For 125 years, Ocean Beach has grown and thrived next to the vast, shimmering sea. San Diego’s earliest residents and visitors fell in love with the location and were spellbound, enchanted by the area’s sun-kissed appeal. Over 12 1/2 decades, the community took root, laid down its infrastructure, boomed and created for itself an identity like no other in the world. Journey with us back through time to explore the origin of our community and let us bring you full-circle back to the Ocean Beach of today. Happy 125th anniversary, Ocean Beach!
If there’s one thing everyone in Ocean Beach agrees on, it’s a celebration. Here at the ocean’s edge, where fun is the very fabric of the community, the passing of time is marked more by community events than the calendar.

Residents, businesses, visitors and civic groups all join in support of time-honored traditions like the annual Ocean Beach Kite Festival, the yearly Street Fair and Chili Cook-Off Festival, the community 4th of July fireworks celebration and ensuing marshmallow fight, the Ocean Beach Pier Pancake Breakfast, Oktoberfest, and the annual Holiday Parade, Christmas-tree lighting and decorating, and the Ocean Beach Food and Toy Drive for the less fortunate.

Weekly, a farmers market fills the streets. Even sunsets are a cause to pause once a day. Ocean Beach is chock full of rich and vibrant history. From its pioneering roots to the rise of its iconic features that set it apart from any other California waterfront, and from its business, civic and development booms to the tight-knit sense of community and identity — there is no place else like Ocean Beach.

In this spirit, the Ocean Beach MainStreet Association, the Ocean Beach Historical Society and The Peninsula Beacon join together to light the candles for Ocean Beach’s 125th anniversary this year.

The information used to establish timelines, key events and players and historic photo caption information was provided almost entirely by the OB Historical Society.

We hope you enjoy this commemorative anniversary issue filled with the memories and milestones and fun facts that are the cornerstone of Ocean Beach — one of the last remaining authentic beach towns in America today.

PHOTOS BY: Jim Grant, Paul Hansen and Mike McCarthy.
The History of OB Woman's Club

The Ocean Beach Woman's Club has been a hub of activity in Ocean Beach for 88 years. The majority of the club’s history from 1924 to 1937 has been lost from the official records. The information that we do have comes from historians and newspaper articles of the time. On Sept. 21, 1997, the building sustained major fire damage. Again, much of the club’s records and history were lost or damaged by the fire. It is gratifying that the sons and daughters of old-time members are finding and presenting the club with memorabilia of the club in years past.

The Ocean Beach Woman's Club was founded on Nov. 24, 1924, and is one of the oldest civic groups in San Diego. Forty-five charter members are listed as having signed the charter. Many of the club's charter members were married to the Chamber of Commerce men, so the women had long been involved in public affairs. Records indicate that the club was a member of the National Federation of Women's Clubs prior to 1936. The club was organized with a constitution, bylaws, and its first board of directors on Jan. 12, 1925.

The purpose of the Ocean Beach Woman's Club was to work for the community in its civic, educational, and social development. In those first years, Ocean Beach Woman's Club along with the San Diego Chamber of Commerce was instrumental in paving the streets, installation of sewers, securing street lights, and garbage disposal. In 1939, the club improved the beach area by having lifeguards appointed for all year round and had money appropriated by the city for maintaining a recreation center with two directors a week. The Woman's Club also helped to obtain our local library, which is a great asset to Ocean Beach. Most recently the club helped get the skate park at Robb Field.

In 1929, the club’s garden department planted five streets in OB with trees and shrubs. Oleanders were planted on Brighton Street, acadia trees on Muir, hibiscus on Long Branch, Cape May Avenue was planted with cock plumosa, and Sunset Cliffs Blvd received plantings of jacaranda trees (but only a few lived). Today, it is understood that only two remain. The club’s garden department was also responsible with beautifying empty lots by sowing seeds and planting wildflowers.

In those early days, meetings were held at homes, churches, halls, lodges and other buildings. January and June meetings were held at Alligator Rock Lodge at Bacon Street and Coronado Avenue. This was the summer home of an El Cajon family, and was rented when they were not living there. There were also meetings at the Masonic Hall on Newport Avenue, above Faber’s Grocery Store. The club voted to withdraw $18 to pay for new chairs, and to pay $5 a month to Trinity Mission for the use of rooms to rent. In April of 1927, the club leased the Flatiron building and remained there until October 1941 when high tides swept the clubhouse out to sea. Destructive waves destroyed the 200 foot long Flatiron building. The club was a complete loss, although some of the furniture and belongings were saved. The meetings again were held in rented buildings while the question of a new clubhouse became an urgent problem. At this time, the club rented the old subway building (where Apple tree Market is now) for $25 a month.

In April 1927, the club leased the Flatiron building and remained there until October 1941 when high tides swept the clubhouse out to sea. Destructive waves destroyed the 200 foot long Flatiron building. The club was a complete loss, although some of the furniture and belongings were saved. The meetings again were held in rented buildings while the question of a new clubhouse became an urgent problem. At this time, the club rented the old subway building (where Apple tree Market is now) for $25 a month.

Following the Dec. 7, 1941 attack on Pearl Harbor, soldiers were stationed in Ocean Beach to guard the waterfront. The women of the club were told that the soldiers needed a place to bathe and have hot coffee to relieve their long night watches. With this, a new era was opened for the Ocean Beach Woman’s Club. The club rented rooms at 1939 Abbott St. and turned them into a recreation center for the men. The Serviceman’s Club was a huge success. Members of various organizations such as Navy wives, American
The Birth of Ocean Beach: 1887 - 1910

By Patricia Walsh

In the 1800s, the land that was to become known as Ocean Beach had two things going for it: open space and opportunity. The primitive oceanfront with prolific mussel beds was the stage for historic celebrations that planted the seeds of OB's future.

On July 4, 1872, some 200 settlers, nearly everyone who lived in Old Town and New San Diego, traveled to the seaside location for an Independence Day bash. Fifteen years later, Billy Carlson, a 23-year-old who saw the potential of profit in undeveloped land, teamed up with partner Frank Higgins and purchased 600 acres of land for $50,000.

In 1887 — the year used by local historians as the community's starting point — the men divided the land and hosted a free mussel roast on March 28, selling lots for $30 to $400.

Carlson and Higgins was 16-year-old David Charles Collier, who became the “Father of Ocean Beach.” Among those who purchased a lot from Carlson and Higgins was 16-year-old David Charles Collier, according to research by Richard Amero of the San Diego History Center. In his paper, “Colonel D.C. Collier: An Inspiration to the Citizens of Today,” Amero documents the life of a confident and flamboyant Collier who became a major figure in the development of not just Ocean Beach, but San Diego in general.

Collier built a shack on his lot at the corner of Pacific Avenue (what is today Coronado Avenue) and Bacon Street. He kept adding on to the tiny dwelling that became known as The Alligator House. By age 20, Collier had passed the state bar exam and became a lawyer in his father’s practice. By 1900, he was taking real estate in lieu of money as payment for his legal services. In Ocean Beach, he subdivided land, put in electricity and sold lots. In 1908, Collier built the Point Loma Railroad. In 1909, he built the Ocean Beach School.

By the end of the first decade of the 20th century, Collier, known as the “Father of Ocean Beach,” had the fledgling seaside community on its feet.

First anniversary celebration, 1888

In her book “Beach Town: Early Days in Ocean Beach,” Ruth Varney Held — a local historian and 84-year OB resident — captures Ocean Beach, “had the fledgling seaside community on its feet. The Carlson-Higgins land-sale boom quickly went bust though, leaving the newly named Ocean Beach the sum of flower fields, a few shacks, surf and sand. The adventurous of San Diego’s population took advantage of the situation and, in the late 1880s, came to Ocean Beach for Sunday picnics and monthlong camping trips on the beach.

The Carlson-Higgins land-sale boom quickly went bust though, leaving the newly named Ocean Beach the sum of flower fields, a few shacks, surf and sand. The adventurous of San Diego’s population took advantage of the situation and, in the late 1880s, came to Ocean Beach for Sunday picnics and monthlong camping trips on the beach.

In 1887, William H. (Billy) Carlson and Frank Higgins buy Pueblo lots (195, 202 & 203) totalling 600+ acres for $50,000. Carlson and Higgins name their tract Ocean Beach.

In 1888, Carlson and Higgins hold first mussel roast to promote their lots and Cliff House Hotel.

1872

Grand 4th of July celebration. Approximately 200 people attend.

1887

William H. (Billy) Carlson and Frank Higgins buy Pueblo lots (195, 202 & 203) totalling 600+ acres for $50,000. Carlson and Higgins name their tract Ocean Beach.

1888

Celebration for first anniversary of OB and the opening of OB Railroad (but no trains ran that day).

1880

Abraham Thomas builds a house at the foot of the cliff just south of present pier location.

1885

SD Population: 2,637

1886

SD Population: 5,000

1889

Economic slump hails San Diego and Ocean Beach development, population drops. 1888: 40,000; 1890: 16,000

1890

Cliff House burned down.

1898

Cliff House Hotel completed.

San Diego, Roseville and Ocean Beach Railway makes its first run to OB. Close after 2 months of operation.

1900

Pearl Hotel is built and opens in 1904. Would be later known as the Newport Hotel, and is now the International Hostel.

1909

Ocean Beach School is built by D.C. Collier. Has two rooms.

1910

Arthur Hansen was the first graduate of Ocean Beach School.

More than 100 homes have been built in OB.

Opening of Trolley Line sparks a rush of lot sales. Beachwalk built.

By the end of the first decade of the 20th century, Collier, known as the “Father of Ocean Beach,” had the fledgling seaside community on its feet.
FIRST WHITE MEN
The first white men to set foot on Ocean Beach soil were a sailor, a soldier, a padre and eight archers in 1602 to examine the mountain. They were sent by Fr. Antonio Sebastian Vizcaino.

FIRST HOUSE BUILT?
About the time the dike was built, someone finally lived in Ocean Beach. It is said that a man named Palmer had a house and a well from 1850-1870.

THOMAS’S SHACK
Abraham Thomas came in the late 1880’s and put up a shack at the foot of the cliff, south of the present pier. It was a famous landmark for many years. He lived to see 30,000 people enjoying the beach on the Fourth of July in 1913.

BUY LOW, SELL HIGH
1887 Billy Carlson and Frank Higgins buy 600 acres of land for $50,000 (by comparison, a 792-square-foot Ocean Beach home in 2012 sold for $380,000).

POPULATION BOOM
In 1882, San Diego’s population reaches 2,637. By 2012, more than 23,000 people live in OB.

FLOWER FIELDS AND SEAFOOD
Ocean Beach was abundant in flower fields and seafood in the 1890s. That, and isolation from the city, attracted campers and picnickers to the seashore.

WELL, HELLO 92107!
The first Ocean Beach listing appearing in a city phone directory happened in 1892-93 for the Ocean Beach Hotel. It wasn’t until 1909-10 that the directory recognized Ocean Beach as a place with seven business and residential listings.

BELIEVE IT OR NOT!
The size of the graduating class of Ocean Beach Elementary School in 1910 was 1. Today, nearly 3,400 children attend eight public and private elementary and middle schools located in the 92107 ZIP code.
The Early Days:

1913-1929
BY PATRICIA WALSH

If there’s one person who should be remembered as the matriarch and guardian of Ocean Beach history, it’s Ruth Varney Held (1906-1996). Her book — “Beach Town: Early Days in Ocean Beach” — is the lone voice and definitive source on early OB, according to local historians. Her 195-page tribute has rescued OB, according to local historians. Her 195-page tribute has rescued OB, according to local historians. Her 195-page tribute has rescued OB, according to local historians.

Like almost everyone in Ocean Beach, Held was from somewhere else. It was 1912 when she made the trek from Montana to this “tropical paradise” with her parents and four siblings. In her book, she recalls in detail what it was like to grow up here. She remembers the day when 13 people died in a deadly rip current. She was there on the Fourth of July in 1913 when Wonderland amusement park opened at the site of Mission Bay. She remembers the community’s memories from the ashes of time.

Away from the shoreline, cornerstone of the community were those fancy free days before the Great Depression. The eight-acre Wonderland amusement park made life for her history on Ocean Beach because it was a time of change. The personality and destiny of Ocean Beach were shaped in those early days when lots were sold by the forward-thinking Katherine Tingley and her husband Gen. John C. Fremont. This idyllic theosophical homestead, Loma Land,  built on the rise in the 1920s. During this time, the forerunner to today’s library was opened in a storefront on Abbott Street. The first church building went up on Santa Monica Avenue. Ocean Beach because it was a time of change. The personality and destiny of Ocean Beach were shaped in those early days when lots were sold by the forward-thinking Katherine Tingley and her husband Gen. John C. Fremont. This idyllic theosophical homestead, Loma Land, built on the rise in the 1920s. During this time, the forerunner to today’s library was opened in a storefront on Abbott Street. The first church building went up on Santa Monica Avenue. Main streets were paved. Point Loma Nazarene University. The 600-seat Strand Theater opens in 1925 at 4948 Newport Ave. Despite efforts to keep the reels rolling, the single-screen closed in 1998.

The 600-seat Strand Theater opens in 1925 at 4948 Newport Ave. Despite efforts to keep the reels rolling, the single-screen closed in 1998.

Away from the shoreline, cornerstones of the community were those fancy free days before the Great Depression. The eight-acre Wonderland amusement park made tourism a driving force in OB. Then when Wonderland washed away with a storm in 1916, OB forgave the Magic Kingdom. In 1915, the Island Park was opened. The first church building went up on Santa Monica Avenue. Main streets were paved. Odyssey Park is opened.

“The early resort days... were gone,” Held wrote. “We did it backward, we had our butterfly days first. It was a great time to grow up.”

1913-1929
BY PATRICIA WALSH

The Early Days:

1913-1929
by Patricia Walsh

1913
Wonderland opens on 8 acres on the bay side of Voltaire St. from Abbott to the sea.

1914
A branch streetcar line to Pt. Rosecrans begins operation.

1915
Mission Bay Bridge (Fishing Bridge) built from Ocean Beach across the mouth of Mission Bay to the present site of Mission Beach.

1916
Duke Kahnamoku starts surfing era in OB.

1917
Sewer lines are installed.

1918
OB merry-go-round the “Tipple drome” is built by O.F. Davis. It is moved to the Belmont Pier near Los Angeles after 1927.

1919
Shore Spray Apartment Hotel, Cafe and Plunge open at foot of Narragansett Ave.

1920
Ocean Beach Woman’s Club is founded.

1921
Point Loma High School opens.

1922
Jesse H. Shreve announces purchase of Sunset Cliffs Park property from Spalding Estate.

1923
OB annexed from Newport to Niagara.

1924
OB branch of the SD Public Library opens in one room of the Volunteer building on Abbott St.

1925
Strand Theater opens in The Ocean Theater.

1926
Main streets are paved: Voltaire, Bacon and Defoe (Sunset Cliffs Blvd.)

1927
Defore Street is renamed Sunset Cliffs Blvd.

1928
Kraft Drug Store and Bank of Italy Buildings are opened.

1929
Mission Bay Causeway from Midway Drive begins, bypassing Ocean Beach. Mission Bay is dredged.

1930
Ocean Beach Woman’s Club moves to new building.

1931
Point Loma Nazarene University opens.

1932
The number of lifeguards first hired in the city in 1932.

1933
They were stationed in Ocean Beach in the wake of the deadly rip current.

1934
IF IT’S THURSDAY... Four young women founded The Thursday Club in 1921. In the last 50 years, the club has raised $2 million, primarily from its annual rummage sale, to fund charitable causes.

1935
SHEHOOHOOH! The first librarian for OB was Margaret Rankin. She served from 1921-1959.

PASS THE POPCORN! The 600-seat Strand Theater opens in 1925 at 4948 Newport Ave. Despite efforts to keep the reels rolling, the single-screen closed in 1998.

“WE MUST CULTIVATE OUR GARDEN.” Voltaire, the nom de plume of François-Marie Arouet. The thinking man is famous for, among other things, having a street named after him in OB.
A WITNESS TO HISTORY:
For Shepherd-Vallin, OB was home for 100 years

MIKE McCARTHY

For 100 years, Ruth Shepherd-Vallin called Ocean Beach her home. Shepherd-Vallin lived just long enough to witness the 125th anniversary of Ocean Beach's birth. Shepherd-Vallin also witnessed her share of local history and the growth of a once sparsely populated beach vacation town into a bustling and vibrant community.

Shepherd-Vallin was born in 1906 and moved to Ocean Beach when in 1912 when she was six years old. She passed away this summer on Aug. 6 — just ten days short of her 106th birthday. As a member of the Ocean Beach Historical Society, Shepherd-Vallin shared many memories of the early days.

In the beginning, her family lived in a tent house with a wood stove. Transportation consisted of walking or catching a ride on a horse-drawn carriage. Streetcars eventually provided a connection to downtown, where she attended San Diego High School. Point Loma would later build a high school that was dedicated the year Ruth graduated in 1925.

In the early days, life was simple but challenging. Food was not always readily available. Many families had a vegetable garden with a goat for milk. Downtown San Diego supplied the majority of essential needs but roads were often cut off by high tides. The early property lots were long and narrow — 25 feet by 140 feet. The purpose behind this design was to provide space for a horse and carriage in the rear.

Shepherd-Vallin also remembered, as a young girl, needing a chaperone whenever she wanted to go the beach. At the time, our local Navy boys' reputation was not well respected until after World War I. Security was often found in the form of a shotgun at the front door. Shepherd-Vallin's mom would raise the young resort days …

Shepherd-Vallin also remembered, as a young girl, needing a chaperone whenever she wanted to go the beach. At the time, our local Navy boys' reputation was not well respected until after World War I. Security was often found in the form of a shotgun at the front door. Shepherd-Vallin's mother was raised in the wild west and was an excellent shot — so much so, according to Ruth — that OB's Wonderland eventually would not let her mother near the shooting gallery for fear of losing all its prizes.

Shepherd-Vallin and her family survived the Great Depression and both world wars. She lived through the progressive and modern eras. She witnessed the invention of the automobile and airplane. Her little town of Ocean Beach always managed to maintain the reputation as a laid-back beach town. Yet Shepherd-Vallin was not influenced by her community's relaxed way of living. From the beginning, Ruth had the reputation as a "classy lady" who wore high heels and always had her hair done once a week, even during The Depression, when money was scarce.

Ocean Beach honors the memory of Ruth Shepherd-Vallin as its oldest known bit of "Living History" from 1906-2012.

Ruth Varney Held 1906-1996

"The young resort days … were gone." Held wrote.

"We did it backward, we had our butterfly days first. It was a great time to grow up." held wrote.

"The Varney family, steeped in pioneer tradition, moved to the new little town of Ocean Beach from Alexandria, Montana in 1912. Six year old Ruth started first grade in Ocean Beach Elementary School, later graduated from San Diego High School, and what is now San Diego State University. She taught in San Diego for 35 years, 30 of them at Point Loma High School.

As honored historian and dedicated to her community, she published the first version of "Beach Town" in 1975, updating with each succeeding publication. She also wrote magazine and newspaper articles and a regular column in THE BEACON.

1946 Bacon St. Ocean Beach
Visit us at www.sunsetgarageob.com

619-224-2929

Taking Care of Ocean Beach's Auto Needs for Over 79 years!
(Previously Wheatly's)
Over 26 years as Sunset Garage.
Woody “Thanks” you for your business for the past 13 years!
Keep on “Cruisin’ ” OB for another 125 years!

General Automotive Repair
Including
State Certified Smog Inspections - Safety/New Buyers Inspections
Factory Service Maintenance Performed - Complete Tune-up Service
Major Engine Overhaul - Cooling Systems - Diagnostic Codes - Brakes
Albert Goodwill Spalding was a wealthy sporting-goods magnate, born in Illinois in 1850. He visited San Diego, liked the area and fell in love with Elizabeth Churchill Mayer, director of the Isis Conservatory of Music at the Theosophical Homestead. They married and Spalding bought up a whole hillside of Pueblo land adjacent to the Homestead, from Point Loma Avenue to the ocean. He dreamed of a lovely park down on the cliffs, so in 1915 he hired a crew of men and spent $2 million to beautify the area.

Spalding died in September 1915. In August 1916, his widow offered the park to the city on condition it would have constant care and be called the Albert G. Spalding Explanade, but further developments indicated this deal was never consumated.

**OUT TO THE BEACH ON SUNDAY** circa 1913

When streetcars made it easy to get to the beach, townspeople could go there every Sunday, as well as on big holidays. Ocean Beach was like any other resort in those days between the horse and buggy and the car in every family.

---

**Wonderland in Ocean Beach**

July 4, 1913 marked the biggest event in the history of Ocean Beach — the opening of Wonderland, San Diego’s first large amusement park. It covered eight paved acres on the bay side of Voltaire Street, from Abbot to the sea. Wonderland boasted the biggest roller coaster on the West Coast at the time, a casino that included a large dance pavilion and a cafe that could seat 650 for dinner, a zoo, and a fun zone with 40 attractions. This truly was a wonderland!

On Opening Day — in addition to everything else — there were afternoon and evening fireworks that cost $10,000. There was also a half-acre children’s playground, a beautiful fountain, and the menagerie — a forerunner of the San Diego Zoo.

---

**HIGH TIDES AND FLOODING** circa 1941

"When lots were put on sale in OB in 1909, small promoters quickly caught on that here was a fantastic opportunity for a beach resort, and soon there were restaurants, bathhouses, candy stands and games of chance. Crowds began coming out. The time was perfect for Wonderland, a glamour amusement center."

- Ruth Vaney Held, local historian
The ribbon-cutting was two years late and the project was overbudget by more than twofold. Nevertheless, the Brighton Street comfort station — the public restrooms north of Dog Beach — has earned solid reviews since opening July 2.

In fact, the public artwork — a mural adorning the ceiling that was designed by local artist Shinpei Takeda — has earned a nomination for an Orchid Award from the San Diego Architecture Foundation, which will announce its 2012 winners next month.

But at least one Ocean Beach resident who decided to check out the restrooms during a stroll thinks the community got more than it bargained for. Two community groups — The Ocean Beach Town Council and Ocean Beach Planning Board — have agreed that his concerns have merit and have scheduled separate public discussions.

The resident, Jeff Russell, said he was dismayed to discover the mural, inspired by a photograph of the historic Wonderland Amusement Park, is overlain with snippets.
Following the solemn years of the Great Depression, World War II ushered in a bustling era in Ocean Beach. San Diego's population exploded as families migrated west to be near military facilities at what was then the Naval Training Center (now the civilianized Liberty Station) and the Marine Corps Recruit Depot.

The 400-unit government housing project Azure Vista was built in 1941 above Sunset Cliffs. Children collected scrap metal. Streetlights facing the ocean were painted black because of the fear of a Japanese attack in wartime. The Ocean Beach News carried a regular column that detailed the lives of those in service, including time spent in captivity. Ocean Beach had its own United Services Organization — a nonprofit organization that provides programs, services and live entertainment to U.S. troops and their families.

Local schools bore the brunt of wartime expansion. “Enrollment at Ocean Beach Schools 2,766” was the lead story in the Sept. 14, 1945 Ocean Beach News. To accommodate the 1,114 students of the day, Dana Junior High School operated on a double shift.

Richard Newton and Steve Kemp, who lived in Azure Vista then, shared their memories with the Ocean Beach Historical Society. Their childhood experiences provide a glimpse into life in the housing project bordered by Hill Street, Cornish Drive, Ladera Street and Sunset Cliffs Boulevard. There was an elementary school, a child-care center and two pay phones per street. Family life met the war on the southern edge of Azure Vista where bunkers were embedded just below the ridgeline overlooking the Pacific. A few of the pillboxes still exist today.

The war ended in 1945, but Azure Vista survived until 1957. Houses were then sold and moved off property and empty lots were auctioned off. The school moved up the hill and was renamed Sunset View.

Commerce prospered in the decade following the war. In the 1950s, thriving business district of Ocean Beach had its own chamber of commerce. Ocean Beach Paint, Hardware & Glass; and Beardsley Funeral Home (today Beardsley-Mitchell) were there. Nati’s, now a restaurant, was a Mexican import shop that offered “rare items from Mexico.” Lowe’s Department Store was the official Boy Scout equipment headquarters and gave out S&H Green Stamps. Elm’s sold men’s clothing and shoes for the family. Noel Furniture carried carpets, appliances and baby furniture. Greeting cards could be purchased at Paras Shop.

Services were plentiful for shoe repair, typewriters and sewing machines.

By the 1960s, the Vietnam war again interrupted the quiet village life of Ocean Beach. As the war escalated 8,000 miles away in 1965, the word “hippie” slipped into America’s lexicon as one of 220 new entries in the dictionary.

Hippies — “usually young persons who reject the mores of established society” — made their way to Ocean Beach in droves. According to archives of the Ocean Beach Historical Society, hippies lived a “free-wheeling lifestyle that put them at odds with the old-timers. Protest meetings, marches and picketing ensued.”

Old-timers prevailed and preserved the integrity of their family-friendly community. Hippies melted down and moved in for good. In the end, a seemingly impossible blend of competing ideals created a peerless community coveted today for the authentic beach town lifestyle that has all but disappeared from America’s landscape.
BUY LOW, SELL HIGH
Billy Carlson and Frank Higgins buy 600 acres of land for $50,000 (by comparison, a 792-square-foot Ocean Beach home in 2012 sold for $380,000).

POPULATION BOOM
In 1882, San Diego’s population reaches 2,637. By 2012, more than 23,000 people live in OB.

FLOWER FIELDS AND SEAFOOD
Ocean Beach was abundant in flower fields and seafood in the 1890s. That and isolation from the city attracted campers and picknickers to the seashore.

BELIEVE IT OR NOT!
The size of the graduating class of Ocean Beach Elementary School in 1910 was 1. Today, nearly 3,400 children attend eight public and private elementary and middle schools located in the 92107 ZIP code.

TOURISM BOOM!
Ocean Beach's population reached 2,637 in 1882. The number of visitors increased, and the community became a popular vacation destination.

Renovation Salon
Caring for you and your hair for 17 years
Enjoy the view of the ocean while you get your hair done.
30 years experience

Lucy’s Tavern
Your Neighborhood Bar

Happy 125th
Ocean Beach!
A Local Favorite!
Where everybody knows your name.

Happy Hour - Everyday 4-7PM
WELL DRINKS: $2.50
MARGARITAS: $3.75
ALL PITCHERS: $1.50 OFF
SHOTS: $1.00 OFF

7 TVS • 5 PLASMA TVS
3 POOL TABLES • FOOSBALL • SHUFFLEBOARD

Happy Birthday OB!
You wear it well

Ocean Beach Tire Center & Auto Repair
Happy 125th Anniversary
Keep on Rollin’ OB!
Thank you OB Community for Supporting us for 13 years!

Ocean Beach Tire Center & Auto Repair
4893 Newport Ave. • Ocean Beach

Ocean Beach 125th Anniversary Special
Ocean Beach, CA

Ocean Beach Tire Center & Auto Repair
Happy 125th Anniversary
Keep on Rollin’ OB!
Thank you OB Community for Supporting us for 13 years!

Ocean Beach Tire Center & Auto Repair
4893 Newport Ave. • Ocean Beach

Ocean Beach Tire Center & Auto Repair
Happy 125th Anniversary
Keep on Rollin’ OB!
Thank you OB Community for Supporting us for 13 years!

Ocean Beach Tire Center & Auto Repair
4893 Newport Ave. • Ocean Beach

Ocean Beach Tire Center & Auto Repair
Happy 125th Anniversary
Keep on Rollin’ OB!
Thank you OB Community for Supporting us for 13 years!

Ocean Beach Tire Center & Auto Repair
4893 Newport Ave. • Ocean Beach

Ocean Beach Tire Center & Auto Repair
Happy 125th Anniversary
Keep on Rollin’ OB!
Thank you OB Community for Supporting us for 13 years!

Ocean Beach Tire Center & Auto Repair
4893 Newport Ave. • Ocean Beach

Ocean Beach Tire Center & Auto Repair
Happy 125th Anniversary
Keep on Rollin’ OB!
Thank you OB Community for Supporting us for 13 years!

Ocean Beach Tire Center & Auto Repair
4893 Newport Ave. • Ocean Beach
The watery aspects of Ocean Beach's personality surfaced in the late 1960s. It began on July 2, 1966 when then-Gov. Pat Brown cut the ribbon to open the iconic Ocean Beach Municipal Pier. The same year, Ocean Beach hosted the World Surfing Championships. Two years after construction was approved in 1970 for a jetty, dogs got their day with the founding of the world-famous Dog Beach.

Stretching 1,971 feet into the ocean, the pier offers a balcony seat to Ocean Beach's life aquatic. While the plot varies with the roll of the tide and change of the seasons, the show never disappoints. On deck, the kaleidoscopic swirl of the sky sets the mood and serves as a backdrop for daily workouts, budding romances and anglers fishing for the catch of the day. Forty feet below, surfers take the ocean's dare while beachcombers crouch in tide pools for an up-close look at life on the rocks. Brown pelicans, flying in formation above, occasionally steal the show when they break ranks and fall from the sky for an ocean feed.

The Ocean Beach Pier is life sustaining and life affirming. The Ocean Beach Town Council, founded in 1967, uses it as the site for its annual pancake fundraiser. With the pier firmly anchored on the south end of the beach, the Town Council in 1972 bookmarked the north end by designating Dog Beach as one of the first leash-free areas in America. A veritable United Nations of canine camaraderie, Dog Beach is 38 acres of open space shared by all. For locals, the site of a dog on a surfboard or a pooch with the body of a dachshund and head of a Labrador is as common as a kid on a bike. The ball-chasing, tail-wagging frenzy of furry fun typically stops first-time visitors in their tracks, like the guy from another shore with a gaggle of gold chains around his neck. He stood with jaw dropped on the water's edge and asked, “Hey – are dey havin’ a special party or ‘sumpin for dogs at ‘dis beach?” Yup! And it happens again every day.

With the waterfront shored up by the end of the 1970s and home construction booming, business blossomed again on Newport Avenue. The times were changing. It helped that the Vietnam War had ended and took with it the highly charged atmosphere that led up to the 1973 troop withdrawal from Vietnam and 1975 fall of Saigon.

According to documents that Ocean Beach Historical Society compiled, “The hippies of the previous decade became the entrepreneurs of the ‘70s. Food co-ops, free schools, a community school and new home spun businesses came into being.”

In 1978, the Ocean Beach Merchants Association was founded to nurture the family and business-friendly beach town. By the early 1980s, celebration again became a driving force in the community as Newport Avenue merchants gathered in 1984 for a street fair to raise money for the Fourth of July. Three years later, the first large-scale Ocean Beach Street Fair and Chili Cook-Off Festival was staged and the star of San Diego’s cherished community festivals was born.

1966-1984

1966
World surfing championship held in OB.

1967
OB Town Council starts.

1968
San Diego contract awarded for construction of a 1,570-foot jetty.

1970
World surfing championship held in OB.

1974
OB jetty construction halted after protest by Ecology Action Committee and a new Corps of Engineers survey.

1976
SDFD opens a community relations office storefront on lower Newport Ave.

1978
The Ocean Beach Merchant’s Association begins with 25 paid members.

1980
Planters built around existing palm trees to enhance pedestrian walkways on Newport Ave. City Council approves establishment of BID.

1981
Merchants hold their first celebration (Street Fair) to raise money for the 4th of July.

1984
The first-scale Annual OB Street Fair and Chili Cook-Off Festival and Fireworks Festival took place in June. OB Planning Commission founded.

1989
Bronze statue located in Hawaii was dedicated to the local surf legend Duke Kahanamoku.
Woman's Club acted as hostesses supplying baked goods and hot coffee. In 1944 it was undoubtedly the most important year of our club's existence. An Ocean Beach building that had been used as a congregational church and an Ocean Beach Elementary School bungalow was sold by the Board of Education to the Ocean Beach Woman's Club for the sum of $1,350. Next, the club's attention centered on getting a site on which to place the building. At this time, for-tune came to us in the guise of Miss Jean Rittenhouse, a charter member who graciously and generously donated three lots on the corner of Muir and Bacon streets, to be used for the building. At this time, for-
tune came to us in the guise of Miss Jean Rittenhouse, a charter member who graciously and generously donated three lots on the corner of Muir and Bacon streets, to be used by the club as long as the club main-
tained the building and site. Since then, the club has raised needed funds by renting the facility to many of Ocean Beach community groups, as well as women's network-
ng groups, private weddings, birth-
day parties and yoga classes. The woman's club has had book clubs, writers groups, acting classes, arts and crafts classes, Eagle Scouts, church groups and ecological semi-
tars. For many of the community groups the use of the facility is at lit-
tle or no charge.

The club had been a social outlet for many seniors with monthly bridge and canasta marathons, weekly card games and luncheons. For many seniors, this was their only social activity. The club has donated to, among others, Laueve and Fishes emergency food, Rady's Children's Hospital for its neonatal unit, OB Christmas Food and Toy Drive, OB Firework Festival and the Halloween Carnival at the recreation center. We have helped Correia Junior High School buy microscopes for its science department and donated annu-
ally to OB Elementary School's art department.

The Ocean Beach Woman’s Club’s garden department has started a community garden, with communal and individual plots. All are welcome to join us. For more information, call (619) 222-1008.

Happy 125th Anniversary Ocean Beach!

It's a real privilege to spend most of my time working near the coast in O.B. and Point Loma. My business has always been personal with my clients as I do all my own work. Thank you O.B. for making me a part of your community since 1984!

Personal Service | Excellent on Detail | Bonded, St Lic. #538443

ED BOEHLER (619) 224-9773

Celebrating Sign Diego's 25th Anniversary

2744 Midway Dr. (next to O'Blyes & Wanda's)

Phn: (619) 225-8230 Fax: (619) 225-8285
www-signdiego.com email: signdiego@sbglobanet.com

Celebrating 40 Years of Good Food

Ocean Beach

ACALIFORNIA COOPERATIVE
14765 Voltaire, San Diego, California 92117

www.obcs.com Open Daily 8am-9pm (619) 224-1387

Ocean Beach Woman's Club — It's a real privilege to spend most of my time working near the coast in O.B. and Point Loma. My business has always been personal with my clients as I do all my own work. Thank you O.B. for making me a part of your community since 1984!
The Ocean Beach MainStreet Association, originally the Ocean Beach Merchants Association, was started in 1978 with 25 members. A group of local business owners were looking for a way to address the needs of the growing business community, like street cleaning and beautification, landscape maintenance and better representation at the city level.

From this group a larger organization grew and began fundraising for their needs through special events, like its first-ever Street Fair, which was held to raise money for Fourth of July Fireworks in 1981.

By the mid-1980s, the group was applying for Community Development Block Grant funds and working with local architects to find solutions to their needs. The Ocean Beach Business Improvement District (BID) was established in 1989. By the 1990s, the OB Farmer’s Market began (May 13, 1992) and beautification projects began throughout town — a Town Square, Veterans’ Plaza and directional signs throughout the community. A full-time executive director was hired and funds were used to establish a community office where the OBMA would be able to interface with other community groups, their business members and the community as a whole.

The OBMA works to maintain several public art projects (Community Murals and Utility Box Program), partners with local community groups to fundraise (Ocean Beach Community Foundation and Ocean Beach Town Council), manages the PROW (Public Right of Way Program), manages the Maintenance Assessment District (MAD) and works daily with its business membership (500-plus) to promote those businesses, as well as the Ocean Beach community.
Congratulations & Thanks “OB”
The OB Seagull Logo, originated in 1973, has been in production and represented our legendary and notorious beach town for 40 years. This seagull logo, signifying “Freedom” has been seen around the world. Accepted by the diverse people of OB and those of us who were born and raised here. There was so much pride in the 50’s - 60’s, we were almost “tribal” defending & keeping our beach special. This logo is an expression of that pride that still exists in OB “Where the Flip is 0B Preserve”.

Newbreak Coffee & Café
2 Unique locations in Ocean Beach serving Serving the Best Cup of Coffee in OB for 19 years!
Congrats OB on 125 exciting years Can’t wait to see what’s “brewing” for the next 125!
Traditional Breakfast at Both Locations, Fresh Bagels, Breakfast Burritos, Pastries, Gourmet Sandwiches, Paninis, Entrées Salads, Homemade Soups & Healthy Wraps!

Open 6am M-F
6:30am Sat-Sun

1830-D Sunset Cliffs Blvd.
Ocean Beach
619-226-4471
1959 Abbott Street
Ocean Beach
619-224-6666

www.newbreakcafe.com

Happy Hour in Lounge Areas Only
Must Be 21 with Proper ID to Enter Upstairs Bar

JAMES GANG Rides Again!
In 1976, the five James brothers started the James Gang, naming it for “Uncle Jesse”, the outlaw! They began as a commercial silk screen printing company. Their first location was above what is now Super Max, on the corner of Newport & Bacon.
Shortly thereafter, they moved to 4805 Newport Avenue, which now houses Mallory’s New Furniture store.
After adding retail at this location, the business operated from here, where they enjoyed great success and growth, until the late eighties. Around this time the company moved to its current location at 1931 Bacon Street, the former home of Ocean Beach Bowl. Here they were able to buy Y’s Printing and added offset presses, which is printing on paper, making the James Gang a one stop print shop and unique to the printing industry. Full color digital printing was added soon after.
During this time the brothers were very involved in the creation of the Street Fair & Chili Cookoff, the 4th of July Fireworks Festival and the OB Christmas Parade and other community events. Over the years, brother after brother left to pursue other ventures, leaving Rich, Pat and Pat’s wife, Susan, to run things. With the passing of Rich in 2006, just Pat and Susan were left.
With thoughts of exploring new opportunities or just a slower pace of life, they decided to get out of the business. Instead of this being the end of the James Gang, it presented an opportunity for two long time employees (18 years), and friends to acquire the company and keep the James Gang name alive in OB!
Today the James Gang is owned & operated by long time employees and local Obceans, Paul and Leigh Ann Bearce. Together with their partners (Obceans since 2010!) retired Navy Capt., Jim Berdegue, and his wife Elizabeth, they have brought the old time flavor back to the Gang! Employing local people and not machines, they are proud of the craftsmanship of the work they produce, right here in Ocean Beach.

With a full time staff of 7, their graphic artist, Kacey, a longtime member of the Gang (over 14 years!), and several talented parttimers; they are a full service, one-stop print shop ready to meet the needs of 2012 San Diegans, with the spirit of small town local OBI!

JAMES GANG
Company
1931 Bacon Street
Ocean Beach • 92107
(619) 225-1753
JamesGangPrinting.com
‘Mouse,’ the pied piper among Ocean Beach surfers

Surfing legend Jim Robb still making waves in and out of the water

By PATRICIA WALSH

In a town that prides itself on authenticity, there is no one more genuine than Jim Robb. A one-time lifeguard and lifetime surfer, Robb, 79, is the Poseidon of Ocean Beach. He has lived his life not under the water, but on it. Instead of a three-pronged triton spear that the Greek god carried, Robb’s scepter is a surfboard. His baby-blue eyes rival the deep blue that Poseidon’s were reputed to be. When he talks about his love of the surf and sea, Robb’s eyes sparkle like the sunlight on a wave.

“It’s kept me in good shape all my life,” he said. “Now, I am so lucky to grow old around young people who surf.”

Even as he looks toward his 80th birthday in April, Robb — nicknamed “Mouse” as a kid because he was small and skinny — can’t be kept from the water. Most recently, he’s taken up another water sport.

“I just started a new career in paddle-boarding, and it’s exciting,” he said. “Surfing is fun when you’re young and more agile. You get slower feet as you get older.”

At a seaside picnic table with a bird’s-eye view of the surf and Ocean Beach pier, Mouse reminisces about a time before crowds, wetsuits and sunscreen.

“You weren’t allowed to surf with the big guys until you could control the board,” he said. “You weren’t allowed to brag. If you got a good wave, they’d let you know. You had etiquette and would share the waves.”

The band of boys who ruled the waves with Mouse from San Onofre to Ocean Beach included Skeeter Malcolm, Marsh Malcolm, Bob Figer, Sonny Maggiora, Buddy Lewis, Izzy Isbell, Bruce Westphal, Don Mellon, Rod Luscomb, Lance Morton, Considine and Hal Krupens. Their happy days and high jinks are captured in two books, “The Lifeguards” by Robert C. Basley and “The Beachboys” by William Ward Martin.

In “The Beachboys,” Martin recalls a young Poseidon who in the 1940s and ‘50s owned the surf at the Cliffs, Ab and Garbage.

Poseidon who in the 1940s and ‘50s owned the beach or out at the cliffs. Full of stories and good times he knew everybody … Mr. Rod Luscomb, Lance Morton, Considine and Hal Krupens. Their happy days and high jinks are captured in two books, “The Lifeguards” by Robert C. Basley and “The Beachboys” by William Ward Martin.

In “The Beachboys,” Martin recalls a young Poseidon who in the 1940s and ‘50s owned the surf at the Cliffs, Ab and Garbage.

“Mouse, smallest of the crew, seemed sprung from the very elements themselves. In all weathers and season you could find him at the beach or out at the cliffs. Full of stories and good time he knew everybody … Mr. Rod Luscomb, Lance Morton, Considine and Hal Krupens. Their happy days and high jinks are captured in two books, “The Lifeguards” by Robert C. Basley and “The Beachboys” by William Ward Martin.

Jim “Mouse” Robb, shown third from right in this historic photo, poses with several surf buddies at Sunset Cliffs. Courtesy photo

Jim Robb, aka “Mouse,” looks at a picture from 1966 that captures him in a tandem-surf event holding partner Judy Dibble over his head. Photo by Patricia Walsh I The Beacon

When the World Surfing Championship came to Ocean Beach in 1966, Mouse competed in the tandem event with Judy Dibble. The memory is captured in a stack of black-and-white photos Mouse keeps from the glory days.

In 1999, Mouse, then 66 years old, competed in the National Lifeguard Championships in Cape May, N.J. He won the 800-meter paddleboard race in the super veteran category.

While more than a half-century of standing on a surfboard has left Robb with ramrod posture and a core like a rock, the surf and sun have weathered the Scotsman around the edges. Melanoma claimed a chunk from the top of his right ear. He has a “little arthritis” in his shoulders, and more in his big toe. When he was 56, he beat cancer in the lining of his bladder with an operation that kept him from undergoing chemo.

“It’s the normal aches and pains from being almost 80,” he said. While he doesn’t take any prescription pills, Mouse does admit to a daily dose of glucosamine.

“I went for several months without it, but later there was pain, so I started taking it again,” he said.

Out of the water, Mouse, who retired at 53 from a career at Western Electric, is a bigger part of the Ocean Beach community. He and his wife, Carole, married 55 years, raised a daughter and a son. A two-time grand marshal in the OB Holiday Parade, Mouse volunteers around town and wires the Ocean Beach Christmas tree. On the beach, where everyone knows his name, he is constantly stopped to talk about surfing.

“I do have a lot of friends and know a lot of people,” Mouse said. “My wife says I’m the pied piper of surfers.”

/Words to live by/

“It’s kept me in good shape all my life,” he said. “Now, I am so lucky to grow old around young people who surf.”
Celebrate

Ocean Beach!

Mens, womens, youth and infant styles!

Visit us online today!
www.OceanBeachSanDiego.com
(619)224-4906

Independent Wall Street Alternative
Objective Guidance and Advice

LPL Financial
www.lplfinancial.com
Chip Messenger
Investment Representative
www.dreamgirls5054.com
Happy 125th Anniversary
Ocean Beach!
Keeping OB in Style for 20 years.
Anniversary Special
20% OFF your entire purchase
5054 Newport Ave. Ocean Beach www.dreamgirls5054.com

Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
4148 Voltaire Street
619-224-1629
www.mattkalla.com
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629

Congratulations Ocean Beach on 125 Years!
Insuring Obecians for over 56 Years!
GET TO A BETTER STATE™ CALL MATT TODAY.

Chips and Jeannette Stivers at Chris’ Liquor – Circa 1959

Four Generations
The Korner Malt Shop
est. 1946 “Grandfather”
Chris’ Liquor & Delicatessen
est. 1956 (Father & Son)
Victory Liquor
est. 1969 ( Entire Family)
The Olive Tree Marketplace
est. 1987 (Father & Son)
Kecho’s Café est. 2012
(Son & Great Grand Daughter)

Kecho’s Café
Kechoscafe.com ~ 225.9043

Olive Tree
Marketplace
Olivetreemarket.com ~ 224.0443

www.lploceanbeach.com
4933 Voltaire St. Ocean Beach, CA 92107
www.dogwash.com
4933 Voltaire Street, San Diego, CA 92107
619-523-1700
www.dogwash.com

Chip Messenger
www.lploceanbeach.com
4933 Voltaire St. Ocean Beach, CA 92107
chip.messenger@lpl.com
www.lploceanbeach.com
4933 Voltaire St. Ocean Beach, CA 92107
chip.messenger@lpl.com
www.lploceanbeach.com
4933 Voltaire St. Ocean Beach, CA 92107
chip.messenger@lpl.com


State Farm

Bernie’s Bicycle Shop
Celebrating 44 years in OB
Sales • Service • Accessories
Happy 125th Anniversary OB!
It’s been a Great “Ride” for the past
23 years – Roger & Yasuko

(619) 224-7084
1911 Cable Street
Ocean Beach

125th Anniversary Special
Ocean Beach

THURSDAY, SEPTEMBER 20, 2012
17

Happy 125th OB!
“It’s been our pleasure to serve you for over 65 Years”

FAMILY OWNED & OPERATED AND SERVING THE PENINSULA SINCE 1956

Congratulations Ocean Beach on 125 Years!
Insuring Obecians for over 56 Years!
GET TO A BETTER STATE™ CALL MATT TODAY.

Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
4148 Voltaire Street
619-224-1629
www.mattkalla.com
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629

Independent Wall Street Alternative
Objective Guidance and Advice

LPL Financial
www.lplfinancial.com
Chip Messenger
Investment Representative
www.dreamgirls5054.com
Happy 125th Anniversary
Ocean Beach!
Keeping OB in Style for 20 years.
Anniversary Special
20% OFF your entire purchase
5054 Newport Ave. Ocean Beach www.dreamgirls5054.com

Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
4148 Voltaire Street
619-224-1629
www.mattkalla.com
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629


State Farm

Independent Wall Street Alternative
Objective Guidance and Advice

LPL Financial
www.lplfinancial.com
Chip Messenger
Investment Representative
www.dreamgirls5054.com
Happy 125th Anniversary
Ocean Beach!
Keeping OB in Style for 20 years.
Anniversary Special
20% OFF your entire purchase
5054 Newport Ave. Ocean Beach www.dreamgirls5054.com

Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
4148 Voltaire Street
619-224-1629
www.mattkalla.com
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629


State Farm

Independent Wall Street Alternative
Objective Guidance and Advice

LPL Financial
www.lplfinancial.com
Chip Messenger
Investment Representative
www.dreamgirls5054.com
Happy 125th Anniversary
Ocean Beach!
Keeping OB in Style for 20 years.
Anniversary Special
20% OFF your entire purchase
5054 Newport Ave. Ocean Beach www.dreamgirls5054.com

Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
4148 Voltaire Street
619-224-1629
www.mattkalla.com
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629


State Farm

Independent Wall Street Alternative
Objective Guidance and Advice

LPL Financial
www.lplfinancial.com
Chip Messenger
Investment Representative
www.dreamgirls5054.com
Happy 125th Anniversary
Ocean Beach!
Keeping OB in Style for 20 years.
Anniversary Special
20% OFF your entire purchase
5054 Newport Ave. Ocean Beach www.dreamgirls5054.com

Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
4148 Voltaire Street
619-224-1629
www.mattkalla.com
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629


State Farm

Independent Wall Street Alternative
Objective Guidance and Advice

LPL Financial
www.lplfinancial.com
Chip Messenger
Investment Representative
www.dreamgirls5054.com
Happy 125th Anniversary
Ocean Beach!
Keeping OB in Style for 20 years.
Anniversary Special
20% OFF your entire purchase
5054 Newport Ave. Ocean Beach www.dreamgirls5054.com

Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
4148 Voltaire Street
619-224-1629
www.mattkalla.com
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629


State Farm

Independent Wall Street Alternative
Objective Guidance and Advice

LPL Financial
www.lplfinancial.com
Chip Messenger
Investment Representative
www.dreamgirls5054.com
Happy 125th Anniversary
Ocean Beach!
Keeping OB in Style for 20 years.
Anniversary Special
20% OFF your entire purchase
5054 Newport Ave. Ocean Beach www.dreamgirls5054.com

Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
4148 Voltaire Street
619-224-1629
www.mattkalla.com
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629


State Farm

Independent Wall Street Alternative
Objective Guidance and Advice

LPL Financial
www.lplfinancial.com
Chip Messenger
Investment Representative
www.dreamgirls5054.com
Happy 125th Anniversary
Ocean Beach!
Keeping OB in Style for 20 years.
Anniversary Special
20% OFF your entire purchase
5054 Newport Ave. Ocean Beach www.dreamgirls5054.com

Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
4148 Voltaire Street
619-224-1629
www.mattkalla.com
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629
Matt Kalla Insurance Agency, Inc.
Matt Kalla, Agent • Ins. Lic. #081685
619-224-1629


State Farm
n the late 1980s, Ocean Beach became a magnet again for independent businesses. Locals renewed their affection for the place they called home and pushed for economic and traffic studies. New- port Avenue received a face lift and San Diego City Council approved a business improvement district.

By the early 1990s, long standing businesses were joined by the influx of antique stores and OB became San Diego’s antique row. Residents shared the love by wrapping their arms around Newport Avenue with a tile project. When the Farmer’s Market came to town in 1992 it brought with it another reason to visit — or never leave — OB.

In 1994, a handful of residents made preservation a priority and founded the Ocean Beach Historical Society. The most important room in town may be in the basement of the United Methodist Church where OBHS volunteers maintain a growing collection of OB’s history.

Among the gems in the archives are picture boards of bungalows and cottages built before 1931. The boards represent the passion of Priscilla McCoy, one-time chair of the Ocean Beach Planning Board, who, in 2000, set out to save the structures and created the Ocean Beach Cottage Emerging Historic District. Other documents tell the story of a little branch library that, despite continual threats of closure, has kept its doors open since 1928 through the unwavering support of groups like Friends of the Ocean Beach Public Library.

As the 20th century came to an end, everything that was old in OB had a new importance. Celebrations, civic treasures, buildings and businesses all had a new meaning. The Ocean Beach MainStreet Association led the charge and continues preservation through organization, promotion, economic restructuring and design.

The local economy is driven by OB’s independent small business. A food co-op and grocery stores support lifestyles from vegan to carnivore. Surf and skate shops, thrift and bargain stores and a 93-year-old hardware store beckon with the every day essentials.

Services abound for well being and cutting-edge looks with choices for salons, spas, workouts and healthcare. A multitude of auto services keeps wheels rolling. There is an abundance of alternative businesses like crystal stores, herb shops and tarot card readers. In Ocean Beach, you can get a tattoo, pick up some incense and find artisan jewelry and beach-influenced fashions without getting in a car.

Hotels are walking distance to OB’s restaurants and bars, which are second to none. Fish tacos, burgers, sushi, sandwiches, pizza, Mexican fare, breakfast, lunch, dinner, coffee, sweets and a late-night snack are all on the menu. The original, fresh and affordable food has remained.

In 1985, the first OB Merchants Association applies for its first CDBG (Community Development Block Grant) and is awarded $100,000. Local architects are enlisted for the project.

In 1987, 30 firms are interviewed and Rob Wellington Quigley, AIA is hired as a lead consultant for the OB Community Mural Project for the 20th Annual OB Street Fair & Chili Cook-Off. Today 11 murals can be found on buildings throughout OB.

In 2001, Ocean Beach Farmers Market receives Best Farmers Market in the State Award by San Diego Magazine.

The local economy is driven by OB’s independent small business. A food co-op and grocery stores support lifestyles from vegan to carnivore. Surf and skate shops, thrift and bargain stores and a 93-year-old hardware store beckon with the every day essentials.

Services abound for well being and cutting-edge looks with choices for salons, spas, workouts and healthcare. A multitude of auto services keeps wheels rolling. There is an abundance of alternative businesses like crystal stores, herb shops and tarot card readers. In Ocean Beach, you can get a tattoo, pick up some incense and find artisan jewelry and beach-influenced fashions without getting in a car.

Hotels are walking distance to OB’s restaurants and bars, which are second to none. Fish tacos, burgers, sushi, sandwiches, pizza, Mexican fare, breakfast, lunch, dinner, coffee, sweets and a late-night snack are all on the menu. The original, fresh and affordable food has remained.

In 1985, the first OB Merchants Association applies for its first CDBG (Community Development Block Grant) and is awarded $100,000. Local architects are enlisted for the project.

In 1987, 30 firms are interviewed and Rob Wellington Quigley, AIA is hired as a lead consultant for the OB Community Mural Project for the 20th Annual OB Street Fair & Chili Cook-Off. Today 11 murals can be found on buildings throughout OB.

In 2001, Ocean Beach Farmers Market receives Best Farmers Market in the State Award by San Diego Magazine.
Ocean Beach Fun Facts

HEART AND SOUL — "The pier is sort of the heart and soul of Ocean Beach." — Councilman Ron Roberts told the San Diego Union when the Ocean Beach Pier reopened on Jan. 21, 1991 after being closed 14 months to undergo $2 million in renovations.

"TWO CLASSY DAMES FROM THE OLD DAYS" — Title of a presentation at the first Ocean Beach Historical Society meeting held in February 1994. Featured were author and OB Historical Society founder Ruth Varney Held and her friend Helen Lowery Gute.

SMALL BUT SIGNIFICANT — In 2000, Priscilla McCoy, Ocean Beach Historical Society board member, leads the charge to preserve cottages built before 1931 and creates the Ocean Beach Cottage Emerging District.

BOOKMARK — In 2002, the Ocean Beach Branch Library is designated a Historical landmark by the city of San Diego.

"DUDIE, I NEED A ROADMAP" — "Dude, I need a roadmap to eat through this thing," food guru Guy Fieri says to Hodad's owner Mike Harden as he gets ready to eat a Hodad's burger on the TV show "Diners, Drive-ins and Dives" in 2009.

FLIP-FLOPS — Accepted attire in 2012 in Ocean Beach hotel, restaurants and bars—collectively the beach town’s biggest businesses.

BELIEVE IT OR NOT! — The size of the graduating class of Ocean Beach Elementary School in 1910 was 1. Today, nearly 3,400 children attend eight public and private elementary and middle schools located in the 92107 ZIP code.

Happy Birthday Ocean Beach!

Ocean Beach is a modern-day Wonderland that echoes the excitement of the 1913 seaside amusement park of the same name. If author and historian Ruth Varney Held were alive in 2012 she would get to relive OB’s butterfly days all over again. Perhaps her new book might be titled "Beach Town USA: It’s Everyday in Ocean Beach.”
OB flexes muscle in city’s world of entertainment

By BART MENDOZA/Beacon

Ocean Beach has established itself among San Diego’s music industry, drawing powerhouse performers — and setting the stage for up-and-comers in the business — through such events as the annual Ocean Beach Street Fair and Chili Cook-Off Festival, the weekly OB Farmers Market and nightly performances at venues throughout the heart of Ocean Beach.

“We’re a vacation destination now, whereas we didn’t have that claim before. We meet a lot of people in our office who are here for an extended periods of time and they want to immerse themselves in the culture of Ocean Beach.” — Denny Knox

Ocean Beach has established itself among San Diego’s music industry, drawing powerhouse performers — and setting the stage for up-and-comers in the business — through such events as the annual Ocean Beach Street Fair and Chili Cook-Off Festival, the weekly OB Farmers Market and nightly performances at venues throughout the heart of Ocean Beach.
Lola Luna is proud to have served the Ocean Beach community for the past twelve years. Thank you for shopping local and supporting the Ocean Beach Community.

"Happy 125th Anniversary OB!!"  

NEWPORT PIZZA & ALE HOUSE  
HAPPY 125TH OB!  
ANY WAY YOU SLICE IT... OCEAN BEACH STILL RULES!  
Proud to be part of OB for over 26 years!  

21 CRAFT BEERS ON TAP • 100 BOTTLED BEERS  
PIZZA BY THE SLICE  
Free Delivery in OB  

5050 NEWPORT AVE. • OCEAN BEACH • 619.224.4550  

NEWPORT AVENUE OPTOMETRY  
Providing Eyecare for the community in the same location since November 1957  

OB - 125 Years & Counting  
Keep the “Vision” Alive  

Ocean Beach Community Foundation  
www.wesupportob.org  
The mission of the OBCF is to preserve, educate and improve the quality of life in Ocean Beach. OBCF Foundation raises funds through private donations, fundraising efforts and community grants. Ocean Beach Community Foundation supports programs in Community Education, Community Enhancement, Community Spirit and Public Safety. Ocean Beach Community Foundation builds collaborations that bring schools, businesses, churches and other area community based organizations together for the betterment of Ocean Beach. Community Education: Utilize a variety of contests, advertising mediums and scholarships to inform merchants and residents of our support of community enhancement programs.  

If you are interested in becoming a partner and supporting programs that benefit the Ocean Beach Community, please contact us at donate@wesupportob.com.

Ocean Beach Town Council  
www.obtowncouncil.org  
The object and purpose of the Ocean Beach Town Council is to express the will and represent the welfare of the community.

Ocean Beach ANTIQUE MALL  
Serving San Diego since 1976

For that “One of a Kind” Gift

HAPPY B-DAY OB!  

Selling Recycled Treasures in Ocean Beach for 16 years

Buy - Sell - Trade

$5 TOP DOLLAR PAID FOR GOLD & SILVER $5

(619) 223-6170
4926 Newport Ave. Ocean Beach

cont on page 23
OB’s skate park still filling a key need for local youths

By PATRICIA WALSH

It’s been 12 years since the trendsetting Robb Field Skate Park opened and life here is still rolling, flipping and grinding along.

The first municipal skateboard park in San Diego when it opened in 2000, the site took 11 years to become a reality, according to Mike Ryan, a community activist and former Ocean Beach Town Council member who saw the project through to fruition.

“When it was first proposed, I got laughed at,” Ryan said. “Liability was the issue, but eventually things changed.”

Once a new law was passed that exempted the city of San Diego and its employees from any litigation resulting from injury at the park, the city happily footed the bill.

Still, over the years, the park has had its ups and downs. When it first opened, the park was gated and supervised. Users paid $5 a day or $30 a year to enter. Three years ago, when the city was faced with do-or-die budget cuts, the skate park, along with five others in the city, lost its supervision and the user fees were dropped.

Today, the 40,000-square-foot crater of concrete rails, ramps and curves is free for all and open 24/7.

“It’s no hassle,” said Ryan. “It’s always open and it’s free. Kids are having a ball and being cool. What could be better than that?”

"It’s no hassle," said Ryan. “It’s always open and it’s free. Kids are having a ball and being cool. What could be better than that?”
of Ocean Beach by:
• Providing a forum for the discussion of community issues
• Communicating the views and needs of the community to the appropriate agencies
• Taking the appropriate action on the community issues
• Promoting the general betterment and beautification of Ocean Beach and the welfare of its residents
• Fostering cooperative efforts among all community organizations and residents for their mutual benefit

Ocean Beach Community Development Corporation www.obcdc.org
OBCDC is a DC 501c3 non-profit organization dedicated to promoting the vibrancy of the Ocean Beach neighborhood. They were founded in 1993 by a group of residents concerned about the future of the neighborhood. In the course of their history, they have chalked up an impressive list of accomplishments aimed at preserving and enhancing the unique character of OB, and they’ve kept on making news. OB CDC is run by an active board composed of neighborhood residents. Our professional staff is responsible for the day-to-day operations of the organization.

Ocean Beach Planning Board www.oceanbeachpb.com
The Ocean Beach Planning Board is recognized by the City of San Diego as the primary advisory group for land use and land development issues in the Ocean Beach community. An urbanized coastal community containing 742 acres within its approximately one square mile planning area. The Ocean Beach Planning area is bounded by the San Diego River to the north, the Pacific Ocean to the west, Froude Street and West Point Loma Boulevard on the east, and Adair Street to the south.

Ocean Beach Kiwanis www.oceanbeachkiwanis.org
Kiwanis Club of Ocean Beach are now in their 84th Year of Public Service. They are a Hands-On Community Service Organization serving the beach communities since 1928. Objective: To respond to the needs of the community. The club’s primary emphasis is on the youth, with the willingness to support all facets of our community. Kiwanis, through guidance and example, works to develop future generations of leaders. Every day, Kiwanians are revitalizing neighborhoods, organizing youth-sports programs, tutoring, building playgrounds, and performing countless other projects to help children and communities.

Commitment: Our club meets for dinner on the first and third Monday of the month. Please refer to the “Club Meetings” on your left for a complete schedule.

Not For Profit: Every dollar we raise from the community goes back to the community!
Hodads Opened in 1969 at their Original Location next to the Life Guard Tower Parking Lot

Hodad’s moved to Voltaire from 1980-1991

SPECIAL THANKS TO OCEAN BEACH ON IT’S 125TH ANNIVERSARY
IT’S BEEN AN INCREDIBLE 43 YEARS!

5010 NEWPORT AVE. OCEAN BEACH
619.224.4623  WWW.HODADIES.COM

CHECK OUT OUR MUCH YOUNGER DOWNTOWN LOCATION:
945 BROADWAY AVE.  •  619-23-HODAD