Pacific Beach Historical Society
NEWSLETTER

P.O. Box 9200 San Diego, CA 92109 John Fry, Editor 272-6655 Vol. XI, No. 6 June, 1989

PACIFIC BEACH AERIALS: 1938

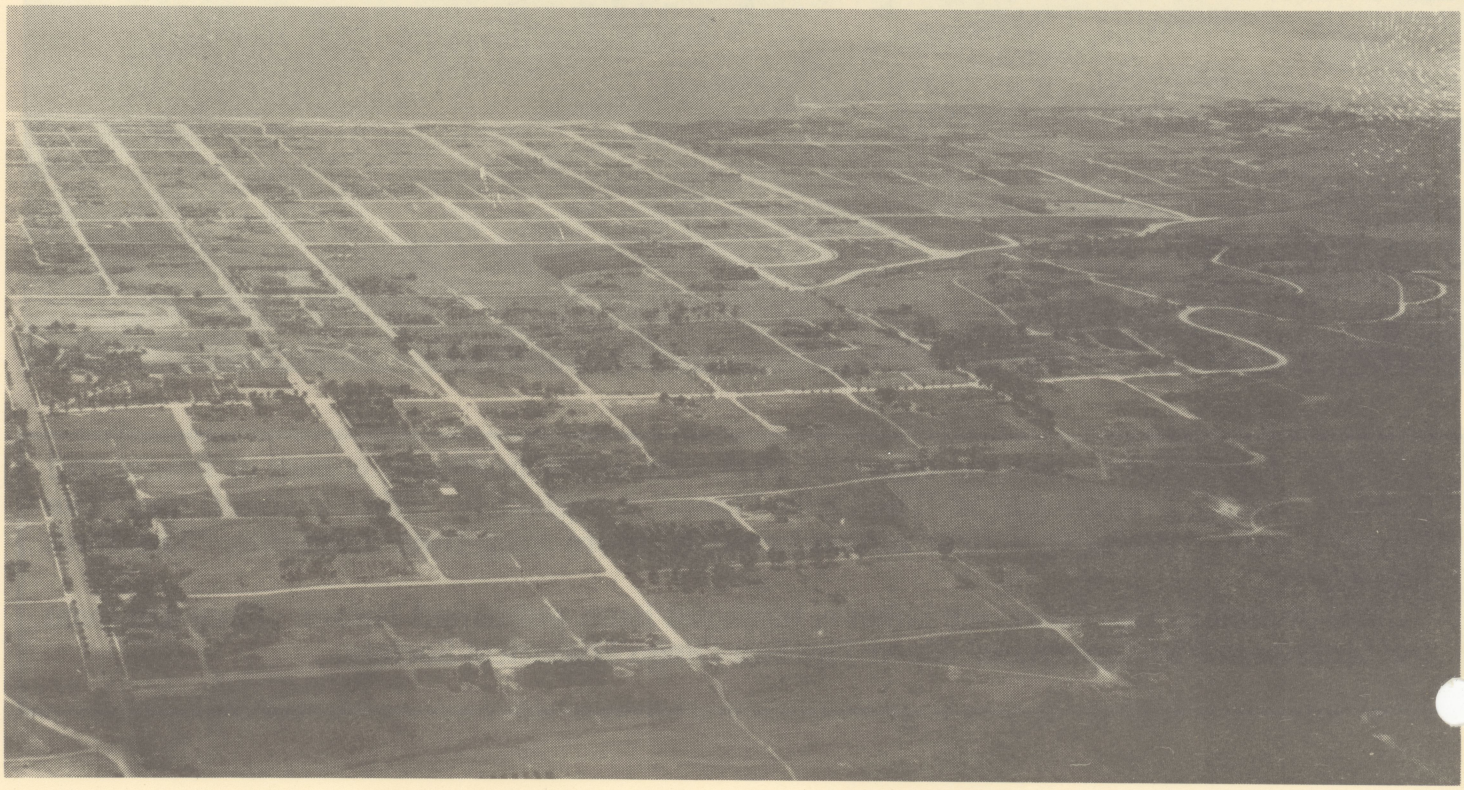


PACIFIC LAUNDRY, pictured above in 1938, was at the northeast corner of Everts and Garnet. Today, it is the site of "The Daily Planet", a nightclub. Prior to that it was "The Grand", and -- perhaps -- best remembered to more long-time residents, "The Pink Phink".

The photos in this issue, we believe, have not been published before. They are from the Unknown Photographers' file at The San Diego Historical Society.



(ABOVE) A nice shot of Brown Military Academy, with Garnet in the foreground. Also of note in the left foreground is Ravenscroft's Market, where Great American Bank is today and, across the street, the original Presbyterian Church.
(BELOW) Looking northwesterly toward Bird Rock, from Pendleton Street. Garnet is at the left, running to the beach. Lamont Street loops its way into the hills at the right.



BORN BEFORE 1945 --
There's been some changes, but we survived

For all those born before 1945 we are survivors. Consider the changes we have witnessed.

We were born before television, before penicellin, before polio shots, frozen foods, Xerox, plastic, contact lenses, frisbees, and the pill.

We were before radar, credit cards, split atoms, laser beams and ballpoint pens. We were before pantyhose, dishwashers, clothes dryers, electric blankets, air conditioners, drip-dry clothes, and before man walked on the moon.

We got married first and then lived together.

In our time, closets were for clothes, not "coming out of." Bunnies were small rabbits and rabbits were not Volkswagnes. Designer jeans were scheming girls named Jean or Jeanne, and having a meaningful relationship meant getting along well with our cousins.

We thought fast food was what you ate during Lent, and outer space was the back of the Strand Theatre.

We were before house-husbands, gay rights, computer dating, dual careers and commuter marriages. We were before day-care centers, group therapy and nursing homes. We never heard of FM radio, tape decks, electric typewriters, artificial hearts, word processors, yogurt and guys wearing earrings.

For us, time-sharing meant togetherness -- not computers or condominiums. A "chip" meant a piece of wood. Hardware meant hardware and software wasn't even a word.

In 1940 "made in Japan" meant junk and the term "making out" referred to how you did on your exam. Pizzas, McDonald's and instant coffee were unheard of.

We hit the scene when there were 5 and 10-cent stores where you bought things for five and ten cents. Sanders or Wilsons sold ice cream cones for a nickel or a dime. For one nickel you could ride a street car, make a phone call, buy a Pepsi or enough stamps to mail one letter and two post-cards.

You could buy a new Chevy coupe for $600, but who could afford one. A pity, too, because gas was 11 cents a gallon.

In our day, a cigarette was fashionable, grass was mowed, coke was a cold drink and pot was something you cooked in. Rock music was a grandma's lullaby and AIDS were helpers in the principal's office.

No wonder we are so confused and there is such a generation gap today. But we survived. What better reason to celebrate.

Reprinted from *The Monitor*, McAllen, Texas, courtesy of member Dr. John Wilding.

Are You A Member of the Pacific Beach Historical Society?

PACIFIC BEACH HISTORICAL SOCIETY MEMBERSHIP APPLICATION

NAME _____ DATE _____

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CITY _____ STATE _____ ZIPCODE _____

HOME PHONE _____ BUSINESS PHONE _____

☐ - $10/Single Membership ☐ - $15/Family Membership ☐ - $20/Business/Group Membership

Send to: Membership Secretary, Pacific Beach Historical Society, P.O. Box 9200, San Diego, CA 92109

* Make checks payable to: Pacific Beach Historical Society (or P.B.H.S.)

JUNE MEETING

Member George Silvani will show rare tinted slides of Pacific Beach at the meeting of June 3. The presentation will begin at 1 PM.

You may want to join the growing numbers who arrive at noon for lunch. The food is delicious and reasonably priced.

MEMBERSHIP

Renewing their memberships since the publication of the last newsletter were the following: Roland Peik, Dorothy & Max Trudersheim, Dr. & Mrs. J. McGreevey, Charles & Marian Cole, Mrs. Willard Barnes, Att'y & Mrs. H. Joseph Rozelle, and Florence Lynch.

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