

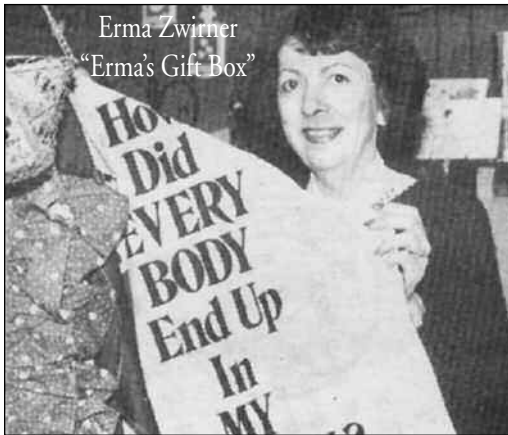
# HERITAGE

Volume 32 No 5

A Publication of the Tustin Area Historical Society November/December 2007



Margaret Pottenger  
"The Jabberwocky"



Erma Zwirner  
"Erma's Gift Box"

From *The Tustin News*  
February 28, 1985

## NEXT MEETING

**Monday, November 19, 2007**

**7:30 p.m.**

**TUSTIN SENIOR CENTER  
LOUNGE**

**200 S. 'C' Street • Tustin**

• **PROGRAM** •

**Speakers**

*Margaret Pottenger and Erma Zwirner*

**"Two Women Merchants  
of Old Town Tustin"**

Everyone is Welcome!

## Two Women Merchants of Old Town Tustin

Margaret Pottenger and Erma Zwirner, our two pioneer business women, starting their businesses before the malls and big corporations took over the small businesses. Both of these ladies are Tustin Historical Society members and are regular volunteers in our Museum now. They will present our program on Monday, November 19 and I am sure you don't want to miss it.

Margaret remembers the year 1959 as her Jabberwocky store introduced Tustin to the rest of Orange County. Starting April 18, 1959, Tustin became a destination for teenage girls looking for prom gowns, graduation dresses, school clothes, and for a chance to become models in the store's fashion shows. Being selected as models for her many fashion shows, which took place at high schools in Anaheim, Garden Grove, Fullerton, Newport Beach, Orange, and Santa Ana, brought hundreds of new customers to Tustin. The Jabberwocky building was almost 100 years old then, but the clothes were the epitome of teenage fashion. The building still stands at its original location on El Camino Real and is doing business as now Vintage Lady, Antiques.

Margaret grew up in Monrovia, California, and graduated from Stanford University. After college, she worked as an assistant buyer at Robinson's in Los Angeles. Then moved so Santa Cruz to work as a buyer in a store there before moving south to work at the well-known Rankin's Department Store in Santa Ana, again as a buyer in children's clothes. In 1959 she purchased property on El Camino Real. Back then, Tustin was the only place between Santa Ana and San Juan Capistrano. Margaret's shop was located near the grocery store, bank, hardware store and the cleaners, and so the Jabberwocky was an instant success. She became active in Tustin and was voted Tustin Woman of the Year in 1966. She closed her store and retired in January 1988.

Erma Zwirner, owner and manager of Erma's Gift Box in Larwin Square, was a pioneer business woman when she opened her shop in 1968. She was the first woman in business for herself in Larwin Square. A native of rural Ohio, Erma's parents owned and operated an old fashioned market or general store and she worked in it growing up. After college, she moved to California and pursued a career with the telephone company and raised two children. She was an artsy-craftsy person and soon her projects outgrew her home. In 1968 she opened Erma's Gift Box as an exclusive distribution center for her crafts, along with a few Hummel figurines. Her shop, decorated with antiques and crates, was a treasure chest of gift items. They were hard to find anywhere else. Even then, although a busy person, Erma found time for volunteer activities. She served as president and Board member of the Larwin Square Merchants Association several times. Erma retired and closed her store in 1992, but she is still volunteering today.

Don't miss this program. We look forward to reminiscing the old days with our two Merchants of Old Town Tustin.



*Tustin Union High School – Tustin, California, is of Spanish architecture. It is situated in the midst of the citrus area of Orange County. Photo from a postcard, circa 1950s.*

## JOANN BOLLESEN POSTER CONTEST

The Tustin Area Historical Society is again sponsoring the second annual “JoAnn Bollesen Poster Contest.” Third grade students from the Tustin Unified School District are engaged at this time in creating and portraying the “History of Old Town Tustin” in their designs. Projects are due December 14, 2007.

Prizes include Disneyland and “Broadway in the Park” tickets and will be presented to the winners at the February general meeting of the Historical Society at the Senior Center.

*Thank you note from one 3rd Grade winner, Jake Hines, to Arv Bollesen.*



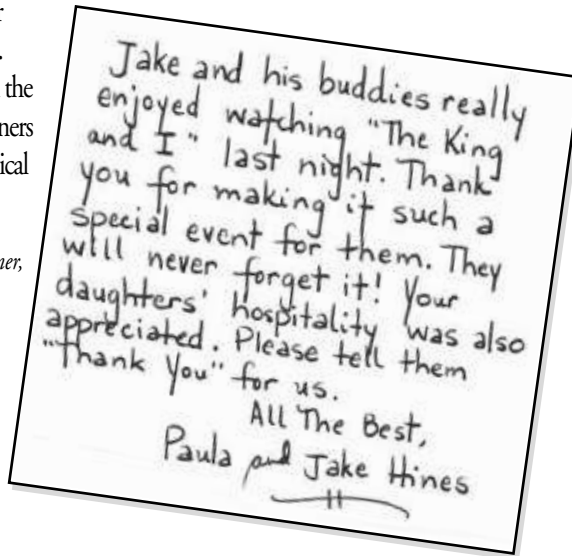
*Dennis Hayden,  
Tustin native*

## MEMORIES OF EDDIE MARTIN'S AIRPORT

As a kid growing-up in Tustin in the late 1920's and early 1930's the sound of an airplane engine over-head caused me and others to pause and watch its flight and likely comment “there goes Eddie Martin”. Eddie established his airport in 1923 on an unproductive alkali 80 acre parcel of ground on the Irvine Ranch at the intersection of Newport Road, South Main Street and Lane Road.

On weekends Eddie would fly over Tustin and some of the local communities doing some barnstorming and then return to land at Eddie Martin's Airport, soon to be followed by a number of automobiles containing local residents to park along Newport Road at the airport. It was a popular destination on Sunday afternoons for a picnic lunch, an opportunity to examine the airplanes, take an airplane ride for \$5.00 and watch a show of acrobatics, wing walking and parachute jumping.

I remember well my first airplane ride from Eddie Martin's Airport in 1932 in a Waco bi-plane. My cousin Paul Cleary and I were belted into one of the two open cockpits for a flight over the lima bean and sugar beet fields of the Irvine Ranch, the Segerstrom Ranch and the orange and walnut groves of Tustin. Eddie went on to become a nationally known and respected aviation pioneer whose friendship I was privileged to share. To me the airport will always be “Eddie Martin's Airport”.



# HERITAGE

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

Tustin Area Museum  
395 El Camino Real (at Main Street)  
Tustin, CA 92780  
(714) 731-5701  
FAX (714) 731-7691  
E-mail: [tustinmuseum@att.net](mailto:tustinmuseum@att.net)  
Web Site: [www.tustinhistory.com](http://www.tustinhistory.com)

## BOARD OF DIRECTORS

President	Don Ropele
Vice President/ Membership	Joe Sprekelmeyer
Treasurer	Tom Schramer
Recording Secretary	Denese Menard
Hospitality	Bill Finken
Special Events	Margaret Pottenger
2007 Promenade	Erma Zwirner
Program Directors	Don Ropele Jeanne Brown Lillian Kugler Bill Leinberger Juanita Cluster Dennis Hayden Joyce Miller
Parliamentarian	Jeanne Brown
Museum Office Manager	Barbara Hannegan

## COMMITTEE CHAIRMEN

Fund Raising	Joe Sprekelmeyer Dennis Hayden
Museum Directors Displays Facilities	Joyce Miller Bill Finken Doug Manning
Docent Coordinator/ Scheduling	Bill Finken
History in a Box/ School Tours	Bebé Radice Barbara Hannegan
Heritage Newsletter Editor Production Amenities	Jeanne Brown Anchor Printing Peggy Braun

## 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**

## TUSTIN: AN ILLUSTRATED HISTORY

Carol Jordan's landmark book on the history of Tustin, *Tustin: An Illustrated History*, is being published this year by the Tustin Historical Society. This hardcover book has over 130 pages and has been completely revised and updated to include additional photos and new content.

The book will be available on December 14, 2007, just in time for the holiday gift-giving season. You may place advance orders by calling the museum at 714-731-5701, or e-mailing [tustinmuseum@att.net](mailto:tustinmuseum@att.net).

We are tentatively planning to have a book signing event, with Carol, on Friday, December 14, from 1-3 pm at the Museum. The book is \$29.95 plus \$2.32 for state sales tax. Shipping will be an additional \$4 for media mail and \$6 for priority mail (for each book).



### *Available for Sale Now at the Museum*

#### **The Orange County Area 2008 Entertainment Book – Only \$35.00**

You can save 50% on dining, shopping, and travel and help the Museum at the same time. Stop by the Museum and pick up your book any Tuesday or Thursday from 9am until 2pm or call 714-731-5701 for more information.

## PRESIDENT'S MESSAGE

This is a special time of year for the Historical Society for many different reasons.

High on our list of priorities is our 2008 Membership drive. Your much needed contributions are vital to our success in order to continue to promote the Museum's visibility and day-to-day functions. The Museum takes great pride in perpetuating Tustin's glorious past and you are the ones who make this all possible. Thank you again for your generous contributions and continued support.

This is also the time of year when we are thankful for so many reasons. We are fortunate to have a Museum that is so much a part of all our lives and it is because of your volunteerism and your donations of artifacts, photographs and ephemeral that make our Museum a living history for all of us. Visit our web site at [www.tustinhistory.com](http://www.tustinhistory.com) to see what is new at the Museum and, if you have one, send your email address to us at [tustinmuseum@att.net](mailto:tustinmuseum@att.net) so we can keep you up to date on Museum activities.

From the Board of Directors and the Museum staff, we want to wish you a Happy Holiday and a healthful New Year.

*Don Ropele, President*

### ACCESSIONS

Judd Leach	1937-38 Hunting License issued to Charles Alstot
Jill Leach	Electric waffle iron, circa 1950s
Phil Cox	Orange Crate label from Prescott Ranch
Tom Pulley	Postcard of intersection of El Camino Real and Main Street, circa 1942
Darlene Benson	ephemeral plus vintage school slate chalk board
Margaret Wentz	Print-O-Meter stencil duplicator
Mary Jane Dalen	1947 Softball League schedule; 1932 music school book; eight small Queen Isabella preserve jars
Robin Fry	Four small school slates; American flag, circa 1959; small wooden fruit box

### MEMBERSHIP COUPON

Join the Tustin Area Historical Society and keep your newsletter coming. Please send your dues or an additional gift today. All dues and contributions are tax deductible. 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  
 \$1000 Heritage  
 Renew  New

Special Contribution as Friends of the Museum \$ \_\_\_\_\_

Make Your Check Payable To:  
**Tustin Area Historical Society**  
 P.O. Box 185 • Tustin, CA 92781

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone \_\_\_\_\_

### Welcome New Members

Susan Kraus  
 Julie Dickson  
 Patti Winters  
 Rita Schrank

### Obituary

Alice Sinclair  
 Patricia Ann Bunning  
 Glenda Jeanne Brothers  
 Ila Mae Primrose

### Special Donation

In memory of  
 Ida Mae Primrose  
 from Brent Ferdig

### Notary Public

at the Museum  
 Tuesday & Thursday  
 9 am - 2 pm  
*Apts. Available After Hours*  
 Bill Finken  
 714-838-9861

Happy Holidays!



RETURN SERVICE REQUESTED

Tustin, CA 92781  
P.O. Box 185

A Publication of the Tustin Area Historical Society

# HERITAGE

Non-Profit  
U.S. Postage  
PAID  
Tustin, CA  
Permit No. 93

## • COMING EVENTS •

### VETERANS DAY CELEBRATION

Sunday, November 11, 11-5pm

Peppertree Park, 230 W. First Street, Tustin  
Family Fun

### TUSTIN AREA WOMEN'S CLUB 50TH ANNIVERSARY JUBILEE

*Annual Fashion Show and Luncheon*

Saturday, November 17, 10-3pm

Contact: Beverly Adams (714) 838-7504

### CHRISTMAS TREE LIGHTING CEREMONY!

Friday, December 7, 6-9pm

Tustin Civic Center, Main Street at Centennial Street  
For information – Tustin Parks & Recreation Dept.  
(714) 573-3326

## IT'S TIME TO RENEW YOUR MEMBERSHIP FOR 2008

Your continued financial and volunteer support is the lifeblood of the Tustin Historical Society. Your donations enable us to maintain and enhance the Tustin Area Museum and its many projects. The continuing purpose

### FALL IS HERE!



Stop by and see our newest museum front window display. Designed by our Display Director Joyce Miller and her husband, Bill Miller. *Thank you!*

of the Society is to preserve Tustin's rich and colorful agricultural history and to promote historical research. With your help, we continue our History in a Box program for our Tustin school's third graders, so they may learn more about their Tustin heritage.