

HERITAGE

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A Publication of the Tustin Area Historical Society

September/October, 2013

Jabberwocky News and Memories

Most of you don't need any further description when you see the word "Jabberwocky" in Tustin newspapers—everyone identifies this with Margaret Pottenger's historic building at 434 El Camino Real that was badly burned on December 16, 2011. Thankfully, restoration of this wonderful architectural treasure is well underway, and we hope to soon see a merchant within who will again open the door to warmly greet the local residents and visitors to Old Town.

In the meantime, we thought you would enjoy reading an article from a newsletter of the 1970s, *The Jabberwocky Jabberer*, written by Margaret Pottenger herself in 1974 to commemorate The Jabberwocky's 15 birthday celebration:

Second-Generation Teenagers Help Celebrate Jabberwocky's First 15 Years

On April 18, 1959, the Jabberwocky came into being. In those early days El Camino Real, quite recently a busy highway that had been passed by the freeway, was called "D" Street, and the corner of Main and "D" was the hub of all activity of this very small community. The Old First National Bank of Tustin was the dominating landmark.

The Hardware Store had a pot-bellied stove where the old men came on rainy days to exchange tales. The drug store on the other corner had a marble-top soda fountain where everyone sipped malts and phosphates served up by the town's most romantic hero, Tommy Cochran. Any gossip that wouldn't print in the Tustin News was whispered in the aisles at the Tustin Food Center. Any man of importance rode the red truck as a member of the Volunteer Fire Department. And there were only three policemen.

This was the Tustin that Jabberwocky proprietor Margaret Pottenger, who modestly acknowledges her coming to town sparked the opening of vast horizons for this sleepy rural community, found to exploit. For a few years, delivery men

and freight forwarders thought TUSTIN was just a bad spelling of Tucson. So much of the merchandise and mail got shipped to Arizona. And Jabberwocky, a simple Anglo-Saxon name that every sophomore English student knows, was paraphrased by shipping clerks of every national origin to be Febbawuchy, Jabberwoski, Jobbers Whiskey... whatever!

But Tustin soon found itself on the map (with no small credit to the widespread reputation of The Jabberwocky), and people started to move here from all over the country. Before a few years elapsed there were two high schools, four intermediate schools, five shopping centers, a planning department, a full-time building inspector, six fire trucks, and forty policemen. The old bank was torn down; the drug

store became a TV store; The Tustin Food Center gave way to a lamp shop. But The Jabberwocky has survived, and still has the reputation of being the leading teenage emporium in all Orange County...and now serving its second generation of teenagers. Many of the early-day customers are still around; only their names have been changed.



Elsewhere in this same issue were printed Official Commendations (Mayor's, Police Chief's, Building Inspector's, and Fire Chief's), with a notation that President Richard Nixon's original tape, containing his commendation, had been mysteriously erased (remember this was the Watergate era and four months before Nixon left office) but kudos from all the President's men were expected any day! By the way, during The Jabberwocky's anniversary sale in April, 1974, dresses, formals & long dresses, and (don't forget) pant suits for the best-dressed Tustin area pre-teen and teenage girls were individually sale-priced anywhere from \$9.99 to \$23.99. Those were the days!

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The Tustin Area Historical Society
P.O. Box 185
Tustin, CA 92781

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Museum Hours

Every Tuesday and Thursday

9 am – 2 pm

First and Third Saturday
of each month

12 pm – 3 pm

Open to Visitors
Admission is Free

Special Donations:

EMS Development – Enderle Center
Arv Bollesen in Memory of Glenn Pyeatt
Elizabeth Binsack in Memory of
George Jeffries
Phil & Linda Cox in Honor of
Jeanne Brown's 90th Birthday

PRESIDENT'S MESSAGE

I am so impressed when I note how much our wonderful members have accomplished since our last issue!

May: We honored Joe Sprekelmeyer, former TAHS president and our ongoing History In A Box chairperson, as TAHS' Volunteer of the Year (celebrated at the Tustin Community Foundation's annual event on May 3, where all of Tustin's "superheroes" were honored at a lovely luncheon held at the Wilcox Manor). Joe also chairs the JoAnn Bollesen Art Contest, and facilitates the Mobile Museum.

Our "Day In Xanadu" on Saturday, May 4, was enjoyed by over 800 attendees. This event just gets better and better, and we welcomed new volunteers as well as seasoned ones—a great time was had by all!

We greeted over 60 members and friends at our May general meeting at the Tustin Library, where Mr. John Scudder entertained us with a documentary film about his grandmother, Laura Scudder. Also, awards were given to the winners of our annual JoAnn Bollesen Art contest—3rd grade students who all happened to be from Benson Elementary School. What great talent, thanks in part to their teachers Mrs. DeBenedetto and Miss Erickson, who also attended along with the winners' proud parents. All contest entries were displayed in the Children's Book section of the library (a practice we'll continue next year, to give everyone an opportunity to see the third graders' wonderful artwork depicting scenes of Old Town).

June: We proudly nominated Phil Cox for Tustin Man of the Year! Phil has done so much for Old Town, and he continues to be an active "mover and shaker" from all the way up in Oregon (thankfully, he chooses to visit Tustin several times a year). As for Tustin Woman of the Year, Al Enderle kindly nominated yours truly to be a candidate, and Tustin Area Women's Club nominated our own board member Wendy Greene—who WON! Awards were given on June 7. Congratulations, Wendy, for this outstanding honor! And Phil, you will always be *our* Man of the Year!

TAHS had a booth at the Tustin Police Department's annual open house—held on June 15—where Capt. Mike Shannahan proudly showed off the police memorabilia donated by Tustin PD over the years to our Museum. Our booth was among the most popular that day, as parents and children were spellbound with Capt. Shannahan's interesting facts and were excited to try on old police helmets and vests, as well as hold radar guns from days gone by.

As many of you know, our Vice President George Jeffries passed away suddenly in April. We were so fortunate to have his expertise, support and friendship over the years. His passing leaves us saddened, but we are grateful for everything he unselfishly gave us—especially his wisdom and his time. He was a true gentleman and will be greatly missed. I think George would be pleased to know that board member Al Corfield, who is also past-Treasurer of TAHS, has stepped in as Vice President for the remainder of George's term.

And in June we accepted, with regret, Director David Smith's resignation from the board. David will be missed (but he will continue to be a very active TAHS member) and we wish him all the best.

Coming up on Saturday, September 7, is a tour of the historical Tustin South Hangar! Part of the proceeds from the sale of each \$20 ticket will go to Tustin Area Historical Society. Please see the enclosed flyer for details.

Finally, for September's General Meeting on Monday, September 16, at the Tustin Library at 7 p.m., we will welcome Bowers Docent Chuck Liebelt as our guest speaker! Guests and friends will learn about the history of Bowers Museum, as well as facts about its permanent exhibits—the Orange County exhibit in particular. Mr. Liebelt will also share information about current and upcoming visiting exhibits. See you there!

Gretchen Whisler
President

Five Questions You Always Wanted to Ask About Being a TAHS Museum Docent But Were Afraid to Ask.....And (Maybe Some Surprising) Answers!

Our Museum has a small group of loyal Museum Docents who have faithfully signed up to work a shift on Tuesdays and Thursdays, but this is a *small* group of members—many of which have been steadfastly volunteering for quite a few years. Because some of the “originals” inevitably relinquish their positions or reduce their hours, we are in need of new docents.

As of September, the shift schedule is changing to *one shift* a day on Tuesdays and Thursdays, from 10 a.m. until 1 p.m.

Below are facts about being a Museum Docent. After you look it over you may say to yourself, “This is just what I’d like to do once or maybe twice a month!” At that point, please **DO** pick up the phone and call the Museum office (714-731-5701)—we would love to have you join us!

1. I’m cautious about volunteering because I know so little about the Museum itself. What am I expected to do as a Docent?

First of all, you don’t have to know anything about the Museum—the office staff members will show you the ropes and are always on hand to answer questions that you can’t answer. Initially, you can greet visitors as they come in (there’s a little table and chairs where you may sit if you’d like right near the front door). Often, people just want to “browse,” but occasionally they have specific questions (and that’s where you can take advantage of your go-to office staff!).

2. Well, what if I’d rather keep busy doing a specific task, like sorting through boxes of interesting papers and photos, or placing labels on envelopes for a mail-out—that kind of thing?

You will be a dream-come-true! There’s usually always an interesting project going on, and we are grateful to have your assistance! It could be a one-time project or ongoing tasks that you can help with during your shift.

3. Can I come in to just observe and talk to the office staff before committing to being a Museum Docent?

Absolutely! In fact, if you are still unsure after your first visit you can “shadow” another docent to get a better feel of what is involved.

4. Are there a set number of days/hours that I am expected to volunteer over a period of time?

Whatever works for you—once a month, twice a month, or once a week! A monthly calendar is available for you to sign up—so that we have you scheduled ahead of time—but if you have a vacation coming up or a commitment on your regular day you can indicate that in advance. And just in case, we always call ahead of your scheduled day to confirm you’ll be at the Museum, so that if you cannot make it there’s time to ask someone else to step in for you.

5. Are there mostly women Museum Docents?

We have an equal number of men and women docents—this is not a gender-specific situation by any means—and we welcome all ages to step up to volunteer!

We can almost guarantee you will enjoy yourselves while “docenting” at the Museum, and we look forward to getting to know you—*so please...* if you want to add a little “historical spice” to your life and help us out at the same time, contact us soon and further explore becoming a Museum Docent!

Join the Tustin Area Historical Society and keep your newsletter coming. Please send your dues or an additional gift today. Ask a friend to join!

ANNUAL DUES:

(Please check one)

\$20-\$34 Contributor

\$35-\$59 Explorer

\$60-\$99 Colonist

\$100-\$249 Settler

\$250-\$499 Frontier

\$500-\$999 Pioneer

\$1,000 Heritage

Renew

New

Special Contribution as Friends of the Museum

\$ _____

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Tustin Area Historical Society
P.O. Box 185 • Tustin, CA 92781**

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New Member:

Ric Cannon Marlene McNicol
Bill Strossman Bob & Kerry Ammann
Claude Morgan, Brushstrokes

Obituary:

Ernest Brown Glenn Pyeatt
George Jeffries

Accessions:

John Aschieris – Vintage books and newspaper clippings
Joyce Miller – 1960 Booklet “OC CA”; Thomas Bros Maps – 1979/1985/1993
Del Pickney – Tustin Police Dept Ephemera
A.J. “Tony” Coco – Vintage maps Tustin area
Ron Oster – Three original orange crate labels
Jack Woodward – 1927 program commemorating Lindbergh’s historic flight
Jan Bauman – Photo of Queen Mary as a troop ship in 1945
John Dulebohn – 1952 OC Directory – Signpost from North Tustin
Mary Jane Dalen – Ephemera from Tustin Union HS circa 1930’s
Stephen Gould – 1953 Yearbook from Tustin HS
Carol Jordan – Research books and writings

Betty Cannon – Vintage rug weaving loom
Mark Sauerwein, City of Tustin – Tustin PD Ephemera
Robert Scherer – LTA Hangar Photographs
Mark Elliot, TUSD – 2013 High School Yearbooks
Violet Archer – Vintage Laundry Tool – Long Handled Tongs
Margo Gant – Book “What the Gals Were Doing during WWII”
Jack Hutter – Photo of Stock Farm on Dyer Road
Randy Ema – Receipts from Tustin National Bank and Lemon Heights Water Co.
Majorie Gorrie – Photographs – Agriculture
Frank Ruvolo – Telephone operator’s headset
Jeanne Brown – Vintage Household items – Tustin News Photos - 1966

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SEPTEMBER EVENTS

Saturday, September 7, 2013

9:00 a.m. to 11:00 a.m.

Tour of Tustin Historical South Hangar

(see flyer for details)

Monday September 16, 2013 7:00 p.m.

Tustin Library Community Room

345 E. Main Street, Tustin

PROGRAM

“Meet the Bowers”

SEPTEMBER GENERAL MEETING

“MEET THE BOWERS”

Presentation by Bowers Docent Chuck Liebelt

Mark your calendar for Monday, September 16, at 7 p.m., at the Tustin Library (345 E. Main Street, between Centennial Way and Prospect)! We have a most interesting program scheduled – Mr. Chuck Liebelt, Chairman of the Bowers Speakers Bureau and himself a seasoned docent, has agreed to come to our meeting and tell us about the history of The Bowers Museum, along with a slide presentation. There are several exhibits on display at The Bowers, a permanent one on Orange County in particular, and Mr. Liebelt will touch on these as well.

These programs are always free and open to the public, and members are encouraged to bring friends along—or just come on your own, as you will find a great group to visit with once you arrive! Refreshments will be served—and, you just might win the 50/50 raffle! The last two winners each took home a nice amount of “mad money!”

MARK YOUR CALENDAR