



## WHAT'S HAPPENING

April 1, 2021



*Happy Easter!*

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### Peeps from the Prez



Our requests for more participation in the Society have been bearing fruit. Two new people have stepped forward to help with various programs. This is very much appreciated.

**Carolyn Kipper**, has volunteered to be our Membership Chair. She is responsible for that great membership renewal email blast sent two weeks ago. We are working on getting a new computer program to manage membership since the old program is awkward. Carolyn is also working on an interactive map of San Clemente showing where all of our historic buildings are located with information about each one. It is a project we have been wanting to accomplish for a long time. Great work Carolyn!

**Kristen Ealy**, is a Planning intern with the City. She is working on an idea for a virtual home tour. This would not replace the traditional home tours like Dena Van Slyke organized so

successfully in the past. In person tours are unique. Virtual tours would give a wider audience an opportunity to appreciate the charm of San Clemente.

Let me take this opportunity to acknowledge a few other people who are busy keeping the Historical Society functioning.

**Mary Ann Comes** works on our Archives and faithfully takes minutes at our Board Meetings.

**Marilyn Wigglesworth** keeps our books. She does not let us waste a penny.

**Tom Marshall** is our main writer. He puts together great articles for the SC Times and SC Journal.

**Carla Blanco** is our social media person, Downtown Business Association representative, and soon to be Community Booth Coordinator.

**Jim Hamilton** is conducting very interesting and popular tours of our historic downtown. And he is interviewing the owners and workers who make our downtown businesses so inviting.

**Mike Fitzsimmons** heads our Speaker's Bureau.

**Jackie Dooley** is our Archivist.

**Suzi Klickstein** heads our Scholarship Committee.

**Lisa Spinelli** is a graphic designer who has helped the Society on more projects than there is room to mention. Most notably the Beach Club Weathervane. She is currently working on new Membership pins, bumper stickers, and Landmarks on Del Mar plaques.

If I left off anyone, I am sorry, my memory is not improving.

Also a big thank you to our Members who are remaining current. We look forward to seeing you all again at our Quarterly Meetings later this year.

Larry Culbertson.

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## San Clemente is Cautiously Reopening!

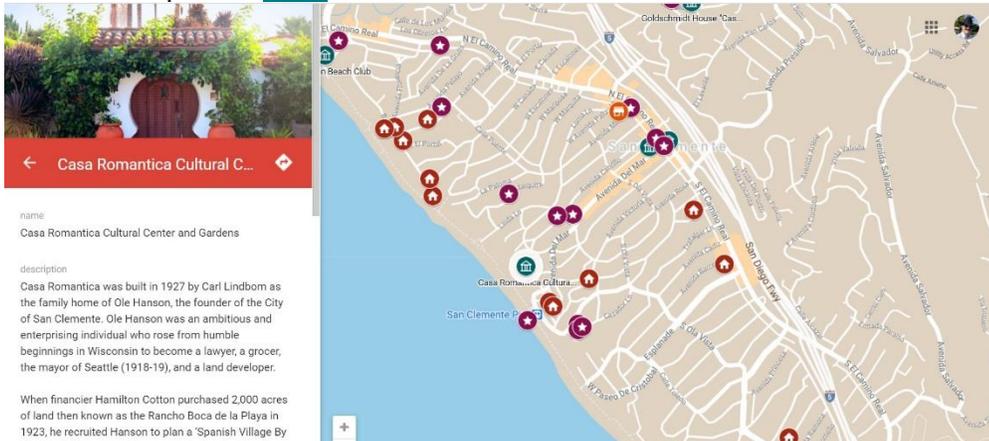


**Little by little we are coming out of our cocoons.**

- City Council will be allowing limited in person meetings
  - The City will soon be opening facilities, we will be able to meet again!
  - Casa Romantica has opened the house, they just had a great beer tasting event
  - Casino San Clemente is resuming those great music events this month
  - Restaurants now have indoor dining while still maintaining the popular outdoor option
  - The Village Art Faire has resumed, first Saturday of each month, at the Library. Limited space, so your Historical Society will be allowed back when space permits.
  - The Historical Society Board of Directors will continue meeting via Zoom for the time being
- But please, get your vaccination as soon as you can and remain careful and cautious**

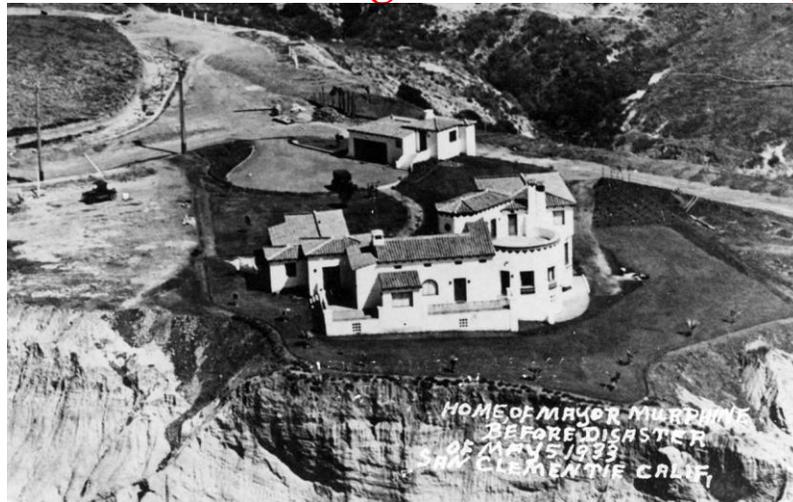
## New Interactive Map

Carolyn Kipper has been working on an interactive map of San Clemente's 203 historic resources. This is a project we have been wanting to see happen for a long time, and now it exists! Not only can you see where each building is, when you click on the icon, a beautiful current photograph of the building pops up with information about it. Carolyn has used distinctive icons to differentiate between the five National Register listed buildings, the 21 Landmarks, and the rest. The map is still under construction, more will be added latter. To visit the map click [here](#). Fantastic!



*The following is a reprint of another great article by Tom Marshall that was recently published in the San Clemente Journal.*

## 1933 - A Year to Forget for Our First Mayor



The Murphine House at 2024 Calle de los Alamos, the day before it slid in May of 1933

Just like many of us would like to forget 2020, 1933 was an especially bad year for San Clemente's first mayor, Thomas F. Murphine. The year opened with the city in deep financial problems due to the lingering world-wide financial depression. There were concerns that the city government would have to declare bankruptcy and disband. At the same time, Murphine was involved in a bitter feud with his

longtime associate and friend, town founder Ole Hanson.

On March 10, things went from bad to much worse for Murphine. At 5:54 pm a magnitude 6.4 earthquake centered under the ocean southeast of Long Beach, roiled much of Southern California. At least 120 people were killed; many others injured. News reports told of 230 schools destroyed or damaged so severely that they could not be occupied. Total damage was estimated at \$50 million, a lot of money in the Depression era.

At first it seemed San Clemente was spared severe damage. But over the next two months cracks began to appear in the seaside bluff at Murphine's \$75,000 estate south of the pier. The mansion had been featured in *Western Decorator* magazine three years earlier. On May 5, the house started sliding down the bluff. The Murphine family had abandoned the structure the day before. The Associated Press reported that "A large section of bluff...broke loose from the mainland and opened a gap 50 feet across."



Over the next several days the home slid section by section down the slope to eventually cover the Santa Fe Railroad tracks along the beach. A young boy at the time, Norm Haven documented the event with his camera. He recently donated the photos to the San Clemente Historical Society and are published here for the first time.

"I would stop by the scene with my camera every day after school," Haven remembered in an oral history interview with the Historical Society a couple years ago.



Newspaper accounts of the time reported large crowds gathering each day to watch the catastrophe unfold. Murphine was able to salvage many of his belongings including his extensive book collection as the building slid to the sea almost room by room.

The home was never rebuilt. A couple of pillars remain from the original structure which stood where Calle De Los Alamos turns into W. Avenida De Los Lobos Marinos today.

Three weeks later, Mayor Murphine's bad year continued as he and the entire city council were asked to resign due to a scandal involving the police chief who the council suspended for alleged inefficiency and non-payment of bills. That led to a recall vote of the mayor and council, supposedly led by Ole Hanson.

Murphine's year did end on an up note for him as he won the recall vote 174 to 130. But disheartened, early the next year Murphine quit as Mayor after seven years in office and moved to Los Angeles.

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## Miramar Event Center Progressing



Has anyone been driving by the Miramar Theater? We have and are happy to report that they are working diligently on the project. They have drilled over 40 holes, 40 feet deep for the temporary shoring needed to excavate the basement under the bowling alley. That excavation began last week. Crews have been busy on the inside and outside of the theater. This is exciting!

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*Historical Society Board Member **Jim Hamilton** continues his in-depth study of the downtown businesses and the people who make our historic downtown so interesting. This is Part 1 of a great two part article about one of the most well-known businesses in San Clemente.....*

## Sam's Shoes - Larry Tiberi

Sam's Shoes  
135 Avenida Del Mar  
(949) 492-3495

Larry Tiberi is a service oriented individual. As so many other people, in this town, he contributes to this community in many small ways. He performs such service in a manner that doesn't receive much recognition, just appreciation from those he helps.



Many know Larry best for helping you at Sam's Shoes. This is why the family name of Tiberi is familiar to this community for multiple generations. Larry helps you move about with comfort and style. Or guides you in having such items repaired. He may order you special shoes and takes an interest in you as a customer in the store. He also takes pride in the look and feel of Sam's Shoes.

Reconstructed, repaired, not disposed of is how Sam's Shoes got its start. Known for

repairing Marine Corps boots for Camp Pendleton Marines, in the then small San Clemente community. By providing repairs, Sam's Shoes is still helping keep boots on the ground. Even if these boots are just made for walking.

There is a photo of the early store in the San Clemente Times Volume 16, Issue 6, pg. 12. Times have changed, then value added meant you intended to have an item repaired to extend its service life. Many things big and small were to be rebuilt, not replaced for its full service life. Along with shoes, dresses and suit clothes could be restyled and retailored right in town. Sam's Shoes is still, "walking the walk" in this area.

A good portion of business at this store is repair. Not only of shoes and boots but of leather ware such as jackets, belts, purses, wallets, and other leather goods. Most people are pleasantly surprised at the quality of the returned item. One custom said about his boots "These are better than new, they feel better. and the new Vibram soles make them lighter". Small accomplishments in leather works that improve peoples' daily walks.

I met Larry when he provided a personal service for me. He loaned me a surfboard leash when I had left mine at home. He offered, "Here I have one. Just place it back in my truck when you are done". Prior to his kindness, we only knew each other in passing. In effect, Larry performed a generous act for a relative stranger. This is the kind of low key, thoughtful community member, Larry represents. People know Larry in and out of the water and for his various activities.

Larry is athletic and keeps fit in various ways from stand up paddle boarding, archery, swimming, biking, and working in all kinds of aspects of helping to run a small business on Avenida Del Mar. He is the one who puts out the displays, assembles and stocks the "Sale" racks, you even see him in the window displays. Not being a model but doing the decorating or rather the repeated redecorating of what is special. Oh yes, he will help you select your shoes or look for your desired size, color, and style in the back. Attentive and friendly customer service is what makes this shoe store special, as it has for 67 years. Another example of a long-term family run business in this town.

Larry takes life in stride. He just keeps going with an attitude of cooperation and assistance while working away at the tasks at hand. This is what helps this small business going through the years. This brings us to describe this Mid-Century Modern Building.

As you walk down Avenida Del Mar this building, #135, is one of the first that is Mid-Century Modern not Spanish Mission Revival Style. Ole Hanson, this town's founder, was strict on architectural standards. This building was constructed long after Ole had influence here. Times had changed. These large glass windows brought in business. They still do. As you walk down this shopping street take a moment to appreciate the displays in the variety of windows.

The owners put care into making them attractive. They do bring you in. Sam's Shoes has an attractive entrance. Large window displays with two glass center displays as you enter the glass doors. These glass doors are usually open during business hours. The twin entrance

displays are to show off their merchandise not to rest your bike or leave your beverage. They hold a regularly refreshed retail display. People like Larry keep it clean. Yes, the owners sweep their own entrance, the sidewalk, and keep the parking area in the back of the store attended to. The service of welcoming you is work too.

This modern glass fronted building is quite the change from the earlier structures along this street. It is open, glass, aluminum, and steel construction. It is also one level with a very spacious and open interior. Prior to this new era, the buildings had upstairs that were business offices and apartments. A number of residents lived upstairs and worked downstairs on the street level.

What was old is now new again, termed commercial mixed-use building. At the time people wanted to leave work behind and travel to their single-family residence home. The suburbs were born with this idea in mind. Redevelopment in many cities is going back to mixed use structures.

The inside of Sam's Shoes has an open feeling. With room to move about easily. The upholstered chairs are comfortable. Customers come in, browse, find what they are seeking and get help with their purchase. Some come in to just sit for a few minutes to rest from their shopping street excursion. Larry and his brother go into the storage area and find your size and color if it is not on display. They may also special order what you are seeking. Two brothers mind the front with sales and two other brothers are active in the back doing repairs.

The two brothers in the back are old school craftsmen. They are really leather artists who do the repairs in the back of the store. They have shop equipment you don't often encounter anymore. Bring the item in and usually, within a week, it is repaired and ready for your reuse. Making the personnel in this store brothers and brothers two and two. Four people keep this small business going seven days a week.

Part 2 Next Month!

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## Scholarship



The deadline for this years scholarships was March 30. This is the third year we have offered scholarships. The first two years we were inundated with applicants. This year we had only 3 apply. The selection process will be far easier.

Our Scholarship chair, Suzi Klickstein, reported a rather unusual method of delivery from one of this years applicants. An enthusiastic and very determined young man scaled her outer gate so he could deliver his application directly to her front door. Maybe he should be applying for an athletic scholarship too?



*Last Quarter we leaped up from 13 to 14 households participating in the program. We took in over \$84! Please help your Historical Society by signing up for the program.*

## **Community Contribution Program**



Did you know that if you shop at Ralphs Supermarkets in San Clemente you can direct a portion of your bill be donated to The San Clemente Historical Society? It will cost you nothing. As a participant in Ralphs Community Contributions Program, the supermarket chain will automatically contribute a portion of your check out amount to the S.C.H.S. If you do not have a Ralphs Rewards Card, go the Ralphs website and click on "Create Account." Follow the easy steps to create your account.

To register in the Ralphs Community Contributions Program, just log into [www.ralphs.com](http://www.ralphs.com). Click on "Sign In." Enter your email address and password. Click on "Welcome Valued Customer" (In the top right hand corner.) Click on "My Account." Scroll to the bottom of your account. Link your card to the Historical Society by clicking on "Community Rewards" and typing in San Clemente Historical Society. Then press "Search." If you have forgotten your Ralphs Rewards Card number, you can use your phone number.

Once enrolled, your contributions will be automatically made by Ralphs. You do not have to tell the check out person to do so. You can check on the contributions you have made by accessing your account on line at [www.ralphs.com](http://www.ralphs.com).

Ralphs assures us that all of your information will kept confidential. They will never sell, trade or rent their customers' personal information to outside companies. It will not even be shared with us.

The money raised will be used entirely for our worthy programs of protecting San Clemente's historical and cultural heritage. No money can be used for administrative, political or legal purposes.

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# Membership

As we are pulling out of the pandemic, our membership role has gradually been returning toward normal. The work of preservation needs to go on despite lockdowns, and it has. You can see from the items in this newsletter that the Society has been busy. But we need the backing of people like you to carry on. Email reminders have been sent to those who have fallen behind in their dues. We encourage those who have to catch up to help further the cause of preservation. And please, encourage your friends and neighbors to join, we need all the help we can get!

**YOUR  
MEMBERSHIP  
MATTERS**

For those who would rather not have the bother of renewing each year, we have established a Life Membership level at \$500. We encourage those who can to Join or Renew at this level. There are two easy ways to JOIN or RENEW:

**By Mail: Download and print the Membership form by clicking [here](#). Fill out the form and mail it with your check payable to:**

**San Clemente Historical Society  
P.O. Box 283 San Clemente  
CA 92674-0283**

**On Line: Click [here](#), fill out the form and submit it. You will then be redirected to PayPal.**

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

