

# The Joshua Tree

**November 23, 2021**

## THE LEGACY OF MIDWAY HOME SOLUTIONS: PART 1

Midway Home Solutions has been an iconic business in the High Desert for many years. While this year it was sold and changed into a Howard's Appliance Store, **Don Lager** and his family have left their mark and are an inspiration to many who want to go into business for themselves.



The story begins when the Lager family arrived to Victorville by train way back in 1951. Their first house was on Sunset Drive where Don's dad began repairing appliances. He had a 3 year contract with George Air Force Base. Every service member had their own washer and dryer and it was his dad who was responsible for maintaining them. In 1959 the family moved to Midway Street in Victorville and during this time his Dad worked part time on appliance repairs and self taught himself the ins and outs of appliances and refrigeration. After the contract ended and he was left with no job, his father decided to open his own store from an old hamburger stand, leased for \$75 per month. That was the beginning of Midway Home Solutions.

From the start, all of the children held positions in the company. They were a Whirlpool franchise but also carried the Norge line of appliances. It was soon after that the family was hit with a one-two

punch. First Whirlpool pulled their franchise deal, and they solved that by striking a deal with Maytag. The second challenge was that they simply ran out of room at their first location, so they needed to move.

In 1964 they moved to the Victor Valley Shopping Center, as that was the place to be! Families from Barstow and Big Bear would come to the center to do all their shopping, so it seemed like a big win for the Lager family. It wasn't but a few more years

that they outgrew that place and moved again, this time renting the Victorville Glass building on Seventh Street.

Don was eager to move on and become his own boss, so in 1976 he and Pam (whom he married in 1970) bought the business from his parents. Don approached Contel Phone Company President **Jim Miles** about buying the 2.5 acres on La Paz Dr. They worked a deal and Pontious build them a 25k concrete tilt up and moved in December 27, 1990. Only one problem, due to a 3 month cold snap, nobody left their homes so business dried up! As luck would have it, due to the weather not getting higher than the teens, most homes in the High Desert were faced with broken water vales and hoses, so **Pam Lager** went down to Los Angeles to buy all she could, and they became a repair company again to survive those three months until the weather warmed up and business came back.

They continued to bring in new brands, but they needed more to grow. Unfortunately former Rotarian and competitor **Al Castalucci** closed his business, Midway picked up the Mitsubishi television line he specialized in and boy did they sell! Now people just needed something to sit in to watch their televisions.

Stay tuned for part II of the story coming soon....

### This Week's Functionaries

**Invocation:** Bill Edwards

**Flag Salute:** John Kroencke

**4-Way Test:** Kevin Kane

**Fine Master:** Ryan McEachron

## HOVE'S HELLO'S



Thank you to Rotarian and friend Don Lager for coming to the Club this week to share the history of Midway Home Solutions. There was so much to share, we had

to split it up into two parts. We cannot wait for the final chapter coming soon!



Our thoughts are with our own Jim Cox who underwent back surgery last week. He is at home recovering, so feel free to give him a call or text wishing him a speedy recovery.

Don't forget we will be holding our 5th Tuesday Rotary Meeting next week at 5:30pm at El Tio Pepe. We've only had a few people RSVP, so if you are planning on attending, please let me know so we have a good headcount. Hope to see you there!

Finally, I hope you all have a very Happy Thanksgiving with your families, friends and loved ones.

*Jon Hove*



[www.victorvillerotary.org](http://www.victorvillerotary.org)



# Christmas PARTY

Thursday, December 9th • 5:30pm  
Spring Valley Lake Country Club

\$50 per person • \$95 per couple

**BINGO , PRIZES, FOOD, MUSIC & MORE!**

*Food Choices: Prime Rib, Turkey, Salmon*

# SERVE TO CHANGE LIVES

## Big Blue Dice



*Ryan McEachron started us off with a new game this week and picked a White Dice and saved the money for another Rotarian.*

*We continue in 2 weeks with 13 dice and \$225 for the lucky Rotarian who can grab the Blue Dice from the bag.*

## Rotary Guests

The Hove family was in the house this week! Joining President **Jon Hove** was wife **Linda Hove**, son **Harrison Hove** and daughter **Andrea Walker**. **Kevin Kane** invited Victor Valley Transit's Facilities and Maintenance Director **Ron Zirges** to the meeting and our Stand-ins this week were **Chandale Sutton** for Pastor **Paul Earle** and **Stefanie Montoya** for **Bryan Gillespie**.

## Spoon of Exemption

**Pastor Paul Earle** and his final opportunity to use the Spoon, but he was absent, and **Chandale Sutton** didn't have the Spoon, so there was nothing from Life Church to share. From there the Spoon went up for auction, but the only taker was **Rob Kilpatrick** in the amount of \$50.

Now, we just need the Spoon to come home...

Rotary  
Club of Victorville, CA



## Raffle

Our raffle began this week with some goodies from Victor Valley Transit from **Chris Ackerman** and **Kevin Kane**. **John Kroencke** received a VVTA water bottle, **Steve Orr** took home a portable phone charger and **Don Lager** will enjoy the long Thanksgiving weekend with his new light up yo-yo!

The bottle of Layer Cake wine from **Jim Mettler** was left behind last week, but this time found a new home with Mr. Kroencke and **Chris Ackerman** won a bottle of red from **Tina Escareño**. Finally, **Chandale Sutton** will do some early Christmas shopping with a \$25 VISA gift card he took from, courtesy of **Steve Orr**.

## Fine Session



**Ryan McEachron** was our Fine Master again this week and began by fining **Don Lager** \$10 for taking Ryan down memory lane during his presentation. Since

Ryan's sister witnessed a rare occurrence **Bob Basen** in a suit last week, the sighting cost him \$25. The same amount went to **Kevin Kane** when he shared that he and his wife have joined a community theater group in Arizona. But that didn't earn him the fine, it was that he dressed like a bunny in his latest role that did it!

The final fine was given to **John Kroencke**. Back in the day, **Matt Drake** used to be a Fine Master and he had a nickname from John. The nickname was "Cranky", and for that John was fined \$10.

## The Polio Pig

**Collected this week: \$9.00**

*Polio Pig: \$4.00 + Ryan McEachron (Dice): \$5.00= \$9.00*

**Collected to Date: \$18,503.20**

**Total equals: 98,120 Doses!**

*One dollar equals 2 doses of vaccine!  
\$500 pays for a Polio Clinic!*

# Rotary Club of Victorville, CA



The Joshua Tree is a Weekly Publication of the Rotary Club of Victorville  
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If you are not receiving your newsletter, please contact Editor Chris Ackerman at  
chris@signifydesigns.com or 760-559-1686 to be added to the e-mail or mailing list.

## VICTORVILLE ROTARY CLUB OFFICERS

### Board of Directors

President 2021-2022 .....	Jon Hove
President 2022-2023 .....	Arsalee Morales
President 2023-2025 .....	<b>Need Candidates</b>
President 2025-2026 .....	Bill Edwards
Immediate Past President .....	Steve Orr
Treasurer .....	Donna Wells
Executive Secretary .....	Margaret Cooker
Foundation.....	Margaret Cooker
Publicity/Public Relations .....	Stephen Quintero
Club Service .....	Arsalee Morales
Community Service .....	Michael Krause
International Service.....	Ben Tafoya
Youth Service/RYLEA & TLC .....	Ryan McEachron
Vocational Service .....	<b>Need Volunteer</b>
Grants.....	Margaret Cooker
Speech Contests .....	<b>Need Volunteer</b>
Scholarships.....	Esther Mears and Arsalee Morales
George Hensel Ethics Essay Contest .....	Ron Boyd
Membership.....	Dwight Johnson
Billing Officer .....	Esther Mears

**Members-at-Large:** David North, Esther Mears, Rob Kilpatrick & Ron Boyd

### Positions & Committee Chairs

BOD Secretary .....	Marilyn Buttelwerth
Programs .....	Mike Page
Public Service.....	Rick Bessinger, Teresa DeAtley, John Wickum & Jeff Armstrong
Sergeant At Arms.....	Arsalee Morales
Dan Stover Music Contest.....	<b>Need Volunteer</b>
S.T.A.R. Students .....	Maureen Mills and Michal Krause
Fundraising.....	Arsalee Morales
Flowers and Gifts .....	KayMarie Gregory
Joshua Tree Editor .....	Chris Ackerman

The Victorville Rotary Club meets every Tuesday for fellowship  
at 11:30 a.m. and meeting at 12:00 noon at the Spring Valley  
Lake Country Club, 13229 Spring Valley Parkway, Victorville

### Make-up Days and Locations

<b>MONDAY:</b>	San Bernardino East, Imperial Palace, noon
<b>TUESDAY:</b>	Rancho Cucamonga Sunrise, 7:15 a.m. Empire Lakes Golf Course Rancho Cucamonga, 12:00 p.m., Etiwanda Gardens
<b>WEDNESDAY:</b>	High Desert/Hesperia Club meets 7:00 a.m., Denny's, 13165 Main St., Hesperia San Bernardino Crossroads, Hilton, noon, Barstow, Rositas, 540 Main St, 12:00 p.m.
<b>THURSDAY:</b>	Apple Valley, ZOOM Meetings, 1st, 2nd and 4th Thurs Ontario, 12:15 p.m., Doubletree Hotel San Bernardino, Denny's at I-15, 7 a.m. Redlands, Masonic Temple, noon
<b>FRIDAY:</b>	San Bernardino North, Elks Lodge, 12:05 p.m.

## Calendar Dates

**Dec 9: Rotary Christmas Party**  
5:30pm - Fellowship & Networking  
7:00pm - Dinner & Holiday Fun!  
SVL Country Club  
\$50 per person or \$95 per couple

**Dec 13: Board of Directors Meeting**  
5:30 pm Meeting  
ARMAC Insurance Board Room  
Rear Building on Yuma

## Upcoming Programs

**Nov 30: 5th Tuesday Evening Meeting**  
El Tio Pepe • 5:30pm  
12100 Amargosa Road, Victorville

**Dec 7:** Victorville Fire Chief Jeff Armstrong **Topic:**  
**“The History and Future of the  
Victorville Fire Department”**

**Dec 14: TBD**

# Rotary

## Club of Victorville, CA



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