

Laguna Beach Historical Society

P.O. Box 1526, Laguna Beach, CA 92652 • 494-2318

February 1993

Vol. 2, No. 1

WORLD WAR II IN LAGUNA BEACH February 27, 1:30 p.m. Wells Fargo Bank

Where were you in 1942? Were you living in Laguna Beach, or were you one of the many men and women in the armed forces who first were introduced to Laguna Beach by being stationed in Southern California? If so, come to our February meeting and share your memories and your memorabilia.

We want to add to Laguna's historical record by getting first hand accounts of residents and visitors to Laguna during this crucial time in our history. If you were 5 years old or 20 years old, how did it affect your life and that of your family? What are your most vivid memories? How did Laguna Beach change during the war? We plan to record the reminiscences, and perhaps this meeting will lead to opportunities for more extended oral interviews with our longtime residents.

By the way, if 1942 was before your time and World War II seems like ancient history, don't feel left out. As Uncle Sam says, "We Want You!" --and we need you. What makes reminiscing meaningful is passing on ones' memories to others.

Everyone is welcome. Please bring photographs and memorabilia to share. Refreshments will be served. If you have any questions or need transportation, please call Anne Frank at 494-2318 or 856-4968.

1993 MEMBERSHIP RENEWAL

Look at your mailing label on this newsletter. If there is a "93" on the top line, you are a member in good standing of the Laguna Beach Historical Society. If "92" is there, it's time to renew your membership. If neither number appears, please consider joining the society now. A membership form is enclosed.

BLACKOUT

Papers & Shades . . .

Every home should be prepared in these days of "Din-Outs" and "Black-Outs" . . . go through these occasions without trouble or inconvenience.

We carry a complete stock of BLACK-OUT PAPERS and SHADES for every purpose.

Nozzles, Buckets, Shovels, etc. for your Air Raid Precautions at moderate prices.

**LAGUNA BEACH
HARDWARE**

Phone 222
255 Forest Avenue

In 1942, local hardware stores stocked specialty items of a kind it would be tough to find today.

ORANGE COUNTIANA

Early Business in Orange County, volume V of *Orange Countiana*, has been published by the Orange County Historical Society. Included is a history of Laguna's Benson Plumbing, by Eleanor Benson Widlof. Prices are \$24.95 hardcover and \$16.95 paperback. Available from OCHS, c/o Orange Countiana, P.O. Box 10984, Santa Ana, CA 92711.

WALKING TOUR OF DOWNTOWN LAGUNA

On Sunday, February 28, after a delicious continental breakfast hosted by the Renaissance Cafe, Sharen Heath will lead a narrated tour of many historic sites and buildings in downtown Laguna. The tour is limited to 25 people and the cost for breakfast and tour is \$20. Proceeds go

to benefit the Laguna Greenbelt Legal Defense Fund. Call (714) 494-8190 for reservations and information.

BOARD CHANGES

Due to an extra-heavy load of personal and professional responsibilities Judith Brunner and David Wilson have resigned their positions as Director and Secretary on the Laguna Beach Historical Society's Executive Board. To complete their terms, the Executive Board has appointed Ed Perry Director and Nancy Pearlman Secretary. Ed is very knowledgeable about local history societies having been very active in the Whittier Historical Society. Nancy has been serving as our membership chair and joined as one of our first members. Welcome, Ed and Nancy.

NEWSLETTER EDITOR SOUGHT

Karen Turnbull, who so admirably served as our first newsletter editor, has resigned her editorship to spend more time on her growing crafts business. We are very grateful to Karen for getting us started with a newsletter. We will miss her good work, but look forward to seeing her at meetings.

Now is someone's chance to join the fourth estate. We're looking for a person with access to a computer who would be willing to produce a newsletter approximately every two months. You don't necessarily have to write articles, though any contributions are welcome. The job primarily involves putting contributed articles into a newsletter format. Call Anne Frank at 494-2318 or 856-4968.

**1942 GROCERY PRICES:
TURN THE PAGE**

UNCLE SAM Says... EAT MORE CHEESE

There's cheese a-plenty! The United States Department of Agriculture has designated it as a Victory Food Special. Cheese is an excellent food, an inexpensive source of protein. Make full use of this valuable dairy food. Serve cheese often.

SAFeway's LOW ADVERTISED PRICES ARE NOW EFFECTIVE EARLY IN THE WEEK!

VICTORY FOOD SPECIAL

Note These Values!

- TILLAMOOK** Popular American cheese from Oregon's dairy country. Priced low at Safeway. **lb. 32¢**
- DAIRYLAND** Full cream, American Cheddar cheese. You'll like its excellent flavor. **lb. 31¢**
- KRAFT** Economy Loaf Your choice of American, Brick or Velvets. In moisture-proof wrap. **2-lb. Loaf 63¢**
- PACKAGES** KRAFT, American, Brick, Swiss, Velvets, Velvets-Pimento, Pimento and Limburger. **1/2-lb. pkg. 19¢**

COFFEE VALUES

Airway Coffee	1-lb. pkg.	20¢
Nob Hill Coffee	1-lb. pkg.	23¢
Edwards Coffee	1-lb. pkg.	26¢

Ground to order at time of purchase. Victory bag—ground to order.

CANNED FOODS

Fruit Cocktail	Hostess Delight Brand	No. 1 can	12¢
Fruit Cocktail	Del Monte Brand	No. 1 can	13¢
Tomato Juice	Sunny Down Brand	No. 2 can	8¢
Libby Tomato Juice		No. 2 can	9¢
Tomato Sauce	Taste Telle Brand	3 7 1/2-oz. cans	10¢
Tomato Sauce	Del Monte Brand	8-oz. cans	4¢
Rancho Soups	Choice of 3 soups	10 1/2-oz. cans	23¢
Libby's Hash	Canned beef	No. 2 can	19¢
Spam	Hormel's Miracle Meat Product	12-oz. cans	37¢
Cherub Milk		3 tall cans	23¢
Borden's Milk		3 tall cans	25¢

SOAPS, CLEANSER, ETC.

Su-purb Soap	Unscented	50-oz. pkg.	41¢
Scotch Soap	Unscented	44-oz. pkg.	55¢
Fels Naptha Soap		10-oz. bar	5¢
Holly Cleanser		2 13-oz. jars	7¢

GUARANTEED FRESH PRODUCE

Top quality fresh fruits and vegetables.

- TOMATOES** Large size slicing tomatoes. **lb. 7 1/2¢**
- YAMS** Smooth, even-sized. Nice to bake. **lb. 9¢**
- CABBAGE** Locally grown, crisp and solid. **lb. 6¢**
- PEARS** Fancy Bartlett. Fine flavor. **lb. 8 1/2¢**
- PEAS** Sweet tender. Well-filled pods. **lb. 11¢**
- CARROTS** Young, freshly bled. Crisp, tender. **lb. 5 1/2¢**

CREAM SPREADS

KRAFT, Pimento, Pineapple, Olive, Pimento, Limburger. 5-ounce glass

15¢

BUY WAR BONDS AND STAMPS...
Do your part to hasten America's Victory.

WESSON OIL

For salads or frying. **quart can 49¢**

MAYDAY OIL

Pure vegetable oil. **quart can 47¢**

ROYAL SATIN

SHORTENING. 1-lb. jar, 2-lb. can. **3-lb. can 62¢**

SPRY

Triple-cream shortening. **3-lb. can 68¢**

SIERRA PINE

Fragrant toilet soap. **2 bars for 13¢**

CRYSTAL WHITE

Quality laundry soap. **8-oz. bar 4¢**

SCOTTISSE

Soft toilet tissue. **3 rolls for 20¢**

TYPICAL SAFEWAY PRICES

Marshmallows	Fluff-Lite Brand	1-lb. pkg.	14¢
NuMade Mayonnaise	1 1/2 pint jar, 1-lb. quart jar, 50ct	per jar	29¢
Kraft Mayonnaise	Quart jar, 23ct	per jar	31¢
Peanut Butter	Best Brand 2-pound jar, 39c	1-lb. jar	22¢
Kopper Kettle Jelly	Strawberry flavor	2-lb. jar	25¢
Toastee Bread	White or wheat 1-lb. loaf, 1c	11 1/2-oz. loaf	9¢
Better Sprays	Chester Crackers	1-lb. pkg.	18¢
Ve-Nus Fig Bars		24-oz. pkg.	23¢
Kingsford's Starch		2 1-lb. pgs.	15¢
Golden Age	Macaroni, spaghetti or 1-lb. spaghetti	7-oz. pkg.	9¢
Bisquick	Gold Medal Biscuit Flour	40-oz. box	29¢
Albers Corn Meal	White or yellow	20-oz. pkg.	10¢
Pancake Flour	Golden 4-1/2" brand	20-oz. box	9¢
Cello Pack Prunes		3-lb. pkg.	29¢
Certo Fruit Pectih		8-oz. bottle	19¢
Kellogg's All-Bran		10-oz. pkg.	11¢
Kix	With Raisins	7-oz. box	11¢
Albers Corn Flakes		2 6-oz. pgs.	9¢

GUARANTEED MEATS

Safeway Guaranteed Meats are tender, juicy, fine flavored. Your satisfaction is assured with every cut.

- FANCY SIRLOIN STEAK** **lb. 41¢**
- PIN BONE SIRLOIN PORTERHOUSE STEAK** **lb. 39¢**
- T-BONE STEAK** **lb. 45¢**
- BEEF LIVER** **lb. 39¢**
- PORK SPARE RIBS** **lb. 25¢**

Guaranteed Steak

Also Club Steak

Sliced, Fry with onions.

Bake Them

SAVE WASTE FATS FOR GLYCERIN
Bring them to our meat department

Sugar Stamp No. 8 Is Good For the Purchase of 5 lbs.

The five pounds is for a ten-week period (August 23 to October 31). The whole allowance for each stamp must be purchased at one time.

PRICES EFFECTIVE TUESDAY, THROUGH SATURDAY—AUGUST 25 - 29, 1942

SAFeway

BOARD CANDIDATES, NOMINATION COMMITTEE MEMBERS NEEDED

At our annual membership meeting in May, we be electing new officers, including President, Vice-President, Secretary and two directors. We will be appointing a Nominations Committee soon to form a slate. If you are interested in being considered for a Board position or would like to serve on the Nominations Committee, please call Anne Frank at 494-2318 or 856-4968.

MAIL

Recently the Society received a letter from Doreen Sherman Nichols, a Laguna Beach resident in the 1930s, now living in Batavia, Ohio. She wanted to know the present address of the site of the Sacred Heart Convent and School, which she attended in Laguna Beach from 1934-37. She thought it was on Park Avenue near the Episcopal Church. A quick look at a 1935 Orange County Directory (located in the local history section of our public library) gave the information that it was located at 450 Glenneyre, the present site of the Ahimsa Care Center. Mrs. Nichols was in Laguna last month during the heavy rainstorms and had no luck at the time in finding the location. We're pleased to be able to give her the information she wishes.

In August of 1942, you could get coffee for 26 cents a pound and sirloin for 41 cents. A big box of Bisquick was 29 cents. Prices today have increased roughly eight to ten-fold.

GENERAL MEETING AND WORLD WAR II ROUNDTABLE:
WELLS FARGO BANK,
THIRD FLOOR
260 OCEAN AVE.
1:30 PM SATURDAY,
FEBRUARY 27

LAGUNA BEACH HISTORICAL SOCIETY

LAGUNA BEACH IS A SPECIAL PLACE, A TOWN UNLIKE ANY OTHER IN ORANGE COUNTY. COME LEARN ABOUT OUR CITY'S COLORFUL PAST.

THE LAGUNA BEACH HISTORICAL SOCIETY'S PURPOSE IS TO ACCUMULATE, RECORD AND SHARE KNOWLEDGE OF THE TOWN'S UNIQUE HISTORY.

IF YOU JOIN THE HISTORICAL SOCIETY, YOU CAN

- LEARN THE INTERESTING BACKGROUND OF THIS UNUSUAL COMMUNITY.
- GET THE REGULAR NEWSLETTER HIGHLIGHTING LAGUNA HISTORY AND PUBLIC PROGRAMS
- RESEARCH A SPECIAL TOPIC IN THE HISTORY OF THE TOWN.
- HELP IDENTIFY AND SAVE LAGUNA'S HISTORIC SITES AND BUILDINGS
- HELP BUILD A COLLECTION OF HISTORICAL RESEARCH MATERIALS AT THE LAGUNA BEACH PUBLIC LIBRARY.

WE'RE JUST BEGINNING. WE'D LOVE TO HAVE YOU JOIN AND HELP US WITH OUR PROJECTS.

FOR FURTHER INFORMATION, CALL ANNE FRANK (714) 494-2318

I WISH TO JOIN THE LAGUNA BEACH HISTORICAL SOCIETY. ENCLOSED IS MY MEMBERSHIP FEE (INDIVIDUAL \$15; COUPLE \$25; STUDENT \$5)

NEW RENEWAL

NAME _____

ADDRESS: _____

PHONE: (home) _____ (work) _____

COMMENTS: _____

Please return to Laguna Beach Historical Society, P.O. Box 1526, Laguna Beach, CA 92652.

THANK YOU!