

Fairview Register



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President's Message

The Education of youth

For those of you who have been involved with a child's upbringing, you should know that an education in one's life is not limited to scholastics. From the time we are born, we are learning about everything we touch, see and hear. We learn about the place we grew up in, our environment, our family and our heritage. We learn about friendship, trust and love. Much of what a child learns growing up is from those around them.

In May, we celebrate **Mother's Day** and we wish the best to all the moms out there. However, whether you be a family member, guardian or mentor, the poem below is meant for you. I came across it a long time ago and have remembered it because of its timeless message. It was written by Forest E. Witcraft (1894-1967); Teacher, Scholar.

"A hundred years from now, it will not matter what my bank account was, the sort of house I lived in or the kind of car I drove, but the world may be different because I was important in the life of a child."

Memorial Day - A day of Remembrance

Memorial Day is not to be confused with **Veterans Day**. **Memorial Day** is a day of remembering the men and women who died while serving, where as **Veterans Day** celebrates the service of all U.S. military veterans.

This US Federal holiday is celebrated on the last Monday in May, which this year is on the 26th of the month. It was formerly known as **Decoration Day**. Its origin dates back to right after the American Civil War to commemorate the soldiers who died for both the Union and the Confederacy. It eventually was extended to honor all Americans who have died while in military service.

The actual date of **Memorial Day** has been changed around over the years. If you're curious about the history, it makes interesting reading. This is a day that is set aside in observance of those in the military that paid the ultimate price. However, anytime you see the American Flag, it should be a reminder to remember those military men and women who died to keep it flying. *Source: Wikipedia*

Enjoy your freedom - it's been paid for - Bob Palazzola

Mark Your 2014 Calendars

Saturday,

May 3rd:



Early California Days and Arts in the Park from Noon to 3pm at Estanica Park (1900 Adams Ave.)

This wonderful "free" community event will feature live performances, including the All-American Boys Chorus and more. Also featured will be craft stations, activities, and fun. Opportunities to buy food will be available. The Costa Mesa Historical Society will show how people in Costa Mesa lived during California's early days and Historical Society docents will be on hand to conduct tours through the Diego Sepulveda Adobe. Exhibits will be provided by such groups as Tandy Leather, South Coast Weavers and Spinners and others. This event is presented by the Costa Mesa Cultural Arts Committee

Sunday, June 22nd: To Be Announced

Sunday speaker events are held at Costa Mesa Historical Society Museum, 1870 Anaheim Ave., Northwest Corner of Lions Park Complex. **Doors open 2:00; Program begins 2:30. Please arrive early as seating is limited. Free admission and refreshments. Any questions: Call 949-631-5918, email us at cmhistory@sbcglobal.net, or find us on Facebook.**

Attention Members: We have many duplicate copies of books, magazines and old newspapers pertaining to local history and these are available for purchase. Check out the bookstand near the door to the Museum and you might find "a goodie" there. Prices range from \$.25 and up.

The Costa Mesa Historical Society Museum is located at 1870 Anaheim Avenue in Costa Mesa. Museum hours: 10-3 Thursdays and Fridays and by appointment. Questions? Call 949-631-5918, email us at cmhistory@sbcglobal.net or find us on Facebook.

Promoting and preserving Costa Mesa's history is our mission.

Alvin and Lucy Pinkley: Part 2

This “He Said, She Said” story complements its subjects perfectly and tells a vast panoramic view of how Costa Mesa evolved from 1933 to 1978. It is taken from two interviews by Mary Ellen Goddard conducted as part of the Oral History Project of the Costa Mesa Historical Society to celebrate the 25th or Silver Anniversary of the incorporation of Costa Mesa.

The Little Town with a Big Heart

The Pinkleys were 23 in 1933, coming to Costa Mesa with Lucy, age 2 and a half and Virgil, 5 months old. They moved here on Oct. 13th (a Friday) about 6 months after the Big Earthquake of '33, which took place in the Spring of that year. While raising her children Lucy mainly did PTA, Bluebirds, Boy Scouts and then developed a Girl Scout troop around 1940. Teachers Miss Merryweather and Miss Hendershot helped with the Girl Scout troop. Mildred Mathews helped co-found the troop. It was when her children went off to college that Lucy got more involved with organizing civic organizations which was during the very early Fifties.

Lucy had been used to larger cities. She said of Costa Mesa then: “It was such a country place. But a wonderful thing, we were on the ground floor for everything that happened in the community.” People always asked her why she did all these things and she answered, “Because the town needed it. The town needed everything.”

During the Depression years the city had law enforcement which she said they didn't need: “Because everybody left the doors open. You didn't lock your back door. Everybody left doors open to the houses and their garages.” There was such a close community feeling that “Nobody ever thought-- if anybody wanted to borrow anything—they just went in and borrowed it. And then returned it.” The stores were locked, however.



While Lucy was busy with the children and their activities, Alvin was spending long hours at the drug store. During the Depression Alvin credits the character of the people in Costa Mesa. Even though he traded drugs for items such as eggs, butter and vegetables, he couldn't always do this because he needed some money to re-

place the medicine. He recalled: “But there were many people we did that for, and I would say this, that even though it was extremely poor in Costa Mesa and 80 percent of the people were on relief of one kind or another, I lost very, very little money. The people were paying me two and three and five years back.” One man's son came down with undulant fever. A doctor took care of him without charging and Alvin furnished the medicine for free. But this man, Mr. Richardson, uneducated but honest, wanted to know exactly what he owed Alvin. It turned out that he owed \$40. Mr. Richardson had the opportunity to get work in Kansas, so he left and kept sending Alvin \$10 money orders until he paid back the full amount. Alvin said “And it was completely paid for. This is really the kind of people that Costa Mesa was composed of in those days. Very honest. A lot of them didn't have much education, but they were very honest.”

During the Depression Lucy and other community members saw people who were in need of food and other things. “Some of us said, ‘Let's have Thanksgiving baskets.’” So baskets were filled from items the merchants donated and then they were given at Thanksgiving and then again at Christmas. TeWinkle's Hardware Store was

next door to Pink's Drugs and Lucy and Alvin credit the TeWinkle's, who came to Costa Mesa around 1920, with great generosity during the Depression. They would organize truckloads of items and deliver them around the city, saying that people had sent them the items, never mentioning the items were from them.

At other times the PTA supplied white graduation shirts to the families because so many of the boys couldn't afford them. The Pinkleys helped one family with a boy around 10 or 12 who was mute from scarlet fever and hadn't ever attended school. Alvin told a welfare worker about this and soon the boy started attending the Berkeley School for the Deaf. He wound up leading a productive life in the community. “Alvin went on the school board then, Pink did, soon after, and he got the father a job as a janitor. So this is the way to community—it was very hard.

Lucy admitted it took her a while to get used to the people here, who were different from what she was accustomed to while growing up in larger cities. “Actually, I did not like it for many years because to me it was so small and kind of narrow-minded. It wasn't a big city. You went to the grocery store to shop, for instance, and they would say ‘What are you going to have for dinner?’ (Lucy laughs) ‘What are you getting for dinner? I would go home and say, ‘Look, you know, what business was it?’ But this was the friendliness of the town. And they would ask how your children are, if they had a cold, ‘What are you doing for your cold?’ That is the type of little town it was.” People cared about each other and were interested in everything the children were doing. *(To be continued.)*

Earthquake Damage-October 1933



The earthquake happened in the Spring of '33 and McNally School, which was then Main School, was not very old at that time. The damage done to it was not repaired by the Fall Semester. But around the town the houses were not damaged very much because most of them were one story. Lucy said,

“The people in their homes didn't suffer like they did in Long Beach. Long Beach got the worst of it.” The brick fronts of the stores were damaged quite a bit, but it had all been cleaned up and in good condition by the time the Pinkleys moved here in October.

Costa Mesa Historical Society News

Imaginology at the Fairground



The Governor of Goat Hill was alive and well as he presided over the Costa Mesa Historical Society's booth at the recent Imaginology Youth Expo at the Fairgrounds, April 11-13. The OCME (Orange County Model Engineers) shared their booth with us and the Society's Tess Bernstein spear-



headed the organization of the Society's booth which included many historical pictures as well as several Scarecrows from 2013's Scarecrow Festival. Thanks to the Society's members who volunteered their time throughout the weekend. This year's Festival will take place October 4th and 5th at Estancia Park. More information *(continued on page 3)*

Costa Mesa Historical Society News continued



about this upcoming Festival will be detailed in future newsletters. (Pictures page 2: Top-The Governor; Bottom Diane and Hank Castignetti and Tess Bernstein; page 3 some children who were very intrigued by our unique “guest”)

Gold Rush Days Relived



April’s program featured Pulitzer-Prize Nominee and expert on the West writer, Craig MacDonald.

With a very pleasant manner he began his presentation by acknowledging two of our Historical Society members for their dedication to our organization. MacDonald’s son Chris presented Kathy Bequette and Terry Shaw Knott’s Berry Farm Dollars and “Gold” Coins. Both members have contributed much to our Society and continue to make a difference with their efforts.

Then MacDonald went on to offer “glimpses” into the Gold Rush Days in California. The Gold Rush began on January 24, 1848 when James W. Marshall, a foreman, found shiny metal as he was building a lumber mill for Sacramento pioneer John Sutter on the American River. The main period of this historical event ended around 1855. MacDonald spoke about how this greatly expanded our population in California as well as how the spirit of the hardworking, persistent “49’ers” still lives on here in our state today...our unique qualities of independence, innovativeness, creativity, and ability to bounce back from failure. Some of MacDonald’s examples of people/companies who got their start during this time in our state’s history included Studebaker, Ghirardelli Chocolate, Armor Star Bacon, Folgers’s Coffee, Levis, Macy’s, James Irvine, Leland Stanford, Herbert Hoover, and Albert Michelson. He also humorously explained some of our current terms that had meanings in the Gold Rush Days such as Facebook, Yahoo and Macintosh. Currently MacDonald is still writing/speaking as well as helping along the effort to get a mountain peak named after Jessie Benton Fremont, who was instrumental in preserving Yosemite. (Pictures above: Top right-Chris and Kathy Bequette; Top left-Craig MacDonald; Bottom-Chris and Terry)

Costa Mesa Chronicles

I’ve lived in Costa Mesa for 30 years and a quirky fun fact is that in those 30 years I have never been out of Costa Mesa for more than two weeks. So while my friends were traveling the world I was here working. I have worked at all the special Costa Mesa spots starting in high school when I was at Mother’s Market, then a small spot on 17th Street. I remember their endless meetings about their plans for expansion, and look at them now!

After a few years there, I spent a couple more years at Newport Party Center on 18th Street and Newport Blvd., where I learned the valuable lessons that the customer is always right and of course that in this part of town you could throw a party for just about any occasion. I was there the day they broke ground for Triangle Square and even blew up the balloons for their celebration luncheon.

And remember the popular night club NYC that is now Outback on 17th Street and Newport Blvd. There were a few months right before its closure that it changed its name to Quick (at the time we didn’t know why). I still have one of the match books from there. I tried my hand at cocktail waitressing and found out that while I could fit into the slinky outfit, I couldn’t make change quick enough.

I spent some time with Rutan & Tucker, the oldest and largest law firm in Orange County, located on Anton Blvd. I worked in the law library, pre-internet and got to know a special client who had a vision to build a little shopping mall called the LAB. I saw all the plans, pre-build, and saved all the newspaper articles on the project which several years later landed me a job in the LAB’s corporate office, working for the owner. I was with Newport Beach based radio station 103.1 FM the year that the crowd around their booth at the OC Fair was so large that it made the news.

I was also with the Daily Pilot in the Sales Department during the months when they were transitioning to becoming partners with the LA Times. I got to tour the presses back when people didn’t have the internet and got their news from the paper. I own the Costa Mesa part of the old Alpha Beta sign from the store on 17th Street, which became Staples. I’ve enjoyed being a member of a Costa Mesa church where I was recently married and to celebrate we, of course, went to the Costa Mesa Country Club.

So all this taught me a thing or two about our great city and the people in it. I eventually moved on to Business Ownership and worked in the senior care field where I spent time networking with other chamber members at the Costa Mesa Chamber of Commerce. I still attend the occasional mixer, like the “World’s Largest” at the fair grounds every March.

While I am now doing other things for work I continue to stay connected to my city. I spend my money at family-owned and operated places. I help the homeless with a hand out resource list I developed. I plan on staying here the rest of my days. I always say I’m here for the weather. But it is the interesting and varied surroundings of the city that keep me happy and satisfied and always feeling like I’m grateful to call Costa Mesa home.

This special story was written by Lisa Becker-Waldschmidt. If you have a special story that brings to mind many experiences and places in Costa Mesa, send them to the Costa Mesa Historical Museum at 1870 Anaheim Avenue, Costa Mesa, CA 92627 with Attention Annette Watson on the envelope, or email me at cmhistory@sbcglobal.net, putting for Annette Watson in the Subject Line.

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— *Membership Form* —

Name: _____ Address: _____

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Membership Categories

Annual		Special	
Individual	\$ 15.00	Historical Society Life Member	\$ 1000.00
Family	\$ 20.00	SAAAB Wing Annual Member	\$ 10.00
Student (under 16)	\$ 5.00	SAAAB Wing Life Member	\$ 50.00
Contributing	\$ 50.00		
Business & Professional	\$ 100.00		
Public Agency	\$ 100.00		
Benefactor	\$ 250.00		

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