



PACIFIC PALISADES HISTORICAL SOCIETY NEWSLETTER

SPRING 2014



Pacific Coast Highway in the early 1930s was a beehive of activity. The newly completed Bel Aire Bay Club can be seen in the upper right and the Bernheimer Garden to the Upper Center of the image. This is one of the many thousands of photographs in the Pacific Palisades Historical Society Collection. The Society is working to preserve and make available to the general public all the significant photographs in the archive..

PICTURES, PICTURES, PICTURES!

If you like the photos in this newsletter, you will love our online photo collection.

The PPHS photograph collection of more than 3,000 images in prints, negative, and other media was donated to the Santa Monica Public Library in 2006 and is available for viewing online. See the rich visual history of Pacific Palisades from its pre-development days in 1916 and founding in 1922 up to and including the 1950's.

Enter the Santa Monica Public Library web site www.smpl.org. Under QuickLinks in green at the bottom right, choose "Imagine Santa Monica/Local History." Under LOCAL HISTORY, click on "Imagine Santa Monica." Click the middle photo—"Pacific Palisades Historical Collection." In the window at the top type in "Palisades Historical Image Collection" and choose "Search" in blue at the right.

NEW OFFICERS

Officers for July 1, 2014, to June 30, 2015, who were elected at our May meeting are:

President: Eric Dugdale

Vice President: Randy Young

Recording Secretary: Shirley Haggstrom

Corresponding Secretary: John Hagen

Treasurer: Richard Wulliger

Curator: Randy Young

Directors at Large: Bob Freidin, Chickie Jensen, and
Lorraine Oshins

CONGRATULATIONS, ERNEST MARQUEZ

Those of us who have books written by Ernest Marquez know that the historical photographs within are windows into the history of our area. Earlier this year the Huntington Library purchased the extensive photographic collection of historian and author Ernest Marquez. Marquez was born in 1924 in Santa Monica Canyon and grew up there on the remainder of the Rancho Boca de Santa Monica, the Mexican land grant given to his great grandfathers in 1839. The area became known as Santa Monica and Rustic Canyons and parts of Pacific Palisades and Santa Monica. The 4,600-image compilation of rare photos of 1870s Santa Monica and Los Angeles will be digitized and cataloged. Marquez acquired the comprehensive collection of rare original photographs and stereoviews that comprise the Marquez Collection as he sought to learn the connection of his Reyes and Marquez ancestors to the area. The Pascual Marquez Family Cemetery located in Santa Monica Canyon where family members were buried from 1848-1926 is now Cultural Monument #685.

In December 2013 the Pacific Palisades Community Council honored Ernest Marquez with its Community Service Award for his leadership in preserving and protecting the history of our area and sharing his knowledge with others through his Collection, books, and lectures. His passion for truth in history and the Marquez Collection should serve as an inspiration to others.

HISTORICAL SOCIETY ANNOUNCEMENTS

IT'S DUES TIME— PLEASE INCLUDE EMAIL ADDRESS

Please use the enclosed envelope to pay your tax-deductible dues for the coming fiscal year, July 1, 2014-June 30, 2015, except for Life Members, of course. Individual dues are only \$20 and family dues are \$30. Business, Patrons, and Life Membership are listed on the envelope. NEW members who pay dues in April, May, or June have their membership extended through the coming fiscal year—what a bargain! Your membership dues support our continued success in researching, archiving and teaching our local history through programs such as those in this newsletter. Thank you for your support.

Please help us reduce expenses by including your email address so we can email program notices to you. WE DO NOT SHARE your email address. Any member without an email address or anyone who specifically tells us not to communicate by email will continue receiving printed materials by USPS. You can now contact us by email at board@pacificpalisadeshistory.org. This option can be found on our web site, www.pacificpalisadeshistory.org, in the JOIN US and BOARD sections.

MEMBERS' LUNCHEON 2014

Installation of Officers and Program

Continuing and newly paid members for July 2014-June 2015, are invited to the PPHS Luncheon and Installation of Officers featuring a newly expanded menu and program.

When? Thursday, June 19, 2014, at 12:30 p.m.

Where? Historic Aldersgate Retreat
925 Haverford Avenue, Pacific Palisades

Program: Luncheon and Installation of Officers

HOW TO RESERVE YOUR PLACE AT THE TABLE:

Send your tax-deductible membership check for 2014-2015 and a separate Luncheon reservation check of \$10 made out to PPHS in the enclosed remit envelope to be received by Monday, June 16. Reservations will be held at the door. Your check is your reservation. Seating is limited, so take advantage of the convenience of one envelope and one stamp for your two checks and get them in the mail today. We'll set a place for you.

PACIFIC PALISADES HISTORICAL SOCIETY
P.O. BOX 1299
PACIFIC PALISADES, CA 90272

CURATOR'S CORNER

Over the last couple of years the Historical Society has embarked on several projects that will make the materials more accessible to the general public.

Since we do not have a local museum for the public to visit, we rely on partners to preserve and disseminate the assembled information. The Santa Monica Public Library has put together the Pacific Palisades Historical Society Photo Archive that will soon be available online. The original 3000 + images, which depict the early history of the community, are being kept in an environmentally controlled room in the main library.

We are currently involved in digitally scanning thousands of negatives from the first ten years of the collection and indexing them into files, work made possible in large part by a generous grant of \$3,000 from the Junior Women's Cub.

Finally, the Society is involved with a major videotaping project of community members who have special knowledge about this town. We are also organizing our collection for donation to a major library that will preserve our collection in a proper environment. This whole project has put a strain on the Society treasury and we will be conducting a fundraiser in the Summer to make up the shortfall.

Randy Young, Curator

HAVE YOU FOUND US?

The www, Facebook, Founder's Oak Island, and Farmers' Market—we are there!

Maybe you saw a Facebook notice of an upcoming program or an historical photo. Or you visited our table at the Sunday Farmer's Market, enjoyed the historical photos and decided to support PPHS with your membership. When visiting our web site you can get information on events, join PPHS or contact us via email using the forwarding option in the JOIN US and BOARD sections.

When working on Founder's Oak Island in the 900 block of Haverford (the site where Pacific Palisades was founded in 1922), we appreciate your thanks. Better yet, stop and give us a hand as we volunteers appreciate volunteers.

www.pacificpalisadeshistory.org

