

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: Sept 2010

Please attend Historical Society Program to be held at
Laguna Beach City Hall Council Chambers, 505 Forest Avenue
Monday, September 20th – from 7:30 to 9:30 P.M.

History of Laguna Beach

by Historical Society Board Member Gene Felder



Laguna Impressionist artist Anna Hills photo courtesy of the Community Presbyterian Church

The PowerPoint program includes numerous historic photos and information. Historical Society Past President Gene Felder maintains that what makes Laguna Beach special is because it was isolated, that it became an artists colony, with great support for fine art and performing arts, the plethora of civic organizations, concern for the environment, and respect for diversity. The program is a work in process, so come and suggest what should be added.

Anna Hills

The Laguna Beach Art Association "fireproof art gallery opened in 1929 was largely attributable to the efforts of Anna Hills. During her first presidency (1922-1925) several fund-raisers were held and property was acquired. During her second presidency (1927-1930) the fund-raising resumed and the art gallery was built and opened. The plaque dedicated to Hills currently gracing the Museum's Tierney Gallery, designed by Ruth Peabody and paid for by special donations, is well deserved." [Page 27 "A History of the Laguna Art Museum 1918-1993" by Nancy Dustin Wall Moure and Joanne L. Ratner]

Set dressing, Festival of the Arts - Pageant of the Masters, Laguna Beach, California, July 21, 1952



Marie Thurston 1927 by Fashion Photographer George Hurrell
courtesy of Kelly & Michelle Boyd

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 City of Laguna Beach Caduceus Medical Group

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Remember the Laguna Beach Historical Society in Your Planned Giving



Villa Rockledge at center Aerial 1941
by Noble Estey from Bucky Palmer Photo Collection



**Nick and
Kathryne
Isch Home
289 Laguna
Ave built
1905 Photo
from Jane
Norgren-
Cope
Collection**

*Isch Home (Lunar Gleneyre
and Laguna)*

FESTIVAL OF THE ARTS - PAGEANT OF THE MASTERS

From "75 Works, 75 Years, Collecting the Art of California: The Years 1918 - 1955" by Nancy Dustin Wall Moure See <http://www.tfaoi.org/aa/7aa/7aa904.htm> "An important source of income for the Association through the 1930s was the Festival of Arts, the last and most successful of several festivals sponsored by Laguna Beach to lure tourists to the village. The Festival of Arts was proposed at a meeting of the Laguna Beach Art Association on April 11, 1932, by Sumner Crosby, former editor of the South Coast News, at the urging of John Hinchman. The two saw it as an "intellectual" carnival, with art exhibitions at various sites and a street art market."

From "Pioneer Days in Laguna Beach" by Merle and Mabel Ramsey. See page 156 - 159

"Festival of Arts, "In the depths of the great depression when many were hungry, not for food only, but for many things that were unobtainable, all praise must go to the little band of artists, players, and the business people who would not lay dormant, waiting for some magic solution

In 1932, they began to stir themselves with ideas of how to develop a movement that had never been tried before. It was a crusade, and new methods of display of their wares. Ideas were presented, locations were discussed. How and when would be the most profitable time of the year for the event?

It was John Hinchman and Galen Doss who became the fire that lit up the idea of an Art Festival. All were now in the peak, or, should we say, the depth of the depression. Hinchman and Doss knew something had to be done to bring the artists, as well as others, out of their doldrums. They soon had the interest in motion, to advertise the event to be known as the Festival of Arts, the City entered into having a float in the Newport Tournament of Lights, bearing a palette advertising the Festival of Arts in Laguna Beach. In the first adventure the business men donated to the cost of the event, which was \$380, and the donations were promptly paid.

It was now 1932, when the dream and vision of the artists were first put into action. Anxious to set their work before the public they came up with the idea of a free display. To get their art work centralized, they chose the little street, El Paseo, one block long with its trees and fences making a suitable background for the hangings of the paintings and other art work. They must have a title for the event. They arrived at MARCHE AUX CROUTES. (Market of the Crusts). It was here that the first "living pictures" came into being in Laguna Beach. Lolita Perine presented 'Mona Lisa' with Hilda Mackey posing."



Tableau vivant,
Laguna Beach
Festival of the Arts -
Pageant of the
Masters, 1950

-
Photograph from
Orange County
Public Library

Vice-President's Message by Kimberly Stuart

Please attend the 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 try to explain why Laguna Beach is special and includes a PowerPoint with many historic photos.

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History of Laguna Beach

by Historical Society Board Member Gene Felder

During the summer, we once gain received a \$1,000 community assistance grant from the City of Laguna Beach. We are most appreciative.

Mark your calendar for the next program which will be Monday, October 18th. We cannot reveal the topic, but it might be Laguna Beach and “the Brotherhood of Eternal Love”. “

The Board thanks Vern Spitaleri for his service as President and appreciate that Vern will continue to serve on the Board of Directors.

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 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.

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.

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: _____