

Livermore Heritage Guild

"Help Save Yesterday For Tomorrow"



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Baughman's Clothing Store

By Gary Drummond

Baughman's is the oldest continuous retail-clothing establishment in Livermore, indeed in Alameda County.

Charles Victor and Isaac Harris opened a clothing store in October 1881 at what is now 2212 First Street (Lemon Grass). Their specialty in trade was men's apparel, but they also carried some accessories for women. When they began business "the first sale they made was a pair of shoes to Miss Ida Madison. As a remembrance of that occasion they presented the same lady, now Mrs. Hans Anderson, a pair of the best shoes in their stock on Wednesday, which marked the 25th anniversary of their opening" according to a 1906 article.

Victor and Harris had occupied this location for 34 years. When the 1915 building was constructed, the clothiers moved to 2200 First Street. In the summer of 1915 a young man named Jack Baughman joined the firm as a salesman. Jack had come to the valley from Oakland several years before where he had been employed by the clothing store, Taft and Pennoyer. Jack took a leave some time in the summer of 1918 to work in the Oakland shipyards.

In early 1922 Jack Baughman purchased an interest in Victor and Harris from Isaac Harris, who was ready to retire, having been with the business for more than 40 years. (Charles Victor had earlier turned over his partnership to his son, Morris.)

Under new management the firm instituted improvements. One of their earliest enhancements to the business was a stain-glass transom advertising "Victor and Baughman", which is still there (now Proctors). A new office was built at the rear of the store; the partners reinforced store windows with steel bars, and installed a safe. The *Herald* reported that Victor and Baughman is "safe from bombardment by either land or air forces."

Morris Victor's ill health prevented him from full participation in the concern and he retired. Jack Baughman became the sole owner in 1932, having purchased his partner's interest. (Victor died shortly afterwards of heart disease.) From this point, for

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Baughman's continued

almost 75 years, the Baughman business name has been carried on.

In 1934, Baughman moved two doors west in the 1915 building because it gave him an additional 2,400 sq. ft. and an opportunity to increase his inventory. He opened a new department in women's accessories and enlarged the boys' department.

Jack Baughman's business not only thrived locally, but also gained international recognition. In 1940, the company received an order for Stetson hats from two men in Maui. In March 1943, Baughman's received an order for a hat from Mauritius in Africa. It had been posted January 11, 1942. The *Herald* noted that if it takes as long for the order to be delivered as it took to reach Livermore, it would be a long time before the customer got his hat.

By the fall of 1947, Baughman was ready to retire. Frank Fiorio, who had started as a men's clothing salesman in 1908 with H. W. Hupers, purchased the business, continuing to operate it under the Baughman name. Two years later, Fiorio sold the concern to William Ambro, Baughman's son-in-law, returning the store to the family.

In the period from February 1952, when Ambro put the store on the market, until 1964 when Baughman's was sold to the Janes family, the business had passed through several owners. Today Victor and Harris, its successor, Victor and Baughman, and now Baughman's celebrates 86 years of outfitting men and boys.

Jack Baughman's wife, Hazel, a noted horsewoman, died in an automobile accident in the summer of 1963. Jack survived her by another ten years, passing away in November 1973.

The acquisition of Baughman's by the Janes family increased the number of their clothing stores to nine.

So from 1964 until 1974, the local store had a local manager. With the senior Janes' retirement, all but Baughman's was sold off. Rory Janes became the proprietor of the Livermore Store and later acquired Christesen's in Pleasanton.

About 1965, the business moved from 2190 First Street to 2056 First Street (the old Marx-Rosenthal building) and in 1976 moved to their present location at 2029 First Street.

Under the Janes' management, the selection of western clothing and accessories has become the store of choice for cattlemen and women. Baughman's has for many years given strong support to the Livermore Rodeo. The firm is a sponsor of the Livermore Rodeo Queen and of Li'l Partners. And



Men's Clothing, Hats, Shoes
Ladies Shoes and Hosiery
Western Clothing

BAUGHMAN'S

1124 First Street
Livermore California

Curlee Clothes For Style Fit and Comfort.
And the price is right too! **\$29.50**
Ask the man who owns one of these fine hand finished sported suits — he will tell you for the comfortable, close fit, they are worth lots more. A fine selection of new, unique patterns to select from. Come in before HAPPIER.

Varsity Suits
For Young Men. You and GUY. **\$19.85**
Wool and fabric selected — hand draped, easy fitting style — all new hand finished — Long wearing. And do they fit — YES! and try one on.

SLACKS for Spring and Summer
Casualties — Western, covers to wear with your sport jacket. **\$3.95 to \$8.95**

New Saddle Leather BELTS
0: to \$1.00

THIS IS A VEGAN YOU MEET
HAVE THAT EXTRA SHORT CUT
Plenty of comfort — and lots of style. Rich tone and texture — with more and more and new dusty green. Hold as long as **\$19.45**

Definition of SPRING . . .
A King in Your Shirt.
An Arrow Slits in Your Back, shaped to fit and hand-tailored through. **\$2.00**

Sport Shirts
\$1.65 to \$4.95

CROSBY SQUARE SHOES
All the new leathers for sport. **\$3.95 \$4.85 \$5.95**

Lundstrom Hats
\$2.95

You'll Be Glad You Bought That **STETSON \$5.50**

the concern continues to get orders for western wear from far away places like Australia and France.

The record of 125 years of continuous men's and women's apparel sales is one not easily beaten.

Top: Baughman house now located on Tesla Road.

Bottom: Baughman ad, circa 1941.

Livermore Cook Book

Wednesday, February 22, 2006, was the climax to a two-year long project by Pat Hoenig, a life member and former board member of the Heritage Guild. She completed and presented to the Livermore Heritage Guild a 100-column archivaly prepared scrapbook of the Livermore Cook Book, which was published in the Herald & News between 1960 and 1963.

Pat is a retired home economic consultant who wrote about one-third of the columns. The project began two years ago when Pat found a yellowed file that contained a sampling of the Livermore Cook Book columns. She was encouraged to gather all of the columns and make an archival collection for the Heritage Guild. Pat, with the help of her husband, Clarence, used microfilm at the Livermore Library to fill in the gaps.

To write the columns the reporter, accompanied by a photographer, interviewed the selected cook, took a photo of her, and collected the recipes. Each column begins with a brief biography to introduce the individual followed by one or more recipes from her kitchen. The column tells the story of the people who were arriving in the growing city of Livermore, population about 20,000, as well as the family and cultural trends of that era. The scrapbook includes "flavorful" ads from local food markets that were here at the time, as well as ads from other stores, which may no longer exist.

The Livermore Cook Book scrapbook is on the shelf in the Carnegie Library West Room and ready to be used. You are invited to have a look, try a recipe, and learn about Livermore in the 1960s.

On January 6, 1961, this recipe was in the Livermore Cook Book. It is from Cleo Graf, a long time Livermore resident who now resides in Walnut Creek. This mouth-watering recipe suggests a trip to Hawaii right out of your own oven.

PINEAPPLE CHICKEN

Serves 4. Nice for family and company both.

2 packages, 1 pound each, chicken breasts or legs or one 2 1/2 pound frying chicken.
1/4 cup flour
1 1/3 teaspoons salt
1/2 teaspoon pepper
1/4 teaspoon crumbled thyme
Enough butter for browning, approx. 5 tablespoons
1 cup shredded cheddar cheese
1/2 pound cooked ham, cut into strips
1 can (4 oz.) sliced mushrooms
1 can (14 oz.) pineapple tidbits or about 2 cups fresh, cut up pineapple

Roll pieces of chicken in flour seasoned with salt, pepper and thyme. Brown in butter, turning to brown all sides. Transfer to a two-quart casserole and sprinkle with cheese and ham. Add mushrooms and liquid. Drain pineapple and measure out 1/4 cup juice; add that juice and the Tidbits to the casserole. Cover and bake in a moderate oven (350 degrees) for 30 minutes, remove cover and continue baking 10 minutes longer. If guests are late, add a little more liquid and keep covered a little longer. Enjoy!



Pat Hoenig presents her Livermore Cook Book collection to the Livermore Heritage Guild at a tea held at the Carnegie Library February 22.

Notices

Thanks to Bud Lima for this note: *I have just finished reading the January-February issue of the Guild [newsletter]. I was delighted to see the picture of Elliott Dopking. Elliott was the assistant manager of my Dad's theatre, The State Theatre, back in the early thirties. My Dad, James B. Lima trusted him to do all sorts of management activities and I considered him a good friend.*

Yours truly, James A. (Bud) Lima, class of '42 LUHS

Alameda County's History Day competition will take place March 23 at the County Office of Education in Hayward. The History Day theme this year is "Taking a Stand in History: People, Ideas, Events." Winners of the local competition will participate in the state competition and state winners will go to Washington, D.C. for the national competition. Fifth- to 12-grade students do some amazing projects. Let's all support our students.

LHG Auction coming up. Don't forget to donate your spare treasures for the LHG auction. We now have plenty of storage space and can pick up donations. We will accept most items—except books, clothes, and large overstuffed furniture unless it is antique. What does not go up for auction will be passed on to a charitable organization. Call Bill Junk at 447-4561, Anna Siig at 447-5475, or the Carnegie Library at 449-9927.

Tour the Duarte Garage. Would you like to arrange a group tour of the Duarte Garage? Call Chief Mechanic and Curator, Bill Junk, at 447-4561.

Livermore history opportunities. Interested in the history of Livermore? Arrange a walking tour of the downtown area by calling the Carnegie Library at 449-9927.

Or take a class. Gary Drummond is offering his class on Livermore history again beginning Tuesday, March 14. The four-week, two-hour presentations will take you from the Mission Period to the present day. Enrollment information is available by calling 606-4722.

Have you seen the city cannon? It went missing some years ago from in front of the fire station. Is it sitting in someone's parent's garden or a back lot somewhere? Keep your eyes open. Maybe we can restore it to the city.

Baughman's receipt, 1935.

History Center Exhibits

The World War II exhibit at the Carnegie Building was one of our most successful. We opened with two cases but soon expanded to four as visitors brought their own materials to add to the display. The exhibit will be mounted again in November, and we're still collecting photos, stories, and future display items to have an even bigger and better display than. If you have a story to share, photos, or memorabilia you would like to add to the display, please call the History Center at 440-0027.

During the spring and summer we have a full schedule of fascinating exhibits to look forward to. Drop by in March, April, and May to see displays interpreting the history of the Dutcher Building, and the Foresters, and a fascinating display of sad irons. What are "sad irons?" They're old metal irons that were warmed on a stove or had hot coals put in them and were used to iron clothes. There are sad irons with detachable tops and some in one piece. The laundress had to wrap a heavy cloth around the handle in order to keep from burning her hand.

Livermore, Calif., 5-1-1935	
Louis Ferrario	
Bought of	
BAUGHMAN'S	
Ladies' and Children's Shoes and Hosiery	Complete Outfitters To Men
Merchandise Received	8 17
All Bills Due in 30 Days. After 60 Days 8% interest will be charged.	

Volunteer Corner



Volunteers are always needed. Have fun, meet other members of the Heritage Guild, and contribute to the preservation of Livermore history. Some immediate needs:

Looking for historians...

An exhibit on agriculture in the valley is something we have wanted to do for some time. We need someone to help with the research, planning, and mounting of the exhibit.

Looking for cleaners...

Want to help out but uncomfortable with your knowledge of Livermore history? You would be very valuable helping with the cleaning of the exhibit cases and the space. Come in at least every two weeks - every week if you're so inclined - to clean fingerprints off of cases, dust, tidy up, clean the front door glass and the desktop, or do general housekeeping.

Contact Anna Siig at 447-5475 or Email: siig@comcast.net

Looking for walkers...

Each spring Gary Drummond takes third-grade classes on a downtown history walk. He's looking for volunteers to help in this endeavor. If you would like to become a walk leader, please contact Gary at 447-5475

The walk route is from the Carnegie building to the railroad depot and back down First Street to the flagpole before returning to the Carnegie building. This is an opportunity to help children learn some interesting facts about Livermore history and increase your own knowledge of our historic downtown while you get some exercise.

CALENDAR

Wednesday, March 1, 7 pm. LHG Board Meeting, Carnegie Library, downstairs.

Wednesday, March 8, 7:30 pm. The Story of Carrell of Corral Hollow. Sheila Lockwood and Dan Mosier describe diaries kept by Edward Carrell, who lived in Corral Hollow between 1850 and 1880. Community Meeting Room, Livermore Civic Center Library. \$2 suggested donation. Light refreshments provided.

Sunday, March 19, 10 am-2 pm. Duarte Garage open to the public.

Wednesday, April 5, 7 pm. LHG Board Meeting, Carnegie Library, downstairs.

Wednesday, April 12, 7:30 pm. Tilli Calhoun shares family experiences of the 1906 San Francisco earthquake. Community Meeting Room, Livermore Civic Center Library. \$2 suggested donation. Light refreshments.

Sunday, April 16, 10 am-2 pm. Duarte Garage open to the public.

Sunday, April 30. The Studebaker Club will visit the Duarte Garage. No details yet. Please visit the LHG Webpage or call Bill Junk 447-4561 for information.

Wednesday, May 3, 7 pm. LHG Board Meeting, Carnegie Library, downstairs.

Wednesday, May 10, 7:30 pm. History Talk. Kim Bonde and Don Podesta will present the "History of the Livermore Rodeo Stagecoaches." Community Meeting Room, Livermore Civic Center Library. \$2 suggested donation. Light refreshments provided.

Saturday, May 27. LHG annual auction and dinner at the Duarte Garage.

Contact Us

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A Brief Word from the President

New displays are in place at the Carnegie Library; drop by and see them!

David Abrahams has been cataloging and organizing our archives downstairs for several months now. We will begin entering it into the computer in March so we can do a computer search and locate items quickly for research purposes or inclusion in our displays.

Maxine Trost has assumed the duties of newsletter editor. This is her second newsletter. It's a big job, and we all want to thank her for taking on the task.

We can sure use your donations to this year's auction! If you have stuff that you just don't know what to do with, but might be worth something to someone else, we will take it. Based on past history of what sells at the auction, we do not take old computers, stuffed couches and chairs, clothing, and paperback books.

We are on the hunt for a replacement Traveling History Mobile, so we can use all the financial support we can get. The old History Mobile has been visited by more than 6,000 third-grade school children over the last 17 years and it is tired! We are shopping for an RV or smaller bus, approximately 30 to 32 feet long, circa 1990 or later. We are not too picky about the interior as most of it will be removed. If you know of such a vehicle please call Bill Junk at 447-4561.

Larry Mauch

