



LAGUNA
BEACH
HISTORICAL
SOCIETY



Laguna Beach Historical Society

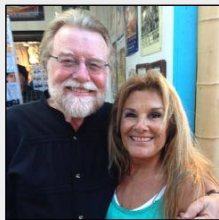
presents

The History of The Sawdust Festival

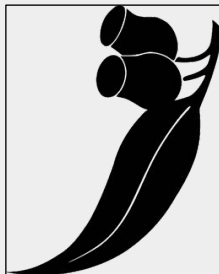
Wednesday, January 11, 2017 7:30PM, LAGUNA BEACH CITY HALL

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

IN THIS NEWSLETTER



Jay Grant
The History
of The
Sawdust
Festival



**The
Sawdust
Festival**
Timeline
and Early
Core
Values



**Gregg
DeNicola**
President's
Message

group of Festival Of Arts rejects and other artists decided to start a new summer art festival, setting up shop in a vacant lot across the street from the present Laguna Beach library. They enjoyed moderate success but lacking

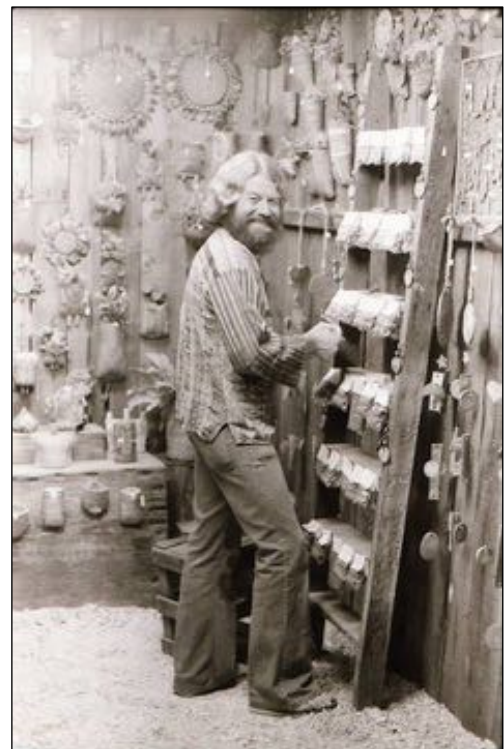
(Continued on page 2.)

Don't miss this January's presentation on the History of The Sawdust Festival given by former festival President, Jay Grant.

Jay Grant will recall the festival's history from his book "The Sawdust Festival, The Early Years," and recount memories of this special time in Laguna's history - "Visitors streamed to the Sawdust that July night to see and purchase the wonderful arts and crafts filling the booths, but more than that, they also came to experience the eclectic atmosphere of strange characters and unusual sights... Old barn doors. Peasant dresses. Boots. Macramé... Long beards and longer hair... Rustic, funky, charming and brimming with the oddest collection of individuals you'd find anywhere."

What are the roots of The Sawdust Festival? And how did it end up in Laguna Canyon, the present location?

In 1965 a small



*Jay and Nikki Grant's Sawdust
Festival booth in 1974*

(Continued from page 1.)

strong leadership were unable to stage a festival in 1966. But by 1967, new leadership emerged, determined to continue an alternate summer festival, forming the Laguna Beach Artists and Gallery-Owners Association, with Dolores Ferrell elected as president.

They found a spacious dirt lot on the North Coast Highway owned by artists Larry Kronquist, rallied a number of disenfranchised artists and craftsmen, and this second attempt at a new art festival became a hit. Shortly after opening, sawdust was spread to keep the dust down with local media dubbing the show the Sawdust Festival. The debate goes on to this day over whether those first two years in town were the beginning years of the Sawdust or precursors. Either way, it was the next year that proved pivotal – 1968.

Come hear more about the formative years, the 1980's-90's, 2000 to present time - at Laguna Beach City Hall on January 11th at 7:30pm.



The 50th Anniversary Sawdust Festival Poster, created by legendary surf artist Bill Ogden



Renowned sculptor Dion Wright in 1970



"Sawdust Festival - The Dream That Came True" by Jay Grant

*Shaping The Sawdust Festival; How it Grew and Evolved;
Core Values Established 1968-79*

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| <p>1968 The Sawdust Festival incorporates in February 1968</p> <p>1968 Sawdust board leases present property at 935 Laguna Canyon Road from Walter & Dorothy Funk for \$900 in May</p> <p>1968-79 Sawdust ran six weeks from mid-July till last Sunday of August</p> <p>1968-78 Show times: 10 am till midnight;
1979: 10am till 11pm</p> <p>1968 Board of Directors – Hal Pastorius, President; Ed Van Deusen, Vice-President; Dolores Ferrell, Marilyn Zapp, Bob Young, Bob Foster, John Forkner, Ed Knapp, and John Wood</p> <p>1968 Initial By-Laws written</p> <p>1968 Bob Young first Grounds Manager</p> <p>1968-69 Artists living outside Laguna Beach allowed to exhibit</p> <p>Admission
1968-1971: free • 1972-1974: 25 cents
• 1975-1977: 50 cents • 1978-1979: 75 cents</p> <p>Booth fee:
1969 Booth fee: \$50
(\$15 deducted for one night security watch)</p> <p>1969 Bank balance \$27.00 (on January 12)</p> <p>1969 Pressing needs: food concession, security guards, pay phones, beer garden, trash pick up; more electrical power, show rules</p> <p>1969 Ad placed in Pennysaver for more artists (board hoped for 100)</p> <p>1970 Bob Rider becomes Grounds Manager, agreeing to handle construction</p> <p>1970 New residency requirement; exhibitors must be Laguna Beach residents</p> <p>1970 Tracey Moscaritolo elected to board and has since served on more boards than any other artist</p> <p>1971 Tom Leslie becomes president, a position he held into 1978</p> <p>1971 Seniority instituted for exhibitors showing in 1968-71 festivals</p> <p>1971 Cost of advertising - \$970</p> <p>1972 Booth fee raised to \$100</p> <p>1972 Board of Directors agrees to purchase property for \$225,000</p> <p>1972 Harlen Terwilliger takes food concession; his wife Deb oversees it to this day</p> <p>1972 Fran Ruma approved for popcorn concession and has run it every year since</p> | <p>1972 City makes frontage road one-way due to congestion</p> <p>1972 Rise in attendance makes parking a huge problem</p> <p>1973 Gate goes up over 30% with 175,000 attending festival</p> <p>1973 Musicians and entertainers perform for tips and must roam grounds</p> <p>1974 Lottery system added to seniority</p> <p>1974 Anyone serving on board guaranteed seniority</p> <p>1974 Jay Grant hired as Sales Manager, a position he held for 35 years</p> <p>1974 Sawdust secures permanent phone 494-3030; number still in operation today</p> <p>1974 Board member Dwight “Mouse” Morouse urges demos in booths</p> <p>1975 “Sawdust Festival” becomes legal name of show</p> <p>1975 Artists disallowed from using Sawdust name on artwork</p> <p>1975 Guilds emerge</p> <p>1975 Loren Chapman establishes first glass-blowing demo booth</p> <p>1975 New By-Laws/Show Rules written</p> <p>1976 75% rule approved; the percentage that artists must make in all work sold</p> <p>1976 First discussion of a Christmas show; this becomes a reality in 1991</p> <p>1976 Parking ticket onslaught by Laguna meter maids</p> <p>1976 Attendance soars to 274,000 for the six-week show, an average of over 5000 per day</p> <p>1977 Books of the Sawdust to be kept by a bonded CPA</p> <p>1977 Canyon residents given complimentary season pass for putting up with parking issues</p> <p>1977 Fashion Show held every Sunday</p> <p>1978 Number of exhibitors showing set at 160</p> <p>1978 Discussion of adding permanent structures on grounds</p> <p>1978 Booth fee \$150</p> <p>1978 10,000 visitors attend Sawdust on a Sunday in July</p> <p>1978 First Preview Party planned</p> <p>1978 KCET films the Sawdust</p> <p>1979 Show & Tell (Presentation Day) established to guarantee quality of art</p> <p>1979 Proposed budget for 1980 - \$210,000</p> |
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Visiting Hours:

Friday: 1:00-4:00pm
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Please contact us at:
lagunabeachhistory@gmail.com

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Thank you to 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)
Includes: Newsletter mailed to you, entry to historical programs at City Hall, Bungalow Visits

\$100 for Historian Friend (Individual, Business, Organization)
Includes: All of the above plus name recognition in the newsletter

\$750 for Historian Patron (Individual, Business, Organization)
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Online donations gratefully accepted now by PayPal or credit card on our website at:
lagunabeachhistory.org

You can also mail this form with your check to:

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

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A MESSAGE FROM OUR PRESIDENT

We always recommend to our locals and tourists alike to visit the Murphy Smith Bungalow next to Whole Foods Market at 278 Ocean Avenue in downtown Laguna Beach. It is a wonderful example of a 1923 beach cottage that has been well preserved.

Additionally, the next time you're in the downtown area I invite you to see another gem that is located not far away from the bungalow. Just walk a few steps toward the beach and cross the street at the Ocean Avenue Brewery. Walk through the breezeway by Bushard's Pharmacy, cross the street to Glenneyre where it meets Forest Avenue. Then continue to walk a block past Mermaid Street, look up the slight hill to the left at the address: 412 Glenneyre Street. You will be looking at a beautiful red home sitting high above the cross streets of Park Avenue and Glenneyre which was built in 1897 and is called the Cope House.

The Cope House is the oldest surviving home in the downtown area. It is a good example of early settlement style architecture with an irregular floor plan and a multi gabled roof. A brick chimney rises up the front gable face that is also embellished with a circular window and saw tooth wood ornamentation.

Although the home has been slightly modified from its original state it retains the majority of its original architectural charm. Sitting strategically on the corners of Glenneyre and Park Avenue making it very hard to miss indeed. It is called the Cope House because it was built by S.H. Cope, the first English settler in El Toro. This was his family home for the summer. It stayed in the family for many years. The current owners have done an excellent job of maintaining its charm and beauty.

Take a stroll through the downtown area enjoying our architectural history as part of your New Year's resolutions for 2017. It's a great way to enjoy our wonderful city.

Gregg DeNicola MD, President

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

Upcoming Programs by Eric Jessen:
“History of Laguna’s Beaches”

Tuesday, March 14 – Part One

Thursday, April 6 – Part Two

A 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 2016 membership categories – and more details on our website.

Thank you for your support!

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Visit our Website: lagunabeachhistory.org

Contact us at: lagunabeachhistory@gmail.com

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