

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: Nov. 2012



**Please attend Historical Society Program to be held at
Laguna Beach City Hall Council Chambers, 505 Forest Avenue
Tuesday, November 27th – from 7:30 to 9:30 P.M.
Historic Buildings and Sites in Downtown Laguna by Gene Felder**

There is a lot of history in downtown Laguna Beach. Historical Society Board Members Gene Felder and Eric Jessen will show a PowerPoint of many buildings and historic sites.

Downtown Laguna Beach was subdivided by homesteader George Rogers whose Old Ranch House was built in 1880 where we now have the Laguna Beach City Hall.

According to Beryl Wilson Viebeck "In 1887, George Rogers subdivided downtown Laguna, including Forest, Ocean Avenue up to Park Dr. and down to the beachfront. His subdivision included a total of 323 lots. George sold one of his beachfront lots to Nate Brooks for \$50. Because of failing health, George needed to eventually relocate to a drier climate and took his family to his wife Lottie's home in Kirksville, Missouri."



Downtown Laguna Beach Aerial looking north Main Beach up North Coast Highway c1940 from Tom Pulley Postcard Collection



George Rogers built his Old Ranch House in 1880 when he and his daughter Lizzie planted the Pepper Tree that is still today in front of City Hall at 505 Forest Avenue.

At the left is a painting by Roy Ropp from the First American Title photograph collection. Historical Society President Emeritus Belinda Blacketer wrote: "Lolita Perine, an artist and vaudeville player put on the 'living pictures' in 1932, 33 and 34. In 1935, local builder, and artist, Roy Ropp took over the 'living pictures' and developed them into the 'Pageant of the Masters', which he designed and produced until 1941. Roy Ropp was the father of the Pageant."

The Community Presbyterian Church and the Laguna Beach County Water District building were constructed by the firm of Ropp & Mackey.

Make Suggestions for Future Historical Society Programs

Coast at Forest Avenue

Photograph from First American Title photograph collection shows South Coast Highway at Forest Avenue.

The Sandwich Mill restaurant was at the northeast corner in 1935 and after that the Bank of America.

It was owned by Oscar and Ora Warling who according to Karen Wilson Turnbull wrote they built a home here "about 1906. In 1932 when the highway was widened, the Warlings gave up their property downtown and the house was moved, free of charge, to its present location on Diamond and Glenneyre."



Now Lumberyard Restaurant at 384 Forest Avenue

The Laguna Beach Lumber Company was founded in 1912 by Joseph Jahraus. The office building was designed by local architect, Yann Egasse, in a Normandy Revival Architectural style. Other Yann Egasse designed buildings in Laguna Beach are the Jahraus Building (often called the South Coast News or Eschbach Building) at 305 Forest Avenue built in 1927, and The Ark House built in 1925 at 2191 Ocean Way.



**Laguna Beach Lumber Company Office
Built in 1919 - Tom Pulley Postcard Collection**

**Emerald Bay looking North
Dr. A.H. Wightman Collection c1940**



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

Laguna Beach Historical Society Board of Directors

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Thanks to Historical Society Business / Organization Members

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Remember the Laguna Beach Historical Society in Your Planned Giving



Laguna Beach, Cal.
**The Villa (at the rightside) Laguna Avenue
at South Coast Boulevard**

Historic Southeast Corner of South Coast Boulevard at Laguna Avenue

The Southeast corner of South Coast Highway and Laguna Avenue is the site of the Heisler Building built in 1931, now the home of Tommy Bahamas and Rock'N Fish. Go to the current Laguna Art Museum exhibition "The Permanent Collection" which includes the Joseph Kleitsch "The Old Post Office" painting (1922-23) which shows the John Nicholas (Nick) Isch Grocery Store and Post Office which was first at the site and there until 1923. The post office designated Laguna Beach as "Lagona"; Isch effected the change to "Laguna Beach" in 1904. See above, and in between it was the Mills Café and The Villa which sold bungalows that are where is now the Glenneyre parking structure.

See DVDs of Past Laguna Beach Historical Society Programs

DVDs of past Laguna Beach Historical Society programs are now available at the Murphy-Smith Bungalow. You can have your own copy to keep or borrow to view at home and then return. If kept, we'd appreciate a \$6 donation covering the reproduction costs; however, the donation is optional.

The Historical Society has a scrapbook from the 1957 Little League and thinks it would be a great future program. We are busy scanning in the material, and request anyone from that era of Little League who has material or who would like to participate in the program to contact Historical Society Board Member Gene Felder at 939-7257 or Gene@Felders.Net. We are planning future program Pottery in Laguna Beach and request photos, information from people who have information on Laguna Beach pottery.

President's Message by Kimberly Stuart

Historic Buildings and Sites in Downtown Laguna by Gene Felder

Tuesday, November 27th from 7:30 to 9:30 P.M.

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. Eric Jessen was going to participate, but unfortunately he will be out of town.

We thank the Wells Fargo Bank for extending the generous lease for the Murphy-Smith Bungalow until December 31, 2014, and another generous contribution from Caduceus Medical.

Board Member Jane Janz has received many historic photographs thanks to her classmate Mary Ann Wightman Salamida. Photos include Emerald Bay from the 1930s and 1940s, one in this Newsletter. We very much appreciate her sharing the Dr. A. H. Wightman Collection with us.

Vice-President Karen Smith has continually improved the interior of the Murphy-Smith Bungalow with period appropriate interior painting, furniture, clothing, and framing for some important paintings. Recently the Board has committed to significantly upgrade the Bungalow's exterior by implementing suggestions from the Wells Fargo Bank who inspected the property and listed repairs for the Society to perform. To do so, will require a significant increase in our fundraising and solicitation of in lieu contributions. So please help if you can; inspection findings include:

- Two windows are in need of replacement and new window caulking for all windows
- Entire exterior structure is in need of painting
- Roof repair, eaves and fascia dry rot and termite damage repair – replace roofing
- Estimated Costs: \$28,000.00 to \$32,000.00

We would like to thank Lorraine Jones of FlavorsofLaguna.com for being a dedicated volunteer at the Murphy-Smith Bungalow for each 3rd Sunday of the month, but now we need a replacement volunteer.

View historic photographs at www.Laguna-Historical-Society.smugmug.com. Viewers are invited to leave comments to help the Society better identify or date the photographs. At the web site, prints can also be purchased; for example an 8" by 10" glossy for \$6.97 plus tax and shipping. Send questions, photographs, or pieces of Laguna Beach history using info@LagunaHistory.org.

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

To be added to the mailing/email list please provide the following information:

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