



COUNTY COURIER

Official Publication of the Orange County Historical Society

www.orangecountyhistory.org

GOOGIE ARCHITECTURE

The program on February 12, 2004 will be a slide presentation by Jane Newell on Anaheim's Googie Architecture. Well known in the history community, Newell, who holds a master's degree in archives and museum management came to Anaheim Public Library ten years ago as local history curator in the Anaheim History Room. How she became well versed in the Googie style of architecture was a result of the city's decision to banish the campy motel signs in the Disneyland resort area in 1995. Residents, former residents and planning commissioners were concerned over demolishing a style of architecture that grew in the 50s and 60s, commercial buildings and signage designed to attract attention from the increasing roadside traffic. It fit the needs of the new California "car culture" and the dreams of the even newer space age.

The outcome, starting with preserving and documenting 20 images of roadside signs, the collection began. With the help of volunteers, Daniel Paul, Chris Jepsen (assistant to Phil Brigandi at the OC Archives) and John English from the L.A. Conservancy, Jane Newell is conducting archival research on the history of the buildings and signs, and finding more all the time. By 1999, Marla Jo Fisher in her article for *Register* reported that the collection was up to 111 places and counting. Come Thursday, February 12, 2004 to Bower's Kidseum at 7:30 to see what has been added since 1999. The Kidseum is on the northwest corner of Main Street and 18th in Santa Ana, one



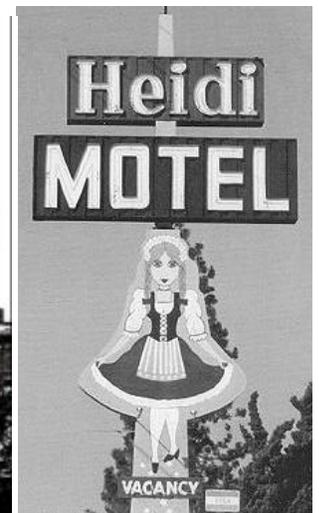
ANAHEIM CONVENTION CENTER

Postcard from Virginia Carpenter collection

block south of Bower's main parking lot. Parking is free at the back of the building and across 18th Street. Entrance is on 18th Street. The public is invited.

More information on Googie: Alan Hess's book *Googie: Fifties Coffeeshop Architecture*

See Chris Jepsen's site below.



Sign images from Chris Jepsen's web site

www.spaceagecity.com/googie/index.htm He cites "Bold angles, colorful signs, plate glass, sweeping cantilevered roofs and pop-culture imagery captured the attention of drivers on adjacent streets. Bowling alleys looked like Tomorrowland. Coffee shops looked like something in a *Jetsons* cartoon. For decades, many "serious" architects decried Googie as frivolous or crass. But today we recognize how perfectly its form followed its function."



IN SEARCH OF A RALSTON ROCKET

Do you remember SPACE PATROL, Name the Planet X contest, or Space coins in the Ralston cereal boxes? This editor, just out of college, doesn't remember but some of our younger members may be able to help with this search. It began with the following:

FROM STEVE FAESSEL:

Jean-Noel Bassior, journalist has contacted me through Jane Newell who thought the Anaheim Historical Society might be able to shed some light on the whereabouts of the Ralston Rocket.

The following is an excerpt from her book:

But in 1953, still hopeful that *Space Patrol* could rocket Ralston to the stars, Gardner pulled out all the stops and launched what was billed as the biggest TV promotion ever – the Name the Planet Contest. All you had to do was name Planet X, the mysterious orb ruled by Commander Corry's nemesis, Prince Baccarratti, that had suddenly invaded the solar system. The grand prize was staggering: Buzz Corry's very own battle cruiser, the Terra IV.

A year after Gardner picked up the show, Hartnagel, known as a "good idea man," had made advertising history by commissioning a 35-foot rocketship, touted as Corry's own ship, to tour the country promoting Ralston cereals and *Space Patrol*. He got the idea when he saw a huge spaceship set up in the boys' section of Marshall Field's department store in Chicago where kids could watch movies that depicted space flight. Since *Space Patrol* was all about spaceships, he reasoned, why not have Standard Carriage Works in LA (who built anything for anybody) fashion a mammoth ship that would descend on fairgrounds and market parking lots from coast to coast? Kids and their parents would be allowed onboard when they presented a boxtop from a package of Ralston cereal. It was a mindboggling concept. "Never before had a manufacturer used store parking lots for

promotional devices," notes Beatrice Adams in *Let's Not Mince Any Bones*, a history of The Gardner Advertising Company. The promotion proved so successful that Gardner authorized Hartnagel to commission a second Rocket. Now some execs at Ralston Purina wanted to take Hartnagel's concept one step further. Why not give one of the ships away in a contest to some lucky kid – a prize so outlandish it was sure to draw media attention? The ad men at Gardner liked the idea. When the Name the

Planet Contest was announced on September 19, 1953, during *Space Patrol* episode 143, "The Hate Machine of Planet X," kids and their parents were stunned.

From the SPACE PATROL WEBSITE

THE PRIZES as reported by the our favorite announcer Jack Narz included a grand prize of a real Rocket clubhouse, a chance to win 1,750 prizes and free space coins for everyone. Just name the Black Falcon's stronghold the massive Planet X. Planet X, 5 times larger (it varied from 5 to 15 to 5,000 times greater) than earth, populated with man eating plants, prehistoric monsters (Ice Demons) and the home of Prince Baccarratti. It's as easy as 1 - 2 - 3 Go to the Weather - Bird Shoe store where a Weather- Bird shoe man will give you a free prize, an interplanetary coin album and three silver space coins.

Use the entry blank in the coin album Information on how to enter was on the back of the "new" Hot Ralston Cereal boxes with pictures of Commander Corry or Cadet Happy.

Steve Faessel adds, "Although not noted yet in this article is the fact that the West Coast Rocket eventually ended up at Stovall's Space Age Inn in Anaheim in the early 1960's (hence the Anaheim connection to the story.) All the Stovall people remember is that they finally donated the Rocket to a Baptist (?) church in the late 1960's. The Pastor wished to use the Rocket as a Bible Study facility for youngsters. No one recalls 30 years later however, what church, although it was supposed to be a big one here in Orange County. Does anyone recall hearing about a church that used a Rocket in their Bible Study program?" Contact any board member listed on page 5 of this issue, by phone or e-mail.

Conference of California Historical Societies SPRING SYMPOSIUM FEBRUARY 20-22, 2004 BUENA PARK

Registration is \$25– \$35.00 after Feb. 4.

More information at:
www.californiahistorian.com

Ann Shea— Evenings 562-408-6959
Days 213-744-2544

E mail ashea@caamuseum.org

Saturday, February 21

8:00 - 9:30 AM RVP Meeting

9:00 - Noon Registration

10:00 AM - 10:45 AM Workshop - Grants –Sources and How to Tap Them

Felicia Harmer Kelley, Senior Programs Manager, California Council for the Humanities

11:00 AM - 11:45 AM Workshop - Establishing Partnerships With Businesses and Corporations

Sheila McTyer Mendoza, Director of Development, California African American Museum

12:00 - 1:30 PM Luncheon & Speaker - History of Buena Park. Speaker: Dean Dixon
Deli Sandwich, pasta salad, beverage, dessert, \$15.00

2:00 - 4:30 PM Tour of historic Buena Park via carpools. Tour of Knott's Berry Farm will be part of the tour. All locations are within 2 miles of the hotel

6:00 - 7:00 PM Attitude Adjustment Hour, Knott's Chicken Dinner Restaurant

7:00 - 9:30 PM Dinner and Program, "Life on the Farm with Granddad" by Speaker: Steve Knott
Mrs. Knott's Famous Fried Chicken Dinner, \$25.00

DONATIONS continued

This article is inspired by a donation of the **Register of Inmates County Hospital**, from Mr. Lasandro now of Ferndale California to OCHS. This Register came into Mr. Lasandro's possession many years ago while he was employed at the County Hospital. They were cleaning house and getting rid of old and useless records, Mr. Lasandro saved it from the trash bin.

This article would not have been possible without the **County Archives** being open and the staff now employed to assist the public in doing research.

ORANGE COUNTY HOSPITAL

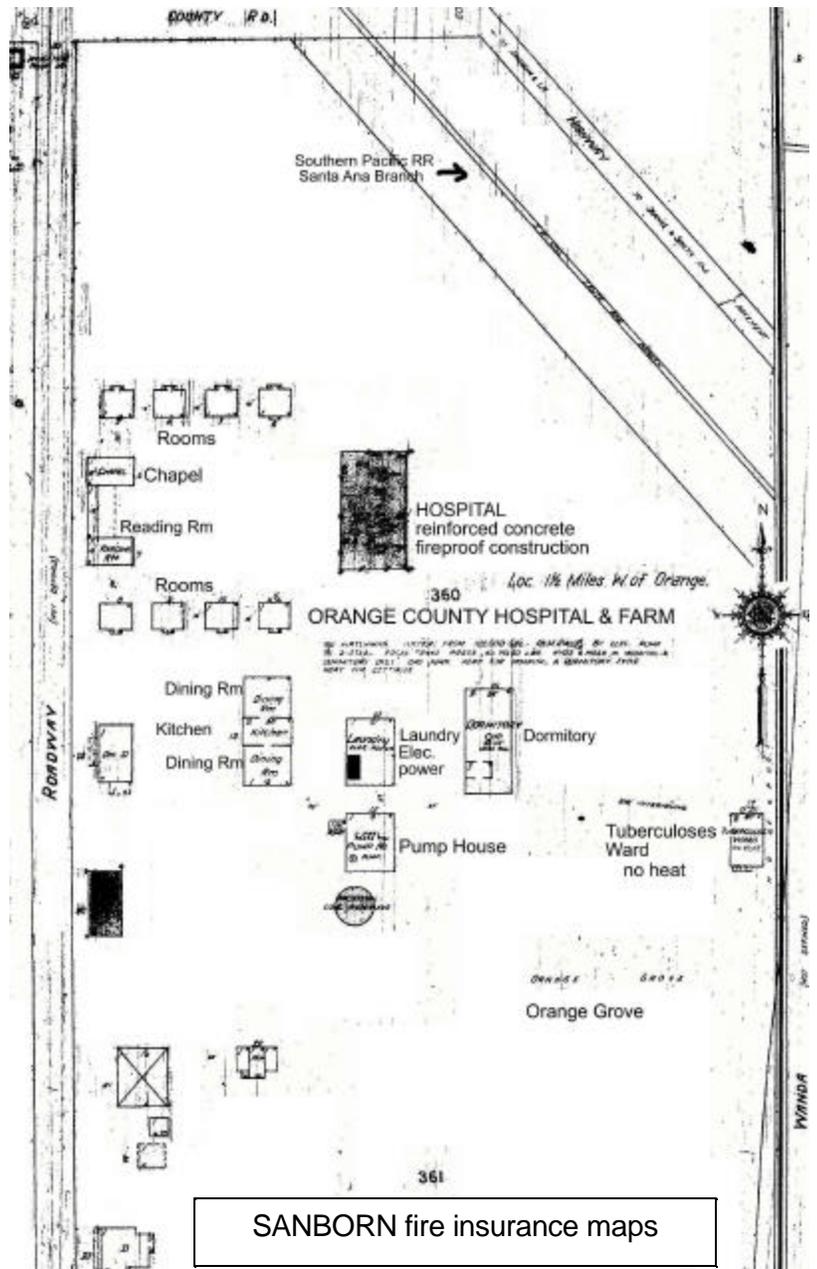
By John Sorenson

The Structures

This part will concentrate on the construction history of the County Hospital. The dimensions of the buildings are only approximate as only the 1922 and 1922/1950 Sanborn Maps were available. The only written dimensions found were from the *Register's* 25th Anniversary Edition (County creation) published in 1913. This was before the hospital was completed. These are reasonable when compared to the scaled Sanborn maps. The dimension of the original County Hospital built on site was 90' wide and 48' deep. As a comparison the original Orange High School building completed in 1905 was 110' wide and 87' deep. A review of the 1912 Platt Map Book finds the County Hospital and Poor Farm plotted on the Orange Road District map. The unnamed roadway which appears to have formed the western boundary ran about 3200' feet south of Chapman. It provided access to 17.53 acres owned by C. E. Turran. A cross road entered the county site about 1200' south of Chapman. This would have served the farm operations. The current routing of City Drive through this area is about 600' west of the original western boundary over its greater extent.

The 72 acre plot can be described as running west from the railroad tracks and ending at an unnamed roadway 30' in width. This generally triangular shaped lot would have had approximate perimeter dimensions as follows: northern boundary 150', eastern boundary to apex of triangle 2000', parallel to the railroad tracks, from the apex to the southern boundary 1800', and southern boundary 650'. These estimates yield about 71.49 acres.

The site plan called for the hospital to be centered about 400' south of the northern boundary. The last major structure, the farm foreman's residence was located about 900' south of the northern boundary. Farming operations extended almost 1/2 mile to the



Founded in 1867 by D. A. Sanborn, the Sanborn Map Company was the primary American publisher of fire insurance maps for nearly 100 years. Their maps were designed to help insurance companies estimate the potential risk for urban structures. The maps include information such as the outline of each building, the size, shape and construction materials, heights, and function of structures, location of windows and doors. (in the hospital buildings fire hose locations are indicated). The maps also give street names, street and sidewalk widths, property boundaries, building use, and house and block numbers. They often give textual information on construction details (for example, steel beams or reinforced walls) on the plans and indicate different building materials with shading. Extensive information on building ranges from symbols for generic terms, such as stable, garage, and warehouse, to names of owners of factories and details on what was manufactured in them. In the case of large factories or commercial buildings, the maps even record individual rooms and their purposes. Other features shown include pipelines, railroads, wells, dumps, and heavy machinery.

south. Hospital and almshouse residences were confined to the northern most 10 acres of land. This left about 62 acres for farm operations. Farming operations consisted of 30 acres in Valencia's and a herd of dairy cattle. The 1915 hospital complex was based around a quadrangle of buildings. The interior open quad was about 125' by 150'. The northern flank was formed by four cottages each of about 24' x 20' equally spaced.

The eastern flank was the rear of the hospital. The main entrance, which is most photographed, faced east towards the railroad tracks. Plans were made to landscape the main entrance area for the beauty and enjoyment of all.

The southern flank of the quad consisted of 4 more cottages similar to those on the northern flank. The western flank consisted of a reading room and a chapel both about 24' x 36' with what appears to be a covered walkway between them. Whether this walkway allowed vehicles to pass between it is unclear. The roadway on the west boundary appears to be the access route to the road and path network on the hospital grounds. This network is unclear and can only be guessed at via old photographs. Over the years the cottages were used for a variety of purposes. There was a nursing school established in March of 1915. Twenty six nurses were in training by 1925. On site living quarters for student nurses were probably needed. As late as 1937, student nurses received \$15 - \$25 per month. Register nurses received \$105 - \$135 per month.

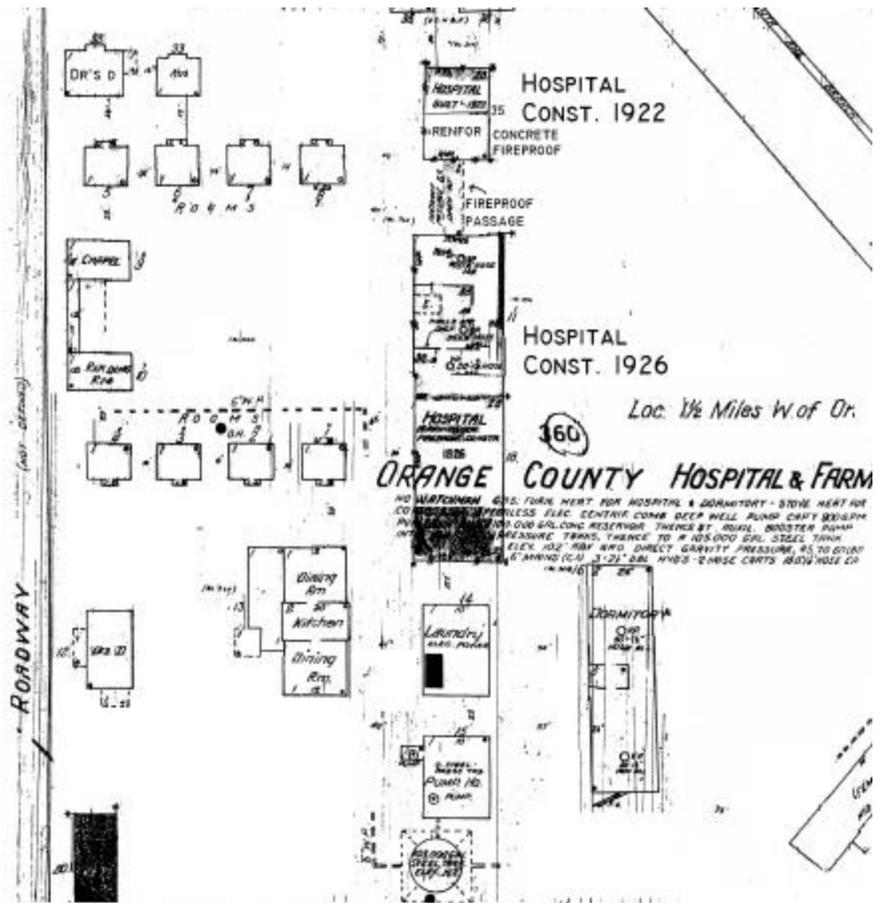
South of the quad was a row of service buildings. Facing the road was the doctor's residence, probably Dr. Zaiser's home, about 24' by 44'. Eastward was the kitchen and dining rooms. This building, about 36' by 80', contained a central kitchen and two dining rooms, one to the north and one to the south. Farther east was the laundry. This building, about 36' by 48', was supported by a pump house to the south and the reservoir to the south of the pump house. The pump house, about 36' by 38', needed two pumps to function: a well pump and a booster pump to raise the water to the tank above. The reservoir was about 32' in diameter and 18' deep and held 105,000 gallons of water. Eastern most was the dormitory building, originally about 36' by 80'. It was expanded in the late 1920s to about 125' in length. This two story building featured a conservatory on the roof as did the main hospital building. A conservatory was to allow the patients a locale to take in the fresh air and the coal smoke from the passing trains. In 1922, isolated near the western boundary and in line with the pump house was the two story T. B. Ward, about 24' by 40'. One of the features of the T. B. Ward was no central heat.

The main hospital building, two stories and a basement with windows at ground level, was originally about 48' by 90'. In 1923, a psychopathic wing, this two story with basement addition,



Orange County Hospital and Farm taken sometime after 1926.

Photo from *History of Orange County California, Vol. 1 1931* by Mrs. J. E. Pleasants



about 36' x 52', was constructed to the north. A covered passage, about 40' in length, between the main and new building at the second floor level was constructed. This provided a motor vehicle passage at the ground level. In 1926, an addition to the south equal that of the original hospital was completed. This 2 story and basement addition architecturally complemented the original addition.

In 1915, the capacity of the hospital was 90, 45 medical and 45 almshouse patients. In 1925 the medical capacity reached 125. From 1925 to 1931 bed capacity had increased to 260. In 1957 patient capacity was 700, with average occupancy of 375.

In 1915, south of the service row were a line of structures. A large reservoir, probably for use by the farm operations, was located to the south of the doctor's residence. The barn, @ 40' square, was situated further south. The foreman's residence, about 24' by 30' (average), was located furthest south along the road.

OCHS Calendar

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- Board Meeting
- Thursday Feb. 5, 2004 at 7:00 PM at the Kidseum

February Meeting

- Thursday, Feb. 12, 2004
- Meeting at 7:30 p.m.
- At the Kidseum
- **Slide show on**
- **GOOGIE Architecture**
- By Jane Newell

▶ MARCH 11, Meeting
The History of Saving Laguna Canyon by Jerry Burchfield and Mark Chamberlain



Where will you find books on local history? Your best source is your Orange County Historical Society.

Books listed below in BOLD are pictured and described on our website: www.orangecountyhistory.org

Don't see the book you are looking for? ASK US. If we don't have it we will help you find it.

WEBSITE ADDITIONS:

A Timeline of Orange County History from *The Golden Promise* by Pamela Hallan-Gibson.

A list of current home and walking tours in areas of Orange and Los Angeles Counties.

PLACE A DOLLAR AMT. OPPOSITE EACH ITEM YOU WISH TO ORDER		
Bawdy Balboa by Judge Robert Gardner	\$25.00	
Cañada de la Brea by Virginia Carpenter	\$10.00	
Centennial Bibliography of Orange County	\$70.00	
House of Bernardo Yorba by Don Meadow	\$4.00	
José Antonio Yorba by Arnold Dominguez	\$4.00	
The Portolá Expedition 1769	\$3.00	
Orange Countiana II	\$12.00	
Orange Countiana III	\$12.00	
Orange Countiana IV Architecture: soft cover	\$32.00	
A Window on the Past hard cover	\$40.00	
Orange Countiana V Early Businesses soft cover	\$22.00	
In Orange County hard cover	\$30.00	
Orange County Through Four Centuries By Dr. Leo J. Friis	\$15.95	
The Orange Blossom 50 Years of Growth in Orange County	\$40.00	
ORANGE COUNTY The Golden Promise by Pamela Hallan-Gibson 2002 edition	\$37.00	

Proceedings of the Conference of Orange County History	1988	\$11.00	
	1989	\$11.00	

All prices include sales tax

MERCHANDISE TOTAL _____

Postage and Handling (\$3.00 first item, \$1 each additional)

Orange Blossoms is **\$5** per book, \$1 each additional

Orange County The Golden Promise is **\$5** per book, \$1 each additional

TOTAL DUE _____

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CITY, STATE, ZIP _____

Make checks payable to OCHS

~ **MAIL TO:** John Sorenson, 14932 Gainford Circle, Irvine CA 92604

Call him (949) 559-5668 and he will bring your book/s to the next meeting.

