



SOUTH COUNTY HISTORICAL SOCIETY

Heritage Press

Volume 14, No 27

June 2010



President's Report

—Gary L. Hoving

The speed with which our summer seems to be flying by is reminiscent of my elementary school days. Back in the day, each school year seemed to drag on forever and we so looked forward to the summer break. But then, summer was over in a flash. That same feeling overwhelms me as we have already hit midsummer.

For those who missed the Charter Days BBQ, the event was hugely successful. This year our event honoring the founding of the South County Historical Society was held on June 19 in our very own gardens at Heritage House. Such a beautiful setting was greeted with perfect weather.

The sixty attendees were treated to **Jeffrey Peters**, a local guitar soloist who provided the primary entertainment and the background music as we dined. Our friends at the Greater Pismo Beach Kiwanis treated us to an outstanding luncheon of tri-tip and chicken with all the trimmings. That was topped off by red velvet cupcakes for dessert prepared by none other than our first lady, no not Michelle Obama, **Crystal Hoving**.

Our past president, Charles Porter, provided the main program address with a brief historical perspective of the society which was enjoyed by all.

The announcement of our annual "Historian of the Year" followed with the presentation of a recognition plaque to **Patricia Loomis**. She appeared delighted and took the microphone sharing her love and appreciation to the Historical Society. Upon concluding her remarks, Pat was interrupted from returning to her seat and surprised with a bouquet of yellow roses presented by **Joe Swigert**. We took that opportunity to wish her a happy 90th birthday and did our best at singing the classic happy birthday song. Our Charter Day's event was fun, relaxing and informative with good food, good drink and great friends.

Of course, no such event happens without the behind the scenes hard work of our members. Frankly, we could not have held such a successful event without the assistance of **Joe Swigert**. Many others pitched in including **Linda Curry, Jeff and Linda Kime, Ross Kongable, Norma and Sam Burton, Charles Porter, Larry Turner, Crystal Hoving, Bee Hodges, Paulette McCann**, the Kiwanis and a host of others. A heartfelt thank you is extended to each of you who helped make this a special day to remember.

The excitement mounts as we finish the *Face of the Clam* book publishing project. The final layout is underway with a target completion date in early August. I must admit that the number of staff hours to complete this project far exceeded the expectation. However, it has been a true labor of love which will be a real treat upon printing. Prepublication reservation of the hard cover edition of *Face of the Clam* is available by contacting **Paulette McCann**. Don't miss this opportunity to add this classic treasure to your personal library.

Ken Kitchen and his team are working hard by providing food services for the Summer Concert Series. While providing a community service, they are also holding one of our largest fundraising efforts for the Historical Society and their efforts are greatly appreciated.

The Paulding History House project is officially completed. Thanks to the hard work of **Chuck Fellows, Bill McCann, Ken Kitchen** and **Gary Scherquist**, the project has preserved the structure for at least the next one hundred years. The only loose ends are the installation of the recognition plaques and bricks for our project donors. What a magnificent structure and source of pride in the community.

For those who may be interested in law enforcement history, the 8th annual Law Enforcement Historical Society Police Memorabilia Show is scheduled on July 10, 2010. This year's event will be held at the San Luis Obispo Veteran's Memorial Building, 801 Grand Avenue in SLO, from 9am to 2pm. The California Police Museum will be available with docents **Vivian Krug, Sam Cotton** and **Evan Mason**. Historical items will be exhibited from around the State of California and collectors will be delighted with the 55 vendors at the event. We hope to see you there.

While summer is zipping by and the Board of Directors meetings are dark, I can assure you that nothing about the South County Historical Society is dormant. On behalf of the Board of Directors, we wish you a wonderful summer and thank you for your continued support of the South County Historical Society.

CALENDAR of ACTIVITIES

~Heritage Square Museums~

Open Saturday, 12-3 PM
Open Sunday, 1-4 PM

Historic IOOF Hall 128 Bridge Street

Open Friday, 1-5 PM
Open Saturday, 1-5 PM

Pat Loomis Library 134 S. Mason Street

Open M-F, 1-5 PM

Paulding History House

551 Crown Hill

(Closed for Renovation)

Summer Concerts in the Park

July 4 and July 18

PLEASE HELP!

**Weekly Heritage House Yard
Clean Up**

Every Thursday

**July 8 through the Summer
10:00AM - Noon**

Info: Barbara LeSage @ 489-1735

Pismo Exhibit Opens

July 23 IOOF Hall 6:30 PM

"Members Only Prevue"

Wine & Chocolate Fountain

Members bring appetizers to Share

~

July 24 Public Opening 2:00 PM

NEW ADDITION IN THE BARN

South County Cattle Brands

Details on page 7

Image on right --www.1st-art-gallery.com

Handmade oil painting reproduction of

[Summertime](#), a painting by

[John Ottis Adams](#)

Bee Hodges, Editor

Editorial Committee:

Berneda Cochran, Bee Hodges, Gary

Hoving, Jane Line, Craig Rock.

Volunteer Insurance Provision

By Gary L. Hoving

A recent question posed by Linda Kime, led to some interesting reading within our insurance policies. What is the level of coverage provided to members and/or volunteers while performing services for the South County Historical Society?

To start with, please accept that I am neither an attorney nor licensed insurance agent and will certainly make our policies available to any member upon request. All of the information provided is simply quotes based on the policy issued by The Hartford policy underwritten by E.C. Loomis Insurance.

In section C, {Who is Insured}, our policy reads; "volunteer workers are added as insureds, but only while performing duties related to the conduct of your business." According to the policy, there is no distinction between volunteers and members. However, "There is no coverage for the additional insured for bodily injury, property damage or personal and advertising injury caused entirely by any negligence that is not attributable to you (*Society*) or those acting on your (*our*) behalf."

The limits placed on our policy is: "Medical Expenses-any one person \$10,000." We do have additional coverage of Liability and Medical Expenses at \$1,000,000 for coverage from events in which we are liable.

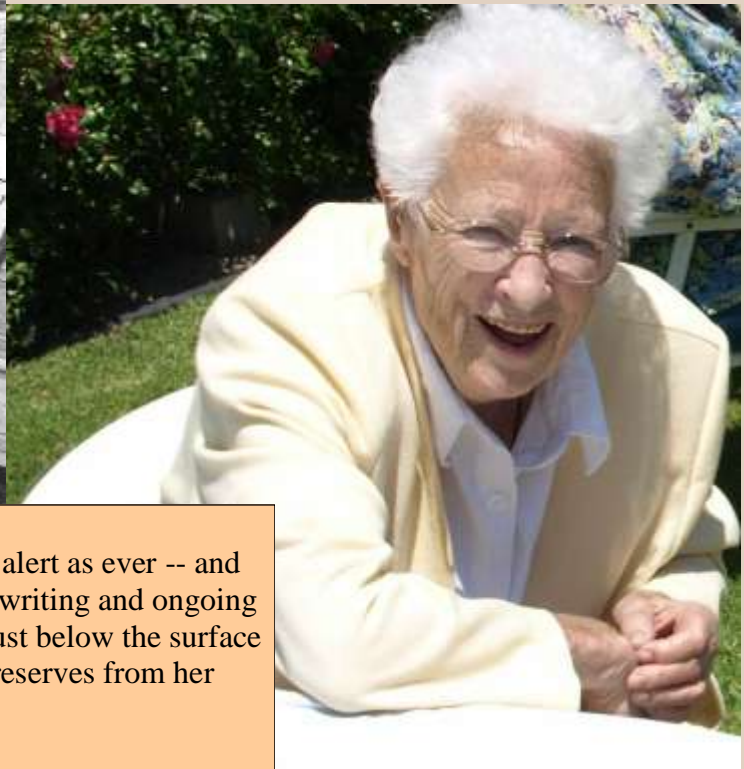
I hope this sheds some light on the coverage provided to our most valuable asset, our volunteers. While not meant to serve as a "workman's compensation" policy, the Board of Directors has taken steps to provide some medical assistance to our members and volunteers should an injury occur.

Source: The Hartford, Policy 57 SBA BZ1230 DX





Happy 90th Birthday to Pat Loomis!
HISTORIAN OF THE YEAR



Her eye is sharp and the mind as inquiring and alert as ever -- and Pat continues to astonish us with her output of writing and ongoing publications research. Her sense of humor is just below the surface always -- and the marmalade and strawberry preserves from her own kitchen are absolutely delicious.

Financial Statement

By Gary L. Hoving, President

On a number of occasions, I have been asked about the finances of the South County Historical Society. While it is a perpetual struggle to meet our annual operating expenses, we have continued to be wise stewards of society funds and have made truly remarkable capital improvements within the past dozen years. While interest rates are low reducing our spendable income, we still maintain sufficient savings for major emergencies.

South County Historical Society Balance Sheet As of May 18, 2010

May 18, 10

ASSETS

Current Assets

Checking/Savings

110.00 · Heritage Oaks (General) 7866	2,390.57
101.00 · Chase (General) -236-1	1,932.39
103.00 · Chase -1397 (Books)	835.54
106.00 · Paypal Checking	81.97
107.00 · BofA Ckg 69164 (PHH)	2,545.48
108.00 · Rabobank Savings 8374	6,006.11
120.00 · Certificates of Deposit	
123.06 · Coast National Cert - 2006609	73,865.92
123.08 · Heritage Oaks MM 4478304	62,955.47
123.11 · Coast National Bank CD 3560	50,055.17

Total 120.00 · Certificates of Deposit 186,876.56

126.01 · Heritage Oaks CD 7301171 160,866.37

126.02 · Heritage Oaks CD 1008473451 100,430.59

Total Checking/Savings 461,965.58

Total Current Assets 461,965.58



Heritage House Docent, Nathan Honeycutt, Receives a Scholarship

—Jane Line, Docent Leader

On Thursday morning, April 22nd, the Arroyo Grande Village Improvement Association (VIA) awarded four \$500.00 scholarships to Arroyo Grande Senior students **Nicholas Efron, Nathan Honeycutt, Sean Pringle and Jens Wagner**. The scholarship program, the Anne Ricci Memorial Scholarship Fund, is in memory of **Anne Ricci** who was one of the original founders of the Arroyo Grande Strawberry Festival 27 years ago and was a Village Association board member for many years. This year the four winners were selected from eighteen entries. **VIA Board Members, Bob Lund, Greg Moore, Kari Ziegler, Toni Pelletier, Greg Steinberger and Vivian Krug** evaluated and rated each student on scholastic attainments, community service involvement, high school extracurricular activities and an essay on "What items should be considered for the 2011 Arroyo Grande time capsule". The time capsule will be buried during Arroyo Grande's Centennial celebration next July. More information on the Village Improvement Association can be found at www.arroyograndevillage.org ■

(Article and image submitted by Vivian Krug in Jane Line's absence)



WANTED: DOCENTS AND TRANSCRIBERS



We need your volunteer help with our museum and library programs. Docents and oral history transcribers are especially needed at this time.

Docents and volunteers work at all five of our Museums, and during Exhibit Presentations and in our History Library.

Norm Hammond, pictured speaking at left, at a recent exhibit on the Dunites and Oceano.

Join our efforts to preserve the history of South County!

For information about our oral history program and how you can help transcribe audio tapes, call **Craig Rock** at 805-801-0679. For information about our museum docent program, and how **you** can help on Saturdays, and Sundays, call **Joe Swigert** at 805-489-8282.

El Pizmo Beach and the Captive Airship

—Effie McDermott



One of the most well known photographs of historic Pismo Beach is the panoramic aerial photograph of El Pizmo Inn and Tent City taken in 1906. It was taken by George R. Lawrence. An interesting fact about this picture is that there was no airplane used in taking it.

Prior to coming to Pismo Beach, Lawrence, who was a photographer in the Chicago area, captured the attention of the US Army and Navy with his methods of high altitude photography. President Theodore Roosevelt, fresh from the Spanish-American War, requested the US Army and Navy ask George R. Lawrence to demonstrate his “Captive Airship” method of aerial photography for potential military uses.

Lawrence had successfully photographed entire factories, the Chicago Stockyards and other Midwest scenes from the air. He was experimenting with ways to get good photos from a high vantage point, but after a nasty fall coming down from a 200 foot high tower, he determined to figure out a way to use balloons or kites to get his cameras aloft. After demonstrations to the US Government, both on land and from ships, the Navy report indicated that Lawrence’s methods had promise and the US Government should acquire rights to the concept and further develop the technique for military use.

Lawrence, however, continued to improve a “train of kites” system and had his “Captive Airship” working when the 1906 San Francisco earthquake struck. Using a sequence of kites and wires, a camera platform stabilized with three outstretched booms, and an electrical device to trigger the shutter, he was able to take some of the now famous aerial panoramic photos of San Francisco in ruins after the earthquake and fire.

Simultaneously, the El Pizmo Beach Company was in need of photography to promote their newly upgraded resort. George R Lawrence was hired to loft his camera above Pismo Beach. His 1906 aerial panoramic photo of El Pizmo Beach focuses on the Inn and Tent City, and pans all that there was of the town at that time. It shows the beach, the town, the Inn, Tent City, the pavilion, the Wave Hotel, homes and businesses sprinkled in the downtown area, the early school houses at what is now 1000 Bello, the clam cannery, and the lay of the land.

A print of this image that once belonged to the resort will be featured in the Pismo Exhibit opening July 23 at the IOOF Hall.

SUMMER WHITES

-by Jan Scott

We tend to use the word “Victorian” to describe any clothing before the 1920 flapper era, but as the 20th Century dawned, the 63 year reign of Queen Victoria was nearly over. In January 1901 King Edward VII became the ruling English monarch. A revolt against the formality and fussiness of Victorian décor appeared in the blossoming Arts & Crafts movement with its inspiration drawn from nature and simple, clean lines. A profound change in women’s clothing was about to begin as well.

Queen Victoria had influenced many styles, having taken the throne in 1837 (the year Charles Dickens wrote *Oliver Twist*), passing through the hoops and décolleté of our own Civil War era, and ending with what we always think of when we hear her name, the High Victorian period of the 1890’s, with a tight collar high on the neck (often wired to keep it in position); a pigeon-breasted bodice (the result of a “health” corset with a too-tight waist, forcing the hips back and the chest forward, creating what was known as the S-bend); a full skirt often with a train; and the leg-o-mutton sleeves, voluminously puffed on the upper arm, tightly fitted to the wrist on the lower.

But by 1900 women were changing how they viewed themselves. Society was changing as well. The Suffragettes had been fighting for the right to vote for decades. Wyoming was the first state to grant women that right, with eight other states (all in the West) following suit by 1912. The 19th Amendment was ratified in August 1920 and an era of bobbed hair (the horror!), flimsy dresses with dropped waists and a lack of corseting took the country into the Roaring Twenties. How did they get there?

The Edwardian Era provided the transition. By 1905, the corset had lengthened almost to the knees, but it no longer constricted breathing. The silhouette straightened and narrowed, as skirts lost their fullness and feet (and ankles!!) became visible. The sleeves on clothing switched emphasis, the upper arms becoming tightly fitted, the lower becoming wider. But they also grew shorter, sometimes barely covering the elbow, making the lower arm visible. No self-respecting woman of the times would have dared go out without her long gloves and feathered hat, but in the comfort of her home, or visiting friends, she could be seen with uncovered or barely covered lower arms. Daytime necklines were easing up as well, although names like “pneumonia blouse” were whispered by the disapproving.

Summer was a time of white, no matter how impractical in some situations. The rich, of course, didn’t have to worry about practicality. The not-so-well-to-do found that what *was* practical was sewing at home with washable cotton or linen, one skirt to go with several different blouses. As the decade progressed formal dresses were worn less and less.

Walking suits like the one we have, trimmed in Battenburg lace, were all the rage, worn with “shirts,” as well as dresses using gauzy fabrics, decorated with fine lace and embroidery, often revealing skin at the neck and on the arms. The “lingerie dress” was a term the shocked onlookers used. But whatever the level of modesty, summer was all white, whether hand-made or ready-made, washable or not.

This summer at Heritage House Museum, we offer a display of white summer dresses and walking suits from 1905 through 1916. The closest thing to the “High Victorian” look is the wedding dress in the parlor.

It was worn by Rose Porter Rust (daughter of Rosa Sparks Porter) for her wedding c.1905. The dress is an exquisite summation of all that a Victorian girl could dream of having for a wedding gown. A photograph of Rose wearing the dress is also on display.

The other clothing in the exhibit shows examples of the movement toward simpler clothing with simpler lines, foretelling a future of busy lives and ready-to-wear that would increasingly define the practical needs of the 20th Century woman. What is fascinating, and what still leaves the modern woman breathless, is the incredible detail work that can’t be captured in pictures, but must be seen.

So, come for a visit this summer and bring your out-of-town guests. Stop by before or after the summer concerts and imagine a summer day one hundred years ago. The “Summer Whites” will be on display through the fall at our regular museum hours, Saturdays 12-3 and Sundays 1-4. Don’t miss them.



(Summer Whites continued)



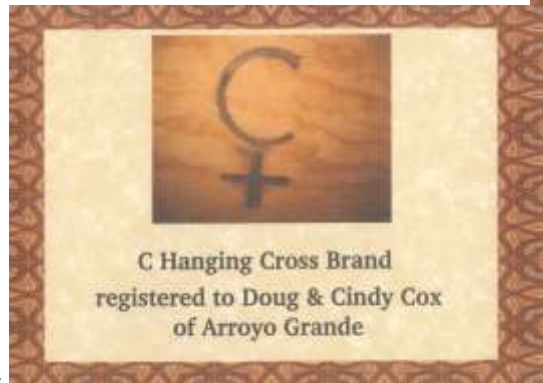
The “walking suit” on the left has Battenburg lace inserts. For more information and the history of Battenburg lace, see page 10, “*Tidbits, Trials and Tribulations*” column by Berneda Cochran.



Curator of Museum Collections

—Larry Turner

We have a new addition in the Barn, a display of County cattle brands, assembled over several months last summer by **Charles Porter** who also provided the details of each brand. The boards have been mounted on the wall by **Don Gullickson** and **Bill Smith** and the information is gathered in a book there for your enjoyment. Stop by and take a look next time you are in the Village on a weekend.





Patricia Loomis History Library and Resource Center
-Craig Rock, Librarian and Resource Center Director



Pismo Photo Exhibit Opens July 24 at IOOF Hall
“Members Only Special Prevue” Viewing July 23 - 6:30 pm IOOF Hall

Is the summer fog or cold getting to you? Join us for the opening of the new IOOF Hall exhibit: **Early Pismo: Vignettes and Photographs**. As usual, members get a sneak peak at the exhibit on Friday, July 23, at 6:30 PM. Bring appetizers to go along with wine provided by SCHS. On July 24, the exhibit opens to the public at 2 PM. Effie McDermott will be giving a presentation at each event.

The Pismo exhibit runs through November 27. We'll have special events in September and October, including SCHS's release of a new printing of Luther Whiteman's *Face of the Clam*. We'll be publishing both hard-cover and paperback editions. I'm sure the hard-cover edition will become a collector's item, so put your orders in early for this limited printing (only \$35). The special events will also include fascinating information from the oral histories of Pismo residents that Effie McDermott and I have been recording, but we need help from people skilled in transcribing tapes. Please call me on my cell phone at 801-0679 if you're willing to help.

The Pismo exhibit explores the town's history through photographs of the 1920s, 1930s and 1940s, when people came from all around the state to escape the heat of California's valleys and the heat from laws about what to do and what not to do. Others came to this region from all over the United States, in search of farm work and to escape from the Great Depression.

Many local residents escaped the severe effects of the Depression because of Pismo's rich land. Locals worked farms and ranches raising pigs, chickens and cattle for meat, cows for dairy products, and crops, including varieties of beans and peas that sold well in urban markets. These farm families originally were from Portugal, Mexico, Japan, the Philippines, and other countries.

Lots in Pismo started at \$300 in the 1930s. Al Capone exercised at the pool room of the Waldorf Club, avoiding the heat of lawmen and competitors of his crime syndicate. Harry James and the Andrews Sisters topped the list of entertainers who performed at the dance hall at the downtown Pavilion. Of course, clams were everywhere, as were bars, gambling, and prostitution.

Nearby, days after Pearl Harbor, the Montebello was sunk by a Japanese U-boat. Local Japanese-Americans were kicked out of the region and shipped off to internment camps. Many Filipino-Americans filled the void by taking over leased farm lands to continue producing badly needed food supplies. Men learned how to operate tanks at Camp Cooke, now called Vandenberg Air Force Base. African-American soldiers manned machine-gun nests in the hills; some patrolled the beaches on the lookout for saboteurs. Citizens helped out by pulling down their shades to hide the lights of the town or dimmed their car lights to darken the roadways. On Saturdays, the bus arrived from Camp Cooke with soldiers checking into the Army Recreation Center in Pismo on a two-day pass, perhaps waking up from a hangover on Sunday morning to be nourished by breakfasts made by local residents.



Bowling alley in Pismo's Wave Hotel. SCHS Collection

But enough of the story for now. Come see the photographs depicting many of the above events, photographs from our own collection, as well as those of Effie McDermott, Bennett-Loomis, the History Center in SLO.



Soldiers eating Sunday breakfast at the Pismo Army Recreation Center during WW II. Buses brought the men in from Camp Cooke (now Vandenberg AFB) for a weekend of fun and recreation. Staying at local hotels, the men frequented local bars and restaurants. Volunteers included Captain Etzweiler and his wife (in background), Ruth Paulding and Florence Gullickson. South County Historical Society Collection.



Patterns of the Past

Tidbits, Tribulations, and Tools for Survival
Column contributed by Berneda Cochran



Battenburg lace, perhaps the most readily accessible type of lace today, has had many names including Renaissance lace and mezzo punto. Easily recognizable, Battenburg is sturdy and manufactured on a large scale. It is frequently seen in tablecloths and bridal gowns. Average craft enthusiasts can easily find kits that include pieces of Battenburg lace, supplies and instructions for creating pillow tops and Christmas ornaments.



Function

1. Lace was originally created by costume makers as an embellishment to replace embroidery. When all garments were sewn by hand, flexibility was highly desirable. Unlike embroidery, a panel of lace could be removed from one garment and sewn into another of a different style or size.

Features

2. Different laces are identified by the method used to create them. Battenburg is a tape lace. Loops of even-width, woven tape are formed, and then decorative filling stitches called bars or brides are used to join the tape edges, filling the gaps. This process is used to create corners, borders and centerpieces.

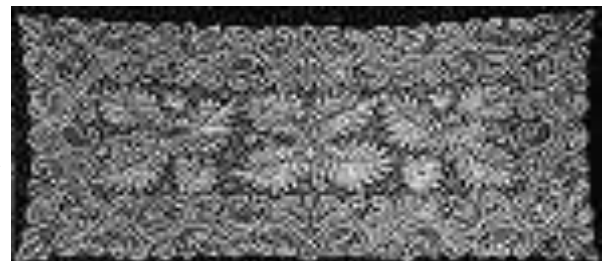


History

3. Though some types of tape laces may be traced to the 16th century, Battenburg lace was first created when Queen Victoria of England named her son-in-law as the first Duke of Battenburg in the late 1800s. Every English Duke had his own lace pattern. Thus, a new style of tape lace called Battenburg was invented and became quite popular. During the 1930s and 1940s, making Battenburg lace was a fashionable American hobby made easier by readily available machine-woven tapes.

Identification

4. Older Battenburg laces can be identified by the way the tape had to be gathered around curves. Newer laces use tapes that have a gathering thread which produces tidier curves and corners. Also, machine-made laces often pucker when washed and have a coarser look than the older laces.



Significance

5. Tape lace has always been less labor intensive than some of the more intricate lace styles. Machine-made tape became available in the late 1800s and it could be used to fill space in needlework quickly and easily while still keeping a lace-like style. By the 20th century, techniques were simplified even further with filling stitches reduced to a bare minimum.

Source of article: www.ehow.com



Images: Google images - various Battenburg lace styles & items.

The Society is structured as a non-profit organization and depends solely on donations to continue its work.

You can help!

Write a (tax-deductible) check to the South County Historical Society, and mail it to:

South County Historical Society
PO Box 633
Arroyo Grande, CA 93421-0633

YOUR PLANNED GIFT could be of great importance to the future of the South County Historical Society. Please contact the Society at (805) 489-8282 to discuss your gifts to support the Society in its dedication to research, preservation, restoration and dissemination of information to enhance and preserve our local historical heritage.

If you live in the area —become a member! One of the benefits of membership is receiving our colorful, informative monthly newsletter as well as invitations to “Members Only Previews” of our Exhibits. As well, members receive discounts on various logo products. There are many volunteer and committee opportunities: working with our Curator, Librarian, Technology and Photography, Exhibits, Book Committee, and special Events— such as our Annual Antique Show and Festivals in the Village. It’s fun — and a way to make new friends and support our efforts.

Membership Dues

Individual	\$20.00
Couple	\$35.00
Family w/children under 18	\$40.00
Sustaining (Individual)	\$100.00
Patron-Business, Organization, Individual	\$200
Life (Individual)	\$500.+

Corporate Memberships

Platinum...	\$3,000.	Gold....	\$2,000.
		Silver.....	\$1,000.

We make a living by what we get. We make a life by what we give.

—Winston Churchill



MEMBERSHIP -- SOUTH COUNTY HISTORICAL SOCIETY

RENEWAL

CHANGES?

NEW

Name (s) * _____

Address * _____

Home Tel: * _____ Work Tel: _____ Email: * _____

Type of Membership _____ Amount Enclosed: \$ _____ Check No. _____

Please mail check or money order payable to **SOUTH COUNTY HISTORICAL SOCIETY, PO Box 633, Arroyo Grande Ca 93421.**

If you wish to receive a copy of the Membership Directory by mail, please add \$2.00 donation to your check to cover the cost.

NOTE: (*Starred information will be printed in the annual Membership Directory distributed to members unless you indicate otherwise here.) Please print legibly. Our eyesight isn't what it used to be. Thank you for your continuing support of the Society! If you have any questions about your membership, please email us at schs76@sbcglobal.net with Attention: Bee Hodges in the “Subject Line”. Use this form as well if there has been an address, phone, email or name change. Thank you!

NOTICE TO MEMBERS

Regular Board Meetings held at 6:00 pm on the third Wednesday of each month. Meeting place is the IOOF Hall, 128 Bridge St., Arroyo Grande. Board Meetings are open to Society members and the public. Next Board meeting is August 18, 2010.

We are on summer holiday during June and July, however the museums are open during their regular hours posted on page two. Next newsletter will be published in August.

We welcome our New Members!

**Sheila Dallas, Paul Hertel, Tony Juarez,
Marilyn Matheny, Kevin Rocha, Mary Schultz,
Gaebriella Todesco**

Welcome New Sustaining Member - Randy Fiser

CURRENT MAJOR SUPPORTERS OF THE SOUTH COUNTY HISTORICAL SOCIETY

LESLEY GERBER BENN
PAYTON & JEAN BRYAN
JOAN BUTCH
CITY OF ARROYO GRANDE
CHARLES COUCH (Florida)
STEVE & LINDA CURRY
GREATER PISMO BEACH Kiwanis
CHRISTINE HARVEY
GARY & CRYSTAL HOVING
VARD IKEDA
DOUG & BARBARA LESAGE
PATRICIA LOOMIS
HOWARD & AILEEN MANKINS
ELIZABETH MILLER
CAROL & JOAN PRUETT
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