

SAN CARLOS

# HISTORICAL SOCIETY OF SOUTHERN CALIFORNIA *NEWSLETTER*

FALL 1979

200 E. AVE. 43, LOS ANGELES, CA 90031

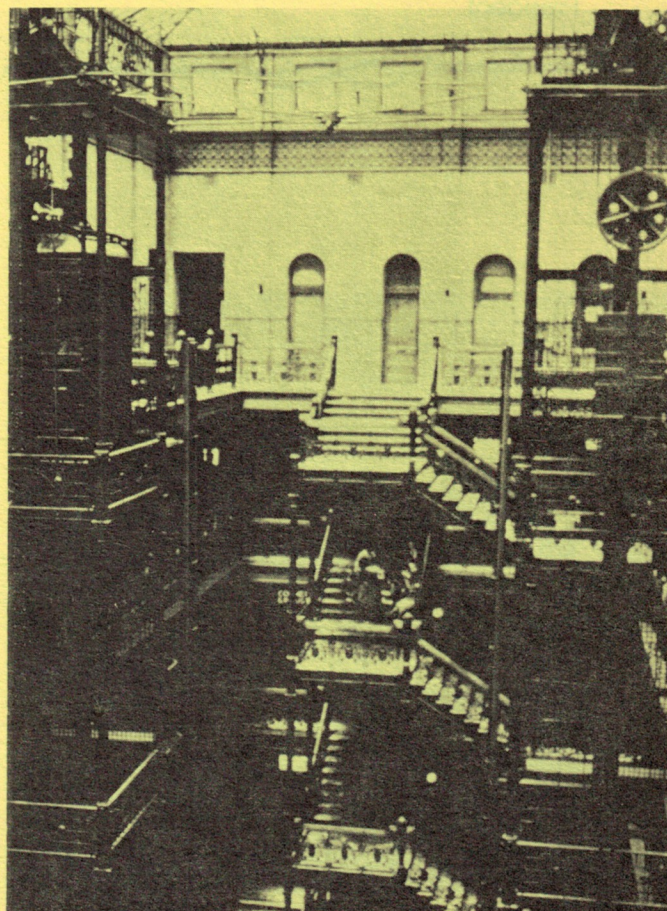
## AUTUMN GALA TO SIGNAL A NEW YEAR OF HSSC ACTIVITIES

The Historical Society of Southern California will begin its 1979-80 year of activities with an "Autumn Gala" at the Bradbury Building on Saturday, October 20, from 6-8 p.m. The evening will feature several wines, a variety of appetizers, music, and entertainment. Reservations will be required.

The Bradbury Building is one of the most famous landmarks in Los Angeles. The story of its creation is as fascinating as the building's dazzling interior. In 1893 millionaire Louis L. Bradbury commissioned a building to be designed by the firm of Sumner P. Hunt, but he rejected the first plan. Bradbury then offered the job to George Herbert Wyman who was a junior draftsman in the Hunt firm. Wyman is supposed to have accepted the assignment only after reading a message on a ouija board that claimed he would become famous because of the Bradbury Building. Wyman took the job, and the prediction certainly has come true, perhaps for the building more so than the architect, for Wyman's other works never achieved the architectural fame of the Bradbury Building.

The building was intended to be used for professional offices, a function it serves to this day. Attorneys, architects, and other professional people have located their offices in the building, enjoying an atmosphere which includes the glass roof that fills the open court below with bright light, the hydraulic elevator, the iron bannisters, and the wood paneling. A television series about a private detective in the 1930s used the building several years ago. The building has been designated an historic cultural monument and is on the National Register of Historic Places. Located at 304 So. Broadway at Third Street, the building has adjacent parking.

Everyone should plan to attend this first major HSSC activity and take the opportunity to meet new friends, see old ones, and enjoy the marvelous interior of a famous Los Angeles landmark.





## FROM THE PRESIDENT...

We welcome Dr. Abraham Hoffman as editor of this, our "new look" newsletter. one of the Board's aims this year is to publish regularly an informal journal of the Society, and Abe has consented to undertake this important job. He teaches history at Los Angeles Valley College, has written several articles for our Society's **Southern California Quarterly** and other journals, and he brings to this task many years of membership in the Society as well as expertise in the field of historical research. He is enthusiastic about the Newsletter, and has our cooperation and encouragement.

The new officers of the Society were elected at the June Board Meeting, and are listed elsewhere, together with committee assignments. My special thanks to the fine group of officers and committee chairmen who spent many hours on Society activities last year.

Your attendance and support of last year's program were a recognition of the fine job Marcia Erickson and her committee did, and we are delighted that Marcia will do it again!

Your officers welcome your comments and suggestions for making the Society the kind of organization you want it to be. We'll see you at the Bradbury Building on October 20th.

Mary Helen Wayne  
President



DON'T JUST SAIL OFF INTO THE SUNSET as these boats might have done at Westlake Park about 1900. Send news of your own individual doings to Abraham Hoffman, Newsletter Editor, 19211-1 Haynes Street, Reseda, CA 91335. Your modest activities deserve notice in our **Newsworthy Notes!**

## NEWSWORTHY NOTES...

**Membership Committee and Program Committee Cooperation:** Marcia Erickson, Program Committee Chair, and Donald Hata, Chairman of the Membership Committee, have agreed to coordinate the activities of their committees during the coming year. Each function of the Society will include a display of materials publicizing the various activities and objectives of the organization, along with membership application forms.

**Membership Committee Activities: Portable Displays:** Nancy Grenier has agreed to assist in preparing a permanent portable display to be used at every society function. We plan to display copies of the **Newsletter**, the **Southern California Quarterly**, a year-long schedule of programs and similar copies of past annual programs, Society-sponsored publications such as the **Guide to Historic Place in Los Angeles County**, and other materials. The displays will be mounted on A-frame supports with large printed captions.

**Society Member elected Chairperson of the California State Historical Resources Commission:** Congratulations to HSSC member Nadine Hata who was recently elected to this important position. Nadine teaches history at El Camino College, has published a number of articles on ethnic history, and has worked actively for professional and public service organizations.

**Some of us don't have enough work to do:** Apart from his activities as an HSSC member, a member of the Los Angeles Westerners Corral, service on the Los Angeles 200 History Committee, and whatever else, Bill Burkhart has been named President of the Associated Historical Societies of Southern California.

**Conventional Activities:** Some HSSC members may look a bit tuckered out at the Autumn Gala. That's because they'll have just returned from the 19th Annual Conference of the Western History Association which will be held at San Diego, October 17-20. Here's hoping the gasoline supply holds out...

## DUES ARE DUE

Lots of things have gone up this year—gasoline and bread broke the dollar barrier, raisins and lamb chops have never come down. The new dues structure (see p. 4) reflects this trend. Your membership dues won't bring you closer to gasoline and lamb chops, but the benefits you receive from HSSC membership are many, from the Quarterly to the fine programs presented throughout the year. To borrow a phrase or two from those places that do sell raisins and bread, "tell a friend" about the HSSC—and make a believer out of him.





## OFFICERS AND MEMBERS OF THE HSSC BOARD OF DIRECTORS FOR 1979-1980

President: Mrs. Robert D. (Mary Helen) Wayne  
Vice President: Henry F. Lippitt II  
Vice President: Mrs. Vincent N. (Marcia) Erickson  
Treasurer: Philip V. Swan  
Secretary: Doris E. Harris  
Executive Secretary: Margaret (Peg) Cassidy

### Members of the Board:

Joseph Choate, Jr.	Mrs. Raymond E. (Florence) Hay
Mrs. Harold F. (Julia) Collins	Dr. Harry Kelsey
Robert G. Cowan	George D. La Morce
Edmond G. Ducommun	Mrs. Fred W. (Helen) Lawton
William W. Escherich	John Stuart Mill
Dr. Judson A. Grenier	Thomas S. McNeill
Mrs. Edward E. (Mary Lou) Harnagel	James V. Mink
Dr. Donald T. Hata, Jr.	Donald H. Woodward

## UPCOMING PROGRAMS

The November Meeting of the historical Society of Southern California will feature Bill Escherich presenting "Los Angeles Retrospect, 1850-1900," a program of slides covering Los Angeles from the era of the "Queen of the Cow Counties" to the beginnings of a modern metropolis. Many of these slides are hand-tinted and show vintage scenes of the city's growth and development. Mark your calendar for the date of the meeting—Wednesday, November 28th.

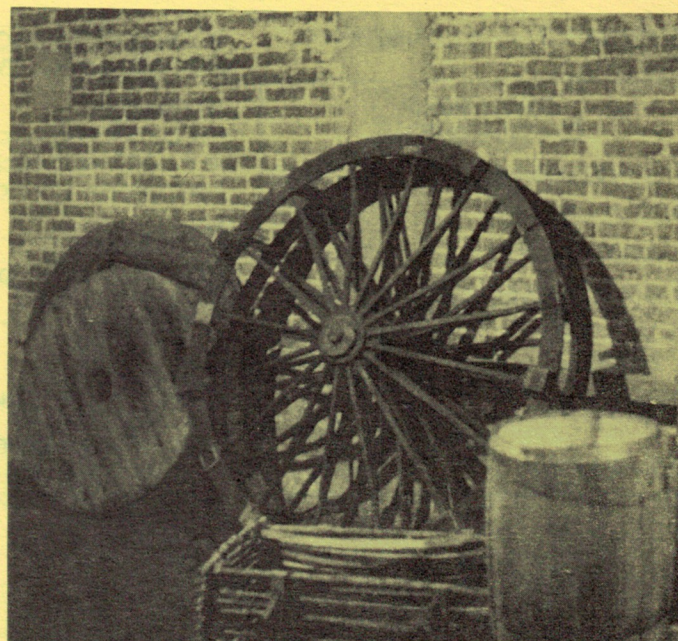
The December Meeting will celebrate the Society's annual Christmas Party at the Lummis Home.



Evoking memories of bygone transportation is this photograph of the first electric car crossing the Arroyo Seco at Garvanza, May 7, 1889. The area is now better known as Highland Park and, although the streetcars are gone, the area's historic spots are numerous—among them the HSSC headquarters at the Lummis Home.

## EL PUEBLO SPECIAL EXHIBIT ATTRACTS NOTICE

Of special interest to HSSC members and the general public is the Merced/Garnier Basement Exhibit in El Pueblo de Los Angeles State Historic Park. Funded by donations, the exhibit provides a quite literal underground look at the history of the city through photomurals, a time line, stereoscopes, and a variety of artifacts. The exhibit was designed by Pamela Forrest and John Schneider of the Art Center College of Design in Pasadena. Los Angelitas del Pueblo docents guide the free walking tours, and the exhibit is of particular interest to children.



When the spectators leave, the ghosts take over at the Merced/Garnier Basement Exhibit (photo by Pamela Forrest).



## WITH FRIENDS LIKE THIS, WHO NEEDS ENEMIES?

**Penthouse** magazine, a publication directed to subjects not necessarily concerned with the history of Southern California, featured an article on Los Angeles in its September 1979 issue. The author, transplanted Easterner Ben Stein, has appeared on TV talk shows promoting his various writings which celebrate his vision of the California life style.

For those HSSC members who may not be able to obtain a copy of the magazine with Stein's "Los Angeles: A Celebration" article, the following excerpts may prove of interest: "In 1783... twelve Spaniards and mestizos arrived on a march from Monterey, Mexico, to found a mission. The leader of the group, Father Junipero Serra, had once studied theology at a mission named for Our Lady, Queen of the Angels, in Porciuncula, Italy. Just for the hell of it, he named the mission in California for that mission in Italy." Stein also

writes, "Sunset Boulevard... stretches (with occasional name changes) from the port at San Pedro to the haunts of the pretty people in Malibu, from oceanfront to oceanfront in a crescent moon shape." And also: "Mobility... means getting from the San Bernardino Mountains, which are in the city, to the ocean beaches of Venice... without a traffic light."

**Penthouse's** circulation worldwide is in excess of five million copies, so our Society's publications are a bit outnumbered. But one can't help feeling that the people in New York who publish **Penthouse** ought to concentrate on the subject they know best, and leave the celebrations of Los Angeles not only to those who love it but to those who know it as well. We may be sure that Mr. Stein, who extolls the climate here, is proud of his suntan. Would that he could take equal pride in recording accurately the history of his adopted city.

### APPLICATION FOR MEMBERSHIP

#### MEMBERSHIP CLASSIFICATIONS

STUDENT MEMBER .....	\$ 10.00
ACTIVE MEMBER .....	\$ 20.00
FAMILY MEMBER .....	\$ 30.00
SUSTAINING MEMBER ...	\$ 50.00
CONTRIBUTING MEMBER .....	\$ 100.00
PATRON or COR- PORATE PATRON .....	\$ 250.00
LIFE MEMBER .....	\$1000.00

THE HISTORICAL SOCIETY OF SOUTHERN CALIFORNIA  
200 EAST AVENUE 43 • LOS ANGELES, CALIFORNIA 90031

Gentlemen:

Please accept my application for membership as ..... member  
in the Historical Society of Southern California.

I enclose my remittance in the amount of ..... for annual dues.

Name .....

Firm Affiliation (if applicable) .....

Address .....

City..... State..... Zip Code.....

Date..... Telephone ..... Sponsor.....

Dues include subscription to the Society's **Quarterly** and **Newsletter**. All dues, contributions and bequests are deductible under State and Federal tax provisions since the Society is a non-profit organization supported solely by membership dues and contributions.

Historical Society of Southern California  
200 East Avenue 43  
Los Angeles, Calif. 90031