



6755 Newlin Ave.
Whittier, CA 90601
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The Whittier Museum GAZETTE

Volume 40, Number 8

August 2013

**Mark Your
Calendar!**

All of August
Closed for
Renovations

**New Magic
Exhibit
Coming this
September**



Monthly Newsletter
of the
Whittier Historical
Society & Museum

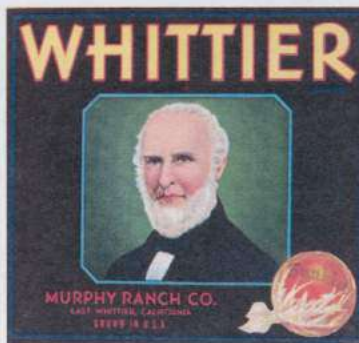
Visit Us for FREE:
Saturday & Sunday
1 to 4pm

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Visual History: Citrus Labels from Old Whittier



By Ben Thompson
Museum Intern

In walking through the Museum, you might have come across a bright selection of pictures next to the flume exhibit. These are authentic recreations of crate labels found on citrus crates from the Whittier Citrus Association and other local citrus distributors. Apart from being beautiful works of art, they also provide a window into the history of the booming citrus industry that began to dominate Southern California, as well as the innovative ways in which citrus magnates were marketing their products.

The labels point to two major distributors of citrus in the area: the Whittier Citrus Association and the Murphy Ranch of East Whittier. The variety in the motifs used by both dis-

tributors points towards an important truth of the citrus industry by illuminating that these different distributors were essentially selling the same products. Producers quickly realized that one of the ways that they could gain an edge in this new market was with the magic of advertising; thus crate labels became an art form in its own right striving to create the most appealing images to sell fruit.

Most of the Murphy Ranch crates follow the trends that became popular throughout the rest of the Los Angeles region. In using images such as regal crowns, proud stallions, and majestic sierras, distributors aimed to market their product as the paramount citrus quality in California. However, the usage of Quaker personas by

both the Ranch and the Whittier Citrus Association stands out as an interesting approach to marketing. It goes beyond paying tribute to Whittier's founding fathers and Quaker roots; rather, it exploits the common perception of Quakers as resolutely honest people. In using Quaker motifs a producer essentially stated that his product was an honest product and that his trade was an honest trade. This is the very same idea behind marketing Quaker Oats; it is sold as an "honest" product, despite never being owned by Quakers.

(More Pictures on Page 3)

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A Chat with Rosalie

I hope everyone is surviving the heat and enjoying the Summer. The 4th has come and gone, and the new Board of Directors is in place. We have had a planning meeting and will probably have another for long range planning. I want to thank all those who so graciously helped make the Flea Market a success.

The current magic exhibit closed with a final magic show on July 28. The Society of American Magicians Hall of Fame has agreed to stay for another year, with another outstanding exhibit of some of their treasures. Keep your eyes open for the new dates

for the Magic Shows this coming year, along with other events that will be scheduled.

I know many of you are proud of our Museum and it is now that I need to ask you to step up and help us sustain it in the times to come. We are in need of docents, both at the Museum and the Bailey House, as well as committee members and volunteers to assist in various areas of the Museum and its events. Please, when asked to join a committee, join in and help contribute to making our committees successful. Help make us strong.

Those of you that have not sent in your membership dues,

please send them in today. We need your support. Come visit the Museum and see what your dollars are helping make happen.

I am always available to talk to you. If you have some suggestions, please don't hesitate to give me a call. I will do my best to see that things happen. I know you only want what is best for the Whittier Museum and Bailey House, so let's all work together to make these some of the best destinations in Whittier. Let's make the Museum the shining star that it is, and help us preserve the history of Whittier and the surrounding area.

★ Feeling Our Oats: a Proud Heritage ★

By Kellen Aguilar
Museum Intern



Last month, as the skies bloomed with color, we celebrated the birth of our nation. We were proud of our forefathers, who fought for the freedoms that we enjoy today. Denizens of Whittier should feel especially proud of their heritage: the Quakers.

The Quakers played a somewhat ironic role in the War for American Independence. Their strict religious doctrine eschewed violence and aggression. Still, the Quakers sought creative and industrious ways to passively oppose their oppressive mother country.

When the British began imposing hefty taxes on American colonists, the Quakers were at the forefront of colonial discontent. They immediately began to support boycotts and petitions that would diminish the effectiveness of the new tithes. Their collective resistance actually led to the Stamp Act being repealed shortly after it was introduced in 1765.

They even had support from their fellow Quakers overseas. When the Townshend Duties were enacted in 1767, the Quakers petitioned their merchant Friends in Britain to stop importing British goods. Remarkably, bound by their fraternal Society of Friends, the British Quakers obliged.

The Quakers were the catalyst to revolution, and an indispensable part of our American history. Though they refrained from brute force, their passive resistance would inspire great civil rights leaders to come, such as Mohatma Ghandi and M.L.K. Jr.



Coming Soon!



The Society of American Magicians Hall of Fame is once again bringing to you artifacts of wonder and mystery! The Whittier Museum will be showcasing a number of new exhibits, featuring artifacts from Whittier and other local magicians. Come see the new exhibit this September, because this exhibit is no sleight of hand!

THE NEW EXHIBIT WILL INCLUDE, AMONGST OTHERS:

- EVEN MORE ARTIFACTS FROM MAGIC'S BIGGEST NAMES!
- LOCAL ARTIFACTS FROM WHITTIER AND SURROUNDING AREAS, INCLUDING THE HOWARD MITCHELL MARIONETTE COLLECTION
- FEATURES FROM THE EXISTING EXHIBIT, INCLUDING THE FAMOUS HOUDINI COLLECTION

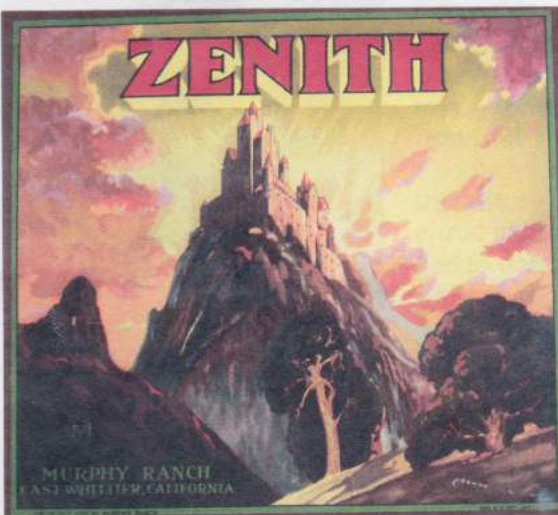
Dearest Members

Thank you for your support of this year's

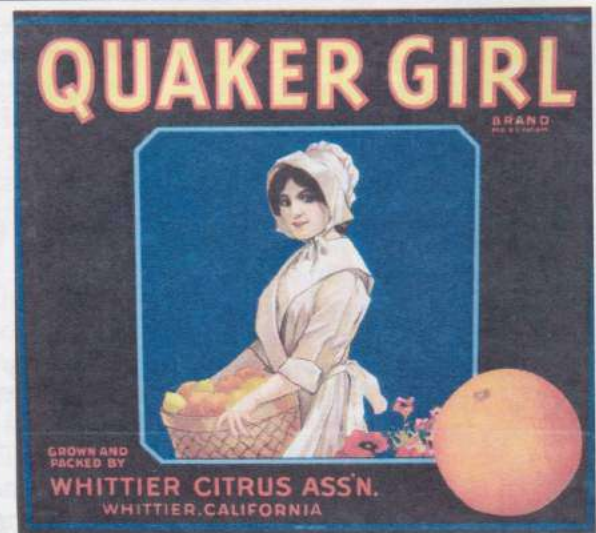
Annual Flea Market

Your support was greatly appreciated, and the many donations that were contributed by members like you and other help make this flea market a success.

- Whittier Museum Staff and Interns



Today citrus labels are sought after as collector's items and centerpieces for kitchens, but one should not forget the important story that they tell about what was once the largest industry in the country.





WHITTIER HISTORICAL
SOCIETY & MUSEUM

6755 Newlin Ave.
Whittier, CA 90601

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PERMIT #1
WHITTIER, CA

Well, folks, it's



We're closed for renovations!

It's that time of the year once again!



**Membership dues are payable by
August 10**

If you have friends who are interested in joining, spread the word!