

**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: Feb 2011

Please attend Historical Society Program to be held at  
Laguna Beach City Hall Council Chambers, 505 Forest Avenue  
Thursday, February 17th – from 7:30 to 9:30 P.M.

## History of Downtown Laguna Beach

by Historical Society Board Members Eric Jessen and Gene Felder



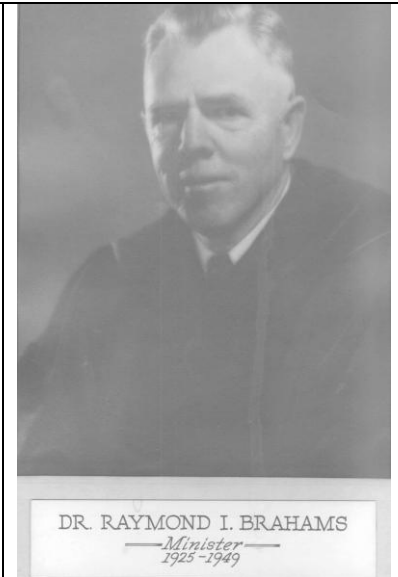
Laguna's first Greeter was Joe Lucas later lived in the school house built by George Rogers who purchased downtown Laguna Beach for \$1,000, John Damron's homestead from the brothers Cyrus and Hiram Rawson in 1880

Mark your calendar Thursday, April 7, 2011, 7:30 pm  
next Laguna Beach Historical Society program will be  
St. Francis By the Sea Cathedral Chapel

The PowerPoint program includes numerous historic photos and information. Historical Society Past President Gene Felder and long-time Board Member Eric Jessen will use information from a variety of sources to detail the rich history of the downtown area. The program is a work in progress, so come and suggest what should be added.

## George Rogers and the First School

"Rogers built a one-room school adjacent to his home [now location of City Hall] for his eight children and hired a teacher. Several other children attended as well, marking this as Laguna's first real attempt at public education. This building later became the home of the Old Joe Lucas, as Portuguese fisherman who spoke English only while swearing. He was Laguna's first "Greeter", the predecessor of the famous greeter Eiler Larsen, who waved to motorists on the highway from the 1940's through the 1960's." [Karen Wilson Turnbull ]



Community Presbyterian Church downtown at 2<sup>nd</sup> Street and Forest Avenue built in 1928  
 Pastor was Dr. Raymond I. Brahams, Minister 1925-1949

**View Laguna Photos at [www.Laguna-Historical-Society.smugmug.com](http://www.Laguna-Historical-Society.smugmug.com)**

**Laguna Beach Historical Society Board of Directors**

Kimberly Stuart - President		Karen Smith - Vice President	
Nelda Stone - Secretary	Gene Felder – Treasurer	Gregg De Nicola	
Anne Frank	John Hoover	Jane Janz	
Eric Jessen	Ronald Kaufman	Glenna Matthews	
Francie Holder Pemper	Vern Spitaleri	Georgina Valdez	

**Thanks to Historical Society Business  
 / Organization Members**

**Wells Fargo Bank      H.J Baker & Bro.,Inc.  
 City of Laguna Beach      Caduceus Medical Group**

- Andy Alison Bungalow Hunters    Borthwick Guy Bettenhausen  
 Butler Box & Stake    Charles' Wig Chateau    Chicago Title  
 Dana Wharf Sportfishing and Whale Watching.    Flavors of Laguna  
 Emerald Bay Community Assoc    Indiana James Limited Partnership  
 Laguna Beach Visitors & Conference Bureau    Laguna Technologies  
 Reynolds Carpet Service    Sawdust Festival    South Coast Lock Shop  
 Stewarts Landscaping    The Stand Natural Foods Restaurant

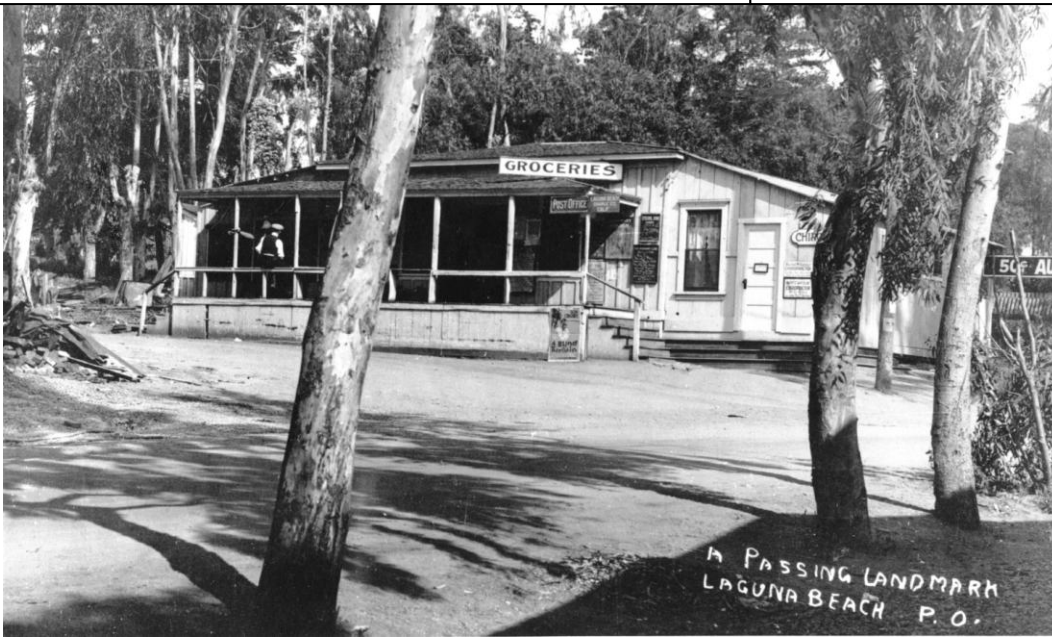
# Remember the Laguna Beach Historical Society in Your Planned Giving



Community Presbyterian Church downtown at 2nd Street and Forest Avenue Laguna Chapel or "Little Brown Church" [center a bit to left] built in 1915



"Laguna a Thing of Beauty" Main Beach photo included in 1908 book "Stories of Laguna" Nate Brooks white house towards left



Left - Nick Isch Post Office and Grocery Store at Laguna Avenue and Coast Boulevard

Below left Eschbach Building at 305 Forest Ave. Normandy Revival built in 1927 home of South Coast News

below right Sprouse Reitz building at 219 or 239 Broadway (replaced by Laguna Drug)



# President's Message by Kimberly Stuart

## History of Downtown Laguna Beach

Thursday, February 17th – from 7:30 to 9:30 P.M.

by Historical Society Board Members Eric Jessen and Gene Felder

Please attend the Laguna Beach Historical Society program, which is of course free, and will be held at Laguna Beach City Hall Council Chambers, 505 Forest Avenue. The program will cover downtown Laguna Beach from the 1870s through the early 1930s and includes a PowerPoint with many historic photos.

We expect Beryl Wilson Viebeck to attend and bring copies of her painstakingly researched Laguna Beach Homesteading map; some may be available for sale. Beryl is a descendent of early homesteader Henry Rogers, and George Rogers who subdivided downtown Laguna. Her step-grandfather was Abe Johnson, Laguna Beach's first Police Chief.

Wow! Was the last program great? We thank Matt Quilter for entertaining and educating us about surf music, a genre created in Orange County and the South Bay area. The program was great, and we truly thank the Susi Q, Chris Quilter and Patty Koss for making this special program possible. Jane Janz, Gene Felder and the Program Committee are doing a great job. Historical Society member Roger Kempler is working on getting a date for the "Brotherhood of Eternal Love" program, and is helping to organize a program next year on the history of the Festival of the Arts and the Pageant of the Masters.

Mark your calendar for Thursday, April 7th and a program on St. Francis By the Sea Cathedral Chapel by former Historical Society President Anne Frank and Bishop Percy Wise Clarkson's granddaughter Jessica De Stefano. We plan the election of the Board of Directors and Bylaw revisions at that meeting. Email Gene@Felders.Net to receive Bylaw change details.

View historic photographs at [www.Laguna-Historical-Society.smugmug.com](http://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 purchase; for example an 8" by 10" glossy for \$6.97 plus tax and shipping. Send questions on photographs or Laguna Beach history to [info@LagunaHistory.org](mailto: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 opened to the public at no-charge every Friday, Saturday, and Sunday from 1:00 p.m. to 4:00 p.m.

We thank all of our new members and volunteers. And we ask our members to acknowledge our thanks to the staff of the Wells Fargo Bank for their service to the community by renewing our one dollar a year lease of the Murphy-Smith Bungalow. Those interested in supporting and joining 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 (see 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: \_\_\_\_\_