



# REDLANDS CHRONICLES

February 2017

## GROWING UP IN 1960's REDLANDS

Monday, February 27, 2017, at 7:00 p.m.

The Contemporary Club

173 S. Eureka Street

THE REDLANDS AREA HISTORICAL SOCIETY meeting on February 27<sup>th</sup> will take place at the Contemporary Clubhouse at 173 Eureka Street at 7:00 p.m. The evening's topic will be presented by a panel of Redlanders who grew up in Redlands in the 1960's.

The program follows a presentation panel on growing up in Redlands in the 1950's that was presented with acclaim a few years ago.

The individuals selected for the panel were asked to divulge their grade school, high school and college experiences.

Entertainment and teenage hangouts such as the Fox Theatre, Drive-Ins, Gay 90's, Shakey's Pizza, and the notorious "Point" were suggested topics.

Music of the 1960's came through KFXM and KMEN radio, Swing Auditorium concerts, Friday night dances in Terrier Hall, Prom, Winter Ball, and numerous rock bands whose members favored Redlands as their home.

Dating in the 1960's was a suggested topic along with other "Youth Rebellion" topics.

Vietnam, President Kennedy, President Johnson, Civil Rights movement all punctuated the 1960's. Redlands went from a citrus village to a bedroom community serving Norton Air Force Base, Lockheed Propulsion, Universal Rundle, Marketeer and La-Z-Boy Furniture industries.

Interstate 10 Freeway placed Redlands on the transportation map and the first trips on the ocean of concrete made lasting impressions on the 1960's generation.

Historical Society monthly programs are free and open to the public.

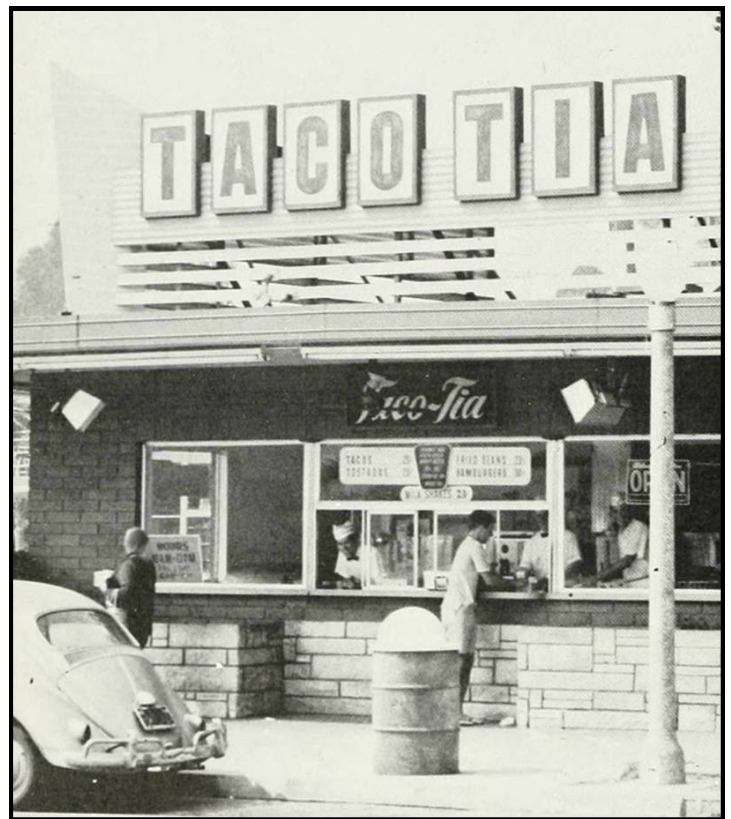


### OLD HOUSE GROUP

will meet

Wednesday, February 22, 2017, at 6:30 p.m.

at 460 W. Highland Avenue



Popular 1960's Hangouts were Taco Tia and Tri-City Drive-In.



## A Letter from your President...

I HOPE THAT MANY OF YOU took opportunity to explore the Cypress Circle neighborhood with Tom Atchley on February 11<sup>th</sup>. This was our first time in highlighting the wonderful unique Craftsman inspired neighborhoods. Tom will be hosting a walking tour of East Fern Avenue on Saturday, March 18<sup>th</sup>. Check our website or Facebook pages for details.

Speaking of our website, we have recently updated the contents of [www.rahs.org](http://www.rahs.org) to include all of the 342 Heritage Award citations for the last 41 years. Robin Grube and new member, Ben Parker, have been really helpful in taking photos of many of the homes. Ben is developing a new app which will allow you to search for website with your phone for your favorite style of architecture or builder. More details will follow.

Work is currently underway in identifying potential recipients for Heritage Awards for 2017. If you are interested in researching the history of the homes please contact me or Robin Grube.

Nathan Gonzales gave an outstanding presentation on Redlands Exponential Growth of the Postwar Period for our January program. It was good to see that we had a packed room on a rainy night to relive the 50's, 60's and early 70's in Redlands.

We are also thankful to Dan and Carmen Jones who opened the beautiful Craftsman home to the Old House Group. Although their home isn't "old" it contains the styling and details of a Craftsman architecture. Our very own Ernie Dierking told his stories of how he and his son, Rod, built the home with wood for the cabinetry from the La Posada hotel.

We were sorry to hear of the loss of Carol Burgess this last month. Dan and Carol have been faithful Society members since 1998.

*Ron Running*

[redlandsareahs@gmail.com](mailto:redlandsareahs@gmail.com)

The Redlands Area Historical Society would like to thank our

### CORPORATE UNDERWRITERS:

Law Offices of Gary D. Baughman (APC)

Wes & Peggy Brier      Jerry & Brenda Bean      Dean & Candace Hadley

Marjorie Lewis ~ Realtor, Redlands Vintage Homes

Barich & Associates

Leslie Irish & Rebecca Mangum

Jill Huntsinger, Redlands REALTOR, CAPITIS Real Estate, [www.finedigs.com](http://www.finedigs.com)

ROCHFORD FOUNDATION

# The Fletcher Tract Swindle

-by Tom Atchley

THE 1890'S IN REDLANDS brought a rush of scams, swindles, pyramid schemes and circus barker sales. One land swindle began March 24, 1893 by Charles C. Fletcher, a 31-year-old painter from Colton. Fletcher bought land in the Santa Ana wash north of Redlands and proceeded to sell lots and citrus property to the naïve and unaware for a long period of time.

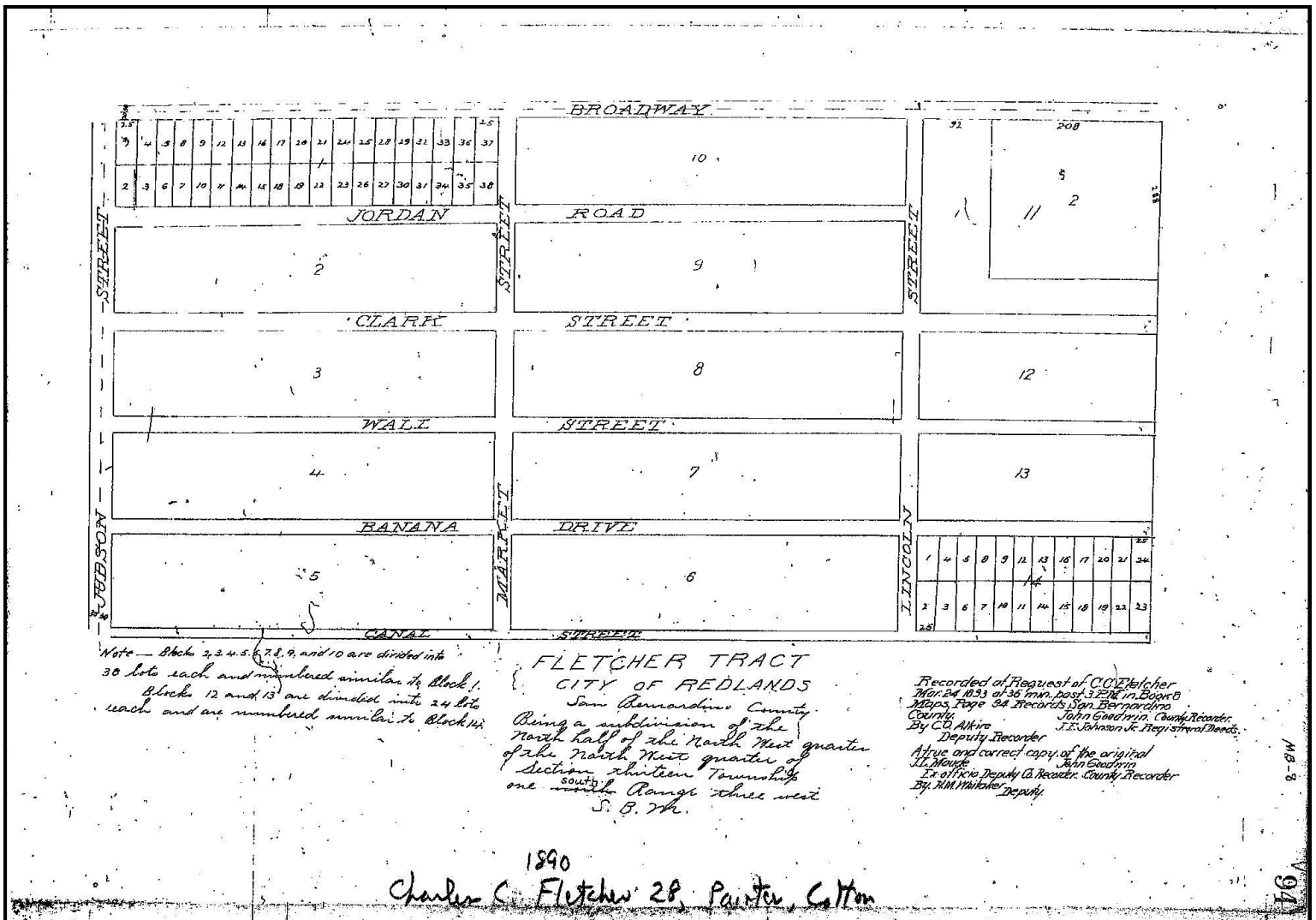
A sales office in Denver advertised the tract as citrus land just north of the City of Redlands and in the same township. The soil was described as fertile with a nearby abundant water source. The land was described as sloping from the red clay that made Redlands so famous.

Since Redlands by the 1890's had an excellent citrus reputation both the *Redlands Daily Facts* and *The Citrograph* wrote abundant articles on this scam to warn prospective buyers. One family by the name of Cunningham arrived in Mentone looking for the Fletcher Tract in 1894. Scipio Craig, editor of *The Citrograph*, looked over their deed and the adjoining map and pronounced the deed a fraud.

Cunningham had written the Colton owner with an inquiry about the white shadowy figures that appeared in the photograph in the Denver office. The sales office responded that the "white objects were sheep grazing in the meadow." Actually these boulders were strewn across the Santa Ana wash jumbled in sand awaiting the next flood or winter rain to move them further west.

The Fletcher Tract map shows the north-south streets of Judson, Market and Lincoln. Market was in the imagination of the developer. The east-west streets included Canal, Banana, Wall, Clark and Broadway. Building lots are shown on the corner of Judson and Broadway and Canal and Lincoln. Canal Street in 1893 was the present-day Santa Ana River!

Similar to buying land in Florida that was actually a portion of the Everglades, the Fletcher Tract continued to make gullible buyers lose their money into the 1920's. Buying land near Redlands could be hazardous.





REDLANDS AREA HISTORICAL SOCIETY, INC.  
P.O. Box 8775  
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www.rahs.org

Address Correction Requested

Redlands Area Historical Society, Inc.  
Founded 1972, Incorporated 1974

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Newsletter	Marie Reynolds
Old House Group	Marjorie Lewis
Programs	Tom Atchley

Visit us on the World Wide Web at [www.rahs.org](http://www.rahs.org)  
Follow us on Facebook

## Upcoming Events

February 11, 9:00 a.m.

Cypress Circle Walking Tour  
Cost \$10

Meet on Cypress Avenue, east of Cajon

February 22, 6:30 p.m.

Old House Group  
460 W. Highland Avenue  
SOCIETY MEMBERS ONLY

February 27, 7:00 p.m.

Growing Up in 1960s Redlands  
The Contemporary Club  
173 S. Euclid Street  
Historic & Scenic Preservation Commission Mtg.  
City Hall Council Chambers  
35 Cajon Street

## ORDER YOUR DVD/VIDEO

All of our monthly programs and Heritage Awards ceremonies are dutifully recorded by Gerry and Linda Brassfield of Blue Eagle Video. Videos are \$20 each.

To order a video contact Blue Eagle Video at:

(909) 882-2003 or email: [blueeaglevideo@aol.com](mailto:blueeaglevideo@aol.com).