Pleasant Valley Historical Society Winter 2010 Volume 7, Issue 3

2011

The Echo

News from the Pleasant Valley Historical Society

A DEPARTMENT STORE COMES TO CAMARILLO!

CAMARILLO, 1916 - It was announced today that Fred Stein and Cap Tally are opening a store that will satisfy all your needs. This first-class operation, appropriately titled the "Stein and Tally Department Store," will have everything, including a Post Office, shoe department, men's clothing, women's clothing, a meat market, and a grocery store with delivery service. Conveniently located at 2435 Ventura Blvd., it will be known far and wide at the "Harrods" of Camarillo.



They promise to have large and well assorted stocks. In the ladies department, they will carry such needed items as handkerchief sets, garter sets and rubber apron sets. Especially pleasing for the fair sex is silk underwear and silk hosiery with many shades from which to choose. The latter are priced from 95 cents to $2.25.

From their complete men's department, you will find bath robes, $5.00 and up, sweaters, belts and neckties. There will also be a large variety of silk shirts from which to choose. Prices will range from $1.65 to $9, including the Grayco Shirt for discriminating dressers. Men's suits and overcoats are available for $25 and up.

Boys and girls will find blouses, shirts, sweaters, long pants, leather coats, shoes, bicycles, toys, cowboy hats and much more.

Household goods include percolators, irons, waffle irons, grills, vacuum cleaners, curling irons, bed pads, flashlights, electric urn sets, smoking stands, sewing tables, pillows, blankets, fancy towels, silk comforters and more. There will even be a full service grocery and meat department with a complete variety of clean foods and good meats. They promise to take care of your every need.



With this bounty on our own doorstep, there will no longer be a need for citizens of our fair town to travel the many weary miles to Ventura to do our shopping. We heartily welcome this needed addition and expect them to thrive for many years.

In the years to come, Stein and Talley will be known as Saint Nick's Headquarters for all Camarillians and they will urge you to make their store your Christmas Headquarters. Santa will arrive before Christmas yearly to distribute presents and candy to the children as their treat.

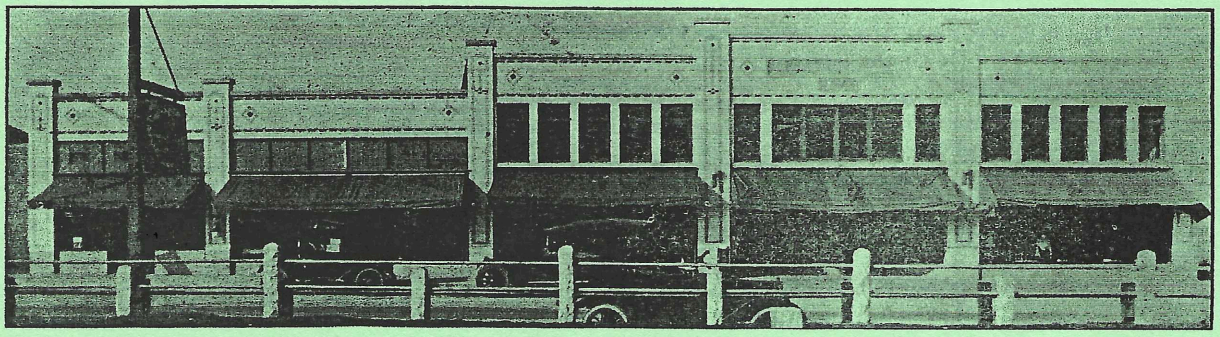
Continued on Page 2

STEIN AND TALLEY DEPARTMENT STORE *Continued from Front Page*

Fred and Cap are married to Alma and Lula Lewis. Their father, Joseph Lewis, began construction of the reinforced concrete building in 1915 and completed it the following year. One unit houses Farmer's Bank, also owned by Mr. Lewis, the Department store occupies three units and the last is home to the Camarillo News, an eight page weekly paper.

Post script—Unfortunately, when the Depression hit and people were unable to pay their accounts, the store was closed in 1932.

The building remained empty for awhile. In the early 1940s, Camarillo's first movie theater opened in that space. It was called the Valley Theater and actor Joel McCrea came often with his family to see his movies. Later, it was Nick's Lounge. Today, J.J. Brewsky's, a popular dining spot, occupies 2435 Ventura Blvd.



Stein and Talley in 1917

Historical Quiz on the Pleasant Valley, Somis, and Santa Rosa Valley

1. Who is the granddaughter of Adolfo Camarillo who taught at the Pleasant Valley Grammar School?

2. What was the name of the farmer in the Camarillo area who maintained a large group of Filipino workers on his ranch?

3. What was the original name of Dorothy's Chuck Wagon Cafe?

4. What was the name of the restaurant which was immediately adjacent to and south of the intersection of Las Posas and Highway 101 during the 60's and 70's? (Hint: It had Bantam Chickens running around on the outside)

5. What elementary school in Camarillo is named after the ranch owned by the daughter of Adolfo Camarillo and her husband?

6. Which non-profit organization in Camarillo was incorporated in 1940, and is still in operation today?

7. Which bank, no longer in business, serviced many of the "Old Timers" and many of the early residents of Camarillo?

8. Which was the first "high profile" fast food restaurant to open in Camarillo in the 1970's?

9. What two individuals, from a well known Somis Family, have the distinction of being known as the "Unofficial Mayors" of Somis?

10. What was the name of the restaurant which was located on the corner of Santa Rosa Road and "Old two lane Highway 101" in the 1930's and 40's?

Answers on Page 5

PRESIDENT'S MESSEGE

NEW "HAPPENINGS" AT OUR MUSEUM

We really have some good news for our membership in this issue of the ECHO. Your Board of Directors has been actively involved in several programs for the benefit of the Society.

In September, the Board and I embarked on a new Membership Drive for the Historical Society. As you all know membership is the very "life blood" of any organization. To that end, we sent out numerous personal letters to individuals of our community asking them to support our Society through membership. We were surprised at the overwhelming response to our effort. We can now welcome WELL OVER ONE HUNDRED NEW MEMBERS to our Historical Society. (See our new member list in another section of this issue.)

A special thanks to all of you for having the confidence and faith in our organization as a valuable and necessary asset to our community at large.

In another effort, the Board decided to work towards creating a viable VISION for the PVHS & Museum, one that would stand us in good stead for our future in the community. To that end, the Executive Committee was charged with developing a VISION with attendant goals to accomplish it. The following was adopted by the Board on October 3rd, 2011:

VISION

The PVHS Museum shall be a widely recognized, comprehensive, valuable and user-friendly resource to the people of the Pleasant Valley and environs.

GOALS

1. Develop a Museum Expansion Plan

2. Increase the online presence of the Society and Museum to reach a wider audience.

3. Develop a multi-faceted campaign to increase public awareness and visibility of the PVHS and Museum.

The above are all designed to better implement the Mission of the Pleasant Valley Historical Society, which I quoted in the last issue of the ECHO.

We now have three separate Board Task Forces to create appropriate strategies designed to implement our Goals.

As you can see we have been busy trying to better serve not only you, our members, but also the community at large.

AGAIN, WE THANK YOU FOR YOUR CONTINUOUS AND FAITHFUL SUPPORT.

Hon. Stanley J. Daily

Mayor Emeritus, City of Camarillo

President, PVHS & Museum

P.S. Please join us on Monday, February 6, at Chester's Asia Restaurant, 2124 Pickwick Dr. in Camarillo. You will find coupons on Page 7 and, if you use one between 11 a.m. and 9 p.m., the Society will benefit and you will have a wonderful lunch or dinner.

A TRIBUTE TO NEW MEMBERS

The Board of Directors of the Pleasant Valley Historical Society and Museum would like to welcome the following new members who joined our Society from July 1st to December 1st, 2011:

"WELCOME ABOARD, NEW MEMBERS"

LIFE

Daily, Don and Jody
Harrison, James
Harrison, Myron G. and Sharon
Rush, Richard and Jane
Stern, Barton
Yum, Eric

BENEFACTOR

Andonian, Michael
Gilbert, Rod

CORPORATE

B 'N' B Do It Center

PATRON

Crowe, Bill
Daniel, Ted and Vickie
DeHart, Dale
Erb, George and Philomena
Feng, Bruce
Fox, Al and Cindy
Guardado, Benjamin
Higgins, Renee Whitlock
Ling, Hillary and Stella
McCarthy, Ed
Michel, DPM, Steve
Misevic, Burt
Selleck, Robert
Williams, Michael and Evelyn

FAMILY

Adamson, Grant
Avery, Stuart and Cheril
Bassett, Jeanette
Bellman, Richard
Bergman, Rich
Bibby, John and Diane
Biggs, Doug
Blattel, Tom
Boyd, Dan and Tracy

FAMILY, (Cont'd)

Burrows, David and Barbara
Burton, Bill
Buzzell, John and Mary
Callaway, Wayne and Debbie
Cecil, James
Clark, Jerry and Donna
Cohen, Robert and Bess
Craig, Dorothy
Crawford, John and Camille
Daily, Douglas J.
Daily, Duane and Cathy
Daily, Dwight and Sabrina
De Wolfe, Terry and Gail
Dean, Geoff and Marlene
DeCesari, Steve and Hilary
Diego, Chuck
Dunham, Paul and Doris
Dwork, Paul and Joann
Faragher, T.A.
Fontes, Tom and Diane
Freeland, Michael O. D.
Fry, Brian and Mei-Ling
Gilbert, John
Graham, Paul and Peggy
Harrison, George
Hawblitzel, Paul and Loretta
Hayes, John
Honorico, Dante and Ellen
Husband, Craig and Cecilia
Jacobs, Dave and Bobbe
Jochums, Bruce and Ellen
Johansson, Eric and Susan
Kimbasil Everett and Faye
Kroll, Mike and Mary
Lambert, Edward Y. and Carol
Lewis, Lynn

FAMILY, (Cont'd)

Loll, Liz and Joe
Martinez, Paul and Grace
Murray, Thomas and Bernie
Nomi, Brian
Paschen, C.
Paulson, James and Nanci
Pizza, Anthony and Rena
Pratt, Bridget Whitlock
Ramelli, Bill and Linda
Ransom, Roger
Reardon, John and Donna
Reichman, Stephanie and K Allen
Reinoso, Amy
Ridge, Barry
Roberts, Ron and Nancy
Runion, Kay
Stone, David and Susan
Tacket, Valerie Whitlolck
Underwood, Craig & Sara Jane
Vargeson, Jim and Kathy
Waltrip, Kendall and Cathy
Whitlock, Roger and Janett
Wigton, Kay
Wilcoxson, Winfred and Judith
Ziemer, John

INDIVIDUAL

Amer, Joyce
Baum, Scott
Bergstrom, James
Campbell, Churchill
Chabad of Camarillo
Dodds, Tom
Goodman, Brian
Halpern, Connie
Hanley, Harold
Harley, Maria

INDIVIDUAL, (Cont'd)

Harley, Monica Whitlock
Harney, Jr., Charles
Hatfield, Wendi
Keller, Dick
Kennedy, Charles
Kuiper, Leanne
Kuske, Debra
Lackey, Stanley
Lang, Aryeh
Limon, Chantelle
Ludwig, Jim
Meuse, R. Richard
Milleman, Sherwood
Moretti, Dan
Morin, Paul
Muskat, Dave
Norbutas, John
Otterson, Dick
Partridge de Garcia, Priscilla
Patrick, L. Roy
Pennington, Charles
Pommers, Luci
Robles, Hank
Russo, Charles
Stirewalt, Dennis
Tegt, Darlene
Timrott, Danielle
Villegas Jr., Luis
Wagner, Barbara
Wagner, Richard
Webster, Merdi
Weinman, Pamela
Whatley, Barbara

MEMORIALS

In Memory of Betty Patrick

By L. Roy Patrick

In Memory of Pete Bokran

By Fred Phipps

In Memory of Patricia Terzian

By Raelean and Bill Manzer and by Fred Phipps

In Memory of Gordon Cory

By Fred Phipps



THE ANTIQUE CLUB

The display in the case now is of Christmas toys that delighted children in the past and will delight your senses today. Try to visit the Museum before the end of January for that is when the case will be changed. (How many of these toys would have been available for purchase at the Stein and Talley Department Store, do you think?)

DO YOU REMEMBER WHEN?

It snowed in Camarillo? It was in January, 1949 when most of Ventura County was covered with snow. It was the first time in about 30 years that the city had received measurable snow. There was even enough of the white stuff to build a snowman (front page news in the Camarillo Daily News).

The 101 Freeway opened? Several hundred people crowded around the speakers stand to watch the ceremonies as the new 101 freeway through Camarillo was opened in the early 1950s. The freeway became a vital link to the north and south but also created problems of "a divided city."

The Conejo Grade portion of the 101 freeway was completed? The five miles of freeway work up the Conejo Grade was completed in January 1959 at a cost of $3,912,000. Work on the project was started on May 8, 1957. Approximately 1,250,000 cubic yards of dirt and rock were moved to straighten the pass and change the highway from three to six lanes.

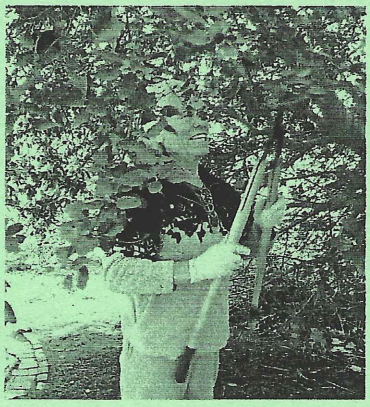
Answers to the Quiz on Page 2

1. Carmelita Nicholson nee FitzGerald
2. John Arneill II
3. Carmen's Snack Shop
4. El Camino Restaurant
5. Rancho Rosal Elementary School
6. Camarillo Chamber of Commerce
7. Bank of A. Levy
8. McDonald's on the corner of Arneill Road and Las Posas Road
9. Jack Fulkerson, and after his passing, his son Bob Fulkerson.
10. The Maple Leaf Cafe

CHARLES HONN GARDEN

Betty Jo McDonald, Garden Chair

Our small gem of a garden is a real community asset. Unfortunately many days of the year it is not visited by people in the community. One of the things that will help the garden to become better known is for our members to take more ownership of the garden.

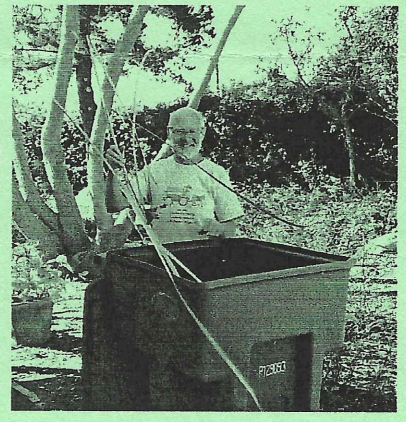


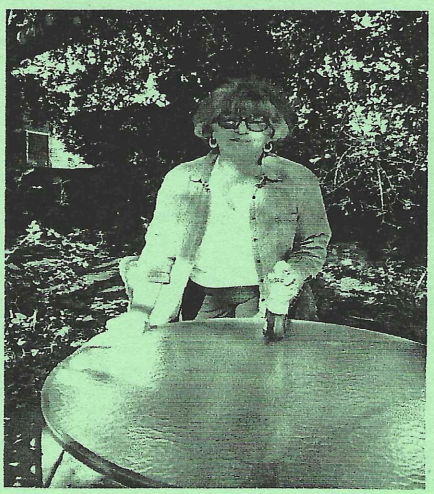
David Hibbits recently organized a work "party at the garden. There were four of us there for several hours and we had fun, felt useful, got some exercise and left the garden in better shape than when we arrived.

From its conception, installation and on going use, the garden has been a community project. Over the years, many community organizations have contributed to the use and care of the garden. Businesses, especially nurseries, have contributed plants, hardware stores have contributed paint, children's tools and vegetable seeds. The Lion's Club, the Kiwanis and many different Scout groups have held work days in the garden. The Boys and Girls Club of Camarillo sent a program specialist with a van full of children one day each week for almost five years.

If each of us promotes the garden in some way—suggests to friends that they hold a wedding or party here, asks neighbors to come to a work day, volunteers to work at our annual event for children, Living History Day, donates a packet of wildflower seeds and visits the garden to see the flowers bloom in the spring, then the garden really belongs to each of us.

If you have an idea for a project or want to volunteer, please call Betty Jo at 805-657-2904.







The work party crew:

Top left: Betty Jo McDonald

Above: David Hibbits

Bottom left: Janett Whitlock

Bottom right: Olivia Fulkerson

July 2011 - 2012

Executive Committee and Board of Directors

Honorable Stanley J. Daily, *President*
Val Rains, *Vice President*
Bob Rust, *Treasurer*
Adele Walsh, *Recording Secretary*
Amy Simpson, *Corresponding Secretary*
Franklin Roth, *Parliamentarian*
Liz Daily, *Member at Large*
Ira Grooms, *Member at Large*

Directors:

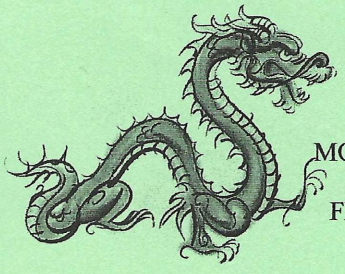
Dale Ackerman	Janet Ackerman	Scott Baum
Liz Daily	Honorable Stanley Daily	Ted Daniel
Olivia Fulkerson	Ira Grooms	Bob Hernandez
David Hibbits	Dr. Renee Whitlock Higgins	John Kitchens
Raquel Latham	Bill Manzer	Raelene Manzer
Ron McCown	Betty Jo McDonald	Bill Milligan
Albert Misevic	Carol Pinto	Roger Putnam
Val Rains	Franklin Roth	Bob Rust
Amy Simpson	Tina Sanchez	Betty Sullivan
Adele Walsh		

Committee Chairs of PVHS for 2011

Accessions, Cleaning, Display: *Liz Daily*; Annual Meeting, Facilities, Don and Dona BBQ, Grants: *David Hibbits*; Docents: *Adele Walsh;* Don and Dona Selection, Gazebo Events: *Val Rains*; Finance/Budget: *Bob Rust*; Policies: *Burt Misevic*; Garden: *Betty Jo McDonald*; Gift Shop: *Carol Pinto*; Living History Day, Sunshine: *Pat Roth*; Membership: *Olivia Fulkerson*; Newsletter: *Betty Sullivan*; Nominating, Site Committee: *Stan Daily*; Publicity: *Amy Simpson*; Supplies: *Tina Sanchez*.

THE PLEASANT VALLEY HISTORICAL

SOCIETY & MUSEUM



Invites you to

DINE OUT ON

MONDAY, FEBRUARY 6,

FROM 11 A.M. TO 9 P.M

AT

CHESTER'S ASIA RESTAURANT

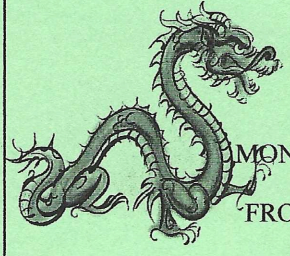
2214 Pickwick Dr.

You must present this coupon to your server in order for the Society to be given credit.

Use this coupon for yourself.

THE PLEASANT VALLEY HISTORICAL

SOCIETY AND MUSEUM



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Give this coupon to a friend.