

Ocean Beach Historical Society
P.O. Box 7895, San Diego, CA 92167

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Sea Scrolls

Notes from the
Ocean Beach Historical Society
Vol. XXVIII No. 2



Mable Shepard (Ruth's mother)
in her cute Red Electric Autoette
in front of her house.

December 2022 • President: Eric DuVall • Editor: Susan James • Creative Director: Kathy Blavatt

Happy Holiday Wishes from Ocean Beach Historical Society



GREETINGS FRIENDS AND NEIGHBORS! Many thanks for your continued support of Ocean Beach Historical Society. We are a very local non-profit 501(c)3 organization working to highlight and preserve the history of our community. We are a completely volunteer organization – no paid staff, so your continued basic membership, at only \$25 annually, is very important to us. Other levels of membership including *Sustaining Memberships*, *Life Memberships*, and *OBHS Special Friends* are also critical to our continued success. Details may be found on our **OBHS website at:** <https://obhistory.org/membership/>

Our monthly lecture series enters its 28th year in 2023 and we will begin with a century old cold case, the *Mystery at the Blue Sea Cottage* on January 19 at 7 pm. Program details may be found page 3, please plan to be with us. OBHS programs are always entertaining, informative, and FREE. Many of our past programs along with a trove of additional special features are available 24/7 on our **YouTube Channel**. If you have yet to check it out, be sure to do so soon. Just go to YouTube and search for Ocean Beach Historical Society. It could not be much easier, and you'll be glad you did.

Ocean Beach Historical Society remains indebted to *Water's Edge Faith Community*, the Methodist church in Ocean Beach, for not only hosting our lecture series, but also for providing a home for our Historical Archives. The **OBHS Archives** houses books, periodicals, maps, charts, planning documents, photographs, directories, oral histories and much more. We are always looking for donations of similar material. If you or someone you know has something of a local historical nature that you don't know what to do with, the OBHS Archives may be your solution. *Archives in Action:* Our collection of OB's great little community newspaper, *The Beach News*, made its digital debut on the world wide web just last month! Some of us are very excited about that. Please see the story page 4.

Thank you again for your continued support and friendship over the decades. From all of us at OBHS to all of you and your families, we would like to wish you a joyous Holiday Season and a safe and productive New Year.

Peace and Love,

Eric DuVall, President, Ocean Beach Historical Society

INFO & FILM, YOUTUBE LINKS at: www.obhistory.org
Ocean Beach Historical Society programs are now again live.



OBHS

VISIT

www.obhistory.org

- PROGRAMS & EVENTS
- ONLINE FILMS
- HISTORIC RESOUIRCES
- BLOG
- OBHS YOUTUBE LINK
- OBHS PRESS LINKS

*If you're moving
or temporarily
changing address:*

Contact: Susan James
Phone (619) 226-8125

Or to Mail:
Ocean Beach Historical
Society
P.O. Box 7895,
San Diego, CA 92107

SPECIAL OFFER

Please visit our OB Blog for information, comments and memories:

www.obhistory.org



ARE YOU A MEMBER OF THE OCEAN BEACH HISTORICAL SOCIETY?

We are a 501(c)(3) non-profit organization, DONATIONS MAY BE TAX DEDUCTIBLE.

JOIN AND RECEIVE OBHS EVENT POSTCARDS, BI-YEARLY SEA SCROLLS.

Fill out the form below and mail it with a check to:

OCEAN BEACH HISTORICAL SOCIETY
P.O. Box 7895, San Diego, CA 92167-0895

- ☐ Individuals & Business \$25/yr.
☐ Sustaining Member-\$100/yr. ☐ Life Member-\$500/1, payment
☐ Special Friend of OBHS (includes Life Membership-\$1,000/1 payment)

Name _____


Street Address or PO Box _____

City, State, Zip _____

Telephone _____ Email _____

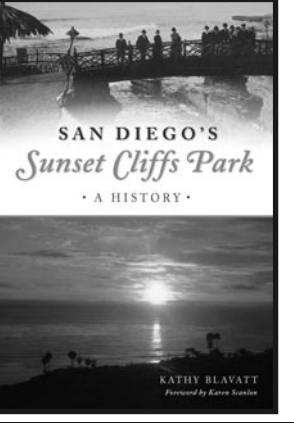
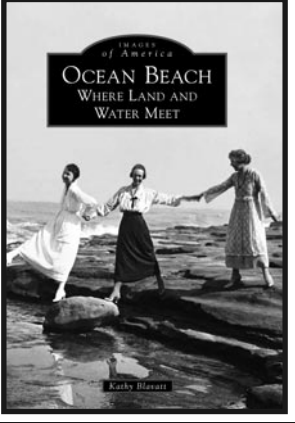
☐ NEW MEMBER ☐ RENEWAL ☐ CHANGE OF ADDRESS


Receive an 1887 Map Poster with \$100 or Larger NEW Membership
Redeemable at any OBHS Event or Program



BOOKS, BOOKS, BOOKS!

LEARN OUR EXTRAORDINARY LOCAL HISTORY!



Garment for a Long Journey: The Collected Poems of LoVerne Brown, published by Jonnie Wilson.

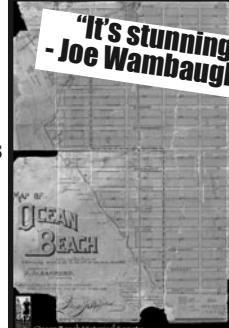
Info. & book orders at: lovernebrown.com

Information and where to buy books or place online orders: www.obhistory.org
Local Venders: Olive Tree Market, Stumps Market, La Playa Book Store, CVS, OBMA, Rite Aid, Book Star, and Kathy Blavatt: www.blavatt.studio

1887 O.B. MAP POSTER

1887 O.B. historical color map poster has lovely calligraphy, old street names and railroad lines. Also locations and names of beaches & rock formations, sand dunes and fresh water springs. The map's natural aging, torn edges & stains give it a wonderful pirate-map quality.

\$20 ea. (includes tax)



"It's stunning" - Joe Wambaugh

DONATIONS Support OB Historical Society



THANK YOU

- To Members
- To Donors
- To Archive Donors
- To the Board and Volunteers

SPECIAL THANKS:
Gloria Peters for your generous donation in memory of your son Tom Fox.

PRESERVE O.B.'s HISTORY Through CONTRIBUTIONS!

The OBHS Archives was founded to preserve the history of Ocean Beach and the peninsula. *OBHS Archives Room is on the top floor of the Water's Edge Faith Community.*

ARCHIVE COLLECTION INCLUDES:
Photos, maps, books, papers, newspapers, letters, artifacts and an extensive biography index with San Diego City Directories from 1926 to 1984 (which list people, their addresses, their spouses & occupations). Dedicated volunteers assist with processing and organizing incoming materials.

ARCHIVES DONATIONS ARE WELCOME

Many people believe that their lives are of no interest to others, but they are! Unfortunately, after a family member's death, important history is lost when photos, house plans, business and organization records, and family papers end up in the trash. Photos are historically crucial because people's shots depict their activities and customs, homes and buildings, and dress. Without records of O.B. buildings, we lose links to the past when the buildings vanish, or their functions change.

Likewise, when the cliffs erode and scenery changes, it needs to be documented. **OBHS Archives' donations provide an invaluable window into O.B.'s past.**

When donating photographs to the Archives, please remember **TO RECORD THE DATE AND IDENTIFY THE PEOPLE AND PLACES.**

Reluctant to give up your photos or papers? Our Archives' staff would be happy to copy and safely return items to you with your permission to use the materials.

Preservation work often needs support and supplies. GIFTS MAY BE DONATED


OBHS is a 501(c)(3) non-profit organization. DONATIONS OF ITEMS & CASH MAY BE TAX DEDUCTIBLE.

CONTACT FOR ARCHIVES:
TO SCHEDULE A MEETING OR PICKUP: contact@obhistory.org

OBHS GENERAL INFO. CONTACT:
ph. 619-226-8125


THE OBHS NEEDS:


- Historical Photos, Items & Documentation
- Cash Donations
- Historical Interviews
- Archival Supplies



Vallin family fishing at Sunset Cliffs

Check It Out At: obhistory.org




Ocean Beach Historical Society  **YouTube**

Enjoy Ocean Beach Historical Society's FREE Specials! Links at: obhistory.org
 Our You Tube Channel includes FREE original specialty videos for your edification and entertainment!

The Rosemary Ann Phelan Photo Collection.

OBHS is proud to host this remarkable collection of over 9,000 images of San Diego before 1950. Archived by Mr. Jim Phelan and curated into topical; slide shows set to music.

The collection includes many unique images found nowhere else: San Diego neighbors, backcountry, and coastal cities. The military's role in San Diego history, local events, expositions, and institutions are all a part of this remarkable collection.



Ocean Beach & Sunset Cliffs

THE ROSEMARY ANN PHELAN PHOTO COLLECTION No. 28

Ocean Beach Historical Society Programs

Good news— some of the wonderful Ocean Beach Historical Society programs were recorded and are now available.


1970s Era Street Photologs

DO YOU REMEMBER THE HOMES AND BUSINESSES FROM THE 1970s?

The Digital Archives of the San Diego City Clerk's Office includes this unusual collection of what they called *Street Photologs*. The images were snapped ten seconds apart driving down many San Diego Streets. OBHS has reproduced quite a few of these with period music soundtracks. Chantays, anyone?

Enjoy this flashbacks to the past.

Is your home in these Photlogs?



FROUDE STREET
OCEAN BEACH

2023 BOARD

The Ocean Beach Historical Society Welcomes New Board Members and Says Fond Farewell to Others

The Ocean Beach Historical Society has three new board members: Donna Kaup, Lorna Thiel, and Matthew Granger. We happily welcome them.

We thank the following for their time on the OBHS Board:

JUSTIN REED, steps off OBHS Board due to his new work schedule. When time allows, he will still photograph for the OBHS. We are grateful for the great photograph and video work he has done for us over the last couple of years.



STEPHANIE GREENWALD, a long-time OBHS Board Member, retires from the board. Stephanie was our Membership and Program Director for many years. She was close friends with the original OBHS Board Members and integral to helping establish our organization. We thank Stephanie for her many years of service and wish her the best.

Ocean Beach Loses KIP KRUGER

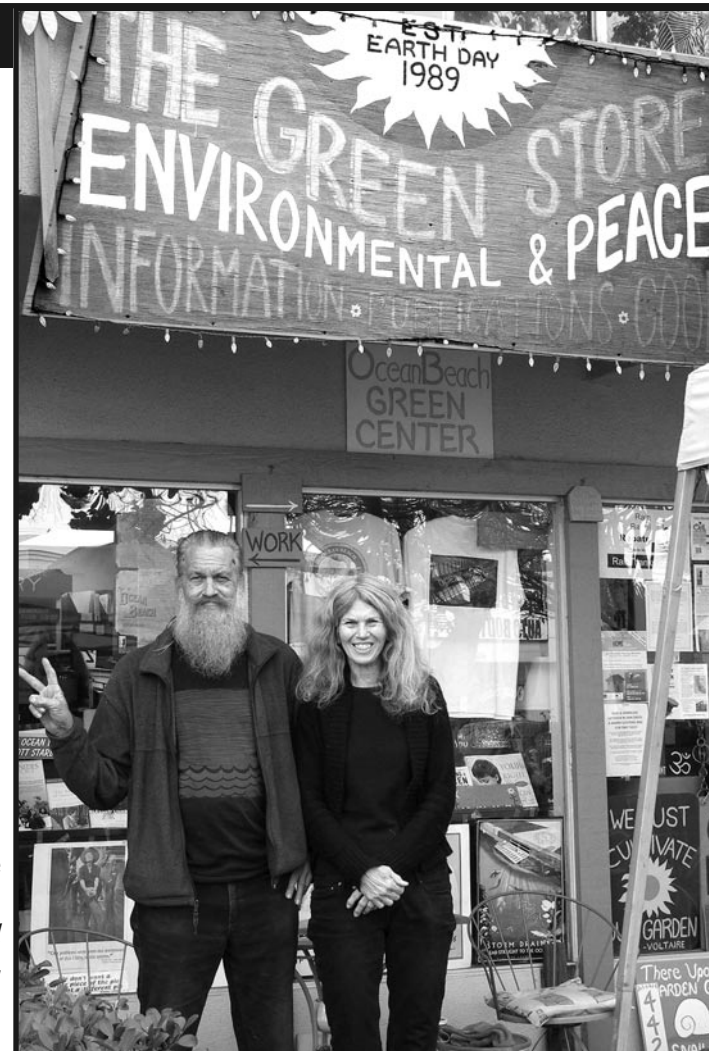
KIP KRUGER,
also known as “Kip of Voltaire,”
passed in October of 2022.

Around 100 friend’s of Kip showed up at the Jim Bell compound in Ocean Beach to celebrate the life of Kip Kruger. Songs, poetry, many stories and Kipisms filled the large crowd with both tears and laughter.

Kip’s Groovy Signs fill many of the homes and gardens of Ocean Beach. Kip’s kind heart, scence of humor, activism and environmentalism made him the beloved OBcean!

KIP KRUGER was Co-Founder with Colleen Dietzel of the Ocean Beach Green Center, originally the Ocean Beach Green Store.

It was an independently run resource center devoted to the cause of the environment and social justice movement, that has been in existence since Earth Day 1989.



GIVE A HOLIDAY GIFT

Help PRESERVE OB’S HISTORY! DONATE!

OBHS is a 501(c)(3) non-profit org.

MAIL CHECKS TO:
Ocean Beach Historical Society
P.O. Box 7895, San Diego, CA 92167

DONATE PHOTOS OR ITEMS
Contact: 619-226-8125

WE CAN SCHEDULE A MEETING OR PICKUP.

See how the OBHS is helping preserve our history at:

obhistory.org

January 2023 PROGRAM



Ocean Beach Historical Society will begin our 2023 Lecture Series with a one-hundred-year-old cold case murder mystery! A few years ago, Richard Carrico brought us the story of Fritz Mann, the young San Diego “Butterfly Dancer,” whose body was found on a Del Mar Beach in 1923. The crime was never solved. A century later, author James Stewart believes that he has put all the pieces of the puzzle together.

Please be with us on **Thursday, January 19** for *Mystery at the Blue Sea Cottage*, A true story of murder in San Diego’s Jazz Age, with James Stewart. OBHS lectures are at *Water’s Edge Faith Community*, 1984 Sunset Cliffs Blvd, at 7:00 pm, and are always FREE. Tell your friends and come on down for this fascinating program.

Ocean Beach Historical Society Board Members Celebrated with Santa



Happy New Year
At the November
Ocean Beach Historical
Society program, we had
Santa (Bill Swank) as our
Jolly Special Guest.
The OBHS Board joined in
the fun with Santa as
Elves and Santa’s Helpers.

We look forward to seeing you at the January 19, 2023 OBHS Program.



THE BEACH NEWS

The Beach News link at the Ocean Beach Historical Society website: obhistory.org

OB'S GREAT LITTLE COMMUNITY NEWSPAPER, *THE BEACH NEWS*, got its start a century ago in a small cottage on Saratoga Avenue, right next door to where Water's Edge Church is today. Later known as the *Ocean Beach News*, the weekly paper was extremely popular from the outset. The little paper advertised that it was "Endorsed by the Ocean Beach Chamber of Commerce," and frequently featured the slogans "Community Spirit Upheld," and "Circulating in Every Home." The paper liked to describe the beach town as "Where the Sunset Turns the Ocean's Blue to Gold."

By 1927 the paper was billing itself as "The Most Widely Read Weekly Newspaper in San Diego County – We Circulate!" This claim was later enlarged to cover all of Southern California. The paper also frequently boasted a local readership larger than all the other San Diego County newspapers combined. Without question *The Beach News* was fun. By the mid '20s the paper carried national wire service features, serialized adventure stories for adults and children, and even a half page Comics Section.

Many local landmarks date from the 1920s and 1930s and their development and completion were chronicled in *The Beach News*. The purchase of the Chatsworth Boulevard property, the hiring of Point Loma Architect Edwin T. Banning, and the subsequent construction of Point Loma High School was a story followed closely by *The Beach News* in 1924. The opening of the new Strand Theatre, the new Bank of Italy, and the coming of the San Diego Electric Railway's high speed Beach Line, were other significant additions to the community covered by *The Beach News* in the '20s.

Occupying a prominent shelf in the Archives of the Ocean Beach Historical Society is our collection of fourteen volumes of *The Beach News* and the *Ocean Beach News*. Six of the years are complete or nearly complete 52-week volumes. The collection chronicles the development of the community from the early Jazz Age, through the Great Depression and on through the end of the Second World War. We have 1922-1927, 1934-1936, and 1943-1947. The collection is a very representative sampling of a quarter century of seismic change and upheaval, both internationally and on the home front. Some of the years are in large bound volumes and some are on microfilm. All once belonged to the San Diego Public Library and were heroically rescued from the scrap heap of history. They are fascinating, fragile, and falling apart.

Through California Revealed, a program of the California State Library, Ocean Beach Historical Society's collection of *The Beach News*, and the *Ocean Beach News*, nominated and accepted for digitization in September of 2019, is now beautifully digitized and newly available for your perusal on the Internet Archive, the massive digital public library. Use *The Beach News* link at the Ocean Beach Historical Society website: obhistory.org

THE OCEAN BEACH HISTORICAL SOCIETY is a 501(c)(3) non-profit org.

The Ocean Beach Historical Society is very excited to announce that 536 weekly editions of *The Beach News* and *Ocean Beach News*, covering an exciting twenty-five-year period in the development of the beach community may now be read by anyone with a mind to. We hope that will include you.

KIRK SMITH
Editor-Publisher
4629 Saratoga Avenue
Ocean Beach, Calif.
Phone, Bayview 0017

THE BEACH NEWS
Promoting the Prosperity of Point Loma and the Beach and Bay Districts of San Diego

EIGHT PAGES
SUBSCRIPTION
\$1.00 per Year in
San Diego County
\$1.50 a Year anywhere
outside San Diego

FOURTH YEAR, No. 52

OCEAN BEACH, CALIFORNIA

Saturday, November 13, 1926

PHONE, BAYVIEW 0017

FIVE CENTS THE COPY

"Buy At Home"—Patronize Your Community Merchant

"Buy At Home"—Patronize Your Community Merchant

"Buy At Home"—Patronize Your Community Merchant

"SILVER SPRAY"
HOTEL PLANNED
J. N. and B. A. DOUGLASS
PROPOSE FINE IMPROVEMENT
OF SEASHORE PROPERTY
Although the plans are still somewhat indefinite, it is not too premature to announce that the long contemplated improvement of the splendid Silver Spray plunge property seems about to become a laudable reality. J. N. and B. A. Douglass, owners of the plunge and the unfinished apartment house, are perfecting details for the completion of the interior of the building, with the purpose of making it a strictly modern seashore hotel and residential resort. The present structure has one of the most substantial foundations to be found on the Pacific coast and the location is ideal for the purpose proposed.

Beautiful Ocean Beach Bank
Now Undergoing Construction

FIRST REPRODUCTION OF SPECIAL ARCHITECTURAL SKETCH OF

NEW STRAND THEATRE
CHANGES OWNERSHIP
MR. AND MRS. F. J. GRUBER
PURCHASE PROPERTY INTEREST
FROM RAY G. ERICSSON
With the final business details practically consummated this week, the new Strand theatre in Newport avenue is scheduled to change ownership and management this week. The splendid amusement building and valuable business property has been purchased from Ray G. Ericsson by Mr. and Mrs. F. J. Gruber, who will shortly assume personal management of the Strand theatre. Mr. and Mrs. Gruber are practical show folks of many years' experience and have been residing in San Diego for some time. During their long and active theatrical career they both achieved wide fame and were headliners on the various amusement circuits throughout the country. The new owners propose to make the Strand theatre one of the best show houses in Southern California.

LOCAL MASONS
CELEBRATE
FIRST ANNIVERSARY
PENINSULAR MASONIC LODGE

CHAIN MERGER
OF MILLIONS
SAFeway STORES
AND SKAGG'S UNITED STORES

Big doings in the beach district in 1926. Southern Trust and Savings Bank became the Bank of Italy, and later the Bank of America.

A 1936 *Ocean Beach News* ad for the swanky Silver Spray Apartments, Hotel, Café, Plunge and Health Studio.

San Diego Consolidated Gas and Electric Co. pushed modern electric kitchen appliances in a 1927 ad in *The Beach News*.

The *Ocean Beach News* discussed a proposal for a public fishing pier, and supported FDR in 1936.

APTS., HOTEL ROOMS
Moderate prices. Overstuffed
Innersprings-Detached or private
baths. Free access to swimming
pools. Sun-bath privileges
on roof. Glassed-in sun parlor.
"A REAL HOME
AWAY FROM HOME"

**DINING ROOM and
LUNCH COUNTER**
Home-cooked Meals
Short Orders
Sandwiches
Soft Drinks

SILVER SPRAY
SILVER SPRAY APT. HOTEL
SILVER SPRAY PLUNGE
APT. HOTEL, CAFE and PLUNGE
5116 Narragansett Ave. Ocean Beach Tel. Bayview 9214

SILVER SPRAY HEALTH STUDIO
Only Combination of Its Kind in Southern California
HEALTH SERVICE
Hot Sea Water Tub Baths
Swedish Massage
Sweat Baths
Electric Cabinets
Gym Classes
SWIMMING POOLS
All Live Sea Water
Heated Daily
Popular for its Sanitation
Competent Instructors
Guard on Duty

OBHS 2022 Review: The Ocean Beach Historical Society was back to having live programs. We had a spectacular Spring Wisteria Garden Party at the beloved *Tidlow's Wisteria Cottage* where the Wisteria vines were in full bloom and the music was incredible. We had a fabulous program and picnic at Collier Park. Speakers lectured on the history of Collier Park, the Ocean Beach Community Garden, the Point Loma Native Garden and the former Door of Hope. Join us for more interesting programs and events in 2023.

THE OCEAN BEACH NEWS
A Booster for Ocean Beach, Point Loma, Mission Bay and Mission Beach
FIFTEENTH YEAR, No. 1
OCEAN BEACH, CALIFORNIA
FRIDAY, OCTOBER 26, 1926
PHONE, BAYVIEW 2321
FIVE CENTS THE COPY

Fishing Pier Question
Again To The Front
This Publication Starts Western Business
Fifteenth Year
Highest In 62 Months

Are You Missing The Fun
of an
Electric Waffle Iron
And Percolator?
These are the ideal table appliances for a
jolly supper or a hot, nourishing breakfast.
Make Coffee and Waffles at the Table
It's Much More Satisfactory
San Diego Consolidated Gas & Electric Co.
857 SIXTH STREET
Reliable Engineering and
Management Corporation

FRANKLIN DELANO ROOSEVELT