

San Clemente Historical Society

"Forward with the Dream"

NEWSLETTER OF THE SAN CLEMENTE HISTORICAL SOCIETY

AUGUST - OCTOBER 2011

SOCIETY WORKS TO BOOST LOCAL ECONOMY

by: Georgette Korsen, President

The San Clemente Historical Society is keenly aware of how very important it is to promote and boost the local economy. And, we've been giving it a yeoman's effort these past few months, arranging for all sorts of positive advertising to attract visitors from the north, south, and areas in between, sharing the beauty, history, and charm of the wonderful community we call home. Listed below you will find a recap of what we've been up to!



Mike Cotter explains how Ole Hanson pointed out buildable lots to potential investors from the tower of the Hotel San Clemente.



Society President, Georgette Korsen, extols the rich history of the Casino, and the Ole Hanson Beach Club in the North Beach District.

graphs of a few of our most iconic buildings on our main street, as well as in the North Beach Historic District. They were especially interested in the San Clemente Hotel, The Casino, and the Ole Hanson Beach Club. They lined up their cameras, duplicating the exact angle that the original 1928 -

1937 photos were shot. When these programs air, before your very eyes these buildings will morph into how they look today. They were quite impressed with how we have preserved our memories. When we shared the story of our city's amazing renaissance during this past decade, where building facades were stripped away to once again reveal the rich

history beneath, they were dazzled. The first of these programs will air in July, with another soon to follow. We will be sharing both in the near future, so stay posted.

Historic Bus Tour

On September 21st, The San Clemente Historical Society will be conducting a Historic Tour of some of our city's most fascinating buildings and homes for a group of forty people visiting from Vista, Escondido and San Marcos. The tour will be guided by Director Mary Ann Comes, and narrated by the very entertaining and dramatic, Mike Fitzsimmons, who is a long time resident and valued member of the Society. These visitors will also enjoy a Prix Fixe luncheon at Dave Donaldson's Irons in the Fire at the Municipal Golf Course, and then

spend two wonderful hours shopping on our Avenida Del Mar. We are busily making preparations, so that this will be a tour to remember!

805 Living Magazine

The Society is proud to have provided historical information and enthusiastic details about our city's wonderful quality of life, as well as quotes from our founder, Ole Hanson, for feature article author, Mallory McCreary, as she created a historical backdrop for her fabulous article that highlights surfing in San Clemente. This magazine serves the 805 area code for residents from Thousand Oaks to Santa Barbara. It explores our exciting surf culture and amenities, the wonderful Surfing Heritage Foundation, and our uniquely lovely beaches that draw surfers from far and wide. It recommends many of our best restaurants, and displays stunningly beautiful photographs. It is a five page article that can be viewed by Googling: 805 Living Magazine, July issue.

Just as we work tirelessly to support a city that we love, won't you please support the San Clemente Historical Society by becoming a member today? Thank-you!

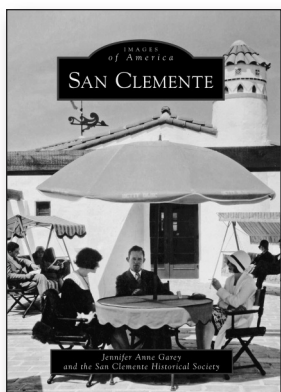
Lights, Camera, Action!

On May 25th, some of you may have seen Mike Cotter and I being interviewed and filmed by a camera crew on Avenida Del Mar for the very popular Channel 4, San Diego program titled "Then and Now". It began by our providing vintage photo-

San Clemente History Book

"Images of America: San Clemente"
by: Jennifer Garey

A collaboration between Jennifer Garey and the San Clemente Historical Society, this book tells the story of the town via 190 captioned photographs from the society's archives.



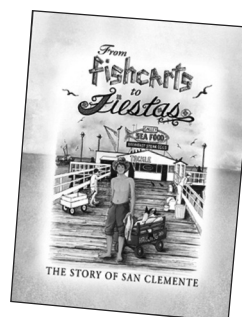
www.sanclementehistoricalsociety.org • (949) 498-0116.

Fishcarts to Fiestas

The Story of San Clemente
by: Blythe Welton

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**146 Pages, UV coated cover
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**San Clemente
Historical Society**
(a non-profit corporation)

**Check out our new website:
sanclementehistoricalsociety.org**

Your support of the Historical Society will make it possible to continue our efforts to save, promote and create an awareness of San Clemente's unique history.

Call: (949) 492-9684
P.O. Box 283

San Clemente, CA 92674

For more membership information,
billbluett@cox.net

Research Museum & Store

Our research and museum facilities are temporarily in storage. To purchase the Society's Museum Store line of historical photos, visit our exclusive distributor, the San Clemente Art Supply at 1531 N. El Camino Real, San Clemente.