You are invited to attend the next Historical Society Program

Tuesday, September 23, 2014
7:30 p.m. to 8:30 p.m.
Laguna Beach City Hall
Council Chambers

Emma Jane Pence: Laguna Beach Entrepreneur and Humanitarian
by Carolyn Hobert Fisch

The family of Carolyn Hobert Fisch has a rich history in early Laguna Beach. Most of Carolyn’s presentation will focus on her grandmother, Emma Jane Pence. She will also talk a bit about her mother and father, Mildred and Ed Hobert, who were early Laguna Beach residents.

Emma Jane Pence was a mover and a shaker in Laguna Beach. Shortly after she purchased Powers Grocery Store on Forest Ave in 1927, it was condemned by the city for being three feet into the street – but that didn’t stop her. She opened another store two doors down.

Emma Jane helped many in the community who needed food. She made large amounts of soup, pies, and salads every day to serve the starving in the community. She had a special spot in her heart for struggling artists, feeding them and giving them money for their early works when no one else was buying. She extended so much credit that could not be paid back that she lost her shop after the Depression in 1941.

Carolyn has many old photos and great stories that go along with her presentation to share with us!

Mark your calendars for November 25, 2014
7:30 p.m. – 8:30 p.m. at Laguna Beach City Hall

LBHS will host the program, Historic Irvine Family Movies. Irvine Family historian, Eric Jessen, will present the DVD production filmed by James Irvine II and Myford Irvine between 1920-1932. The program was produced by Eric Jessen and Mark Chamberlain of BC Space Gallery for the Academy of Motion Pictures Arts & Sciences, Huntington Library, and Irvine Museum archives.
The September 23rd presentation will include stories about Carolyn’s great grandmother coming to Laguna Beach in 1921. It will also include stories about her grandmother and her parent’s lives in Laguna Beach.

1932 prices at Emma Jane’s Food Shop look very attractive in today’s world. Notice her phone number was “53”.

Carolyn’s father, Ed Hobert, came to Laguna Beach at the age of 19 in 1930. He was one of the first lifeguards, along with Dick Malone. From an account by Bud Kerrigan, “Ed’s starting salary was $100 per month and he worked seven days a week. He was given a bathing suit as a perk. Anything else he had to purchase out of his own pocket.”
Join the Laguna Beach Historical Society

Suggested donation per year:
$15 per person, $25 per household, or $50 per business or organization
Online donations accepted now by PayPal or credit card!
Check our website for details lagunabeachhistory.org/support-us.

Or mail this form with your check to:
Laguna Beach Historical Society, 278 Ocean Avenue, Laguna Beach, CA 92651

Your Name or Business__________________________________________________________
PAPER MAIL Address_________________________________________________________________
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The Laguna Beach Historical Society is a section 501(c) (3) non-profit organization. Tax is ID #33-0519882.
President’s Message by Gregg DeNicola MD

From all of us here at the LBHS, we hope you enjoyed a very warm and rewarding Laguna Beach summer. As we say goodbye to the crowds and prepare for the relative peacefulness of fall, we want to invite you to visit us at the Murphy Smith Bungalow next to Whole Foods downtown, located at 278 Ocean Avenue, which is open to the public at no charge every Friday, Saturday, and Sunday from 1:00 p.m. to 4:00 p.m.

We are working hard to finalize our first draft of the “Chronology of Laguna Beach” and posting it at the bungalow for all of you to read and learn. We also plan on upgrading the decor and aesthetics of the home over the fall and winter months.

We also hope to see you at one of our free upcoming programs. Carolyn Hobert Fisch will present on September 23rd and Eric Jessen will present on November 25th. Both have great stories and photos to share that I think you will enjoy.

Finally, check out our new website, LagunaBeachHistory.org, as well as our newly uploaded videos of past programs on YouTube. While you’re at it, like us on Facebook, and follow us on Instagram and Twitter as we honor our past by embracing the technology of the present.

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Contact us at LagunaBeachHistory@gmail.com