

Hermosa Beach Historical Society

Finding Aid

Hermosa Beach Ephemera Collection

hbhs.MS2

Prepared by Bradley Peacock, October 2018

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Summary Information

Title	Ephemera Collection
Date(s)	1907—2010
Repository	Hermosa Beach Historical Society
Creator	Various
Accession Number	hbhs.MS2
Extent	cubic foot
Language	English
Abstract	This collection contains decals, correspondences, brochures, and various other ephemera regarding history, business, culture and life in Hermosa Beach
Use and Access	
Acquisition	The material donated to the Hermosa Beach Historical Society. Future additions to the collection are expected.
Access Restrictions	Unrestricted Access
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Biographical/Historical Note

Scope and Content

This collection contains decals, correspondences, brochures, and various other ephemera regarding history, business, culture and life in Hermosa Beach

Subjects

Hermosa Beach (Calif.)

Hermosa Beach (Calif.)--History

Hermosa Beach (Calif.)--City of Hermosa Beach

Bank of America	deed	HB parks and rec
Bee's Cocktail bar	Dinner Dance & auction	HB Playhouse
Bijou Theater	directory	HB Sister City
Bill Sigler	Donley Falkenstein	HBHS
Borelli's Rest.	Easy Reader	HBPD
Bowling alley	Environment	Hermosa Beach Arts
Building, Courtney family	Eric Rafter	Foundation
Bunny Seawright	Esther's	Hermosa Beach Education
Business	flying of flags by city	Foundation
Chamber of Commerce	Fred Huebscher	Hermosa Beach Historical
church commemoration	Free Parking	Society
churches	Friends of Library	Hermosa Beach Police
Citizens to clean up PCH	Friends of SB Trolley	Department
City Adventure Prod.	Garden Club	Hermosa Biltmore
City Businesses	Government Building	Hermosa Civic Theater
City Government	Government Service	Hermosa Valley School
City Seal	Greenwood Park, PCH and	Howe's Pit Barbecue
Civic Center	Pier Ave	Jack Berkus
civic function	HB Banking	John Hales
Civil defense/Cold war	HB Birthday celeb.	Kappie's Bar
Coca-Cola Co	HB City	Kathy Dunbabin
Community Center	HB Comm Ctr	LA County
Crime	HB Comm Ctr	landscaping
culture	HB land and water co	Lawtons
DallasYost	HB Parks and Rec	library

Lien's Place	people	trabit
Lighthouse	people, history	Transportation
Local Business	Pier	TV Guide
Local Election	Pier Ave school	Twin Pontiac
local entertainment	Pier Ave. Liquor Store	Unicorn
local events	port call	unk magazine
Local Restaurant	Post Office	US Govt
local sports	Prop. "A"	US Navy
los Angeles Pacific Ry	Prouty	US Navy
Masons	Reading club	US Navy
Matteson House	Rec Brochure	US Post Office
members' activities	Recreation	USS Elliot
Mermaid Restaurant	Restaurant	Vetter Windmill
mervyn's	S&S Club	Vetter Windmill, John
Michael Keegan	safety	Hales
Mrs Eizo Etow	Sam Edgerton	VFW
navy port call	Sandpipers	W.R. Andrews
New 424 area code overlay	schools	war bonds
No on Measure D	Seawright Foundation	war effort
Ocean Aq	Seybold's	water sports
Olympics	sports	White & Day
Pac Bell	St Cross Church	Womens' club
Pacific Electric Rail Road	Strand bathhouse	Year's scheduled plays
parade marshal	STUB'S cafe	Years activities
Parking	STUB"S CAFE	ZUCCA'S CAFE
Parks & Rec	Surf & Sand Club	
Pat Gazin	The Lighthouse	
PE Ry	Theater	

Container List

Box	Folder	Era
	103-0001	SOUVENIR FOTO FOLDER FROM ZUCCA'S 1940
	103-0002	BOOKLET-PLANT FOR HERMOSA (2 copies) 1970

103-0003	MIMEO LETTER TO GARDEN CLUB MEMBERS	1960
103-0004	GRADUATION PROGRAM-1939	1930
103-0005	C OF C BROCHURE	1970
103-0006	C OF C PAMPHLET	1970
103-0007	PHONE BOOK	1970
103-0008	CRIME PREV. PAMPHLET	1970
103-0009	PARKING PERMIT FOR GUEST	1970
103-0010	DIPLOMA OF LAUREL WHEELER-8TH GRADE	1940
103-0011	C OF C GUIDE	1970
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103-0013	GENERAL PLAN 1985	1980
103-0014	ADVERTISING MAILER FOR STUB'S CAFÉ	1970
103-0015	DECAL-GROUND OBSERVER CORPS	1950
103-0016	PROGRAM-DEDICATION OF NEW PIER	1960
103-0017	DEDICATION PROGRAM-CIVIC CENTER-4 COPIES	1960
103-0018	C OF C PAMPHLET--2 COPIES	1950
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103-0021	PARKING PERMIT-1979	1970
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103-0023	DEDICATION PROGRAM-POST OFFICE	1920
103-0024	MAGAZINE AD FOR SPORTFISHING BARGE	1920
103-0025	LETTER FROM ROD AND REEL CLUB	1910
103-0026	TICKET-WADE/RENFROE PLAYERS	1920
103-0027	PROGRAM-MINSTREL SHOW	1920
103-0028	MONOGRAPH-THE PROUTY PALACE	1990

103-0029	MONOGRAPH-THE ENDERS' HOME	1990
103-0030	FOLIO FOR DOWNTOWN IMPROVEMENT	1920
103-0031	TYPED HISTORY OF SURF AND SAND CLUB	1920
103-0032	PTA/ HB CITY SCHOOLS CONF. PROGRAM	1950
103-0033	SCHOOL PROGRAM	1930
103-0034	TYPED LETTER RE NEED FOR NEW SCHOOLS GRADUATION PROGRAM, ALL SCHOOLS, JAN	1920
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103-0038	MONOGRAPH-THE MATTESON HOME	1990
103-0039	MONOGRAPH-THE CAIRD HOME	1980
103-0040	MONOGRAPH-THE BIJOU THEATER	1980
103-0041	QUESTIONNAIRE FROM HB IMPROVEMENT COMMISSION	1960
103-0042	AYSO TEAM YEARBOOK-1984-85	1980
103-0043	PROGRAM-HB'S 75TH ANNIV. CELEBRATION	1980
103-0044	BOOKLET--SANDPIPERS DIRECTORY	1930
103-0045	THEATER PROGRAM-"YOU'RE A GOOD MAN..."	1980
103-0046	MENU-HANK AND PERRY'S	1930
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103-0052	DANCE PROGRAM	1920
103-0053	PROGRAM-ROTARY CLUB PROGRAM FROM LIGHTHOUSE JAZZ	1950
103-0054	NIGHTCLUB	1950

103-0055	PROGRAM-HAPPY DAYS FIESTA	1930
103-0056	PROGRAM-PRE-OLYMPICS WATER SPORT FESTIVAL	1930
103-0057	ENGINEERING ANALYSIS	1970
103-0058	LETTERHEAD-HAPPY DAYS FIESTA	1930
103-0059	MENU FROM CASSELL'S	1930
103-0060	PAMPHLET- BRIT. COMMONWEALTH CELEBRATION	1980
103-0061	INFO PACKAGE FOR PROPOSED HOTEL ON STRAND	1980
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103-0064	ADVERTISEMENT FOR ELECTION OF COLAMER BRIDGE	1950
103-0065	PROGRAM-CITY OF HOPE DINNER	1970
103-0066	SAMPLE BALLOT-1984	1980
103-0067	CARD-AD TO ELECT BILL EGERER	1940
103-0068	PROGRAM -SCHOOL PLAY	1940
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103-0070	BUS SCHEDULE	1960
103-0071	BUMPER STICKER -"SURF HERMOSA"	1960
103-0072	BOOKLET FROM HB LITTLE LEAGUE, 1982	1980
103-0073	BOOKLET-HB LITTLE LEAGUE YEARBOOK-2001	2000
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103-0075	SCHOOL FOLDER FROM NORTH SCHOOL	1980
103-0076	CITY NEWSLETTER-"HERMOSA" NOV 1984	1980
103-0077	PARKING PERMIT-1990-91	1990
103-0078	'HER MAN' BUS SHUTTLE SCHEDULE	1980
103-0079	ADVT. BROCHURE-SEA SPRIT MOTEL	1990
103-0080	BROCHURE-TRAVELODGE	1990

103-0081	BROCHURE FROM HOTEL HERMOSA	1990
103-0082	MENU FROM THAI TOP	1990
103-0083	MENU FROM GOOD STUFF	1990
103-0084	MENU FROM SONORA	1990
103-0085	MENU FROM AJETI'S	1990
103-0086	MENU FROM LA PASTA	1990
103-0087	MENU FROM HILLTOP CAFE	1990
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103-0092	MENU FROM JAMMER'S	1990
103-0093	MENU FROM RIO GRANDE CAFE	1990
103-0094	MENU FROM HERMOSA FISH MARKET	1990
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103-0096	MENU FROM 2ND ST. CAFE	1990
103-0097	RECITAL NOTICE-A SUNDAY MUSICALE	1990
103-0098	"HER MAN" SHUTTLE BUS TICKETS	1980
103-0099	CALENDAR- FARMERS' INSURANCE	1940
103-0100	PARKING PERMIT-1990	1990
103-0101	CALENDAR OF EVENTS	1990
103-0102	NOTICE OF R/UDAT	1990
103-0103	PLAYBILL	1990
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103-0106	LETTERHEAD FROM BACON FORD	1950

103-0107	LORETO/HB SISTER CITY ORIGIN	1990
103-0108	HISTORY OF LORETO, BC	1990
103-0109	PAMPHLET AGAINST OIL DRILLING	1990
103-0110	REPORT CARDS OF WM. BLUEJACKET, 1943	1940
103-0111	GRADUATION PROGRAM, ALL SCHOOLS, JAN 1948	1940
103-0112	DANCE TICKETS FROM THE HUT	1930
103-0113	PAMPHLET-WOMENS' CLUB OF HB	1970
103-0114	SCHOOL ATTENDANCE CERTIFICATE	1940
103-0115	2 LETTERS FROM R. H. McCURDY ABOUT HB'S EXHIBIT	1990
103-0116	CITY SCENE-SPRING 1993	1990
103-0117	CITY SCENE-SUMMER 1993	1990
103-0118	CITY SCENE-FALL/ WINTER 1993	1990
103-0119	SURF FESTIVAL PROGRAM-1971	1970
103-0120	SURF FESTIVAL PROGRAM-1972	1970
103-0121	SURF FESTIVAL PROGRAM-1973	1970
103-0122	SURF FESTIVAL PROGRAM-1974	1970
103-0123	BUS SCHEDULE-SUNSET STAGE LINES, 1933	1930
103-0124	PLAYBILL	1990
103-0125	PLAYBILL	1990
103-0126	PARKING PERMIT--1993-94	1990
103-0127	LOCAL PHONE BOOK	1990
103-0128	BOOKLET-THE SAINT CROSS STORY	1990
103-0129	PAMPHLET-RUDAT	1990
103-0130	PAMPHLET	1990
103-0131	PARKING PERMIT-2000-01	2000
103-0132	CITY SCENE-SPRING 1994	1990

103-0133	CITY SCENE- SUMMER 1994	1990
103-0134	MEMORIAL BIOGRAPHY OF PAT GAZIN	2000
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103-0136	POSTER FROM FOUNDERS' DAY	2000
103-0137	MENU FROM CAFE SANTA FE	1990
103-0138	CITY NEWSLETTER-"HERMOSA"-MARCH, 1985	1980
103-0139	PARKING PERMIT--1994-95	1990
103-0140	REPORT CARD OF LAUREL WHEELER PROGRAM-- A FASHIONABLE STROLL	1940
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103-0144	MUSEUM	2000
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103-0166	INVITATION- SISTER CITY CELBRATION PROGRAM-MEMORIAL SVC FOR RICHARD GREENWALD	1990
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103-0213	BUMPER STICKER RE PARKING IN HB	1990
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103-0237	MENU FROM ESPRESSO WASH	1990
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103-0246	GUIDE TO HB BUSINESSES AND MAP	1930
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103-0255	MATCHBOOK FROM ESTHERS	1950
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103-0260	ELECTION FLYER FOR DALLAS YOST	1990
103-0261	ELECTION FLYER FOR DONLEY FALKENSTEIN	1990
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103-0263	ELECTION FLYER FOR MICHAEL KEEGAN	1990
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103-0309	MATCHBOOK FROM HERMOSA TROPICS REST	1940
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103-0325	CITY NEWSLETTER AUTUMN 1975	1970
103-0326	BROCHURE-THE SOUTH BAY TROLLEY	1980
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103-0343	ELECTION FLYER-YES ON PARK FOR BILTMORE SITE	1990
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103-0345	ELECTION FLYER FOR MARILYN RYAN	1990
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103-0348	ELECTION FLYER FOR CHUCK SHELDON	1970
103-0349	ELECTION FLYER FOR JACK WOOD	1970
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103-0351	ELECTION FLYER FOR GEORGE BARKS	1970
103-0352	ELECTION FLYER FOR STEVE IZANT	1970
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103-0369	PAMPHLET-SUMMER FUN IN HERMOSA	1960
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103-0371	RESOURCE GUIDE TO HERMOSA	1990
103-0372	CHAMBER OF COMMERCE GUIDE TO HB-1991	1990
103-0373	CHAMBER OF COMMERCE GUIDE TO HB-1997	1990
103-0374	CHAMBER OF COMMERCE GUIDE TO HB	1920
103-0375	CERTIFICATE FROM AUSTRALIAN LIFESAVING TEAM	1980
103-0376	CERT. OF APPRECIATION FROM VFW	1990
103-0377	ADVERTISEMENT FOR HB PLAYHOUSE PLAY	2000
103-0378	TV GUIDE-JAN 21-27, 1989	1980
103-0379	PACIFIC ELECTRIC 1-DAY PASS	
103-0380	LA&P BALLOON ROUTE BROCHURE	1900
103-0381	THATCHER BROS. POULTRY AD	
103-0382	BLOTTER FROM 1ST BANK OF HB	
103-0383	MATCHBOOK COVER FROM THE LIGHTHOUSE	1950
103-0384	SEYBOLD'S BAKERY CALENDAR	1930
103-0385	PROGRAM- HB POSTOFFICE DEDICATION	1920
103-0386	PAMPHLET FROM ST CROSS-75 YRS IN HB	1980
103-0387	PAMPHLET FROM CUP OF COLD WATER MINISTRY	1950
103-0388	INVITATION TO STREETSCAPING CEREMONY	1990
103-0389	INVITATION TO CHIEF STRASSER'S RET. PARTY	2000
103-0390	POSTCARD AD FOR LAWTON'S TV & RADIO REPAIR	1960
103-0391	BROCHURE FOR UNICORN PATCHWORKS	1970
103-0392	BLOTTER FROM KEN PROUTY	1950
103-0393	PROGRAM-DEDICATION OF FRANCES YOUNG BOWL	1970
103-0394	ADS FOR HERMOSA TILE	1960

103-0395	MATCHBOOK COVER FROM HERMOSA BEACH BOWLING	1940
103-0396	OCEAN AQUARIUM BROCHURE	1960
103-0397	MATCHBOOK COVER FROM HERMOSA DECORATING	1940
103-0398	DEDICATION PROGRAM FOR HB LIBRARY	1960
103-0399	RECEIPT FOR TRASH PICKUP	1950
103-0400	HB READING CLUB SCHEDULE FOR 1910	1910
103-0401	LABEL FROM PIER AVE. LIQUOR STORE	1930
103-0402	"COMING SOON" THEATER PLACARD	1980
103-0403	BILTMORE HOTEL ADVT	1940
103-0404	HISTORY OF SURF AND SAND CLUB	1920
103-0405	JOHNSON PRINTING LETTERHEAD	
103-0406	TWO PACIFIC ELECTRIC TICKETS	1930
103-0407	ENVELOPE FROM TWIN PONTIAC	
103-0408	BYLAWS OF SURF AND SAND CLUB	1920
103-0409	ROLL OF TICKETS FROM "VICTORY SHOPPING DAYS"	1940
103-0410	INVITATION TO NAVAL PORT CALL-USS ELLIOT	2000
103-0411	PLAN OF THE DAY FOR PORT VISIT-USS SIDES	2000
103-0412	WELCOME ABOARD PAMPHLET-USS SIDES	2000
103-0413	WAR STAMP FOLDER	1940
103-0414	MASONIC AWARD TO RALPH MATTESON	1970
103-0415	PAMPHLET ON HISTORY OF FRIENDS OF LIBRARY	1990
103-0416	SOUVENIR OF ANNUAL MEETING 2002	2000
103-0417	RULES FOR HB 80TH ANNIV PARADE	1980
103-0418	PAMPHLET FROM FOUNDERS' DAY, 2001	2000
103-0419	DEDICATION PROGRAM FOR PARKING FACILITIES	1960
103-0420	CERTIFICATE OF RECOGNITION TO JOHN HOULE	2000

103-0421	PARKS & REC GUIDE TO ACTIVITIES-SUMMER 2003	2000
103-0422	PARKS & REC GUIDE TO ACTIVITIES-FALL2003/WINTER2004	2000
103-0423	NORTH SCHOOL NEWSLETTER-DEC 1976-2 COPIES	1970
103-0424	LAST NEWSLETTER FROM VALLEY VISTA SCHOOL-2 COPIES	1970
103-0425	INVITATION TO HRMOSA ARTS FOUNDATION FUNDRAISER	2000
103-0426	HB SCHOOLS DIRECTORY	1970
103-0427	PHOTOCOLLAGE OF HBHS TRIP TO INDIAN MUSEUM	2000
103-0428	POCKET SCHEDULE OF MERVYN'S BEACH BASH EVENTS	2000
103-0429	MATCHBOOK COVER FROM BEE'S COCKTAIL BAR	1950
103-0430	MEMBERSHIP CARD FOR STRAND BATHHOUSE	1970
	PARKING PERMIT-2003-04	2000
	INVITATION TO ANNUAL HBHS MEMBERS' MEETING 2004	2000
	DEED TO PROPERTY OF LOTTIE MATTESON	1900
	LETTER FROM PRINCIPAL OF PIER AVE SCHOOL	1910