

The Southern CALIFORNIAN

PUBLISHED BY THE HISTORICAL SOCIETY OF SOUTHERN CALIFORNIA.

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Associated Foundations Grants \$12,500 to Photo Archives

Associated Foundations focused on the HSSC Photo Archives with a grant of \$12,500.

In August a grant of \$7,500 was awarded to match contributions from HSSC members. To encourage even more support, Associated Foundations then matched additional contributions after September 1 on a dollar-for-dollar basis up to \$5,000 for the total grant amount of \$12,500.

"Preserving and interpreting our heritage through photographs is an important service to our community," noted Barry Herlihy, speaking on behalf of Associated Foundations.

"HSSC has a southern California treasure in its photo collection, a treasure which needs to be made more accessible to the general public and to scholars. This grant is an attempt to help accomplish that goal."

Donations to the Photo Archives are funding the conversion of thousands of old nitrate negatives

to safety film as well as the purchase of acid-free containers and supplies to properly store the collection.

The heart of the HSSC Photo Archives is the photography of Charles Puck, a U.S. postal worker whose commitment to capturing the southern California scene of the early 1900s left an amazing array of images.

Puck's was "Everyman's" view of the people, places, and events that shaped Los Angeles and surrounding communities at the turn of this century.

The HSSC Photo Archives also contain the work of other noted photographers including C.C. Pierce as well as examples from many commercial firms. Subjects include disasters, landscapes, industry, politics, sports, architecture, and civic events.

Contributions to the HSSC Photo Archives are still welcome and needed. Contact the HSSC office at (213) 222-0546.



PHOTO: Sue Huddleson

HSSC Board of Directors
President Joe O'Flaherty.

Meet HSSC President: Joe O'Flaherty

From his graduate days at Stanford to the present, Joe's interest in local history continues with the same fervor with which it began.

He is the author of two histories of Los Angeles: *An End and a Beginning* (1972) and *Those Powerful Years* (1978).

Now retired, Joe's career in the technology industry includes executive positions with Matrix Science Corp., Semtech Corp. and Hughes Aircraft.

A former mayor of Rolling Hills and a yachtsman, Joe and wife, Louise, have been Society members since 1972.

"For more than a century, the Society has reported and taught the history of Southern California to the millions who have settled here. With the new wave of outlanders, the Society again has its challenge for the 1990s," says Joe.



PHOTO: Sue Huddleson

Presenting an historic panorama to Associated Foundations representative Barry Herlihy (R) are Jack Moore (L), HSSC Board member and photo archivist, and Denise Martin Campbell (M), HSSC member.



Centennial History of HSSC To Be Written!

GENTLE READER

Have you ever asked yourself, "What's the value of History?" What purpose does it serve in this "post-modern" age?

Actually, it's a very good question. I'm afraid, however, it's not always answered well. Too many of us are unaware of why the study of history is in itself worthwhile, or why it is vital for effective citizenship.

And many do not identify with Thomas Jefferson when he argued that the study of history is the only way for a free people to look to the future.

As we start a new decade, I want to share with you how others have answered this question. I begin with historian William H. McNeill.

In a recent book he writes: "Historical knowledge is no more and no less than carefully and critically constructed collective memory."

"As such," he continues, "it can make us both wiser in our public choices and more richly human in our private lives." For it is memory that "makes us human," and it is *history*, "our collective memory," that "makes us social."

Consequently, he concludes, an "ignorance of history (the lack of collective memory) deprives us of the best available guide for public action."

History in the 1990s. What form will it take? What value will it have? I invite you to join with us this year in helping to shape those answers.

Thomas F. Andrews
Executive Director

The Historical Society is pleased to announce that it has engaged Altadena resident, Jane Apostol, to research and write its 106-year history.

Jane Apostol comes to this task with excellent credentials, having recently authored the prize-worthy *South Pasadena, 1888-1988: A Centennial History*, in addition to other articles on local history.

The Society plans to publish the history volume in 1991 to commemorate the centennial of its incorporation. When it was founded eight years earlier no historical society existed in any part of the state. Today HSSC is the oldest, continuously-operated historical society in California.

In 1883, writes Jane Apostol, Los Angeles "established a fifty-acre park (invitingly named Elysian); Joseph W. Robinson opened his Boston Dry Goods Store (still in business, but under the founder's name), and the Los Angeles River overflowed its

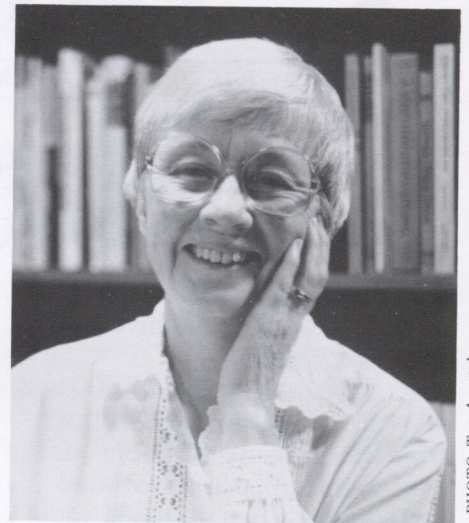


PHOTO: Tom Apostol

Jane Apostol, author of HSSC's centennial history.

banks, drowning three people, destroying 50 houses, and washing away vineyards and orchards."

And, in 1883, "a handful of leading citizens gathered in Los Angeles to discuss the formation of a historical society." HSSC was born. Finally, after more than 100 years, our own history!

The Historical Society is pleased to recognize the following corporations and individuals who have thus far contributed to the Centennial History Project.

CENTENNIAL HISTORY BENEFACTORS (\$2,500):

- THE ALAMITOS AND BIXBY
LAND COMPANIES
- THE CARSON ESTATE
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- THE NEWHALL LAND AND
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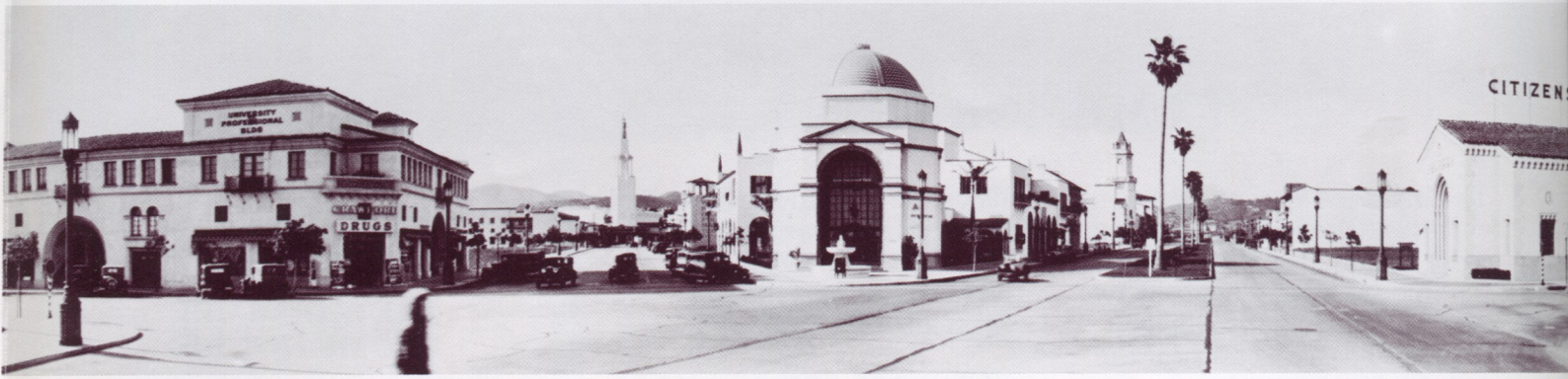
SPECIAL AWARD

The Historical Society has received a special award for the water-wise Lummis Garden from Los Angeles Beautiful.

Additional contributions received by HSSC in memory of Dr. Glenn Dumke:

- Mr. & Mrs. Don Ferguson
- Mr. Sumner Gambee
- Mrs. Evelyn Kieffer
- Dr. Gloria Lothrop
- Mr. & Mrs. Charles Luckman
- Mr. & Mrs. Samuel Schulman
- Mr. & Mrs. Wendell W. Witter
- Mr. Anthony Zanze

The Winter 1989 issue of the *Southern California Quarterly* will be dedicated to Dr. Dumke's memory.



"Westwood" (circa 1920s) is one of many unusual panoramic photographs that are part of the HSSC Photo Archives. Contributions to the Photo Archives will help conserve these fascinating records of southern California's colorful past.

Dr. Robert Winter, HSSC guest speaker at the Lummis Home.

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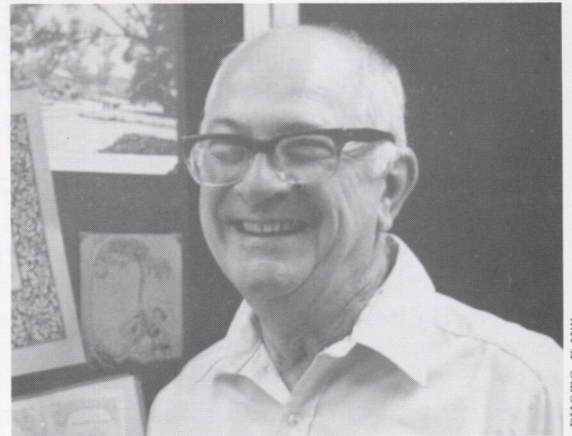


PHOTO: F. HILL

Winter Comes to HSSC

From Dr. Robert Winter's first slide of a pristine arroyo to docent Carmen Duran's stuffed handmade tortillas, HSSC's docent-only enrichment program on October 28th, was a smashing success.

Dr. Winter, Professor of the History of Ideas at Occidental College, architectural historian and author, spoke on the Arroyo Culture — a phrase and concept he originated. Dr. Winter described a bohemian but artistic culture in the arroyo at the turn of the century — one which promoted a distinctly California style in architecture, art and literature. He both delighted and informed in his inimitable way.

Afterward in the museo, Angelita Garcia took dough which had been kneaded on an authentic Indian mortar and demonstrated the proper way to pat a perfect tortilla. Although docents Kenyon DeVore and Frieda Johnson gamely gave the process a try, they conceded each needed more tutoring.

This docent-only program is one of a series to augment docents' knowledge of Charles F. Lummis, his home and the new water-conserving garden.



PHOTO: Sue Huddleson

HSSC members Bill Ehrheart (L) and Gary Kramer (R) share tall tales at "Best in the West Night" held at the Wells Fargo History Museum this past September.

THE HISTORIC ONE HUNDRED

The Ahmanson Foundation

Alamitos Land Company

ARCO

Associated Foundations, Inc.

Bixby Land Company

The California Community Foundation

Carnation Company Foundation

Carson Estate Company

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Los Angeles Dodgers, Inc.

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Will J. Reid Foundation

Security Pacific Foundation

Times Mirror

Unocal Foundation

J.B. & Emily Van Nuys Charities

Watson Land Company

Spain Honors HSSC Member

A former HSSC president, Dr. Harry Kelsey, has received the *Orden de Isabella la Catolica* from the Spanish Government.

The prestigious award was presented to Dr. Kelsey for his definitive biography of Juan Rodriguez Cabrillo, which was published by the Huntington Library in 1986.

Based on impressive research, the biography demonstrated, among other things, that the ill-fated navigator was Spanish and not Portuguese as previously thought.

Dr. Kelsey shared his findings with Historical Society members at an October 1986 program.

GARDEN TOURS

Beginning in February, docents will give tours of the Lummis Garden on Sundays.

Welcome New Members

CONTRIBUTING

Michael O'Flaherty
Norman B. Trenton and
Patricia Trenton, Ph.D.

SUSTAINING

F. Kirk Helm
William Hockinson
Robert Allen Skotheim, Ph.D.
Steve Westbrook
Mr. and Mrs. Francis M. Wheat
Robert Winter, Ph.D.

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Drew Palette
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Hubert and Edith Reeves
Doug Robison
Pat Rollie
Budd Rude
Peter D. Sanders
Adrian A. Saxe
Deborah Schou
Michael Several
Reevah Simon
Rita Vega-Acevedo
Vieve Weldon
Laurie Weir
Alex Zar

STUDENT

Geraldine S. Berrett

SPECIAL SUNDAY PROGRAMS AT 2:00 P.M.

Feb. 11

Jane Apostol, author of *South Pasadena: A Centennial History*, will present a slide program entitled: "South Pasadena: Biography of a Small Town."

Mar. 11

Rick Fisher, landscape architect, will show slides of the Lummis Home plants in bloom and answer questions about the water-conserving garden.



PHOTO: Gloria Lothrop

This red brick home, one of the earliest in Los Angeles County, was built by Louis Phillips in the 1860s. Today it is maintained by the Historical Society of Pomona Valley.

Pomona Beginnings One Hundred Years Ago

by *Gloria Ricci Lothrop*

*Dr. Lothrop is the author
of POMONA: A CENTENNIAL
HISTORY (1988)*

Soon olive trees replaced grazing cattle and Pomona became "the home of the American olive." By the end of the decade a half million grape vines had also been planted. In the 1880s orchardists also began planting the newly hybridized Washington navel oranges amidst acres of valencias, Malta Bloods and other popular strains.

Between 1890 and 1900 the number of orange trees grew five-fold and Pomona, ideally located along the "gold coast" of California citriculture, became the center of a citrus triangle which produced 95 percent of southern California's oranges. By 1916 Pomona's San Antonio Fruit Exchange shipped 20 percent of the entire worldwide production of navel oranges.

As commerce in oranges grew, Pomona, distinguished by its neat, compact and richly green groves, became the quintessential citrus community, attracting a large number of retired midwestern professionals who shaped the town into a genteel bastion only slightly prepared for the subdivisions, smog and shopping malls which would surround it at mid-century.

A century of growth required change, and Pomona at one hundred has demonstrated its ability to meet the challenge.

Early in 1837 Ignacio Palomares and Ricardo Vejar, residents and minor office holders in the nearby pueblo of Los Angeles, standing on the softly rolling crest of the Ganesha hills, gazed down upon a fertile valley extending from the base of the San Gabriels southward to the La Puente hills.

By April the two young men received approval of their request to settle the Rancho San Jose, which before secularization had served as an *estancia* of Mission San Gabriel. During the next two decades the rancheros, like their fellow Californios, prospered from their cattle and agriculture.

But the calamitous decade of the 1860s brought shrinking markets, added taxes and interminable legal disputes, as well as

plagues, infestations, floods, and drought.

Finally, as a result of the euphoria stimulated by the real estate boom of the 1880s and with the added capitalization provided by the Pomona Land and Water Company, the hamlet, which cynics had dismissed as "monkeytown," grew into a town of three thousand with a hotel, an opera house, a skating rink and twenty-three saloons.

This agricultural community, whose streets were lined with cypresses and Australian blue gums, enjoyed the added advantage of being located astride the major transportation routes leading through the El Cajon and San Gorgonio passes to Los Angeles.

SAVE THESE DATES:

Feb. 22 HSSC/Southwest Museum
Dr. Norman Neuerburg
Slide/Lecture on California
Indian as artist

April 1 Fourth Annual
Garden Open House

NEW LUMMIS HOME HOURS

Starting in January 1990, the Lummis Home will be open to the public Thursday through Sunday from 1:00 to 4:00 p.m.

IN MEMORIAM

The Historical Society wishes to express its deepest appreciation for the invaluable contributions to the study of history made by two of its FELLOWS and two of its friends who passed away at the end of 1989. Generations to come will be enriched because of their lives and their love of history.

KATHERINE L. AINSWORTH, librarian, author of *In the Shade of the Juniper Tree* and *McCallum Saga*, and long-time Director of the Death Valley Forty-Niners, died September 6, 1989 in San Diego.

RICHARD J. HOFFMAN, one of southern California's fine printers, made some of his most significant contributions to his art during his retirement years in the 1970s and

1980s. He printed the Historical Society's *Inauguration of the FELLOWS Program* in 1988. Richard Hoffman died on September 25, 1989.

ESTHER McCOY, dean of Los Angeles' architectural historians, authored innumerable books and articles chronicling the work of California's *avant garde* architects. Ms. McCoy became a FELLOW of the Historical Society in June, 1989. She died December 30, 1989.

IRVING STONE, master of the biographical novel, brought to life historic figures from Michelangelo to Mary Todd Lincoln to Jack London for millions around the world. Mr. Stone was inducted as one of the first FELLOWS of the Historical Society in June, 1988. He died August 26, 1989.

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Executive Director

Denise Martin Campbell
Consultant

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Duane Toutjian

MEMBERSHIP BENEFITS:

- Annual subscription to the *Southern California Quarterly*.
- Discounts on programs and events
- 10% discount at Lummis Home bookstore.
- *The Southern Californian*, members' quarterly newsletter.
- Free publication or program for new and renewed members.

MEMBER CATEGORIES

- \$1000 BENEFACTOR
- \$500 BUSINESS/PROFESSIONAL
- \$250 PATRON
- \$100 CONTRIBUTING
- \$50 SUSTAINING
- \$35 ACTIVE
- \$25 STUDENT (full time with ID)

Please enroll me as a member in the *Historical Society of Southern California* in the category checked above.

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