

Interview with  
**Larry Marquardt**  
October 14, 2004  
by Lloyd O'Connell  
for the  
Highway 101 Association

**Interview with Larry Marquardt, October 14, 2004**

**Interview with Larry Marquardt on October 14, 2004. Interviewer: Lloyd O'Connell of the Encinitas Historical Society. Transcribed by Kristi Hawthorne**

Lloyd: We're here with Larry Marquardt on October 14, 2004. Larry, when and where were you born?

Larry: I was born in Nebraska, in a small town, Pawnee City in the southeastern corner of Nebraska, although I don't even remember that town.

Lloyd: Your parents' names were?

Larry: Lawrence Raymond and Clara Marquardt.

Lloyd: How did you and your family come to Southern California?

Larry: Originally we came when I was seven years old. We moved out to LA at the end of the Depression, more or less the end of it anyway, about 1938. So we ended up out there. Dad was looking for work. He was a meat cutter so he found work real easy.

Lloyd: What period of time did you live on or near the 101 when you were young?

Larry: I wasn't very close to the 101 at all when I was young. Technically, probably the only time I was, was when we lived in Santa Monica for a couple of years. I lived on 21<sup>st</sup> Street and the 101 was just about 1<sup>st</sup> Street, right along the beach. That was the only time I lived anywhere close to the 101.

Lloyd: What were your experiences up in Santa Monica?

Larry: All I can remember is going across the 101 to go to the beach everyday. A friend of mine, I was about 8 or 9, and he and I--he was a teenager--and we'd ride down on our bikes to the each and go to the beach all the time.

Lloyd: Any experiences on the beach that you remember?

Larry: No, I don't remember anything about that.

Lloyd: Well, you were lucky to be there, I think that was wonderful.

Larry: Well, yes, and of course it was altogether different than it is today. You could go anywhere you wanted in Southern California as a teenager or something like that, ten or twelve year olds could go anywhere and not have any problems.

Lloyd: Can you tell me what outstanding event that occurred on the 101 that is meaningful to you?

Larry: Nothing really to me directly. The only thing I remember was when I was living here, and

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I can't even remember the year, it was in the 70's sometime and 101 was still the Highway coming through Encinitas and Cardiff. There was a tanker truck coming through early one morning in Encinitas. For some reason the rear tank flipped over and started on fire. It didn't start on fire right away, I don't think, but the fire department was there really quick and then it did catch on fire. They had a big time with it. The Highway Patrol got there and blocked off the highway, of course. One of the things that I remember about it was that I was working for Mashburn Waste and Recycling and one of our trucks was down in the area working and the Highway Patrolman just took him and said, "You're not working anymore. You're parking that thing right across the highway about D Street." They blocked off the street with our truck.

Lloyd: So this is downtown Encinitas that you're talking about?

Larry: Right.

Lloyd: So they cleaned it up and no one was hurt?

Larry: Right.

Lloyd: How old were you when you first rode on the 101 and where were you going, do you remember?

Larry: No. As I said, there was nothing much west of our area and I was probably on the 101 every so often but I don't remember very much about it. There was nothing pertinent or anything like that.

Lloyd: Do you recall some of the buildings on the 101? Do you remember anything in Cardiff?

Larry: George's. I can remember going down to George's.

Lloyd: What was that like?

Larry: It was a real nice spot. We got up here after the Beacon had gone but George's was still there. I can't think of the people's names right now that founded it but I knew them. The company, Mashburn's had joined the chamber and the chamber met down there every so often, so I remember having dinner down there and going down there on our own for dinners every once in awhile. It was a beautiful place. Now I know Bill well and we like Las Olas. We go down to that quite a bit.

Lloyd: Which is across the street.

Larry: Yes. George's is where the steakhouse is at right now.

Lloyd: Well, those three restaurants are on that site where George's was. Charlie's and the Beach House and the other one.

Larry: And there used to be a little motel there, too.

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Lloyd: Oh really? There was a motel?

Larry: Frank's hamburger shop was there and right along side of it was the motel.

Lloyd: I never realized that. Can you recall then what landmarks or unusual structures were on the 101 during your time?

Larry: All of those places on the west side of the highway are now gone, the old time landmarks. Before we got up here there used to be the Beacon's Inn. Quite a few years ago you could still the pilings that it sat on.

Lloyd: I think you can still see them.

Larry: I think you can, I'm not sure. Of course, we all know what the storms of '78 or 80-something did to George's, all of those places down there were wiped out by the storms. But they rebuilt real quick.

Lloyd: Yes, that's true and they're still vulnerable, aren't they. What about Leucadia, do you remember anything in Leucadia that reminds you of some of the old structures?

Larry: The north end of Leucadia was the all of the characters on the hillside as you came into Leucadia. I can't remember the name of it. Noah's Ark.

Lloyd: That was a trailer camp in there too, wasn't it?

Larry: There was a trailer camp, where the condominiums are right now. There was a motel up in there. There was another case of trying to get up to them and going up the edge to Noah's Ark to get up to the trailer park and the trucks just didn't fit on the road very well. We had to be very, very careful.

Lloyd: I'll bet. I think that was very narrow, wasn't it.

Larry: Yes. It was just wide enough for a car, just about, let alone the trucks and you were always worried about whether the road was going to stay there because it was just built on a sandstone base and it could give way at any place or time. Now there was a back way up but there was no pavement.

Lloyd: Was there a particular person associated with this stretch of the road that you can recall?

Larry: The only one I can think of is the cleaners.

Lloyd: That would have been Sid.

Larry: Yes, Sid Shaw.

Lloyd: What do you remember about Sid?

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Larry: I really didn't know Sid that well. My wife and I really didn't have that much to do with going up to Encinitas or Leucadia all that much. All the people that we knew were down south and if anything, after the freeway was through, we just got on the freeway and went south. We didn't go up to do too much shopping on the 101 or anything like that.

Lloyd: But Cardiff in the early days had quite a few stores.

Larry: Oh yes. We had Value Fair and Von's right here and we didn't need to go anywhere because everybody came down to them.

Lloyd: Absolutely. I remember coming down to Cardiff because they had such neat places to go. That was kind of the place to go, really. We didn't have the same thing up where we were in Encinitas. Cardiff was great.

Larry: We had just about everything you needed right here. Then Value Fair left us and they built the shopping center here for Value Fair and Von's. Then Value Fair left us and it wasn't too long that Von's closed up too, because they said they couldn't make any money this close to the ocean with customers only on one side of them. I don't know, because I know at one time the Von's was one of the biggest Von's grocery anywhere around. Value Fair did a great job. I don't know why they left.

Lloyd: Of course now you've got a very nice grocery store.

Larry: Oh yes. The market has done a great job. John Najor brought in a great thing and to some extent was the work of the chamber, I think, that got them here.

Lloyd: I know they've changed the store several times and made it nicer and I think their products are very well received. I think their vegetable area is wonderful. What about their meat?

Larry: We do most of our shopping for meat right there all the time.

Lloyd: Do you have a favorite trip or destination along the 101? You take vacations without consulting where you're going to go! Where do you go on the 101 when you take those vacations?

Larry: Basically, not too much on the 101. If we're going north for some reason, we usually have a destination when we take a trip but we don't know how we're going to get there nor do we know how we're going to get back. We just take off. We've gone up, take the 101 maybe or the freeway, up past to Santa Barbara and then catch 1 and we stay on 1 usually instead of the 101. But the 101 is a good lead into it. I was in the service and stationed in San Diego, North Island for quite a while during Korea and before, a little bit. We used to use the 101 to get up to LA, a buddy and I. I knew people up in LA so we'd use the 101 to get up there.

Lloyd: How did you get up there?

Larry: My buddy and I bought a car together, but before that we that we hitch-hiked or get a ride

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with some of the other fellows going up to LA or something like that. During those days, you could. If you were in uniform you could get a ride pretty easily hitch-hiking. And you didn't have to worry about it either. People were real good about it so we didn't have any problems.

Lloyd: What was your rank?

Larry: I was an aviation machinist mate and I got up to 3<sup>rd</sup> class. Most of the time I was in North Island. After I got out of school back in Memphis I came back out here to North Island. In 1952 I got transferred for about a year to Miramar a squadron up there.

Lloyd: One bad accident was that tanker fire, but do you remember any other bad accidents on the 101?

Larry: Nothing that stands out. During racing season I think there was a different accident down there every Saturday and Sunday before the freeway got in.

Lloyd: Why were the accidents occurring?

Larry: Oh, the traffic, because the freeway wasn't through yet and so everybody was coming down through the 101. Like I said before, I was with Mashburn and I know we had to get our trucks early, early morning, especially on Saturdays. We had to get our trucks out of the way so they could get their stops made along the 101. If we didn't get there before 9:00 well, our trucks were stopped.

Lloyd: When did the freeway come in?

Larry: I can't remember but probably 1966 or 1967.

Lloyd: Then you didn't have any trouble after that?

Larry: Oh no. For a while there you could shoot a cannon down the 101 and never hit anything. I loved it then because if I wanted to go anywhere, I'd take the 101 because you didn't have to worry about traffic.

Lloyd: Do you remember any patrol officers or traffic cops?

Larry: No. One thing that was brought up at one time after ... we used to operate at night. We'd start our commercial trucks that worked the 101 at twelve o'clock at night and they'd usually work until 8 or 9 o'clock in the morning. The reason was because of the traffic coming down through there but also because it was easier for us because we worked the alleys, of course, in back of the stores on the 101. After the dump started charging, we couldn't get in the dumps, of course, at night. They didn't open up until 7:00 in the morning so we had to wait till five or six o'clock in the morning before we could even start our routes. So we had started at 6:00.

Lloyd: What were the dates on that, when the dumps were still open?

Larry: They were still open until the early '70s, I think, then they started charging per load. So

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we had to wait until early morning before we could start. I remember talking to a sheriff's officer at one time after the dump started charging. He said, "You know, we used to love to have you down here on the beaches in the area because nobody knew where you were going. You were one of the best deterrents for crime that there was."

Lloyd: At nighttime.

Larry: Yes. "Because you were wandering in and out of those alleys and streets and nobody knew, except your driver, where he was going." So they didn't dare start something if they heard that truck anywhere, and you could hear it and they didn't dare start. He said, "You guys were a great deterrent to crime. You were eyes." Therefore we did some good and we kept the city a little cleaner but also did some good on the law enforcement side.

Lloyd: As far as tickets, you never got a ticket did you?

Larry: I don't remember any of our drivers getting tickets for driving as such. Probably, maybe they didn't operate just exactly to the law. But the thing about it is, if one alley had a one way deal, we might come in from the other way just because it had to be to get bins picked up or something like that. Of course, the sheriffs knew that but they never said anything because we weren't bothering traffic.

Lloyd: Did you ever see a celebrity in a parade or on the 101?

Larry: I can't remember ever seeing anybody. We used to see occasionally at Von's or Value Fair, every once in a while we'd see celebrities come in, movie celebrities or something like that. Of course, I was always working.

Lloyd: Do you remember the first installed traffic signal?

Larry: That would have be in E Street.

Lloyd: In Encinitas?

Larry: Right.

Lloyd: How about service stations along the route? Which ones did you use? Was there just one in Cardiff or were there more?

Larry: No, there was only one service station in Cardiff, the corner of Aberdeen—no, there was two. There was one at Chesterfield and San Elijo and there was one at Aberdeen and San Elijo.

Lloyd: There were two.

Larry: Yes. I think in Encinitas itself, downtown Encinitas, there was one, two, three ... I think there was five on the 101.

Lloyd: There was a lot of them.

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Larry: Yes. Now there's one.

Lloyd: That's right, only one. Okay, Larry, I appreciate you talking with us about this. I think we've covered everything that I can ask you. I like the story of Mashburn being on patrol, very interesting.

Larry: It kind of surprised me that the sheriff, and it was a sergeant by the way that said that to me and he said, "That was something nobody ever thought about." But he said, "You guys were a good deterrent."

Addendum: Leucadia Trailer Court was moved from the beach sometime during the 1950s. They were placed on the south hill near the beach. However, the road to the park was narrow. During a rain in the 1970s a Marshburn garbage truck driver called me. I was the truck supervisor. The driver said that part of the road to the Court was washed out and he was afraid to go in. I told him that sand compacts, unlike mud. "Go ahead and drive in the south road." Later the driver reported that he made it. I remember in February of 1978 we had many trucks stuck because of rain.