

The Camarillo Sisterhood
Stories of Women Who Made a Difference at the Camarillo Ranch



This week:

Edith “Tweedy” Haran Camarillo Rouse

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Thank you

Camarillo Family and Friends & Pleasant Valley Historical Society

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Edith “Tweedy” Haran Camarillo Rouse (1909-1988)

by

Beth Miller



The many names of Edith “Tweedy” Haran Camarillo Rouse outline her background, and offer hints to the many chapters of her long and varied life. She was a teacher, artist, business owner, politician, community booster and Adolfo Camarillo’s daughter-in-law.

Edith Haran was born June 13, 1909. Her parents, David F. Charon and Chana Natansohn, were Jewish immigrants from Lithuania. As was often a common practice of the time, it seems the family name was anglicized. Edith’s father owned a locksmith shop. Her mother raised Edith and younger sister, Shifra.

Records show that in the 1930s, her parents divorced. It was also during the 1930s that Edith attended the University of California at Los Angeles (UCLA) where she received a bachelor’s in education, master’s in arts, crafts, education and literature and a doctorate. She held seven teaching credentials and taught students from first grade to university level including remedial reading and adult night classes at Ventura County schools. She was a very creative teacher incorporating art whenever she could, especially with students who struggled with reading.

She introduced her UCLA friend, art student Theodora Hyde Peterson, to Pancho Camarillo's "cute cousin" Caesar Hernandez, who was also studying art. The blind date would eventually lead to a wedding day for the talented artists.

Why was she called Tweedy? Was Tweedy an endearment for Edie? Did she enjoy wearing tweed suits and clothing? On a photo to her sister, she signed her name "Edif." Is that a possible clue?

Even Mayor Emeritus Stan Daily, who had worked with her for many years, did not know the origin of the name Tweedy. Nor did members of the Camarillo family. That's one of the enigmas of her life.



Edith "Tweedy" Haran (later, Edith "Tweedy" Haran Camarillo Rouse)

During the Great Depression when finding a job was nearly impossible, Tweedy applied for a teaching position at Pleasant Valley School in 1934. According to the Los Angeles Times, there was a local legend, that she competed against one thousand applicants.

It was her first meeting with Adolfo Camarillo. Adolfo announced, "All the candidates are equally qualified. So, tell me what a caret is." He did not spell the word.

Tweedy explained in a 1966 interview: "Obviously, you don't mean a vegetable (carrot). And you don't mean a unit of measure (carat). So you must mean that little inverted thing that you put in a sentence when you left out a word. (caret)." The Phi Beta Kappa graduate was offered a job. She finished the school year and also had the job for the following year. She taught the fifth and sixth grades at Pleasant Valley School. Adolfo's granddaughters, Gloria Petit Longo, Carmelita Nicholson FitzGerald and Geraldine FitzGerald were so impressed with Tweedy's teaching skills, that they were all inspired to become teachers. "She was a creative, artistic, enthusiastic teacher who brought out the best in every student," said Gloria in a 1988 interview.

While teaching at South Pasadena Junior High School in 1939, Tweedy attended a party at the Camarillo home and met Francisco “Pancho” Camarillo. The couple married in Las Vegas that same year. They moved into a small home on the Camarillo Ranch. Robert “Bob” Bertram Lamb, Jr. (son-in-law of Isabella “Nunie” Camarillo Burket) explained in a 2010 interview, that Tweedy and Pancho had moved into the “cabin” which was “located east of Santa Rosa, south of Adolfo Road, at the base of the hill, below the gas station.” Their little ranch was located in what is the present day campus of Camarillo High School.

Originally the home had been the weekend get-away for Nunie and Harold Burket and their two daughters. After Tweedy and Pancho married, Isabella gave the house to her brother and his wife. Nunie wanted them to have their own place on the Ranch.

George Randall, an artist from Ventura and friend of the Burkets, painted the rooms of the cabin, filling it with murals of western art. Bob Lamb said “it was a shame that the cabin and art work could not have been saved.”

As a young boy growing up on the Camarillo Ranch, Eduardo Escobedo, helped Tweedy with her housecleaning and gardening at the cabin. “I called her Tweedy.” He didn’t know the meaning or origin of her nickname. “Tweedy was just what everyone called her! She was a very nice lady and very pretty!”



Pancho and Tweedy Camarillo

In 1942, for the second time in his life, Pancho trained for the army. While at the University of Santa Clara, he had ROTC training at the Presidio in San Francisco during World War I. He was a veteran of both world wars.

The year the newlyweds moved into the cabin is unknown. An Oxnard Press-Courier dated October 29, 1943 announced a "Housewarming Honors Frank Camarillos." The article stated that "all of Camarillo turned out. Guests enjoyed a social evening and refreshments. Although the couple never formally announced their marriage, they have been married about three years." They were described as being ranchers.

Nine years later, Tweedy was widowed at age 43. Pancho died in 1952 at the age of 54. They did not have children.

In 1954 Tweedy began another chapter of her life. A Los Angeles Times article listed Tweedy among the Camarillo family hostesses at an event "reminiscent of all the romance and charm of California." The Almuerzo (Spanish for lunch) was a festivity presided over by Adolfo who, according to the coverage, "remembered well when the pioneering forefathers of each guest came to Ventura County." This event would be reflected in other events that Tweedy organized throughout the years.

Tweedy began to rebuild her life in many ways. In 1956 she married Deputy Sheriff Al Rouse. It was also his second marriage. Tweedy had also entered the business world. With her friend Irene Hernandez, she had a dress shop and an art shop and studio on Ventura Boulevard in Camarillo. There Tweedy taught painting and pottery. Her art classes were instructive and relaxing. Stan Daily, recalled that his grandfather, Wendell P. Daily, suffered from asthma and could no longer do farm work. "Tweedy was a very creative teacher and taught my grandfather painting, carving and hook rugs." The themes of the artwork were often historic and sometimes fanciful, with one being Little Red Riding Hood.

Many Camarillo children also enjoyed the art classes at Tweedy's shop that included a kiln for the pottery. "She was a good teacher, said Rob Frost and "it was a fun place to do art work." Years later he worked with Tweedy at the Ventura County Fair. His sister, Alice Frost Sweetland also took Tweedy's children's art classes. "It was part of the fabric of growing up" and remembered her to be "fun loving and always laughing."

Alice noted that "everybody called her Tweedy, even the kids. At the time when things were more formal, this was very unique for a child to call an adult by a first name."

Tweedy wrote for the local newspaper and Alice, who wrote for the Pleasant Valley School newspaper, helped Tweedy to keep parents informed. Tweedy expanded school coverage by including useful information for parents such as printing the school menu. Alice remembers feeling very official coming into Tweedy's office with school lunch menus. "Tweedy loved kids. It makes me smile to think of her. She didn't stand on formality. She was Tweedy. Everyone loved her!"

Both Alice and Rob remember Al Rouse from their childhood days in Camarillo Heights. The deputy sheriff had also lived there. He was friendly to kids and reminded them to behave properly. Rouse always encouraged truant kids to stay in school.

Neighbors and longtime business owners, hair stylists Bernie and Rita Moraga* recalled "Tweedy was a friendly, outgoing, funny lady," said Rita. Tweedy kept "her hair style simple." Tweedy's long hair was just trimmed and always pulled up into a bun. "Tweedy's sister Shirfa was an aide to Rita Hayworth," said Rita. Shirfa had also worked in cosmetics.

Rita recalled that Tweedy's art shop was across the street from the Buckhorn. "Camarillo was a small town and from her shop window, Tweedy could watch everybody...friends, family and Pancho pass by" said Rita. She noted the Buckhorn Saloon was a friendly place decorated with local memorabilia. She also remembered that "Tweedy, just like Adolfo, came to El Tecolote Restaurant. The beloved restaurant was originally owned and operated by Rita's father Mike Loza.

**Since 1966 Bernie's (and later with the addition Better Half Coiffure) remains one of the longest continuously operating businesses on Ventura Boulevard and has always been a popular community gathering place for customers from all around the county to visit and catch up on local news.*

Tweedy invested in Camarillo and lived in the heart of town. She owned an apartment building on Palm Drive and other buildings on Ventura Boulevard. The apartment building was behind Bernie and Rita's salons. Rita recalled that Tweedy collected everything. Her home was completely filled with all manner of paraphernalia.

Eldon Walden, owner of his family business, Camarillo Cleaners, has spent a lifetime studying Camarillo history from his shop. In 1944 it was originally located on Ventura Blvd. before moving to its current location on Elm Drive in 1949. Tweedy's apartment was also located behind his business, between Palm and Elm Streets.

"It was a compact design. It looked like a two-story farm house that was cut up and converted into apartments. There were two apartments on the top floor. Tweedy lived downstairs." When Old Town was undergoing major renovations, Tweedy's apartment house was removed to make way for a modern apartment complex. Before its razing, Eldon was able to visit Tweedy's apartment home and even save a few pieces of the sturdy and charming wooden cabinetry the appeared to designed circa 1920s. Like other longtime Camarillo residents, he did not know the source of Tweedy's name. "I didn't know her by any other name."

Eldon recalled Al Rouse being "very strict, but fair. He was the local deputy sheriff and "knew the area and people because he was driving around all the time." Eldon explained that deputies "spent more time in their cars than in the office. They chatted with neighbors and did their paperwork in their cars." Rouse was strict in maintaining the curfew. Should he find a juvenile out past the curfew, there would be a warning and the adolescent was taken home. However,

sometimes “to scare the kids they would be taken to Juvenile Hall and parents were called.” Eldon said “it was very effective.”

As of yet, no photo of Rouse has surfaced, but Eldon described him as “short with blond/gray hair.” He recalled that the deputy had suffered a “heart attack which may have been the reason for his retirement.”

The 1960s were very busy for Tweedy and she would still find time for camping and fishing trips to Northern California with Al, who had retired.

Over the years, Tweedy’s art business that sought to teach and engage members of the community evolved into community affairs action. Like Adolfo, Tweedy became very active at the Ventura County Fair and followed his example. She was appointed to the board by Governor Gerald Edmund Brown in 1960. From 1947-1960 she had worked with 4-H groups on their displays and also worked as press and arrangements chair. She also made Camarillo exhibits for the fair.

As a board member, Tweedy arranged and gave many children’s tours of the Ventura County Fair. She especially enjoyed working with children who never had the opportunity to see a horse, cow or other farm animals. At that time the Ventura County Fair was an autumn event. The children arrived in school buses with their teachers. Tweedy encouraged parents to join the tours and help the teachers. The tours inspired teachers to organize lessons about farm animals. In 1965, the Press-Courier reported that 3,000 plus children and disabled adults attended the free tours Tweedy organized. Tweedy was also one of the directors of the Mexican-American fiesta day at the fair.

In 1968 Governor Ronald Reagan removed Tweedy from the board. The Press-Courier ran an editorial lamenting the loss. Under the headline “The Fair Loses a Friend,” explaining that “Gov. Reagan will cause a serious loss to the fair and to many organizations that help support it.”

Tweedy also worked to make the Fair an accessible place for disabled visitors. That was at least 22 years before the Americans with Disabilities Act (ADA) was signed into law July 26, 1990.

She also had foresight concerning the fair’s crowded location. One of her dreams was to move the fair from Ventura to Camarillo where land was available. By the 1960s the Ventura Fair grounds had become crowded and expansion was limited. The Press-Courier editorial noted the Fair was “on the restricted site between the ocean and a railroad line is quite unsuitable for a popular annual event.”

The editorial ended stating “Mrs. Rouse deserves the thanks of all Ventura County for a job conscientiously and effectively done.”

Rob Frost, who served on the Ventura County Fair board, said that moving the Fair to Camarillo had insurmountable obstacles. One of the most important “being the complexities arising from the ownership” and usage of the Ventura County Fair property.

In addition to the Ventura County Fair, Adolfo had influenced Tweedy in another area. He had encouraged her to become involved in politics. She was president of the Ventura County Democratic Women’s Club and a member of the Democratic Central Committee. In 1960, Tweedy attended the Democratic Convention in Los Angeles as a supervisor of the Golden Girls delegation. She assisted with arrangements for the delegates’ families at the convention which nominated John F. Kennedy for president. From her art shop and studio days, Tweedy continued making hook rugs. She created a hooked rug with a donkey design that became part of the office décor for Governor Brown.

Concern for the local direction of Camarillo became a major importance and she joined the Camarillo City Incorporation Committee. In 1964, when the City was incorporated, she was elected to the first Camarillo City Council in a field of 26 candidates. The Press-Courier endorsed her re-election in 1966. She won a third term in the 1968 race. The newspaper also supported her stance on the Brown Act, California’s open-meeting law. Tweedy took some public agencies to task for ignoring Brown Act rules on public meetings saying amendments to the act would be unnecessary if the agencies did their job right.



First City Council: Standing are Edith "Tweedy" Haran Camarillo Rouse, Mayor Earl Joseph, and Guy Turner. Seated are Stanley Daily and Ned Chatfield. They are receiving the California State Incorporation Charter from Supervisor John Montgomery.

Tweedy's husband, Al Rouse was pleased that his wife was elected to the Council. "She is well equipped by experience of public affairs for the job and there's no doubt she will make a good city councilman, working always for the betterment of the Camarillo Don Adolfo brought into being," he said in a 1964 interview.

The life story of retired Ventura County Deputy Sheriff Al Rouse has proven difficult to track down. He was occasionally mentioned in newspaper coverage concerning crime investigation. An extensive newspaper search of Al Rouse revealed mostly information about Tweedy, who was formally called Mrs. Al Rouse in the articles. The Ventura County Deputy Sheriff's office has been contacted for additional information.

While on the Council, Tweedy's agenda included major efforts in civic pride and beautification. She worked closely with Stan Daily who would serve as a longtime council member and mayor. Together they organized a busy two-day celebration. It honored the first anniversary of the City's incorporation which took place on October 22, 1964 and Adolfo's birthday on October 29, 1864. Some of the Camarillo Fiesta events were held at the Camarillo Ranch.

In a 2016 interview, Stan Daily recalled working with Tweedy. "It was an enthusiastic and joyful small town event that made me proud. I did whatever Tweedy asked me to do...setting up tables, decorating, whatever was needed. Even wearing a costume," which he said he was happy to do.

Fiesta was also a fundraiser to local organizations, such as the PTA that set up booths and sold cascarones (Mexican confetti eggs). "Everyone sold cascarones and made money for their projects," said Stan. The cascarones were made at Tweedy's house.



Tweedy at Camarillo Fiesta October 1966

“Besos y pesos” was the motto of Fiesta. “Spanish for ‘kisses and money’ but is better translated more freely as ‘love and money.’ As reported in newspaper coverage, “If one has these, what more can he need?” The toast was said to be Adolfo’s favorite.

In 1965 Tweedy revealed her major Camarillo goals. Adolfo’s home and history remained close to her heart. She wanted it surrounded by 10 acres and restored to its original condition. Tweedy dreamed of Adolfo’s home as being the centerpiece to an arts and crafts village with a barnyard for children, a restaurant and a group of small shops including one selling western wear. The barns would be used by a group called the Camarillo Players and art groups. In a 1988 interview, Tweedy’s nephew-in-law, George Longo, said she had played a key role in getting the Camarillo home preserved as a state historical landmark.

Camarillo Beautiful and trees were of particular interest to Tweedy. In 1966 she wrote “Native Plants and Early Gardens” for the October edition of the Ventura County Historical Society Quarterly. Her article covered the history of trees and gardens in the Pleasant Valley area from 1900 to the 1930s. Camarillo Beautiful was a major achievement for Tweedy and her friend and co-chair Helen Ahern. And again Stan Daily was right there working with Tweedy.

Often Tweedy would call Stan and simply say “I need you on Saturday.” Stan’s answer was always a polite “Yes, ma’am.” They would meet wearing work clothing and spend the day digging holes and planting 77 palm trees along Las Posas Road.

In 1966 Camarillo received the major civic award at a convention sponsored by a group called “Los Angeles Beautiful” which promoted city beautification throughout Southern California. Camarillo had competed with 347 cities. Camarillo Beautiful introduced the Camarillo Fiesta Bougainvillea as the city’s official flower. Nearly 300 trees had been planted on divider strips, sidewalks and schools. The committee proposed planting 1,000 oleanders along the railroad right-of-way. They encouraged developers to put in more colorful landscaping. Their goal was to make Camarillo the most beautiful city in Southern California.

Tweedy went onto preserving Camarillo’s heritage when she volunteered during the early formation of the Pleasant Valley Historical Society (PVHS). Among many others, she worked with Jack and Barbara Fulkerson. As newly elected city officials, Tweedy and Stan Daily were invited to join the board of the newly formed PVHS. Their first meeting took place at the home of Adolfo Camarillo. Both Tweedy and Stan remained on the board long past their City Council days.

One of the goals was to collect and preserve historical artifacts. Tweedy took this to heart and collected many items for the then fledgling museum. In a 2016 interview, Stan explained that Tweedy visited ranches, farms and old-time residents seeking items for PVHS. She was so successful that it filled her home and then moved onto filling an airport Quonset hut with artifacts from Camarillo’s past.

For her many years of service to the community, Tweedy was awarded by PVHS the honor of Doña in 1979.

As time went on, Tweedy finally started to slow down. Her nephew by marriage, George Longo, (Rosa Camarillo Petit's son-in-law) managed her properties on Ventura Boulevard. His office, Longo Realty, was in one of her properties.

On September 15, 1988 Tweedy passed away. She was 79 years old.

George found Tweedy sitting in her chair in her apartment on Palm Drive. She had died from natural causes. Twice widowed, Tweedy lived alone. Though she never spoke of her relations, it was revealed she had cousins who resided in Israel and South Africa. Her sister Shirfa Haran-Grass had died just prior to Tweedy's passing. After some months, the relatives arrived. They dismissed George Longo and sold Tweedy's property. George continued his business from his home office.

Tweedy was Jewish, though not observant. A rabbi officiated the service that was arranged at Conejo Mountain Memorial Park. Memorial contributions were sent to PVHS. "She really cared about Camarillo," said Stan Daily at the time of Tweedy's death. "Camarillo, Camarillo, Camarillo. That was her whole life."



Adolfo Camarillo and Tweedy Camarillo Rouse

REMEMBERING TWEEDY
By George Longo

Sometime in May of 1946 the Chapel of St. Mary Magdalen had a fire. How it started, I do not know. Nevertheless on June 10 of that year, Gloria Petit (Adolfo's granddaughter) and George Longo were to be married, and the church was certainly in no condition to welcome the many guests that were invited.

However, Gloria's aunt, Tweedy Camarillo Rouse (who at that time was married to Frank Camarillo, Adolfo's son), waded in with all her might - alone, I might add, with some help from one or two of her friends, and cleaned as best they could, the main church. They then wrapped the interior scaffolding going up to the main altar with crepe paper, and the interior of the church really looked as if a fiesta would be taking place. God bless Tweedy. She was the Chamber of Commerce by herself. Without her, Camarillo would not have been the beautiful place that it was in those bygone days. She truly set the tone for our City.

Tweedy was also the founder of "Camarillo Beautiful" while serving as one of the first City Council members. Her right hand person was Helen Ahern, also a tireless worker for Camarillo. Tweedy constantly worked for the beautification of Camarillo.

As the Incorporation Chairman for the Future City of Camarillo during the years of 1962-64, I can truthfully state that Tweedy Camarillo was in no small way, one of the leading lights of this community. Her father-in-law, Don Adolfo, even after Frank Camarillo's death, left in his will, real property to Tweedy, a sign of how much esteem, Don Adolfo felt for her.

Art Class with Tweedy
As told to Theresa Marvel
by Tom Marvel

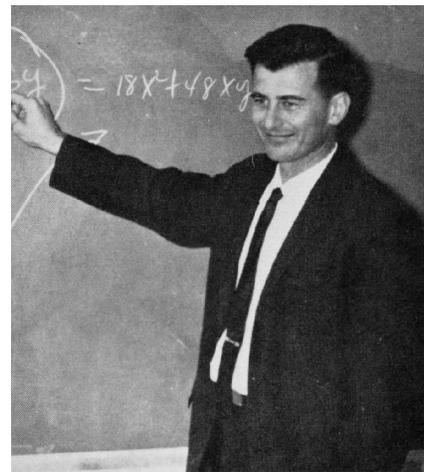
Rosita Petit Marvel's children spent part of their summer vacation at Rancho Rosal with their grandparents Rosa and Alfred Petit. Her older children, Tom and Suzy, took Tweedy's art classes. He never knew why she was called Tweedy.

Tom said Tweedy had a ceramic studio in Old Town. She taught classes. Tom remembers he and Suzy made ceramic ash trays out of holly hock leaves once at her studio when they were little. Tom's was blue and Suzy's was pink.

Tom's uncle, George Longo, managed Tweedy's properties. He was married to Tom's aunt Glo, Gloria Petit Longo, who was Rosita's sister and daughter of Rosa and Alfred Petit.



**Marvel children:
Suzy, Tom and little brother Mike**



George Longo

Tweedy's Senior Development Plan

by
Sherry Reynolds

Rancho Adolfo Estates was started by Tweedy in the late 1970's on property left to her by Adolfo Camarillo in his will. Both Tweedy and her sister were getting up in age and were single and childless. They wanted to spend their declining years near each other, so Tweedy decided to develop this property into a Senior Citizens Mobile Home Park which she named in honor of her father-in-law, Don Adolfo.

Originally the residents owned their homes but rented the land on which the homes sat. Sometime later after Tweedy and her sister had passed away, (about a month apart, if memory serves) the residents were offered the opportunity to purchase the property where their homes were located. All but about 11 took advantage, so we now are proud owners of a piece of Rancho Calleguas!



Thinking about Tweedy

by

Adele Flynn Stuebing Walsh

What I would like people to know about Tweedy was how enthusiastic and devoted she was to any project she wanted to succeed or cause she set out to support. She was outgoing, always seemed up, and always made you feel that she was delighted to see you.

Tweedy loved a good time, and a good party!



ANNIVERSARY CAKE—Mrs. Helen Ahern, left, co-chairman, and Mrs. Edith Rouce, chairman of Camarillo anniversary celebration, hold cake to be served at party today during Charter Day Fiesta.

Camarillo Fiesta Marks City's First Anniversary



*Tweedy and the Eucalyptus Trees**

by
Val Rains

James Saviers was discouraged by the crop destroying hot dry Santa Ana winds blowing across the Rancho Colonia land he had purchased in 1869 from Thomas Bard. His solution was to plant eucalyptus trees as windbreaks. He also sold countless trees to his Ventura County neighbors. On the Camarillo Ranch the trees played a major role in the agricultural success of Don Adolfo. The tall trees would completely change the look and feel of the area.

To later generations, it would seem the trees had always been part of the land. But the rapidly growing trees presented numerous problems for the rapidly changing, newly minted City of Camarillo.

“Have you heard, have you heard?” “What?” was my reply. It ran through our small town like wildfire...What Tweedy Rouce and Helen Ahern had been up to!

They were close friends and it was not surprising to see them together chasing some assigned task. According to what I heard, the City approval had been given for the removal of a large grove of old eucalyptus trees located on the corner lot of Arneill and Las Posas Roads.

The corner was soon to be developed as a church site and new homes were to be built adjacent to it. Tweedy who was a councilwoman and Helen, who was her appointee to the planning commission, were absolutely against destroying those trees that had been part of the town's landscape for eons.

So, what would two determined women do? They would lash themselves to the trees to forbid their destruction. Unfortunately, even with this tenacious effort, the trees would come down to insure the safety of citizens near the future development sites.

Their action certainly demonstrated a lesson.....Not only does one talk about their determined vote, one takes action....Tweedy was a dynamic individual who was tenacious in pursuing what she wanted!

**When the Camarillo Library reopens, we'll search the Camarillo Daily News microfilm files for more details.*