



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



1961 Metz in front of the Hobie shop on Kapiolani Boulevard in Honolulu. Photo courtesy of Surfing Heritage and Culture Center/Dick Metz Collection

**NEWS AND UPDATES
FOR THIS MONTH:**

- *DICK METZ RETURNS*
- *ARCHIVAL COLLECTION - AN UPDATE*



Archive Committee Laurie Sanders and Anne Frank sort archival items that will be moved to our space in the upper floors of The Wells Fargo building. We meet regularly and connect with local historical societies. Your donations help with archival items such as sleeves, labels, storage boxes and scanning equipment.



Archival Work Party Board member Carol Viebeck Lloyd stands with volunteer Pam Hagan near the backyard shed.



Fall Docent Get Together was hosted by our new Docent Coordinator, Jamie Piotti and we are inspired by our wonderful volunteer docent group!

If you prefer to receive this newsletter by email, drop us a line at info@lagunabeachhistory.org
With your support, we are able to maintain our beloved Murphy Smith Bungalow, present historical programs, send this newsletter, and host other events - thank you!

DO YOU SHOP AT RALPHS?
Did you know you can select an organization to support as you shop?

The Laguna Beach Historical Society is listed and would appreciate your support

Visit Ralphs Community Contribution Page to find out how.

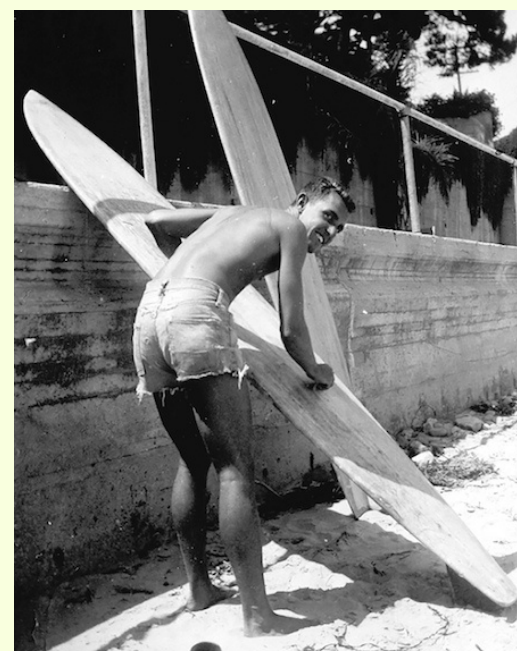
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MEMBERSHIP LEVELS
HISTORIAN — \$25
HISTORY FRIEND — \$100*
HISTORY PATRON — \$500*
PLATINUM — \$1,000*
*Donors at these levels will be listed in our newsletters.

Dick Metz: Surfing Industry Pioneer

Tuesday, February 20
Susi Q Community Center
7:00-8:30 pm



1952 Dick Metz waxing his Velzy board. Photo courtesy of Surfing Heritage and Culture Center/Dick Metz Collection

The first Laguna Beach Hobies opened in 1976 and was owned by Dick until 1990. Many long time employees still work there today.

We are happy to announce the return of Dick Metz this February. Last February Dick covered his infant to high school years in the program titled: *Boyhood Adventures in Laguna Beach*.

The next program will cover around 50 years from 1950 to 2000. Metz, an engaging storyteller presents a wonderful documentation of the history of Laguna Beach. We will learn how his work as a businessman spread from our town to neighboring Southern California cities, states and ultimately impacted the world.

Hobie Surf Shop is rightfully associated with Hobie Alter who was the creator and inventor of the Hobie Surfboard and the Hobie Catamaran. Yet it is Dick Metz, with a "learn as you go" approach to business that developed and grew as he owned the popular retail chain, starting in his late 20s up until 1990. At one point he owned 22 retail stores in California, Florida, and Hawaii.

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A Message from our President

KAREN LAGREW, PRESIDENT

How time flies! We are happy to send you this winter newsletter and follow up on our fall program: *Bill Ogden, Laguna's Visionary Artist*. It was a wonderful program with a full house. In the audience were members of The Sawdust Festival, Ogden fans and collectors, his daughter Brittany, and one of his muses, the "Golden Girl." Presenters: former Laguna Beach High School teacher Peter Tiner his former student, Mitch Robinson told the story of Bill Ogden. Mitch created a video which he played with Bill's art and his voice. Bill dedicated his life to his art, living an artists life in Laguna Beach until, in his later years he moved to the Idyllwild area. This video is now part of our YouTube library.

Next month Program Coordinator, Jane Petty Janz welcomes back Laguna Beach High School classmate and friend, Dick Metz as our speaker, focusing on his entrepreneurial career and the birth of Hobie Surf Shops.

Dick Metz, a gifted storyteller Dick will speak off the cuff and from the heart about his life after high school. As you recall, or can watch on our YouTube channel, we previously learned about Dick's parents and restaurant work/ownership and how he, as a young child, was set on Main Beach. He made a group of friends, some older who loved the surf and Laguna. He met movie stars and lived the life of the early 1940s in Laguna. He helped relay messages during World War 2 from Top of the World to town.

Jane also has scheduled a spring program to be announced and is working on great programs for next year. With support of the city, Jane schedules the room at The Suzi Q and coordinates with our speakers. We are fortunate to have her do all of the behind the scenes work to continue to bring excellent speakers who entertain audiences and document Laguna history for present and future generations!

We are also happy to welcome new board member, Jamie Piotti who serves as Docent Coordinator. The Murphy Smith Bungalow is open Friday, Saturday, Sunday from 1-4 pm. If you pass by and see the lights on or a docent sitting on the porch, please say hello and chat a while. Visitors sharing their stories of Laguna are as enjoyable as sharing with you!

Karen Lagrew

(continued from the front page)

Dick's father believed with a new degree in hand, that his son could run a liquor store in Huntington Beach. This was his first experience with business management and unfortunately, it did not go smoothly. Young Metz quickly learned along the way. Later with these lessons and experience he purchased Spigot Liquor from Jules Marine.

Dick was able to fit surfing, friendships, and travel into a successful career as a pioneer in the surf industry and a major contributor to the development of industry in Laguna Beach. "It was and is my passion, it is not like work to me" and his enthusiasm is contagious. He will share with his usual humor and casual conversational style giving the details of how it all happened.

Please join us as we hear more from Dick Metz, followed with a question and answer session at The Susi Q Community Center on February 20.

Doors open at 6:30 p.m.
Tell a friend, admission is free and open to all.



c 1955 Annual Brooks St. Surfing Classic. Coach Red Guyer in foreground announcing the start.



1958: Dick Metz with the Whitmore family, Cape Town South Africa



circa 1952: Resting on his Bolsa surfboard on the back of his new station wagon.

News from our Archive

The Laguna Beach Historical Society assisted the Spaces Design Team for the **Laguna South Coast Theater / Rivian Space**. We provided them with archival images for the project.

1935 Opening Night of South Coast Theater. Courtesy of Jane Janz and Aufdenkamp Family Collection.



- **1915 Los Angeles Daily Times Newspaper:** Laguna Beach - Southern California's Ideal Resort via Anne Marie McKay
- Hand drawn Menu Board, hand from **The Stand** on Thalia Street
- **Poster** for the Movie "Fire Patrol" filmed in Laguna in 1923, shown at Lynn Theater in 1924
- **Honorable Gloria G. Coco** visited the bungalow from Chicago with friend **Debi Pavlik** (shown below) donating items from her late mother who loved Laguna Beach. ❤️



Caltrans Archives Los Angeles

Image emailed to us from a library historian (above right). The subject line read "game changer." Shown above is a conceptual illustration of a planned freeway through Laguna that, fortunately never happened.

1961: L.A. Times newspaper (at right)

Thank you for keeping us in mind when you donate archival Laguna Beach items



Receiving an archival donation: Debi Pavlik, Gloria Coco and Karen Lagrew

Freeway Route Hit by Laguna

Leaders Claim Coastal Location Will 'Split City'

LAGUNA BEACH — With a slogan of "Bypass and Don't Bisect," civic leaders here are renewing a campaign to oppose the route of a coastal freeway they say will split the city in two.

The campaign is spearheaded by the Chamber of Commerce which has invited both tourists and residents to sign petitions to be forwarded to the State Division of Highways in an attempt to get a state agreement that the freeway will not go through Laguna Beach.

Board Member SPOTLIGHT

Karen Lagrew

Born and raised in Laguna Beach. Laguna Beach High School alumni class of 1983. Karen earned her degree from Art Center College of Design. She later earned teaching credentials and a Masters in Ed Tech. She is a long time resident who has have lived in the Arch Beach Heights, Village, North Laguna and Bluebird Canyon areas of town.



Photograph: Circa 1973. Karen (Polkingharn) Lagrew practicing with an Oak Street skateboard in a local parking lot.

News from our Archive (continued)

Stories of Laguna 1908

A guest stopped in while visiting from California's Central Coast to donate a booklet with loose photographs and poetic writing. The original owners: Lida (Clair) and Achilles Martin.

1920 Painting

Karl Julius Heinrich Jens

Photographs of The Duckworth House

Lillian Kahan via Leah Vasquez. Canyon Acres above Boys and Girls Club

Why did you choose to serve on the board?
I am fascinated by Laguna's history and really love my hometown. I wanted to serve the community by volunteering with this organization in particular to keep Laguna history alive and to build awareness of its importance.

Why do you think your position on the board is a good match for you? I can use my "free" time and skills, and I get to learn more about Laguna every day. With a background in education I enjoy our school visits and scholarship process and educating visitors. Technology and design are always useful for a non-profit.

What is your favorite part of working with the LB Historical Society?

Meeting very interesting people that you wouldn't meet otherwise, hearing their stories - it also feeds me as a "life long learner." To meet Dick Metz and other wonderful contributors to Laguna's history is pretty special!



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| | | Laguna Beach Greenbelt | |

Thank you!

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