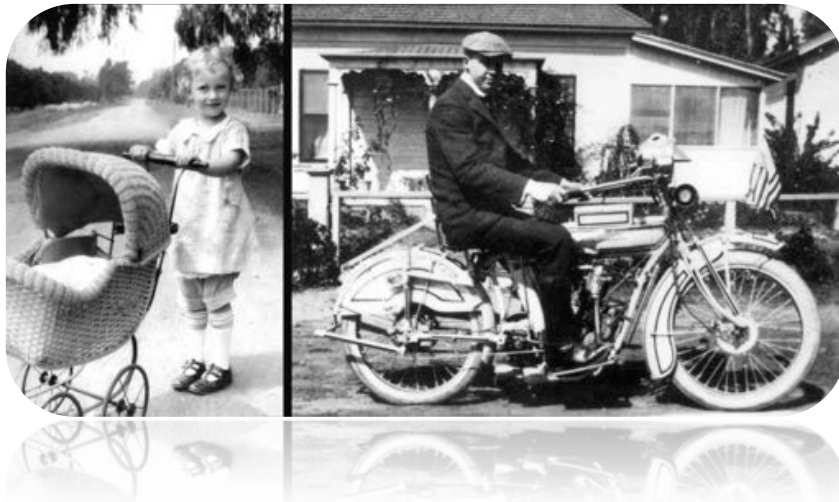


## Join us on November 25

Laguna Beach City Hall, 7:30 p.m. – 8:30 p.m.



Irvine family historian, Eric Jessen, will present the latest DVD production of *Historic Irvine Family Movies* filmed by James Irvine II and Myford Irvine between 1920-1932.

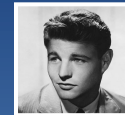
The program was produced by Eric along with Mark Chamberlain of BC Space Gallery for the Academy of Motion Pictures of Arts & Sciences, Huntington Library, and Irvine Museum archives.

### IN THIS NEWSLETTER



#### Ask Team History

Send in your questions about Laguna Beach History



#### Fun Facts

Laguna Beach trivia you may... or may not know



#### President's Message

Gregg DeNicola MD reminisces about Laguna Beach summer days



#### Stay in Touch

- Like and follow us on Facebook, Instagram, & Twitter
- Visit our website at [LagunaBeachHistory.org](http://LagunaBeachHistory.org)

Email us if you prefer to receive this newsletter digitally in the future.

[LagunaBeachHistory@gmail.com](mailto:LagunaBeachHistory@gmail.com)

## Laguna Beach Historical Society Celebrated Oktoberfest!

*The Historical Society teamed with Whole Foods on October 18 for Draught Days (as in draft beer) at the Murphy Smith Bungalow. Supporters enjoyed bratwurst, chili, and beer, of course!*



## Team History Answers Your Laguna Beach History Questions

Dear Team History,

My wife and I are long time Lagunans who are old enough to recall seeing the greeter, Eiler Larsen waving "Halloooo" from the ocean side of Coast Hwy and Forest Ave. We are having one small difference of opinion and hope you can settle it for us.

I maintain Eiler was the first Official Greeter in Laguna, with several imitators following him. My better half insists there was at least one prior to him, also a native European.

If you can help, there is a sunset dinner for the loser to pay. Sincerely, G and M

Dear G and M,

*Team History suggests a Dutch Treat, since you are both correct!*

*Eiler Larsen (from Denmark) on a mission of friendliness, as he described, began greeting "Hallloooo" in the early 1940s.*

*Quite popular, he was given free rent by townspeople, free food by restaurants, and he was considered a local legend. Some locals felt he was an annoyance, but the City Council supported Eiler, knowing the majority of the town supported him.*

*In 1959, one serious threat to remove him was averted when the mayor said Eiler could be the unofficial town greeter as long as he did not interfere with traffic. Then, on February 14, 1964, after more than twenty years of Larsen welcoming visitors, mayor William D. Martin proclaimed Eiler Larsen as Laguna's Official Greeter.*

*However, we must bring up the name of Old Joe Lucas, a Portuguese fisherman, who - as legend has it - swam onshore in the late 1880s when his boat became shipwrecked off of Laguna waters. He was longhaired, white bearded,*

*and his only English at first was a few choice swear words.*

*He managed to swim to shore with his trident sword and used it as a prop when greeting the stagecoach that arrived from El Toro three times a week. Locals were so pleased with his results that they pitched in and paid him a stipend of \$8 a month.*

*However, Eiler Larsen remains the first - and only - Official Greeter in Laguna Beach History. Have an historic day! Team History*

Have a question about Laguna Beach's rich history? Ask us, Team History, at [LagunaBeachHistory@gmail.com](mailto:LagunaBeachHistory@gmail.com) We will delve into the archives to find the answer!

## FUN FACTS

❖ It may be well known that the writer of the famous baseball song, "Take Me Out to the Ball Game", was a Laguna Beach resident. Jack Norworth penned the lyrics in 1908 having never seen a baseball game. It may not be as well known that Jack Norworth's other legacy to baseball is his founding of the Laguna Beach Little League in 1952.



❖ The TV sitcom family, led by Ozzie and Harriet Nelson, were local residents when they built their second home in Lagunita - Harriett Nelson passed away in the home at age 85 in 1994. In the late 1960s, Lagunita became a Nelson family compound. At one point, Rick and Kris Nelson had a condominium down the beach at Blue Lagoon. Rick's in-laws, Tom and Elyse Harmon, also lived a few doors down from Ozzie and Harriet. Ozzie's brother, Don, who wrote for the show, also had a house in Lagunita. Actor Kent McCord, who got his acting start playing one of Rick's fraternity brothers on the show, also had a house in the area.

❖ In 1942, the Laguna Beach Police Department had seven officers and one chief. Each officer worked eight hours a day and received \$140 per month in pay. Officers were required to furnish their own leather gear, handcuffs, and weapons.

# LAGUNA BEACH HISTORICAL SOCIETY BUSINESS MEMBERS

- |                               |                        |                           |
|-------------------------------|------------------------|---------------------------|
| Wells Fargo Bank              | City of Laguna Beach   | Whole Foods Market        |
| Ann Christoph Landscape Arch. | Caduceus Medical Group | BGB Landscape Architects  |
| Brooks Street Books           | Bungalow Hunters       | Charles of Laguna Atelier |
| Chicago Title                 | Dr. Korey Jorgensen    | ED Lohrbach Associates    |
| Emerald Bay Comm. Association | Estate Plan, Inc.      | First Energy Capital      |
| Flavors of Laguna             | Indiana James          | Ken's Jewelry Store       |
| Laguna Beach Visitors Center  | Realtor Gayle Waite    | Reynolds Carpet           |
| Sawdust Festival              | Teller Architects      | The Stand                 |
| Twig of Laguna                | Village Laguna         | WLW Investment            |

## Join the Laguna Beach Historical Society

**Suggested MEMBERSHIP donation PER YEAR:**

**\$15 per person, \$25 per household, or \$50 per business or organization**

**Online donations accepted now by PayPal or credit card!**

**Check our website [LagunaBeachHistory.org](http://LagunaBeachHistory.org) for more details.**

**Or mail this form with your check to:**

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

Name and/or Business \_\_\_\_\_

PAPER MAIL Address \_\_\_\_\_

EMAIL Address \_\_\_\_\_

How would you like to receive our Newsletter?    Paper     Digital     Both

## HISTORICAL SOCIETY REWIND



*Gallery of the Month: Coast Highway. See more photos in this gallery at [LagunaBeachHistory.org](http://LagunaBeachHistory.org)*

## President's Message

This summer, my end of the day ritual was to grab an affogato from the gelato shop on Broadway, walk down to Main Beach, and watch the sun set behind Bird Rock and the sunbathers pack up for the day. I thought back to my first few summers in Laguna in the late 1960s. Same ritual, but the treat was an ice cream cone from the corner stand, the park had just replaced the Bath House, and the sunbathers had more clothes and less ink. And Bird Rock wasn't as white as it is today.

It brings to mind the proverb- *The More Things Change, the More They*

*Stay the Same.* It promotes the observation that turbulent changes do not affect reality on a deeper level other than to cement the status quo.

I recall, as a kid, I had no idea what that saying meant. But now it seems clear... Laguna Beach has changed so much in the last 50 years... but really, it remains the same. Yes, ice cream stands become gelato shops, bathhouses become parks, and bronzed bodies become canvases for art. Yet our spirit, our commitment to the arts to promote a true village culture -have not changed - and I believe never will.

That is what makes our city so



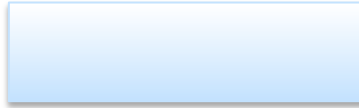
very special and to get more examples of this saying - feel free to Like us on Facebook, or browse our website - and smile at the great old photos... I think you'll see what I mean.

*Gregg DeNicola MD*

*Please contact us about changes to your account.  
LagunaBeachHistory@gmail.com or 949 497-6834*

### LAGUNA BEACH HISTORICAL SOCIETY

278 Ocean Avenue  
Laguna Beach, CA 92651



## Laguna Beach Historical Society Board of Directors

Gregg DeNicola MD - President	Ed Storke - President Elect	Nelda Stone - Sec., Treas.
Karen Smith - Pres. Emeritus	Sandy Desmond	Johanna Ellis
Anne Frank	John Hoover	Jane Janz
Eric Jessen	Ronald Kaufman	Carol Lloyd
Glenna Matthews	Francie Holder Pemper	Laurie Sanders
Don Sessions	Kimberly Stuart	

Contact us at [LagunaBeachHistory@gmail.com](mailto:LagunaBeachHistory@gmail.com)