



LAGUNA
BEACH
HISTORICAL
SOCIETY



Laguna Beach Historical Society

presents

Early Homesteading and Development of Downtown Laguna Beach – The Rogers' Family Beginnings in Laguna

May 25, 7:30PM, LAGUNA BEACH CITY HALL

Locals can view the program live on Cox Cable **852**

What were the early beginnings of downtown Laguna Beach? Join Carol Lloyd as she talks about her early homesteading family and the eventual subdivision of downtown Laguna in the 1880s. Henry Rogers and his son, George Rogers, acquired their homesteads in 1878 and 1881. The 160 acres of Henry's homestead ran from Temple Hills to the mesa at Bluebird Canyon. His son, George Rogers' 155.5 acre homestead included the area of downtown Laguna.



Follow Carol as she talks about both her family's early Laguna beginnings and her great great uncle, George Rogers', subdivision of downtown Laguna into 321 lots. She will also share about her extended family's current ownership of specific lots on Forest Ave.

All are welcome to this wonderful program about Laguna's early history.

Murphy Smith Bungalow Update

We will be completing structural and cosmetic repairs within the next few months - we hope you can come by and see it soon! The bungalow is normally open Fridays, Saturdays, and Sundays from 1PM to 4PM.

Our landscape will also be getting some upgrades.

We can use your help. See our contact info on the last page of this newsletter for our email.

- Do you have any nice vintage terra-cotta pots you would be willing to donate? We will be filling them up with drought-tolerant succulents to place on our repaired porch and around the bungalow.
- We are always in need of volunteer docents to work one day a month. We'll train you and it's fun!
- We are looking at a new roof as well as new paint outdoor and indoor. If you haven't yet joined or renewed your membership for the Laguna Beach Historical Society or if you would consider making an extra donation this year, look for the coupon on page 5 of this newsletter. We accept credit cards on our website. Thank you!



May is Heritage Month




1920 "E"- Rated Structure (Register), North Laguna 2015

HERITAGE MONTH
Calendar of Events – May 2016

Thursday, May 5, 5:30 p.m. – 7:30 p.m.
Join the Heritage Committee in Celebration of Heritage Month
On the patio of Sapphire at the Old Pottery Place
1200 South Coast Highway
Light Hors d'oeuvres. No charge.

Saturday, May 14, 10:00 a.m. - Noon
Guided Walk – Historical Downtown Laguna
Walk Historic Downtown Laguna with Heritage Committee Members
Meet in front of Laguna Beach Library, 363 Gleneyre Street
No charge

Sunday, May 15, 12:00 p.m. – 2:00 p.m.
Crystal Cove Historic District - Guided Walk
This charming, quaint Historic District will take you back in time!
Park at Los Trancos parking lot, inland side of PCH, 1 mile north of El Mero School
Meet at bluff top deck near cottage rental office
No charge for tour. Parking: \$15
For information: <http://www.crystalcovealliance.org>

Wednesday, May 25, 7:30 p.m. - 9:30 p.m.
Laguna Beach Historical Society
The Rogers Family, Part 2
with speaker Carol Lloyd
City of Laguna Beach Council Chambers, 505 Forest Avenue
No charge

Friday – Sunday, 1:00 p.m. - 4:00 p.m.
Visit the Laguna Beach Historical Society
Located in the Murphy - Smith House, 278 Ocean Avenue
Built 1920 in the Bungalow style, an example of an early Laguna Beach cottage

Questions: Contact Martina Canon, Heritage Committee Staff Liaison, City of Laguna Beach (949) 464-6629

A MESSAGE FROM OUR PRESIDENT

As the business scene in Laguna Beach has changed, as it inevitably does, we recently said goodbye to some of our old favorite dining spots and also welcomed newcomers. We said adios to the Beach house, The Cottage, and Sundried Tomato. We welcomed Driftwood Kitchen, Urth Cafe, and Central in their places. If we wished to detail all recent restaurant closures and newcomers it would take several pages in this newsletter.

In 2 years – 2018 – the White House will celebrate its 100th birthday. That makes it the longest operating restaurant in Orange County. Although it has gone by other names such as the Waldorf Astoria and Birds Café (the Bird family bought the restaurant and erected the famous sign "Let the Birds feed you!"), its whitewashed exterior color has given it the name we know it by – the White House.



Old guest books from the 1920s to the 1940s show regular guests Bing Crosby, Mary Pickford, Douglas Fairbanks, and Lillian Gish. A 1938 photo shows Franklin D Roosevelt passing in front of The White House Cafe during a stopover in Laguna Beach.

In the 1950s and 1960s, many big-name jazz artists played at the White House. Yours truly recalls a 1969 appearance by Cannonball Adderley. Reggae and Rock and Roll followed.

In the 1990s, Michael Jordan, Kobe Bryant, Magic Johnson as well as Heather Locklear made the White House the place to be seen. Ms. Locklear was a local Three Arch resident and one can assume that the beachside basketball courts attracted the others.

What is truly inspirational is that many restaurants closed in Laguna Beach during the Great Depression, the hippie era of the 1960s, and the Great Recession of the 21st-century. Business models change, customers tastes change, and food prices and labor laws are always a challenge. Yet for 98 consecutive years, the White House has found a way to open its doors each day for breakfast and close up after dinner and late-night drinks. It has survived numerous ownership changes, several major wars, over a dozen presidents, and countless food fads.

So the next time you're walking on Coast Highway, stop in to the White House and raise a toast to the old girl. She truly is a gem of Laguna Beach history.

Gregg DeNicola MD

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ALL OUR
MEMBERS FOR
YOUR SUPPORT –
WE COULDN’T DO
IT WITHOUT YOU!**

Laguna Beach Historical Society Board of Directors

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Laguna Beach Historical Society Memberships

- \$25 for HISTORIAN** (Individual)
Mailed Newsletter, Historical Programs, Bungalow Visits
- \$100 for HISTORY FRIEND** (Individual, Business, Organization)
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Online donations gratefully accepted now by PayPal or credit card on our website at: lagunabeachhistory.org. Or mail this form with your check to:
Laguna Beach Historical Society, 278 Ocean Avenue, Laguna Beach, CA 92651

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Thank you for your support!

FROM THE



city of
LAGUNA BEACH

Historic Inventory Resource Update – Draft Historic Preservation Ordinance Meeting

The City of Laguna Beach and the Heritage Committee will be holding a public workshop on Thursday, June 16, 6-9 PM in the City Council Chambers to review a revised draft of the City’s Historic Preservation Ordinance. The draft ordinance should be available on the City’s website <http://lagunabeachcity.net/cityhall/cd/preserve/historicresources.htm> by Friday, June 3. A copy of the previously reviewed draft ordinance (dated 4/20/15), the draft inventory and information about upcoming and past workshops relating to the Historic Inventory can also be found on the City’s website. For additional information or questions, please contact Martina Caron, Senior Planner at (949) 464-6629 or email historicinventory@lagunabeachcity.net.

Laguna Beach Historical Society
278 Ocean Ave
Laguna Beach, CA 92651

SPECIAL NOTE TO OUR LOYAL MEMBERS

We couldn't keep up the bungalow, have our programs, or send out this newsletter without your support. **THANK YOU!**

Be sure to check page 5 of this newsletter for our 2015 membership categories – see more details on our website.

THANK YOU FOR YOUR SUPPORT!

See our YouTube channel Laguna Beach Historical Society

Visit our website lagunabeachhistory.org

Contact us at lagunabeachhistory@gmail.com

**We would be honored if you would follow us on
Facebook, Instagram, and Twitter.**

