

# ARTI-FACTS

*The Newsletter of the Award-Winning Idyllwild Area Historical Society*

Preserving the History of Idyllwild and Surrounding Communities  
in the San Jacinto Mountains

**AUTUMN 2012**

## Breezin' Along in Old Idyllwild

### Selling Idyllwild

*By Bob & Adele Smith*

As the most distant resort from Southern California's population centers, Idyllwild has always challenged its promoters to get tourists here in the first place.

The advertisements on this page, drawn mostly from 1923 issues of Idyllwild Breezes, reflect Claudius Lee Emerson's multifaceted approach. The ad on the right proclaims a range of accommodations, from camping to housekeeping cabin to hotel accommodations to building your own second home.

Cregar Stages' ad outlines the progress of a day's journey from Los Angeles via Pacific Electric train and motor stage.

The ads below for Gus Whisnand's stables and Harriet Snyder's famous Peak and Pine girls' camp, two of many to be found in each issue of Breezes, suggest various ways to occupy the time, once vacationers arrive in the mountains.

A still earlier pitch, from Dr. Walter Lindley's Idyllwild  
(See *Selling*, page 5)

**WHISPERING PINES, FRAGRANT CEDARS,  
SILVER-PLUMED FIRS, RUGGED  
MOUNTAIN PEAKS**

are your companions at

## Idyllwild

A great out-of-doors wonderland in the real mountains—yet easily accessible. Up 5300 feet, yet only eight miles from graded valley roads and orange groves.

Idyllwild fulfills every requirement for an ideal, re-creating vacation. If you love the mountains, tumbling streams, age-old forests and scenic grandeur you will be delighted here.

**HOTEL AND HOUSEKEEPING ACCOMMODATIONS—CAMPING PRIVILEGES**

And best of all, you may

**OWN A MOUNTAIN HOMESITE AND CABIN AT IDYLLWILD**

**IDYLLWILD, Inc.**  
IDYLLWILD, CAL.

### **CREGAR STAGES AND FREIGHT SERVICE**

**PASSENGER SCHEDULE**  
Effective after June 1

Lv. P. E. Depot, L. A., 10:35 A. M.  
Lv. Riverside ..... 1:25 P. M.  
Lv. San Jacinto ..... 2:35 P. M.  
Lv. Hemet ..... 2:45 P. M.

Careful and Experienced Drivers  
Assure Safety and Comfort.

#### **FREIGHT CARS**

Leave Riverside ..... 7:30 A. M.  
Leave Hemet ..... 10:30 A. M.

## **IDYLLWILD LIVERY**

A. W. Whisnand  
Manager

**GENTLE HORSES  
TRAIL BROKE**

**Trips to San Jacinto  
Peak Our Specialty**

## **PEAK AND PINE**

**A CAMP FOR GIRLS**  
IDYLLWILD, CALIFORNIA

An ideal location for a mountain vacation—Hiking, Riding, Campfires, Picnic Suppers, Tennis, Basketball, Volley Ball, Indoor, Basketry, Folk Games, Aesthetic Dancing, Archery, Fishing, etc.—all under careful supervision and competent instructors.

For Further Information Write

**HARRIET A. SNYDER, Idyllwild, Cal.**

# IDYLLWILD AREA HISTORICAL SOCIETY

## Board of Directors

*President:* Carolyn Levitski  
*Vice President:* Charlotte Groty  
*Secretary:* Marlene Pierce  
*Treasurer:* Bob Smith  
*Directors:* Nancy Borchers  
Laura Caster  
George Groty  
Carolyn Hall  
Barbara Jones  
Joan McCullough  
Shirl Reid  
Linda Turner  
Adele Voell  
Jeff Wu

*Board meetings are held monthly on the  
2nd Friday at 4 p.m.*

## Special Advisors

Harry Bubb, Kay Cenicerros, Janice Lyle,  
Walter Parks, Kent Steele, Lynn Voorheis

## Current Volunteer Staff

*Accounting:* George Groty  
*Archive:* Darlene Beebe, Nancy Borchers,  
Ruthe Donlon, Tuck Ernst, Teresa Lease,  
Joan McCullough, Shirl Reid (*Assistant Curator*),  
Bob Smith, Cecilia Tepel  
*Digital Media:* John Drake, Rebecca Frazier  
*Docent Coordination:* Barbara Jones, Pat Stastny  
*Home Tour:* Charlotte Groty, Carolyn Hall,  
Nanci Killingsworth, Shirl Reid,,  
Rebecca Frazier, John Drake  
*Hospitality:* Linda & Larry Turner  
*Membership:* Adele Voell, Rebecca Frazier,  
Shirl Reid  
*Museum Maintenance:* Richard Levitski  
*Museum Shop:* Nancy Borchers  
*Oral Histories:* Corrinne Brown,  
Lynnda Hart, Carolyn Levitski  
*Research:* Bob Smith  
*Webmaster:* John Drake

## Arti-Facts

*Co-Editors:* Adele & Bob Smith  
*Layout & Design:* Halie Johnson

## NEW BOARD MEMBERS



**Barbara Jones, left, and Marlene Pierce enjoy their first board meeting.**

*Photo by Bob Smith*

Two new members have joined our IAHS board of directors, bringing, as does everyone, their life experiences, talents, and interests to the cause of preserving Idyllwild's history.

Marlene Pierce, a native of London, Ontario, has a master's degree in gerontology and practiced in Garden Grove from 2001 to 2008. Refugees from Huntington Beach congestion, she and her husband, Tom, have settled in Idyllwild after weekendng here until last year. As well as working with our historical society, she joins her husband in active volunteering for the Mountain Community Patrol.

Barbara Jones, a Minnesota native and widow, has been an Idyllwild cabin owner since 1966 and has lived here full time since 1995. A retired teacher, she tutors 2nd and 3rd graders in the desert. Barbara uses her musical talent in barbershop quartet singing in Cathedral City. 📖

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We note with sadness the recent passing of  
our former feature writer,  
Marcia Torrey-Jay.

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# THE COMPANY WE KEEP

*New and Renewing Members - July through September 2012*

## NEW MEMBERS

### Sponsor

Dr. Gerald & Marianne Schneider Corey    Idyllwild

### Business

Café Aroma (Hubert Halkin)    Idyllwild

### Contributor

Scott & Martha Schroeder    Idyllwild

### Family

Darlene & Jerry Beebe    Idyllwild

### Individual

Jim Boyd    Downey  
Janice Duquette    Idyllwild  
Virginia Lumb    Idyllwild  
Harry & Mary Rogers    Redlands  
Nicolette Wilson    Idyllwild

## RENEWING MEMBERS

### Benefactor

Anonymous

### Founders Circle

Stacy Ann & Richard Emmons    Long Beach  
Dottie & Mel Goldfarb    Idyllwild  
Bill Merkelson    Van Nuys  
Allen & Lenore Miller    Idyllwild  
Betty & Walter Parks    Riverside

### Sponsor

Doug Austin    Idyllwild  
Phil & Carol Baily    Temecula  
Tuck Ernst    Idyllwild  
Dorothy Koepcke    Palos Verdes Estates  
Penny & Mike Mihály    Columbia  
Rita Motter    La Quinta  
Tom & Marlene Pierce    Idyllwild  
Joseph & Raphael Plunkett    Diamond Bar  
Linda & Manny Rider    Palm Desert

## RENEWING MEMBERS (cont'd.)

### Business

Field Family Photography    Ashland OR

### Contributor

Ann & Bill Bashford    Idyllwild  
Sandy Craig    Rancho Mirage  
Suzanne Bowman    Idyllwild  
Marte & Jack Ganoung    Costa Mesa  
Clark & Lana Hapeman    Riverside  
Terry & Diana Kurr    Idyllwild  
George & Jeanette Schultejan    Idyllwild  
Marianne McConnell Smith    Eagle Mountain UT  
Carson & Donna Struthers    San Diego  
Larry & Linda Turner    Idyllwild

### Family

B J & Edith Brix    Idyllwild  
Hodge Crabtree & Katie Boskoff    San Diego  
Ruthe Donlon & Robert McCullough    Idyllwild  
Bob & Peggy Ferguson    Claremont  
Bruce & Carolyn Ganoe    Fallbrook  
Donald & Louise Giger    Omaha NB  
Lana Ickes    Idyllwild  
Jim Walters & Jeanette Jones    Palm Desert  
David Kobosa & Frank Maurer    Los Angeles  
Dan & Mary Beth Lazzaro    San Diego  
Karen Morton    San Marcos  
Donald Sherman    Idyllwild  
Bob Simpson    San Luis Obispo  
Scott Solomon & Alyssa Love    Calabasas  
Deidre Vail    Walnut  
Gary & Susie Weber    Idyllwild  
Mike Wimbrow    Trabuco Canyon

### Individual

Corrinna Aragon    Los Angeles  
Diann Coate    Idyllwild  
Richard Davis    Moscow ID  
Kathy Dickey    Cardiff-by-the-Sea  
Barbara Jones    Idyllwild  
Dot Pentz    Menifee  
Susan Righetti    Individual  
Judy Schonebaum    Idyllwild


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We continue to receive donated materials to consider adding to our archive collection. This quarter we thank Terry Bauman of San Diego; Alessandra Ramirez of La Quinta; Shirl Reid of Big Horn WY; Richard Minnich and Betty Parks of Riverside; and Hill residents Suzanne Bowman, Patty Carratello, Anne Dunham, Richard Goldberg, Lynnda Hart, Dave Pelham, Bob Smith, Gisela Stearns, and Adele Voell. Adele's donation was particularly striking and timely: a 1922 photo of a woman in a rocker, reading by the door of Idyllwild's original library, located in the Idyllwild Inn.

SELLING ... (continued from page 1)

Sanatorium, cleverly disguised as "Strawberry Valley Lodge," appears on page 8. (Oddly, his hospital did actually have a hotel wing. Just why it did is lost in obscurity today.)

At the right is a detailed ad from 1911 by Strong & Dickinson, who had bought all of Idyllwild from Lindley and held it until Emerson arrived on the scene in 1917. This pair of developers anticipated the continuing uniqueness of Idyllwild's location, landlocked within national forest.

Finally, as shown below, by 1924 Emerson was concentrating on land sales for summer homes, to fulfill his dream of a settled village in Strawberry Valley. 

## Invest in Rest at Idyllwild

Secure a Mountain Homesite at Idyllwild, in the Romantic San Jacintos. Large, Half-acre Heavily Timbered Lots. Perfect Title and Absolute Deed. Pure, Mountain Water piped to each lot, under high gravity pressure. Electric service available for lighting, heating and cooking.

A Summer Home at Idyllwild is a Health Assurance Policy covering the Whole Family. Arrange to Spend your Summers in the Mountains. Gain Rest, Strength and Health at Idyllwild.

### Idyllwild, Inc.

Idyllwild,

California

Purchase While You May a Mountain Homesite

# At IDYLLWILD

For here it is possible to purchase what is almost impossible to obtain elsewhere—a mountain home—nestled in by the majestic peaks of the San Jacinto Mountains over 5000 feet above sea level, with inspiring natural scenery on every hand. Amid beautiful mountain streams with fern-covered banks, waterfalls, peaceful groves of giant pines, picturesque trails and an endless variety of trees of luxuriant foliage—is situated Idyllwild, in Strawberry Valley—a rare beauty spot indeed.

Here you may buy a mountain homesite and erect thereon a mountain home according to your own desires, besides having nearby many conveniences, which, for a mountain place, is very unusual—a post office, daily mail in summer, telephone, general store, dairy, water system, electric lights, steam laundry, ice plant, garage, public baths, cafe—these already installed. Here also you may enjoy a great variety of refined amusements at the Resort.

A part of Idyllwild has been subdivided and is now offered for sale in fairly good-sized parcels, no two lots being similar in size or character. Here the business man may own his mountain home, isolated if he chooses, amid trees of beautiful growth, and indulge if he desires in a well-earned rest, free from the turmoil of commercial strife. Truly a wonderful opportunity is now offered to those seeking property of this character, for where else can you secure similar offerings in any mountain section of Southern California, for Idyllwild is situated near the center of a great 700,000 acre U. S. Government FOREST Reserve Park. The property offered was under private ownership when the United States Government established the great Forest Reserve Parks of this state. Therefore opportunities to purchase this kind of property are rare indeed, and will become more so in the future.

LOT PRICES: Range from \$150 to \$450 each according to size and location and all sold on an easy payment plan of purchase if preferred. \$25.00 cash, \$10 monthly.

WE ALSO HAVE FOR SALE SOME  
CHOICE FIVE, TEN AND TWENTY-  
ACRE PARCELS. MOST OF THESE  
FRONT ON BEAUTIFUL STRAW-  
BERRY CREEK

For prices, terms, maps and other particulars, address.

**SELOVER & WHIPPLE** Selling Agents  
With  
**STRONG & DICKINSON**

147 SOUTH BROADWAY

LOS ANGELES, CAL.

Tract Office at Idyllwild.

# ANOTHER GREAT HOME TOUR

As one would expect after a dozen years of practice, the annual Idyllwild Home Tour once again hummed like a well-oiled machine. The 394 visitors lauded the selection of interesting homes and the willingness of homeowners to offer a glimpse of Idyllwild life. Docents enjoyed the pleasure of meeting eager visitors. The organizing committee appreciated the work of their corps of volunteers. The treasurer welcomed the tour's generation of \$9,920 – more than a third of IAHS's budgeted yearly income.

Master-minded by the veteran team of Shirl Reid, Nanci Killingsworth, Carolyn Hall, and Charlotte Groty, each volunteer contributed a vital piece to the whole production. Shirl oversaw advertising, ticket sales, artist recruitment, and tour booklet production. Nanci selected the homes and recruited musicians. Carolyn coordinated the docent staff. Charlotte worked with homeowners. And the weather gods delivered a wonderful late-summer day for participants to enjoy, as they lounged about



the Idyllwild Garden Club's village garden on our museum grounds. Linda and Larry Turner, aided by IAHS board members, provided their customary delicious and refreshing snacks.

*Photos by Careena Chase, Courtesy Idyllwild Town Crier*

We are especially grateful to the Idyllwild residents who generously offered their homes this year: Betty & Pete Anderson, Debbie & Aubrey Eyer, Bob & Connie Henkel, Charlene & Michael Madden, and Darien Martus & Mark Gietras. 🍷

## **And we want to recognize thankfully all the other volunteers who played a part:**

**Hosts:** Maureen Boren,, Morry Copeland, Dick Dorisse, Diana Kurr, Dawn Miller, Melinda St. Pierre  
**Docents:** Nancy Borchers, Jorgine Brause, Sharla Carpenter, Diann Coate, Susan Cowper, Kay Curry, Steve DeLonge, Karen Dorn, Bonnie Doshier, Tuck Ernst, Pamela Fojtik, Doug Foss, Leann Gudmundson, Nancy & Roger Hull, Barbara Jones, Shirley Kribs, Lynn & Mike Kollar, Larry Medinger, Joan McCullough, Joyce Miller, Annamarie Padula, Marlene Pierce, Terry Richardson, Susan Simmons, Cecilia Tepel, Sally Warwick, Nickie Watts, E. J. Weiler, Betty Wilcox  
**Parking:** Dan Carpenter, Chic Fojtik, Larry Kribs, Terry Kurr, Danny Richardson  
**Artists:** Trudy Adler, Judy Aussenhofer, Kristine Haddock, Judith Schonebaum  
**Musicians:** Mary Carroll, Vicki Jakubac, Barbara Raylis  
**Tour Booklet:** Rebecca Frazier, John Drake, Joyce Miller, Shirl Reid, Bob Smith  
**Ticket Sales:** Kathy Duncan, Shirl Reid, Gail Vicondova, Adele Voell  
**Logistics & Signage:** Richard & Carolyn Levitski, Bob Smith  
**Media:** Carolyn Levitski, Shirl Reid  
**Accounting:** George Groty  
**Database:** Mary Carroll

# COMMUNITY FUND GRANT LAUNCHES NEW IAHS PROJECT

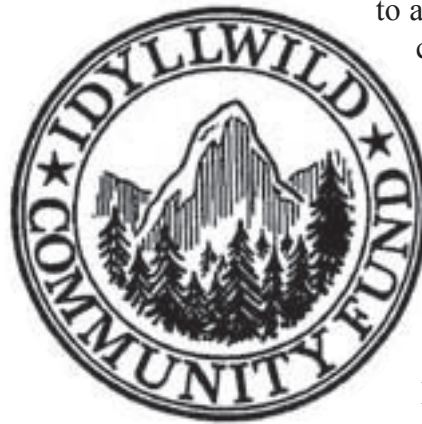
We're pleased to report that IAHS has received a \$1,000 grant from our friends at the Idyllwild Community Fund.

Past ICF grants enabled us to acquire our first computer and software for membership and archive records and to upgrade the oral history program with digital equipment. The new \$1,000 grant will launch a pilot project testing the feasibility of making past issues of the Idyllwild Town Crier available on the Web.

This project was suggested to our Board of Directors last year by Halie Johnson at the newspaper and other community members. As IAHS's research program grows more prominent, the limitations of our archive become obvious. With nearly 8,000 items in hand, we're able to respond effectively to only about two-thirds of the inquiries we receive. Because our collection depends on what donors happen to give us, it's necessarily spotty in its coverage.

But there is one systematic source of historical information about the Idyllwild area, at least since World War II, and that is the Town Crier. The Idyllwild Library has a complete set of old editions available, and we often consult it. But finding specific information, especially about people and homes, is extremely time-consuming.

Fortunately, technology offers a solution. It's becoming increasingly common for old newspapers



to appear online at a number of commercial websites. These sites are especially helpful when they can be searched to locate articles containing topics of interest by specifying keywords, such as names, events, or places. We find, for example, that the Riverside and Hemet papers posted on GenealogyBank.com can aid research on the San Jacinto Mountains. But access to our local paper would be a vast improvement.

Thanks to the ICF grant, with matching funds from the Town Crier, Rotary Anns, and IAHS, during the coming year we will be moving in this direction in partnership with the newspaper. Bob Smith will be leading the project for IAHS, working with Halie Johnson at the Crier.

We've determined that the most rapid way to get material scanned and posted on-line is to rely on the mass-production facilities of a commercial enterprise. So the Crier is contracting with Newsbank, Inc., the largest company in the business and GenealogyBank.com's parent, to scan and post five years of early papers, 1949-1953.

Once the papers are posted, we will test the reliability of the scans. We'll also solicit volunteers to suggest or carry out their own searches and evaluate the usefulness of the results.

If the system appears effective, we hope to

*(See Grant, next page)*

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## BEHIND THE SCENES:

The bronze donor plaque sporting Dore Capitani's sculpture of the old Idyllwild Inn found its permanent home this summer beside the door to the Frank & Mabel Moote Archive & Research Center.



Inside those doors, archive assistants Darlene Beebe (left) and Cecilia Tepel examine a new acquisition. *Photos by Bob Smith*

# ONLY IN IDYLLWILD: A TALE OF ENDURING LOVE

Something in our mountain air seems to elicit sympathetic concern, even from visiting strangers. The following letter from the IAHS archive was forwarded to us by the Town Crier:

August 11, 2000

Last week, while family and I were vacationing in Idyllwild, we found the enclosed letter in the dirt beside the road. The letter is so sweet and intense and was kept for so long that it must be important to the owner. The condition indicates that the letter had not been lost long and that its owner had gone to some effort to preserve it.

Can you publish the letter with the intention of returning the original to its owner?

*Thomas E. Garrisi  
Houston TX*

(The text of that half-century old letter recovered from the roadside dirt is reproduced at the right.)

*Feb. 21, 1950*

*2:05 AM*

*Dearest Poo-Poo,*

*I have come to one conclusion—I LOVE YOU!!! That's final.*

*You were in a very sweet mood yesterday. I'm glad your [sic] feeling better now. It's so seldom your [sic] sick, I can't understand when you are. I love you in your own sweet, gay self! So don't go getting sick any more.*

*Less than three months before we are married. Sounds good to me. We've waited so long it seems almost impossible we'll finally see it come true. Time will fly quickly, so our definite date should be set soon. I plan to tell Mr. V— sometime after March 6th. I'll hunt for one day off— Sat. Probably won't get it, though. But when we get our vacations, we can really take a vacation, huh?*

*Books are patiently awaiting my correcting stare, so I'll go to them.*

*Your [sic] the one I'll love forever.*

*Me*

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## GRANT ... (continued from previous page)

expand the project to cover the Town Crier's entire 66 years. This will require help from our members and friends. We're able to get started quickly, because past donations have given us a complete set of papers for the five years of the pilot project.

But we do need to replace a few issues that have pages missing or articles snipped out. If you happen to have copies from 1949-1953 you could donate

or lend, please contact IAHS as soon as possible at [info@idyllwildhistory.org](mailto:info@idyllwildhistory.org) or (951) 659-2717 and tell us which issues you have.

We estimate the cost of the pilot project at \$2,250 for five years during which the paper published only biweekly editions between September and May. The complete project would cost in excess of \$60,000. Clearly, we'd need to attract major funding.

So stay tuned as this exciting partnership project develops. 📖

## MEMBERSHIP APPLICATION

Name(s) \_\_\_\_\_ Address \_\_\_\_\_

Telephone \_\_\_\_\_ E-mail \_\_\_\_\_

\_\_\_\_\_ Individual (\$15) \_\_\_\_\_ Contributor (\$35) \_\_\_\_\_ Benefactor (\$250) \_\_\_\_\_ Business (\$35)

\_\_\_\_\_ Family (\$25) \_\_\_\_\_ Sponsor (\$100) \_\_\_\_\_ Patron (\$500) \_\_\_\_\_ Corporate (\$750)

(Please make your tax-deductible dues check to IAHS & mail to PO Box 3320, Idyllwild, CA 92549)

**If a gift membership, please enter donor's name and address:**

Name \_\_\_\_\_ Address \_\_\_\_\_

**Museum Hours**

**11 am - 4 pm**

**Winter Schedule**

**September 8 - June 16:**

**Saturdays & Sundays,**

**Monday holidays,**

**Thanksgiving Friday,**

**Daily December 26-January 1**

**For special tours and other business,  
call (951) 659-2717**

**Email: [info@idyllwildhistory.org](mailto:info@idyllwildhistory.org)**

**Website: [www.idyllwildhistory.org](http://www.idyllwildhistory.org)**

**Admission Free**

**Donations Welcome**



**STRAWBERRY VALLEY LODGE**

(ONE MILE ABOVE THE SEA)

From the  
Riverside Daily Press  
of July 18, 1902:

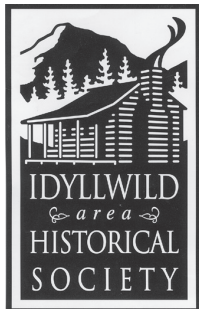
This delightful Mountain Resort, one-half mile from the Idyllwild Sanatorium, is now open. Are you tired of the beach? Then try life in

(For more ads,  
see page 1)

**THE TENTED FOREST**

Excellent board, to satisfy that mountain appetite, \$12 per week, including good beds, clean linen and first-class service. Tents to rent for those who wish to keep house. Take Santa Fe to Hemet. For literature, address R. A. LOWE, Mgr., Idyllwild, Riverside, Co., Cal.  
HARVEY G. McNEIL, Medical Supt. FRANK W. CAIN, Camp Supt

**P.O. Box 3320  
Idyllwild, CA 92549**



Non-Profit  
Organization  
U.S. Postage

**PAID**  
Idyllwild, CA

**Return Service Requested**