from it

In April of 1992, the city erupted into violence and chaos due to civil unrest, but the LA Branch covered their responsibilities with ensuring checks, cash and ACH remained uninterrupted.

# 1990s



## Automating Cash with CAS

Cash Automation System (CAS) was considered a big step into the future of automation and was a solution for eliminating paperwork while at the same time providing an automated planning and control system with better statistical reporting.



## Northridge Earthquake and Support

The 6.7 quake did a lot of damage all throughout LA County, but the building remained intact with the greatest damage to the cafeteria where dishes and ceiling tiles had fallen. It was noted that 34 employees lost property as a result of the earthquake. Many employees volunteered to aid those who were affected.



## New Tech for Check Processing

The LA Branch received the Unisys NDP 1825 in addition to the six IBM 3890. The NDP 1825 was an image enabled high-speed sorter and could provide additional sorting capacity, capture the MICR line, and transfer data to the host for processing.

# 1990s

As Los Angeles grew, the city experienced many life changing events.



The population in Los Angeles is 3,485,398 at the start of the decade.

1990



Universal City opens City Walk.

1993



The Los Angeles Rams football team leaves Anaheim for St. Louis. The Raiders also leave Los Angeles to return to Oakland.

1995



STAPLES Center opens, the new home for pro basketball and hockey teams and the beginning of a renaissance in Downtown Los Angeles.

1999

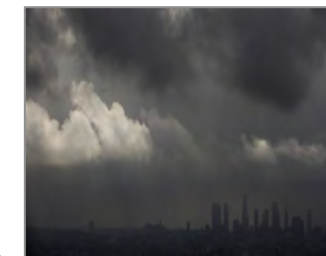
Los Angeles erupts with five days of civil unrest (4/29 – 5/5), a result of the acquittals of the LAPD officers involved in the Rodney King incident.



Los Angeles experiences the 6.7 Richter Scale Northridge Earthquake at 4:31 a.m. (Jan 17), resulting in 61 deaths and damage estimates of up to \$20 billion.



El Nino storms hit Southern California from January 1997 to March 1998. The seasonal rain fall during this time period was reported at 31 inches of rain, 210% above normal.





# 1990s

## Magical Castle in Los Angeles?

Believe it or not, Los Angeles has a magical castle that is the home base for the Academy of Magical Arts. Word on the street is you must know someone to get in.

**2000s**

**The New Millennium**



# 2000s

## Expanding on Cash Vault Automation

Prompted by seismic safety concerns stemming from the Northridge Earthquake in 1994, it was an opportunity to enhance and build upon the automation capabilities of the LA Cash Vault. The efforts resulted in allowing for 1412 spaces for container storage. From planning to implementation, it took approximately four years to bring the system to fully operational and remains in place today.



# 2000s



## Phoenix Processing Center becomes a reality

The formal groundbreaking took place in May 2004 and it was noted that this facility was the first of its kind in the System, since it was constructed specifically for cash processing.



## Standard Cash Automation (SCA)

Looking to leverage newer technology the LA Branch adopted the new Standard Cash Automation system to provide more automation from the previous 1990s version. SCA was in place until 2017 when it was replaced by FedCash Central.



## The Cash Product Office (CPO) in LA

In 2001, the LA Branch houses the national Cash Product Office with a team of 12. This team was stood up to work closely with the Treasury, Secret Service, the Board of Governors, and the Current Technology Office (CTO). The CPO has evolved to becoming a part of the Federal Reserve Financial Services enterprise.

# 2000s



## FedLine for Windows

The 12<sup>th</sup> District was among the first in the system to introduce the new software, which was a part of providing effective access to Fed financial services. The new software replaced a nearly 20-year-old DOSS-based system.



## New Security Measures Spearhead Change

As DTLA evolved to enhance security, the LA Branch saw that as an opportunity as well. District Facilities Management embarked on a project to redo the lobby and construct “permanent, aesthetically-pleasing barriers” in front of the Grand Ave entrance and would eventually expand to the Olive side of the building.



## Protection Department Becomes Police Services

The legislative response to 9/11 and the passing of the USA Patriot Act of 2001, resulted in transitioning the Protection Department into a Federal Law Enforcement Agency. A total of 19 officers were formally sworn in December 2002 and were the first Federal Reserve Police officers to serve in Los Angeles.

# 2000s

## Into the New Millennium and much, much more!



The population in Los Angeles is 3,694,820 at the start of the decade.

2000



The 11-story Cathedral of Our Lady of the Angels opens in the heart of Downtown, replacing St. Vibiana's as the main center of worship for the archdiocese.

2002



Antonio Villaraigosa becomes mayor of Los Angeles, the city's first mayor of Hispanic descent since 1872.

2005

Kodak Theater and Hollywood & Highland outdoor mall opens.



2001

Walt Disney Concert Hall opens and is the home of the LA Philharmonic.



2003

LA Live opens in Downtown LA.



2008



# 2000s

## How old is LA's oldest commercial building?

According to [laconservancy.org](http://laconservancy.org), the Bradbury Building built from the late 1800s, is the oldest commercial building still standing in DTLA. The building opened its doors for business in 1893 and is a truly remarkable work of art. Without knowing what lies within its walls, one would think nothing of it since it doesn't really look like much from the outside.

**2010s**

**The present and future**

## Final Check

November 5th, 2010, marked an end of an era where checks dominated the branch with many employees running check sorters, handling settlements and so many more tasks that were crucial to the operation.



# 2010s

## More people, special guests and memorable sporting events.



The population in Los Angeles is 3,792,261 at the start of the decade.



Eric Garcetti becomes L.A.'s first elected Jewish mayor and its youngest in more than a century.



The Los Angeles City Council unanimously approves the motion to rename 3.5 miles of Rodeo Road as Obama Boulevard.

2010

2012

2013

2016

2017

2018

The Space Shuttle Endeavour goes on public display at the California Science Center.



The Rams return to Los Angeles after a 22-year hiatus and go on to win the super bowl at home 6 years later.



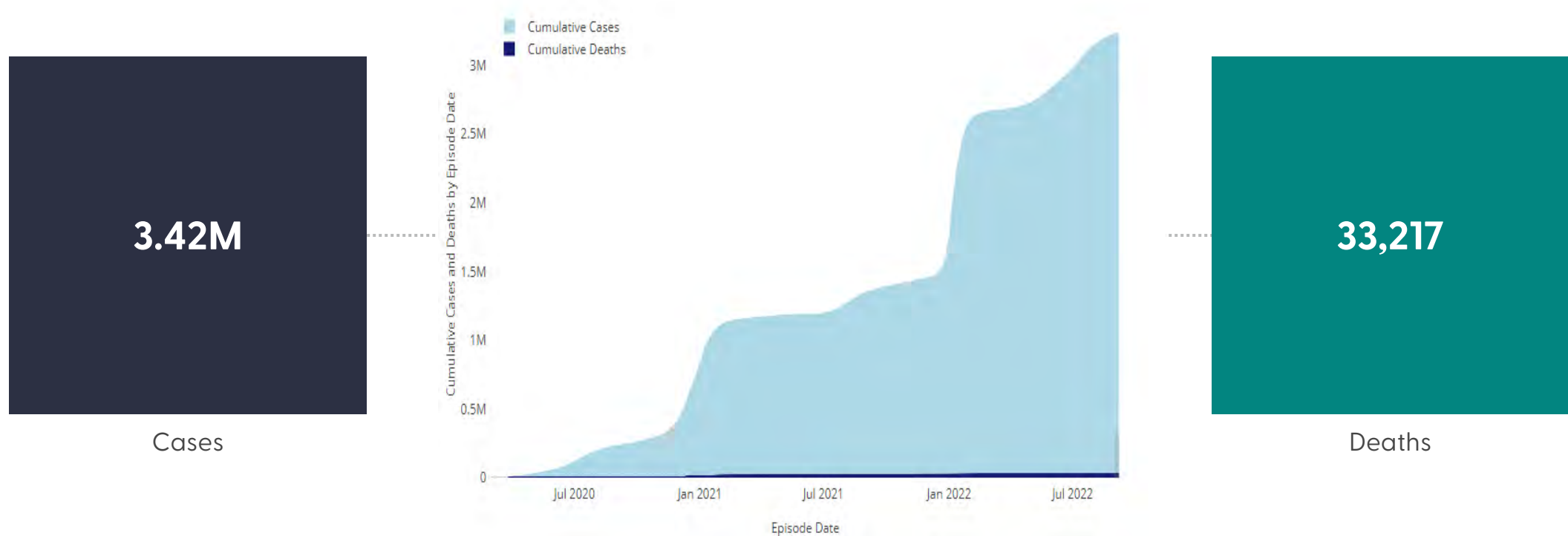
Banc of California Stadium, home of the Los Angeles Football Club, opens at Exposition Park.





## The Impacts of COVID-19 in Los Angeles

March 2020 - Current



## Honoring First Responders and all Essential Staff



**The Branch lit up blue at night in honor of our brave first responders on the frontlines of the pandemic.**



**Vivian, Ruben, and Phuong organized Easter basket treats for all of our on-site colleagues, including Sodexo and Metro.**

100

Federal Reserve Bank  
of San Francisco