

# Laguna Life: Past • Present • Future

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 23<sup>rd</sup> 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.



Emma Jane Pence with her daughter, Mildred Pence Hobert (Carolyn's grandmother and mother)

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

# THE FOOD SHOP

**243 Forest Ave. Laguna**  
**PHONE 53**

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## SPECIALS for Friday & Saturday, January 6 & 7

Regular Week-End Prize Drawings every Saturday at 7 p. m.

 <p><b>Something New</b> Lipton's Yellow Label Tea New packed in tea bags for the convenience of those consumers who prefer to use tea packed this way. One doz. tea bags to the tin. <b>Per Can 23c</b></p>	<table style="width: 100%;"> <tr> <td><b>IRIS WAX PAPER</b> 40 Ft. With Cutter</td> <td style="text-align: right;"><b>9c</b></td> </tr> <tr> <td><b>Rambler Fancy TUNA</b> Large Tins</td> <td style="text-align: right;"><b>29c</b></td> </tr> <tr> <td><b>Quail Baltimore Cove OYSTERS</b></td> <td style="text-align: right;"><b>2 for 25c</b></td> </tr> <tr> <td><b>Minute BISCUIT FLOUR</b> And 1 Pkg. FREE</td> <td style="text-align: right;"><b>30c</b></td> </tr> </table>	<b>IRIS WAX PAPER</b> 40 Ft. With Cutter	<b>9c</b>	<b>Rambler Fancy TUNA</b> Large Tins	<b>29c</b>	<b>Quail Baltimore Cove OYSTERS</b>	<b>2 for 25c</b>	<b>Minute BISCUIT FLOUR</b> And 1 Pkg. FREE	<b>30c</b>	 <p><b>HILL'S FRENCH DRESSING</b> Made with Wine Vinegar With Certificate for Fine Imported China <b>½ Pint 15c</b></p>
<b>IRIS WAX PAPER</b> 40 Ft. With Cutter	<b>9c</b>									
<b>Rambler Fancy TUNA</b> Large Tins	<b>29c</b>									
<b>Quail Baltimore Cove OYSTERS</b>	<b>2 for 25c</b>									
<b>Minute BISCUIT FLOUR</b> And 1 Pkg. FREE	<b>30c</b>									
<p><b>½ Pt. Wesson Oil FREE</b> With 3 lb Can SNOWDRIFT <b>49c</b></p> <p><b>IRIS Fancy ASPARAGUS TIPS</b> 10½ Ounce Tins <b>15c</b></p> <p><b>IRIS Fancy Long Thread SAUER KRAUT</b> No. 2 Tins <b>9c</b></p> <p><b>Fancy PRUNES</b> 40-50 Size <b>2 lbs 15c</b></p>	<p><b>IROLA Fancy Kipperd HERRING</b> <b>10c</b></p> <p><b>Bear Brand TOILET TISSUE</b> 1000 Sheet Rolls <b>6 for 25c</b></p> <p><b>Sunny Monday SOAP</b> <b>10 for 25c</b></p> <p><b>IRIS Fancy IRISH POTATOES</b> No. 2 Tins <b>2 for 25c</b></p>									
<p><b>GOLD DUST</b> The Busy CLEANER Saves Time Saves Labor Reg. 10c Pkg. for 5c</p>	<p><b>VEGETABLES</b></p> <p><b>Fancy Bunch Vegetables</b> 5 for <b>10c</b></p> <p><b>APPLES</b> Pippin A No. 1 9 lbs <b>25c</b></p> <p><b>PARSNIPS</b> 4 lbs <b>10c</b></p> <p><b>ORANGES</b> Northern Juice 6 doz. <b>25c</b></p>	<p><b>IVORY FLAKES</b> Extra Safe for Colors and Delicate Fabrics New Lg. Pkg. . . 23c</p>								
<p><b>MEATS</b></p>										
<p><b>Pork Loin Roast</b> . lb <b>12c</b></p> <p><b>Eastern Bacon, piece</b> . lb <b>14c</b></p> <p><b>Baby Beef POT ROAST</b> . lb <b>15c</b></p>	<p><b>BOILING BEEF</b> . 2 lbs <b>15c</b></p> <p><b>Compound or Lard</b> . . 2 lbs <b>15c</b></p> <p><b>Round or Swiss Steak</b> . . lb <b>20c</b></p>									
<p><b>IVORY SOAP</b> let Ivory protect your hands in all soap-and-water tasks Med. Size - 2 for 11c</p>	<p><b>MANDARIN</b> CHOP SUEY Chinese Style Enjoy it tonight in your home. Ready to heat and serve. 10½ oz. Can 28c</p>	<p><b>MANDARIN</b> CHOW MEIN CRISP NOODLES are delicious served with Meats, Salads and Chop Suey. They are different. —Try a can today. 4 oz. Can 25c</p>	<p><b>MANDARIN</b> SAUCE The world's finest—Imparts distinctive flavor on meats, fish, gravies — Chop Suey, etc., recipes on label. 5½ oz. Bottle 25c</p>							

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."





## The #1 most FAQ

### How can I get involved with the Laguna Beach Historical Society?

- Become a member – see the ticket below .\*
- Volunteer at the Murphy Smith Bungalow. It's fun and we'll train you!
- Attend our programs – see the front page for information.
- Donate historical materials – or let us borrow them to scan.
- Contribute to the Historical Society Maintenance Fund.  
(Any amounts are accepted!)
- Visit our website at [LagunaBeachHistory.org](http://LagunaBeachHistory.org) for more information or contact us at [LagunaBeachHistory@gmail.com](mailto:LagunaBeachHistory@gmail.com).

## Historical Society Business / Organization Members

Wells Fargo Bank • City of Laguna Beach • Caduceus Medical • H.J. Baker & Bro., Inc.  
Andy Alison Bungalow Hunters • Ann Christoph Landscape Architect FASLA  
Borthwick Guy Bettenhausen • Brooks Street Books • Butler Box • Charles' Wig Chateau  
Chicago Title • Emerald Bay Community Association • Indiana James Limited Partnership  
Dr. Korey Jorgensen • Ken's Jewelry Store • Laguna Beach Visitors & Conference Bureau  
Laguna Broadcasting Network • Realtor Gayle Waite • Reynolds Carpet • Sawdust Festival  
Stewart's Landscaping • Teller Architects • The Stand Natural Foods Restaurant • Twig of Laguna

Help us save a tree – send us your email address to receive the next newsletter by email.

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

### \*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](http://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 \_\_\_\_\_

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

*The Laguna Beach Historical Society is a section 501(c) (3) non-profit organization. Tax 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](http://LagunaBeachHistory.org), as well as our newly uploaded videos of past programs on [YouTube](https://www.youtube.com). While you're at it, like us on [Facebook](https://www.facebook.com), and follow us on [Instagram](https://www.instagram.com) and [Twitter](https://twitter.com) as we honor our past by embracing the technology of the present.*

### Laguna Beach Board of Directors

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

Laguna Beach Historical Society  
Murphy Smith Bungalow  
278 Ocean Avenue  
Laguna Beach, CA 92651

POSTAGE

MAILING LABEL