



WHAT'S HAPPENING

August 1, 2020

Your Board of Director's met remotely for the fourth time this year on July 20. Using the Zoom protocol not only keeps us safe; it makes the meeting more efficient. We begin more promptly, make better presentations, and can accommodate more people. It's also fun to see the creative virtual backgrounds. We frequently have Ole watching over us.

Anyone interested in participating in our meetings or getting involved with any of the committees is welcome to contact Larry Culbertson at larryculbertson3@gmail.com.



Annual Meeting

Our Annual Meeting is scheduled for September 20, but it does not look like it will happen because of the pandemic. The primary purpose of the meeting is to elect Director's to our Board. The secondary purpose is to provide the community with a City Council Candidate Forum, something we have done for many years.

ELECTION: Four of the seven positions on the Board are up for election this year. The four Members who are currently holding those positions have agreed to run again and have been nominated by our Nominating Committee. They are: Mary Ann Comes, Marilyn Wigglesworth, Tom Marshall, and Jim Hamilton. Any Member who would like to nominate a Member to run for one of those four positions can contact Larry Culbertson to add them to the slate. We will email the ballot to our Membership on September 1.





CANDIDATE FORUM: We are planning on having the Candidate Forum by Zoom or other internet mode. More information will be available in next months' What's Happening.

The History of San Clemente Newspapers

By Tom Marshall



There is an old axiom that a newspaper is the first draft of history. So it should come as no surprise that the San Clemente Historical Society leadership is very supportive of local journalism. Our town has had a local newspaper almost from day one. First to land on subscribers' door steps (or close to them) was the El Heraldo de San Clemente.

Published by D. D. McDonald with Assistant Editor J.H. Caskey, the paper was printed on what McDonald bragged was the most modern and sophisticated presses in existence. Residents were encouraged to drop by the office to watch the presses roll into action. The paper came out every Friday. A yearly subscription cost \$2.00. Usually just four pages, The Herald, as some people called it, covered events large and small; everything from the plans for a new public facility to who hosted a dinner party for friends.

The first issue, dated December 3, 1926, expanded to eight pages to introduce itself. In the opening editorial, McDonald predicted "the time will be long and the path rosy," speaking of the future for the town and the paper. Page one headlines in this first issue announced that San Clemente would very soon have its own post office and a public school was in the making (to be donated by Ole Hanson.) Another story laid out plans to beautify the new city by planting various trees and shrubbery along its streets. Each street was going to have its own botanical fingerprint such as Jacaranda on Avenida Palizada, Oleander on Avenida Del Mar and Monterey Cypress on (of course) Avenida Monterey.

But the lead, page one story chronicled the performance the previous week of the San Clemente Orchestra on KFSD Radio live from the U.S. Grant Hotel in San Diego. It didn't explain much about who was in this orchestra or what music it played but noted Ole Hanson had a radio installed at the Club House. "There were several residents present and all

enjoyed it hugely,” the paper reported.

Halfway through the program Ole was introduced and pitched the radio audience on the advantages of moving to Southern California. He then offered \$50.00 in gold for the person living furthest away from San Clemente who telegraphed the program by 8:15PM. He also offered a ton of coal to the first person to wire from Wisconsin, two tons of coal to the first from Minnesota, and a new raincoat to the first from Seattle. He had previously lived in all three. Clearly Ole Hanson was a clever promoter.

The El Heraldo lasted until 1934 when it fell victim to the Great Depression. The Historical Society has 137 of the 376 issues. We are very interested in obtaining the rest.

In 1937, The San Clemente Sun began weekly publication. The rival San Clemente Post appeared in 1953. Two years later it was purchased by the Sun. Both continued on different days of the week until they combined as The Sun Post in 1959. Starting in 1963 the Daily Sun Post published Monday through Friday. In 1993 it was purchased by The Orange County Register which had tried to compete for a couple years with its own San Clemente News. Downsizing quickly followed with the Sun Post News going to three days a week, then two, and finally weekly. The end came a couple years ago, victim of the nationwide newspaper crisis. Perhaps its greatest accomplishment was the employment of Fred Swegles who has reported here for over five decades and counting, but that is the subject of another column.

In 2006, as many small-town papers were folding, Norb Garrett bucked the trend, founding Picket Fence Media, publishers of the SC Times. Garrett believed “a forward-looking newspaper in print that gave you local news you can use” in a modern magazine format could still make a go of it. That bold move kept local journalism alive and well, at least until the arrival of the Coronavirus which has sapped the life out of local businesses and their advertising dollars. Seeking public support, Garrett launched the Times Insider program, in effect a yearly subscription, to keep the paper solvent. We ask everyone to join the board members of the Historical Society and subscribe to the Insider. Keep local journalism alive.

Scholarship



An update on our 2019 Scholarship Recipients

We decided to check in with last year's two scholarship recipients, **Claire Hooper** and **Peyton Gadbury** to see how they fared in their first year of college.

This is what Claire had to say, " My first year at Saddleback was very smooth. I have chosen to pursue a degree in psychology and I am currently on my way to obtaining my associates degree for a transfer in psychology. I have received all A's in my first year of college and have a 4.0 GPA. I am doing three summer classes to obtain my degree in the Fall. I have used your generous scholarship for textbooks and my class fees and it has helped tremendously. I have made the honor roll at Saddleback for my GPA and I am loving it there."

Peyton said that she had a very good first year at UC San Diego although it was quite an adjustment from high school. Peyton is majoring in Literature and English. She made the Provost honor roll all year. Peyton had a wonderful experience with roommates, whom she feels will be life long friends. Unfortunately, as all students, her year in the classroom was cut short due to the pandemic. She had to complete her last semester online. Peyton says that if this Fall's classes are only offered online that she may opt to go to Community College to save money. She thanked us again for her scholarship.

Thank you to Scholarship Chair Suzi Klickstein for providing us with this update.

Projects Around Town



There are many projects going on in town. Some of them directly impact our historic resources, others not as much. We follow their progress with interest. Below are just a few that are coming our way.

Miramar Theater Center and Restaurants - Bowling Alley dismantled, awaiting

grading permit.



Shoreline Dental - 1409 S. ECR - Tommy's Restaurant will be replaced by a two story SCR

commercial building.



Pico Plaza In-N-Out - 115 Via Pico - Across from Post Office, it is coming, At long last!



Zebra House Coffee -1001 S. ECR -by Ralph's- Remodel to SCR

Casa Del Camino - 307/317 N. ECR - Two retail suites and four residential units. This project

abuts a historic building at 313 N. ECR.



Del Mar Restaurant - 226 Ave. Del Mar - Two story restaurant abuts historic resource to the

west.



**That's all for now, see you next month.
Please Stay Healthy!**

