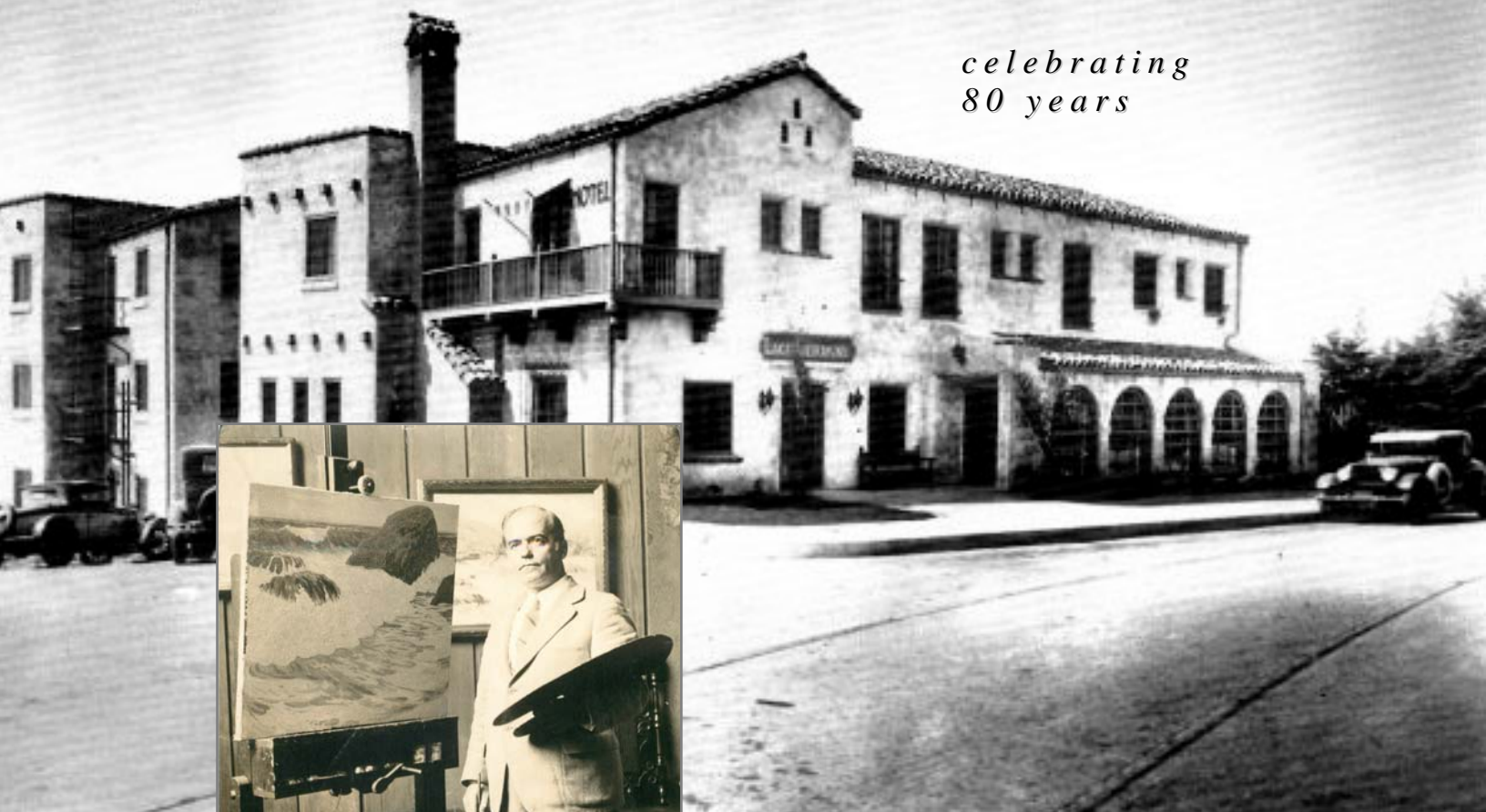




*Historic*

# LA CASA DEL CAMINO HOTEL

*celebrating  
80 years*



*A brief history,  
as seen through the pages of  
**The South Coast News**  
**The News Post**  
and  
**The Orange County register***

## Introduction

January 26<sup>th</sup>, 2009 marked the eightieth anniversary of the opening of one of Laguna Beach's most historic and unique buildings, La Casa del Camino hotel. For three generations Laguna Beach residents and visitors from around the world have enjoyed the spectacular views and unique charm that can be found only at La Casa del Camino.

In terms of sheer drama, La Casa del Camino offers more than any other landmark in the city. From graceful arches and rustic wooden balconies that capture the Spanish revival style, to the soaring views of the laguna village and Riviera coastline, La Casa del Camino brings it together like no where else.

And not by sheer coincidence, no, this was meant to be. For La Casa del Camino was envisioned by its builder, local artist and City Councilman William W. Riddell as a spectacular destination along a spectacular stretch of sand at the heart of Laguna Beach.

In Riddell's eyes this would be a place not only for travelers to rest, but a place for the community to gather, a place for art to be appreciated, a place where business and social clubs would flourish and help create a local landmark to proclaim to the world that Laguna Beach was now a destination, not just a stop along the way.



Its History revealed - through the press

The most wonderful part about the history of La Casa del Camino is that we have, captured for the ages, a written account of the events surrounding its construction, its grand opening, and the ongoing operation of the hotel and its amenities. Hidden among rolls of microfilm in the city's library rest newspaper pages, frozen in time, where historic figures like Riddell come to life, and the reader is transported back to when hotel rooms rented for \$3 a night, where Hollywood celebrities sipped cocktails in the hotel bar, and where, for nearly seventy years, local citizens, artists, and city officials enjoyed spectacular sunsets from the hotel rooftop lounge.

The historic account you are about to read is based on the information found in those newspaper pages, and is an annotated examination of the press Riddell, and La Casa del Camino received leading up to and after the hotel's opening. What is clear from this examination is that Riddell was no ordinary citizen, and the Casa Del Camino was no ordinary building. The sheer number of articles that appear in the early papers appraising the citizens of the new hotel's progress, and the accounts of the crowded gala events surrounding the hotel's opening clearly show that La Casa del Camino was to be a jewel in the crown in Laguna's community and culture.



Also impressive is the lengthy list of notable community figures who take out ads of congratulations for Mr. Riddell upon the completion of the hotel. There is no doubt that, because of his stature, and the grandness of the hotel itself, many in the community wanted to be aligned with him and went out of their way to do so. That may also account for why so many community groups including the local artists, charities, and business clubs wanted to use the facility for their meetings, and wished to make note of its use in the news paper.

As an interesting contrast, the completion and opening of the Coast Inn, a newer, bigger hotel built just blocks away from La Casa del Camino, and finished only 4 short months later, receives almost no press, save for a few small, passing mentions. In that context, one begins to see that Riddell held a prominent place in the Laguna Beach community and obviously held sway with the community leaders and with the local press. In fact, had it been anyone else who built La Casa del Camino, it may not have become the grand cultural magnate that it had. With Riddell's vision and passion, the hotel was destined to become a center of life and culture in Laguna Beach.

There had been nothing like it before,  
and nothing like it after

The “South Coast News” microfilm collection at the Laguna Beach library starts with 1928, a year after construction began on La Casa del Camino. One of the first mentions of a “new hotel” found in the paper comes on November 9, 1928 with the headline “Promise for New Arch Beach Hotel”. A review of the brief, two paragraph mention reveals that the hotel they to which they refer is not La Casa del Camino, but the yet un-built Coast Inn – as the author calls it “That other hotel in the Arch Beach section of the City”.

What is telling in this article is that no mention of the owner, builder, or operator of the Coast Inn can be found. However, the article promises that the new hotel will be “a distinctly different type from the hostelry just completed a block away for William W. Riddell”. Even in an article about a competing hotel, William Riddle is the only person named.





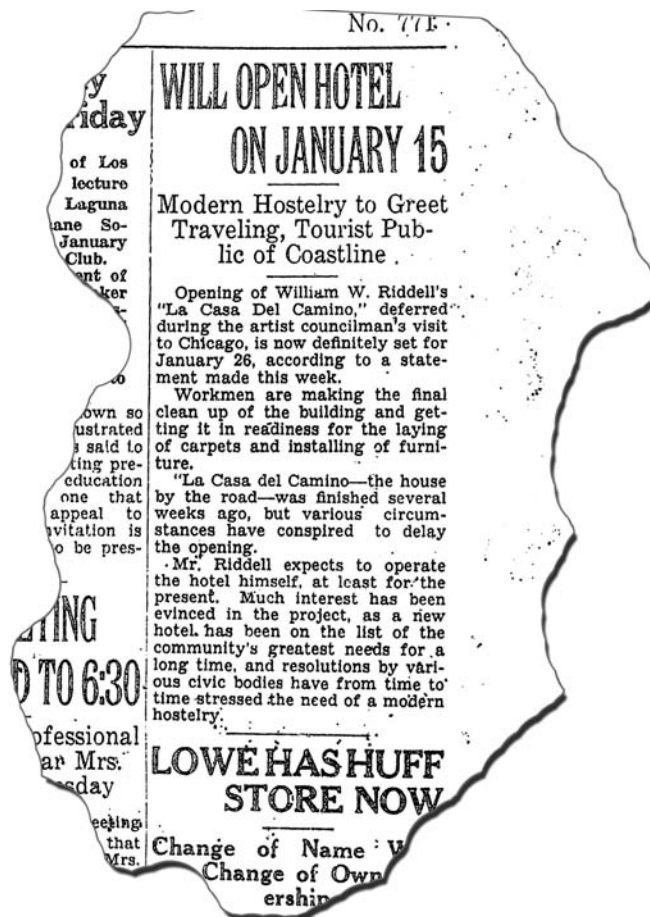
A little more than a month later, La Casa del Camino gets a feature spot in an article dedicated to Laguna's many new public buildings. The December 28, 1929 article praises the hotel and Mr. Riddell by noting that the building "is a structure which does credit to the city, and is also the enterprise of one of its citizens." Going on, the paper lauds Riddell as an upstanding member of his community when it states:

*"Mr. Riddell courageously went ahead and built a hotel without calling on his fellow citizens for assistance, without undue publicity, and without any boasting about his enterprise".*

From these comments we begin to see that Mr. Riddell was indeed a well respected man, and considered a humble servant to his community. This picture of Riddell as a community cornerstone grows as the press surrounding his hotel increases.

The following week the front page of the January 4<sup>th</sup> 1929 edition of the South Coast News proclaims that William Riddell: "Will Open Hotel January 15". In four paragraphs the article explains how, among other things, "workmen are making the final clean up of the building and getting it in readiness for the laying of carpets and installing of furniture".

So begins a series of weekly articles that hit the front page of the paper leading up to the hotel's opening. We can see Riddell's influence at work here, seeding the paper with weekly updates that move ever closer to the grand opening.



Eight days later, on January 11<sup>th</sup>, 1929 William Riddell and La Casa del Camino again make the cover of the South Coast News in an article titled “Old Laguna at Hotel Opening”, which promises that paintings by Riddell’s friend, and fellow artist, Joseph Kleitsch will be “shown as part of the reception and opening of the La Casa del Camino, the new hotel which William W. Riddell is rapidly getting ready for the public”.

This article is a fine example of how Riddell uses the medium of the press to not only inform the community of the progress on the hotel, but also to advance the idea that his hotel, La Casa del Camino will be something decidedly unique and special for the community. A place where people can come to see things they otherwise could not. The article makes special note of the rarity of Kleitsch’s work when it notes: “The paintings of things that used to be in Laguna are greatly prized by Mr. Kleitsch, who attaches a sentimental value to many of them. Some are of the first paintings he made of landscapes in this state, and several he has refused repeatedly to sell”. Riddell knows that offering unique experiences like this will help make his establishment a distinctive and uniquely Laguna oriented scene for visitors and the community alike.

The following week in the January 18<sup>th</sup>, 1929 edition of the South Coast News, a smaller, but equally compelling article appears under the title: “Furnishings for Hotel Arriving”. In a mere two paragraphs the public is informed of the building’s progress towards the grand opening scheduled for January 26, 1929. But more importantly, the language used in the second paragraph conveys an important message about what Riddell had intended and hoped for his hotel to be, and what his endeavor really meant to the community:

*“The opening of the new hotel, fulfilling hopes long entertained by Laguna people of a modern hostelry, is to be in the nature of a reception, with the public invited to inspect the building.”*



## 7 - LA CASA DEL CAMINO

We begin to see from these articles that about to open was the biggest, most modern hotel yet to appear in Laguna Beach. It had been built and financed by one of Laguna's citizens, a City Councilman and accomplished artist who envisioned a place where locals and travelers alike could rest, surrounded by the beauty of the building itself, and the art which graced its walls. It was destined to be as unique as Riddell himself.

Those Laguna Beach citizens who awoke the morning of Friday, January 25<sup>th</sup>, 1929 and reached for a copy of the South Coast News were greeted with a glorious photo of the new hotel, and the headlines: "Modern Hostelry for Laguna Beach – La Casa del Camino – Many Guests Expected at Riddell Hotel Opening". The time for opening had finally arrived.

Furniture was still arriving and being placed in the lobby, paintings still being hung on the walls, but the date was set:

*"The opening is set for Saturday, the afternoon hours being from 2 to 5, the evening hours from 7 to 11. Dancing in the dining room will be part of the evening entertainment."*

The article goes on to extol the virtues of the hotel and it's fulfilling of "the city's greatest needs". Great detail is given to the description of the lobby and its furnishings as well as the guest rooms which feature "individual heating units so that guests may control heat in their rooms to their own liking, maintaining any desired temperature". Also lauded are the magnificent views from every part of the hotel to "mountain and shoreline, hill and ocean...which are likely to be one of the greatest assets of the hotel".

The article also illiterates the credentials of the hotel's builder, the Umbarger Construction Company of Los Angeles, who:

*"has to its credit the Hollywood Franklin Hotel, Norton apartments, Trojan Lodge, Balboa Theatre, superstructure for the Blackburn apartments, and all of the exterior work of the new public library and the Hall of Justice in Los Angeles."*

There is little doubt that William Riddell wanted his community to know that he had built a lasting, quality building for them, whose construction equaled that of major civic structures in Los Angeles and whose grandeur would stand the test of time.

Perhaps the most telling and historically informative content in the article is the last paragraph which states: “Many individuals and firms have sent Mr. and Mrs. Riddell their good wishes, some in greetings, some in the form of published congratulations.”

The paper is literally filled with page after page peppered with notes of congratulations to the Riddells, big and small, from community members and local businesses alike, all of whom doubtlessly wanted to show their appreciation to Riddell for building such a beautiful icon for the city. No doubt too they wished to gain a certain level of credibility by associating their name with his. A review of some of the names who take out these ads clearly shows that Riddell was an important individual by the community:

*Jas E. Lynch, Proprietor – Hotel San Clemente*  
*Ted Moen, Proprietor - Hazel Cafe*  
*Thos. Nottage*  
*Mr. and Mrs. Andrew Ryan – Pat Ryan Grocery and Confectionery*  
*Joseph and Marie Thurston*  
*Umbarger Construction Company*  
*O’Hare Lunch Room*  
*Charles Covern – Bakery and Confectionery Store*  
*Laguna Beach Boy’s Academy*  
*E. E. Jahrus – Pioneer Realtor of Laguna beach*  
*C. E. Thompson – Insurance of All Kinds*  
*Citizens Bank of Laguna Beach*  
*Laguna Beach Lumber Company*

Each of these congratulatory notes is reproduced, along with the actual articles as an appendix to this text for further review, but perhaps the most telling of all of them come from the last two mentioned above, the Citizens Bank of Laguna Beach, and the Laguna Beach Lumber Company. In their words, Citizens Bank states that:

*“The progress of Laguna is assured. The completion of La Casa del Camino, by our good friend Mr. Wm. W. Riddell marks a turning point in our city’s history. The City of Laguna Beach is proud of your achievement.”*



The Laguna Beach Lumber Company adds:

*"The opening of a modern hotel, one of the greatest assets to our growing community, means another step forward in the prosperity of Laguna Beach. We wish to congratulate Mr. Wm. W. Riddell for what he has done, and extend our best wishes for the success of La Casa del Camino."*

It is clear to see that those in the community agreed, there had been nothing like it before, and nothing like it after.

SOUTH COAST NEWS, LAGUNA BEACH, CALIF. JANUARY 25, 1929 Page 13.

# ANNOUNCEMENT EXTRAORDINARY

THE OPENING OF A MODERN HOTEL, ONE OF THE GREATEST ASSETS TO OUR GROWING COMMUNITY, MEANS ANOTHER STEP FORWARD IN THE PROSPERITY OF LAGUNA BEACH.

WE WISH TO CONGRATULATE MR. WM. W. RIDDELL FOR WHAT HE HAS DONE AND EXTEND OUR BEST WISHES FOR THE SUCCESS OF

***la Casa del Camino***

The Laguna Beach Lumber Co. is proud to have furnished building materials for the construction of this new hostelry, as well as for the building of the new Grade School. With its latest mill equipment and enlarged stock of merchandise the LAGUNA BEACH LUMBER CO. is ready to serve the largest constructive enterprise, as well as please the most fastidious taste of the home builder.

**The Laguna Beach Lumber Co.**

## The Building as Art Achievement

In the "Arts and the Artists" section of the same edition of the paper a glowing feature is dedicated to the paintings of "Old Laguna as seen by Joseph Kleitsch" which hang for the opening of La Casa del Camino. Extolling the hotel as a work of art by Riddell, himself an artist, the feature concluded that there is no better a setting, "a hostelry simple, stately and hospitable" for viewing the scenes of Old Laguna as painted by Kleitsch. In comparing the scenes of things which once were in Laguna, such as the "Old Post Office", and the "Old Laguna Hotel", to the present day the author makes a compelling statement, one which is as relevant today as it was in 1929:

*"It will make you see too, how beautiful the New Laguna is, in spite of the many differences from the Old Laguna".*

Four days after the Casa del Camino's grand opening the February 1<sup>st</sup>, 1929 edition of the South Coast News leads off its headlines with: "Hundreds are at Hotel Opening – Lobby Thronged With Well Wishers When Hostelry Opens".

Over the course of the event the paper estimates that anywhere from a few hundred to nearly a thousand visitors filled the lobby and dining room, and toured the "comfortable and attractive" rooms. Throughout the event "an orchestra in the dining room provided entertainment, and the dancing space was filled until midnight".

**South Coast News**  
Official Paper of Laguna Beach—Qualified to Publish Legal Advertising  
IN WHICH IS ABSORBED THE **LAGUNA BEACH LIFE**  
Vol. 12 LAGUNA BEACH, CALIF., FEBRUARY 1, 1929

### HUNDREDS ARE AT HOTEL OPENING

Lobby Thronged With Well Wishers When Hostelry Opens

The lobby and dining room of La Casa del Camino were thronged with out-of-town visitors and local friends of Mr. and Mrs. William W. Riddell when the new hotel was given its formal opening Saturday afternoon and night. That many of them came from out of town is indicated by the fact that many rooms were occupied.

Flowers along the walls of the lobby, sent by friends and well-wishers, indicated the interest in the project, and the throngs that crowded the place during the reception showed the appreciation of Laguna citizens for the enterprise of the owner of La Casa del Camino.

Expressions of delight over the tasteful and inviting way in which the lobby is furnished, and of the comfortable and attractive rooms were showered on Mr. and Mrs. Riddell. An orchestra in the dining room (not yet opened) provided entertainment, and the dancing space was filled until midnight.

Though no count of visitors was made, estimates of the number who came for a few minutes or remained for several hours, varied from two or three hundred to nearly a thousand.

A radio address given over KNX told the public of the opening of the hotel, mentioning it and the White House together and giving an eulogy of Laguna. One enthusiast who heard it remarked that it was worth \$1000 to the city.

### APPROVAL OF PARK PROJECT

Lions Endorse O'Neil Ranch as State Site on Monday

at the O'Neil ranch would be a desirable State park was consensus of members of the Club at the meeting held last night at the Tea & Tiffin.

### BOYS' SCHOOL TO BE FINISHED IN 120 DAYS



Front view of the Laguna Beach Boys' Academy, work on which is expected to commence in 30 days. The school is to be located near the crest of Temple Hills, with a view which will take in the line for many miles. Flood lights are to be installed to make the school visible at night.

Work to Start in 30 Days on \$60,000 School on Temple Hills Site; to Be First Unit of Spanish Type Structure

That the Laguna Beach Boys' Academy will be under construction within 30 days is the assertion of Robert McVicker of the institution, in taking bids for the building which will bring to Laguna Beach a school expected to be outstanding in beauty of architecture and purpose. The first unit is to be erected at an estimated cost of \$60,000 and the building is to be finished by July 1. It is to occupy a commanding position near the top of Temple Hills and have grounds with an area of about three acres, it is stated.

The academy has been operating for several months on Cliff Drive with a limited number of students pending the erection of a building which would permit expanding the school as at first intended. W. M. Wilson and Robert McVicker originated the project.

The academy takes boys 8 years of age and upwards through grades, junior high and high school and more than complies with the State educational requirements, according to the prospectus of the academy. The situation is non-military and

ridors lead both ways to a spacious dining and social hall, headmaster's quarters on the one hand and on the other the various classrooms. The dining hall will have a beamed Spanish ceiling and a large fireplace and will be approximately 60 by 30 feet in size.

"On completion of the second unit the classrooms described here will become social rooms and billiard rooms where students may entertain their families and friends.

"The Dean's office is also on the ground floor.

"Ascending the staircase the second floor is taken up with individual studios and closets for each boy, capacity of 40, two supervising instructors' apartments and shower and sanitary facilities. Each room opens off corridors running right and left through glass paneled doors. Each room has also access to long porches—glassed in and storm proof—through French doors. Rooms can therefore be patrolled, unseen, either by main corridors or by four porches.

### Went Up in A In Big I

Joe Jahrman and Ft. Champlain were among who took a skyride in Folker plane of the S Oil Company at the airport Monday. Accounting them in the big cab on the same ride was Senator Nelson Edward Smith, J. L. William Kelly, Steel, and two Standard Oil

### No Meet

The City Wednesday its regular 8. Among expected to call on the Realty Be C. Hartw street, na confusion name here

Of particular interest is the mention of a radio broadcast given over KNX radio which: "told the public of the opening of the hotel, mentioning it and the White House together and giving a eulogy of Laguna". Here again we can see Riddell's use of the media to both advertise his new venture, but also, more importantly, to align it with other long standing institutions in the city, thereby weaving his hotel into the very fabric of the community.

A second article found a few pages back from the front page leads with: "La Casa del Camino Opens With Reception which many guests attend". Here the reader is treated to more information about just how big an event the opening surly was:

*"Almost the entire population of Laguna Beach, and many visitors from Southern California came to do honor to the opening reception and dance given by Mr. and Mrs. W. W. Riddell at the dedication of the new hotel - La Casa del Camino - Saturday, January 26<sup>th</sup>.*

*Cars parked on the boulevard for blocks told the passerby that the most important social event was going on at the beautiful mission style building at the corner of Cress Street and the Coast Highway... Withal there was a feeling of informality and friendliness about the affair which warmed the heart and made one feel proud in the achievements of Laguna Beach and its artists host and hostess, Mr. and Mrs. William W. Riddell."*

**SOUTH COAST NEWS, LAGUNA BEACH, CALIF., FEBRUARY 1, 1929**

**LA CASA DEL CAMINO OPENS WITH RECEPTION WHICH MANY GUESTS ATTEND**

Almost the entire population of Laguna Beach and many visitors from Southern California came to do honor to the opening reception and dance given by Mr. and Mrs. W. W. Riddell at the dedication of the new hotel—La Casa del Camino—Saturday, January 26.

Cars parked on the boulevard for blocks told the passerby that the most important social event in the whole life of Laguna Beach to date was going on at the beautiful Mission style building at the corner of Cress street and the Coast Highway.

A profusion of flowers in beautiful baskets lined the walls, stairway, window seats, clerk's desk and the low coffee tables grouped around the spacious lobby and dining room.

A five-piece orchestra lead by Miss Edith MacDonald, dispensed ball-room music during the evening and the guests danced, visited at the cheery fireplace on the comfortable divans, roamed about the building or had tea, punch and wafers which were bountifully supplied by the host and hostess.

Withal there was a feeling of informality and friendliness about the affair which warmed the heart and made one feel proud in the achievements of Laguna Beach and its artist host and hostess, Mr. and Mrs. William W. Riddell.

Artists seen among the throngs of visitors were Mr. and Mrs. William Wendt, Mr. and Mrs. Karl Yens, Mr. and Mrs. Thomas L. Hunt, Mr. and Mrs. Clarence Hinkle, Frank W. Cuprien, Miss Edith Loop, Miss Alice Fullerton, Miss Julie Raymond, Mrs. Ida Randall Bolles, Mr. and Mrs. William A. Griffith, Miss Anna A. Hills, Miss Virginia Woolley and Mr. and Mrs. William Swift Daniell.

**FUNNY FRUITS ARE PROMISED**

Berdoo Orange Show to Exhibit Red Lemons and Sweet Oranges

SAN BERNARDINO, Janu. 23. Four hundred varieties of citrus fruits will be on exhibition at the nineteenth National Orange Show to be held February 14-24, according to announcement made by the Ma-

**Rare Volumes in New Book Store**

Robert L. Brown, who opens his new book store at 208 West Fourth street, Santa Ana, today, has books which are popular and books which are rare and unusual.

On his well stocked shelves are books on ancient Chinese ceramics, lacquers and jades, on rare porcelains of the Ming and earlier dynasties; on Chinese furniture and houses.

The "History of American Painting," in Mr. Brown's store, should be of special interest to Lagunans. "Early American Wrought Iron" will appeal to those interested in antiques, and the "Dictionary of English Furniture" will find favor with many.

Romance, architecture of different lands, including pre-historic Mayan and of other ancient races as well as modern styles; England as it was and as it is today; and a wide variety of topics—wide enough to enlist the interest of any reader—are in the new store.

Mr. Brown is moving from 105 East Fourth street to 208 West Fourth street and is enlarging his quarters to give increased service, according to a press account, and special fittings, lighting fixtures and other equipment contribute to the service.

**Canadian Picnic Set for Feb. 9**

The 18th Annual Winter reunion and picnic of Canadians under the auspices of the Canadian Tourists' Association is set for February 9 as an all-day affair. It is to be held at Exposition Park, Los Angeles, corner Santa Barbara and Hoover. No admission charge is made and the invitation is general.

First stated meeting of the Laguna Beach Masonic Lodge will be held the Ma-

**Local Orchestra Made Hit at Hotel Opening**

The new ballroom orchestra under the direction of Edith McDonald made a big hit at the opening reception and dance at La Casa del Camino Saturday night.

The five members were recruited from Laguna and vicinity and played together on this, their first appearance in Laguna Beach, like old veterans in the dance orchestra class.

Many compliments and good Y

**Quick-Fascinating**

New beauty for with DU



TO bring gaiety and cheer. De into every room—use Duco. It's so easy. Duco is easily applied with a brush or convenient hand-sprayer. It dries quick! Furniture old and new—pieces bought unfinished; any or all with



Again, the "Arts and the Artists" section of the same edition of the paper dedicates another glowing feature to La Casa del Camino, this time not to the paintings inside, but instead, to the building itself: "La Casa del Camino is Art Achievement".

*"Beautiful architecture, furnishings, pictures, music, sculpture and drama were all blended in La Casa del Camino at the brilliant opening reception Saturday afternoon and evening, January 26. The building itself is a work of art. The color scheme is carried out in the most daring fashion possible to such artistic experience as is possessed by Mr. and Mrs. W. W. Riddell who have expressed their artistic feeling."*

One can see in this clear expression of delight over the design and daring of his building that William Riddell was as well respected in the local art community, as he was in the local business community. One begins to understand just how special Riddell thought his hotel should be, and how special the community regarded it.

In remarkable contrast, the opening of the Coast Inn, which occurs a mere 4 months later, is covered in a small, four paragraph article on the front page of the South Coast News. Though the May 17<sup>th</sup>, 1929 article does a fair job of describing the Coast Inn and its

amenities, nowhere is there even a hint of the pomp and circumstance that surrounds the opening of La Casa del Camino. Surely this is a testament to the stature of William W. Riddell, and the graciousness of the hotel itself.





## Laguna in Need of a New Dining Establishment

Also in the February 1<sup>st</sup> edition of the South Coast News there appears, for the first time, an advertisement stating the “Dining Room of the La Casa del Camino Hotel for Lease – Very Reasonable Rent to Competent Lessee”. This is important to note because within a few weeks time, we see another ad in the March 1<sup>st</sup> edition of the South Coast News that the “La Casa del Camino Café to Open March 10 – Make Reservations Now for Formal Opening March 15 at 6:30”.

Within a month the dining room had been leased, and preparations made for opening a restaurant only two short weeks later. This clearly speaks to the highly desirable location that La Casa del Camino afforded a restaurant owner, and to the growing need for more eateries within Laguna Beach.

A headline in the March 8<sup>th</sup>, 1929 edition of the South Coast News proclaims: “Hotel Café Open March 15 – Many Reservations by Chamber, Citizens”. It is clear that Riddell wanted to keep up the momentum that the grand opening had generated, and he uses the media to again tout the exclusive and desirable honor of attending the opening of the new restaurant in his hotel. The article goes on to explain:

*“Because it is expected that table places will be at a premium at the official opening of La Casa del Camino Café in the new hotel Friday evening, March 15, tickets have been printed in order to permit assuring places to those who*

**CAFE**  
*la Casa del Camino*

Will Open in an Informal Way  
**SUNDAY, MARCH 10TH**

**RESERVATIONS**  
Are Now Being Made for the  
**FORMAL OPENING**  
**Friday, March 15**

Under the Auspices of the  
**CHAMBER OF COMMERCE**

**7-COURSE BANQUET AT 6:30 P.M.**  
Followed By an Entertaining Program

Make reservations at Cafe, Phone 2638; Geo. Dunham, secretary Chamber of Commerce, or any member of the Board of Directors.

**MINSTREL QUARTET**  
AT CLAY WORKS  
About 25 members of the Community Club gave a stag dinner at the clubhouse at 7:30 Wednesday, March 6, in honor of the 25 minstrels who gave the show for the club last week.

A delicious twelve dinner, cabaret program and a smolder were the chief items of entertainment. Roy Williams acted as host and aided the committee in arranging.

**SCARFS \$1.50**  
HUGH J. LOWE  
Successor to  
W. A. HUFF CO.  
Men's Wear Boys' Wear  
100 West Fourth

**LAGUNA BEACH FURNITURE COMPANY**  
344 Front Avenue  
Laguna Beach

*make reservations. "Tickets are on sale at the hotel and at the Chamber of Commerce. A 7-course dinner is to be served, the price \$1.50."*

Specially built furniture, a modern, "first class" kitchen, and a famous chef from Los Angeles round out the amenities that make the opening party of the La Casa del Camino Café another special Laguna Beach event not to be missed:

*"Because of the interest centered in the success of the hotel, and in the opening of the café, many reservations have been made, and tickets are offered in order that those who wish to be at the opening may be sure of places."*

On March 15<sup>th</sup> the front page of the South Coast News heralded the special event in a headline: "New Café to Open Friday – Limited Reservations as Official Bow to Public Made". Although it had already been open for business for nearly a week, the Café was making final preparations for the big event:

*"Though it has been open for business since Sunday, the La Casa del Camino Hotel Café, operated by Mrs. Clara I. Brisbin and Miss Carol Brisbin, officially greets guests Friday. Reservations have been limited, because of the desire to give the regular standard of service to the seating capacity of the dining room....Many compliments have been showered on the cheerful dining room with its special built furniture, the specially made pale yellow dishes, and the orange and blue color scheme."*

The opening of the Café was, as expected, as grand an event as Riddell had hoped for. Attended by local city officials, businessmen, and artists, the event marked a change in the social order of the city. The hotel and its café are now becoming the center of social and cultural life. The March 22<sup>nd</sup>, 1929 edition of the South Coast News makes note, on the front page, that there has been a change in the regular meeting place for the local Business and Professional Women's Club:

*"Change of place of meeting is announced by the Business and Professional Women's Club of Laguna Beach for the second March meeting, scheduled for March 26. It is to be held at the La Casa del Camino Café instead of the Tea and Tiffin as formerly."*

One can be sure that the Tea and Tiffin was not so pleased with the opening of the La Casa del Camino Café, but the shift in focus towards Riddell's hotel and the La Casa del Camino café was unstoppable. La Casa del Camino was destined to become a center for business, cultural, and social activity for decades.



Section two of the March 22<sup>nd</sup>, 1929 edition of the South Coast News features an article detailing the more business like events which took place at the Café's opening. Under the headline "Café Opening Well Attended" the article goes on to describe how the Chamber of Commerce was using the event as "a forerunner of its active drive set for the following Monday".

Those in attendance who gave short speeches at the opening included various city officials as Mayor Frank B. Champion and City Attorney Moresby White, as well as William W. Riddell, and the head of the Lion's Club, Al Burns. Other attendees included esteemed community members such as artists Mr. and Mrs. Joseph S. Thurston, Mr. and Mrs. William Wendt.

This gathering can be seen as the precursor to many other business, professional, and social clubs that would make the La Casa del Camino Hotel and Café their official meeting place. Though over the years the name of the Café would change, the luster of the place would not, and many would continue to see

the advantage of being aligned with such a high profile building and high profile individual as La Casa del Camino and William W. Riddell.

The hotel and café would go on for another twenty five years as a welcome retreat for local artists, a first class accommodation for those visiting the Laguna Beach area, and a premier location to conduct business and social events. Hollywood notables were drawn to the hotel for its welcome atmosphere and its magnificent views of the California coastline. Many stayed at the hotel while making films in the area including such classics as “Evangeline” and “All’s Quiet of the Western Front” in 1929 and 1930 respectively.

It is even rumored that J. Paul Getty and Howard Hughes once played a game of backgammon in the lobby. Such was the glamour of La Casa del Camino in the 1930s. The hotel had become a cornerstone of the community and a magnet for social life foretelling a new era of growth and interest in Laguna Beach.

### The Threat of War

Throughout the decade of the 1940’s articles and ads continued to appear in the pages of the South Coast News detailing the many events and happenings surrounding the hotel and the community at large. It was a time of great change, both for Casa del Camino and for the nation which, in December of 1941 found itself inexorably tangled in a world war. Until then, the war had raged along on the other side of the globe, safely away from home, but the bombing of Pearl Harbor in December of 1941 tipped the scales of balance away from neutrality and into a war that found the country fighting on two continents. The nation’s entry into the war naturally brought many changes on the home front, both socially and economically. This turmoil is evident in the history of diverse events that would shape the hotels direction for the middle of the 20<sup>th</sup> century.

Aside from documenting the various social events taking place at the hotel and café, the news papers also reveal, through both articles and advertisements, a series of transformations occurring within the hotel. New owners, new managers, new restaurants and even a new pharmacy that ultimately replaces the restaurant are evidence that the 1940s was a decade of change for la Casa which had now become known as the Del Camino Hotel.

Starting with the January 19<sup>th</sup> edition of the South Coast News we see an announcement that notes that the:



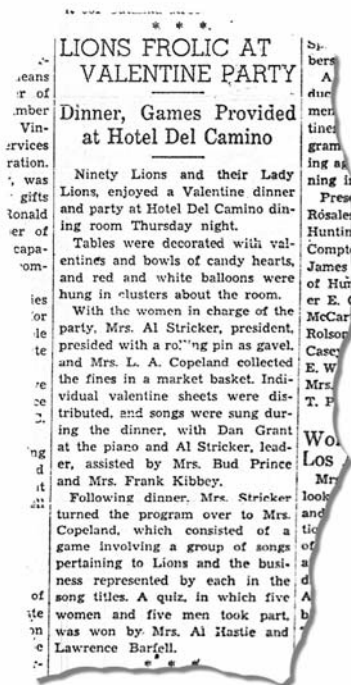
*"20 – 30 Club meets for its regular meeting, Thursday evening at 6:30 o'clock at the Mad Hatter café in the del Camino Hotel."*

The March 12<sup>th</sup>, 1940 edition of the South Coast News proclaims that the "Lady Lions Dine Thursday Night":

*"Lady Lions, otherwise known as wives of Lions club members, will meet for dinner at the Mad Hatter café, Hotel Del Camino, Thursday evening at 7 o'clock."*

And the February 18<sup>th</sup>, 1941 edition of the South Coast News announces that the "Lions Frolic at Valentines Party with Dinner, Games provided at Hotel del Camino":

*"Ninety Lions and their Lady Lions enjoyed valentine dinner and party at Hotel Del Camino dining room Thursday night. Tables were decorated with Valentines and bowls of candy hearts, and red and white balloons were hung in clusters about the room."*



Such was the atmosphere at Hotel Del Camino before the war, but as evidenced by the remarkable lack of similar articles and announcements in the paper through the years of 1942, 1943 and 1944, it is clear that the war years had changed the focus of social life in Laguna Beach, just as it had across the country. However, in the spring of 1945, as the world awaited the coming news of victory in Europe, a new life was awakening at La Casa del Camino. A nearly half page ad in the March 22<sup>nd</sup>, 1945 issue of the South Coast News proudly proclaimed that Friday, March 23<sup>rd</sup> would see the "Grand Opening of Laguna's Newest and Finest Place to Dine – DeMill's Dining Room.":

*"A bit of enchantment that is New Orleans. Recipes for Fruit of the Bayou as prepared by Jean DeMille in the quaint old city of New Orleans, or La Nouvelle Orleans as it was fondly called by its French speaking inhabitants. DeMille brings to Laguna Beach those succulent dishes which in former years were famous among gourmets of all nationalities. And there too, the Creole kitchens were filled with the delicate aroma of Gumbos, of Jambalaya, and of all manner of savory dishes."*

Serving a "De Luxe Breakfast" until noon, and a \$1 Dinner from 4pm to 9pm DeMille's aimed to place itself squarely back into the spotlight that had shown on La Casa in earlier years. We again see announcements for activities and meetings at the hotel's restaurant as in the May 3<sup>rd</sup>, 1945 announcement of the Laguna High school seniors and faculty breakfast where:

*"Laguna high school seniors and faculty members totaling 126 enjoyed their annual May day ham-and-eggs breakfast at Hotel del Camino dining room Thursday morning at 7 o'clock."*

Unfortunately, the party would not last for long for DeMille's Dining Room for only 6 months later would an announcement in the September 4<sup>th</sup>, 1945 edition of the South Coast News herald the coming of a new restaurant to the Del Camino Hotel, the Del Camino Inn:

*"Jackie and Russell, formerly with the White House Café are happy to announce that they are now at Del Camino Inn where they will be glad to meet their old and new friends and those perspective new friends who are looking for an attractive place to dine, with the assurance that they will find only the best foods, properly prepared and served in that place."*

*Grand Opening*  
of Laguna's  
Newest and Finest Place to Dine  
**DE MILLE'S  
DINING ROOM**  
Del Camino Hotel 1289 Coast Blvd., South  
**Friday, March 23<sup>rd</sup>** AT 4 p.m.

A BIT OF THE ENCHANTMENT THAT IS NEW ORLEANS  
Recipes for Frit of the Bayou as prepared by Jean DeMille in the quaint old city of New Orleans, or La Nouvelle Orleans, as it was fondly called by its French speaking inhabitants. DeMille brings to Laguna Beach those succulent dishes which in former years were famous among gourmets of all nationalities. And there too, the Creole kitchens were filled with the delicate aroma of Gumbos, of Jambalaya, and of all manner of savory dishes.  
JEAN DE MILLE.

De Luxe Breakfast Served Daily, 8 A.M. till Noon  
Dinner Served Daily, 4 P.M. to 9 P.M.

*Opening Menu*

<i>Fruits of the Bayou--</i> <i>Foods that will be featured:</i> <b>ENTREE</b> Jambalaya, aux Crevettes (Fresh Shrimp Jambalaya) Louisiana Oysters, a la Carbonade Baked Lobster, Thermidor Roast Prime Rib of Beef, au Cresson Broiled Extra Thick Filet Mignon, Mushroom Sauce One-Half Fried Spring Chicken, a la Milanaise Roast Young California Turkey, Chestnut Dressing. Chicken Gravy Mushroom and Chicken Omelet, Julienne Potatoes Special -- Sherbet Baked Potatoes Candied Sweet Potatoes Asparagus Mixed Green Salad DeMille's French or Thousand Island Dressing		<b>APPETIZER</b> Fresh Fruit Cocktail Chicken Gumbo, Creole Apple Cider Consommé, Potage Deep Sea Crab with Spaghetti Fresh Sea Ribs with Almond Butter Broiled N. W. or Top Sirloin Steak, Maitre d'Hotel Swift's Premium Baker Ham, Cumberland Sauce <b>DESSERTS</b> Vanilla Ice Cream Strawberry Sundae Fresh Peas Peach Melba Orange Sherbet Fresh Cakes Fresh Apple and Cherry Cobbler Mixed Nuts Desert Dates Cafe Noir Yes, Milk After Dinner Mints
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*For a Real Treat--*  
*Plan to Dine Here Soon*

It is not known for certain what lead to the rapid decline of DeMille's Dining Room, but the introduction to the Del Camino Inn is telling in that it makes clear "that they will find only the best foods, properly prepared and served in that place." Perhaps the "delicate aroma of Gumbos, of Jambalaya, and of all manner of savory dishes" did not appeal to the local clientele, or perhaps Ms. DeMille and her staff was not fully capable of serving her customers properly. What ever the reason, the newly opened Del Camino Inn made every effort to correct the issue and proudly advertised in later editions of the paper that "if you want really fine food, properly served, drop in and see Jackie and Russell".



1945 was coming to an end on a high note. Victory in Europe and in the Pacific had been secured 6 months before, and a nation so long at war was again finding time and reason to celebrate. You could finally get a decent meal at La Casa del Camino's restaurant, and 1946 promised an even grander future. No wonder then that Jackie and Russell began to make preparations for their

lavish 2 dollar New Years Eve celebration where guests could choose to dine on "fresh shrimp or fruit cocktail...chicken noodle soup or chef's tossed green salad...roast young Oregon tom turkey...Virginia ham...broiled live lobster...or roast young duckling". All for a mere 2 dollars, and it even included hot rolls and butter and your choice of pies or ice cream.

If the New Years Eve celebration at Del Camino Inn was any indication, things were looking up for everyone in 1946, but an add in the January 8<sup>th</sup>, 1946 South Coast News portends a different scenario. "Del Camino Inn Under New Management" it proclaimed. "William H. Baker, Owner." What had happened to Jackie and Russell? They'd lasted only 3 short months, not even as long as Jean DeMille. There is again, no mention of how or why, but the Del Camino Inn was now under new management, who also promised "Our dinners are superb". Perhaps, but as Jean DeMille and Jackie and Russell could attest, things change pretty fast at La Casa del Camino and Mr. Baker would also find himself in a similar circumstance.



Other events would help mark 1946 as an extraordinary year for La Casa del Camino including the near drowning of a hotel guest in the surf just beyond the hotel. The March 5<sup>th</sup> edition of the South Coast news described the scene:

### Hotel Guest Here Is Rescued From Surf Drowning

Said to have struck a submerged object as she dove into the surf off the Coast Inn Friday afternoon, Mrs. Alice P. Roberts, 50, a guest at the Del Camino hotel, narrowly escaped drowning when the blow reportedly knocked her unconscious.

Herman Roeber, employed at the Coast Inn, noted the accident and brought her to the beach. Mike Suhy, member of the volunteer fire department, in the neighborhood at the time, is credited with successfully applying artificial respiration.

Taken by Carl Mays ambulance service to the Santa Ana Community hospital, Mrs. Roberts returned here the following day after receiving treatment for shock and head cuts.

Reported a prominent resident of San Francisco, Mrs. Roberts had been a guest at the Del Camino hotel since January 30. Hotel employees stated that she frequented the surf during her stay here.

*"Said to have struck a submerged object as she dove into the surf off the Coast Inn, Mrs. Alice P. Roberts, 50, a guest at the Del Camino Hotel, narrowly escaped drowning when the blow reportedly knocked her unconscious...Mike Suhy, member of the volunteer fire department, in the neighborhood at the time, is credited with successfully applying artificial respiration."*

*"Reportedly a prominent resident of San Francisco, Mrs. Roberts had been a guest at the Del Camino hotel since January 30<sup>th</sup>. Hotel employees stated that she frequented the surf during her stay there"*

However, what could be seen as the most important news of the year came on the front page of the April 2<sup>nd</sup> 1946 edition which read: "Del Camino Hotel Brings \$175,000 in Sale by Scott". La

Casa del Camino now had new owner, its third in its young seventeen years"

*"An old landmark in Laguna Beach changed ownership for the third time last week when the Del Camino hotel at 1289 Coast boulevard South was sold by S. C. Scott to Mr. and Mrs. Ray Reaburn of Long Beach for a reported sum of \$175,000."*

The article goes on to include a brief history of the hotel from its construction by William Riddell in 1929 to its popularity with the film makers and actors who stayed at the hotel during the filming of "Evangeline" and "All Quiet on the Western Front" in 1929 and 1930 respectively.

TUESDAY, APRIL 2, 1946—SIXTEEN PAGES

BEST TO TOMORROW

### Del Camino Hotel Brings \$175,000 in Sale by Scott

**Long Beach Couple  
Buy Old Landmark  
Built by Artist**

An old landmark in Laguna Beach changed ownership for the third time last week when the Del Camino hotel at 1289 Coast boulevard South was sold by S. C. Scott to Mr. and Mrs. Ray Reaburn of Long Beach for a reported sum of \$175,000.

The hotel was started in June, 1928, and completed in January, 1929, by William W. Riddell, a Laguna artist, whose studios are located at 2001 S. Coast boulevard. Riddell's hospitality is well remembered by the older residents of Laguna. On the opening night the whole city was invited to celebrate the event.

Musical entertainment was provided and refreshments served by the owner. It became very popular with the local artists as well as ones from out of town, and its register held names of many famous painters.

One of the Del Camino's first guests was Harold McCormick who reserved practically the whole second floor for the summer of 1929. When "Evangeline" was being filmed here Dolores Del Rio made it her home, and later when "All Quiet on the Western Front" was being made up near Corona del Mar, Lew Ayers and his troupe had headquarters there.

During those early days in Laguna, bartering was quite popular with the residents and many paintings and other works of art were traded for more earthly things such as stoves and washing machines and furniture. Riddell recalls how he swapped two of his moonlight paintings for a tile seat which still stands at the main entrance of the hotel.



taken in Las  
Mrs. Emma  
of Master  
ie, Laguna  
Stewart,  
rt, local  
Stewart,



It is not exactly clear when or why the hotel was originally sold by William Riddell to S. C. Scott, having not found any reference to the event in the South Coast News archives. However, we can see through this article that the legacy and influence of William Riddell was still strong at the time as evidenced by the acknowledgement by the author that:

*“The hotel was started by William W. Riddell, a Laguna Artist whose studios are located at 2001 South Coast boulevard. Riddell’s hospitality is well remembered by the older residents of Laguna. On the opening night the whole city was invited to celebrate the event.”*

The hotel and its restaurant, now known as the Del Camino Inn went on after the sale and appeared to flourish. Many ads for weekend breakfasts, Sunday dinners, and special event meals like Easter appeared in the following weeks. But the summer of 1946 brought more change to the hotel as the restaurant changed name once more. In the August 13, 1946 edition of the paper we see an add for the newly named “Del Camino Grill” which proudly asks the reader to “Try our Prime Ribs of Beef”.



*William W. Riddell, circa 1930*

This new change in restaurant name, along with the other changes in hotel ownership that had come in previous months may have prompted some bewilderment among the customers of the hotel leading the management of the Del Camino Grill to take out a large add in the September 24, 1946 edition of the South Coast News proclaiming: “Yes, We Still Have...Steaks”.



Of course, it’s not known with any certainty whether this ad was truly in response to some confusion or simply a clever ploy to bring in hungry diners who’d become used to food rationing and restrictions during the war. Either way, it seemed to do the trick and the Del Camino Grill stayed in place at the hotel for another two years.

## It's Clean

Spring seemed to bring with it a sense of rebirth for the Del Camino hotel during the last half of the 1940s. April of 1946 had brought with it a new owner, and a new name for the hotel's restaurant. 1947 would follow suit and again herald a new proprietor and new direction for the hotel. The April 17<sup>th</sup>, 1947 edition of the South Coast News explained that:

*"Lt. Col. (ret.) George D. Omer is the new manager of Hotel Del Camino, 1289 So. Coast boulevard, which was recently sold to Dick Vlastos. Omer, who has lived in Laguna with his wife at 270 Brooks Street for some time served in the USMC oversees in the Central Pacific during the war. He managed the Laguna Heights apartments on So. Coast boulevard until recently."*

Without other reports that state to the contrary we must assume from this article that Mr. Dick Vlastos purchased the hotel from Mr. and Mrs. Ray Reaburn

who themselves had purchased it a year earlier from Mr. S. C. Scott.

Unfortunately, no sale price or other information about the sale is included, so we do not know why the Reaburns sold the hotel, however, it may have been due to the challenge of operating a hotel in the growing and changing environment of the burgeoning post war economy. These challenges would be visited upon the new owner, Dick Vlastos, in the form of a law suit by Mr. Omer only a few months later.

An article in the November 1<sup>st</sup> edition of the paper announces the pending outcome of the case with the headline "Hotel Lease is Basis for Suit" and goes on to explain the nature of the disagreement:

*"The Omers alleged they had leased the hotel last March 31 and deposited \$10,000 as security, but on Sept. 22 were served with notice to pay \$3000 for*

### 10 South Coast News

#### Hotel Lease Is Basis of Suit

Answer is expected to be filed within several days to a suit filed last Friday in superior court to recover money advance on a lease of the Del Camino hotel here. Mr. and Mrs. George D. Omer filed the suit against Dick Vlastos as lessor and Frank Keency as trustee.

The Omers alleged they had leased the hotel last March 31 and deposited \$10,000 as security, but on Sept. 22 were served with notice to pay \$3000 for September rent or deliver the premises. They gave up the premises, they said, but claimed the rent to that date should have been only \$2200. They demanded judgment for \$7800.

In a second cause of action they said they had given Vlastos a promissory note for \$6250 which was secured with a trust deed. They said they had offered to accept \$1550 as the amount owed them as difference in the two debts, and then asked the court to rule that to be the case.

Mrs. J. Homer Foster, 561 Canyon road, has been appointed district representative for the Orange County Tuberculosis and Health Association. Not only will Mrs. Foster, who is prominent in the Women's Veteran's Auxiliary and the church clubs, aid in the drive, but also in the health program which will be extended to cover heart trouble as well as tuberculosis. Frank Henderson, executive secretary, announces that the association will X-ray civilians at both the Lighter-Than-Air Base and the El Toro Marine Base, Nov. 17-19.

ing all guests. Make early. That is all. Leonhardt."

#### Omer to Operate Hotel Del Camino

Lt. Col. (ret.) George D. Omer is the new manager of Hotel Del Camino, 1289 So. Coast boulevard, which was recently sold to Dick Vlastos.

Omer, who has lived in Laguna with his wife at 270 Brooks street for some time served in the USMC overseas in the Central Pacific during the war.

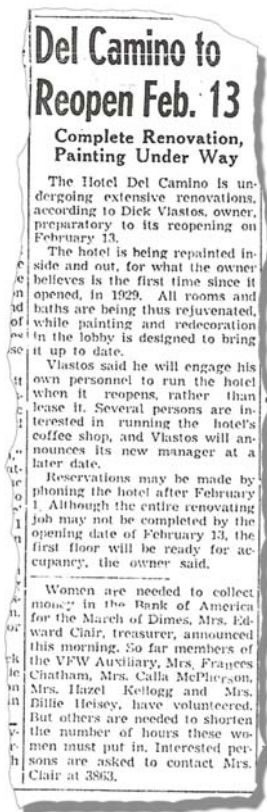
He was chief of staff to the island commander of Apamama in the Gilberts; operations officer for the island commander of Enewetoc; in the Marshalls; and executive officer for air group 21 at Guam.

He managed the Laguna Heights apartments on So. Coast boulevard until recently.

#### Jean Hooker Wins

*September rent or deliver the premises. They gave up the premises, they said, but claimed the rent to that date should have only been \$2200. They demand judgment for \$7800."*

No subsequent article is found that details the outcome of the suit, but we do gain some insight from an article which appears about 2 and a half months later on January 27, 1948 entitled "Del Camino to Reopen Feb. 13".



*"The Hotel Del Camino is undergoing extensive renovations, according to Dick Vlastos, owner, preparatory to its reopening on February 13.*

*"The hotel is being painted inside and out, for what the owner believes is the first time since it opened in 1929. All rooms and baths are being thus rejuvenated, while painting and redecoration in the lobby is designed to bring it up to date.*

The article goes on to explain when the renovations are to be complete and when reservations can be made. But most telling is the statement that:

*"Vlastos said he will engage his own personnel to run the hotel when it reopens, rather than lease it...Vlastos will announce its new manager at a later date."*

No doubt a reaction to his recent law suit with George Omer, it would appear that his choice to hire his own personnel was seen by Mr. Vlastos as a way to mitigate the potential for further issues with leasing the hotel. Without such distractions Vlastos could concentrate on the renovation of the hotel and prepare for its opening in February.

To herald this opening several ads appear in the February, 1948 South Coast News suggesting that "While in Laguna" one should "Stay at the Hotel Del Camino...Completely Renovated, Painted Inside and Out." The ad's real selling point, though, was it's closing line:

*"It's Clean".*





## Hotel for Sale, Furnished

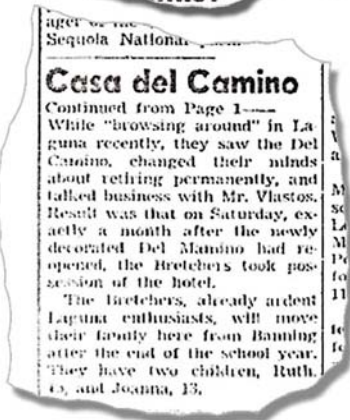
The very next month, on March 16, 1948, the South Coast News ran a story on the cover headlined “Hotel Man Buys Casa Del Camino”. In less than the span of a year from April of 1947 to March of 1948 the hotel had again changed hands:

*“Sale of Hotel Del Camino, 53-room hostelry which has recently renovated and modernized, was confirmed today by Dick Vlastos, former owner and the hotel’s new proprietor, John M. Bretcher of Banning. The purchase price, which included furnishings, was in excess of \$200,000, the two men indicated.*

*“Mr. Bretcher and his wife had been in the hotel business 15 years, off and on, formerly owned the San Geronio Inn and Hotel Banning, and had retired after selling the latter a year and a half ago.*

*“While ‘browsing around’ in Laguna recently, they saw the Del Camino, change their minds about retiring permanently, and talked business with Mr. Vlastos. Result was that on Saturday, exactly a month after the newly decorated Del Camino had re-opened, the Bretcherrs took possession of the hotel.*

*“The Bretchers, already Laguna enthusiasts, will move their family here from Banning after the end of the school year. They have two children, Ruth 15, and Joanna 13.”*



The sale of the hotel to the Bretchers would bring more changes to the Del Camino, including a new direction and life for the restaurant which had, for so many years, changed owners, names, and menus. Ads begin appearing in the paper for the Del Camino Pharmacy, and the Del Camino Fountain and Coffee Shop. The restaurant space had finally been converted to a more retail focused establishment where local customers could shop for and “Save when you buy at Del Camino Pharmacy” things such as “Everyday Drugs, Baby Foods, Tobacco, Cosmetics, and Soda Fountain”.

These were the days when could still by a cup of coffee for a nickel, a jumbo ice cream soda for 20 cents, and a "Home Cooked" lunch for 75 cents. A bottle of shampoo or wild root cream-oil tonic would fetch 59 cents, and a good cigar could still be bought for a dime.

## DRUGS

**DEL CAMINO PHARMACY**

**SCHOOL SUPPLIES!**  
Note Book  
COVERS  
38c

**Richard Hudnut Permanent Wave Kit \$2.75**  
Rettills \$1.50  
Taperette COMB \$1.00

**Fresh Shipment**  
**Whitman's Chocolates Sampler \$2.00**

**Imported English Brushes**  
Hand Brushes  
Nail & Clothes  
Whalebone Hair Brushes

**EVERYDAY DRUGS**

8 lb. Bathing Epsom Salts	39c
Alka-Seltzer—large	54c
Bengay—regular or mild	69c
Mentholatum—tube or jar	29c
Bromo Quinine Tablets	39c
ST 37 Solution—5 oz.	59c
Citrate of Magnesia	19c
Insulin U 40 10cc (Lilly)	\$1.28
Carter's Liver Pills	29c

**BABY FOODS**

Dextro Maltose	67c
Pabulum & Pabens	23c
SMA Liquid	\$1.03
Mead Oloom Percomorph	34c
ADC Drops 15 cc P.D.	\$1.66
Carex	12c
Evenflow Units Complete	25c
Formula Pitcher—1 qt.	49c

**SODA FOUNTAIN & COFFEE SHOP**

**JUMBO ICE CREAM SODA**  
with Whipped Cream  
**20c**

**Home Cooking**  
**MERCHANTS LUNCH**  
**75c**

**CLUB BREAKFASTS SERVED ALL DAY**  
Waffle & Coffee **30c** All Day

**THE BEST CUP OF COFFEE IN TOWN**  
Anytime **5c**

**TOBACCO**

Cigarettes—popular brands	17c
Carton	\$1.50
P.A., Velvet and Half & Half	13c
Briggs, Raleigh, Edgworth	15c
Star & Horseshoe Plug	12c
Cigars—Van Dyke & Owl	10c
Box of 50	\$4.40
Candy Bars, Gum Mints	5c

**COSMETICS**

Chen-Yu Nail Polish	60c
Lip Stick	\$1.00
Naylon Nail Polish	60c
Lip Stick	\$1.00
4711 Ice Cologne	\$1.50
Yardley Lotus Cologne	\$1.50
Blue Carnation Talcum	55c
Hudnut Egg Shampoo	\$1.00
Crepe Rinse	\$1.00

Federal tax extra

**YOU SAVE WHEN YOU BUY AT -**  
**DEL CAMINO PHARMACY**  
1285 Coast Blvd., So. (Corner Cross) Del Camino Hotel Bldg.  
Phone 3594  
Open—8:30 A. M. - 10:30 P. M. Monday Through Saturday  
Sunday—8:00 A. M. - 5 P. M.

However, as enthusiastic as the Bretchers may have been to be about the hotel and its new drug store and soda fountain, they would go on to own La Casa for only a short while. Nine months after purchasing it from Dick Vlastos the December 21<sup>st</sup>, 1948 edition of the paper again headlined the sale of the hotel when it states: "Samuel Goldy buys 54-Unit Del Camino Hotel." For the fourth time in less than two years the hotel had changed owners, and this time the reason for its sale is less than clear. Even more unusual is that the text of the article goes on to explain that the selling party was not the

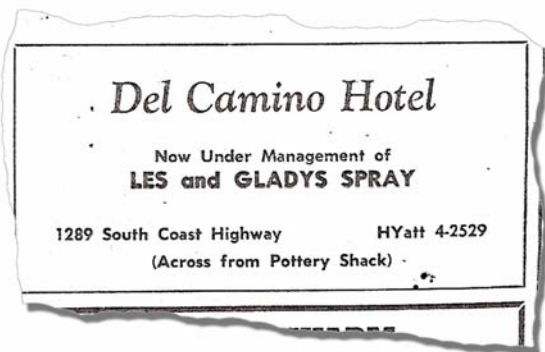
Bretchers, who'd purchased the hotel 9 months earlier, but a mysterious L. V. Bostwick:

*"Samuel Goldy, former owner of the Plantation Motel in Dana Point, has purchased the 51-unit Del Camino hotel at 1289 S. Coast boulevard from L. V. Bostwick.*

*"Mr. Goldy owned the Plantation Motel for four years before he sold it in March 1947. He was formerly associated with Police Chief William H. Bachman of Laguna Beach on the police department in Los Angeles."*

Unfortunately, no mention is made in the article of who L. V. Bostwick is, or how he came to own the hotel from the Bretchers. Neither does it elaborate on why Mr. Goldy purchased the hotel or for what price. However, it appears that, with this sale, the flurry of ownership changes and management shake ups that were so typical for the last half of the 1940s were at an end and that the hotel would once again settle into its role as a cornerstone of community service. Aside from the regular ads for the hotel and its café, articles about the hotel remained sparse in the paper for the remaining years of the 1940s on through the 1950s and early 1960s.

In the February 16, 1956 edition we learn that the "The newly decorated Del Camino Hotel Dining room and Coffee Shop will be open, under new management, on Saturday, Feb. 18". On July 12, 1962 a small ad in the corner of the paper tells us that the "Del Camino Hotel Now Under Management of Les and Gladys Spray", but otherwise, the news paper is silent about the day to day goings on at the hotel for many years.



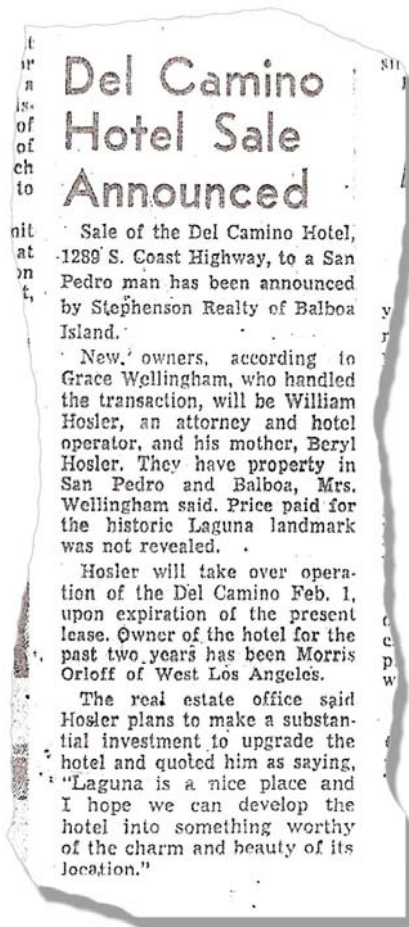
### Dazed and Confused

The 1960s had brought with them a new energy and a new sense of identity to the nation. The election of John F. Kennedy in 1960 and his subsequent call to service for America's youth marked the beginning of a new perception about what America could and should be. Camelot gleamed on the shores of the Potomac and the nation seemed poised for great strides in the long battle of civil rights.

However, the assassination of J.F.K. in November of 1963 seemed to shatter this conception and forced the nation to reevaluate its identity and direction. Fueled by the invasion of British rock, the ongoing war in southeast Asia, and a growing culture of drug use and free sex the course of American popular culture was directed inward and focused itself on the questions of reality, identity, and purpose.

In large cities across the country and even in small communities like Laguna Beach a feeling of restlessness and rebellion was growing. The post war baby boom and straight laced, "Father Knows Best" conformity of the 1950s was giving way to a new culture of expression and exploration and the Del Camino Hotel would find itself at the center of that culture.

During the mid 1960s and well into 1970s the hotel became a popular hang out for local surfers, hippies, and even counter culture icons like Dr. Timothy Leary leaving a patina of drug use and free love over the grand edifice that had once been William W. Riddell's landmark hotel. The problems stemming from this "occupation" would manifest themselves on the structure in various ways, from peeling paint to thread bare carpet beaten up by endless drug induced love ins and perilous surfboard rides down the stairs into the lobby. Even branches, spreading out from the courtyard's trees, were allowed to grow in through the hotel's windows instead of being trimmed. Differed maintenance became the operating norm and the aging structure's decline was further compounded by the then owner's apathy and indifference.



Perhaps it was a natural evolution for a place that had always reached out to the community with a welcome embrace for its citizens as well as it's traveling guests, but the abuse began to take its toll on the aging structure. The grand cultural and community center that had once been La Casa del Camino languished in a semi-dilapidated state for many years.

Then, in the November 27, 1968 edition of the News Post, formerly the South Coast News, we learn that, again, the hotel was for sale with the headline: "Del Camino Hotel Sale Announced."



*“Sale of the Del Camino Hotel, 1289 S. Coast Highway, to a San Pedro man has been announced by Stephenson Realty of Balboa Island.*

*“New owners, according to Grace Wellingham, who handled the transaction, will be William Holser , an attorney and hotel operator, and his mother, Beryl Hosler. They have a property in San Pedro and Balboa, Mrs. Wellingham said. Price paid for he historic Laguna landmark was not revealed.*

*“Hosler will take over operation of the Del Camino Feb. 1, upon expiration of the present lease. Owner of the hotel for the past two years has been Morris Orloff of West Los Angeles.*

*“The real estate office says Hosler plans to make a substantial investment to upgrade the hotel and quoted him as saying ‘Laguna is a nice place and I hope we can develop the hotel into something worthy of the charm and beauty of it’s location.’”*

This is a telling bit of news, if one can read between the lines. According to the “real estate office” Mr. Hosler will need to make a “substantial investment” in the hotel to make it “worthy of the charm and beauty of it’s location.” Clearly the Del Camino Hotel was only a ghost of its former self. Forgotten, it seemed, were the days of splendor and dignity that once typified La Casa del Camino, hidden beneath the haze of decay and indifference that swirled around the maturing edifice through the decade of the 1960s..

Personal Reflections from the 1960s by some Laguna Locals

*My house at 1503 Carmelita was close by and I occasionally walked to the hotel to visit surfer and hippie friends who had their own private rooms there. I remember surfboards, faded Hawaiian shirts, draw-string madras pants, Birkenstock shoes and beach thongs, broad-rimmed straw hats, Paisley fabrics draped everywhere, the overpowering scent of patchouli and musk oil, and occasional wafts from hookah pipes. I never witnessed the use of hard drugs. I would characterize the Hotel as a “pot palace” and also part of the wellspring that lead to the great rock concert that took place in Sycamore Hills in Laguna Canyon.*

-Eric Jesson, Laguna Beach

*The place had really turned into so much of a “flop house” by the late 1960s. I remember going into the hotel one afternoon to find a dark, dank lobby with a bunch of kids on the floor, nodding off to sleep. In the corner was a television tuned to nothing in particular, just static. The place was a well known drug house.*

-Bonnie Hano, Laguna Beach

*I was always amazed at the fact that the Hotel del Camino was, and had remained a drug house for as long as it had during the late ‘60s and early ‘70s. Much later I recall speaking with a former Laguna Beach police officer about the drug use that supposedly went on at the hotel and he shared an interesting bit of information with me. According to him the Laguna Beach police knew every well what was happening in the Hotel del Camino, but purposefully did little to stop it. The logic being that, if they did bust up the drug activity in the hotel, it would likely scatter to various places throughout town making it more difficult to monitor. At least this way the drug users remained concentrated at the hotel and the police could keep a better eye on them.*

-Arnold Hano, Laguna Beach

*I remember after the war, in the early 1950s there was an antique furniture store in the hotel next to the lobby where the restaurant had originally been. It was run by a very nice gay man who restored and refinished the furniture he sold. I was young at the time, and in need of some money to support my surfing habit so I got a job there with some friends helping to restore the furniture. It was hard work, but very rewarding and the shop owner was kind to us surfer kids.*

*By the ‘60s the hotel was down on its luck with a lot of drug dealing and drug use going on in and around it. I remember thinking what a shame it was, but I had fond memories of the old furniture store. After the great fire in 1993 many of us who had to do repairs to our homes stayed at the Hotel del Camino because it was close, and cheap. By this time things had turned around a bit, it was now the Hotel Firenze. A gentlemen named Bill Price had opened a restaurant next to the lobby where the old furniture store had been. I remember the restaurant having a great menu and thinking how good it was to see the old place coming back.*

-Craig Lockwood, Laguna Beach

*The " DEL CAMINO" door was perpetually half open, and the hot Santa Ana winds would blow leaves into the front lobby. I would usually just park my motorcycle on the sidewalk on the corner of the "Hotel". Casual was the theme, and cigarette and pot smoke was the order inside the barely furnished lobby.*

*The DEL lighting was either too bright or too dim and irregular inside the sparsely furnished lobby/ office area. This day incense clouded the lobby, and an eerie silence and absence of anybody seemed odd. He and his wife, and his "drugged son" were in residence. "He" was Timothy Leary, the U.S.A. drug guru. Just his presence was electric. Would Tim hand out some LSD to his casual guests? Would he hold an "audience" with strangers. Would Dr. Leary be visible inside the hotel...or, would he and his longhaired brunette wife be seen together? They could be pulling a John-and-Yoko and be "bedded" for days on end.*

*The DEL had only stair access to the ramshackle rooms, and common hallway bathrooms. The penthouse, was the Center of the DEL social life. Most likely Dr. Leary had roosted inside the PENTHOUSE. The quarters ensconced for the Leary's were filled with pillows, candles and ashtrays.*

*Incense pervaded the halls and the Leary's palace. I trucked up the flights to the Leary suite... EMPTY. Had the son been arrested again? Were they on the jeweled Cress St. cove Beach? Ah, my mistake, during the day, all guests were asleep, or, hadn't yet come back to the DEL, a haven of eclectic guests and hippies and gurus, and sex mavens.*

*As I sauntered back down the hotel's irregular stairs, half carpeted and half tiled, I checked with a quick glance into the tiny, empty, vacated daily rooms... looking for someone. Nobody at all.*

*As I hit the lobby floor, the day clerk with glazed, stoned eyes gave a heads up nod. I smiled, and he summed it up: "empty". I said, "What's new"? He flippantly said, "Oh well, last night we had the cops here, cause a guy overdosed, on the stairs with a needle in his arm. Everybody's gone cause its hot and they know the cops will come back."*

*Onto the bright, sunlit street, the Santa Ana winds were in force and HOT, and the Hotel DEL, was quite, very quite.*

- Paul Merritt Christiansen, Laguna Beach

Whatever repair and redemption Hosler had brought to the place with his remodel in the late 60s would remain the last improvements the hotel would see for many years. By the early 1970s the hotel had once again changed hands and was then owned by Maria Price who operated the hotel as studio apartments, and later as a bed and breakfast from the early 1970s through the 1990's under the name Hotel Firenze. The Hotel Firenze would continue to operate for roughly two decades under Maria Price's proprietorship, and would remain in a kind of limbo somewhere between the heights of its glamorous past and the depths of its recent history.

In 1985 the hotel had garnered the interest of a local land developer, the Stein-Brief Group who, according to the August 1<sup>st</sup>, 1985 edition of the News Post "have made an offer of purchase" to the Price family:

*"A Laguna Beach realtor, who refused to be identified, said there might be some connection between the purchase offer and a Coastal Commission bond agreement that requires Stein-Brief to build a youth hostel somewhere in south-eastern Orange County."*

Then, in the mid 1990's the hotel was again purchased by a young businessman and builder, Dilesh Patel. In 1996 Patel undertook a painstaking renovation of the hotel and, through his efforts, was able to restore much of the charm and character that had been tarnished during the previous decades.

Most importantly, however, the rightful name La Casa del Camino was restored over the doorway to the lobby, greeting guests as it had that spectacular night in January, 1929.

As an article by Andrew Horan in the December 4, 1996 edition of the Orange County Register explained:

*"Hitesh Patel, 33, his wife, Smitna, 29, and his brother, Dilesh, 26, were looking for a way to unite their family in business."*

*"They found it in a shabby relic of Mediterranean Revival architecture and Laguna's past moldering away on south Coast Highway. They set about converting the former Hotel Firenze into La Casa del Camino, as it was known in its early days."*

*"When we first took over and started renovating, our maximum time in here was 15 minutes," says Hitesh, the older brother. "All the dust and mildew," Dilesh says.*

*"Their renovation touches are visible on a grand scale and in minute details. As the old hotel, the building contained 52 rooms. After the Patels finished their renovation, it is down to 41. With a nod to 1990s convenience, each now has a bathroom.*

*"The Patels did all they could to make the new hotel look and feel like an inn from the 1920s. They restored dozens of pieces of Victorian-era furniture that hotel founder and early City Councilman William Riddle imported from England. Same with art and even hunting-lodge certificates dating to 1904 that they found lying around the place. "We wanted to bring it back to what it used to be," Dilesh Patel said. "It's what the people of Laguna Beach kept telling us they wanted."*

#### And Now Again, as it Once Was

The historical accounts of the hotel's construction and opening tell us that William W. Riddell envisioned La Casa del Camino as more than just a place to stay while visiting Laguna Beach. Riddell envisioned a place built as much for the community itself as it was for the weary traveler. He envisioned a center for culture and community where the arts could be celebrated and the unique qualities of this magical place we call Laguna Beach could be enjoyed. Visitors and locals alike were welcome to stop in the restaurant for a fine meal, to mingle in the lobby and view the fine art, or climb the stairs to see the spectacular views from the hotel rooftop. So too was the vision of those who chose to renovate the old hotel, and its continued success is a testament to the early vision that William W. Riddell captured in the spirit of the place.

Since the hotel's renovation its popularity has continued to rise and it has again become a destination for visitors and the citizens of the Laguna Beach alike. In a way the storied history of Riddell's La Casa del Camino Hotel, the long standing Del Camino Hotel, Maria Price's Hotel Firenze and the myriad of restaurants that occupied its ground floor can be seen as a story of redemption. Like the phoenix that slowly rises from its own ashes to reclaim its past glory, La Casa del Camino has shed its tattered past and again become a premier location and destination for both locals and visitors to the city.

Dilesh Patel owned and operated the hotel for the next 6 years until April of 2002 when it was bought by the entrepreneurial hotel group, LCDC Resort LLC, whose partners included Christopher Keller, Richard Ham, and Takao Shinomiya. Keller immediately assumed the role of proprietor and began to build on the success that Patel had seen in the years following the hotel's initial restoration.

Drawing his inspiration from the visionary builder of La Casa del Camino Keller shares a similar dream for what the hotel can be for the community it was built to serve. Keller, who makes his home in the hotel, feels as though he has channeled the very spirit of William W. Riddell himself. Exhaustive research into the hotel's history, its past uses and various iterations have helped crystallize a vision for what La Casa del Camino can be again for the citizens of Laguna Beach: a center of culture, art, music, and appreciation of the greatest asset available to all, the dramatic views of Laguna's coastline and cityscape that captivate and charm as much today as they did eighty years ago.

With that vision for La Casa del Camino always in the forefront of his efforts, Keller has continued making enhancements to the hotel since taking over in 2002. Improvements have been made to nearly every part of the building, from the rooftop deck down to the lobby. These include enhanced accessibility and safety features that help the historic structure meet the standards of today's building code requirements. All the while, the ultimate goal is to maintain the original charm and character that today make the hotel "a hostelry simple, stately and hospitable", just as it was in 1929.

### Too Much of a Good Thing

Seeking to elevate every aspect of both service and quality Keller assumed the daily operations in La Casa del Camino's restaurant in 2004. For the previous decade or so the restaurant had operated under various owners and names including Sweet Thursday's and Savory's, the later of which remained in operation, if in name only, for the period immediately following Mr. Keller's assumption of its daily operations. Not long after, however, the name was again changed to K'ya Restaurant and Bar, taking its name from a successful sister restaurant already operated by Mr. Keller at his additional hotel property near the Disney Resort complex in Anaheim, California.

An instant favorite of locals and visitors alike, K'ya offered a menu that focused on California style cuisine, fresh seafood, and hearty steaks, recalling the classic elegance and relaxed California style that had typified earlier versions of the hotel's restaurant including the Del Camino Grill.

Refining this concept even further Mr. Keller unveiled K'ya Bistro and Bar in the spring of 2009 to coincide with the hotel's eightieth birthday. Offering many tantalizing small plates and tapas-style entrées the new K'ya Bistro menu has proven to be a great success by offering guests a great way to sample a variety of dishes.

Another distinctive feature of La Casa del Camino is the stunning view to the ocean and Laguna hillsides one sees from the Rooftop Lounge. Long cherished for its unique perspective and close proximity to the water, La Casa del Camino's rooftop deck has enchanted visitors for nearly eight decades. Realizing that this one of a kind resource should not go unimproved while the remainder of the hotel had enjoyed a thorough restoration, Keller began a series of small but increasingly important upgrades to the rooftop deck including new guardrails, structural decking, dining furniture, and an enhanced portable bar which gave the "Rooftop Lounge" the infrastructure it needed to become a destination unto itself. And that is exactly what happened.

By the summer of 2006 word had gotten out that the Rooftop Lounge was the place to be in Laguna Beach, if not in all of Orange County. Drawing locals and out of towners alike with its mix of beautiful views, beautiful people, good drinks and great food, the Rooftop Lounge quickly became the success that Keller knew it could be. But as it turned out, it was a little too successful for its own good.

Guests clamoring to get up to the roof for sunset cocktails brought with them increased traffic around the hotel, which in turn led to increased parking demand, which pushed cars off Coast highway and into the surrounding neighborhood. With that came increased noise levels as guests made their way from the surrounding streets out to and across Coast Highway and into the hotel lobby. Not to mention the sounds of happy patrons and the swanky music they listened to which poured down from La Casa's rooftop into the evening air.

It was not long before the new found popularity of the Rooftop caught the attention of neighbors and ultimately city officials, and by May of 2007 the City of Laguna Beach was actively questioning the viability of the Rooftop's continued operation.



An article by Staff Writer Christa Woodall, which appeared in the September 13, 2007 edition of the Orange County Register, summed up the issue nicely:

*"With a gentle breeze blowing up from the Pacific Ocean, local artist Sharon Carvalho enjoyed a leisurely brunch from The Rooftop of La Casa del Camino on Saturday.*

*"Living next to La Casa del Camino, Carvalho has become a regular at The Rooftop, enjoying its panoramic ocean views and mojitos for the last year and a half.*

*"It's a historic, wonderful piece of California history that people should be able to enjoy," Carvalho said. "It's a profound place, and the view you can't beat."*

*"Whether or not Carvalho and other Laguna Beach locals will be permitted to continue frequenting The Rooftop will be decided at Tuesday's City Council meeting, where owner Chris Keller will appeal a Planning Commission decision to limit the establishment's use to registered hotel guests.*

*"At odds are the Planning Commission interpretation of what activity falls within the umbrella of the establishment's conditional use permits and Keller's take on what is permitted.*

*"Planning Commissioner Norm Grossman said the commission decided July 11 to issue a revised conditional use permit that clarifies and consolidates five or six conditional use permits that had formerly been issued for the property. Grossman said the former permits were not intended for a full-service bar for 150 people, and that Keller needs to reapply with that use in mind.*

*"The biggest thing people seem to be misunderstanding is that we're not judging whether the use is good or not," Grossman said. "We're just saying that we have not been asked for that particular use."*

*"Keller's attorney Larry Nokes disagrees. Nokes said the permit obtained in 2004 permitted sales and service on the rooftop until 10 p.m., and guests could enjoy it until midnight. Alcohol is prohibited after midnight.*

*"In evaluating the permits, it never came to our minds that it would be limited from the public and only for hotel guests," Nokes said.*

*"Nokes said he's trying to assess what underlying concerns the city may have. He and Keller said plans are in the works to build a parking structure and to add sprinklers beneath the deck to increase fire safety. We're trying to get our arms around what the city's trying to accomplish," Nokes said. "I can't believe the city's intent is to have this place shut down. We're pretty confident we can reach a resolution with them."*

A resolution with the city did eventually come, but not without some hard work, negotiation and a commitment to additional improvements to the infrastructure of the Rooftop Lounge. Again, Staff Writer Christa Woodall summed up the issue in her September 20, 2007 article for the Orange County Register:

*"Laguna Beach residents can continue to enjoy sunset mojitos at La Casa del Camino's rooftop, the City Council decided Tuesday."*

*"A unanimous vote by the City Council allowed owner Chris Keller to continue operating The Rooftop bar without distinguishing if clients are locals or hotel guests, a restriction the Planning Commission had imposed in July."*

*"Cheers erupted from the standing-room only crowd that had come to support Keller."*



*“The City Council asked Keller to withdraw a previous request for the Planning Commission to clarify what is or is not allowed on the rooftop under five conditional use permits issued for the property since 1996.*

*“Instead, Keller has until Dec. 1 to apply for an amended and restated conditional use permit that would consolidate and clarify the existing permits .. At odds were Keller's and the Planning Commission's interpretations of permitted uses for the rooftop.*

*“Planning Commission ruled in July that the deck was solely for use by small parties of hotel guests and that a rooftop bar was not a permitted use. Keller appealed the decision, arguing that the previous permits did not prohibit a bar for the public.*

*“City Council members voiced concerns about parking and safety atop the 1920s hotel.*

*“Although the hotel's technical parking requirements can be fulfilled through historic credits, Keller agreed to work out leases with nearby businesses to provide additional parking, which Councilwoman Elizabeth Schneider called a "moral obligation."*

*“Keller said he plans to install a sprinkler system beneath the deck and to redo two exits to be more in line with current safety codes. He also agreed to limit the number of rooftop visitors to 125 plus staff, a reduction from the currently posted maximum occupancy of 142.”*

Through all the challenges that have faced this historical treasure, one thing is certain, and that is La Casa del Camino remains again, as it once was, dedicated to the people of Laguna Beach, and committed to serving its guests and the community with warmth and hospitality.



*Enjoying the spectacular view from the La Casa del Camino rooftop lounge – 1950s*



# **LA CASA DEL CAMINO**

Appendix 1

News Paper Clippings from

**The South Coast News**  
1928 through 1940



# South Coast News

Official Paper of Laguna Beach—Qualified to Publish Legal Advertising

IN WHICH IS  
ABSORBED THE

## LAGUNA BEACH LIFE

MERGER EFFECTIVE  
AUGUST 21, 1928

LAGUNA BEACH, CALIF., NOVEMBER 9, 1928

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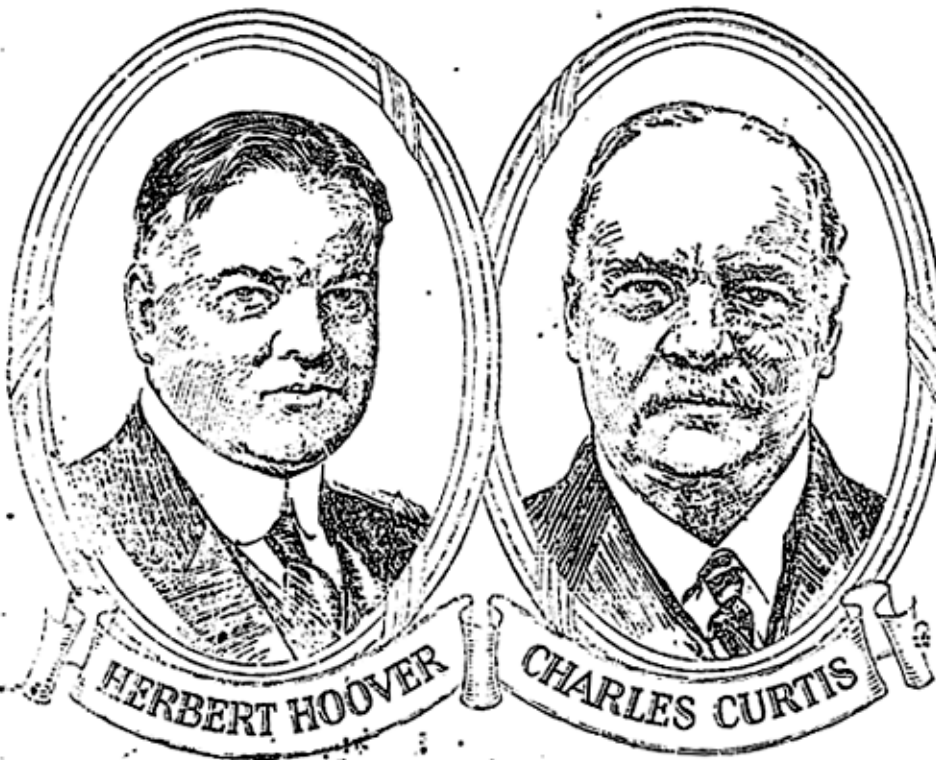
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President and Vice-President After March 4, 1929



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### PROMISE FOR NEW ARCH BEACH HOTEL

Work to Start Soon on  
Boulevard to Beach  
Structure

That another hotel in the Arch  
Beach section of the city will be  
ready by next summer, is the assertion  
of D. D. Shea, salesman for a  
realty concern, who has just made  
a sale of a lot at the corner of  
Cypress and Coast Boulevard. The  
lot has a frontage of 50 feet on  
the highway and extends 220 feet  
to the high tide line.

Though the name of the pur-  
chaser is withheld, plans for the  
hotel are now being drawn, accord-  
ing to Mr. Shea, and the work of  
construction will start soon. It is  
to cost in the neighborhood of \$20,-  
000 and is promised as a distinctly  
different type from the hostelry  
just completed a block away for  
William W. Riddell.

R. N. A. Clears \$40  
On Election Day Sale

### TWO SPOIL CARS; IN LONE SMASHES

Charles Stevens and Tony  
Derikum proved that it doesn't  
require collisions to ruin good  
cars when they individually  
made wrecks of their vehicles  
Saturday.

Stevens dove, involuntarily,  
through the back of his car,  
but was pinned under it, when  
the car turned over, threw him  
out, caught up with him, and  
held him down when he made a  
too speedy turn on the canyon  
road near the lakes. He ex-  
tricated himself unaided after  
frightened motorists fled in-  
stead of rendering assistance.  
He was alone at the time. Only  
minor injuries were received  
by him, though the car will  
need a lot of ministrations from  
expert mechanics. This is not  
the first time Stevens has been  
in a motor smash.

Tony let his car roll down  
the cliff at the foot of  
street, and the impact with  
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time that his car made  
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### THROWN FROM CAR AND HIT BY TRUCK

Sailor Badly Injured on  
Coast Road, Is  
Navy Man

Daniel Czerny, of the U. S.  
Langley stationed at San Diego,  
had his hips crushed Friday night  
of last week when a truck of the  
Tiffany Studios, moving picture  
company operating in this neigh-  
borhood, ran over him.

Czerny had been picked up in a  
car, it is said, became engaged in  
an altercation with the driver, and  
ejected. He fell into the road and  
later a truck ran over him. It is  
said that the sailor was intoxicated.  
He was taken to the  
Beach



# South Coast News

Official Paper of Laguna Beach—Qualified to Publish Legal Advertising

SOUTH COAST NEWS, LAGUNA BEACH, CALIF., DECEMBER 28, 1928

## SCOUTS

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## COUNCIL

(Meeting December 19)

Holly street has been properly dedicated. City Attorney Moresby White informed the council Wednesday, Dec. 19. Property owners along the street had been perturbed over the report that a portion of it had not been dedicated and remained as private property.

Howard W. Plannip asked the city to give a name to a short street between the highway and the ocean, extending from Anita street to Oak. He suggested Seaview Avenue. Andrew B. Marshall informed the council that a committee from the Realty Board was working on street naming and that it would soon have a report ready, he thought. The matter was finally referred to this committee. Mayor Champion urging that it make its suggestions as soon as possible as house numbers without street names were of little use.

Letters from Special Counsel Robert C. Wygant to the bond house and to a title company informed the council that the bonds would be delivered to the purchasing company in January, that the next bonds would be for attorney fees, search costs and incidentals.

Councilman C. R. Clapp reported that trees on Third street hang over the street and constitute a menace. A power line might be broken in the event of a tree falling. It was recalled that one of them broke off and fell into the grounds of the Woman's Club several months ago just after a number of cars had left. The danger of broken power line falling on automobile service station operator stated. Finally Mr. Clapp stated that he would have the trees cut to make

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## Baby Scalded as Tea Kettle Falls

The little two-year-old daughter of Mr. and Mrs. Arthur Clapp was badly burned several days ago when she pulled a boiling tea kettle off the stove. Her arms and limbs were badly blistered and the injury was very painful. She is now doing nicely under the care of Dr. B. B. Mason.

## ACT WOULD HIT SHOPPING NEWS

### Buildings on Lot Also Restricted If Ordinance Passes

City Attorney Moresby White introduced subject matter of three ordinances Wednesday evening, December 19, which he believes should be passed by the city.

The first of these would prohibit the throwing of dodgers, newspapers and similar matter along the highway, streets, and public places when they constitute a nuisance.

Though not specifically stated, this was taken by the council and others present as being aimed particularly at the shopping news "newspapers" which have been the subject of previous complaints on the part of householders.

Mr. White also thought this a good time to adopt an ordinance which would permit the city to acquire lots to be cleaned. The city would be permitted to have the work done after giving the owners of vacant lots notification.

Discussion followed the attorney's suggestion of an ordinance which would prohibit the building of more than one residence on a lot of a certain specified minimum size. Though the councilmen did not oppose the idea and the purpose, the difficulties which might be encountered were emphasized. The purpose as explained by Mr. White was to make it impossible to split ordinary building lots and put two houses on them. He said that other beach cities had met the same problem and that it would be a local problem in time. The ordinance would also prevent subdivisions with lots of certain frontage and

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## LAGUNA LOOKS BACK ON YEAR OF MANY PUBLIC BUILDINGS

### Notable Achievement in Number of Edifices for Public Purposes During Twelvemonth—Higher Standard of Homes Going Up

The year just closing is one of which Laguna Beach is proud.

Buildings designed for public use have set a record probably not to be equalled within a single year for a long time.

Some of the city's dreams have come true. December night will end a year which has given Laguna many buildings which have been looked forward to for many years.

With the close of this year comes the finishing touches on the \$100,000 school building, said to be as good an example as any in the State for value received.

It is a commodious building. The design is pleasing. It is fireproof. The construction work is good throughout. It is convenient.

When bonds were voted a year and a half ago, the delays which prevented work being started were not foreseen. Plans had to be drawn and re-drawn. They had to be submitted to a State architect who gave them final approval.

But when the work was finally assigned to Jules Markel & Sons, it went steadily forward. It kept up with the schedule until the school rooms were completed and ready for use when the fall term opened.

The auditorium required more time, but there was no pressing need for it.

Now Laguna has a beautiful school house, one not excelled for value or beauty in any community of this size in the West, probably. It embodies the latest ideas throughout, and has been designed to care for any condition that may arise as nearly as this may be foreseen.

The present building, just finished, is but the first unit. The plans allow for later additions which will not mar the plan, which will not give it the patchy appearance which frequently is the result when forethought has not provided for expansion.

### New Hotel, Also

La Casa de Camino, the house by the road, finished not long since for Councilman William Riddell, is a structure which does credit to the city, and is also the enterprise of one of its citizens.

Mr. Riddell courageously went ahead and built a hotel without calling on his fellow citizens for assistance, without undue publicity, and without any boasting about his enterprise. The hotel is now finished and will undoubtedly be opened as soon as the season's conditions justify doing this.

Laguna has long wanted a modern hotel. Though the new one makes no pretensions of being in the million-dollar class, it is modern and probably ample for present needs. When it ceases to be, others will come to Laguna, or other citizens here will erect hostelry to take care of developing needs.

### A New Art Gallery, Too

The dream of the Laguna Beach

finished and it is will be formally opened in January.

A Fine New Laguna is not without ideals and the number of nearly all Christian churches up the congreg Community Presby made a new building.

Impressive indeed, white structure with church edifice. Second street is commodious, dignified and arranged. Visitors never building, which cost \$42,000, according made in a church recently.

Other Churches It is reported that Church, the Christ and the Episc expect to erect a new building. The coming year has been collected for this purpose.

Semi-Public Another building, inquire about is Club. This building being an object of interest year ago. The that. When it was that it would be would not be in spirit of envy.

When the time more presentable placed on the site changed in many given a coat of steel ed from the remodel as a building of may well be proud.

American Legion One of the most buildings is the Ar Hall on Legion street to the Legion by the for one dollar, the being that it was public meetings of a social nature.

The building and is now virtually the initial meeting.

Besides serving will also be used by Legion Auxiliary and Scouts.

Laguna Has Library When the Laguna of the county library is published, it occupies quarters. Then of the

**AUGUST 24, 1928**

No. 771

South Coast News - January 4, 1929

# South Coast News

Official Paper of Laguna Beach—Qualified to Publish Legal Advertising

IN WHICH IS  
ABSORBED THE

## LAGUNA BEACH LIFE

MERGER EFFECTIVE

AUGUST 24, 1928

LAGUNA BEACH, CALIF., JANUARY 11, 1929

### WROG LODGE ROOMS IS INSTITUTED HERE

celebrate Tuesday as Masonic  
formally Made Part of  
Wide Family

membership of the Masonic Club present.  
nearly every city in Orange County, the  
ed Tuesday evening when E. B. Trago,  
of Santa Ana instituted Laguna Beach  
n stalled officers.



G. E. THOMPSON  
Worshipful Master

C. Raymond Shook of Long  
were registered.  
na Masons not on the char-  
who were present for the  
were H. D. Allanson,  
James P. Austin, J.  
H. Anderson,  
ank Brown, C.  
V. H. God-  
Edward

### CHAMBER ELECTS DIRECTORS AND TALKS PROGRAM

All Nominees Go in With-  
out Opposition in Har-  
monious Meeting.

### CITY IMPROVEMENT IDEAS GET HEARING

White Submits Sugges-  
tions of Community's  
Greatest Needs

Election of directors for the  
Chamber of Commerce for 1929  
was without incident and accord-  
ing to nominations Wednesday  
evening when members met in al-  
nual session. Discussion of business  
which might be taken up by the  
body during the year occupied the  
major portion of the evening when  
a proposed program was submit-  
ted by City Attorney Moresby  
White.

Directors who were chosen are  
William Bernard, F. W. Cuprien,  
F. B. Champion, C. H. Jester, W.  
T. Lambert, B. C. Mackey, A. B.  
Marshall, B. B. Mason, J. J. Power,  
P. C. Pemberton, F. W. Shields, G.  
E. Thompson, J. S. Thurston and  
L. F. Walden

Much interest was evinced in the  
work which was outlined and sug-  
gestions of members were sought.  
The invitation to members to partic-  
ipate in meetings and to offer  
suggestions was extended.

The new board will be organized  
Friday evening, January 11.

The proposals which Mr. White  
offered were:

(1) Some capital expenditure is  
necessary before a business can be  
created or before existing business  
can be properly expanded.

The business of this city is to  
attract residents and it can only  
be done by the judicious invest-  
ment and use of money.

(2) The individual borrows on  
the security of his character and  
his property. So does a city. The

### STUDIO THEATRE ASSURED BUILDING DATE IS N

Will Be Used as Tryout Place for Local  
Specialize on Locally Written Play  
Literary Club Quarters Also

### "Uncle Tom" Has Been Postponed

"Uncle Tom's Cabin," scheduled  
to be given this week, has been  
postponed to a date to be deter-  
mined. The change was made nec-  
essary by the illness of one of the  
principals.

Announcement wa  
week of the receipt  
able sum of money  
McCormick of Chic  
of the South Coast  
to be used as a s  
Laguna Beach.

In the "Beach"  
it is proposed  
that is different  
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Theatre of Lagu  
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### "OLD LAGUNA" AT HOTEL OPENING

Kleitsch Paintings to Be  
Shown By Riddell; Fur-  
nishings in This Week

Laguna as it used to be will be  
shown as a part of the reception  
and opening of the La Casa del  
Camino, the new hotel which Wil-  
liam W. Riddell is rapidly getting  
ready for the public.

Through arrangement with his  
friend, Joseph Kleitsch, the latter's  
painting of scenes which were a  
part of Laguna several years ago  
will be shown in the lobby. Mr.  
Kleitsch promised several months  
ago to bring his paintings here for  
a public exhibition.

The paintings of things that used  
to be in Laguna are greatly prized  
by Mr. Kleitsch, who attaches a  
sentimental value to many of them.  
Some are among the first paint-  
ings he made of landscapes in this  
State, and several he has refused  
repeatedly to sell.

Furnishings for the new hotel  
began arriving this week and will  
be put into position as rapidly as  
possible. First to arrive are car-  
pets. Work of getting ready for  
them has been under way for sev-  
eral weeks.

Richfield Gas in  
Question M

# South Coast News

Official Paper of Laguna Beach—Qualified to Publish Legal Advertising

IN WHICH IS  
RECORDED THE

## LAGUNA BEACH LIFE

MERGER EFFECTIVE

AUGUST 24, 1928

LAGUNA BEACH, CALIF., JANUARY 18, 1929

### PERMIT LIVELY TIME

Permit Opposition  
Weeks' Delay  
Opinion

Permit opposition has been a lively time in the city council. The council has been meeting every Tuesday evening to issue a permit for the 10,000 motor cars. The opposition by Attorney A. H. Smith, and by members of the council, has been a lively time. The council has been meeting every Tuesday evening to issue a permit for the 10,000 motor cars. The opposition by Attorney A. H. Smith, and by members of the council, has been a lively time.

The permit of the project would not make adequate sanitation plans, the engineer. The permit was urged by George Johnston, J. H. Smith, and by members of the council. The permit be is specifications for the building department. When the Attorney General, Mr. H. Arnold, and the State Investment Commission, who are neighbors of the hotel, to propounded in the project zoning law, the council is a lively time.

thought people are only summary view to is-

### "40 AND 8" TO GIVE LEGION PROGRAM

All Service Men Invited to  
Big Time in New Hall  
of Order

Planning one of the biggest "for men only" programs that it has given, the American Legion Post 222 will entertain the "40 and 8" Thursday evening, January 24, and the Santa Anna Drum and Bugle Corps. It is to be exclusively a men's meeting, and an invitation has been extended to every service man, whether a member of the organization or not.

The "40 and 8" are making the rounds of the posts of the county. The program they give is not divulged, but it is said to be pepful and lively.

An appeal for furnishings for the hall is being made. Chairs particularly are needed, but other accessories to the hall or even money will not be scorned, say Don Helwig and Fred Warman.

The Gas Company has furnished a gas stove for the building, and lights have been installed.

A membership drive which it is hoped may bring the local post up to 100 per cent is soon to be made.

### FURNISHINGS FOR HOTEL ARRIVING

Plans for Opening on Jan-  
uary 26 Being Made;  
Public Invited;

With furniture being delivered to La Casa del Camino, the new hotel which is being opened on Coast Boulevard and Cress street, by William W. Riddell, and with carpets laid or being laid, the plans for the formal opening on Saturday, January 26, are taking positive shape.

The opening of the new hotel, fulfilling hopes long entertained by Laguna people of a modern hostelry, is to be in the nature of a reception, with the public invited to inspect the building.

Formal Action

### More "Tide Rip" In Early Issue

"The Tide Rip," a tale in which Laguna local color is used, and which ran for sixteen chapters in The Laguna Beach Life, is to be resumed in the "News."

The story is in part by Anthony Anderson and when the fact became known—the author's identity was not at first disclosed—interest became intensified.

### Wild Cat Gets Most of Pigeons

Despite efforts to drive away a large wildcat that came prowling about his pigeon house on Magnolia street on the Cliffs Friday night of last week, Ed Cunius lost all of pigeons except five.

Mr. Cunius heard the big cat, jumped out of bed, grasped a shovel which was nearby and rushed at the feline. The latter ran around the house, sprang to the roof and again descended to the pigeon house.

With persistence unusual such a marauder, the cat kept after the pigeons, returning each sally made by Mr. Cunius till he had got all but five of them. Having no gun, the owner of the birds had to depend on his hands and rocks, which proved of avail in the darkness.

The cat apparently came from Bont Canyon from the ranch. A neighbor a block off the highway lost about a dozen chickens, taken by the same cat apparently.

### Jimmie Signs For 19th T

That he is still valuable to St. Louis Browns Wednesday when Jimmie signed for the team. Jimmie leaves about February 1, for the team of Laguna.



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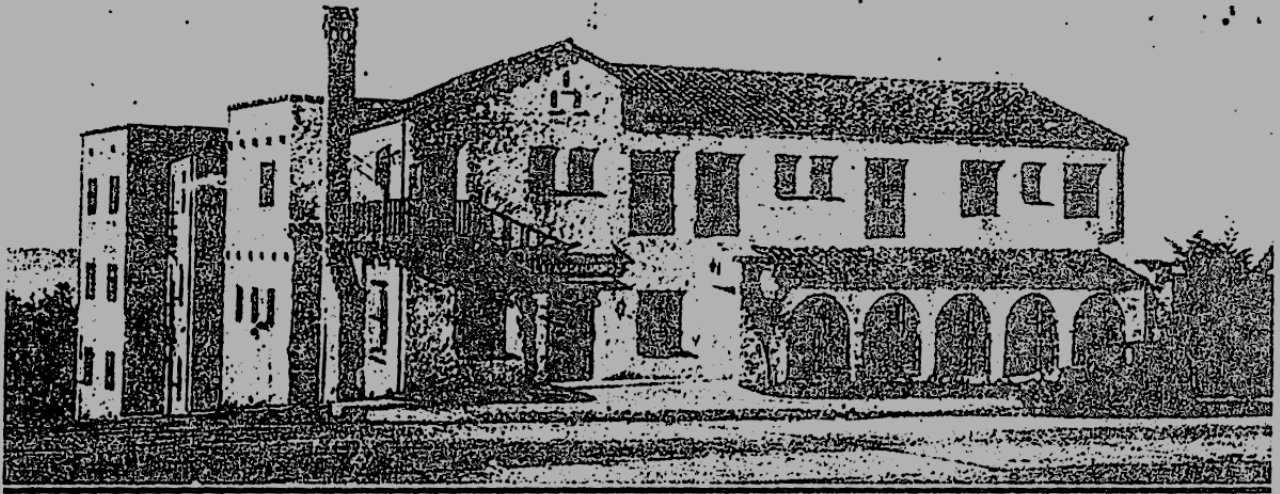
## LAGUNA BEACH LIFE

MERGER EFFECTIVE  
AUGUST 24, 1928

Vol. 12

LAGUNA BEACH, CALIF., JANUARY 25, 1929

### MODERN HOSTELRY FOR LAGUNA BEACH—LA CASA DEL CAMINO



#### MANY GUESTS EXPECTED AT RIDDELL HOTEL OPENING

Unique Lobby With Comfortable and Tasteful Furnishings Mark Hostelry as Well Suited for Class Clientele; Dance in Evening

With hundreds of invitations sent to local interested persons and expected out-of-town guests, it is anticipated that the formal opening of William W. Riddell's "la Casa del Camino"—the house by the road—Laguna's first modern hostelry, will be attended by a large number of persons. The opening is set for Saturday, the afternoon hours being from 2 to 5, the evening hours from 7 to 11. Dancing in the dining room will be a part of the evening entertainment.

The desire for a modern hotel has been based on needs repeatedly brought to the attention of civic bodies, and repeatedly embodied by them in programs of improvements as among the city's greatest needs.

When William W. Riddell promised the erection of a modern hotel designed for the needs of the city, the answer to the oft-repeated desire was given.

The completed structure is an asset to the city. It is located on Coast Boulevard at Cress street, fronting the highway and facing to the north. Within 200 yards is the Pacific Ocean, accessible by means of an ample street, a public thoroughfare.

Of more than usual interest is the lobby. H. G. Myers of the Chandler Furniture Company, who designed the furniture arrangement, is authority for the assertion that there is but one more like it in the United States. As having formerly been associated with the

being among the suggested amusements. At the reception the room will be used for that purpose. Stairs lead to the upper rooms, and a flight of steps leads to the ground floor rooms.

No expense has been spared in furnishing the rooms in comfort. The best beds that can be bought, designed to give a maximum of comfort, are being placed in the rooms so that guests may be insured this desired quality.

Furniture being placed in the sleeping rooms of various tones, harmonizing with the finish of the rooms.

A feature of the rooms is the individual heating units, so that guests may control heat in their rooms to their own liking, maintaining any desired temperature.

A feature of the hotel is the magnificent views which are obtainable from most of the windows. Mountain and shoreline, hill and ocean combine in pictures which are likely to be one of the greatest

#### SANTA MARGARITA RANCH AS STATE PARK IS FAVORED

"Dark Horse" in Sites Wins Approval as Committee Meets in S. A.

W. H. Griswold, Capistrano, presented the Santa Margarita Ranch, when four members of the Orange County Chambers of Commerce park committee met Wednesday evening at the Chamber of Commerce in Santa Ana.

As described by Mr. Griswold, the nearly 300,000 acres would make the State park a world institution, for in it lie forests, hot springs, mountains, deserts, 18 miles of shore line, beautiful scenic spots, rivers and other features. Moreover, fertile and cultivable areas within its confines would make it self-supporting, which was received as a highly favorable point by those present.

The Laguna Beach and Huntington Beach projects were discussed. George Raymer, secretary of the Santa Ana Chamber, told of a bill pending to permit forming groups of counties into districts. When 5000 signatures had been secured, the supervisors would appoint a district park commission of 5 members who would have powers similar to boards of water districts, and sanitary districts. Raymer was instructing to a group, sending 8 three Or

#### PARK TALK TO B. & P. WOMEN

Protection and maintenance of Laguna beaches was the topic before the Business and Professional Women's Club Wednesday evening, with Moresby White speaker. The study of business and protective law was decided on, and the meeting date was changed to the second and fourth Tuesdays. Former State Senator L. B. McGahan will be the speaker before the club at the February meeting.

#### "Uncle Tom" Cast At Hotel Opening

The whole cast of "Uncle Tom's Cabin" has been invited to participate in the reception and dance attending the opening of the new hotel, la Casa del Camino, Saturday evening. The members expect to go immediately after the show.

The troupe gives a performance on both Friday and Saturday evenings.

#### Calendar of Events

(Associations are invited to send notices to be used under this heading).

Jan. 25—"Uncle Tom's Cabin," given by Little Art Theatre Play-

#### FRIDAY MEETING OF CHAMBER

Visitors, Merger; Committee Appointed

Carrying out the plan by members and in the Chamber of Commerce which was decided by some time, body will make it 25, meeting and suggestions made which members recommend. Visitors who also been Amendment an important which will be to be likely to closer touch with heighten interest program is shown. At the January 25, appointed was re- which Neon city, as m during Inst for all of the has

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Of more than usual interest is the lobby. H. G. Myers, of the Chandler Furniture Company, who designed the furniture arrangement, is authority for the assertion that there is but one more like it in the United States. As having formerly been associated with the Wanamaker Company of New York he is considered an authority on furnishings.

The lobby has a wide fireplace and specially ordered, extra heavy wrought iron andirons and accessories.

The furniture is of stick reed, brightly colored and gives a strong contrast with the more subdued tones of the lobby. Chairs are of unusual design. The effect is striking and has been much admired by those who have been granted a pre-view of the hotel. The hangings match the chairs, in color. Cluster lights, the oddly-designed doors, and the adequate provisions for plenty of daylight make the room inviting and pleasant despite its large size.

The dining room, opening through a wide doorway from the lobby, is not to be used at present for the purpose for which it is designed, and until it has been leased will be used as a room in which guests may amuse themselves, dancing

being among the suggested amusements. At the reception the room will be used for that purpose.

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A feature of the hotel is the magnificent views which are obtainable from most of the windows. Mountain and shoreline, hill and ocean combine in pictures which are likely to be one of the greatest assets of the hotel.

The hotel was erected by the Umbarger Construction Company, F. B. and E. C. Umbarger, the first named being manager. The company has been in the construction business in Los Angeles for 10 years, and has to its credit the Hollywood Franklin Hotel, Norton apartments, Trojan Lodge, Balboa Theatre, superstructure for the Blackburn apartments, and all of the exterior work of the new public library and the hall of justice in Los Angeles. The concern assists in the financing of work.

Furniture for the hotel was supplied by the Chandler Company of Santa Ana, which has outfitted a number of public buildings in Southern California, and which secured the contract on bids in competition with Los Angeles firms. The quality of furniture and furnishings is unusually high.

Many individuals and firms have sent Mr. and Mrs. Riddell their

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The Laguna Beach projects were presented by George Raymer, secretary of the Santa Ana Chamber of Commerce.

A bill pending to permit groups of counties to present 5000 signatures, when secured, the supervisor would point a district park. Five members who would be similar to boards of districts, and sanitarians. Raymer was in charge of a group, presenting 9 signatures. Three Orange County members were also present.

It was the hope of all present that the frontage as presented would be saved to the general public.

Those from Laguna Beach who attended the meeting were Albert, committeeman; Cummings, George and N. E. West. All were favorable to the Capistrano project.

Alfred Du Pont returned this week from San Bernardino where he has just completed a group of murals for the Chrysler Agency in their new building. His next commission will be for a new moving picture house in Fullerton.

good wishes, some in greetings, some in the form of published congratulations.



## FORM FIRE AUXILIARY

Preliminary organization of a Woman's Auxiliary to the Fire Department, effected Wednesday evening, January 16, was ratified Wednesday evening, January 23, when relatives of the men met to perfect the organization.

The first meeting was held at the home of Fire Chief Peter Bushman, with Mrs. Bushman temporary chairman and Mrs. George Garbarino temporary secretary. A committee to draft by-laws was

appointed, consisting of Mrs. Leon Eennett, Mrs. Ed Seeman and Mrs. Art. Stromerson. Fourteen of the 22 eligibles were present at the first meeting.

The purpose as given by Mrs. Bushman is to prove an aid to the department, chiefly of a semi-social nature, but also in the event of a serious fire when the department might be on duty for a long period without relief, when refreshments and comforts could be provided. When the county association of firemen meet the auxiliary would assist in the entertaining of the visitors, it is pointed out.

A county-wide auxiliary is also being formed, it is said.

By-laws were discussed Wednesday, January 23, but the group decided to take no definite action till next week. The next local meeting is set for February 6 at the home of John McLaughlin.

Mrs. Joseph S. Thurston was surprised and pleased to receive a visit this week from a favorite cousin, Miss Nan Clark, of Iowa City, who is living at the Clark Hotel in Los Angeles this winter. The two cousins were childhood companions on many interesting occasions before coming to California.

Holly Lush Visel, well known voice and dramatic art teacher of Santa Ana will be in Laguna every Monday at the studio of Miss Eleanor May Spencer on Park avenue. Mrs. Visel has many friends, pupils and admirers in Laguna Beach and is coming here to teach through many requests.

We are glad to welcome

**la Casa del  
Camino**

to Laguna Beach.  
Success to your efforts.

**HAZEL CAFE**

Ted Moen, Prop.

Coast Boulevard at  
Ocean Ave.

**Hearty  
Congratulations**

on the opening of your  
new hotel,

**la Casa del  
Camino**

Saturday night.

The community should  
consider Mr. Riddell  
one of its outstanding  
and progressive citizens.

**Thos. G. Nottage**

**G. M. YOUNG  
DEPT. STORE**

**Part Wool  
Blankets**

66x80

**\$4.95**

Colors lavender, gold,  
Blue, Rose, Gray

**Hollywood  
Sheets**

81x90. Priced

**\$1.25**

**Boys' Wool  
Blazers**

Elastic Cuff and Waist.

Priced at

**\$3.95**

**Men's Wool  
Blazers**

Elastic Cuff and Waist.

**\$4.95**



**Boys' Oxfords in  
calf; tan or black  
at \$4 and \$5**

**Girls' Oxfords;  
sturdy calf;  
sizes 2 1/4-7, \$4.50  
and \$5.85**

**Playtime  
FOOTWEAR**

**Poll Parrot solid leather  
shoes for girls and boys  
"They Speak for Them-  
selves"**

**SCHMELZEL'S  
BOOTERY**

287 Forest Avenue

Riddell

mino

### Radio Party and Pot Luck Luncheon

Mrs. Ruby Hickox had a radio party and pot-luck luncheon at her home on Aster street and High Drive Tuesday, January 22. Her guests listened to the Christian Science lecture and then enjoyed a social hour at luncheon with their hostess.

Those participating were Mrs. Joe Skidmore, Mrs. Lucy Danekin, Mrs. Jennie Huber, Miss Gertrude Huber, Miss Louisa Merritt, Mrs. S. C. Geier, Miss Maud Peck, Mrs. Virginia Clark, Miss Nell Skelton and Mrs. Violet Wells.

"Uncle Tom's Cabin," Jan. 23-26.

Sincere good wishes to our good friend and neighbor, W. W. Riddell, may

**la Casa del Camino**

always prosper.

**PAT RYAN GROCERY & CONFECTIONERY**

Mr. and Mrs. Andrew Ryan

Coast Boulevard, near Diamond

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**Mr. and Mrs. W. W. Riddell**

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**LA CASA DEL CAMINO**

Being confident of the future prospects of this city —we wish you the fullest measure of success to which you are justly entitled.

Laguna Beach may well be proud of your efforts in providing a hotel of the high character which we know will make

**La Casa Del Camino One of the Popular  
Hostelries of Southern California**

**YOUNG  
STORE**

t Wool  
ankets  
5x80



Boys' Oxfords in  
calf; tan or black  
at \$4 and \$5

**C. M. YOUNG  
DEPT. STORE**

**Ladies' Hosiery**

Service weight and chif-  
fons full foot

Success and Best Wishes  
to

**Mr. and Mrs. Wm. W. Riddell**

the completion of

**la Casa del Camino**

fills a need long felt by  
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**Hotel San Clemente**

JAS. E. LYNCH, Prop.

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"Uncle Tom's Cabin." Jan. 25-26.

Sincere good wishes to our  
neighbor, W. W. Riddell

**la Casa del Camino**

always prosper

**PAT RYAN GROCERY & C**

**Mr. and Mrs. A**

**Coast Boulevard, 1**

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**Coast Boulevard at  
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**G. M. YOUNG  
DEPT. STORE**

**Part W**



In the Erection of

## *la Casa del Camino*

MR. AND MRS. W. W. RIDDELL

have demonstrated their faith in the future of Laguna Beach. They have provided a building that is a model for arrangement and construction and which should entitle them to the commendation of this community for their enterprise in pioneering the hotel field.

Laguna Beach may be justly proud of the la Casa del Camino as we are, who have had the pleasure of assisting in its erection.

We Congratulate

MR. AND MRS. RIDDELL

### UMBARGER CONSTRUCTION CO.

F. B. UMBARGER.

E. C. UMBARGER

4505-7 W. 1st St., Los Angeles

Hempstead 5397



C. B. KOLYER, Architect—1050 So. Citrus, Los Angeles.

ROY T. DALTON, Consulting Engineer—4354 W. 3rd, Los Angeles.

COMMERCIAL CASUALTY INS. CO., Contractors' Bonds—208 W. 8th, Los Angeles.

F. B. TEASDALE, Plastering Contractor—1030 So. Hauser Blvd., Los Angeles.

THE HOLLYWOOD ORNAMENTAL IRON WORKS—1127 N. Mansfield Ave., Hollywood, Calif.

BRAASCH HEATER & MFG. CORP., Unit Furnaces, Gas Radiators, Floor Furnaces—1041 North Orange Drive, Los Angeles, Calif.

CHAS. A. CRESTSINGER, Plumbing, Gas & Steam Fitting—164 North Daly Street, Los Angeles.

M. BECKER, Painting and Decorating—4507 West 1st, Los Angeles.

HANEL MFG. CO., Sash & Doors, Window Frames—6823 Stanford Avenue, Los Angeles.

L. J. CLARK, Electrical Contractor, Los Angeles.

CAPISTRANO ROCK & GRAVEL CO.—Capistrano.

VANCE ROOFING CO.—524 Jacaranda, Fullerton.

PALLER & GOLDSTEIN, Sheet Metal Works—2881 West Pico St., Los Angeles.

DURALITE PRODUCTS COMPANY, 599 W. Ave. 23 at San Fernando Rd., Los Angeles.

A. B. COLLINS, Trucking, Laguna Beach.

LAGUNA BEACH LUMBER CO.—Laguna Beach.



# Announcement

OF THE OPENING OF LAGUNA'S  
NEW AND MODERN HOTEL

## la Casa del Camino

COAST BOULEVARD SOUTH

### Saturday, Jan. 26

The public is cordially invited to attend the opening which will be held from 2 to 5 in the afternoon and from 7 to 11 in the evening.

### Dancing in the Evening

European plan only until the dining room is  
formally opened

Single rooms without bath ..... \$2 to \$3

Single rooms with bath ..... \$2.50 to \$3.50

WEEKLY RATES UPON REQUEST

## William W. Riddell

PROPRIETOR

Phone 2638



its Those of  
Athletic Interests

if the Community Club  
live members who may  
in athletics are asked  
the clubhouse Friday  
he purpose is to form  
athletics.  
ing has been called for  
that those who wish  
the performance of  
"s Cabin" that evening

may do so. The latter does not  
commence until 8 o'clock, allowing  
an hour for the club athletics and  
their friends to discuss forming  
classes.

Allice—"Why are you off of Eg-  
bert?"  
Bernice—"The dumbbell—when  
I told him I wanted a course din-  
ner, he ordered bran muffins."

"Uncle Tom's Cabin," Jan. 25-26.

## YNNN THEATRE

Good Heat and Ventilation

—FRIDAY—  
"THE CASE OF LENA SMITH"  
With Esther Ralston.

—SATURDAY—  
"THE MICHIGAN KID"  
ree, Conrad Nagel. Beyond all doubt, the most mag-  
of-doors picture ever produced.

—SUNDAY AND MONDAY—  
"THE LAST WARNING"  
ecture of a thousand thrills. Laura La Plante and

—TUESDAY—  
"AVALANCHE"  
t in a smashing new Zane Gray, with Doris Hill, Bac

—THURSDAY—  
"THE SPIELER"  
Alan Hale, Renee Adoree, Fred Kohler and Clyde Cook.

## NOTICE

The Board of the Laguna Beach  
Sanitary District hereby gives Pub-  
lic Notice that:

An election will be held upon  
Monday, February 25th at the place  
known as The Benson Building,  
Forest Avenue, in the City of La-  
guna Beach, during the hours from  
6 a. m. to 7 p. m., when every qual-  
ified elector resident within the dis-  
trict qualified to vote at a general  
election is requested to vote upon  
the following question duly sub-  
mitted pursuant to a Resolution of  
the Board of the Laguna Beach  
Sanitary District whereby it was  
resolved that the Laguna Beach  
Sanitary District be dissolved  
namely:

Question: "Shall the Laguna  
Beach Sanitary District be dis-  
solved?"

Tracy, T. B. Stephenson, Mary E.  
Larkin  
The Election Officers are J. D.  
By the order of the Board,  
L. E. Watkins, President,  
B. B. Mason, Secretary.

Dated this 23d day of January,  
1929.

"Uncle Tom's Cabin," Jan. 25-26.

## TOO LATE TO CLASS Y

FOR SALE—Roll-top desk, solid  
oak; typewriter desk and two  
office chairs, filing cabinet type-  
writer and other office equipment  
at O'Hare Lunch Room, 2794 Coast  
Blvd.

WILL TRADE equity in 7-room  
modern bungalow renting for \$50  
unfurnished in L. A. for lot or  
lots in Laguna. M. E. Matheson,  
3837 Monteth Dr., View Park,  
L. A.

Success to

la Casa del Camino

O'HARE LUNCH ROOM

2794 Coast Blvd. So.

Mr. Wm. W. Riddell

deserves great measure of credit for  
public spirit he has shown in providing  
Laguna Beach with a modern hotel.

Success to

la Casa del Camino

CHARLES COVERN

Bakery and Confectionery Store

WM. W. RIDDELL

Congratulations, and our sincere wishes for  
your success.

# la Casa del Camino

will fill a long-felt need in our city.

## LAGUNA BEACH BOYS' ACADEMY

A fully accredited, non-military, non-sectar-  
ian Boarding School catering to boys of 8 years  
and upwards.

Languages, music and the Arts as well as  
usual scholastic studies.

Bathing, boating, hiking and riding facilities  
make it "The Ideal All-Year-Round School."

Personal tuition and supervision. Excellent  
cuisine.

For terms, prospectus and further informa-  
tion, address:

LAGUNA BEACH BOYS' ACADEMY

3376 Cliff Drive Tel. 40 P. O. Box 336

# WHY ETHYL GASOLINE

WHILE Ethyl gasoline will improve the performance  
of any car, it is an absolute necessity in the newer high  
compression motors. If you are driving such a motor, with  
properly advanced spark, you must use Ethyl to enjoy full high  
compression performance—increased speed and power—less  
fuel consumption and generally reduced operating costs.

Developed after years of scientific research in the great lab-  
oratories of the General Motors Corporation, Ethyl was  
made to fit the needs of high compression motors and is  
recognized by automotive engineers as the only commercially  
practical substance that will overcome destructive "knock-  
ing" and develop highest power and efficiency in any motor.

Two years ago only one per cent of American automobile  
manufacturers produced high compression motors. Today,  
as the result of Ethyl, there are more than fifty-six per cent.  
Forty-two of the largest and best known oil companies in  
the world add ETHYL brand of anti-knock compound to  
their finest gasolines.

Because Ethyl Gasoline is dyed to distinguish it from or-  
dinary gasolines, many imitators have produced dyed or so-  
called anti-knock gasolines whose chief merit is their many  
claims. Ethyl Gasoline is the only genuine, anti-knock, high  
compression fuel; and can be obtained only from autho-  
rized distributors.

... Authorized Pacific Coast Licensees of ETHYL Brand of Anti-  
Knock Compound ... ASSOCIATED OIL COMPANY ...  
UNION OIL COMPANY ... RICHFIELD OIL COMPANY.



Admission 50c

Children 25c

## CHURCHES

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ahin," Jan. 23-26.

ways welcome at  
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t Ave.

## MR. RIDDELL

We congratulate you on the build-  
ing and opening of your Hotel. We  
believe that this hotel will be of real  
service to Laguna Beach and financial-  
ly profitable for you.

## Laguna Beach Realty Co.

E. E. JAHRAUS

Pioneer Realtor of Laguna Beach

G. E. THOMPSON

Insurance of All Kinds

OFFICE ON FOREST AVENUE

Phone 19

## THE PROGRESS

of Laguna is Assured.

THE COMPLETION OF

## la Casa del Camino

by our good friend Mr. Wm. W. Riddell  
marks a turning point in our city's history.

The City of Laguna Beach is proud of  
your achievement.

## CITIZENS BANK

OF LAGUNA BEACH

A complete commercial banking service

# ANNOUNCEMENT EXTRAORDINARY

THE OPENING OF A MODERN HOTEL, ONE OF THE GREATEST ASSETS TO OUR GROWING COMMUNITY, MEANS ANOTHER STEP FORWARD IN THE PROSPERITY OF LAGUNA BEACH.

WE WISH TO CONGRATULATE MR. WM. W. RIDDELL FOR WHAT HE HAS DONE AND EXTEND OUR BEST WISHES FOR THE SUCCESS OF

*la Casa del Camino*

The Laguna Beach Lumber Co. is proud to have furnished building materials for the construction of this new hostelry, as well as for the building of the new Grade School.

With its latest mill equipment and enlarged stock of merchandise the LAGUNA BEACH LUMBER CO. is ready to serve the largest constructive enterprise, as well as please the most fastidious taste of the home builder.

**The Laguna Beach Lumber Co.**



## Arts and the Artists

CONDUCTED BY FERN BURFORD

CHIEFLY CONCERNING  
LAGUNA BEACH

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Painters  
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## "Old Laguna" as Seen by Joseph Kleitsch



By ANTONY ANDERSON

La Casa del Camino. A beautiful name. A name that brings us back to Old California, a California of the leisurely Spanish dons, the toiling and inspired padres, the haciendas, the missions, the song, the dance—sun, breeze, perfume, color.

William W. Riddell, an artist of Laguna Beach, lingered long over these four lovely words. La Casa del Camino, and then he had a vision—a hostelry simple, stately and hospitable as the haciendas of the dons. The vision came to him again and again, demanding visible expression—for William W. Riddell is an artist.

La Casa del Camino, charmingly and conveniently placed on Coast Boulevard and overlooking the sea—the house on the highway—will be open for inspection next Saturday afternoon and evening, and then the public will know—what it is all too prone to doubt—that an artist's dream of beauty comes true, if he dreams steadily enough, and that the realization may be as useful to the world as the dream of a captain of industry.

A most appropriate collection of paintings will be shown in La Casa for some months, beginning Saturday. Some will be hung in the lounge, more in the dining room, fourteen in all. And all will be scenes from Old Laguna Beach, painted by Joseph Kleitsch before our present easeful days of good roads, good water, gas and electricity. Old Laguna compelled Lagunites to wade through mud, to plow through dust, to import water to cook with kerosene, to pant up steep hills, to fight rattlesnakes, to hang over tottering rails while waiting for their mail, to—

But oh, how beautiful Old Laguna was, with its incomparable shoreline, its ondescent sea, its radiant hills. Nobody minded the dust and the mud, the brackish water and the reluctant kerosene, for every man, woman and child was drinking in beauty every day in every pore, and all were happy. Especially the artists. They came in flocks, they painted early and late, they stayed and they rejoiced. But they didn't actually die. Some of them, in fact, will live forever because they painted Old Laguna in all its beauty. Compared from the standpoint of history their pictures are priceless. Ethetically considered, too, many of them are invaluable.

Much of the work that Joseph Kleitsch did for Old Laguna will live in both ways. He painted the ancient shacks, the haunted hotel, the sun-bathed hills and the dreaming sea because he found them all beautiful, and he brought to his task not only great love, but great understanding. Also great technical knowledge, without which no really enduring picture is painted. He is a poet—and who doubts that Laguna Beach is the true place for

here, whether we happen to keep shops, paint pictures, sell real estate, run newspapers, or just loaf in the sun.

So, don't miss reading the poetry of Old Laguna as Joseph Kleitsch felt it. It will exalt you, cleanse you, slough off any littleness of soul that may cling to you from the world of yesterday. It will make you quietly and contentedly happy. It will make you see, too, how beautiful the New Laguna is, in spite of many differences from the Old Laguna.

I had intended to write brief descriptions of some of the paintings at La Casa del Camino, but why do it? The pictures themselves say so much more than I can—words are mere black marks, color is a crushed opal. However, let me call your attention to these, which please me greatly, and which I feel sure will please you: "Jeweled Hills," "Laguna Cove," "The Life Guard," "The Old Postoffice," "Under the Eucalyptus Trees," "Old Laguna Hotel," "Evening Light." Here, in epitome, is Old Laguna as seen and interpreted by a painter-poet. It is a notable collection of paintings, one of the very finest ever assembled in our town.

"Passers By" Play  
Set for Feb. 8 and 9

"Passers By," the four-act comedy drama by C. Haddon Chambers, with an English cast, is to be given February 8 and 9, according to plans made by the Community Players.

Rehearsals are to commence next week, with the first one Sunday afternoon at 2 o'clock in the clubhouse.

The names of those who are taking the different parts will be given in a few days. Mrs. Guy Bates Post is director.

## Studio Life and Doings

Julie Raymond has been invited to show her Mexican pictures and South American sketches at the Ramblers Club Annual at the home of Mr. and Mrs. Armstrong in Ontario on February 22, in conjunction with a Spanish musicale and showing of Mexican and Spanish Arts and Crafts. The musicale is under the direction of Mrs. Seapy Hamilton of Ontario.

Mrs. George K. Brandriff spent the week-end at Laguna Beach where her husband, Dr. Brandriff, is working on some Laguna scenes. They occupied their attractive little cottage on the cliffs.

Mr. and Mrs. Karl Yens went to San Diego last week to attend the Fine Arts Society show at Hotel Cortez. There were over 800 people at the exhibition. Mrs. Yens were guests of Pol-

Little Art Theatre  
Buffet Supper Occas  
To Enlist New Supp

A number of new met joined the Little Art Theatre ment at the well-attended supper Saturday evening at the Tom's headquarters in the Pier Building.

Special speeches were made by the officers and friends of the organization.

Those most active in the work were Mrs. Alice Sangster, Mary Whipple, Mr. and Mrs. Hartwell Smith, George D. Miss Margot Sangster, Miss Collins and the director, Moore.

Among the new members joining the organization that were George Dunham, producer and director; Thomas, Mr. and Mrs. J. Orton and Mrs. Fern Burford. After a happy informal hour visitors were allowed to attend the rehearsals of the

Those present were Rolles, Donald Rolles, G. ing, Mrs. Norman St. Anderson, Mr. and Mrs. well Smith, Bl. Norman Cham Peacock and Mrs. La Rue Mr. and Mrs. children, Georg Mrs. C. Hart Shaw, Miss Ma Alice Sangster skin, Robert Da Mr. and Mrs.

Miss Anna Hills had a guest this week-end, an enthusiastic admirer of the new gallery and the work being done. The visitor was Hope Mercereau Bryson of San Diego, a member of the Laguna Beach Art Association and a frequent exhibitor here.

Ida Randall Bolles lectured at Orange last Wednesday at the Orange Woman's Club. She reports great interest in art manifested among the Federated Clubs, especially in Orange County. She is now booked up for six dates to give her art lecture before the Costa Mesa club, the Santa Ana club, at Garden Grove and several other neighboring towns.

## Good Rose

Mrs. Lucia Edwards of Garden Club the rose she had found and satisfactory. It shade and is named Helen and is said to be the best ever to come out

You Will Have  
to Hurry

In just a few more days  
our entire allotment of  
these beautiful Cath  
Console Cabinets, is  
gone

## SPECIAL

\$7

Complete V

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# South Coast News

Official Paper of Laguna Beach—Qualified to Publish Legal Advertising

IN WHICH IS  
ABSORBED THE

## LAGUNA BEACH LIFE

MERGE

AUG

Vol. 12

LAGUNA BEACH, CALIF., FEBRUARY 1, 1929

### HUNDREDS ARE AT HOTEL OPENING

Lobby Thronged With  
Well Wishers When  
Hostelry Opens

The lobby and dining room of la Casa del Camino were thronged with out-of-town visitors and local friends of Mr. and Mrs. William W. Riddell when the new hotel was given its formal opening Saturday afternoon and night. That many of them came from out of town expressly to be present was indicated by the fact that many rooms were occupied.

Flowers along the walls of the lobby, sent by friends and well-wishers, indicated the interest in the project, and the throngs that crowded the place during the reception showed the appreciation of Laguna citizens for the enterprise of the owner of la Casa del Camino.

Expressions of delight over the tasteful and inviting way in which the lobby is furnished, and of the comfortable and attractive rooms were showered on Mr. and Mrs. Riddell. An orchestra in the dining room (not yet opened) provided entertainment, and the dancing space was filled until midnight.

Though no count of visitors was made, estimates of the number who came for a few minutes or remained for several hours, varied from two or three hundred to nearly a thousand.

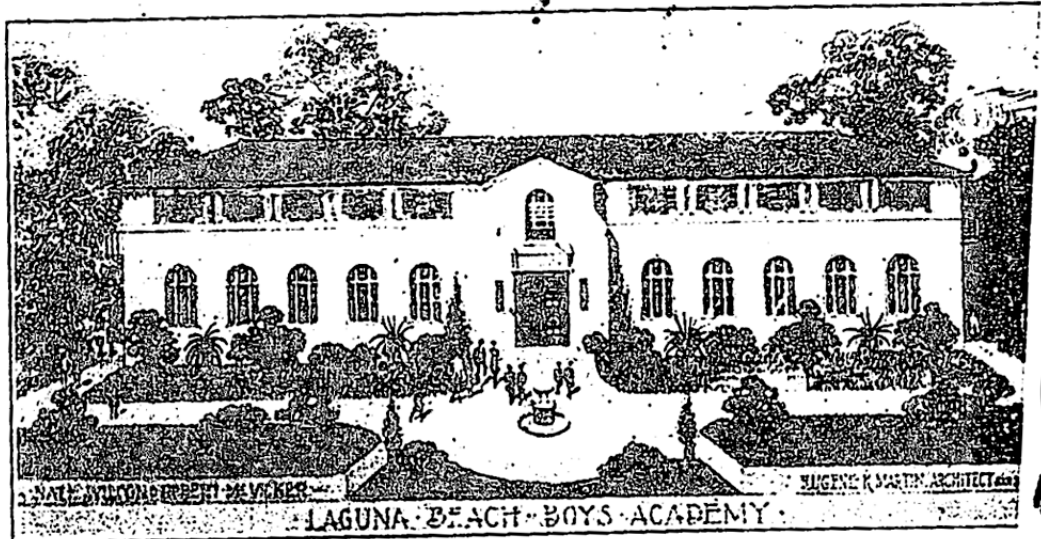
A radio address given over KNX told the public of the opening of the hotel, mentioning it and the White House together and giving an eulogy of Laguna. One enthusiast who heard it remarked that it was worth \$1000 to the city.

### APPROVAL OF PARK PROJECT

Lions Endorse O'Neil  
Ranch as State Site  
on Monday

at the O'Neil ranch would be a desirable State park was consensus of members of the Club at the meeting held last night at the Tea & Timm.

### BOYS' SCHOOL TO BE FINISHED IN 120 DAYS



Front view of the Laguna Beach Boys' Academy, work on which is expected to commence in days. The school is to be located near the crest of Temple Hills, with a view which will take in the line for many miles. Flood lights are to be installed to make the school visible at night.

### Work to Start in 30 Days on \$60,000 School on Temple Hills Site; to Be First Unit of Spanish Type Structure

That the Laguna Beach Boys' Academy will be under construction within 30 days is the assertion of Robert McVicker of the institution. In asking bids for the building which will bring to Laguna Beach a school expected to be outstanding in beauty of architecture and purpose. The first unit is to be erected at an estimated cost of \$60,000 and the building is to be finished by July 1. It is to occupy a commanding position near the top of Temple Hills and have grounds with an area of about three acres, it is stated.

The academy has been operating for several months on Cliff Drive with a limited number of students pending the erection of a building which would permit expanding the school as at first intended. W. N. Willson and Robert McVicker originated the project.

The academy takes boys 8 years of age and upwards through grades, junior high and high school and more than complies with the State educational requirements, according to the prospectus of the academy. The institution is non-military and

riders lead both ways to a spacious dining and social hall, headmaster's quarters on the one hand and on the other the various classrooms. The dining hall will have a beamed Spanish ceiling and a large fireplace and will be approximately 50 by 30 feet in size.

"On completion of the second unit the classrooms described here will become social rooms and billiard rooms where students may entertain their families and friends.

"The Dean's office is also on the ground floor.

"Ascending the staircase the second floor is taken up with individual studios and closets for each boy, capacity of 40, two supervising instructors' apartments and shower and sanitary facilities. Each room opens off corridors running right and left through glass paneled doors. Each room has also access to long porches—glassed in and storm proof—through French doors. Rooms can therefore be patrolled, unseen, either from main corridors or by the four porches.

### Went Up in A In Big I

Joe Jahraus and F. Champion were among who took a skyride in Folker plane of the S Oll Company at the airport Monday. According to them in the big cab on the same ride was Senator Nelson Edwards, J. L. William Kelly, Steele and two Standard Oil

### No Meeting

The City Wednesday its regular 6. Among expected to call on the Realty B. C. Hartwell street and confusion name

Report  
To the  
of Laguna  
City Council of Laguna Beach,  
Orange County Board of  
Supervisors:

As requested in your letter of September 11, 1923, authorizing me to proceed with the design and planting plans of Laguna Beach Park, I submit herewith the following report, to accompany and explain the plan for said park:

#### INTRODUCTION

Discussion of the design of Laguna Beach Park depends upon an understanding of the different types of parks and their separate purposes. This park, due to its rugged and picturesque coast line and striking natural beauty, falls into the class of a scenic park. The extreme narrowness of this strip of land, and its precipitousness, place rigorous limitation on its use for any other purpose. Some people may feel that this park should be used for more utilitarian purposes. After a study of the problem, however, it becomes apparent that, while there is a real need for such a park, other less scenic and less valuable property should be utilized to serve this need.

A naturalistic rather than a formal design has been worked out, it being especially appropriate in an area of such broken topography. Its purpose is to preserve in its original state the extraordinary beauty of the site, enhanced with native shrubs and vines, while making it possible for numbers of people to use, enjoy and derive inspiration from it for all time.

(1) EROSION—The first prob-

construct Cliff Drive approximately along the straight street in front of lots 2, 3, 4 and 5 of Block 27. This necessitates a slight re-design of the straight segment of the road in order to eliminate sharp corners and to form an easy, graceful curve. This design causes a narrow strip of ground to be added to lots 3, 4 and 5, and although still owned by the city, this strip may be used in the landscape treatment of abutting lawns. The curved treatment makes Cliff Drive safer and more beautiful.

As an alternative, the following treatment is suggested: If it appears desirable not to disturb the present position of the sidewalk, the additional strip of ground may be added to the parkway between the sidewalk and Cliff Drive, and planted to shrubbery.

In the wide curve of the road at Lookout Point, an island of shrubbery is proposed to compel one way traffic, prevent congestion and discourage parking.

(4) PARKING.—As the park is very narrow, it is inadvisable to cut into it for parking purposes, beyond providing a strip for diagonal parking between Myrtle and Jasmine streets. This gives space for forty cars. Vacant land may be acquired nearby for parking if needed, and if properly screened from neighboring houses by ornamental planting would not be an eyesore.

(5) PATHS.—Main paths provide direct communication between different parts of the upper levels of the park, with access to the sandy beaches. Secondary trails wander in leisurely fashion among the shrubs and plants and along the edge of the cliffs to secluded nooks

de wh sho well well (9) chara native best ac will be lish such of wild, as clothed This cannot once, but res far-sighted plan devotion over a time. Trees will frame views, to provide screen the highway where No planting will be done on rocky points to destroy their ged picturesqueness. Pl along the edge of the cliffs kept low so as not to views. A rock garden planned as a unique featu low basin where the sep are located. The gay fli only be visible at close i will therefore not be in Such a garden will conta which like a rocky, wel soil, and can be cared for inum cost.

(10) PICNICKING.—All pic ing should be confined to beaches where provision is plan for adequate water, camp-fires burning refuse. This will keep park clean and sanitary.

(11) UTILITIES.—(a) Water It is a difficult matter to estimate the amount of water needed, but it has been found that from one to three quarts of water per person is abundant. In this regard, however, it is advisable to provide facilities to anticipate future growth. Water should be piped to the vicinity of the camp-fires as located on plan. The location of water line for shrubs and trees will appear the planting and construct drawings.

(b) LIGHTS.—General light lessens opportunity for acc and crime and encourages th of the park during the ev hours. Simple artistic stan should be evenly distributed the main walks in such a m as not to interfere with vistas to be obstructive. The up standard should support the la at least 13½ feet above gro with units placed from 125 feet apart, the distance d upon the amount of cu walks.

(c) TOILET FAC Temporary toilets a near the septic tanks. of permanent toilets r to some degree upon ence of the septic s city sewage system sh ized if possible, both f ets and for the dispos waste from cooking. grows, it will be necessa stall toilets in the entra vilion at the foot of Jasmine

(d) GARBAGE DISPOSAL The liquid kitchen waste may collected and disposed of throug The sanitary system or soaka pits. Refuse will be burned in incinerator built in conjunct with fireplaces.

(e) POLICING.—To p planting, marine life equipment from de to keep out ob

## DINING ROOM

in

## LA CASA DEL CAMINO

## FOR LEASE

Very Reasonable Rent to

Competent Lessee

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Address

**W. W. RIDDELL**

**Laguna Beach**



PAINTINGS  
WATERCOLORS

## Arts and the Artists

CONDUCTED BY FERN BURFORD

La Casa Del Camino  
Is Art Achievement

Beautiful architecture, furnishings, pictures, music, sculpture and drama were all blended in la Casa del Camino at the brilliant opening reception Saturday afternoon and evening, January 26.

The building itself is a work of art. The color scheme is carried out in the most daring fashion only possible to such artistic experience as is possessed by Mr. and Mrs. W. W. Riddell, who have expressed their artistic feeling.

Music, flowers, friends, and members from the dramatic group, writers, artists and well-wishers came to praise this long anticipated achievement, a modern hotel for Laguna Beach.

The large canvases by Joseph Kleitsch on exhibition exhibition and beautifully hung in the large lobby and dining-room attracted much attention and favorable comment. The rocky coves with their lovely colorings of rock, beach and ocean, and the eucalypti which lined the main streets in the early days have been immortalized. One sees the hills which almost share equally with the water front in Laguna's glory dotted with little cottages here and there, hardly breaking the wild beauty of the scene. Then there are the old frame buildings—the postoffice and grocery store combined which never can be seen again except through the artists' eyes. Where now the stately Isch Building stands Kleitsch has pictured the row of tall trees in real village fashion, showing the bank building and Tea and Tiffin in the distance.

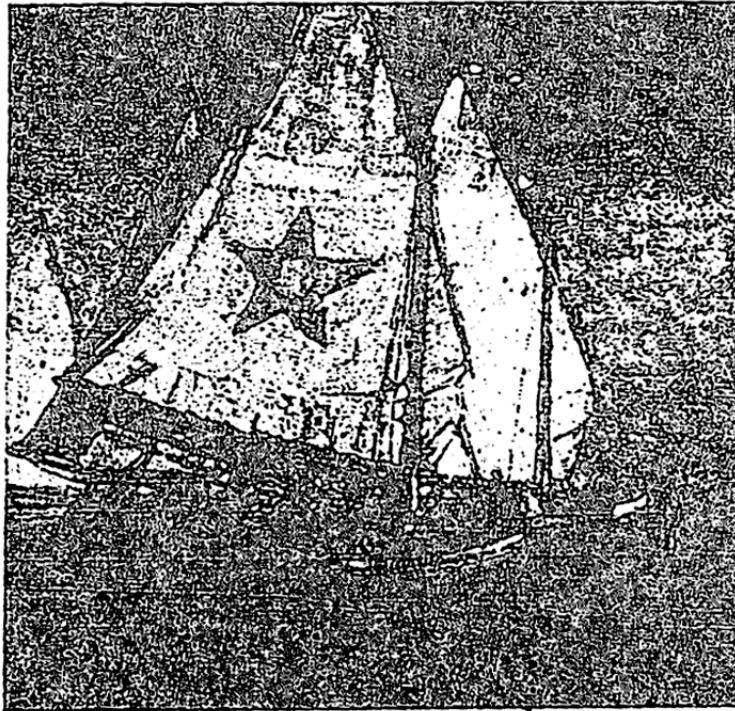
All of these fourteen canvases are rare treasures, and it is hoped that the artist, Joseph Kleitsch, will leave them in la Casa del Camino for a permanent exhibition.

Artist Directory and  
No-Jury Show Desired

I hope to see placed at once in our new gallery a directory of all resident artists of the Laguna Association with their street numbers so that they can be found.

Such a directory has been almost impossible before, but now that street numbers have been inaugurated it can easily be done, though it may take some time. Many signs at many places are a drawback that should be remedied.

## EDGAR PAYNE—A TYPICAL BOAT SCENE

Indifference  
Expensive Vice

Individuals who would crawl under a hotel bed to recover a nickel will wipe their shoes on a clean bedspread, scratch a match on a freshly-painted wall, and rub their heels against the side of a beautiful bureau, not one of these people would think of taking a daily paper from the hotel news-stand without paying for it, but for some inexplicable reason it never occurs to them that they are wasting good money of the hotel proprietor when they make a railroad shanty of their room.

Receptacles for ashes, cigars and cigarette stubs and waste paper are conveniently distributed in all clubs and public places, but not one out of five of us bothers to use them. Burnt matches and cigarette stubs litter the floors of otherwise spotless lobbies. If careful hosts were kept they would probably be compelled to clean up the mess.

## CHRISTIANITY

By WILLIAM ELLIS

During the recent holidays, when members of the American Association for the Advancement of Science were meeting in New York City, a publicity-loving professor from a New England women's college, took advantage of the general interest in the session of the scientists, to proclaim that God is out of date, the Bible discredited, the Ten Commandments obsolete, and sin really non-existent. "If a notion of God is needed," he conceded, a new conception should be worked out "in the light of the contemporary astrophysics."

The president of the American Association for the Advancement of Science publicly castigated the sensationalist, declaring that he had taken unwarranted advantage of the occasion to promulgate purely personal views, and nothing to do with the subject, that, so far as the subject of God is concerned, he was a "non-believer."

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—Marcellin  
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## LA CASA DEL CAMINO OPENS WITH RECEPTION WHICH MANY GUESTS ATTEND

Almost the entire population of Laguna Beach and many visitors from Southern California came to do honor to the opening reception and dance given by Mr. and Mrs. W. W. Riddell at the dedication of the new hotel—la Casa del Camino—Saturday, January 26.

Cars parked on the boulevard for blocks told the passerby that the most important social event in the whole life of Laguna Beach to date was going on at the beautiful Mission style building at the corner of Cross street and the Coast Highway.

A profusion of flowers in beautiful baskets lined the walls, stairway, window seats, clerk's desk and the low coffee tables grouped around the spacious lobby and dining room.

A five-piece orchestra lead by Miss Edith MacDonald, dispensed ball-room music during the evening and the guests danced, visited at the cheery fireplace on the comfortable divans, roamed about the building or had tea, punch and wafers which were bountifully supplied by the host and hostess.

Withal there was a feeling of informality and friendliness about the affair which warmed the heart and made one feel proud in the achievements of Laguna Beach and its artist host and hostess, Mr. and Mrs. William W. Riddell.

Artists seen among the throngs of visitors were Mr. and Mrs. William Wendt, Mr. and Mrs. Karl Yens, Mr. and Mrs. Thomas L. Hunt, Mr. and Mrs. Clarence Hinkle, Frank W. Cuprien, Miss Edith Loop, Miss Alice Fullerton, Miss Julie Raymond, Mrs. Ida Randall Bolles, Mr. and Mrs. William A. Griffith, Miss Anna A. Hills, Miss Virginia Woolley and Mr. and Mrs. William Swift Daniell.

## FUNNY FRUITS ARE PROMISED

Berdoo Orange Show to  
Exhibit Red Lemons  
and Sweet Oranges

SAN BERNARDINO, Jan. 23.—Four hundred varieties of citrus fruits will be on exhibition at the nineteenth National Orange Show to be held February 14-24, according to announcement made.

## Rare Volumes in New Book Store

Robert L. Brown, who opens his new book store at 208 West Fourth street, Santa Ana, today, has books which are popular and books which are rare and unusual.

On his well stocked shelves are books on ancient Chinese ceramics, lacquers and jades, on rare porcelains of the Ming and earlier dynasties; on Chinese furniture and houses.

The "History of American Painting," in Mr. Brown's store, should be of special interest to Lagunans. "Early American Wrought Iron" will appeal to those interested in antiques, and the "Dictionary of English Furniture" will find favor with many.

Romance, architecture of different lands, including pre-historic Mayan and of other ancient races as well as modern styles; England as it was and as it is today; and a wide variety of topics—wide enough to enlist the interest of any reader—are in the new store.

Mr. Brown is moving from 105 East Fourth street to 208 West Fourth street and is enlarging his quarters to give increased service, according to a press account, and special fittings, lighting fixtures and other equipment contribute to the service.

## Canadian Picnic Set for Feb. 9

The 18th Annual Winter reunion and picnic of Canadians, under the auspices of the Canadian Tourists' Association is set for February 9 as an all-day affair. It is to be held at Exposition Park, Los Angeles, corner Santa Barbara and Hoover. No admission charge is made and the invitation is general.

First stated meeting of the Laguna Beach Masonic Lodge will be held the Ma-



## Local Orchestra Made Hit at Hotel Opening

The new ballroom orchestra under the direction of Edith McDonald made a big hit at the opening reception and dance at la Casa del Camino Saturday night.

The five members were recruited from Laguna and vicinity and played together on this, their first appearance in Laguna Beach, like old veterans in the dance orchestra class.

Many compliments and good

Quick—  
Fascin  
New beauty fo  
with DU



TO bring gaiety and cheer into every room—use Duco. It's so easy. Duco is easily applied with a brush or convenient hand-sprayer. It dries quick!

Furniture old and new—pieces bought unfinished; any or all with

## ARTS AND ARTISTS

CONDUCTED BY FERN BURFORD

HOLMWOOD ART WORK WINS PRAISE IN  
PASTEL PORTRAIT OF ST. JOSEPH MAID

Loren Holmwood, well known Laguna artist, was the subject of a quarter-page article in a recent issue of the St. Joseph Gazette. On occasion was the completion of a portrait in pastel by Mr. Holmwood of Miss Mary Louise Logan, prominent society girl of St. Joseph.

The account given in the Easterner is given in part:

"Watch a child and learn what he holds his interest in later life. Often the advice of those who would assist in directing a career."

In the case of Loren Conrad Holmwood of Laguna Beach, Calif., who has just completed a portrait of Miss Mary Louise Logan, daughter of Mrs. John S. Logan, 1006 North Twenty-second street, this was really not necessary, and yet its truth was apparent. When five years old Loren Holmwood began to draw pictures of noses. The face did not interest him, but many different shapes and sizes of noses that he saw made an impression on him.

His father, being artistic temperament, encouraged the boy in his natural talent. Assistance was given him throughout his youth to develop his talent.

Mr. Holmwood was born in Seattle, Wash., of Swedish and Scotch-English parentage. When he was very young, his family moved to Western Nebraska. The father, Isaac Conrad Holmwood, directed an orchestra. Loren and his brother were taught music by their father and joined the band, which toured the country for eight years.

The family removed to Concordia, Kan., where Loren continued his elementary education and took his first real lessons in art at a convent. He was determined at this time to become an artist, and while the Holmwood family then lived there for their home, Loren was a member of the

Returning from Honolulu last spring, Mrs. Logan and her daughter visited the Sheridans at Laguna Beach, and here saw a portrait of Mrs. Sheridan which Mr. Holmwood had done. This was a gay piece of work, even more intriguing for the fact that Mrs. Sheridan was in a Spanish costume. Then and there the artist was invited to come to St. Joseph to do Miss Logan's portrait.

Mr. Holmwood usually divides his time between his studio at Laguna Beach and his Colorado ranch, which is located eighty-one miles inland from Grand Junction, near the Utah line. There he works on character sketches, "doing" the mountaineers, sheep herders and Indian types in outdoor paintings.

He has held exhibits in many places in California and numerous private exhibits at his studio. In addition to portraiture, he paints cover designs for many of the popular magazines.

Mr. Holmwood expects to leave for France sometime next winter. There he plans to devote several years to painting.

The portrait of Miss Logan, which is life size, is done in pastel. It was made at the Logan home. Miss Logan is wearing a white tulle and black lace evening dress and is seated upon a low-back settee.

Griffith Popular at Pasadena Exhibit

## FUNERAL DIRECTOR—

Mission Funeral Home.  
Winbiger's, 609 No. Main, Santa Ana

60-W

## THE EXCELLENCE

of our work is best attested by the steady increase in our business. The finest wearing apparel may be safely entrusted to our care.

Patronize a Home Institution

## LAGUNA BEACH LAUNDRY

Opposite Community Presbyterian Church

The New Hotel

la Casa del  
Camino

Laguna Beach

European plan only until dining room is leased.

Rooms without bath—\$2.00-\$2.50

Rooms with bath—\$2.50-\$3.50

Phone 2638

LYNN  
THEATRE

Adults 30c—Two shows starting at 7 and 8:45—Children 10c  
Good Heat and Ventilation

—SATURDAY—

COLLEEN MOORE in "SYNTHETIC SIN"  
with Antonio Moreno. Colleen as a good little bad girl. "Fuddy" is no word for it!

—SUNDAY and MONDAY—

GEORGE SYDNEY, JEAN HERSHOLT in "GIVE & TAKE"  
Two great stars in a great picture from a great stage play. Funny, dramatic, speedy!

—TUESDAY and WEDNESDAY—

"A WOMAN OF AFFAIRS"  
John Gilbert, Greta Garbo, Lewis Stone. With desire, burning lips, pounding pulses, racing hearts. He made her affairs his business, and how! Children 15c, Adults 35c.

—THURSDAY and FRIDAY—

CODY and PRINGLE Latest Laugh Hit,  
"THE BABY CYCLONE"  
Dog gone—and then fun begins.

## Modern Sanitation

has greatly reduced sickness and disease in this country. All this has been brought about by the plumbing industry. It is the home that

# ACTIVITIES

## A Beach Cottage Is Setting for Tea

e delightful setting for  
's tea than the Lagu  
stage of Miss Hazel  
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Niece of G. H. Bents  
Bride of Prado Man

Mrs. Bessie Mae Bent, talented and charming niece of Mr. and Mrs. G. H. Bent of Laguna and Prado was married Sunday to Fred Stuber, a well-known young man of the latter city.

The Bent home at Prado was the scene for the pretty wedding and a delicious turkey dinner was served to the wedding party and guests after the ceremony.

Miss Hazel Johnson of Laguna was bridesmaid; Mrs. H. R. Billingsley of Santa Ana sang "Oh, Promise Me" and, "Oh Perfect Love," with Mrs. Al Van Gundy of Redlands at the organ. Judge H. K. Stahl of Corona officiated.

The bride and bridegroom will make their home in Prado where Mr. Struber is an employe in the Bent Mission Tile Company as driver.

## Wood Artists Make Bench for Hotel

Visitors to la Casa del Camino admire the comfortable and artistic bench placed by the front doorway and Mr. Riddell has been asked about it.

The low, Mission-style seat was especially designed and built by the "Wood Box" under the skilled workmanship of those artists in wood, Mrs. M. W. Paul and W. F. Pitts.

These enterprising artists are working day and night to get out the many orders received from all over this section and have expanded their quarters to take in the vacant storeroom next door in the Arch Beach Realty Building at the corner of Pearl street and the Boulevard.

Artist City Board

# Rare

### 4th and Sycamore

# Winnin for Al



## The Latest Fashion Ideas Sleeveless Dresses

Every one is a winner in color—many white effect so popular. **Clever Slip-on**



## RIGHTS the ALKS

RGE EWING

letter day February  
be for the Laguna  
association in general  
Anna Hills in par-  
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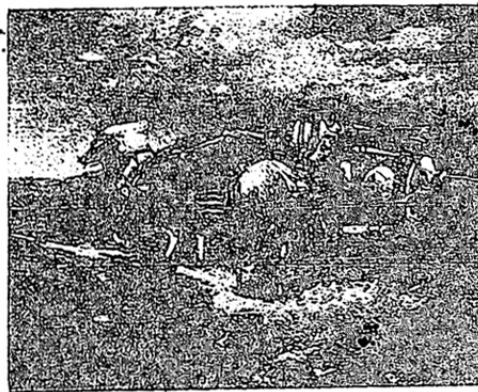
room, the full-size  
can be finished with  
additional expense for  
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the gallery is a fully  
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is a striking example of Span-  
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oking the ocean and close  
to hear the waves beating  
the shore.

hearty congratulations to  
Miss Hills, to your board of  
ctors and all the members and  
ds of the Laguna Beach Art  
association who have worked and  
alted so patiently for the realiza-  
tion of a beautiful dream.

## "CHANGING HORSES"



By FRANK TENNEY JOHNSON

—Courtesy Stendahl Galleries.

## IN THE CHURCHES

### Christian Science Churches

"Spirit" was the subject of the Lesson-Sermon Sunday, February 10, in all Churches of Christ, Scientist, branches of The Mother Church, The First Church of Christ, Scientist, in Boston, Mass. In the Lesson-Sermon, citations were read from the Bible, including an account of healing works of Christ Jesus in the land of Genesareth, from Matthew. "And when one of them, they sent out into all that country around about, and brought unto him all that were diseased; and besought him that they might only touch the hem of his garment; and as many as touched were made perfectly whole."

Correlative selections were also read from "Science and Health with Key to the Scriptures," by Mary Baker Eddy, including the passage, "Jesus established his church and maintained his mission on a spiritual foundation of Christ-healing. He taught his followers that his religion had a divine Principle, which would cast out error and heal both the sick and the sinning."

### Community Presbyterian

The session held its regular meeting Wednesday evening, Feb. 13, at 8:30, immediately following the prayer service.

To our visiting friends: Our new building has been erected not merely to serve our own church and Sunday School, but to take care of the large number of visitors who come especially during the summer months. We have a small congregation and still carry a debt upon which we are endeavoring to pay off \$2500 this year through the raising of 250 ten-dollar shares.

## CHURCHES

### Christian Science Society in Laguna Beach

Branch of The Mother Church, The First Church of Christ, Scientist, in Boston, Massachusetts.

Sunday services, 11 a. m.; Sunday School, 9:30 a. m. Wednesday evening meetings at 8 o'clock at the Woman's Clubhouse. Free reading room in the Lynndon Bldg., open on Mondays, Wednesdays and Saturdays from 11 a. m. to 5 p. m.—Advt.

### Episcopal Church

Holy Communion, Sunday 8 a. m. at W. A. Griffith studio. Evening services will be at 5 p. m.

### COMMUNION WEDNESDAY

Holy Communion of Episcopal Church next Wednesday at 11 a. m., at Griffith studio.

### Catholic Church

St. Catherine's, at Aliso St. near Park. Pastor, Rev. P. C. Tritz. Mass and sermon at 7 and 9. Benediction after the 9 o'clock mass.

### Presbyterian Church of Laguna Beach

Rev. Raymond I. Brahams, minister. Regular services: On the Lord's Day, 9:45 a. m., Sunday school; 11 a. m., morning worship; 5:45 p. m., Young People's meeting; 7:30 p. m., evening worship. The mid-week service, 7:30 p. m. Wednesday evening. Second Monday of each month, 2:30 p. m. Women's Society.

This year the Hawaiian Islands celebrate the one hundred and fiftieth anniversary of their discovery by Captain Cook in 1778.

## LYNN THEATRE

Adults 30c—Two shows starting at 7 and 8:45—Children 10c  
Good Heat and Ventilation

—Friday—

Cody and Pringle Latest Laugh Hit  
"THE BABY CYCLONE"

—Saturday—

"COMPANIONATE MARRIAGE"

Lindsey film. A genuine document of marriage today. You see a wonderful love story you know is true of every-day life. Entertainment you'll never forget.

—Sunday and Monday—

"NEED McCOBB'S DAUGHTER"

With Irene Rich, Robert Armstrong and Theo. Robert

—Tuesday—

"MORGAN'S LAST RAID"

With Tim McCoy. A whirlwind romance of glorious adventure.

—Thursday—

"THE MAN WHO LAUGHS"

Victor Hugo's classic. One of the world's most cherished novels. Overwhelming beauty. Magnificent and spectacular. Adults 35c. Children 15c.

## TO THE

## ART ASSOCIATION OF LAGUNA BEACH

The completion of the new  
lery stands as a monument to  
of you who are responsible  
erection. We are proud of  
success.

## LAGUNA BEACH ORANGE COUNTY

owe your association an incre-  
support, in order that you may  
able to continue with your g  
work.

**ROY W. PEACOCK, REALTOR**

PAUL NUNAN, Salesmanager

Read the For Rent Ads in the News

Congratulations to the Art Association. The building of an art Gallery to house the works of our famous artists is a laudable achievement—To house the artists, we have built a beautiful hotel,



## LA CASA DEL CAMINO

COAST BLVD, SOUTH, Laguna Beach

European plan only until dining room is leased—Rates: Rooms without bath \$2-\$2.50; Rooms with bath, \$2.50-\$3.50

PHONE 2653



## SIDE-LIGHTS From the SIDEWALKS

By GEORGE EWING

Don't take yourself too seriously. Your work—well, that's different. It is only the decent thing to do. But be sure to find out what your "fast" is and then stick to it.

In a place as fly as Laguna Beach—that word "fly" is what the troupers call a town where the audience picks up all the fast ones that are put over the footlights—you will be very unhappy if you do take yourself seriously.

The above is apropos of the Laguna Beach minstrels and the wisecracks that were handed out by the four clever end-men.

You remember what they were. The ones about the red and green lights, the actor who is dying to direct, and the director who is acting to act, etc. \*

Most of the gang were in Malow's drug store after the show Thursday night talking it over.

Louie Burnham and Dan Grant were there, "diked" out in their evening clothes as slick as Fifth Avenue. Louie was the interlocutor and Dan played the show, you recall. The rest of us looked coal miners going home from hard day's work. My ears are covered with burnt cork.

Right here I wish to say a word about Dan Grant, who has been a companion for the minstrels for several years and who, with Nathan Wilson, did so much to make a show a success. Can you imagine Dan ever taking himself seriously? However, I'll bet he was very serious that day during the war when he won the Croix de Guerre.

I have never been able to get the story from him. Perhaps you can. If so, please let me have it for it will be interesting. You can be certain of that.

"Gavy" Cravath came in with Mrs. Cravath. Gavy managed the show. He learned the value of team-work and harmony back in the days when he played ball with the Phillies, and he handled the gang in the same manner as a ball team has to be managed if they ever hope to get anywhere. Consequently there wasn't a chance for anyone to be temperamental.

Everybody enjoyed working with Gavy, and if I am ever invited to help in the minstrel again, just try to keep me out.

Another person one can hardly imagine taking himself seriously is Phil Knaggs. You have all seen enough of his work here in Laguna to realize that he is a fine actor. We have yet to hear him tell us how good he is. There are those in town who consider him as versatile as any player we have. You can always count on him to "make" any performance in which he takes a part.

Felix Welch is another find. He made one of the best end-men imaginable. Acting is his avocation, however. He is a student flirter, and that is what he really takes seriously. I should hate to think

of what would happen to him if he didn't.

Nathan Wilson almost ran away with the show. His work as Mr. Bones was a riot. Wilson is a newcomer to Laguna, and I believe this is the first time he has appeared in public here, although he has done much work along dramatic lines at Pomona college.

Did you know that many of the songs he used in the show were his own compositions?

And how that chap can make a piano talk! Now that Laguna Beach has heard what he can do, he might just as well throw his house shoes out the window.

Let me make a confession. One of my suppressed desires has always been to be an end-man in a minstrel show. But I learned early in life that if you can't be an end-man, sit in the circle.

## Realtors Hit at Desert Sales

In accord with its principles of planning wisely and well for future growth and development, as well as of ethics, the City Planning Division of the California Real Estate Association, assembled in fourth annual conference at Fresno, adopted the following resolution:

WHEREAS, the passage of the Swing-Johnson Boulder Dam Bill has resulted in a real estate boom in the desert districts in California, Arizona and Nevada, particularly adjacent to Blythe, Kingman, and Las Vegas, and

WHEREAS, little if any of the land now being sold will receive any water from the dam or will receive any direct benefit from the dam, and

WHEREAS, town lot subdivisions and farm land subdivisions are being laid out and sold in these districts, particularly around Las Vegas, and

WHEREAS, the policy of the California Real Estate Association is to discourage sale of lands or lots which cannot be used for the purpose for which sold, and

WHEREAS, the city planning conference wishes to follow this policy; now therefore be it

RESOLVED, that the Fourth Annual California Realtors' State, Regional and City Planning Conference in session in Fresno on Feb. 15, 1929, go on record as opposing the sale of lots or lands in California, Arizona, or Nevada, on the strength of the passage of the Boulder Dam unless the firm selling such land has a commitment from the United States Government showing that the land so sold will actually receive water from the dam, and be it further

RESOLVED, that this conference go on record as opposing the sale of lots or lands located on the desert on the strength of statements that such land will benefit by the Boulder Dam activity, and be it further

RESOLVED, that copies of this resolution be sent to each member of our State Legislature, each member of our delegation at Washington, the Better Business Bureaus in the State of California, Realty Boards throughout the United States and to all newspapers.

NEWS clippings will sell it.

## PERSONAL MENTION

Mrs. J. G. Poore of Butte, Mont., was a caller at the News office Friday, Feb. 22.

Mrs. Genevieve Coakley entertained at dinner Wednesday evening, Feb. 22, Messrs. Tom Harper and George Maxwell of Irvine.

Some of the most interesting visitors of the week-end were the boys from the Occidental College Glee Club who were entertained after their performance at the school auditorium Friday evening. La Casa del Camino and the following homes had the honor of providing them with accommodations: Mrs. Roy Ropp, Mrs. R. I. Brahams, Mrs. Paul Nunan, Mrs. Maud Test, Mrs. G. K. Bingham, C. Addison Van Loeven, Mrs. Joseph S. Thurston, Mrs. Grace Stephenson, Mrs. Josephine Yoch and C. D. Bronner.

Mr. and Mrs. Lee Garmes occupied their cottage "Hollywood" on the Boulevard over the week-end. Mr. Garmes is photographer with the First National and expects to work with Al Jolson in a talkie next week.

Mr. and Mrs. Roy Purpus were in Laguna over the week-end.

H. H. Henshaw made a business trip to Laguna Monday.

Miss Josephine Miller has bought an ocean front lot in Woods Point and expects to build a home soon. It is said.

Miss Edith Loop has plans drawn for a new studio-home in the Woods Point tract where she has been holding property ever since the tract was opened.

Mrs. A. B. Marshall attended an art luncheon Tuesday at the home of the district president of the P. T. A., Mrs. Neal Beigel in Santa Ana. This will be the last of these luncheons held in Santa Ana. The next one will be April 11 at the Laguna Beach schoolhouse. Lunch will be served in the domestic science rooms, and the occasion will be honored with the presence of the State president, Mrs. Robert Cardiff.

Mr. and Mrs. Laurens have taken the Beardsley house on Du Mond Drive for several months. Mrs. Laurens is the daughter of Mrs. Gordon Ludlow who visited Miss Ethel Gordinier here at different times.



Ice Cream Sodas  
any Flavors

10c

We claim nobody serves better sodas, sundaes, or more appetizing sandwiches than our fountain.

GOVERN'S  
BAKERY AND  
FOUNTAIN

Forest Avenue  
Laguna Beach

## Laguna Beach Hardware

SELLS

Blue Grass, White Clover, Australian Rye, Alfalfa, Garden and Flower Seeds

No better time to plant than now

Forest Avenue, in the Lynndon Building  
Phone 222



LA CASA DEL CAMINO CAFE OPEN MARCH 10

Make Reservations Now for Formal Opening March 15 at 6:30

COAST BOULEVARD SOUTH, LAGUNA BEACH,

PHONE 2638

European plan—Rates: Rooms without bath \$2-\$2.50; Rooms with bath, \$2.50-\$3.50

# South Coast News

Official Paper of Laguna Beach—Qualified to Publish Legal Advertising

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HE

## LAGUNA BEACH LIFE

MERGER EFFECTIVE

AUGUST 24, 1928

LAGUNA BEACH, CALIF., MARCH 8, 1929

### CHAMBER MEMBERSHIP DRIVE IS SET FOR MONDAY, MARCH 18

Thompson Head Teams; Two Dinners to  
recede Effort to Build Up Number  
in Civic Body; \$5 Annual Fee

Frank B. Champion and George E. Thompson will head  
teams respectively in the drive set for March 18 when it  
that the Chamber of Commerce will take on something of  
ardor and enthusiasm.

inary to the drive two departures from previous procedure  
been adopted. The first of these has been the lowering of mem-  
p dues to \$5 a year. The second is making each meeting an  
forum."

mpion will have as his team  
W. Cuprien, A. B. Marshall,  
s Jester, William Bernard,  
S. Thurston, J. J. Power.  
son will be assisted by P. C.  
rton, Dr. B. B. Mason, W. T.  
rt, B. C. Mackey, F. W.  
s and L. F. Walden.

membership drive, which  
en under consideration for  
weeks, in in charge of Jack  
A dinner Thursday evening,  
14, at 6:30 at the Hazel cafe  
e held to outline the details,  
Power and Mr. Lambert are  
to the others on that occa-

e directors voted to attend the  
al opening of the cafe in la  
del Camino Friday evening,  
15. As a large crowd is ex-  
d, reservations are to be  
it was decided, in order to  
having places.

etings of the Chamber are to  
d on the first and third Fri-  
of the month, it was decided.  
n Jehie read the recommen-  
s of the committee from the  
y Board on street naming and  
eived the endorsement of the  
ors. One portion of the re-  
calls for bestowing the names  
lists on certain streets.

### SHOWS REPORT ON WATER DISTRICT

Files of Papers Prove Pub-  
lic Acquainted With  
Expenditures

That stories circulated to the ef-  
fect that the expenditure of \$600,-  
000 by the Laguna Beach County  
Water Board had never been made  
public are untrue, is the assertion  
of Water Board officials.

In proof of this they assert that  
a full report was made in August,  
1927. Files of the Laguna Beach  
Life and the South Coast News  
show that the report was published  
in full under date of August 5, oc-  
cupying about 3 full columns of  
space, set in two-column measure.

That portion of the report pub-  
lished at that time is reproduced  
here:

Statement of Bond Issue and Cap-  
ital Expenditures

Amount derived by sale of bonds,  
\$600,000.

#### STRUCTURES

The structure, \$200,008.87.  
Distribution system, \$132,555.  
Main conduit, \$18,910.41

### HOTEL CAFE OPEN MAR. 15

Many Reservations by  
Chamber, Citi-  
zens

Because it is expected that table  
places will be at a premium at the  
official opening of la Casa del Cam-  
ino Cafe in the new hotel Friday  
evening, March 15, tickets have  
been printed in order to permit as-  
suring places to those who make  
reservations. Tickets are on sale  
at the hotel and at the Chamber of  
Commerce. A 7-course dinner is  
to be served, the price \$1.50.

Specially built furniture, special-  
ly made dishes, with an orange and  
blue color scheme for the chairs  
and tables, pale yellow dishes with  
orange and blue lines, the whole  
blending with the color plan of the  
dining room, will make the new  
cafe in keeping with the high  
standard set by the hotel itself.  
Mrs. Clara I. Brisbin and Miss Car-  
ol Brisbin are proprietors.

George W. Coover, chef, with the  
Tea & Tiffin two years ago, and  
who has put on several banquets  
for William Simmons at the Arch  
Beach Inn, is in charge of the  
kitchen. Mr. Coover has a local  
reputation which is a decided asset  
to the new cafe, and is also rated  
high in Southern California for his  
culinary skill. He has been with  
Herbert's of Los Angeles recently.

The kitchen has been completely  
equipped with the latest devices  
and appliances, some of it specially  
made, all of its first class.

Because of the interest centered  
in the success of the hotel, and in  
the opening of the cafe, many res-  
ervations have been made, and  
tickets are offered in order that  
those who wish to be at the open-  
ing may be sure of places.

### 10-YEAR LEASE ON FAIRY WOODS

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**MISS DOROTHY SMITH**  
who is to wed Don Wilcox in  
September.

**MINSTRELS GUESTS  
AT CLUB WEDNESDAY**

About 45 members of the Com-  
munity Club gave a stag dinner at  
the clubhouse at 8:30 Wednesday,  
March 6, in honor of the 25 min-  
strels who gave the show for the  
club last month.

A delicious chicken dinner, cab-  
aret program and a smoker were  
the chief forms of entertainment.  
Roy Williams acted as host and  
aided the committee on arrange-  
ments.

opening. Each  
fragrant buttonholes of violets.

No gift is more appreciated than  
jewelry. You will find in my new  
stock gifts that are especially ap-  
propriate for weddings and birth-  
days. Ernie Best, Jeweler, Forest  
Ave., Laguna Beach.

NEWS clippings will sell it.

New and used furniture, used gas  
heaters 50c up, used cook stoves \$8  
up; a few old walnut pieces at re-  
duced prices.

**LAGUNA BEACH FURNITURE  
COMPANY**  
244 Forest Avenue  
Laguna Beach

Coming new is in hand-  
made

**Scarfs  
\$1.50**

**HUGH J. LOWE**

Successor to

**W. A. HUFF CO.**

Men's Wear Boys' Wear  
100 West Fourth

# CAFE

## *la Casa del Camino*

Will Open in an Informal Way

**SUNDAY, MARCH 10TH**

### **RESERVATIONS**

Are Now Being Made for the  
**FORMAL OPENING**

*Friday, March 15*

Under the Auspices of the  
**CHAMBER OF COMMERCE**

**7-COURSE BANQUET AT 6:30 P.M.**

**Followed By an Entertaining Program**

Make reservations at Cafe, Phone 2638; Geo.  
Dunham, secretary Chamber of Commerce,  
or any member of the Board of Directors.

of Laguna Beach—Qualified to Publish Legal Advertising

## LAGUNA BEACH LIFE

MERGER EFFECTIVE

AUGUST 24, 1928

LAGUNA BEACH, CALIF., MARCH 15, 1929

### MAKES FILMOSCOPE



Clyan H. Hall, local head of the Craftsman Studios, the firm which secured a contract to make and distribute 200,000 Filmoscopes within the coming year.

### TELLS B. P. W. CLUB ABOUT ITALIANS

Endorsement of Artist Names for Streets; Musical Program

Italians as immigrants to this country and prospective citizens. With glimpses of these citizens of Italy, constituting the sub-

### NEW CAFE TO OPEN FRIDAY

Limited Reservations as Official Bow to Public Made

Though it has been open for business since Sunday, the la Casa del Camino Cafe, operated by Mrs. Clara I. Brisbin and Miss Carol Brisbin, officially greets guests Friday. Reservations have been limited, because of the desire to give the regular standard of service, to the seating capacity of the dining room. Anticipating this, many made reservations in advance. Emphasis is laid on the fact that the occasion is not a formal one.

The Chamber of Commerce will hold its meeting at the cafe, convening at 6:30, the hour of the opening, but will make no attempt at conducting business.

Decorations in flowers are furnished by Mr. and Mrs. Joel B. Handy of Virginia Park Gardens who will dress the dining room in blossoms to continue the color scheme of the hangings, tables, chairs and dishes.

The dinner to be served is in seven courses and will be prepared by George W. Coover, whose reputation as chef is well known.

Furniture for the dining room, did not arrive until late Saturday night, and it took hard work on the part of cafe and hotel employees to get ready by Sunday morning. However, when the door opened at 7 o'clock for Miss Georgia Seaver Thomas, the first one to place an order, everything was ready.

Many compliments have been showered on the cheerful dining room with its special built furniture, the specially made pale yellow dishes, and the orange and blue color scheme.

### TWO TEAMS FOR CHAMBER MONDAY

Memberships Eagerly Solicited

PLANS AT

Champion Head Work Rate Made

Districts to be completed. The tails of the work were for the Chamber of membership drive Thursday when the two teams with the work were given by J. Power and W. T. the Hazel Cafe.

The drive is to be held March 18.

Mayor Frank B. Chamberlain, one team, his associate Frank W. Cuprien, A. Charles Jester, William Joseph S. Thurston Power.

George E. Thompson of the other team and crew P. C. Penberton, Mason, W. T. Lambert, key, F. W. Shields and den. The campaign is Jack Power.

At the dinner at 6 evening discussion of the future and the territory by each team and the each term were agreed.

With dues now on it is anticipated that ship will be made.



## CAFE OPENING WELL ATTENDED

Chamber Sponsors Initi-  
ating of Place; Burke  
Is Speaker

About 80 persons were present at the formal opening of la Casa del Camino Cafe Friday evening, the event having been sponsored by the Chamber of Commerce as a forerunner of its active drive set for the following Monday.

The chief talk of the evening was made by J. Frank Burke, owner and editor of the Santa Ana Register, who was accompanied on his visit here by Mrs. Burke.

Congratulating Mr. and Mrs. W. W. Riddell on the hotel and the city of Laguna Beach on having such a hotel, the editor, told of what can be accomplished by a Chamber of Commerce. Though Laguna Beach is destined to grow, its growth can be greatly accelerated and made orderly by the work of an active civic body, he said.

"I like the spirit of cooperation which is in an active Chamber of Commerce. It has a broadening and expanding effect on those who participate in the work. The Chamber of Commerce is a clearing house for the community. It is a highly important body, especially in California. When State parks are proposed, for instance, I note that the attitude of the Chamber of Commerce is considered highly important. All can take part in Chamber of Commerce work. All who believe in the city should join, should attend meetings and should share the work and responsibility."

P. C. Pemberton, president of the body, who arrived late, told of its unifying influence, of the lowered rate which makes memberships only 3 a year now, and of the open forum feature permitting all members to participate in all discussion and to vote. George E. Thompson presided over the meeting.

Nathan Wilson led, in several songs sung by those present, and also offered several solos, accompanying himself at the piano.

Brief remarks were made by Mayor Frank B. Champion, City Attorney Moresby White, William W. Riddell as owner of la Casa del Camino, and Al Burns as head of the Lions Club. Mr. Riddell gave credit to Mr. Pemberton and to Lolita Perine for the hotel, the first for assisting in some of the problems encountered, the latter for keeping him persistently going when problems arose.

George W. Coover, chef, was introduced to the crowd and told a short story, introduced by Miss Carol Brisbin, who with her mother, Mrs. Clara I. Brisbin, are proprietors of the cafe.

Among those who were present were Mr. and Mrs. F. D. Pettes, John Jehle, Mr. and Mrs. A. B. Marshall, Mayor and Mrs. Frank B. Champion, Mr. and Mrs. W. T. Lambert and daughter Clara Louise, Mr. and Mrs. Ketchum, Hal Forrest, Mr. and Mrs. Frank Shields, Mr. and Mrs. L. A. Galloway, Miss Jessie Washburn, Mr. and Mrs. Lewis D. Davison, Mr. and Mrs. N. F. West, Mr. and Mrs. John L. Brinkley, Mr. and Mrs. Joseph S. Thurston, Mr. and Mrs. William Wendt, Moresby White, Mr. and Mrs. William Bernard, Mr. and Mrs. Ernest S. Wooster, Mr. and Mrs. L. F. Walden, Mr. and Mrs. Sumner Crosby, Dr. and Mrs. B. B. Mason, Mr. and Mrs. George E. Thompson, Mr. and Mrs. P. C. Pemberton, Antony Anderson, Robert Parker, Dr. F. E. Callister, Mrs. Smith, Mr. and Mrs. C. B. Dunham, Edward M. De Anna, Mr. and Mrs. Charles Jester, Mr. and Mrs. A. R. Burns, Mr. and Mrs. Thomas A. Cummings, Mr. and Mrs. C. C. Cravath, Nathan Wilson, Mr. and Mrs. William W. Riddell, Mrs. Elizabeth Brown, Mr. and Mrs. J. Frank Burke, Mr. and Mrs. Walter L. Anderson.

## POSITIONS OF WORLD'S LARGE BANKS CHANGING IN MERGERS

Five United States Banks Rank Among Leading 10 of  
World; 2 English Financial Institutions in  
Leading Place; U. S. Firm May Be Third

Current mergers among United States banks will materially alter the order of the great banks of the world, the continent and the nation.

Chief among the institutions which are taking new place as world leaders are the Guaranty-Commerce amalgamation now under way in New York, which will unite nearly two billion in assets; the Continental-Illinois Merchants merger which is uniting more than a billion in assets as Chicago, and the Security-Trust-First National combination in Los Angeles, which is uniting resources of over \$600,000,000.

Midland Bank, Ltd., of Great Britain, still commands the undisputed position of the greatest bank in the world. Its resources on December 31, totaled \$2,408,935,925, nearly a half billion more than the Guaranty-Commerce totals.

Lloyd's Bank, Ltd., of Great Britain ranks second with total resources of \$2,127,555,429.

But whether Barclays Bank, Ltd., or Guaranty-Commerce get third place depends upon how their statements are compared.

In the matter of total resources the Guaranty-Commerce totals are larger. In the matter of deposits the Barclays' totals are larger.

However, if the Britisher adds to the Barclays Bank totals the figures for the affiliated banks which are owned by Barclays' shareholders, the position of third place in resources as well as in deposits will go to the British institution, the full name of which is Barclays Bank, Dominion, Colonial and Overseas. Resources of Barclays Bank, Ltd., alone total \$1,868,548,579 as of December 31, and deposits \$1,621,793,000.

Resources of the Guaranty-Commerce union will total \$1,968,513,797, while deposits reported December 31 total \$1,515,302,000.

Fifth and sixth places are also subjects of contentions.

In point of total resources, National City Bank of New York would have fifth place with \$1,847,705,548.

Westminster Bank, Ltd., of London, would come sixth with \$1,648,060,191 in resources, and National Provincial Bank, Ltd., of London, seventh, with \$1,595,741,562.

But in deposit accounts, both of

Italy, with resources of \$70,000,000, would create an institution of nearly \$1,500,000,000 in resources, a fair contender for seventh place.

However, Bank of Italy of California is the only ranking institution of the Giannini group when the dozen great banks of the world are to be considered, and it ranks eleventh, with resources of \$847,910,535, and deposits of \$698,436,000.

Canada claims twelfth place with deposits of \$695,693,000, its huge Royal Bank of Canada system, and thirteenth place goes to Canada also, the Bank of Montreal, having deposits of \$687,000,000, on December 31.

A summary according to deposits of the ranking banks of the world with deposits of over \$400,000,000, as of December 31, 1928, is therefore, as far as the figures can be determined, as follows:

### Deposits

Midland, London, \$1,909,822,000.  
Lloyds, London, \$1,704,442,000.  
Barclays, London, \$1,621,793,000.  
\*Guaranty-Commerce, N. Y. \$1,515,302,000.  
Westminster, London, \$1,423,379,000.  
National Provincial, London, \$1,405,102,000.  
National City, New York, \$1,349,024,000.  
Chase National, New York, \$1,226,782,000.  
\*Continental-Illinois, \$911,175,000.  
Irving Trust, New York, \$734,455,000.  
Bank of Italy, San Francisco \$698,436,000.  
Royal Bank of Canada, \$695,693,000.  
Bank of Montreal, Can., \$687,000,000.  
Bankers Trust, New York, \$580,089,000.  
\*Security-First National, Los Angeles, \$572,031,000.  
Canadian Bank of Commerce, \$552,850,000.  
Equitable Trust, New York \$530,844,000.  
Bank of Manhattan Co., New York, \$485,783,000.  
First National, New York, \$450,861,000.  
\*Bank of America, San Francisco, \$400,000,000.  
\*First National-Union Trust Chicago, \$400,000,000.  
\*Indicates in process of merger. Varying results among Ameri

## WHY ETHYL GASOLINE

WHILE Ethyl gasoline will improve the performance of any car, it is an absolute necessity in the newer high compression motors. If you are driving such a motor, with properly advanced spark, you must use Ethyl to enjoy full high compression performance—increased speed and power—less fuel consumption and generally reduced operating costs.

Developed after years of scientific research in the great laboratories of the General Motors Corporation, Ethyl was made to fit the needs of high compression motors and is recognized by automotive engineers as the only commercially practical substance that will overcome destructive "knocking" and develop highest power and efficiency in an engine.

# The Coast News

Official Paper of Laguna Beach—Qualified to Publish Legal Advertising.

## LAGUNA BEACH LIFE

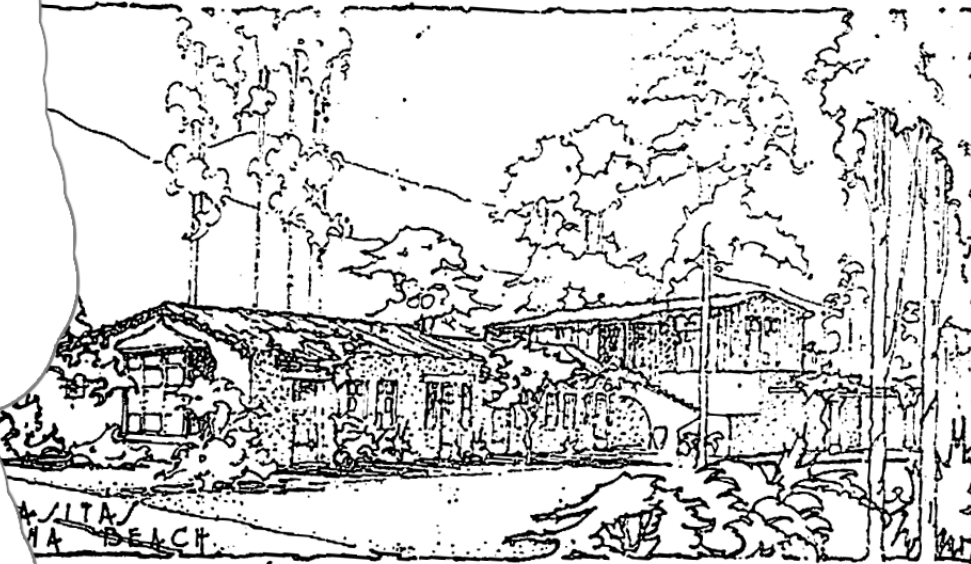
MERGER EFFECTIVE

AUGUST 24, 1928

LAGUNA BEACH, CALIF., MARCH 22, 1929

No. 782

### ASTER STREET APARTMENTS TO BE READY APRIL 10



attractive recent ad-housing facilities of a structure which features with architectural line is the one being erected by for D. R. Hull-on

Aster street, just north of Cypress Drive.

A feature of the building will be the fact that water, lights and gas are included in the rent, so that the tenant gets a flat rate with all included.

The yard is to be made of more

than usual beauty, with gardens, an outdoor fireplace, rustic fence and other features to give a favorable impression and make it a credit to the city.

It is expected that the place will be ready to receive tenants by April 10.

### ELECTION OF FIVE TO BOARD TUESDAY

Water District to Make Choice of Directors; 8 Contenders

With eight candidates filed for places on the board of directors of the Laguna Beach County Water district, electors in the district will be required to select five at the election Tuesday in the Chamber of Commerce building. Polls open at 6 a. m. and will remain open until 7 o'clock p. m.

All of the incumbent board members have had their names filed as candidates to be returned to the board. These are Joseph R. Jahraus, president; Frank B. Champion, Thomas A. Cummings, John L. Brickels, G. W. Prior.

The three listed first are members of the original board, the other two were subsequently appointed and have held offices on the board for about a year.

In addition to the present board, three others have had their names filed as candidates. These are George N. Brown, Austin Cody, Henry J. Weeks.

All of the candidates have held public office within the present city; the present board and Mr. Weeks are office holders at present.

Though interest in the election is not feverish, the opinion most generally held in the business district seems to be that the present board will be returned by a large majority.

### COMEDY IN TODAY'S SHOW

"Willie" Is Emotions Give Free Range

feeling wild, o'self, my child!"

some very jazzy sit-comedy that the Comers will present on Saturday this week at City Clubhouse, and ers that are quite even pathetic. the gamut

### Letter Writer's Problem Solved

Louis Burnham announces that he has at last solved one of the world's oldest and most vexatious problem. How to keep in touch with the folks at home without the labor of writing or the expense of phoning—that's the happy discovery which he offers to the world.

Louis' idea is to cross homing pigeons and parrots. With the homing instinct developed, they'll take what they learn home instead of idly dispersing it at the source of origin.

"Of course there are folks who'll have to be careful what they say and the kind of words they use to say it with, but that's a mere detail. I'm working now in a selectivity strain that'll make it safe to send 'em home with just the right story."

He is undecided whether the new hybrid should be called a pigeon or a gargon.

### LIBRARY AIDED MAP GOES OVER

Council Refuses Action on Bay Project Until Given Thought

Although the project for the subdivision of a tract at Emerald Bay was presented in detail before it by Charles W. Casey, representing Charles H. Jonas of Los Angeles, the city council refused to approve the map Wednesday evening, asking more time for consideration of certain features. This is to be given at an adjourned meeting Saturday 1 o'clock.

The Jonas tract is the first part of a 140-acre project, Mr. Casey told the council, and had been laid out by some of the foremost planners of America. It was his assertion that nothing would exceed it in beauty and design along the Pacific Coast. He directed attention to the restrictions thrown about it, preservation of ocean front, and other features, including underground wiring through-

### B. & P. WOMEN AT HOTEL CAFE

Change Meeting Place for March 26; Talk of Papers

Change of place of meeting is announced by the Business and Professional Women's Club of Laguna Beach for the second March meeting, scheduled for March 26. It is to be held at the la Casa del Camino Cafe instead of at the Tea & Tiffin as formerly.

The program for the evening as tentatively announced is to be a talk on the making and purpose of newspapers and their service to the community given by them.

At the next regular meeting, April 9, Captain H. H. Hammer of San Clemente is expected to address the club.



cial Paper of Laguna Beach—Qualified to Publish Legal Advertising

**MERGER EFFECTIVE  
AUGUST 24, 1928**

No. 790

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## Council Hears Petition for Change in Parking Hours

Two petitions precipitated long discussions when the Council met Wednesday evening. The first was signed by residents of McKnight's Addition and complained of clouds of dust, containing grit also, which are raised when planes land or take off on the private airfield of Mrs. Florence Lowe Barnes just outside the city limits. The second asked that parking time be limited to two hours between 8 p. m. and 6 p. m. on Coast Boulevard.

That the clouds of dust from the airport settle on houses and blow into them and also springle beach parties was asserted in the first petition, which also stated that low flying constitutes a menace to safety of residents. Oral statements by others indicated that the dust clouds constitute a traffic danger on the highway. The council took no action, referring it to the attorney for advice as to what might be done.

The traffic ordinance was read and found to provide for two-hour parking limits in the business district between 6 a. m. and 6. p. m. The compromise finally arrived at will amend the ordinance to allow only one and a half hour parking time between 9 a. m. and 6 p. m. It will include Sundays and holidays, excluded in the present ordinance.

Formal re-dedication of the Episcopal chapel, formerly known as St. Francis-by-the-Sea renamed St. Mary's is set for Monday, May 27. It will be as a memorial to Rev. Elias Birdsall, first clergyman of the Diocese of Los Angeles. Bishop William B. Stevens will be in charge of the ceremonies. Rev. Paul Birdsall, son of Elias Birdsall will come from Albany, N. Y., to be present and to preach the sermon.

Lunch is to be served immediately after in the rectory of the church. A general invitation to the public has been sent out to be present.

Plans to make the rectory a sort of vacation place for the clergy and their families are under way. The rectory is to be completely furnished so that they may be completely taken care of. An appeal for silverware, towels, sheets, pillow slips and eight or 10 single beds has been made, as well as for funds for the church.

## Chamber Hears Data; Signs to Be Discussed Friday

A representative of the Motor Coach Company, told the Chamber of Commerce of the desire of his company, for a franchise from Santa Monica to San Diego along the coast when the body met Friday evening of last week in adjourned session. He was invited to come before the Chamber again Friday, May 17, at which time representatives of other transportation lines desiring a similar franchise will be asked to be present.

reported on loud

## Modern Equipment in Boulevard to Ocean Hostelry

Additional accommodation for guests in this city became available Thursday when J. H. Smith, manager of the Hotel Stewart of San Bernardino opened the Coast Inn, Cypress street and Coast Boulevard.

The new hotel is modern throughout in equipment, has phones in all rooms, maid service and is on the American plan, breakfast being included. Free parking for cars is offered to guests. The building is of modified Spanish type, and steps leading down to the beach are open to the public as well as to guests of the hotel.

Materials used in the construction were purchased locally and local labor was used. Mr. Smith and his family will occupy a suite in the building.

Those who had contracts in the erecting of the building were Smith Brothers, the general contract; Lynn Watkins, plastering; William Kindell, plumbing; Kenneth Browne, painting.

Officers for the coming year will be nominated at the May 30 meeting of the Lions Club, replacing incumbents. At the meeting held Monday a talk on India was given. Warning is given that Lions who do not appear at the nomination meeting may be named for office without their consent.

## Cash Awards for Best Posters Made

**FILLED**  
 Accurately, Efficiently  
 and Quickly  
**RAWSON'S**  
 PHARMACY  
 Phone 7 400 So. Coast Blvd.

*Catch-up  
 on Your  
 Reading*



—at 3c a day you  
 can't go far wrong  
 here on a best seller.

**MARRINER'S  
 RENTAL  
 LIBRARY**

### RE-OPENING OF "THE GEM SHOP"

Formerly of 185 Boardwalk . . . NOW at 380 First Street  
 (across from the Library)

Shell Jewelry—Novelties—Bead Stringing—Gem Stone Cutting—  
 Unusual Designs—Repairing

E. H. HAGERTY

JESSIE M. HAGERTY

### HOTEL DEL CAMINO

Near Everything, Yet Away From the Noise and Confusion  
 Make this comfortable hotel your home this winter  
 at these special low rates

Near Bath, Single, \$1.00-\$1.50 Per Day; \$15.00 Per Month Up  
 With Bath, Single, \$1.50-\$2.50 Per Day; \$22.50 Per Month Up

1289 Coast Blvd., South

Phone 96

dience.

Excerpts from Mr. Gilbert's talk  
 will appear in Tuesday's South  
 Coast News.

\* \* \*

### MISSOURI COUPLE ENJOYING LAGUNA

#### First Vacation in Thirty Years Is Spent Here

Mr. and Mrs. Henry Willoughby,  
 better known as Henry and Vir-  
 ginia, from Greenfield, Mo., are  
 guests at Hotel Laguna.

For thirty years Mr. Willoughby  
 has been one of the leading citi-  
 zens and business men in Green-  
 field, operating the town's dry goods  
 business, and the couple plan to  
 make this a real vacation since it is  
 their first since they've been mar-  
 ried.

Wholesome Missouri natives, they  
 make friends readily and are find-  
 ing Laguna a "heavenly spot" as  
 Mrs. Willoughby called it. The  
 townspeople are taking the couple  
 into the Laguna circle and are  
 making them really feel at home.

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(Continued on Page 2)

## SUSPECT HELD FOR TRIAL

### Way Is Bound Over Superior Court

Halloway, arrested re-Sacramento charged with a \$200 Laguna pay-bound over to superior a felony count when he ge C. C. Cravath Satur-preliminary hearing.

ing to police report Hal-Laguna Feb. 24 with the oll in his possession. He a down payment here car, which caused his n Sacramento police numbers on the li-

woman arrested with t Sacramento, a few rove the car back to turned it over to the

was brought back to rom Sacramento by Po-Bud Walters and Deputy of Steve DuHart of Santa Ana.

## ALL NATION EYES SAN BERNARDINO

A million golden oranges, twenty-five glamorous queen contestants, million dollars' worth of stars rom screen and stage, hundreds of thousands of exquisite blossoms and he ingenuity of a corps of design-ers and decorators combine to make an Bernardino the cynosure of all and next week.

tieth National Orange Thursday evening and days of what prom-most brilliant period the friendly city.

merit system" which they pro- pose to present in the form of a county ordinance to be voted on by the people next fall. So they buy some newspaper space to draw at- tention to it. Newspaper men are unanimous in their applause and in hoping that it may carry the hint to many others to "go thou and do likewise."

The county employes have some officers and committeemen who have been doing a good deal of work on this merit system proposi- tion. They think they have a plan they can sell the public.

To help promote it they have formed a Citizens' Advisory com- mittee, and have secured a rather impressive list of members.

They had hoped to get the propo- sition on the ballot at the May presidential primary, as a special measure, but found legal obstacles which prevent it. The people of the county will be asked to vote on it next November. Meanwhile a campaign of education will be carried on, partly through news- paper advertising.

## LADY LIONS DINE THURSDAY NIGHT

Lady Lions, otherwise known as wives of Lion club members, will meet for dinner at the Mad Hatter cafe, Hotel Del Camino, Thursday evening at 7 o'clock.

Hostesses for the occasion are Mrs. Warren Sparks and Mrs. John Solomon.

## REGINALD POLAND TO SPEAK AT DANA POINT NEXT SUNDAY

Director of Fine Arts Gallery, San Diego, Eleven Years, Plans Illustrated Lecture on Art

• Reginald Poland, who has been for eleven years director of the Fine Arts Gallery of San Diego, will lecture Sunday afternoon at Dana Point Art Guild. His subject will be "Outstanding Pictures in the San Diego Gallery." He will illustrate his talk with large color reproductions of those best known. In deference to the Laguna Gallery,

heard aguna Red were told at their recent meeting presided over by Mayor Thomas Cummings.

Requests for information should be sent through the local chapters to the National Red Cross office, according to the announcement by Mrs. Laura R. Warren, executive Red Cross secretary for Orange county. Mrs. Warren stated that Russia is the only foreign country which does not respond to requests of this nature.

Tribute was paid at the meeting to one of the founders of the local Red Cross organization, Mrs. G. B. Dunham, on the occasion of her recent birthday anniversary. Mrs. Dunham has devoted many hours of volunteer service in the cause of Red Cross.

Report on local emergency civil- ian relief showed several cases dur- ing the past month which were turned over to the county welfare department after an emergency supply of food was arranged by the volunteer chairman, Mrs. Harry Gordon Martin.

Mayor Cummings stated that beach emergency equipment will be put in order before the Easter holi- days. G. W. Prior, treasurer, sub- mitted the monthly statement, and Brayton Norton acted as secretary.

### LECTURES TONIGHT

Dr. Harriet M. Bigham is lectur- ing tonight in Woman's clubhouse, Orange, before the Mothers' class of the Woman's club on "Sensible Sex Education for the Young."

## Ebell Ladies Training for B

"An apple for the tea

Now that's the thin and the boys and girl show shine up their swing into the open the Student Loan show Saturday night the Community

After tryouts crecy and great part of the ju girls and hu dance the t are to be tainment

The da coached- inent day is in cha ing proj Miss Ca years on fore com understud ing Colors, the same ty ing and com Orpheum circ States. She Cavriilo who b perial Russian B try. Miss Callah tured soloist with team of Harry R who did a comr for the King an land.

Accompanimen being played by who has four been widely ac dancing, singing

Dialogue for number which has been written son, and promis "distinctly differ Virginia Cunn ment chairman

Now reading 'rithmetic are one learns at committee is to follow th "warm the and swing the ch



# **LA CASA DEL CAMINO**

Appendix 2

Historic Photos of La Casa Del Camino  
Courtesy of

**The Tom Pulley Postcard Collection**

&

Historic Photos of Laguna Beach  
Courtesy of

**The Laguna Beach Historical Society**







*Wm. H. Riddell*

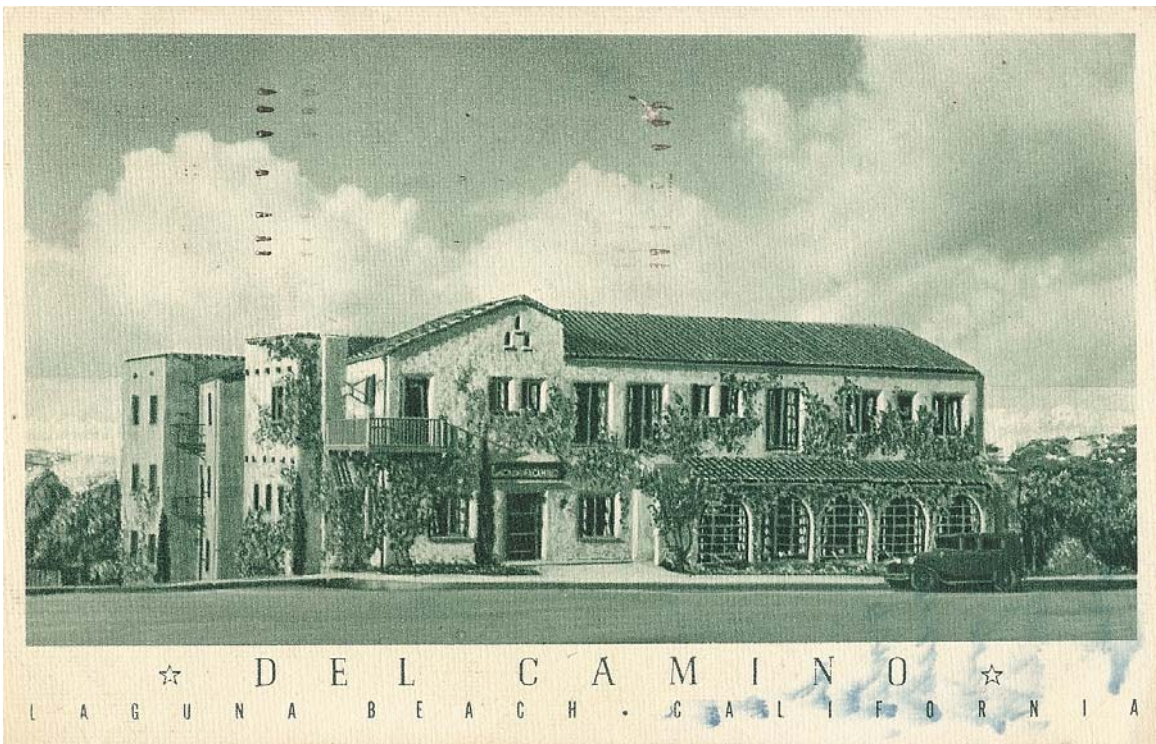
1<sup>st</sup> Mayor  
of  
Laguna Beach

POST CARD

CORRESPONDENCE

ADDRESS

NAME  
PLACE  
STAMP  
HERE



☆ DEL CAMINO ☆  
LAGUNA BEACH, CALIFORNIA











About 1910 - Main Beach looking South East.



1910 - Forest Avenue from intersection with South Coast Hwy.





1916 - Main Beach at Laguna Beach, California.

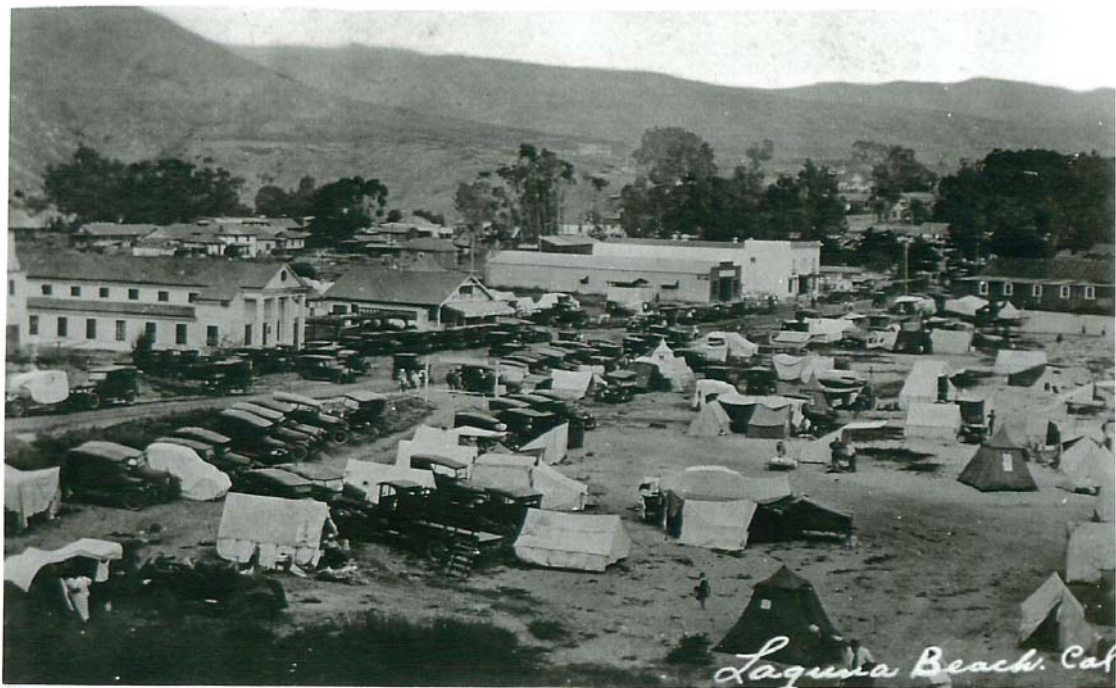


1920s - Looking South along South Coast Hwy. At Ocean Ave. Shown in foreground is Lewis Blacketer and Doc Mallow. Note Justice of the Peace Gavey Cravath's Real Estate Office





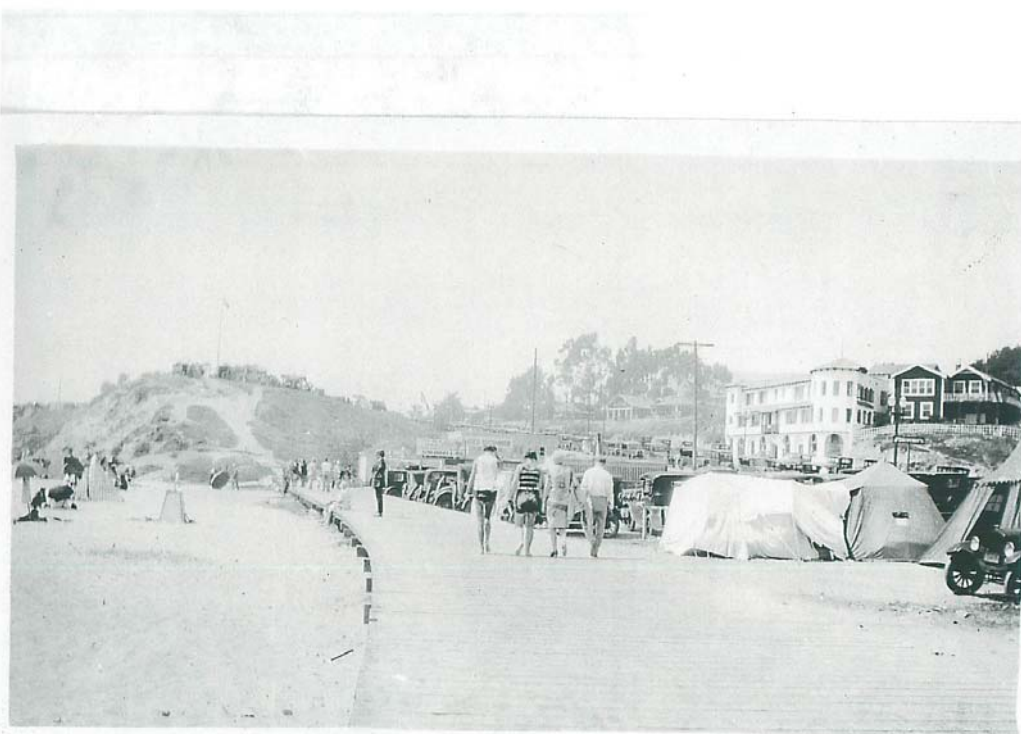
1920's - Volunteer Fire Department - Forest Avenue.



1920's - Camping on Main Beach, Laguna Beach.



1920's - Main Beach, with camping on Laguna Cliffs.



1920's - Main Beach Boardwalk looking North.





1920's - Arch Beach Hotel and Tavern, located  
at corner of Moss St. and Catalina.



1920 - July 4th - View of Forest Avenue from across South Coast Hwy.





1920's -Laguna Beach Hotel on site of the later Hotel Laguna.

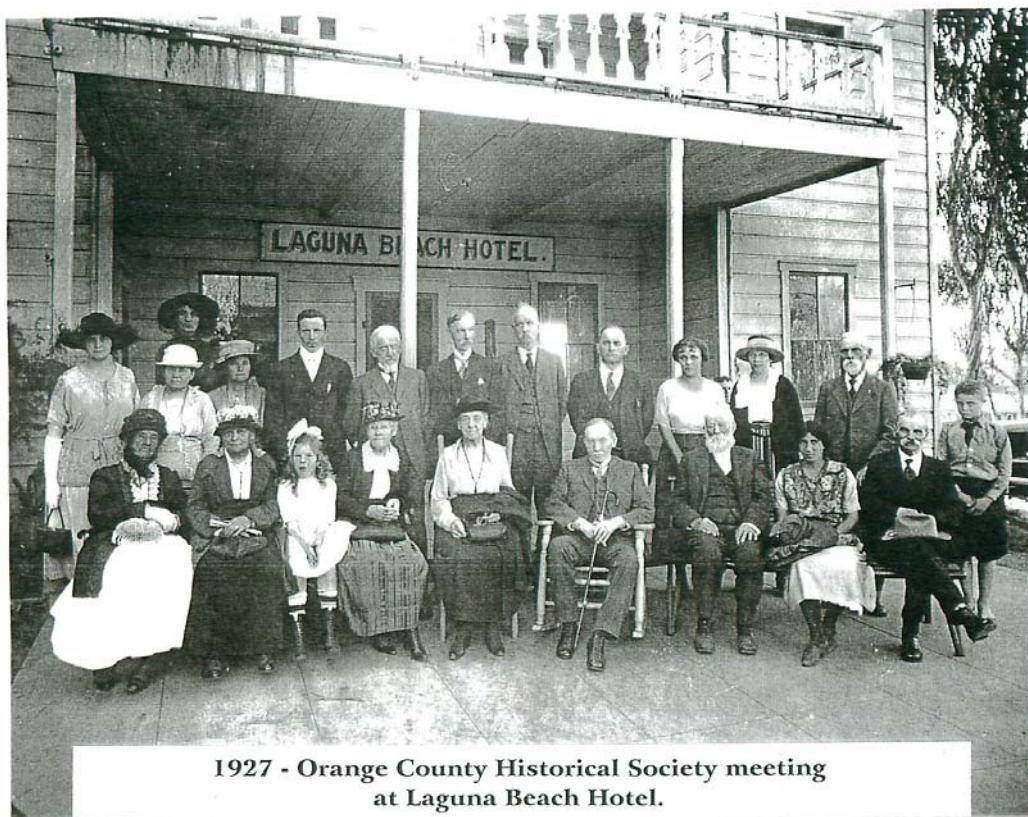


Aerial View Main Beach 1922



1920's - Forest Avenue, looking west to Main Beach.





1927 - Orange County Historical Society meeting  
at Laguna Beach Hotel.



1927 - Parking problems even then



**Pier at Main Beach - about 1928**



**1930's - Victoria Cove. Laguna Beach, Calif.**



From the corner from the bank left  
is the main shopping block

③



Entering the business section.

1930's - looking south at intersection of Broadway and South Coast  
Highway.



1935 - July 4, raining at Ocean Avenue and South Coast Blvd.,  
now Main Beach Park.



1935 - July 4, raining at Ocean Avenue and South Coast Blvd.,  
now Main Beach Park.





1938 - President Franklin Delano Roosevelt on South Coast Hwy., just south of Park Ave.

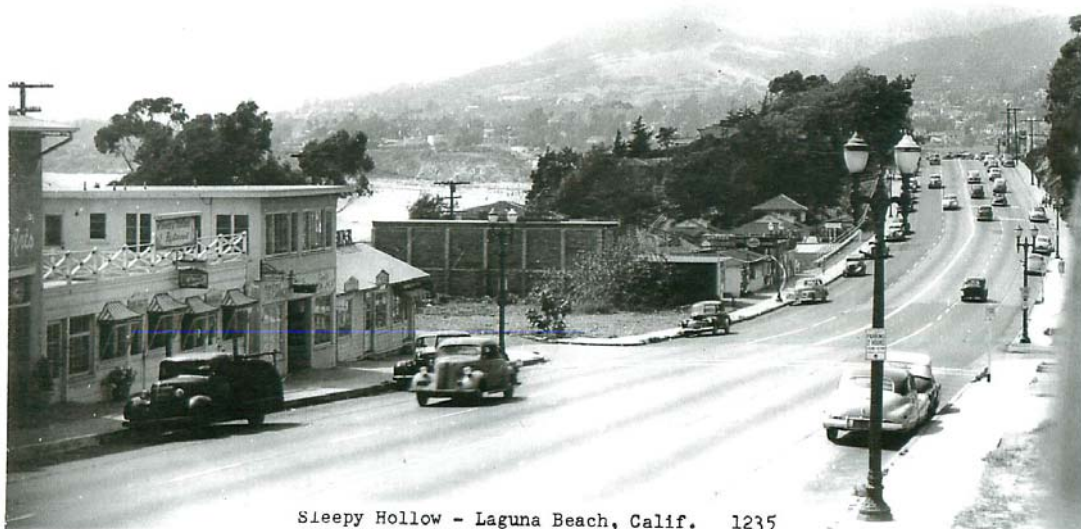


1940's - Photo of downtown from off Main Beach.



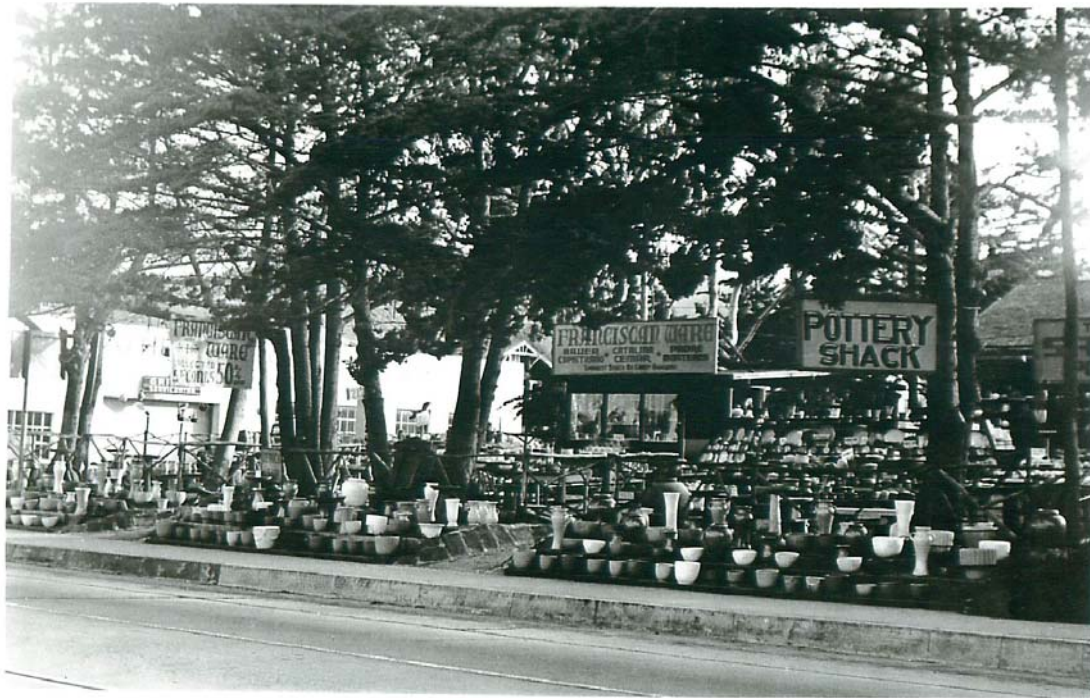


1940's - Brayton Pottery at the Art Center.



Sleepy Hollow - Laguna Beach, Calif. 1235

Early 1940's - Sleepy Hollow at South Coast Highway and Cleo St.



1940's - Pottery Shack at present location.



1941 LAGUNA BEACH - LOOKING NORTH FROM VICTOR HUGO'S





1941 - Downtown Laguna off Main Beach. Laguna Beach



## LAGUNA BEACH LUMBER YARD

1950's - Original Laguna Lumber office on Forest Avenue.  
Now site of Cedar Creek Inn.



1950's - Festival of Arts before permanent booths.





*Prepared for*

**LA CASA DEL CAMINO**

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