

Laguna Beach
Historical Society
Murphy-Smith Bungalow
278 Ocean Avenue
Laguna Beach CA 92651
949-497-6834



Laguna Life

The Laguna Beach Historical Society Newsletter: June 2013

**Please attend Historical Society Program to be held at
Laguna Beach City Hall Council Chambers, 505 Forest Avenue
Tuesday, June 25th – from 7:30 to 9:30 P.M.**

“Laguna Beach Then and Now” by Foster J. Eubank and Gene Felder

Congratulations to Historical Society Treasurer Gene Felder. Go to Amazon.com and see the first 16 pages of the new book *“Laguna Beach Then and Now”* by Foster J. Eubank and Gene Felder. They will present a PowerPoint version of the book as our Tuesday, June 25th program. Gene’s portion of the royalties is to go to the Laguna Beach Historical Society, hopefully, a source of revenue for many years to come.

View near **Main Beach** looking south. Note Now photograph with significant development on the hillsides. The Then photograph indicates Laguna Beach had some congestion early in the 1920s. See Pomona College Marine Laboratory and Tent City. The dark building on the right is the Sayles dance hall. According to former Laguna Beach Historical Society President Belinda Blacketer “The first Dance Pavilion on Main Beach was opened in the late 1910’s by Tom Sayles and Frank Murphy.” According to the June 1995 booklet “The Glorious Fourth In Old Laguna” by Laguna Beach Historical Society Board Member Jane Petty Janz in 1921 “Messrs. Tom Sayles and Brown had just finished enlarging their dance hall and they had the largest crowd they had ever had.”



Mark Calendar for Future Historical Society Program September 27th

The **Isch Building** [at right] was constructed by the Yoch Company in 1927 and named the Isch Building to honor John Nicholas Isch. Nick Isch served as postmaster and town merchant in the early days. The Hotel Laguna [at left] was built in 1930 replacing the Yoch Laguna Beach Hotel; the large neon sign was removed in the 1960s.



The Then photograph from about 1915 shows left to right **Nate Brooks home**, the Pavilions, cottages and at the right the Joseph Yoch Laguna Beach Hotel. According to Cal State Fullerton oral history Beryl Viebeck said that her ancestor homesteader George Rogers subdivided downtown Laguna Beach and sold this beachfront lot to Nate Brooks for \$50. The Now photograph shows Main Beach Park with a modern lifeguard stand, the life guard stand dating from 1937.



The 1918 photo looks west down **Forest Avenue** towards the ocean. The building at the right foreground was the Laguna Beach Lumber Company founded in 1912 by Joseph Jahraus. The lumber operations moved to Laguna Canyon in 1975 and sold to Ganahl in 2001. Today the office is now the Lumberyard Restaurant. The building at the center by the trees was the Little Brown Chapel built in 1915, now the 1928 built Community Presbyterian Church.



The corner of **Forest Avenue and Park Avenue** is one of the most recognizable locations in Laguna Beach. Going back to 1915 this site has undergone several changes from a pharmacy to the present day Chantilly Ice Cream store at 202 Park Avenue. Still there is a Hanging Gate with a poem that reads: “This gate hangs well and hinders none, refresh and rest, then travel on”. Since 1915 the gate was at other downtown sites and in 1921 when D. L. Rankin bought the store the Gate was displayed.



Laguna Beach Hotel About 1895 Joseph and Catherine Yoch had brought two hotels from other sites to this location, now 425 South Coast Highway, and built together in the form seen in this early 1900s photograph. The Yoch Laguna Beach Hotel drew notables despite the fact that it had thirty bedrooms and only two bathrooms. In 1930 the old hotel was replaced by the current Hotel Laguna was built in the Mission Revival style. Architecturally and historically this is Laguna's single most outstanding landmark building.



Consider Contributing to Historical Society Maintenance Fund

Remember the Laguna Beach Historical Society in Your Planned Giving

View Laguna Photos at www.Laguna-Historical-Society.smugmug.com

Laguna Beach Historical Society Board of Directors

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President's Message by Karen Smith

"Laguna Beach Then and Now" by Foster J. Eubank and Gene Felder

Tuesday, June 25th from 7:30 to 9:30 P.M.

Book Signing - co-authors will happily sign books

Please attend the Laguna Beach Historical Society program. It is of course free, and will be held at the Laguna Beach City Hall Council Chambers, 505 Forest Avenue. The program will be videotaped and is to be televised on the local Cox Cable channel 30.

The Murphy-Smith Bungalow at 278 Ocean Avenue is leased from the Wells Fargo Bank and the latest lease renewal expires December 31, 2014. However, the Wells Fargo Bank inspected the property and listed repairs for the Society to perform. The Historical Board would certainly like to have the improvements made, and is calling for Maintenance Fund contributions and for in lieu contributions. The Bank inspection findings estimated costs: \$28,000.00 to \$32,000.00:

- Improve electrical wiring
- Fascia and eve's boards are suffering from exposure, dry rot and termite damage
- Two windows are in need of replacement; entire structure is in need of painting
- Roofing repair - raised fascia area is exposed – replace roofing
- Remove deteriorating window caulk and apply new window caulking.

Special thanks to Lynn & Scott Smith for a generous donation earmarked for the Maintenance Fund toward the Murphy-Smith Bungalow improvements. From these resources, we will continue to make needed repairs required by the Wells Fargo Bank.

Step back into 1920s Laguna by visiting the Laguna Beach Historical Society Murphy-Smith Bungalow, located at 278 Ocean Avenue, which is open to the public at no-charge every Friday, Saturday, and Sunday from 1:00 p.m. to 4:00 p.m.

Those interested in supporting the Laguna Beach Historical Society should send \$15 per individual, \$25 per household or \$50 per business/organization to 278 Ocean Avenue, Laguna Beach CA 92651. The Laguna Beach Historical Society is a section 501(c) (3) non-profit organization. Tax ID #33-0519882.

**If your Dues are due (check your mailing label) Send \$15 per person, \$25 per household
or \$50 per business or organization to Laguna Beach Historical Society,
278 Ocean Avenue, Laguna Beach CA 92651**

Name _____

Address: _____ Phone: _____

FAX: _____ email: _____