

A Message From Our President Wes Speake

Dear Members,

Hopefully, I'll be one of the first to wish you and your families a very Happy Holiday as we transition from Halloween into Thanksgiving and Christmas. This is such a special time of the year for families and our beautiful city.

On Thanksgiving Day, November 26, 1914, 107 years ago, the headline of the *Corona Courier* read, “Corona Presents World Auto Festival, Corona First to welcome Speedy International Racers.”

This was Corona's second race. The previous race took place over 14 months earlier in September 1913. The first race was wildly successful for racers with a large purse and investors who made lots of money. In 1914, Corona anticipated the same success and learned from its missteps in 1913. Changes made: invested heavily; better viewing areas, a better driving surface, the number of races was limited; proper security (Corona brought in officers from Riverside, Los Angeles and Marines to maintain peace,) and ensuring there were enough vendors to feed the estimated 100,000 spectators. Wrecks in 1913 and increased speeds brought criticism. One of the most famous drivers in the world, Barney Oldfield, had bad mouthed the track as being dangerous in the newspapers and it was speculated that this was because race promoters refused to pay him. After the Maxwell company paid for his appearance fee, he raced. After the race, he deemed the track was safe!

The City saw the race as a way to market Corona as a place to invest in and reside. The City was promoted: *“Corona with all her natural resources, and the forethought of her pioneer promoters who laid out the wonderful “Circle City” on sun kissed slopes of the Santa Anas and lined with many beautiful streets that checkers this unique city, all around a Grand Boulevard 100 Feet wide lined with tropical trees and vegetation of all kinds, paved with rock and curbed, the smoothest and fastest in the world stands ready to receive the greatest speed*



gladiators of the whole world who will fight to the finish a most desperate battle for supremacy in automobile racing on Thanksgiving Day 1914 at 10:30 O'clock.”

Advertising included Corona to have 35 miles of paved streets. The city's claim was the “Largest Shipping port of Lemons” Los Angeles via Boulevard or trolley ride away. The races didn't encourage a large influx of residents since Corona's population only increased by less than 500 between 1910 and 1920. However, races that started at 10:30 AM ended some three hours later with

7 out of 19 cars finishing (22 cars signed up, 3 didn't start the race), no major injuries of either participants or spectators and a shattered world speed record, (Eddie Pullen averaged 87.76 MPH) and endurance records (Barney Oldfield ran all three hundred miles on one set of Firestone tires and without a mechanical breakdown). These records held for almost 7 years. The race was deemed a huge success by businessmen, residents, and racers. However, the Corona Auto Association's additional investments in infrastructure did not make the 1914 races as profitable as the 1913 race.

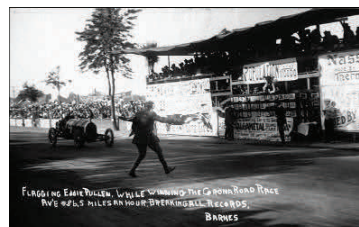


For our 3rd Quarter Meeting on September 18th, members heard author Larry Burns presentation telling tales of the weird, wonderful, and obscure and secret places in the Inland Empire. More on this is found on page 5 of this *Newsletter*.

The Society Board of Directors met in August to review our Strategic Plan for 2022 so we can continue to provide high quality programs and pursue our mission of PRESERVATION, PROTECTION and PERPETUATION of Corona's historic sites, buildings, neighborhoods and resources.



Images on this page courtesy of the Corona Public Library



President's Message Continued

If any of you have any suggestions or ideas of where you would like to see the Society focus our efforts, I invite you to contact me directly.

Our annual Holiday Party will be on Monday, December 6th at the historic Woman's Improvement Club. To keep a measure of safety, we will not be doing our usual potluck. However, the Society will be providing a yummy array of purchased desserts. We look forward to providing our members with a safe experience paying heed to safe distancing, refreshments that have been purchased, and the use of face masks. We also look forward to what has become a wonderful tradition - a performance by the Corona High School Madrigals. Their performance is a joyful highlight that I look forward to with great anticipation. A preview of our 2022 CHPS Strategic Plan will be presented at the meeting. All the event details are in this *Newsletter* on page 3. I hope you will join us and enjoy camaraderie with others and also experience the joy and Spirit of the

27th Year. No. 42. CORONA, CALIFORNIA, THURSDAY, NOVEMBER, 26, 1914. CHARLES F. HILDRETH, Owner and Publisher.

CORONA PRESENTS WORLD AUTO FESTIVAL

Corona First to Welcome Speedy International Racers

Stupenduous Opening of Pre-Exposition Year of Sport; Finest the World Can Produce; Rivaling the Days of Ancient Roman Contests

BY W. F. BOGGS

CORONA with all her natural resources, and the forethought of her pioneer promoters who laid out the wonderful "Circle City" on the sun-kissed slopes of the Santa Anas and lined the many beautiful streets which checker this unique city, all around which a Grand Boulevard 100 feet wide, lined with tropical trees and vegetation of all kinds, paved with rock and curbed, the smoothest and fastest in all the world, stands ready to receive the great speed gladiators of the whole world who will fight to the finish a most desperate battle for supremacy in automobile racing on Thanksgiving Day, 1914, at 10:30 o'clock.

The Romans, the Greeks, nor the peoples of ancient Biblical days never looked down from their lofty seats in the great amphitheatres of old, upon more thrilling feats of endurance, strength of chariots, and swiftness of flight than will the hundred thousand lovers of real sport competition, when they assemble at Corona Thursday.

Three Stutz cars were on the course driven by Earl Cooper, Arthur Klein and Dave Lewis. It was officially announced yesterday that the Stutz entered by Walter de Duesenberg would be piloted by Dave Lewis in the great race Thursday.

Bussell and Patton in the two Mercers brought their training to a close. George Bussell said after the practice Tuesday that he was satisfied with the 1914 Big cars and announced that it was not necessary for them to do any more work before the race, but he said that Klien would be out Wednesday with his car tuned for the final try-out.

The Maxwell cars which have been race dangerously close to 100 miles an hour and associated with the other drivers in several speed triumphs.

The three Duesenbergs showed their first real speed during the Monday "work-out" and more is to come, they say. A few changes in equipment have been made and today the Duesenbergs will be out again to show added class. Tom Allen, driving the No. 20 cracked a crank-case open yesterday and retired early to work his car back into condition for the final trials.

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The Maxwell cars which have been



BARON RICKENBACHER IN HIS FAST PEUGEOT RACER

Season.

Lastly, I would like to remind you that there is a lot of great historical content on our Facebook Group and the CHPS YouTube channel listed as "Corona Historic Preservation Society." Mary Winn's "Corona: Then and Now" video has surpassed 35,000 views and our "War of the Worlds" video has garnered almost 6,000 views.

Again, I send my wishes for a warm and wonderful Happy Holidays to you and yours,

WES



Historic Site Markers: Cleaned and Spruced Up By Richard Winn

In early 2020 Boy Scout Brandon Rasmussen contacted CHPS asking if we had any Eagle Scout projects he could accomplish. We suggested that an appropriate project might include the cleaning of our Historic Site Markers around town. COVID-19 restrictions interfered with the accomplishment of the project at that time.

After much organization, delay and preparation the project got under way on Saturday, October 23, 2021.

Brandon's project was to clean the 25 markers. 15 of the monuments were power washed with a mobile power washer. Volunteers from Boy Scout Troop 34, members of the Church



Two volunteers working on the Del Rey Hotel monument (Marker No. 7) on Sixth Street just west of Victoria Avenue

of Jesus Christ of Latter-day Saints, students from Santiago High School and family members. In fact, a Past CHPS President Joan Thacker, (Brandon's grandmother) helped with this cleaning project. The volunteers were given cleaning kits that had the location of the marker and supplies they would need to clean the granite or bronze markers. The volunteers who came enjoyed cleaning these monuments and learning more about Corona's wonderful history.

Look for more details on this project and an updated map of marker locations in the next issue of the CHPS Newsletter.

Please join your friends at our
**CHPS Annual Holiday Celebration
& Annual Meeting**

Corona High Madrigal
Choir will perform

Yummy desserts to
be provided by
CHPS



**MONDAY, DECEMBER 6TH
7:00 - 8:30 PM**

**WOMAN'S IMPROVEMENT CLUBHOUSE
1101 S MAIN STREET**

NO POTLUCK DINNER THIS YEAR

**FACE MASK PROTOCOL FOR THE
HEALTH AND SAFETY OF EVERYONE**

Table seating will
provide plenty of
space to achieve
safe distancing

Face mask protocol
will be observed

**Please contact Amelia by December 1st at 951.808.7442 or send an email to
nieves.amelia@gmail.com — we need to plan for # of attendees!**

The **annual election** of the CHPS Board of Directors will take place during our Annual Meeting
Monday, December 6th starting at 7:00 PM.

As of the publication of this *Newsletter*, the Nominations Committee submits the following
slate of nominations for your consideration:

Directors: Amelia Nieves, Wes Speake and Richard Winn

Advisors: Marla Benson and Ted Taylor

As set forth in CHPS Bylaws, a Director's term is two years, Advisor's term is for one.

A Tower in South Corona? By Wes Speake

Having grown up in South Corona in the 1980s there were two things that stood above the seemingly endless rows of citrus and avocado trees that ran from Ontario Avenue to the Cleveland National Forest. The stoic wind machines, spread throughout the groves standing at the ready to battle the sworn enemy of citrus; "FROST" and the tallest structure in the city, the 181' tall AT&T microwave tower at the top of Main Street. My first view of the tower was during training runs my brother would take me on that

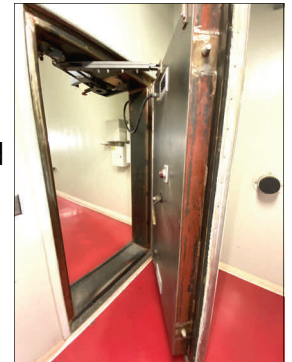


either started or ended with a long run up Main Street to the mouth of Main Street Canyon and the Fidel Ganahl Ranch house, to touch the last tree and race back. This 6-mile round trip was grueling in the summer, going up the never-ending alluvial plain. As temperatures rose it was brutal. As we would cross, Upper (now Orange Heights) you would get the first glimpse of the microwave cones on the top tower and I knew the "tree" was close... Over the years I had run, walked, biked, hiked, and drove (and "parked") by the tower. Never once thinking anything more than, "hey, big tower, I bet the view is incredible" but the 8' barbed-wire topped fences and my mom's voice in my head kept me from venturing up or wondering anything else, much less what I discovered earlier this year.

In early 2021, I was talking to a resident and his partner about the development that was approved above the old Ganahl Ranch. His partner asked if the tower, now stripped of its microwave cones, was a WW 2 lookout tower and when was it built? I truly had no idea, so I started doing some research on the tower and found an article from October 21, 1971 with a title "\$2.5 Million Phone Terminus Seen" detailing that our Tower was the terminus of the \$250 Million (\$1.6 Billion in 2021) fiber optic cable network that ended in Corona. A \$2.5 Million investment in this site in 1971 would be equal to over \$16 Million in today's dollars. So what cost \$16 Million in 2021 dollars to build at the top of Main Street. After looking at the Conditional Use Permit from 1971 and the subsequent variances needed to build the 160', 173' and now 181' tower, I found a drawing for a 14,000 sq ft underground bunker for fiber optic cable connections. Underneath the tower was a 14,000 sq ft bunker that would host the western terminus of the then Pacific Bell's new fiber optic telephone lines. It was capable of handling 90,000 simultaneous calls. The CUP included improvements to streets, installation of sidewalks, streetlights and landscaping. For those of you who have traveled this area, there is none of this. I wondered: does a 14,000 sq ft bunker really exist?

This past summer, I reached out to AT&T local government relations manager, Julio Figueroa, and asked about this bunker. Originally, he had no idea what I was talking about, until he asked operations staff and they confirmed YES, the bunker exists and it's still in use. Julio arranged a tour a few weeks later. The simple building that I had seen hundreds of times held a secret. I met with three AT&T employees who regularly worked at the facility. After entering the door, we saw a vault door labeled "SHELTER". After going down

two sets of stairs we saw another vault door that went into the main floor that held two bathrooms and a hoist for equipment. Originally, there was a rotating turret door that opened up into what was described as living areas that had been cleared out years before. However, there was evidence of its original use. Behind a cabinet were numerous 1-gallon tins of dried bananas, milk and other items that dated back to 1973. (AT&T generously donated these to CHPS and they were given to Heritage Park and the Heritage Room at the Corona Public Library.) There were games like checkers and cribbage. The next room was a room filled with racks of 5-gallon battery containers. These batteries could run the facility for 48 hours. The next room was the equipment room, from the drawings in 1971 that showed this room filled with equipment. However, with the removal of the microwave cones from the tower;



(earthquakes made aligning the cones cumbersome and they were removed sometime in the 1990s) and the changing technology shrunk the telephone fiber optic portion of the site from its 10,000 sq ft to less than 25 sq ft. The site now hosts video storage, cell phone equipment and a hosting AT&T U-verse platform. Overall, the facility is a skeleton of its proposed use. In 2005, AT&T sold the land surrounding the tower and it was subdivided. It has yet to be developed.



There are rumors of numerous underground facilities throughout the city that never seem to be true. I am glad I found at least one!

Third Quarterly Meeting Report By Eric Bergreen

On Saturday, September 18th, the CHPS held its Third Quarterly meeting in the Community Room at the Historic Civic Center. It was our first in-person QM since the pandemic started and many members were in attendance. Our guest speaker for the morning was local author Larry Burns who gave a presentation on a guide to many weird, wonderful, and obscure locations that can be found in the Inland Empire.

Mr. Burns started off with a slideshow of odd areas that he'd taken the time to travel to and visit around the IE. He traveled from his home in Riverside to the mountains and the desert and everywhere else in-between to compile a list of locales in order to share with others about what they might be missing out on or as a reminder to re-visit if they'd been there before.

Some of these places include: The Road that United Riverside County (The Jackrabbit Trail off the 60 west), a Water Park Gone Graffiti Art Enclave (Lake Delores water park off the 15 north, northeast of Yermo), a Pilgrimage for Cartoonists where you can find the official statue of Charles Shulz's Spike at a Subway restaurant, the murals in the Corona Public Library children's room and even the Tanning Vats located in South Corona, right here in our own backyard. These places and hundreds more can be found in Larry Burns's books.

He finished up his presentation with a Q & A session for our members where he answered questions like: his favorite place visited, most odd place found and places he tried to look for but was un-



Larry Burns

able to locate because they may or may not have been just urban legends or wives' tales or possibly no longer existed. Afterward, Mr. Burns took time to do a book signing for our members. These books come highly recommended to anyone living in the Inland Empire. CHPS also presented him with an honorary membership into the Society. We are very happy to welcome him into our group. Thank you again, Larry.

According to his promotional materials,

Larry Burns says he draws inspiration and ideas from the heady mixture of sights, sounds, people, and places of his hometown of Riverside, California. He is an active community leader, booster, and all-around fan of recreation, entertainment, arts, and culture ready to be discovered across the Inland Empire. He is a founding member of the Inlandia Institute, a non-profit literary organization. He teaches English at Riverside Community College and Humanities at Southern New Hampshire University. To learn more about Mr. Burns and his books you can visit his author page on Amazon.com.



For more information about the Corona Historic Preservation Society and how to be a part of and attend our Quarterly Meetings go to our website to become a member: www.Corona-history.org

The speaker provided a great slideshow!

Heritage Room Update By Richard Winn

CHPS was able to resume its support for the mission of the W.D. Addison* Heritage Room at the Corona Public Library after an 18 month hiatus due to COVID-19 assembly restrictions. CHPS provided the Heritage Room with a donation. Jennifer Marlatt, Heritage Room Librarian, responded: "Thank you for your donation!. Your donation helps to preserve our community's history. The \$500. is used to purchase archival supplies to re-house, maintain and organize the W. D. Addison Heritage Room and collection. Your support is very much appreciated."

* W.D. Addison was a beloved Corona High School history teacher and a Charter Member of the Corona Historic Preservation Society.

Burma Shave: Signs of a Bygone Era

By Mary Winn

Burma Shave was an American brand of brushless shaving cream, famous for its advertising gimmick of posting humorous rhyming poems on small sequential highway roadside signs. Signs first appeared in Minnesota in 1926. From there they spread along highways throughout the contiguous nation until 1963 when the company changed hands and eventually became the property of American Razor Company.



BOTH HANDS ON THE WHEEL / EYES ON THE ROAD / THAT'S THE SKILLFUL / DRIVER'S CODE / BURMA-SHAVE

DROVE TOO LONG / DRIVER SNOOZING / WHAT HAPPENED NEXT / IS NOT AMUSING / BURMA-SHAVE

THE MIDNIGHT RIDE / OF PAUL FOR BEER / LED TO A / WARMER ATMOSPHERE / BURMA-SHAVE

SPEED WAS HIGH / WEATHER WAS NOT / TIRES WERE THIN / X MARKS THE SPOT / BURMA-SHAVE

PASSING CARS / WHEN YOU CAN'T SEE / MAY GET YOU A GLIMPSE / OF ETERNITY / BURMA-SHAVE

NO MATTER THE PRICE / NO MATTER HOW NEW / THE BEST SAFETY DEVICE / IN THE CAR IS YOU / BURMA-SHAVE

HARDLY A DRIVER / IS NOW ALIVE / WHO PASSED ON HILLS / AT 75 / BURMA-SHAVE

IF YOU DISLIKE / BIG TRAFFIC FINES / SLOW DOWN / TILL YOU CAN READ THESE SIGNS / BURMA-SHAVE

TRAIN APPROACHING / WHISTLE SQUEALING / STOP / AVOID THAT RUN DOWN FEELING / BURMA-SHAVE

KEEP WELL TO THE RIGHT / OF THE ONCOMING CAR / GET YOUR CLOSE SHAVES / FROM THE HALF-POUND JAR / BURMA-SHAVE

DON'T LOSE YOUR HEAD / TO GAIN A MINUTE / YOU NEED YOUR HEAD / YOUR BRAINS ARE IN IT / BURMA-SHAVE



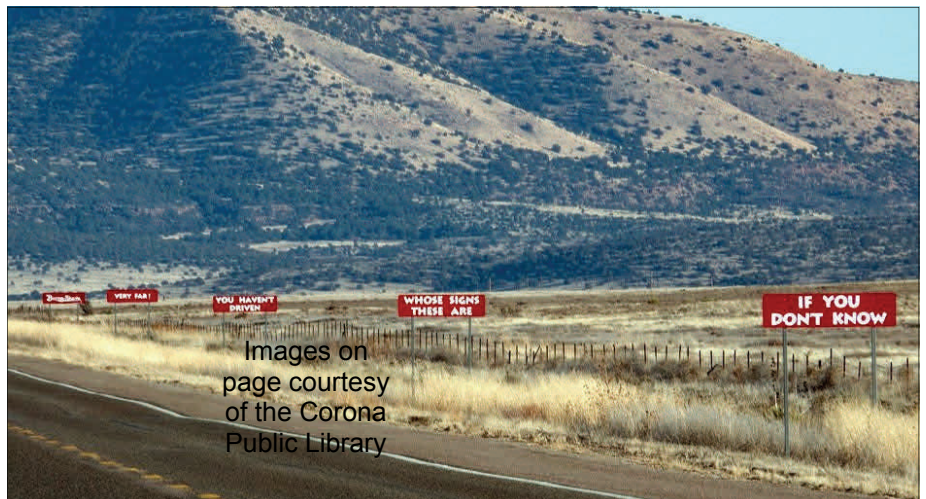
As a child I recall reading the signs out loud as a fond memory when my family traveled to Utah on the US-91 (now the I-15 route). At its peak, Burma Shave was the second-highest-selling brushless shaving cream in the United States.

For 37 years these signs were a successful approach to highway advertising during the early years of highway travel. There were typically five signs, about 100 feet apart, each containing 1 line of a 4 line couplet, and the obligatory 5th sign identifying Burma Shave. They drew the attention of passing motorists who were curious to learn the punchline. Note: the signs found in photo below are: **IF YOU DON'T KNOW / WHERE THESE SIGNS ARE / YOU HAVEN'T DRIVEN / VERY FAR / BURMA-SHAVE.**

Some of the signs featured safety messages instead of or in addition to product advertisements:

PASSING SCHOOL ZONE / TAKE IT SLOW / LET OUR LITTLE / SHAVERS GROW / BURMA-SHAVE

AT INTERSECTIONS / LOOK EACH WAY / A HARP SOUNDS NICE / BUT ITS HARD TO PLAY / BURMA-SHAVE



Images on page courtesy of the Corona Public Library

Membership Information

**When joining or renewing your membership, please make your
tax deductible check payable to "CHPS"**

Individual Member	\$30.00	<input type="checkbox"/>	I'd like to volunteer!	
Family	\$40.00	<input type="checkbox"/>	Hospitality refreshments	<input type="checkbox"/>
Student	\$15.00	<input type="checkbox"/>	Newsletter writing articles	<input type="checkbox"/>
Business	\$60.00	<input type="checkbox"/>	Vintage Home Tour	
Patron	\$125.00	<input type="checkbox"/>	docent / volunteer	<input type="checkbox"/>
Life	\$600.00	<input type="checkbox"/>	Board of Directors	<input type="checkbox"/>
Name(s) _____				
Address _____				
City _____		State _____		Zip _____
Telephone _____			E-mail _____	
Gift from _____				

Membership Status: Renewal New

Please complete and mail to:

CHPS

P.O. Box 2904

Corona, CA 92878



We Welcome Our New & Continuing Members

Barbara Lee Becker
Eric & Christa Bergreen
Del & Wendy Bohulano
Larry Burns
Jim & Marie Cambuzzi
Richard & Martha DeBlois -
Patron Membership
Nancy Fay

Ada J. Hand
Chuck & Anne Hirbour
Marty & Merrilee Howard -
Patron Membership
Rita Koch Johnson
Thomas Manion
Stephen Paloma
George E. Pope Jr.

Randy & Susie Rawson
Mitch & Carol Salgado
Vivian Smith
Dick Tichy
Miguel Ugalde
Harold & Beryl Williams

Home Preservation Grant Program

The CHPS Grant Committee along with the Board of Directors of the Corona Historic Preservation Society would love to assist local homeowners in making exterior improvements to their historic homes.

We will process any application within 60 days after submittal. Once a grant has been approved and reimbursement limits established, funds will be made available upon completion, inspection and onsite final approval.

Take this opportunity to do some fixing up and have part of the material cost covered by CHPS. Remember we are interested in helping people beautify their homes for others to see, so applications are primarily for curb appeal projects. If you have a place that you feel needs help, either your own



or a neighbor's, please contact CHPS Home Preservation Grant Program Coordinator Rich Winn at rwinn141@gmail.com/714.328.0010. We will assist you in any way possible to provide the information you need to complete the application process.

Grant applications are available at the Community Development Department at Corona City Hall at 400 South Vicentia, and at the Heritage Room of the Corona Public Library.

More information and grant applications may also be downloaded from our website:
<<http://corona-history.org/grants.html>>

Please share this information with others!



Corona
Historic
Preservation
Society

Board of Directors

President - Wes Speake
Vice President - Eric Bergreen
Secretary - Shaylene Cortez
Treasurer - Richard Winn

Directors

Chris McCoy
Paula Muñoz
Amelia Nieves
Mary Winn

Advisors

Marla Benson
Ted Taylor



To contact us call
951.898.2044

Please leave a message



Our Mission Statement

The Corona Historic Preservation Society (CHPS) is an active nonprofit tax-exempt 501(c)3 organization dedicated to the PRESERVATION, PROTECTION and PERPETUATION of Corona's historic sites, buildings, neighborhoods and resources. We do this through education, community events, preservation projects and tireless advocacy for the benefit of present and future generations.

Monthly Meetings*

CHPS Board meetings are held each month to transact Society business, discuss issues affecting the Society and preservation of local historic resources.

All members are invited to attend.

The next meetings will be:

Tuesday, November 23, at 6:30 p.m. at CHPS office
Monday December 6, at 7:00 p.m. at WICC Clubhouse



www.Corona-History.org



Corona
Historic
Preservation
Society

P.O. Box 2904
Corona, California 92878-2904



Beautiful Norman Rockwell holiday paintings