

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: May 2011

Please attend Historical Society Program to be held at  
Laguna Beach City Hall Council Chambers, 505 Forest Avenue  
Tuesday, May 10th – from 7:30 to 9:30 P.M.

**Jahraus Family** by Linda Jahraus

Elmer E. Jahraus as Indian Warrior Ab in 1921 Peace  
Pipe Pageant - Photo Tom Pulley Postcard Collection



"Help Me To Fill My Land With Peace Smoke" End of Act II.  
Peace Pipe Pageant Play-Laguna Beach, Calif. Aug. 15-20, 1921.

Linda Jahraus presented the History of Lawn Bowling some years ago. Now she has written a book on the Jahraus family; which can be previewed and purchased at <http://www.blurb.com/bookstore/detail/1441752>.

Jahraus Family: "The family was honored in 2002 as the Patriots Day Parade Citizens of the Year. The little triangular park at the peak of Cliff Drive and North Coast Highway with the doggie fountain bears their name and the reservoir at Alta Laguna is named for third generation Joseph Richard Jahraus II, known as Richard or "Dick," whose father was instrumental in establishing the Laguna Beach County Water District." Barbara Diamond Coastline Pilot May 31, 2007

## Elmer Ellsworth Jahraus

"In 1902 he moved to Laguna Beach and opened a cigar factory and curio shop in the Beach Hotel, shipping souvenir boxes of cigars to all parts of the United States. While in this business he became interested in the future of this beach city, and this interest has grown with the years, so that a large measure of the development work carried on there in late years is due to his enthusiasm and energy. Starting in a small way in the real estate business as the Laguna Beach Realty Company, Mr. Jahraus is now the largest realtor in that district

Among Mr. Jahraus' many other activities he is president of the Chamber of Commerce, vice-president of the Associated Chambers of Commerce of Orange County, one of the members of the board of control of the Laguna Beach Art Association, which is making this beach a mecca for artists from far and wide, and he was for many years a member of the school board." History of Orange County, California by Samuel Armor 1921

## Joseph R. Jahraus

"In October, 1914, Joseph R. Jahraus organized the Laguna Beach Lumber Company, being president of the same, and except for the period of his overseas service he has served continuously as manager of the business. Their shipping station is at Irvine, on the Santa Fe Railroad, and all lumber is hauled by truck to Laguna Beach. The company is enjoying the heaviest business in its history, and this bids fair to increase greatly with the continued growth of Laguna Beach."

History of Orange County, California  
 by Samuel Armor 1921

Joseph R. Jahraus was on initial Laguna Beach City Council June 30, 1927 to April 16, 1928.



Later became Ivy House Restaurant, a hang-out for Laguna Beach cartoonists such as Phil Interlandi. Was Cedar Creek Restaurant, now Laguna Lumberyard Restaurant

*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      Whole Foods Market**  
 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**

## Joseph R. Jahraus - Water for Laguna Beach

**Dick Jahraus:** "My father — he was called Joe — helped organize the Laguna Beach Chamber of Commerce and Civic Assn. and helped bring water to Laguna Beach. In 1925, the wells in Laguna Canyon that had supplied water to the residents were drying up. My father and four others went to find a new source of water, pretending to be looking for a hunting club. They found what they were looking for in Huntington Beach on sale for \$60,000 with a down payment of \$5,000, which they promised to pay, but none of them had the money. They floated a bond, incorporated the water district, floated another bond and paid off the property. Then they put in a line from Huntington Beach clear down to Laguna.

My father also brought the French country-style architecture of the [Cedar Creek Inn] restaurant and other buildings in town, including the one on Forest Avenue often called the Eschbach Building, where the Pilot [newspaper, editor's note South Coast News at 305 Forest Avenue] was written and printed, back to Laguna after World War"

## Dick Jahraus (Joseph R. Jahraus II) - Legacy to the City

"Thirty-eight years on the board of the Laguna Beach County Water District, 25 as president...served on the Festival of Arts Board and the board of the Boys and Girls Club, starting when it was on Main Beach [before girls were included]." Barbara Diamond Coastline Pilot May 31, 2007



Aerial photo block between Ocean & Forest Avenues & Beach Street - Laguna Lumber Company in center, Fire Station at top-right and old Laguna Playhouse towards lower left center. Photo before City Hall built in 1951

# President's Message by Kimberly Stuart

## Jahraus Family by Linda Jahraus

Tuesday, May 10th – from 7:30 to 9:30 P.M.

Please attend the Laguna Beach Historical Society program, which is of course free, and will be held at the Laguna Beach City Hall Council Chambers, 505 Forest Avenue. The program will be about the Jahraus Family by Linda Jahraus.

May is Heritage Month in Laguna Beach; other events include:

Saturday, May 14th 10 a.m. to noon City Heritage Committee Guided Downtown Tour  
– meet in front of library

Saturday, May 14th 10 a.m. to noon Crystal Cove Historic District Guided Walk  
– meet at Los Trancos parking lot

Sunday, May 15th noon to 5:30 p.m. Village Laguna Charm House Tour, call 472-7503 for ticket information

I hope you all shopped at Whole Foods Market on Wednesday, April 27th as the Historical Society was selected as the non-profit to benefit from Whole Foods Community Day and to receive 5% of their net.

If you attend the American Legion ceremonies this Memorial Day, hopefully you will get to see the two-room schoolhouse bell which the Historical Society has loaned to the American Legion to display. After Memorial Day, we'll work on a restoration project for the bell.

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 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](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 open 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 for their support and participation. 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.

### Thanks for Paying Your Dues

**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:**

Name \_\_\_\_\_

Address: \_\_\_\_\_ Phone: \_\_\_\_\_

FAX: \_\_\_\_\_ email: \_\_\_\_\_