

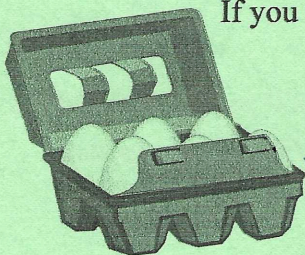
The Echo

News from the Pleasant Valley Historical Society

WHAT WERE YOU DOING IN 1962?

Well, if you were living in Camarillo, you had a lot on your plate.

In January, Messers Forbes, Kildee, Jones, Hibbits, DeLay and Brunken were elected directors of the newly formed Park and Recreation District.



If you were doing your shopping at the Camarillo Heights Market, eggs were 45 cents a dozen. At the State Food Market, frying chickens were 35 cents a pound. Otherwise, you had to make a trip to Oxnard. Cooley's Drugs was open on Ventura Blvd. to serve your perscription needs. Earl Joseph Shoes was having a big sale. Their specials were priced at \$8.90 and \$9.90. I hope you stocked up!

In February, the citizens of Camarillo were recovering form a massive storm that caused two deaths. The Community Center on Ventura Blvd. was used as an evacuation center. On a happier note, Fulkerson's Hardware in Somis celebrated its 50th Anniversary.

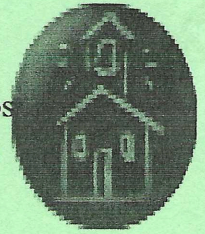
In March, ground was broken on the first Shopping Center to be built in Camarillo. It was to be called Ponderosa Square and it was going to include, in addition to a Von's Supermaket, Bob Kildee's Shop for Men, Ray Liddle Jewelers, McMahan's Furniture Store, Thrifty Drugs and a major bank. This was really exciting news. In the same month, the new library opened in its own building in Dizdar Park. Mrs. Yagodka became the new head librarian. St. John's Hospital in Oxnard celebrated its 50th Anniversary as well.

In May, there was a dedication ceremony held at Point Mugu for the new Airbase. Bi-Rite Market on Ventura Blvd. celebrated its 6th year in Camarillo. Their special was 2 pounds of grapes for 29 cents. The Camarillo News went from Sunday only editions to twice weekly papers. Work began on the construction of the 101 Freeway.

In June, the School Board announced that they would build two new schools because Camarillo was growing so rapidly. There were announcements practically every month of new tracts to be built here. The State Hospital was experiencing growth as well; it was now the 5th largest Mental Hospital in California. 3-M bought a site for a new manufacturing facility.

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CAMARILLO IN 1962, *Continued from Front Page*



In September, school opened. There were five schools in the district: Las Posas, El Rancho, Los Altos, Pleasant Valley and Camarillo Heights. Elvis Presley visited Ventura County and made an appearance at the Fair. Patricia Lowe was crowned Miss Camarillo 1962.

Jungleland opened in Thousand Oaks in July. This was a must see when out of town relatives were visiting.

The Arcade Shopping Center, a mini mall on Las Posas Road near Arneill Road, had its grand opening in October. This was also the month of the Cuba Missile Crisis when local citizens made a run on the markets to stock up in case of war. Our first Bowling Alley opened with much fanfare on October 10. The rest of the Ponderosa Plaza would not open until Spring of 1963.

In November, Camarillo's first Fire Chief E. C. Putnam retired after 22 years of service.

Camarillo's First Christmas Parade was held in December. It was estimated that over 10,000 people watched the bands and floats go by. Considering that our total population at the time was less than 20,000, it goes to show the sense of community and public spirit that was a mark of this little, not-yet city.

Editor's Note: These fascinating bits and pieces were ripped from the headlines of the 1962 Camarillo News. Of the businesses cited, only Vons, Earl Joseph's Shoes and Bob Kildee's for Men have survived in other locations. The Christmas Parade goes on but with fewer spectators, fewer bands. The Miss Camarillo Pageant has not been held for several years. On the other hand, we have gained more markets, Cal State University at Channel Islands, the Outlet Center and other shopping malls, lots of fast food restaurants and rush-hour traffic. That is the price of growth.

WHAT'S GOING ON THIS YEAR?

GLAD YOU ASKED!

CAMARILLO BUSINESS AND COMMUNITY EXPO, Saturday, April 24. Join us at this event which will highlight the services and business provided by non-profit (like us) and profit-making organizations. About ten restaurants will be featuring sample items on their menus. There will also be displays and demonstrations of police equipment and search and rescue, plus a health fair. This all takes place in the Camarillo House's newly refurbished Barn and in a Big Top tent on the grounds. It is 9 a.m. to 3 p.m. on Saturday. Look for coupons in the paper that offer free admission for up to four members of a family. Admission without coupon is \$5. Children under 12 are free.

From the Desk of the President

From Liz Daily, President

The next few months are busy with many activities. On Sunday, May 2, from 1-4 P.M., we are having our annual Living History Day with crafts and other activities. You are encouraged to invite friends and their children to come and enjoy the day.

The next day, Monday, March 3, we are having a fund raiser at the Texas Cattle Company restaurant on Arneill Rd. You can help by going to dinner from 4 - 9 P.M. and 20% of your bill will be donated to the Museum for our building fund. Just let your server know you are there for the Pleasant Valley Historical Society Fund Raiser.

Then Sunday, June 6th, is our annual meeting at the Museum. We will have a speaker and refreshments. You are all invited to join us in the Gazebo.

Enclosed in this Newsletter is a form for you to nominate people for Don or Doña. You may send in as many nominations as you wish. Just read the criteria on the form, fill it in and mail it to the address listed.

We thank you for your past support and look forward to seeing you at these events.

We deeply appreciate the generous grant given to us by the Pleasant Valley Lions Club to offset the cost of printing and mailing this newsletter for the year 2010. Thank you very much.

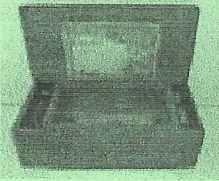


LIVING HISTORY DAY

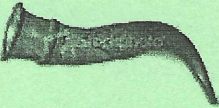
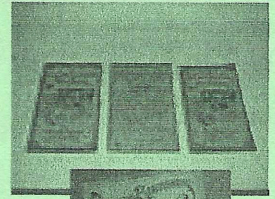
May 2, 1 - 4 p.m.

Placer Mining and panning for gold is but one of the fun activities on tap on this day. We will also have leaders showing adults and kids alike how to make tortillas, yarn dolls, churn butter and eight other "old time" crafts and skills. Just think, to our ancestors, these were everyday necessities of life!

ANTIQUE CLUB



"Songs in the Air"



The members of the Club have chosen a musical theme for the spring. You will find a hunting horn, a ukelele, a flute, records, music boxes, sheet music, pitch pipes and more there for your enjoyment. As usual, all of these items are from the members' own collections that they take pleasure in sharing with you.



RECENT ACQUISITION AT THE MUSEUM

If you were returning home after a trip to Wheeler's Springs above Ojai, would you feel it was necessary to write to your wife to say that you had returned to Camarillo and to assure her that you had arrived safely? Probably you would just pick up the phone and tell her that yourself.

Things were a lot different in 1899. The Museum was recently given a letter from Adolfo to Isabel. They had been visiting friends in Wheeler's Springs. He had returned home and she had stayed for a longer visit. In the letter, he assures her that his trip back to Camarillo was pleasant, that folks at the Ranch were well and that the cook was going to make plum jam the next day. Incidentally, he reported that a wagon in need of repair was serviced by Vickers and Sheldon for \$2.50 and they did a fine job. He asked that she write and tell him when she was planning to come home.

Things have certainly changed in the past 100 years!

MEMORIALS AND HONORARIUMS

Memorial donations were made by:

Jim Thomas in memory of **Wendell P. Daily**

Pat Wise in memory of both **Steven Wucherpfenning** and **Lupe Jones**

Sonja and Robert Conroy in memory of **Mary Klenoski**

The Meadowlark Service League in memory of **Mary Klenoski**

Roger and Patricia Putnam in memory of **Gary Love**

Virginia Turner in memory of **Robert Turner**

Fred Phipps in memory of **Nita Murphy**

Honorarium:

Val and Ted Rains donated in honor of **Paige Jones Hibbits**, Camarillo's Woman of the Year

Pleasant Valley Historical Society

Nomination Form Selection of Dons and Donas

Persons being nominated for a Don or Dona should be:

1. An individual whose family and/or personal history is significant in the root history of the Pleasant Valley;
2. An individual whose outstanding performance of community service and/or service to the Historical Society may be considered to satisfy the requirements for nomination as a Don or Dona only if services have been consistently provided by that person for 20 years or more.

The names submitted for consideration shall be kept **CONFIDENTIAL** and shall only be made known to the Don and Donas Selection Committee.

NAME _____ ADDRESS _____ PHONE _____

NAME _____ ADDRESS _____ PHONE _____

History of Service:

Please attach additional page if more space is required.

Submitted by: _____

Please mail completed nomination forms to:

Don & Donas Selection Committee, PO Box 570, Camarillo CA 93011-0570

NO LATER THAN June 4, 2010

COMING EVENTS - Continued from Page 2



JOIN US AT
THE PLEASANT VALLEY HISTORICAL SOCIETY'S
FUND RAISER
FOR OUR BUILDING FUND
AT
THE TEXAS CATTLE CO.
710 ARNEILL RD.

MONDAY, MAY 3, FROM 4 - 9 PM

Let your server know you are there for the fund raiser

ANNUAL MEETING, Sunday, June 6, 1 - 3 p.m. in the Gazebo at the Museum. "Molly Brown" (Val Rains) will be there to tell you about her life and especially about her voyage on the Titanic where she earned the title of "Unsinkable." It will be an interesting and fun program. Don't miss it. The meeting is free to the public. Light refreshments will be served.

NOMINATIONS FOR DONS AND DOÑAS need to be submitted no later than June 4. You undoubtedly know someone who is deserving of this unique honor. He or she should have been performing service to the community consistently for the past 20 years or more or be a person whose family or personal history is significant to the history of the Pleasant Valley. You may submit as many nominations as you wish. A form for this purpose is included in this edition of The Echo on Page 5.

June 2009 - July 2010

Excutive Committee and Board of Directors

Liz Daily, *President*

Ira Grooms, *Vice President*

Bob Rust, *Treasurer*

Adele Walsh, *Recording Secretary*

Val Rains, *Corresponding Secretary*

Honorable Stan Daily, *Parliamentarian*

Dale Ackerman, *Executive Committee Member At Large*

Jan Ackerman, *Executive Committee Member at Large*

Directors:

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Liz Daily

Vicky Daniel

Ira Grooms

Paige Jones Hibbits

Bill Manzer

Bill Milligan

Carol Pinto

Bob Rust

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Stan Daily

Bill Doctorman

Bob Hernandez

John Kitchens

Raelene Manzer

Betty Jo McDonald

Roger Putnam

Tina Sanchez

Adele Walsh

Jane Brewster

Ted Daniel

Barbara Fulkerson

David Hibbits

Suzanne Makuch

Ron McCown

Raquel Latham

Val Rains

Betty Sullivan



LIVING HISTORY DAY

May 2, 1-4 p.m. at the Museum

Raelene Manzer and a young participant are churning butter, much as their ancestors before them did.

This is just one of the activities that will be on tap on Saturday, May 2. Bring your children and grandchildren to this fun afternoon.