



Alameda Museum

Quarterly

AN ALAMEDA LEGEND—

“LIL” ARNERICH *by Kin Robles & Robbie Dileo*

SUMMERTIME! WHAT CHILD DOESN'T DREAM OF PLAYING BALL, being on a team, going out for sports in school, and maybe even excelling into a professional career? There have been some outstanding athletes from Alameda over the years. Willie Stargel, Dick Bartel, Chris Speier, and Jason Kidd are a few. The 2nd Annual Sports Exhibit at the museum will tell those stories. But this is a story about a young man, his experience and the vision that lead him to become a civic leader—with Alameda a better community for his lifelong efforts.

A.J. “Lil” Arnerich grew up in Oakland and attended McClymonds High School, playing on the sandlots of West Oakland. As a boy, he was exposed to organized baseball under the guidance of Charlie Tie. While participating in Tie’s program—at what is now Raimondi Park—young Arnerich witnessed the benefits of an inclusive system that provided playing opportunities to all children regardless of their skill or experience. It was here that he developed his own superior baseball skills that later enabled him to play professional baseball with the Oakland Oaks of the Pacific Coast League. That is his 1947 promotional picture on the cover with shirt sleeves rolled up to show his muscles.

He met and married Norma Hood from Alameda but family obligations required that he retire from professional baseball. In 1952, “Lil” was hired by the Alameda Recreation and Park Department as a playground supervisor with his first assignment at Longfellow Park. Two years later he was promoted to Supervisor of Athletics for the entire program.

When Arnerich took over, he saw how all the children were not being well served. In those days, when tryouts were held, only the best athletes were selected to play in the park league baseball program. Recalling his youthful

Continued on page 2 . . .



“Lil” Arnerich Playing Ball 1947



An Alameda Legend . . . Continued from page 1

days in Oakland under Charlie Tie, he set out to make sure that every boy and girl who had the desire to play could participate in the ARPD programs. Tryouts were eliminated. Every child was encouraged to come to the parks and play ball!

To accomplish his goal, Arnerich hired former athletes as playground supervisors to ensure that the kids learned to play the games properly. He revised the rules under which sports were played so that children could find success on the playing field and in turn become fans of the game. He knew that children engaged in this kind of recreation program would stay out of trouble and learn valuable life lessons.

"Lil" was relentless in promoting the program and finding sponsorship so that no child was left out. Under Arnerich's guidance, the ARPD athletic programs flourished for over thirty years. It is still regarded as a model program that produced not only professional caliber athletes, but more importantly—model citizens who continue to give back to their communities.

On July 30, the 2010 Alameda All Parks Reunion Team held their first party in Washington Park. True to form, West End hospitality welcomed hundreds of "kids" and family members back to their old ARPD stomping grounds for a day of happy memories. The common sentiment among all park rats and park directors in attendance can be summed up by the one question that all were asking: "When is the next one?"

"Lil" brought Norma along to share in the memories. To his surprise, he became the first inductee of the ALAMEDA PARK & RECREATION HALL OF FAME. It should be mentioned that "Lil" served many years as a City Council member and Vice Mayor.



Doug deHaan and Kin Robles enjoy the festivities.
Photo: Lester Mina.

This past 4th of July, both he and Norma were Grand Marshals due to their years of giving back to the community. The Alameda Museum parade entry featured him in his 1947 pose on their banner promoting the 2nd Annual Sports Exhibit, now in the Art Gallery, from August 14 through September. A DVD called "PlayBall" tells the stories of many of these kids, now civic leaders, and the Alameda Parks where they played and how it shaped their lives. History shapes our future . . . thanks "Lil" for shaping ours.

If you'd like to see more pictures of the reunion, or order the DVD, visit Playball—Alameda's Sandlot Blog: <http://playball94501.wordpress.com>

Editor's note: Kin Robles is also involved with Alameda Naval Air Museum (www.alamedanavalairmuseum.org) and helped with last year's Sports Exhibit.



"When's the next one?" Park rats and park directors attend the 2010 Alameda All Parks Reunion. Photo: Lester Mina.



"Lil" Arnerich and his wife Norma.
Photo: Lester Mina.

2nd Annual ALAMEDA SPORTS EXHIBIT

August 14 - September 30, 2010

Alameda Museum Quarterly is published in the spring, summer, fall, and winter of each year.

The Quarterly is available in electronic form on the museum web site.

Alameda Museum
www.alamedamuseum.org
510-521-1233

COMMUNICATIONS STAFF

Contributors: George Gunn, Robbie Dileo, Ron Ucovich, Kin Robles
Editor: Ron Ucovich
Proofreader: Robbie Dileo
Designer: Valerie Turpen

MUSEUM DIRECTORS 2010

Robbie Dileo, President
Chuck Millar, Vice-President
Bob Risley, Treasurer
Adam Koltun, Recording Secretary
George Gunn, Curator
Judith Lynch
Ginger Schuler
Dennis Reno
Dewey St. Germaine
Sharron Tynn

THANKS TO OUR CORPORATE SPONSORS



Alameda's only locally owned and operated newspaper



THE ALAMEDA MUSEUM AND ALAMEDA SPORTS PROJECT

would like to welcome you to the 2nd Annual Alameda Sports Exhibit now showing in the Art Gallery through September. Everybody is invited to the August 21st public reception from 1:00 pm to 4:00 pm. Light refreshments will be served.

The island city of Alameda has always been home to top-flight youth and high school sports teams. Over the years the city has produced outstanding players like Dick Bartell, Willie Stargell, Chris Speier, Jimmy Rollins, and Dontrelle Willis in baseball, Rich Zecher, Jim LeMoine, Mel Carver, and Junior Tautalatasi in football, and Isaiah "J.R." Rider and Jason Kidd in basketball.



This exhibit celebrates Alameda's sports history through the teams and athletes that have gone on to play at all different levels of college and professional sports. We hope that you will enjoy the exhibit and take the time to come and share in a piece of Alameda's sports history.

For a full listing of Alameda Athletes and Sports History please visit the **Alameda Sports Project web site at: www.alamedasportsproject.com.** Started by Dewey St. Germaine and Brian McDonald only a few years ago, they "found" each other doing an internet search, only to discover they lived two blocks apart. Dewey has lived in Alameda 40 years, attended Encinal High School and graduated in 1986. Brian is a lifelong Alamedan, attended St. Joseph's and graduated in 1970. Their enthusiasm to bring together sports memorabilia and mount this exhibit harkens back to the ARPD days of ball playing under "Lil" Arnerich, featured in our cover story.

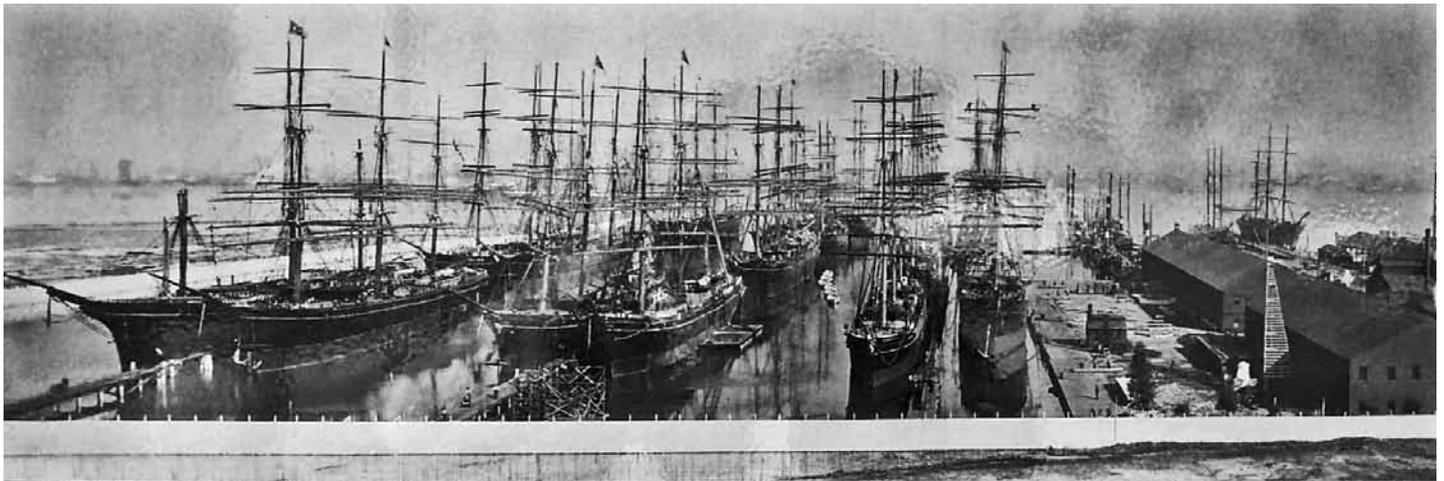
This exhibit is dedicated to the memories of:

Curtell Howard Motton
Encinal High School
Class of 1958
(1940-2010)



Robert LeRoi Brown
Alameda High School
Class of 1948
(1930-2010)





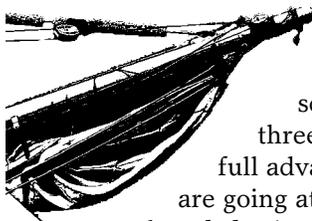
The Star Fleet of the Alaska Packers Association at its winter home in Alameda, 1911. Photo: Dick Rutter.

A Closer Look

by Ron Ucovich

THE SAILING SHIP YOU SEE IN THE GLASS SHOWCASE IN OUR MUSEUM was a cargo carrier called an Argosy. It was used during the 17th Century. Notice how short and stocky the ship is. It had a substantial cargo capacity and was very popular for European merchants trading along the Mediterranean coastline. Because of its bulky dimensions, however, the ship had poor navigational control and was unfit for transatlantic voyages, or even for navigating during foul weather.

The ships which were used by Alaska Packers were called Clipper Ships. They were long, sleek, and very fast. They were built during the 19th Century as an economical alternative to steam ships. They couldn't travel as fast as a steam ship, but they could compete economically on long trips because they didn't need to stop frequently to take on coal.



We get many expressions from these old ships, for example, on a 3-masted schooner, the sail spars are called *yards*. You have three square sails on each of the three masts, so if you are taking full advantage of the wind, and you are going at top speed, you are traveling the *whole nine yards*.

Before sailors navigated by satellite, how did they know when they were getting near land? Reckoning by the stars, they could determine that they were near land, but if they needed to know the precise heading, they

would release a crow from the tallest masthead. Crows are land birds, and they hate to be over water, so they will fly directly toward the nearest land (*as the crow flies*). A sailor would watch him with a telescope and know exactly which way to head. This is why the platform on the masthead is called the *crow's nest*.



An opening on the deck of a ship that allows for access to the hold is called a *scuttle*. When water washes over the deck, you don't want it to go into the *scuttle*, so an embankment is built around the edge, which is called a *butt*. At the end of the day, the sailors would sit on the *scuttle butt* and talk about the events of the day. Eventually, the word *scuttlebutt* came to refer to what they were talking about instead of the thing they were sitting on.

To preserve meat without refrigeration, the cook would soak the meat in a barrel of brine. Fat would dissolve from the meat and float to the top of the barrel. This was called *slush*. This had value and could be sold or traded. The cook used to reserve the *slush* to use as pocket money when he went ashore. This, of course, gives rise to the term *slush fund*.



From the President's Desk

by *Robbie Dileo*

What FUN! July was a busy month! The Museum's 4th of July Parade "float" was my son's '87 BMW convertible, adorned with custom banners on both sides and front and back posters designed by Valerie Turpen. My thanks to Fast Imaging Alameda—Marina Village, near CVS, for the quick printing and great banner pricing. I was the designated driver, but the gorgeous gal pals, Liz Rush, Mary Fetherolf and Valerie were the stars, dressed in period attire, waving to the crowd, and generally, having a grand time promoting upcoming events. We hope to participate next year—maybe with a vintage car.

The Chocolate & Champagne Theatre Event at Altarena Playhouse July 11th was well attended by members and friends. The play *Steel Magnolias* had a gorgeous set that made us feel like we truly were in Truvy's beauty parlor. Mostly we laughed and then nearly cried, saved by the excellent script and wonderful timing of the five superb actresses. The Board and I thank Altarena's Diana Moore who worked with Dennis Reno and his committee to make the event possible. Dennis' meatballs were a huge hit as were the donations of Gloria Farrar champagne and Ghiradelli Chocolate that he also arranged. Museum directors provided the other delicious appetizers. Let's do it again next year!



Robbie Dileo drives the car adorned with museum events. Valerie Turpen, Mary Fetherolf, and Liz Rush wave at the crowds. Photo: Jeannie Graham.



Ross Dileo and Freesia Blizard man the Alameda Museum and AAPS display at the Park Street Art & Wine Fair. Photo: Robbie Dileo.

The 2nd Annual Sports Exhibit, headed by Dewey St. Germaine (board director) and Brian McDonald (his home is on tour) opens August 14th through September. The grand opening with public reception is Saturday August 21st from 1:00 pm to 4:00 pm, with food and drink provided by the Museum. Bring the kids and grand-kids to learn about the long tradition of Alameda being a source for some great players, largely due to Lil Arnerich having a great influence on sports within our park system—our cover story.

My Thanks to Freesia Blizard, Ross Dileo, Chuck Millar, Dewey St. Germaine and AAPS for helping with supplies and manning the table at the July Park Street Art and Wine Fair. Robb Ratto, President of PSBA, got us a fantastic spot, near the Museum and under the awning at Danish Interiors who just happened to be one of the restoration success stories featured on the AAPS display boards. The boards were developed as part of "Preservation Season" a couple years ago to showcase the benefits of working with the HAB and City Planning Dept. to retain the original historical character of the facades. Overall, the time was well spent. Got some new members, sent many people to the Museum for the first time, visited with some home tour Captains and an owner, chatted with "Lil" Arnerich and saw many friends. We'll do the Webster Street Jam in September to help promote ALHT. Volunteers are always welcome, let me know if you'd like to help, 510-865-1767.

President, Alameda Museum

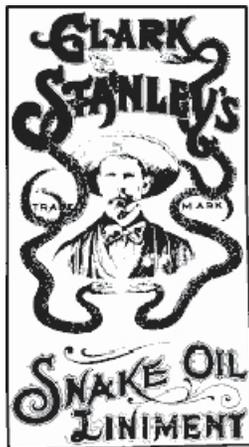


Folk Medicine

by Ron Ucovich

THE CHINESE USED TO EXTRACT FATS AND OILS from an exotic water snake and use this extract as a liniment to treat joint pain. This snake oil, in fact, did contain certain anti-inflammatory properties. Chinese laborers working on the transcontinental railroad used to sell this liniment to co-workers claiming that it relieved pain. This claim was ridiculed by rival medicine hawkers who discredited all Chinese remedies in favor of their own cures and elixirs.

The snake oil peddler became a stock character in old Western movies. We would often see a traveling "doctor" with dubious credentials touting the virtues of his miraculous potions. To enhance sales, he would plant an accomplice in the crowd who would attest to the effectiveness of the product. After making their sales, the doctor and his shill would prudently leave town before his customers realized that they had been "grifted."



One interesting folk remedy came in a bottle that read: "Vapor oil treatment #6. Contains 40% alcohol - opium = 3 grains to each fluid ounce. Used for asthma and other spasmodic affections. Price 50¢ National Vaporizer Co.



Pictured here is a bottle of heroin sold over the counter as a cough suppressant. Morphine had previously been used for this purpose, but it was discovered that morphine was addictive. In 1895 the Bayer Company developed this as a morphine substitute, proclaiming that it had no side effects. As a marketing device they named it *heroin* due to its perceived *heroic* effects upon the user. Bayer promoted heroin as a cure for morphine addiction. Embarrassingly for them, in 1910 it was discovered

that heroin rapidly metabolizes into morphine, and a law was passed prohibiting over-the-counter sales of both heroin and morphine.

The coca plant has been used as a mild stimulant for centuries by the indigenous people of South America. Chewing coca leaves provides them with extra oxygen to help them cope with high altitudes and cold climates. In its concentrated form it is called *cocaine*, and was popular for

its intoxicating effects. In 1863 an Italian vintner named Angelo Mariani decided to experiment by adding a little cocaine to his wine. His new elixir was an instant success in Europe, and soon it became popular in the U.S. as well. By the early 1900s, fear of drug abuse led to the ban of cocaine-based drinks, and the popular *Vin Mariani* soon became only a pleasant memory.

It is interesting that cocaine was outlawed as an open-market drug, but coca leaves were not. Coca leaf tea became popular as a powerful stimulant. In 1886 a druggist named John Pemberton decided to combine the coca extract with the caffeine found in the South American kola nut. He named his new product *Coca Cola*. It was originally a drug for gastrointestinal disorders, but in 1894 he added carbonated water and sold it in bottles as a recreational beverage. Over the years the coca was replaced by extra caffeine, and the cane sugar was replaced by corn syrup, but the popular beverage we consume today had its humble beginnings back in the days of the snake oil peddler.



From Ellen Chesnut Docent Coordinator:

I would like to encourage docents to ask friends and people they meet who are interested in docenting, to let them know that we are encouraging docents to have three people at each shift, not just two working. Here's why. One person can be at the counter, another helps patrons find items in the gift shop and the third can lead impromptu tours of the museum—overseeing the guests looking at exhibits. This will also help us when someone has to take a shift off for a personal reason—then we will have someone already in place to fill in.

Call 510-865-1204 with questions or to volunteer.



Architecture & History Tour

NAVAL AIR STATION ALAMEDA Then & Now

Sunday, August 22, 2010

Reserved Bus Tours

1:00 pm & 3:00 pm

Alameda Naval Air Museum
2151 Ferry Point Road, Alameda CA



Dick Rutter, local architect and former Naval Flight Officer will be the guide to the district. The tour combines a two hour narrated bus tour of historic Navy buildings and a self-guided walking tour of businesses engaged in adaptive reuse.

FREE Bus Tour for AAPS, Alameda Museum & ANAM Members*

\$10 Bus Tour for Non-members*

\$5 Admission to Alameda Naval Air Museum

\$10 Pre-ordered Bag Lunch & Beverage

**\$1.00 online reservation fee will be charged when reserving your tour and will be refunded at tour check-in.*

To make reservations for bus tour & lunch visit alameda-preservation.org or call 510-479-6489.

SPONSORED BY

★ **ALAMEDA ARCHITECTURAL PRESERVATION SOCIETY**
www.alameda-preservation.org
P.O. Box 1677, Alameda, CA 94501
510-479-6489

★ **ALAMEDA NAVAL AIR MUSEUM**
www.alamedanavalairmuseum.org
P.O. Box 1769, Alameda, CA 94501
510-522-4262

★ **ALAMEDA MUSEUM**
www.alamedamuseum.org
2324 Alameda Avenue,
Alameda, CA 94501
510-521-1233

What Do You Know About NAS Alameda?

by Valerie Turpen

IT HAS BEEN 13 YEARS since the Naval Air Station Alameda was closed on April 25, 1997. Since that time, the future of this prime piece of bay area real estate has been the topic of much controversy and public debate, particularly in the past year.

What do YOU really know about NAS Alameda? Have you spent any time discovering the approximately 2,527 acre site? Do you know how NAS Alameda changed world history from WWII through the Cold War? Do you know what type of businesses are currently calling the Naval Air Station home?

Alameda Museum, Alameda Architectural Preservation Society (AAPS), and Alameda Naval Air Museum (ANAM), are combining forces to sponsor an informative tour of the site to enlighten you on these topics. The tour will be a combination two hour narrated bus tour of historic Navy buildings and a self-guided walking tour of businesses engaged in adaptive reuse of the buildings.

Reserved Bus Tours depart at 1:00 pm and 3:00 pm from the front of the Alameda Naval Air Museum located at 2151 Ferry Point Road where there is plenty of parking. Dick Rutter, local architect and former Naval Flight Officer (NFO) will be the guide to the district. Dick served at NAS Alameda and has many stories to tell!

First stop will be the Seaplane Lagoon—home to the U.S.S. Hornet, the Ready Reserve Fleet and its Support Activities (numerous small businesses), and the locomotive round house. Next, visitors will disembark in the

Continued on page 9...



FUTURE EVENTS

IN THE ART GALLERY

AUGUST & SEPTEMBER: 2nd Annual Sports Exhibit, public reception August 21st

This Alameda Sports Project exhibit will feature photos and sports memorabilia of former and current Alameda athletes like Willie Stargell, Chris Speier, Dontrelle Willis, and Jimmy Rollins.

For more information on the Alameda Sports Project please visit: www.alamedasportsproject.com or e-mail: alamedasportsproject@yahoo.com

OCTOBER: Boy Scout 100th Year Celebration

NOVEMBER: Women Artists of Alameda, opening reception Nov. 13th, closing reception Dec. 4th

FUNDRAISING EVENTS

NAVAL AIR STATION ALAMEDA – THEN & NOW

AUGUST 22nd RESERVED BUS TOURS AT 1:00 pm & 3:00 pm
FREE Bus Tour for Museum, AAPS, and Alameda Naval Air Museum Members*. \$10 Bus Tour for non-members*, \$5 admission to Alameda Naval Air Museum, \$10 Pre-ordered bag lunch & beverage

Reservations required via www.alameda-preservation.org or call 510-479-6489 *\$1 online reservation fee will be charged when reserving your tour and will be refunded at tour check-in.

ALAMEDA LEGACY HOME TOUR

SEPTEMBER 26TH, FROM 11:00 am - 5:00 pm
Advance Tickets \$30 online, www.alameda-home-tour.org
By check, payable to ALHT c/o Alameda Museum
2324 Alameda Avenue, Alameda CA 94501
Day-of-event price, \$35

What Do You Know continued from page 8

residential district to view the interior of a "Big White" home constructed for an officer and his family. The tour continues past the "O" Club, Mason Theater, present-day City Hall West, the Bachelor Officers Quarters, and the Enlisted

Men's Quarters where visitors will hear about ideas being studied for their future use.

A stop at the Air Traffic Control Tower will allow incredible views of the former airstrip and show a creative example of building reuse by Makani Power. The company is developing Airborne Wind Turbines (AWT) to extract energy from powerful, consistent winds at high altitude.

Inside Building 5 is where the restoration of two Navy jets or "Birds on a Stick" that once graced the entrances to the Naval Air Station is underway. Guide Dick Rutter is working with airplane aficionados Mark Baird and Tim Conner to rehabilitate the planes.

The self-guided tour area on Monarch Street is home to several businesses finding the spacious facilities of NAS perfect for their needs. This includes Rock Wall Wine Company, part of a burgeoning urban winemaking scene; Area 51, an event production company; St.

George Spirits, artisan distillers of absinthe, brandies, liqueurs, vodka, and whiskey; and Pacific Fine Food, a specialty catering company. Pacific Fine Food is providing the pre-ordered lunches for tour goers.

Please join us for a fun-filled day discovering what the Naval Air Station has to offer. To make reservations for the bus tour and to order lunch visit www.alameda-preservation.org or call 510-479-6489.



The Air Traffic Control Tower in its heyday, now home to Makani Power, developers of Airborne Wind Turbines. Photo: Dick Rutter.



The Alameda Naval Air Museum building once was the NAS Air Passenger Terminal. Photo: Valerie Turpen.



How Come Flowers Have Strange Names?

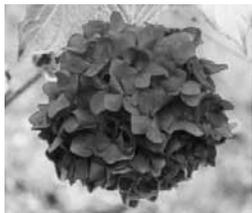
by Ron Ucovich

BEFORE THE 20TH CENTURY, only very wealthy people could afford to journey abroad. Those who did would often bring back exotic plants for their gardens as souvenirs of their travels. They would learn the names and stories behind each flower so they could share these stories with their neighbors.

In Italy, for example, the ladies of the town would take their laundry to the river to wash it, then they would hang it on bushes to dry in the sun. A very special bush was preferred because it would perfume the clothing as it dried, so it was named the laundry bush, or what we call today **lavender**.

Gladiola comes from the Latin word gladiolus meaning sword because of its sword-shaped leaves. From this root also comes the word gladiator, meaning sword fighter.

Ranunculus comes from Latin. Rana means frog, and unculus means tiny. It is a flower that grows by the stream where the tiny frogs live.



Hydrangea comes from Greek meaning water capsule. It is called that because of its bubble-shaped seed pods.

Pink comes from a Dutch word meaning small, referring to the small flower. This is why your little finger is called a pinkie.

Orchid comes from the Greek word for testicle. This is due to the shape of its root bulb.

Periwinkle is a vine that intertwines itself. The name comes from two Latin words, (per + vincere) meaning completely tangled.

Dandelion comes from the French name dentdelion. It means tooth of a lion, and it refers to the plant's toothy pointed leaves.

Rhododendron is taken from two Greek words meaning tree with roses.

Chrysanthemum comes from two Greek words meaning gold flower.



Carnation comes from the Latin word for skin. It refers to the plant with the flesh-colored flowers.



Daisy come from the Latin word solis oculus meaning sun's eye, because the petals open at dawn and close at dusk. The Old English word for this flower was day's eye, and from this we get the modern word daisy.

Next time you take your neighbors through your Victorian garden, impress them with the stories behind the plants' names.

Estate Sales

The Alameda Museum, a non-profit organization, is available to manage estate sales with the proceeds benefiting the Alameda Museum.



The museum also accepts high-end consignment items.



For more information call Diane Coler-Dark at 510-523-5907

MEYERS HOUSE & GARDEN MUSEUM

2021 Alameda Avenue, near Chestnut Street

Open 4th Saturdays from 1 to 4 pm

August 28 • September 25 • October 23

\$5 admission, free for Guild Members



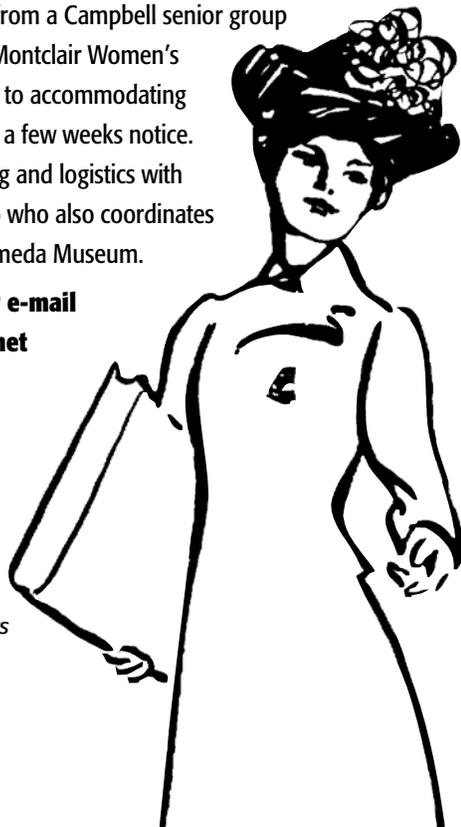
What's New at the Meyers House & Gardens

GUILD MEMBERSHIPS are a separate dues category to help fund projects at the house. Please consider joining using the coupon insert in this issue. Being late in the year, your tax deductible \$25 membership TODAY, will extend you through 2011. Guild members get free entry to MHG events and all 4th Saturdays when it is open from 1:00 to 4:00 pm, for \$5 per person. Contact Jane Burgelin to become a docent or volunteer helper 510-865-3402.

We are fixing up the basement for a Meyers Sister Clothing display. We paid for a dehumidifier installed by Golden Gate Sheet Metal Works in late July. Painting is next. The exhibit will hopefully open in late fall. Remember, the City of Alameda, due to budget constraints, cannot help beyond the funding from the East Bay Community Foundation's annual donation. This basically means the grounds are maintained, but not much else. Deferred maintenance will be a costly expense. If you know of a contractor, plumber, roofer or exterior painter, looking for work and a charitable cause, let us know. We will gladly work with them and the City to get this beautiful asset in shape.

On October 11th we will have a special opening for a senior group of 48 from St. Gerard's in San Lorenzo. There have been a few group tours—one from a Campbell senior group and another with the Montclair Women's Club. We look forward to accommodating large groups if there is a few weeks notice. You can arrange pricing and logistics with President Robbie Dileo who also coordinates group tours at the Alameda Museum.

Call 510-865-1767 or e-mail damsel_d@pacbell.net



Top right: The front entrance to the Meyers House & Gardens. Photo: Valerie Turpen



Welcome!

FREESIA PEARSON BLIZARD is our very first intern. She's finishing up studies with the University of Oklahoma, Distance Learning Program—M.A.L.S. Museum Studies—Media Archive and Collections Management, expecting to graduate in May 2011.

Most interested in grants, she selected the Meyers House & Garden as her fall project and will begin in September readying the paperwork needed to start getting it onto the National Register of Historic Places and see if any grants are available. She and Robbie will work with the Meyers House Committee. A brand new mother to Odin, she lives with her husband in Alameda and jumped right in to help us with our table at the Park St. Art and Wine Fair the weekend of July 24th.

We look forward to working with her and using the computer skills she acquired while working with Pixar Animation Studios as a Post Production Assistant.



Freesia and Odin Blizard help at the museum table during the art and wine fair.



The Silent Movies

by Ron Ucovich

THOSE OF US WHO HAVE NEVER BEEN TO A SILENT MOVIE PERFORMANCE probably imagine that without sound, movies were dull and boring. Quite the contrary. The mood was dictated by a very talented pianist or organist, and the excitement and emotion was supplied by the audience. Watching movies was not a passive activity. There was as much enthusiasm and excitement as you would find today at a football game. When the actor did something heroic, everyone would applaud and cheer. When the villain did something contemptible, you were obliged to boo and hiss.



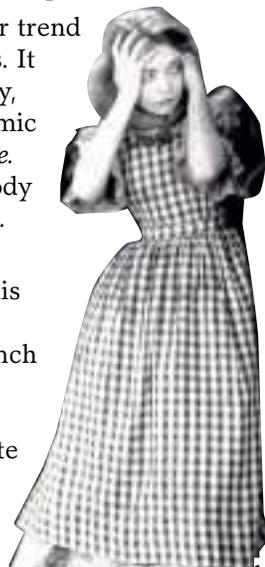
Did you ever wonder why people hissed at the villain? Actually, it was an imitation of the sound made by geese when they are angry. This gesture was called *giving the actor the bird*. A hundred years ago,

this expression only referred to the hissing sound, but through a linguistic phenomenon known as *extension*, the gesture has been expanded to encompass other gestures of disapproval.

The audience could also demonstrate discontent by issuing what is commonly known as a *Bronx cheer*. You just stick out your tongue and blow. This gesture was considered quite proletarian, and thus was named after the blue-collar section of New York City. The gesture is also known as a *razzberry*, which comes from the verb *to razz*, meaning to mock or ridicule. The word is currently written *raspberry*, because of its similarity to the fruit.

Scott Joplin invented a very clever trend in music to accompany silent movies. It combined a 4/4 base with a 3/4 melody, which produced a complicated rhythmic imbalance which he called *ragged time*. This type of heavily syncopated melody was later called simply *ragtime music*.

In tennis, if the score is 15-0, this is expressed by saying *fifteen-love*. This goes back to the 19th Century. Love was originally written *l'oeuf*, the French word meaning *the egg*. An egg, in France, was used to represent zero, in other words, no points, or complete failure. The idea carried over to the



theater. If an actor was a complete failure, you could say he *laid an egg*.

During the days of Vaudeville, it became fashionable to be corny. The proper response from the audience was a groan, rather than a laugh. When the actor was finished with his performance, instead of taking a bow and walking off stage, he was unceremoniously extricated. Often, he would wear a harness attached to a skyhook, and at a propitious moment, he would be whisked into the rafters above the stage. Of course, a slide whistle would provide an appropriate sound effect. Another way of removing a performer was by means of a shepherd's crook. The crook would slowly appear from behind the curtain. The audience would roar with anticipatory laughter. The crook would grab the performer by the neck and swoop him offstage. Today, when someone is forced to do something by any means available, we say that it was done *by hook or by crook*.



WANTED

Museum is looking for display cases for a City of Alameda project.

FREE is best, but some funds could be available for nicer cases.

Needing some repair might be OK. Must be able to fit into a pick-up truck, nothing huge.

Please send photos to **Robbie Dileo, damsel_d@pacbell.net** for consideration.

A receipt of donation will be provided for free cases.



Mark Your Calendars— September 26th is the Home Tour

by Robbie Dileo

THE EIGHT HOUSES each have amazing stories, but some are marvels of restoration, which is what makes our City so special—Alamedans believe in preserving our architectural legacy. Our biggest fund raising event shared with AAPS—fun, educational, beautiful—it brings people from surrounding cities to Alameda to enjoy what we call heritage tourism.

There are still positions available on both shifts (11:00 am – 2:00 pm or 2:00 pm – 5:00 pm) for volunteers. No previous experience is needed to be a docent or a requirement to be a museum member or live in Alameda. Docents receive the write-up on their assigned home and a cue card for the room they will cover. It's terrific fun to hear all the comments and see friends. As staff, you'll tour FREE—a \$30 value—and are treated to a Thank You Party with the homeowners afterwards which is priceless! Refreshments are served at one of the homes and there will be a small gift shop. Both endeavors need volunteers too. Ask your friends to join you.

To learn how you can help call Robbie 510-865-1767 or e-mail alamedahometour@netscape.net

Not interested in volunteering this year? Tickets are available by mail by sending your check payable to ALHT care of the Museum.

VOLUNTEER

TO BE A DOCENT!



ALAMEDA LEGACY HOME TOUR

*A Self-Guided Tour of the Interiors & Gardens
of Eight Historic Homes that Preserve the
Past for Contemporary Living.*

**Sunday, September 26, 2010
11:00 am to 5:00 pm**

HOSTED BY: The Alameda Museum &
The Alameda Architectural Preservation Society
SPONSORED BY: Little House Cafe



**Tickets: \$30 in Advance
\$35 on Tour Day**

ADVANCE TICKET VOUCHERS AVAILABLE AT:
Thomsen's Garden Center – 1113 Lincoln Avenue
Wescave – 1536 Webster Street
Daisy's – 1347 Park Street

TOUR DAY TICKETS AVAILABLE AT:
Franklin Park – Morton Street & San Antonio Avenue

www.alameda-home-tour.org
(tickets available via PayPal)
For information call (510) 523-5907



VOLUNTEERS: ALAMEDA MUSEUM & MEYERS HOUSE & GARDENS

- | | |
|---------------------|---------------------|
| Lou Baca | Julie Kennedy |
| Barbara Balderston | James A. Korn |
| Jane Burgelin | Flora Larson |
| Janice Cantu | Gayle Macaitis |
| Katherine Cavanaugh | Carla McGrogan |
| Ellen Chesnut | James McGrogan |
| Barbara Coapman | Joanne McKay |
| Dorothy Coats | Trish Nelson |
| Diane Coler-Dark | Stephanie Paula |
| Charles Daly | Drew Pearson |
| Don Dever | Susan Potter |
| Robbie Dileo | Darlene Pottsgeiser |
| Ross Dileo | Virginia Rivera |
| Marilyn Dodge | Betty Saunders |
| Roni Dodson | Norma Serles |
| Joanne Dykema | Margy Silver |
| Caroline Erickson | Virgil Silver |
| June Feder | Lois Singley |
| Pamela Ferrero | Marcy Skala |
| Blake Francis | Lavonne Stittle |
| Jeanne Gallagher | Wanda Thatcher |
| Barbara Gibson | Ellen Tilden |
| George Gunn | Ron Ucovich |
| Leslie Hawksbee | Henry Villareal |
| Debra Hilding | Mark White |
| Lois J. Hoffman | Joe Young |
| Mary Lee Keifer | Every Director |

Volunteer docents are the folks who keep our doors open. An enthusiastic group, they help run the gift shop, and on occasion, do tasks like help with mailings. Training is available. Do you have 3 hours to make new friends? Come and spend it with us!

**Docent coordinator for main museum
Ellen Chesnut, 510-865-1204**

**Docent coordinator for Meyers House
Jane Burgelin, 510-865-3402**

DUES & DONATION SCHEDULE

Your annual membership benefits:

- ☛ Fund Children Programs & Exhibits
- ☛ Free Monthly Lectures
- ☛ Receive "Alameda Museum Quarterly" 4 times a year & special notices
- ☛ Free Meyers House Pass and "Victoria's Legacy"*
*(*pass and book for first time NEW members only)*

Membership levels are annual, calendar year, except Lifetime membership.

- \$15 Volunteer (has assigned duty)
- \$20 Senior (over 65)
- \$30 Adult (regular membership rate)
- \$20 2nd household member (voting and free lectures)
- \$500 Lifetime Member (one-time only)
- \$250 Business Member (non-voting)

Special Funds:

There are specific funds that can be supported with a donation to know exactly how it will be used.

- Archival Fund
- Art Gallery Fund
- Woody's Notes Fund
- Permanent Location Fund
- Rent subsidy "Bang for the Buck" (City grant match)
- Contribution – non specific

Meyers House Dedicated Funds

(Check payable to Meyers House c/o Alameda Museum)

- \$25 per person Meyers House Guild
- Meyers House Maintenance Fund

All dues, donations, and funds are available online, payable by credit card, www.alamedamuseum.org Mail checks to Alameda Museum with coupon, note, or use memo line. *Thanks for your support!*
Alameda Museum – 2324 Alameda Ave., Alameda, CA 94501



CITY MATCHING GRANT COUPON

The City will match donations that *exceed* our 2006 amount. Please use the coupon below to "*Double the Bang for Your Bucks!*" \$50 becomes \$100. \$500 becomes \$1000. Help "*preserve the past for the future*" by keeping Alameda Museum functioning as a valuable resource - every dollar is critical.

Mail to: Alameda Museum, 2324 Alameda Avenue, Alameda, CA 94501

Yes, I want to double my donation for the Alameda Museum.

Enclosed is my check for \$ _____

Name: _____

Address: _____

City, State, Zip: _____

Yes, _____ it is okay to list my name in the next Quarterly as a Friend of the Museum Rent Donor. Tax ID# 942464751

Meyers House Guild

The Meyers House Guild is a separate membership and donation category from Alameda Museum. Funds are used for the sole purpose of maintaining this gorgeous property. Guild members get invitations to MHG special events. To help, fill in the coupon below. **Make check payable to Meyers House Guild.**

Thank you for your support!

Name: _____

Address: _____

City/State/Zip: _____

I would like to Be a docent Garden Clean & maintain artifacts Help with special events Other _____

Annual Guild Membership \$25

Additional donation: \$ _____ Total enclosed \$ _____

Information: Call Jane 510.865.3402

Mail to: Alameda Museum, 2324 Alameda Avenue, Alameda, CA 94501



WITH this Coupon: Join the GUILD or renew with the GUILD in August 2010 or later and your membership will go through December 2011.

COUPON for RENEWAL or GIFTS



Alameda Museum Annual Dues Schedule

Regular Adult \$30	Senior (over 65) \$20
Associate Adult* \$20	Lifetime \$500 (only one payment, ever!)
Docent or Volunteer \$15	Business (non-voting) \$250

**An Associate Adult is any person who resides in the same household as a Regular Adult member; includes voting privileges.*



Special Offer - If you give a **gift membership**, your friend or loved one will receive TWO additional bonus gifts: a pass to visit the Meyers House & Garden Museum and a copy of the book "*Victoria's Legacy*" featuring historic neighborhood walking tours throughout the Bay Area - six in Alameda. Four issues of the *Museum Quarterly* and admission to our lectures are free with all memberships. You may also purchase memberships online www.alamedamuseum.org

YES! I want to **Renew** or give a **Gift membership** to:

Name _____

Street Address _____

City, State, Zip _____

Phone (____) _____ email _____

Dues Category _____ \$ _____

Voluntary Contribution _____ \$ _____

Total (check payable to Alameda Museum) \$ _____

If applicable, please indicate whether you would like the gifts sent to address above or one on your check.



You may also use this form to EXTEND or reinstate a LAPSED (2 yr or more) membership. Check here
Book & Meyers pass not available on renewals. Quarterly & Lectures are included.

✓Check your mailing label. It should have **PAID for 2010** or say **LIFE Member**. If not, you should renew your membership. Dues are based on the calendar year. Life Members pay \$500 once and receive all benefits for the one time fee.



NEW, LAPSED & RENEWAL SPECIAL
Mail in this coupon with check and your membership will go through 2011.
Thank you for supporting our mission to *preserve the past for the future.*





FOUNDED IN 1948
2324 Alameda Avenue
Alameda CA 94501

NON PROFIT ORG.
U.S. POSTAGE
PAID
PERMIT NO. 80
ALAMEDA, CA
94501

IN THIS ISSUE

- *An Alameda Legend—“Lil” Arnerich*
- *Alameda Sports Exhibit*
- *From the Curator’s Desk*
- *A Closer Look*
- *From the President’s Desk*
- *Folk Medicine*
- *What Do You Know About NAS Alameda?*
- *How Come Flowers Have Strange Names?*
- *What’s New at the Meyers House & Gardens?*
- *The Silent Movies*

ALAMEDA MUSEUM HOURS

Wed. – Fri., Sunday
1:30 pm – 4:00 pm

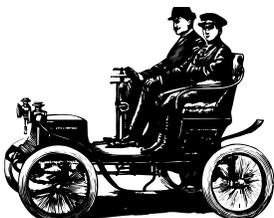
Saturday
11:00 am – 4:00 pm

MEYERS HOUSE & GARDENS HOURS

4th Saturdays
1:00 pm – 4:00 pm

510-521-1233

www.alamedamuseum.org



ALAMEDA MUSEUM LECTURES 2010

❖ **THURSDAY AUGUST 26**
**A New Deal for the East Bay:
Excavating the Buried Civilization
of the Great Depression.**
Author-historian-gadfly Gray Brechin.

❖ **THURSDAY SEPTEMBER 30**
Berkeley 1900
Author-historian Richard Schwartz
with a new edition featuring many
new images.

NOTE: All lectures start at 7:00 p.m. at the Alameda Museum, 2324 Alameda Avenue near Park Street. No reserved seats; come early to save a place and enjoy the exhibits in the History Hall and the Art Gallery. Admission is free for Museum members and \$5 for others. Topics may change without notice. For lecture information leave a message at 510-748-0796 or check www.alamedamuseum.org.

Remember:

Donate to the City Matching Grant.

➔ See coupon page 15.