

Caminos

October 2012

Newsletter of the Arcadia Historical Society

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THOSE LAZY HAZY DAYS OF SUMMER

President's Message by Gene Glasco



In the Summer of 1961, Nat King Cole's hit single- "Those Lazy Hazy Crazy Days of Summer" was a popular ballad, and just about everyone in my neighborhood had a copy that they played on their 45 RPM record player. Just hearing the melody again renews childhood memories of

an idyllic time before cell phone towers, \$4.50 a gallon gasoline, and probiotic yogurt. It didn't seem to be as horribly hot back then as our weather is today either. It was an era when we rarely locked our doors, a time of ubiquitous neighborhood barbecues, nighttime swim parties, and summertime sleepovers in my neighbor's back yard. But what, are you wondering, does Nat Cole's timeless oldie have anything to do with the President's Message? Not much perhaps, except for a cathartic opportunity to reminisce while bemoaning the armageddon like temperatures we've had these past few months.

The Society board has made some great strides this year, and has been very active. I feel privileged to have been present at the Arboretum's October 2 dedication of another "History Lives Here" marker—the ninth marker dedicated by the Arcadia Historical Society in five years, and the first to be entirely funded and presented by the independent Friends of the Society group which supports the Society in many ways. The tenth Marker will be dedicated this Fall sometime, coinciding with the unveiling of a new life-size statue of Lucky Baldwin. The new Marker is situated near the front entrance and contains a historical display of photographs and descriptions of the evolution of the Los Angeles County Arboretum and Botanic Garden. Production of this particular Marker was a magnificent accomplishment of former Arboretum curator and current Historical Society Director and Marker Committee member Sandy Snider. Scott Hettrick - also a Society Director - is our Historical Marker Committee Chairman, who under his able direction, the History Lives Here Marker program has thrived over the last five years. I am particularly proud of the Society's role in funding the Museum's wonderful acquisition of a life like Anita Baldwin figure. The Friends of the Society finished the job by paying for Anita's elegant haute couture—in period clothing no less. The dedication and unveiling of the incredible likeness of the daughter of Arcadia's founder Elias "Lucky" Baldwin is scheduled for November 17 at the newly named, Gilb Museum of Arcadia Heritage.

ARCADIA HISTORICAL SOCIETY
GENERAL MEMBERSHIP MEETING

October 30, 2012 at 4:00 p.m.

Luthern Church of the Cross, 66 West Duarte Road, Arcadia

The Society will be conducting a General Membership Meeting, Tuesday, October 30, at the Lutheran Church of the Cross located at 66 West Duarte Road, Arcadia, CA. The meeting will begin at 4:00 pm and will feature guest speakers Claudia and Allan Heller, who will be giving a talk on their recent book: "Life On Route 66" a captivating retrospective of personal memoirs and anecdotal history about "The Mother Road". Public is invited, bring your friends. There will be a raffle and free refreshments.



LIFE ON ROUTE 66

by Claudia Heller

Duarte residents Alan and Claudia Heller made a life-changing decision in 2010, the year of their 66th birthdays: retiring from their professional jobs, they bought a small trailer and set out to rediscover the celebrated nostalgia along Route 66. Traveling from the Santa Monica Pier to Chicago, the Hellers wrote articles for a local paper and took photos along the way, documenting their experiences.

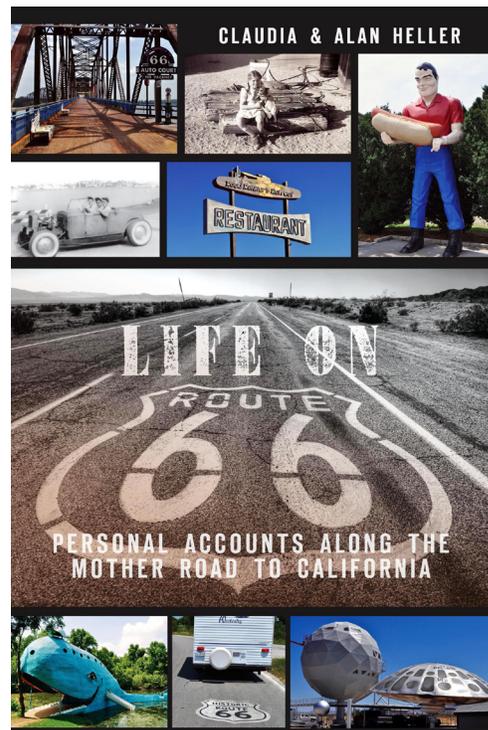
Alan, who serves as president of Duarte's Public Access Channel (DCTV), and Claudia, president of the Duarte Historical Society, moved to Duarte in 1980. Their book, published by HistoryPress, has recently been released and is entitled "Life on Route 66, personal accounts along the Mother Road to California."

"I was writing articles on Route 66 and immediately readers began contacting me with their memories and experiences on the Road. Some even provided us with journals and photos they had inherited from family members. Their poignant recollections make this book more than a guide book," says Claudia.

A professional photographer, Alan constantly took photos on their trip, and many times they have returned to historical spots along California's section of the Road to add to the collection. The couple documented their adventure including a few "off road" detours such as the UFO Convention in Roswell, New Mexico and touring the Missouri home of Laura Ingalls Wilder where she authored the Little House on the Prairie series.

"We especially enjoyed the creative roadside attractions which sprung up in the heyday of Route 66. They are an example of American ingenuity. "These pieces of outrageous art along with refurbished gas stations, persevering diners and neon-clad motels make for joyous stops along the road," according to Claudia. "And they beg to be photographed," adds Alan.

The book is available at book stores, on line, and electronically. To purchase a signed copy, mail a check payable to Claudia Heller, in the amount of \$23, which covers postage and handling, to Post Office Box 1251, Duarte, California 91009.



DO YOU REMEMBER?

by Carol Libby

It was February 1977, and letters and cards were coming in to Charles Gilb who was heading an effort to determine if Arcadians wanted an auditorium. According to an article by Helen Schrader, editor of the Arcadia Tribune dated February 15, 1977, "Gilb was chairman for a series of open meetings ... at which Arcadians were urged to discuss their desires and whether they would commit to time or money to a project that could cost up to \$5 million. A great majority of testimony, both oral and written favored an auditorium to be located somewhere on the high school campus."

In her article, Schrader reviewed past attempts to raise funds for an auditorium: "Two school-sponsored bond elections for an auditorium failed narrowly several years ago. Last fall, (1976) school and city officials worked feverishly to prepare an application for federal funding under an Economic Recovery Act aimed at putting unemployed construction industry people to work quickly. It was determined that the high average income in Arcadia made it unlikely the city would be eligible for the funds."

Subsequently, an event was planned, organized and called, "Jog-A-Walk- A- Torium." Community support for it was amazing. It was held on March 15, 1978.

Editor Schrader writes of the event, "Rain failed to dampen the enthusiasm for Jog-A-Walk-A-Torium with pledges estimated at up to \$100,000."

As the late Joe Sargis explained in his ArcadiasBest.com blog, the funds generated by the event were held by the Arcadia Auditorium Foundation and in trust, At last the money raised so many years ago will be used, and many "old-timers" are very pleased.

The rest is history. The auditorium, now the Performing Arts Center at the Arcadia High School is a reality with grand opening ceremonies October 18 - 21, and a special Paul Anka Concert fundraiser on October 27. You won't want to miss this long awaited event.



Hoofing it for Auditorium - Among entrants in Jog-A-Walk -A - Torium for a \$4.5 million community auditorium in Arcadia are, from left, Gloria Herstman, Arcadia school president; Charles E. Gilb, Arcadia councilman; Sheriff Peter Pitchess; Carol Bontempo; Miss Arcadia; Pat Wallace, PTC Council president; Elbert Souders, event chairman; Helen Hauser, businesswoman; Robert Strub, L.A. Turf Club president, and Ray Rogers, Turf Club executive director. Event will be from 9 a.m. to 12:30 p.m. Saturday, March 11, on the Arcadia High School track. Santa Anita Racetrack will give \$1 for every \$10 raised in pledges.

CALENDAR OF EVENTS

OCTOBER 30 | General Meeting - Guest Speakers Claudia and Allan Heller

OCTOBER 27 | Paul Anka Concert at Arcadia High School Performing Arts Center

NOVEMBER 17 | Unveiling of Anita Baldwin figure at Gilb Museum of Arcadia Heritage

MARCH 2, 2012 | History Day L.A. | Azusa Pacific University

“HISTORY LIVES HERE” MARKER INNAUGARATED AT L.A. COUNTY ARBORETUM

*Dedication of Marker #9 at LA County Museum and Botanic Garden
All Photos Courtesy of Lauragene Swenson*



(L to R) Russ Guiney, Director of L.A. County Department of Parks and Recreation presents certificate from Supervisor Michael Antonovich to Beverly Street, President of the Friends of the Society and Gene Glasco, President of the Arcadia Historical Society.

With the generous support of Friends of Arcadia Historical Society, a new History Lives Here marker was installed at the entrance of Arcadia’s very own home place on Tuesday, October 2nd. Marker Number Nine now lives at the Los Angeles County Arboretum, and both local and County dignitaries were on hand at the unveiling. Despite the sweltering heat, fifty or so hearty folks turned out to celebrate public acknowledgment of the Arboretum’s central role in City of Arcadia history joining City and County representatives were members of the Arboretum’s volunteer History Preservation Committee who all expressed their personal appreciation that the Historical Society embraces their hard work in keeping the Arboretum’s four historic structures in good repair. Preservation is an ongoing task, however, and we ask that everyone keep that in mind as we move forward. Enjoy the accompanying photographs, and please know how much community support means in the effort to not only preserve but also interpret our past.



L.A. County and Arcadia officials gather at new Arboretum Marker after unveiling ceremony.



Richard Schulhoff, Arboretum CEO, Historical Society President, Gene Glasco, and Friends of the Society, President Beverly Street.



Arlyn Robinson, Arcadia Chamber of Commerce President Elect presents certificate of congratulations to Arcadia Historical Society President, Gene Glasco.



Arboretum CEO Richard Schulhoff addresses Marker dedication attendees prior to unveiling.

THE FIRST HISTORIAL MARKER DEDICATION

1903 Site of Arcadia's First School House

*Property Donated By
"LUCKY BALDWIN"*

*Dedicated By
ARCADIA HISTORICAL SOCIETY
ARCADIA WOMEN'S CLUB
OCTOBER 19, 1963*



(L to R) L.A. County Supervisor Frank Bonelli, Joe Earl, Unidentified, Edna Lenz (with hat), Unidentified, and Mayor Dale Turner

When driving north on Santa Anita Avenue at Wheeler Street, on the southeast corner, one can see the first historical marker erected to commemorate the site of Arcadia's original school facility. (The Society's Historical Sites Committee found the most convenient location for the marker, not the actual site of the school.) The packing shed school was located near the northeast corner of Huntington Drive and Santa Anita Avenue, where Denny's restaurant and parking lot are today.

Taken from the Society's records and the "Camino's" are details and information regarding the marker's dedication:

The unveiling of a plaque on October 19, 1963 commemorating the site of Arcadia's First School and the Society's part in the 60th Anniversary Celebration of Arcadia's founding was a huge success. Over 200 attended the event. Six of the pupils who attended that first school participated in

the unveiling ceremony. Edna Lenz was the general chairman of the Historical Sites Committee, was a Society Vice President and a local historical artist as well. The project was a joint effort of the Arcadia Historical Society and the Arcadia Woman's Club.

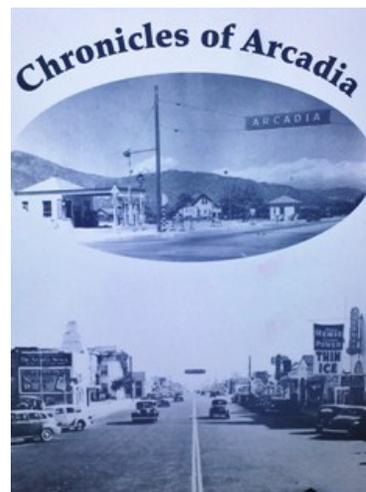
In September 1903, Mayor E. J. Baldwin donated one of his packing sheds to be used as a school. A permanent grammar school was constructed on First Avenue and California Street in 1907. Over time this facility was enlarged, remodeled and reconstructed and is known as First Avenue Middle School today. The Society's first "History Lives Here" marker was unveiled here in 2007 noting the school's 100th anniversary.

To date, nine historical markers have been unveiled throughout the city, Chantry Flats and Santa Anita Park (racetrack). The most recent dedication was held on Tuesday, October 2nd at the entrance to the Los Angeles County Arboretum & Botanic Garden. This marker was the gift of the Friends of the Society.

"Don't tell fish stories where the people know you; but particularly, don't tell them where they know the fish" - Mark Twain

THE CHRONICLES OF ARCADIA

A New Book by Carol Libby



Pick up a copy of this new anthology of articles and pictures of a very different time in Arcadia. It makes a great conversation piece and thoughtful gift for the upcoming holidays.

COST: \$20.00 / copy
S & H: \$5.00

AVAILABLE AT:

- Fasching's Car Wash
- Arcadia Chamber of Commerce
- Arcadia Historical Society (626) 446-8512
- www.ArcadiaHistoricalSociety.org

THOSE LAZY HAZY DAYS OF SUMMER

Continued from page 1

Our General Meeting is scheduled for October 30 in the pavillion at Lutheran Church of the Cross at 66 W. Duarte Road at 4:00 pm. An interesting program will be presented by Alan and Claudia Heller who recently published a popular book about "Life On Route 66". Speaking of books, please don't forget to pick up a copy of Carol Libby's latest offering, the "Chronicles of Arcadia", available at the Arcadia Chamber of Commerce, Fasching's Car Wash, or the Society's website at: www.ArcadiaHistoricalSociety.org. "Chronicles" is an interesting and entertaining compilation of vintage photographs and personal anecdotes. A percentage of sales are being directed to on-going Society projects. Want to give a unique and interesting gift? The "Chronicles of Arcadia" along with the Heller's book- "Life on Route 66", should be at the top of your gift list this holiday season.

At our last board of directors meeting, three new directors were elected to serve on the board. Please join me in welcoming Char Wong, Beth Costnza, and Gail Marshall. They bring a wealth of expertise to our board, and are brainstorming a new and exciting Society project which will be announced at a future date. I would like to thank the officers and directors of the Society whose extraordinary focus and commitment to carrying out the Society's mission of community outreach continues to be a foremost priority.

The holidays will soon be upon us and the end of 2012 is closing fast. We are looking forward to a successful year end close and from what I've seen on the drawing boards, a spectacular 2013. I hope to see you soon.

Respectfully,
Gene Glasco

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MARKET BASKET
30 SOUTH FIRST AVENUE
ARCADIA

MARKET BASKET PRE-THANKSGIVING FOOD SALE ADVERTISEMENT

Newspaper Advertisement November 17, 1955
Market Basket was located at 30 South First Ave.

007 HISTORY LIVES IN 91007

By Scott Hettrick

Photo Courtesy of California Thoroughbred Breeders Association

Did you know Arcadia can claim a connection to the 50th anniversary of the James Bond spy film franchise and the Breeders' Cup, both in November and both being celebrated in Arcadia?

Follow the dots below:

- The man who turned the 1950s Ian Fleming novels about a British spy into one of the most popular and longest-running movie series of all time with "Dr. No" in 1962 was Albert R. Broccoli (yes, of the Italian family responsible for creating the vegetable of the same name by crossing a cauliflower with rabe).
- About the time he was becoming a movie producer, Broccoli also acquired a taste for thoroughbred race horses after being introduced to the sport several decades earlier by friend Alfred G. Vanderbilt. He wound up owning a horse that he called Brocco.
- Brocco, under Hall of Fame Santa Anita jockey Gary Stevens, won the \$1 million Breeders' Cup Juvenile race in one of the rare years it was held at Santa Anita Park in Arcadia on Nov. 6, 1993. The second favorite at 3-1 won by five lengths, making him the "new darling of the '94 Derby," according to Sports Illustrated.

And there you have the common Bond, so to speak.



Albert R. Broccoli (with binoculars) and wife Dana at Del Mar with Brocco and jockey Gary Stevens.

"Judge each day not by the harvest you reap, but by the seeds you plant."

John Luis Stevenson



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Membership runs one year from date of renewal / new membership application.

NAME _____ TELEPHONE (_____) _____

ADDRESS _____

CITY AND STATE _____ ZIP CODE _____

eMAIL _____

Individual \$25..... \$ _____

Family \$30..... \$ _____

Corporate \$35..... \$ _____

Life \$400 (Life memberships are not transferable)..... \$ _____

The Arcadia Historical Society is a non-profit 501 (c) (3) organization.
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