

HEAD TOWER NEWS

# Shasta Lake Heritage & Historical Society

"Head Tower News" A "Boomtown Memories" newsletter

BOOMTOWN MUSEUM: 1525 Median St., City of Shasta Lake

Museum Hours: 9-1 M/T/W and 2nd Saturday Closed on Holidays: Call 275-3995

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www.shastalakehistorical.org— FB Shasta Lake Heritage & Historical Society

Volume 17 #53 Issue2

WHAT A SUMMER!

August 2021

**MASKS ARE OFF - SUNBLOCK IS ON....**Summer should be a time of fun, sun, memory-making and awesome adventures. All throughout history, people have used summertime to "recoup and regroup". It's been great fun searching through the archives of yester-year finding pictures and stories of those "lazy, hazy, crazy days of summer" in the north state. (Not surprising - the subject & title of our 2016 DVD and what life was like in days gone by.)

During the dam-building days, after a week of back-breaking work in 100+ temperatures, most of the sunbaked workers were happy to picnic with their families alongside the river or in one of the many cool-water creeks. Children would walk several miles to find good "swimmin' holes".

As wells dried up in the summer, water was scarce as hen's teeth. A family story tells of hauling water from Mountain Gate, which would then be carefully parceled out—first for bathing, then reused to scrub floors, followed by scrubbing the outside privy, and finally used in the garden. Well, we no longer have to haul the water, nor reuse bath water to scrub floors nor scrub outside toilets but we do recycle it for use in the garden and during a drought like we are experiencing, we conserve and make the best of it.

Summer activities in those years were wonderful distractions from the heat, including going to the movies (air cooled), roller skating, playing or watching baseball games - to name a few. And of course, it was always exciting to hear the melodic music announcing the arrival of the ice cream truck!

"Up-the-Canyon" was a summertime destination for many in search of cooler temps, fishing, boating and just plain relaxing. Interesting to note the mode of dress in the "olden days". *There is no way people could easily cool off dressed in the full regalia of the day!* (Thank goodness for changes in dress codes.)

So, as we live today with our air-conditioned homes and cars, we can appreciate those luxuries when we remember things like when we were kids.... Mom would insist we come inside during the afternoons and lie down on the "cool" linoleum floor to

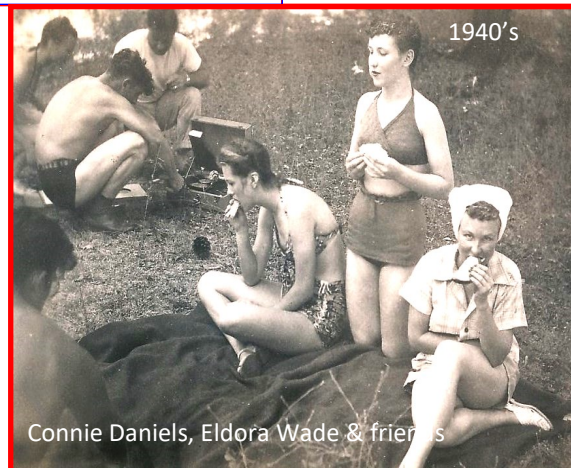


"OLDEN DAYS" swimmin' at Backbone Creek  
Bert & Lizzie Johnson & friends Kennett c1910

rest. Or how about traveling, with hot wind blowing in the car windows. We were lucky to have the *water bags to keep the radiator cool*, and then REALLY lucky to have the *swamp-cooler* hanging on the door window spraying a fine mist to keep the passengers cool.

Whatever it took, folks would find a way to enjoy the summer heat, just as we do today. So.....water's great!

*Last one in is a rotten egg!*



1940's

Connie Daniels, Eldora Wade & friends

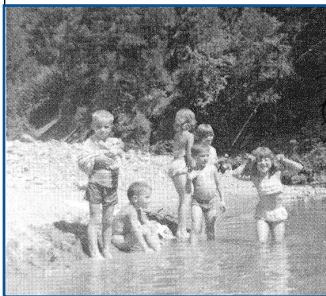
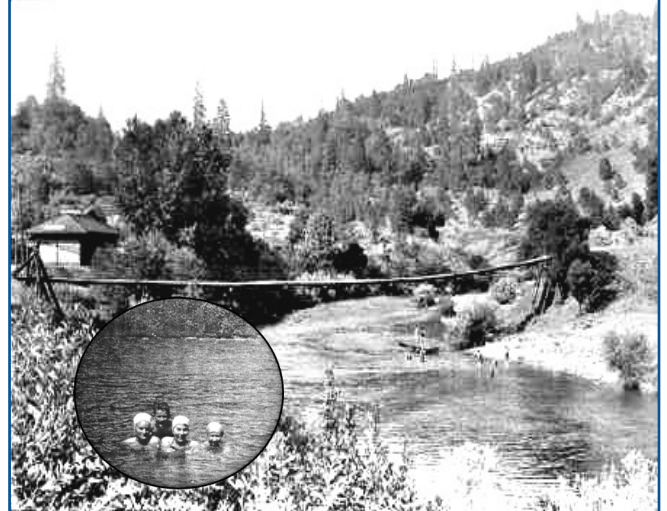


1950 Chevy



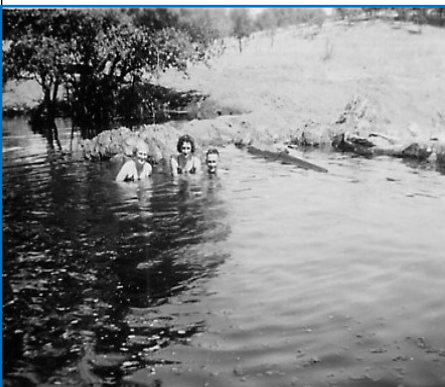


**Talk about living on the edge! Did you know that at one time there was a swinging bridge that crossed the Sacramento River? And beneath it was a great swimmin' hole? That's Louie Silva's swinging bridge! And that's the kids from around the town of LaMoine in the swimmin' hole: Rosie Pike, Helen Krier, Sally Slater and her brother.**



**3 miles north of LaMoine and 6 miles south of Sims at Boulder Creek was the town of Gibson on old highway 99. On the turn up on the hill lived the Izzard family. Super mom, Thelma, would swim back & forth across the Sacramento with little kids on her back to a very nice swimmin' hole and sand bar on the east side.**

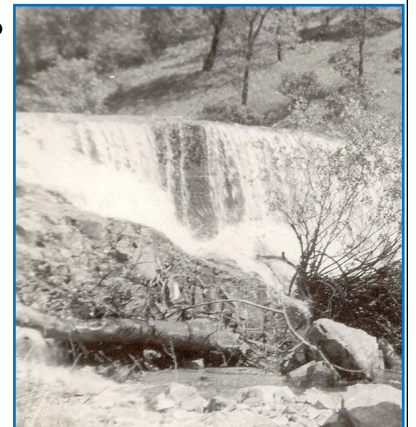
**The Baker & the Vollmer kids** found a great swimmin' hole in the sun just below the town of Delta.



**How about a swimmin' hole in Clear Creek?**

Makes one think of that old song by the Sons of the Pioneers we heard and sang as kids *"Cool Clear Water"*. Clear Creek was a cool clear spot for Ella, Ruth & Ed Fish.

**Or long gone now with the advent of I-5** was a favorite swimmin' hole for Mountain Gate kids. This one created when Nicolas Rodriguez dammed up Stillwater Creek run-



ning through his property. Created a picturesque waterfall too.

**END OF THE ROAD?** 1945 - Soon to be Shasta Lake, the water was filling up over old highway 99 near Salt Creek - the place to go for summertime fun! Gotta love ingenuity - leave it to Roy Hiebert to devise a way to have the phonograph operate off the battery of his 1937 Plymouth! *No more hand cranking!* FYI: It played 78 rpm records (shellac) as it wasn't until 1949 that the smaller 45 rpm (vinyl) records were invented and in the 50's, were played on a portable "transistor" phonograph. *Ah, those modern inventions....*



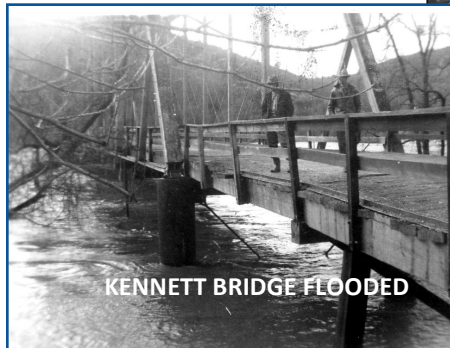


***Some swimmin' holes were near or under bridges.*** *Stands to reason as temptation was great to find a hole deep enough to jump into! Hmmm, when the lake was full, off the railroad trestle on the Pit comes to mind....*

The first bridges in the area were of wood type construction (such as Louie Silva's swinging bridge). Logs from fallen trees were great for foot traffic and with logs side by side with wood planks across the top as decking worked well for automobiles. The disadvantages were short spans and support piers in the middle of the stream or river, which were subject to washouts during flooding.

Some early bridges were "Mail order or Catalog" bridges? Yep. Starting in the 1870's and until the start of World War II, bridges were pre-designed and became available through catalogs supplied by companies mainly from back East. The catalogs would list the bridge dimensions and load capacity as well as cost. The local municipality would erect the bridge piers and abutments; bridge parts would be shipped by rail to the closest depot. Using local labor, the bridge would then be assembled. The railroads were the first to use these pre-fabricated bridges. *(Think of a giant erector set or modern-day Lego blocks).*

Wrought Iron was the first material used and later replaced by steel, much stronger. Wrought iron's low carbon alloy has a fibrous structure giving it a "grain" resembling wood, which allows it to be readily forged, is tough, malleable, ductile and corrosion resistant. *An early Shasta County example was the truss bridge at Kennett.*



KENNETT BRIDGE FLOODED



KENNETT BRIDGE



Example of a Bailey Bridge

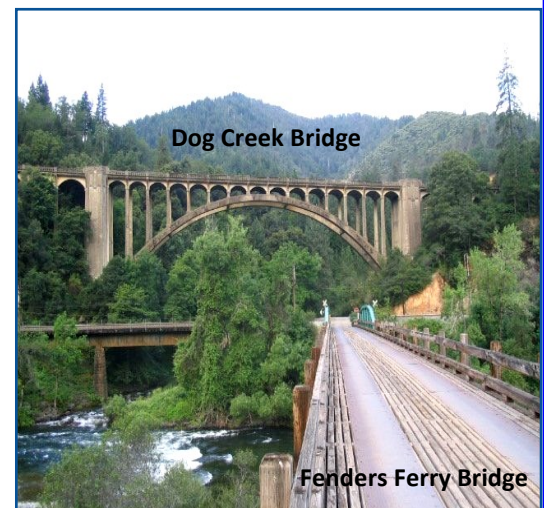
The most common types of truss were the Pratt Truss and Howe Truss and the Bailey Truss. These types of truss bridges used multiple triangles in their design. The triangle is one of the most stable and strongest shapes to be found anywhere, and is easy to construct. Probably one of the most well-known examples of a truss bridge is the Bailey Bridge developed for use in WWII and prominently featured in the 1977 film *A Bridge Too Far*.

*Sold several years ago, a Bailey Bridge had once spanned Cedar Creek located off of Buzzard's Roost road south of Round Mountain.*

Wrought iron was replaced with the advent of the steel industry. Steel is stronger than wrought iron due to advances in its chemical makeup and production process. Rolling and forming mills allowed the steel to be formed into structural shapes. Early shapes were flat bar and angle, and later on channel and "I" beams. Early steel bridges found in Shasta county were the *North Street Bridge in Anderson*, the *Free Bridge in Redding*, and on *Cow Creek in Palo Cedro*. Almost all have been replaced by concrete bridges or steel "I" beams.

And one of the most picturesque concrete arch bridges still standing in Shasta County is the *Dog Creek Bridge* built in 1927. Not sure where the swimmin' hole was located but pretty sure the locals still know.

*Last one in is a rotten egg....*



Dog Creek Bridge

Fenders Ferry Bridge

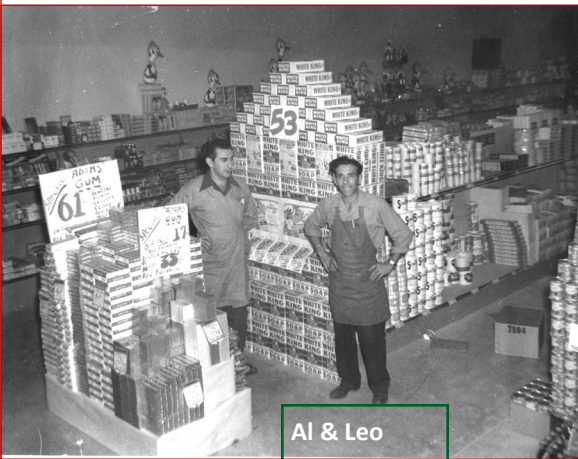
*Story composed from an interview with Allen Mancasola, son of the late Al Mancasola and owner of Farmer's Marketplace in our city today.*

The end of WWII in 1945 ushered in an era of hope and enthusiasm in every corner of the country. The "American Dream" began to bounce back with a positive and expansive energy encompassing families, homes, communities and businesses, old and new. It was in this age of opportunity that **Al Mancasola** began his quest for a career in the grocery business. Indeed, it ultimately became the essence of his life's work. Having worked in the shipyards at Vallejo during the war years, he moved on to find work in the grocery industry in Sacramento, where he learned the basics of that trade.

It wasn't long before he learned of an opportunity to purchase a small neighborhood store in Sacramento. Having no funds himself,



l/r: top Ron and Al; middle Allen, Rose, Suzanne and John in front. 1967



Al & Leo

however, he approached his childhood friend, **Leo Audia** (still working in their hometown of McCloud), whose uncle did have money. Al proposed a deal whereby Leo might get seed money from his uncle, and in return Al would teach Leo the grocery business. Thus, the beginning of a long and prosperous partnership in the industry.

Initially, the partners would purchase a small store, clean it up, increase the volume, then resell for a profit – moving on to the next project. The families moved into the upstairs living quarters, literally living and working together to begin building their small "empire".



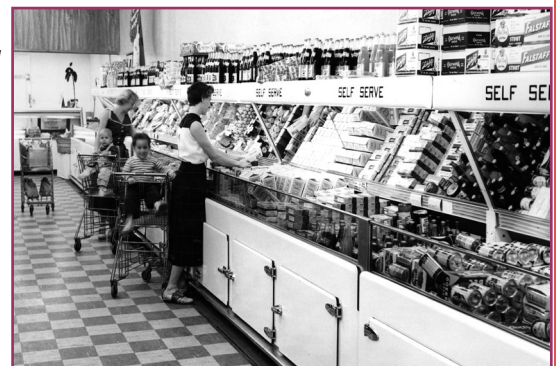
Miracle Mile Dec.7th, 1950

Finding that they were all homesick for northern California, the families decided to pull up stakes and head back to the McCloud/Weed area. On the way however, the partners came across a store for sale in Redding, bought it and moved into that small store on So. Market Street, where Ace Hardware is today.

So, it was business as usual, until 1949 when they built a brand new store next to it. That became the first in a long list of additions throughout the North Valley. Next came an opportunity in a newer, more modern store on No. Market St. (Miracle Mile). The family lived above the store on Miracle Mile. Rose was known to share this fun memory with others about those days-

*Suzanne was young and one day, she got on the PA system and TOLD the shoppers to "Quiet down, 'cause my baby brother is trying to sleep!" Can you imagine the look on the customers' faces?! LOL.*

The store opening in 1950 featured actual *frozen food cases* and the newest novelty – *power entry doors*. Continued expansion followed, with stores in Enterprise, Anderson, Red Bluff, Central Valley, Oroville and two in Chico. In the period of 12 years from 1947-1959, the partners opened and/or built 12 grocery stores.







Years of 6-7 days a week of hard work began to take its toll on Al, Leo and their families, and since the older sons weren't interested in taking over the business, they eventually sold out. Then unforeseen circumstances found Mancasola buying the stores back in 1969.

In 1972, son Allen was attending Shasta College, studying to be an architect, with plans to go to Cal Poly, when his father passed away. *"It kind of threw a cog in the wheel"*. One Sunday, Allen visited his brother Ron, his mentor and 18 years older. Ron had already worked 6 days that week and was home working on store ads. Allen says, *"It*

*was apparent that he was buried and needed help and I was relatively experienced – I'd spent all my high school years working in the store but I didn't know the business end of it. So it was decided all hands on deck were needed."* Their mother, Rose, went to work in the office; Allen continued school doing night courses at Chico State, while taking on more and more responsibility in the stores.

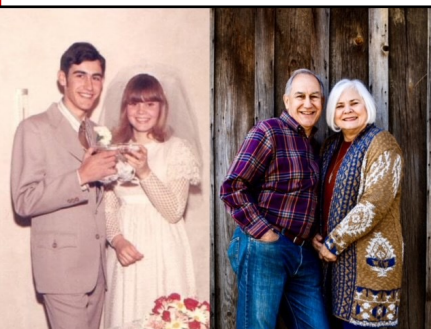
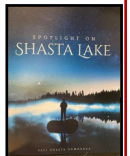
Fast forward and Allen is 28 years old and fully immersed in the grocery business. The only real estate the family owned by then was the store in Central Valley. So what has happened to the store? In the true Mancasola tradition, it is being updated. The final stages include a beautiful new "facelift" of store front windows filled with vintage photos depicting the Mancasola history on one side while Shasta Dam and damworkers (compliments of SLHHS) frame the other side. Oh and the new moniker, Farmers Marketplace.



Allen says, *"I enjoyed the business because it's a people business and I like people. You have this customer base that when I'm at the store, they're like my best friends. You see their children grow up....and then all of sudden you're looking at their baby's babies and 20-25 years have passed."*

Fast forward again and Allen has now been doing this for 54 years. *"I think there's a missing link in that, what others don't know about this area is just how genuine the people are. They don't understand the character of the people who live out here; they're honest, hard workers and when they say something you can shake on it and it's good. It's their word. Though a city now, it's still a small community, and that's how they operate."*

The 2021 Damboree book, *"Spotlight on Shasta Lake"* honors Allen with the Business of the Year award. The article reports the store built in 1964 now boasts specialty departments, an annual payroll of \$1.75 million employing just under 50 and *"features the friendliest clerks around."*



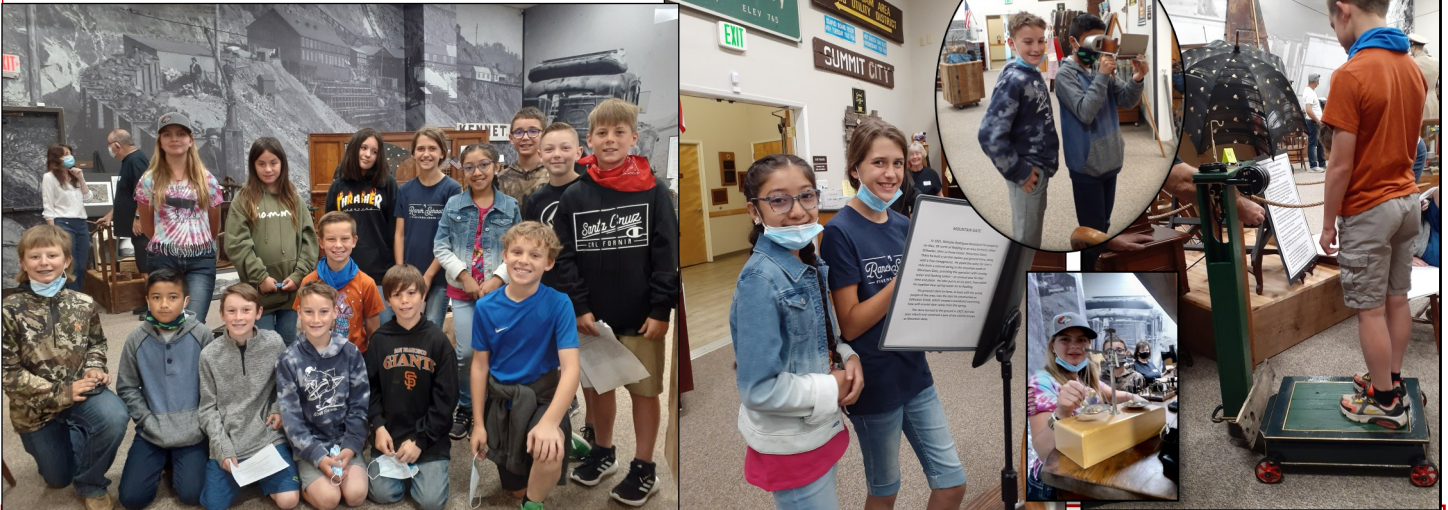
Allen and high school sweetheart, Cheryl celebrated 50 years in April

So what's next for Allen & Farmers Marketplace? Says Allen, *"you listen to what your customer base is asking and you stay on top of the industry trends. With Covid - there's been a huge move forward with online shopping, but I'm not sure that's the direction we need to head into; we need to provide curb side pickup, but I still think there's a deeper personalization needed than online shopping can offer."*

Like Father, like son. Whatever comes next for Allen and his classy new facility remains to be seen but we have no doubt it will continue to be successful. We at SLHHS thank him for being a benefactor and for his involvement in our community; we applaud his success.



5/21 LIBERTY CHRISTIAN SCHOOL TOUR



Come FALL our newest hands-on displays bring fun and entertainment for all ages....



Can you hear me now?



Music, Music, Music



Thanks to Don Baldocchi, Pete Droesch, Del Hiebert and Darlene Brown for loan of these items.

AND WE HAVE

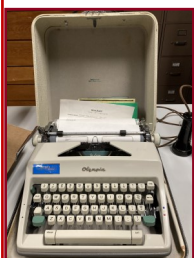


original texting?

MORE! Add to this mix, more typewriters, phonographs and records from the 40's, 50's, 60's.. "dial" telephones, musical instruments and then outside, thanks to Kay Kobe and Ann Morningstar, we'll have an apple press! So come October, the fun begins. C'mon by....



Since March - THANK YOU FOR "**EXTRA**" **DONATIONS**: Benefactors Marlys Barbosa, Larris Dorman and Sam Sowards; Members Skip Green, Alice Scarbrough & Don Spurgeon, and in honor of Del Hiebert's 92nd birthday, a gift from daughter, Debra Mills.



**Welcome:** NEW Benefactors David Bellone/Aroma; Mike & Jonny Fish/Redding and Roy & Cheryl Hull/Shingletown. NEW Business Members: Dan's Optical/Shasta Lake and KIXE Channel 9 PBS/Redding. NEW members: Crystal Nadeker/Shasta Lake; Anne Johnson/Redding; Gene Herring/Shasta Lake; Irene Linkhart/Shingle Springs; Renee Murray/Lakehead and Glen Kuehne/Carmichael. THANK YOU FOR wonderful donations: Nancy Farr/1895 (working) Singer Treadle Sewing Machine; Ed Glacken/Two c1890 (functioning) Pocket watches of James & Martha Gregory (Pioneer Family); Deb West/ Chess set & 1974 family projector; Pete Droesch/ dynamite box and Del Hiebert/c1950 typewriter.





**HELLO EVERYONE!** I feel like singing that old tune, 🎵 "Back in the Saddle Again". Since the March newsletter, I have been honored with the title of Pres once again. Unending thanks to Deb West and our volunteers for what they completed in her two year tenure. *To name a few:* Organized is: our storage unit; office file cabinets; reference library; museum cabinets and lately, our newspaper & map drawers. Thanks to hubby Earl West who built anything and everything we needed while Rick Fox makes our displays "hands-on ready" and Alice Scarbrough is "our creative writer".



The museum thrives and stays open thanks to our BOARD (Mike, Joan, Kay, Rick, Del, Barb, Sandy & Deb) and volunteers, Donna D., Diana, Linda, RuthAnn, Gerry, Alice, Gail, Matt & Darlene and Charlotte.

I'm recouping from replacement hip surgery (all is great) and focused on plans for new displays & promotions. Speaking of promotions, while on vacation, my family wore their "Boomtown Shirts" for this photo op!



Available in black only, we have sizes for kids and adults S to 2XL.

I'll wrap this up by saying, *heartfelt thanks to everyone who supports us.* Not only do we preserve history but we have fun doing it! Send us your stories, share ours with others, and watch us continue to grow! *Darlene*

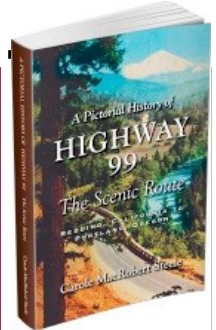
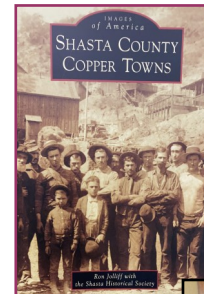


### BOOMTOWN GIFT SHOP and Sandy's news.....

**WHAT'S FOR SALE?** Boomtown shirts, hats, mugs, kids projects, homemade jams, handmade jewelry, local books, decorative signs, hiking staffs and more!!



New books—Pictorial History of Highway 99 by Carole Steele and Copper Towns by Ron Joliff - great books full of interesting information. We are adding them and more to our website for online sales.



Thanks to everyone who shopped and to Mary, Connie, Melody, Donna A, Donna D, Linda, Charlotte, Darlene, Ann, Cathy & Ron for donations to a very successful Spring Sale with the Shasta

Lake Garden Project members! We plan to do more combined events in the future.

Roger, Joan, Angie and I set up a booth at Shasta Dam for the annual Redding Dirt Riders Grand Prix.

C'mon by and see us for some unique & fun gifts, Sandy Estes, Gift Shop Manager



Shasta Lake Heritage & Historical Society  
P.O. Box 562 Shasta Lake, CA 96019  
Visitors Center: *Boomtown Museum*  
1525 Median St., Shasta Lake  
530-275-3995  
501c3 non-profit organization

**Mark your calendars - 9/11 - 20th. Annv. ceremony Fire Hall  
Nov. 6th Veterans Parade. Nov.13th Community Holiday Bazaar**

### **IN MEMORIUM**



**Rudy V. Balma** - 1929- 8/14/2021 Korean War Veteran

*A friend of SLHHS and a Benefactor, Rudy was a wonderful contributor to our society. Rudy gave us photos and an interview years ago about his family and what his life was like as a young lad growing up in Kennett. The photo on pg.3 of Kennett Bridge flooding was from his collection. Hanging on a wall in our Boomtown Museum is the wooden sign "KENETT" (original spelling - story in itself) that once hung on the railroad station in Kennett - a gift from Rudy & Margaret. Rudy and wife Margaret, were committed to community service in Redding and the surrounding area for years; he has left memories for so many.....*

**Hugh Tenney**- 2/1930-5/2021 "A Dam Kid", son of David & Cleo Tenney. The Tenney family story is in our "Those Dam Kids" book. Hugh was a teacher & Principal for Enterprise Sch. Dist. 30 years.

**Vivian Louise Wintle Pugh** 7/1946-6/2021 Shasta H.S 1963

*We try to be accurate but please, we are not liable for any additions, omissions, errors and/or corrections that may occur in this publication. Any photographs or material used may not be scanned and/or reprinted or reproduced without contacting us for permission of use. Thank you.*

*Darlene V. Brown, Editor and Alice Scarbrough, Asst. Editor*

**Love history? Become a member. Membership dues are renewable in January of each year.**

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NEWSLETTER ☐ -email ☐ OR paper

Please check the applicable boxes:

Individual ☐ \$10 Family \$25 ☐

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***We sincerely appreciate your support to keep history alive.***

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