



PLEASANT VALLEY
HISTORICAL MUSEUM & GARDEN
Established 1964

The Echo

SPRINGVILLE'S SCHOLLE FARMHOUSE



Empty, but prior to deterioration



Current condition

The Last remnant of Springville

Sticking its roof above the berms north of Highway 101 at the Springville onramp, the 130-year-old ranch house awaits its final position in the housing tract currently being graded for 159 single-family homes. The ranch house interior will be sold as a private residence, but the exterior will be restored to its original design as agreed upon with the developer through discussions with *San Buenaventura Conservancy* and PVHM.

PVHM has assisted in the design of a large plaque to be erected at the entrance to the tract that will give added information about the former settlement of Springville. The ranch property also had a bunk house, kitchen, large barn and several storage buildings. They have all deteriorated and been demolished in recent years. Incidentally, PVHM was able to salvage some original lumber from a barn and erected a display in the museum's garden.

The 1,890-sf. ranch house was built in the 1890s by early farmer **Edward Henry Scholle**. In 1883, Edward came to the area from Germany with his older brother, Johannes, and friends Caspar Wucherpfennig, and Heinrich Maulhardt. They all eventually settled in the Springville area.

Springville Township

At the turn of the century, before Camarillo or Oxnard, Springville was a thriving rural community. It had two mercantile stores, a restaurant, feed stables, gas station, tavern and a 4-unit hotel. Springville School District was formed in 1887. Jensen Peterson was its first postmaster in 1877. The Somis P.O. opened in 1893 and Camarillo 1899. The *Church of the Little Flock of Regular Baptists* was dedicated in 1880 with a cemetery, both located in the vacant field seen just south of the 101 Springville offramp. Cattle ranchers brought their livestock from Simi Valley to the slaughter houses and wharf in Hueneme, allowing them to drink from the natural springs in the area. Springville also had a through stagecoach service linking Ventura, Conejo Valley and Los Angeles. Springville gradually started to fade away when Southern Pacific brought the rail lines through present day Camarillo.

President's Message

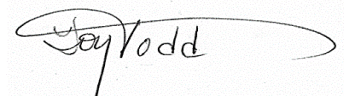
So...last Echo we spoke about the possibilities of starting on the building projects...a light at the end of the tunnel. There was no on-coming train, but on-coming rain. As a native Californian I have sworn never to complain about rain. This year is a bit hard to not complain, but we take the lower water bills as a positive toward building.

We are actively looking for additional funds. We are good for money until the last phase of the build. The recent demolition of the parking lot is not something easily seen from the drive by, but will lead to the laying of the electrical and plumbing lines that make possible the new slab of concrete for the addition.

Beyond the building construction, we are working hard to keep PVHM&G in the eyes of the community. Speaking engagements, newspaper articles, and support of the events throughout the community help people realize we are active and alive, even without a building.

Our Board of Directors voted to help the 1909 C.J. Daily house (VC Scout headquarters) on Daily Drive with some badly needed interior renovations. We have contacted members of the community to get an assessment of what is needed to help the Scouts bring it to an historic presence, including repairs that are needed in the house. If you think that you can offer help in this area, please contact PVHM to share your gifts of service. We need all kinds of help.

We continue to look forward and to support the opportunities that come to us.



Coming home can have many meanings. For Genevieve Mason Peterson it includes returning to her hometown of Camarillo, visiting family and friends in California and throughout the country and settling into her new place at a retirement community. Little did she know it would also mean homecoming!

Seventy-Two Years Later

By Genevieve Mason Peterson

On January 15th, 2024, I was sitting at a table with six other ladies where I live now in a gated community of 55 and older in Clovis, California, when this gal was telling us she is now 90 years old. She proceeded to mention she graduated from Oxnard High School in 1951. When I heard that I said I did too! I asked her maiden name, and she said Marcia Reser. I remembered her! And she remembered me!



Of course, neither of us looked the same. But I had an article and photo in the paper of her as homecoming Queen and I was Senior class princess! So, seventy- two years later there we were sitting at the same table and same gated community. Now we get together and reminisce.

Second on left, in long sleeve white blouse and vest, is Senior Class Princess Genevieve Mason Peterson. In the center, wearing a dark sweater, is Homecoming Queen Marcia Reser. On the right corner is Shirley Williams. She married Jim FitzGerald, grandson of Adolfo Camarillo.

The “Leonard Chair”

Tom and Arlene Leonard recently gifted this beautiful Victorian platform rocking chair to PVHM. In the late 1840s, Patriarch, James Leonard, came from Ireland and eventually to CA during the Gold Rush of 1849. With three partners, he homesteaded a square mile in the Berkeley area and, a portion of this property was later given/sold to UC Berkeley to start a campus.

James’ 5th child, Letitia, (Tom’s great-aunt) never married and lived with her mother in their mansion in Berkley that was filled with beautiful artwork and furniture, such as our chair. “Aunt Letitia” passed the art work and furniture to individual members of family, and the beautiful pieces have been handed down through three generations.

The Leonards have owned Ventura County farmland and been in agriculture since 1869. Camarillo Factory Outlets was developed on Leonard family land.



STAN DAILY ESSAY SCHOLARSHIP

from the Pleasant Valley Historical Museum & Garden



The scholarship is offered to students living in the Pleasant Valley area including Camarillo, Somis, and the Santa Rosa Valley, who write an original research paper on local history.

An award of \$1,000 may be made to a graduating senior, who produces the best qualifying piece.

The subject must be related to the history of the Pleasant Valley area.

Refer to the PVHM&G website pvhsonline.org/scholarship/ to view examples of previous winners' essays.

Deadline for submission is **April 29, 2024.**

Send submissions to: pvhmag@gmail.com

For further information, please leave a message at:
pvhsonline.org/contact-us/ or 805-482-3660

Pleasant Valley Historical Museum & Garden

2024 Don and Doña Nomination and Selection

Since the Pleasant Valley Historical Society's inception, Don and Doña honors have been awarded individuals who have shown dedication to the community. The PVHS Museum displays six scrapbooks filled with information about previous honorees beginning with the year 1965. We are once again looking for the names of local citizens to receive the recognition of Don or Doña for this year.

We invite you to submit nominations for the 2024 Dons and Doñas. Nominations are accepted until **May 27, 2024.**

Following that date the Don and Doña Selection Committee will meet to consider all nominations. As stated in the Nomination Form included in this ECHO, all nominations are confidential and only known by this committee. The Committee will review the nominations for selection in the 2024 group.

The PVHS Board hosts a get acquainted reception for the honorees and the Board in August. The Annual Don and Doña BBQ to honor the recipients will be held on September 14, 2024 at the Pleasant Valley Recreation and Parks District Community Center. We look forward to receiving your nominations. Make your plans now for the BBQ and submit those applications for this year's class of Don and Doñas. For further information please send an email to bburrow1@msn.com or kg.farrin@gte.net

The 2024 Dons & Doñas Nomination Form is on the following page.

Pleasant Valley Historical Museum & Garden

Serving Camarillo, Somis and Santa Rosa Valley since 1964

720 N. Las Posas Road, P. O. Box 570, Camarillo CA 93011

Phone 805 482-3660 Website: www.pvhsonline.org

NOMINATION FORM

Selection of 2024 DONS and DOÑAS

Persons being nominated for a Don or Doña shall be:

An individual who has lived in the Camarillo, Somis or Santa Rosa Valley area for at least twenty years, and has provided outstanding community service for a minimum of ten years within these areas, and/or to the Pleasant Valley Historical Museum & Garden during that time.

Nominee's Name: _____ Home Phone: _____

Address: _____ Cell Phone: _____

_____ Email: _____

The names submitted consideration shall be kept CONFIDENTIAL and shall only be made known to the Dons and Doña Selection Committee.

History of Nominee's Service:

Please attach additional page(s) if more space is required.

Submitted by: _____ Home Phone: _____

Address: _____ Cell Phone: _____

_____ Email: _____

Completed Nomination Form must be mailed with a post mark date no later than **May 27, 2024**.

Send to: PVHS Dons and Doñas Selection Committee, P. O. Box 570, Camarillo, CA 93011

MEMORIALS

*Donations from **Fred Phipps & Cathy Trainer** in memory of:*

James R. Featherston, Paul Hawblitzel, Paul J. Littell, 1994 "Don" Richard Loft MD, Paul J. Steen Jr.

*Donation in memory of 1999 "**Don**" Ken Anderson, DDS from: Donna Lutz*

*Donation in memory of 1972 "**Don**" Dewey & 1984 Doña Hazel Culbert from: Ruth Ritchie*

Donation in memory of 2023 Doña Mary Grizzard-Paul from: Mary Goldberg

Donation in memory of 2009 Doña Carol Yung from: Greg & Karin Farrin

*Donation in memory of Sherwood "**Woody**" Milleman, co-author of
"They Lived and Died in Pleasant Valley" from: Val Rains*

TRIBUTES

Tribute honoring 2023 Doña Joni Berger from: Susan Peterson

BUILDING and other DONATIONS

Shirley Anderson

Anonymous

Patti Ball

Carla Barbula

Noella Belvedere

Dennis & Machella Brent

Elizabeth Bright

Bob & Barbara Burrow

Camarillo Rotary Foundation

Lloyd Christie

Mike & Charlotte Craven

Larry & Pam Davis

Gail DeWolfe

Elizabeth Dilibert

Helen & David Faul

Bob & Olivia Fulkerson

Janice Garner

Dr. Michael Gerbovaz

Gary Goff

Alan & Mary Goldberg

David Hibbits

Bruce & Ellen Jochums

Winifred Jordan

David Kaiser

Maggie Kildee

Tom & Eileen Maloney

Nobuko McClure

Mary Jo McPherson

Marietta O'Farrell

Anthony Pizza

Pleasant Valley Garden Club

Paul Rockenstein

Franklin & Pat Roth

Edy Santangelo

Loretta Scott

Frank Shapiro

Sharkey's

Nancy Steiner-Varosky

Michael Stuebing

Debra Theissen

Bill & Joy Todd

Patti Tomich

Lorraine Villarreal

Kay Wigton

Michael & Evelyn Williams

Wilhelmus Zwinkels

Let's Take Out

April 16, 2024

May 21, 2024

June 18, 2024

Support the Pleasant Valley Historical
Museum & Garden with a great meal!

Bruce's BBQ Pick-up



April 16, 2024 (Tuesday)

RESERVE by the previous Friday (April 12th)
Leave message with NAME and NUMBER of meals at
805-482-3660 or email: pvhmag@gmail.com

PICK-UP 5 pm to 6 pm at
Camarillo Christian Church,
1777 ARNEILL ROAD (corner of Las Posas)

PAY at pick-up time with CASH,
or CHECK made to PVHS,
or PayPal (including Credit Card) at
www.pvhsonline.org. Click BBQ

Support the Pleasant Valley Historical
Museum & Garden with a great meal!

Bruce's BBQ Pick-up



May 21, 2024 (Tuesday)

RESERVE by the previous Friday (May 17th)
Leave message with NAME and NUMBER of meals at
805-482-3660 or email: pvhmag@gmail.com

PICK-UP 5 pm to 6 pm at
Camarillo Christian Church,
1777 ARNEILL ROAD (corner of Las Posas)

PAY at pick-up time with CASH,
or CHECK made to PVHS,
or PayPal (including Credit Card) at
www.pvhsonline.org. Click BBQ

Support the Pleasant Valley Historical
Museum & Garden with a great meal!

Bruce's BBQ Pick-up



June 18, 2024 (Tuesday)

RESERVE by the previous Friday (June 14th)
Leave message with NAME and NUMBER of meals at
805-482-3660 or email: pvhmag@gmail.com

PICK-UP 5 pm to 6 pm at
Camarillo Christian Church,
1777 ARNEILL ROAD (corner of Las Posas)

PAY at pick-up time with CASH,
or CHECK made to PVHS,
or PayPal (including Credit Card) at
www.pvhsonline.org. Click BBQ

"DREAM GONE FOR NEW COUNTY CITY"

Thus read the July 5, 1981 headline in The Daily News. It is striking how perspective changes one's view of the news. In 1969, citizens in the unique settlement of Somis rose up to protect their agricultural heritage. The purchase of Berylwood, the 10,000-acre company that was owned by the Bard family, led to big dreams by Kaiser Aetna. They wanted to use nearly 1,000 acres to build the new city of "Rancho Ventura." A classic confrontation between "big business and the little guy," the rural Somis residents and the Los Posas Valley farmers joined with environmentalists and concerned government officials to lead the fight which began in 1969. In 1971 the VC Board of Supervisors voted to ban urban development in the Los Posas Valley. The saga officially ended in 1981 with the defeat of Kaiser Aetna's plans. You can find the full history and article at the museum.

The *Updater* – an e-newsletter bringing Pleasant Valley Historical Museum & Garden news briefs & updates to your e-mail inbox as they happen.

The Echo



PLEASANT VALLEY
HISTORICAL MUSEUM & GARDEN
Established 1964

Updater

Keeping You –
In The Know



To view The *Updater*, visit the pvhsonline.org website:
<https://pvhsonline.org/updater/>

Or, Scan
QR Code



Echo Sound Bites

- In 1891, the PV Baptist Church built their first church building on Ventura Blvd. In 1900, It had to be moved 40 feet to the east so Arneill Road could be constructed.
- Before the Buckhorn Saloon closed its doors in 2006, it held the oldest liquor license in VC for over one hundred years at the same location — 2619 Ventura Blvd — part of the brick Cawelti Building which now houses *Establos Meat Market*.
- Santa Rosa School District was formed in 1911. It merged with school districts in Conejo Valley, then elected to join PV School District in 1975 with Alfred Cecil as its Principal. Onorinda Jones was a teacher at Santa Rosa School from 1919-1921. Later, she taught, was Principal, and became the first Superintendent of PVSD in 1954. Charles Honn was then named Principal.
- 1941: A picture of a huge tent camp near El Rio that held 580 citrus pickers was recently found. Cesar Chavez organized the agriculture workers twenty years later.
- The now empty fire station by Dizdar Park was built in 1941 and served until 1995 when Station 54 moved to 2160 Pickwick Drive.
- During WWII, students from PV School had minimum days so the students could help pick walnuts —due to the manpower shortage. Black hands from picking walnuts were a real status symbol!
- In 1997, the Naval Mobile Construction Battalion [CBs] used their heavy equipment as a training exercise to remove concrete and debris from our garden site and brought in 45 loads of fill dirt. Supposedly, the large tank/basin used by the water district that owned the property, was perforated and left in the ground.
- September 14th, 2024 — Annual Don & Doña BBQ at Camarillo Community Center.
- 2004: Marie Jacina, of Greenheart Gardens, started working with the garden as our professional gardener for the major works. Twenty years later, she still works with us today. We are so fortunate to have and to have had her expertise and many donations of labor and flora over the years. 😊

Museum Expansion Fundraising: Sponsoring a Personalized Brick

The Personalized Brick Fundraising Campaign is doing its part in the Museum Expansion Fundraising program. Since the Personalized Brick Campaign launch in July of 2021, and running through present, a total of 225 Bricks have already been ordered. The popularity of the Personalized Bricks has continued to escalate after the Expansion Building Groundbreaking Event in 2022, and popularity will continue through the construction project. Sponsoring a Personalized Brick today will ensure delivery with the first batch of bricks, and secure an early prime location for the displaying of your brick.

Sponsoring a personalized brick, a 4” x 8” brick which will be located and displayed at the PVHS Museum outdoor location, is more than a \$200 donation to the PVHS Museum Expansion fund:

1) A brick can be personalized with your name, and/or your family’s name, allowing you to be part of the PVHS Museum history.

2) Or, a brick can be personalized to honor anyone, or anything, you want to be remembered.

The form to reserve and sponsor a personalized brick is displayed on the following page –



PLEASANT VALLEY HISTORICAL SOCIETY

Museum Expansion Project

Personalized
Brick
Display
Patio



Buy your brick
with a click...



SCAN ME

"Be a Part of History"

Reserve a place in PVHS Museum history by sponsoring a personalized brick to be installed on site as part of the project. You may sponsor a brick in your name or to honor anyone or anything you want to be remembered.

PLEASE PRINT, maximum 16 spaces per line, including blank spaces and punctuation. All inscriptions will be centered and capitalized. Filler in the engraved area will provide a permanent contrast and protect the quality of the engraving.

Enclosed is my \$200.00 contribution for a 4" x 8" paver with up to three lines of text.

Make checks payable to *Pleasant Valley Historical Society*; or to use PayPal (PayPal allows payment with a Credit Card), please visit our website at pvhsonline.org and use the PERSONALIZED BRICK button at the top of the webpage.

Your Name: _____ Phone #: _____

Address: _____ City/State/Zip: _____

Please mail this completed form to:

P.V.H.S.

PO Box 570, Camarillo, CA 93011-0570

April 2024

The mission of the Pleasant Valley Historical Museum & Garden is to acquire, identify, restore and preserve artifacts, documents and photographs related to the Pleasant Valley community; to make the museum and garden a focal point for the dissemination of local history and education of the general public, and to recognize local residents who have provided outstanding service to the Pleasant Valley community.



PLEASANT VALLEY HISTORICAL MUSEUM & GARDEN

Established 1964

Location: 720 Las Posas Road, Camarillo
(Presently closed for Construction)

Mailing Address: PVHS, PO Box 570,
Camarillo, CA 93011-0570

Telephone: (805) 482-3660

Email: pvhmag@gmail.com

Website: pvhsonline.org

Newsletter Editor: Manny Hatz

PVHM&G – The Echo



PVHM&G – Home Page



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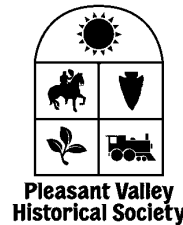
<https://www.instagram.com/pvhsmuseum>



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