Guide to Newport Beach Historical Collections in Sherman Library



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Introduction

Sherman Library's holdings include the most extensive collection of historical materials for Newport Beach available. These collections range from personal papers and photographs to the records of businesses and civic organizations. The Library's holdings document the growth of Newport Beach from a sparsely populated beach community to a business and recreation center. Sherman Library has acquired these collections as part of its larger mission to collect research materials relating to the development of the Pacific Southwest, an area that encompasses southern California, Arizona, southern Nevada and northern Mexico.

This guide provides a brief summary of each collection in Sherman Library that directly relates to Newport Beach. In a number of instances, only a small portion of a larger collection relates to Newport Beach. In all cases the total volume of each collection is given, but if the Newport Beach material constitutes only a part of the collection the narrative highlights that portion. In many cases Sherman Library has detailed guides to individual collections, most of which are available through the Online Archives of California (http://oac.cdlib.edu) or upon request from the Library.

Materials held by Sherman Library are open to the public, although researchers must register to use the collections. All materials must be used in the Library. While appointments are not required, it is strongly encouraged that people contact the Library prior to arriving for research.

Paul Wormser Library Director

General Collections of the Sherman Library

The following collections were compiled by Sherman Library staff. The collections include many small donations which have been grouped into general collections.

Book Collection

Sherman Library's book collection of approximately 15,000 volumes emphasizes the history of the Pacific Southwest. The portion of the collection relating to the history of Newport Beach is extensive. Books may be used in the Library only.

<u>City Directories, Street Directories and Telephone Books</u> for Newport <u>Beach</u>

City Directories, 1924-1941, 1951-1952

City Directories typically list the residents of an area or city in alphabetical order. They usually include the name, spouse, home address, occupation and sometimes the individual's business address.

Luskey Directories, 1955, 1961-1976

Luskey Directories list the individual and spouse, address, occupation (through 1967) and telephone number. Luskey Directories also include a separate index sorted by street address.

Telephone Directories, 1955-1993, 1995-2004, 2007, 2009, 2010

Telephone directories usually include the name, address and phone number for people listed.

Street Address Directories, 1955, 1958-1959, 1962-1976, 1980, 1983-1991

These volumes were issued by the telephone companies and are sorted by street address. In addition to the address, they include the resident's name and phone number.

Haines Criss-Cross Directories, 1992, 1997, 2002, 2009 Haines Directories list entries by street address. In addition to the address, they list the resident's name and telephone number.

Geographic Files – Newport Beach

These files include various items of historical interest collected by Sherman Library including newspaper and magazine articles, promotional materials, advertisements for local business, tourist information and other ephemeral materials. These files total approximately 6 linear feet of materials.

Newspapers

Newport News	1911-1935
Costa Mesa Herald	1924-1935
Newport Balboa Bulletin	1925-1928
Newport Times/Balboa Times	1938-1954
Newport-Balboa Press	1940-1954
Newport Bay Post	1950-1954
Newport Harbor News Press	1954-1961

Map Collection

The Sherman Library Map Collection includes more than 60 maps relating to Newport Beach in addition to regional maps. The Newport Beach maps include street, real estate,

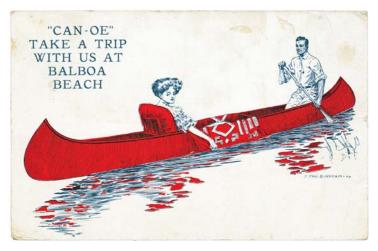
zoning and tourist maps, as well as some nautical charts. The collection also includes Newport Harbor – Costa Mesa Plat Map Book published by California Land Directory Co., 1961 and a Sanborn Fire Insurance Maps for Newport Beach from the 1920s.

Photograph Collection

This collection includes approximately 1,200 photographs of people, places, and events in Newport Beach. It is arranged into geographical and topical subjects.

Postcard Collection

This collection consists of postcards from all over Southern California. The roughly 400 postcards depicting Newport Beach include beach, harbor and street scenes, the Pavilion, hotels, and Balboa Island scenes.



Postcard—"Can-oe" Take a Trip With Us at Balboa Beach, 1909. Sherman Library Postcard Collection

Records of Organizations

Children's Theater Guild of Newport Harbor Scrapbooks, 1963-1978

2 volumes; 4 linear inches.

These scrapbooks include programs, newsletters, photographs, newspapers clippings, and advertisements which document the productions of the Children's Theater Guild of Newport Harbor.

Corona del Mar Centennial Foundation Records, 2003-2006

6 document boxes; 2 linear feet, 6 linear inches.

The collection consists of the operational records of the Corona del Mar Centennial Foundation, including correspondence, lists, financial records, order forms, flyers, invitations, photographs, and historical reference materials. Much of the collection relates to specific programmatic functions or events sponsored in 2004 by the Corona del Mar Centennial Foundation, including the creation of Centennial Plaza, Neptune's Ball and its accompanying silent auction, student art notecards, and the weekend party at Big Corona del Mar State Beach.

Corona del Mar Business Improvement District Records, 1991-2005

2 document boxes; 9 linear inches.

The collection consists of correspondence, financial records, minutes, notes, newsletters, drawings and photographs related to the activities of the Corona del Mar Business Improvement District (BID). The primary focus

of the materials represented in the collection is the revitalization program for the Coast Highway, and an extensive volume of these files relate to the replacement of the ficus trees along the sidewalk with king palms and Hong Kong orchids. There are also materials related to the BID's interest in obtaining jurisdiction over the state-owned highway and sidewalks, preparing for the annual Christmas Walk, and planning for the celebration of Corona del Mar's centennial in 2004.

Junior League of Newport Harbor, 1967-1973 1 document box; 4 linear inches.

These records relate principally to the Junior League of Newport Harbor's management of the Coffee Garden at Sherman Library & Gardens. The League operated the Coffee Garden and were allowed to use the proceeds for their charitable programs. The records include procedures, Coffee Garden Committee minutes, financial records, menus, and newspaper and magazine articles. The collection also includes copies of annual reports and publications by the Junior League.

Newport Beach Chamber of Commerce Records, 1900-2003, bulk 1924-1992

64 boxes; 29 linear feet, 7 linear inches.

This collection contains photographs, slides, correspondence, newspaper clippings, and advertisements related to the history of the Newport Beach Chamber of Commerce. The photographs and slides document the harbor and beaches, boat shows, regattas, buildings, fishing, aerial shots of Newport Beach, the Commodores Ball, Ms. Newport Beach Contest, the Taste of Newport, sand castle

contests, boat parades, and people of note. The collection also contains issues of Lookout, the organizations newsletter, from 1969 to 2003.

Newport Beach, City of. Board of Trustees Records, 1907-1937

5 document boxes; 2 linear feet, 1 linear inch.

This collection includes correspondence, reports, contracts, plans, specifications, bonds, and other documents relating to the early twentieth century development a n d construction of portions of Newport Beach, California. A significant volume of the material in the collection relates to the city's street system and includes documents related improvements, paving, closures, and openings. addition to numerous bonds and contracts filed with the City of Newport Beach for work varying from plumbing garbage pick-up, collection also contains related items to the construction of bulkheads and the dredging of Newport Harbor.



Tourist brochure, 1930. Newport Beach Chamber of Commerce Records.

Newport Beach, City of. City Marshal Records, 1912-1924

2 volumes; 3 linear inches.

This collection consists of two ledgers in which City Marshal, J. A. Porter, recorded funds received for licenses and permits. These include building permits, removal permits, sewer hookups, dog licenses, and business licenses. Entries for building permits generally include the date the permit was issued, property owner, contractor, lot, value, and the fee for the permit. Business permits list the type of business. A few examples include pool halls, lodging houses, hotels, apartments, restaurants, dance halls, and real estate offices.

Newport Beach, City of. Fire Department Records, 1929-1955

7 volumes; 4 photographs and 20 negatives.

This collection contains materials relating to the history of the Newport Beach Fire Department. The records include two fire record books (1947-1953 and 1954-1955), a photo scrapbook (1944-1946), three newspaper scrapbooks, a framed certificate of appreciation given to Chief Frank Crocker in 1933, photographs and negatives, and a scrapbook (1927-1942) created by Chief Rufus Janvier "Jan" Briscoe. See also the Briscoe Collection.

Newport Beach Historical Society Collection, 1880s-1970s

16 document boxes; 9 linear feet.

The core of this collection consists of photographs. The collection contains approximately 700 photographic prints

and negatives of Newport Beach including, boats, houses, cars, families and people of note, local businesses, and events. Other components of the collection include vertical (subject) files composed primarily of newspaper clippings with some other printed materials; reports from the City of Newport Beach; a series of vignettes about prominent residents of Newport Beach used by Newport Balboa Savings & Loan for advertising; and publications, such as magazines and newspapers with materials related to the history of the Newport Beach and scrapbooks.

Newport Harbor Businessmen's Association Records, 1946-1951

1 document box; 4 linear inches.

This collection includes subject files of the Newport Harbor Businessmen's Association, including the organizations constitution, by-laws, meeting minutes, correspondence and banking records. The Newport Harbor Businessmen's Association objectives were to promote the general welfare of the Newport Harbor community, promote ethical business practices and to foster and encourage business primarily along Coast Highway in Newport Beach. The Association's work focused on issues relating to Coast Highway, including advocating a speed limit, curbs, and traffic lights. Additionally, the group supported bond measures to improve Newport Beach's water and sanitation systems and advocated lower business taxes.

Newport Harbor – Costa Mesa Board of Realtors, 1957-1982

32 scrapbooks.

This collection is comprised of scrapbooks that document the achievements of the Newport Harbor – Costa Mesa Board of Realtors. These oversized scrapbooks contain photographs, newspaper articles, advertisements, notes, and correspondence. The scrapbooks are divided into sections professional for memberships, educational and advancement, board service to members, public relations and community service, and participation in state and national activities.

Newport Harbor Lady Anglers 1 **Records**, 1949-1992

6 document boxes; 2 linear feet, 6 linear inches.

The Newport Harbor Lady Anglers (NHLA) was established September 13, 1949 as a women's only deep sea fishing club. The collection includes minutes, by-laws, bulletins, invitations, newspaper clippings, and photographs documenting the history of the Clara Keeler with her catch, club.



1964. Newport Harbor Lady Anglers Records.

Newport Wharf and Lumber Company Records, 1889-1924

1 document box; 4 linear inches.

James and Robert McFadden formed the Newport Wharf and Lumber Company, which opened the Newport Pier in January 1889. These records include a journal kept by James McFadden covering January through early March of 1889, correspondence and cargo records for 1893-1894 and 1899-1900. While Newport Wharf was infrequently used for commercial traffic after 1900, the company was not dissolved until 1916, when its assets were turned over to trustees for the stockholders. The collection includes the deed which ended the company and materials about the final liquidation of assets in 1924.

Rodger Bros. Photograph Album, ca. 1935 1 album; 1 linear inch.

This album of black and white prints was created by Rodger Bros., a firm engaged in boat building, repair, charter service, and work with movie studios. The album includes pictures of sailing ships and yachts, including images of the ship used to film Captain Blood (1935), the movie that propelled Errol Flynn to stardom. The album also includes photographs of a tin mine in Santa Ana, the exterior of the South Seas Club, the Balboa Island ferry, and lumber ships.

Sherman Foundation Records, 1951 - 15 linear feet.

These records document the history of Sherman Library & Gardens, which was founded by The Sherman Foundation in 1966. The records include newsletters and other publications, scrapbooks, records of events, volunteer rosters, and over 6,000 photographs documenting the institution's history.

Vale (John H.) Photograph Collection, 1920-1959

3 boxes; 1 linear foot; only box 3 includes photographs of Newport Beach; 4 linear inches.

The Vale family resided on Poppy Street in Corona del Mar.

This collection includes photographs taken of the family at home and on the beach.

Young (David A. W.) Papers, 1962-1988 5 document boxes; 2 linear feet, 1 linear inch.

The collection consists of correspondence, reports, financial data, clippings and ephemera related to the real estate investments and activities of various corporations and development companies. These companies, some of which were subsidiaries of the Penn Central Company, including the Macco Corporation and the Macco Realty Company, both in Newport Beach. Some of the development projects and subdivisions represented in the collection include Coto de Caza, Lake California, Porter Ranch, and Rancho California.

Zonta Club of Newport Harbor, 1960-1961 3 folders; 1 linear inch.

This collection documents the Zonta Club of Newport Harbor's "Share a Gift" Christmas tree campaign for 1960. The collection includes newspaper clippings, thank you letters, and photographs of a musical program that included the Orange Coast College Chorus and the Corona del Mar Elementary School Chorus. The "Share a Gift" program included a large Christmas tree hosted by the M. H. Sherman Company at Dahlia and Coast Highway in Corona del Mar, which served as a drop-off site for donations.

Personal Papers and Photograph Collections

Atkinson (Margurite) Collection of Hurley Bell and Santa Ana Army Airfield Materials, 1940s-1950s 2 document box; 10 linear inches.

This collection documents the history of the Hurley Bell Restaurant, which was later renamed Five Crowns. The building, which was modeled after Ye Old Bell guesthouse in Hurley, England, was constructed by Matilda MacCullock in 1936. In 1943, MacCullock leased the building to Margurite Atkinson, whose husband, Lieutenant Colonel Thomas P. Atkinson was Executive of the 414th Headquarters and Air Base Squadron at the Santa Ana Army Airbase. The collection contains advertisements, photographs, menus, and photocopied articles about the Hurley Bell and Five Crowns. The collection also contains materials relating to the Santa Ana Army Air Base, including photographs and a class book from the Santa Ana Army Air Base, and family photographs.

Beckner (Neal) Photograph Collection, 1947-1977 42 document boxes; 17 linear feet 6 linear inches; approximately 20,000 images.

The Neal Beckner Collection consists of approximately 20,000 photographs from 1947 to 1977. Neal Beckner (1909-1989) was a commercial photographer who specialized in maritime subjects, with offices located in Costa Mesa and Balboa Island. The collection includes photos of yachts, regattas and races – such as the Trans-Pacific Honolulu race – and promotional shots for local businesses. The bulk of the collection relates to ships and

racing in Newport Harbor. Other subjects include aerial photographs of the Newport Beach area, commercial buildings, Corona del Mar High School construction, the Hurley Bell restaurant, Richard's Lido Market, Pacific View Memorial cemetery and the opening of Hoag Hospital.

Blaich (John A.) Papers, 1922-2003

6 document boxes; 2 linear feet, 6 linear inches.

The John A. Blaich papers consist of photographs, slides, notes, newspaper clippings, copies of published materials, logs and correspondence generally relating to sailing in Newport Harbor. The papers include files compiled by Blaich while preparing his "On the Water" column for the Newport Beach Daily Pilot, and his book Large Yachts of Newport Harbor before World War II. Other files include information about the ship Stranger, on which Blaich served during a cruise in 1936 and 1937 to collect animals for the San Diego Zoo. Finally, the papers include biographical material about Blaich.

Bloomquist (Agnes) Collection, 1928-1962

1 document box; 4 linear inches; 83 photographic prints.

This collection contains photographs of Newport Beach and Costa Mesa. The photographs document houses and buildings, such as the Ford Aeronutronic Plant, Costa Mesa City Hall and the Irvine Country Club; churches, such as St. Andrews Church and Costa Mesa Church; and schools, such as Newport Harbor High School, Horace Ensign School, Costa Mesa High School, and Orange Coast College.

Briscoe (Rufus Janvier "Jan") Photograph Collection, 1927-1933

179 photographic prints.

R. J. Briscoe was a member of the Newport Beach Fire Department starting in 1931. This collection contains photographs of Newport Beach, especially relating to natural disasters, such as fires, floods



and earthquakes. *Engine Co. No. 1, 1935. Briscoe Collection.*Notable subjects of

the photographs include dredging of Newport Harbor, Newport Beach Engine Company #1, west jetty construction, hydroplane races in Newport Harbor, the burning and removal of the Muriel, filming of All Quiet on the Western Front, damage from 1933 earthquake, the 1933 Rendezvous Ballroom fire, and the Newport Beach Refinery fire.

Boy Scout Jamboree Collection, 1953

1 document box; 4 linear inches.

This collection documents the third annual Boy Scout Jamboree, which was held in Newport Beach in 1953. The collection includes newspaper clippings, photographs, registration forms, an official patch, and a publication issued after the event with photographs and articles about the Jamboree.

Coffey (Helen) Papers, 1974-1981

4 document boxes; 1 linear foot, 7 linear inches.

These papers consist of photocopies of Helen Coffey's column "Coffey Time" in the *Newporter/Costa Mesa News* from 1974 to 1979 and in the *Santa Ana Register's* social section "Biarritz" from June to August 1979. Additionally, the collection includes copies of *Showcase: The Orange County Register's Magazine for Orange County People* for the years 1980 and 1981. Each issue is accompanied by photographs of the people and settings referred to in Coffey's article in that issue. An alphabetical index of these people is included. There is a box of miscellaneous photographs, some including their negatives, of mostly unidentified social events from 1975-1980.

Fetterman (Shelly) Collection of George Tompkins Peabody Papers, 1891-1941

1 document box; 4 linear inches.

The collection consists of correspondence, documents, and news clippings related to the life and professional activities of George Tompkins Peabody. This includes materials related to the history of Newport Bay, business records of the Peabody Investment Company, and correspondence regarding Peabody's death in 1942. A portion of the collection relates to Peabody's expeditions in Baja, Mexico, including research materials, letters, and a scrapbook.

Finch (Kay) Papers, 1920s-1990s

4 document boxes; 1 linear foot, 7 linear inches.

Kay Finch was a ceramics artist who lived and operated a factory in Corona del Mar. This collection consists of

newspaper clippings, correspondence, artwork, postcards, and art catalogs.

Hally (Jill) Collection of China House Materials, 1987 2 folders; 2 linear inches.

This collection includes materials about China House and the campaign by historic preservationists to prevent the demolition of the house in 1987. In addition to photographs, many of which were taken just prior to and during demolition, the collection includes newspaper articles and other ephemeral



collection includes *China House, undated.*newspaper articles and *Sherman Library Photograph Collection*

materials. Of note is an oral history with Ruth Lathman, a governess for the family which built China House.

Hitchcock (Kent) Photograph Collection, 1940-1950 388 prints, 938 negatives.

The collection consists of black and white photographs taken in the Newport Beach area depicting scenes of ships, fishing, buildings, boats, races, events, houses, and businesses during the 1940s and 1950s.

Horvath (Francis J.) Collection, 1948-1976 1 oversize flat box; 11 linear inches.

The collection consists of materials related to the life, activities and interests of Francis J. Horvath. Horvath served as the chairman of the City Parks and Recreation Committee and president of the West Newport Improvement Association. The collection contains correspondence, photocopied newspaper articles that mention Horvath, Orange County ephemera, such as newsletters, photographs, and personal items related to the celebration of Mr. and Mrs. Horvath's 50th wedding anniversary and a cruise on the Queen Elizabeth 2.

Lang (Fred) Collection of California Coastal Environment Materials, 1970-1980

1 document box related to Newport Beach; 4 linear inches.

This collection comprises reports and documents on the coastal environment and habitats of Southern California. The box on Newport Beach contains the Report on Natural Resources of Upper Newport Bay and Recommendations Concerning the Bay's Development (March 1970) and the Local Coastal Program Report on North Coast Planning Unit Newport Dunes/Santa Ana Heights (1980).

Lee (Ellen K.) Collection, 1870-1949

2 document boxes, 9 linear inches; 196 photographs.

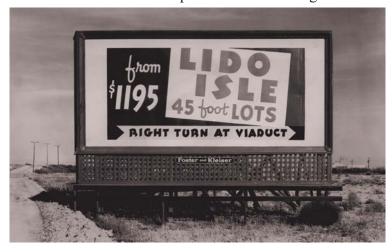
This collection consists of photographs, pencil sketches, newspaper and magazine articles, and documents all concerning the early history of Newport Beach and Newport Bay. The photographs document Balboa, Lido Island, Corona del Mar, Laguna Beach, Newport Bay,

Newport Beach, the Santa Ana River, Irvine, and Orange. Lee generated many of these files while conducting research for her book Newport Bay: A Pioneer History.

Palmer (Paul A.) Collection, 1941-1972

3 document boxes, 1 folder and 1 scrapbook; 1 linear foot, 3 linear inches.

In 1935, Palmer was hired as the general sales agent for Griffith Company, which owned much of Lido Isle. Palmer and his associates eventually founded Newport Balboa Savings & Loan Association in 1936 as a means of helping home buyers to obtain financing. This collection consists of photographic negatives, publications of Newport Balboa Savings & Loan Association, Lido Isle real estate related materials, and a Newport Balboa Savings & Loan Association scrapbook. Photographic negatives, taken for Palmer by Beckner Photo Service, document Palmer's real estate offices and Newport Balboa Savings & Loan. The images, most of which date from the 1950s, include the construction of the Newport Balboa Savings & Loan



Advertising sign for Lido Isle. Paul A. Palmer Collection.

Building, employee parties and celebrations, and various homes on Lido Isle sold by Palmer's real estate business. The publications include promotional brochures and copies of Dividend, the Newport Balboa Savings & Loan Association's newsletter. The Lido Isle promotional materials include advertisements and tract maps.

Parker (Charles Edward) Title Report on Tidelands in Newport Bay, 1979-1987

45 volumes; 3 linear feet, 8 linear inches.

The collection comprises 45 volumes of Parker's research relating to the legal title of lands in Newport Bay. In 1979 the Irvine Company transferred title to three islands in Upper Newport Bay and some adjoining land to the State of California in exchange for \$3.481 million. Parker compiled this study to support the conclusion that the Irvine Company did not have title to the three islands in Upper Newport Bay because they had been tidelands in 1850, and thus, could not be transferred to private ownership. A group known as the Orange County Foundation for Preservation of Public Property filed suit against the Irvine Company in 1987 to void the agreement between The Irvine Company and the State, using Parker's report in support of their claims. Orange County Foundation for the Preservation of Public Property v. The Irvine Company was decided in favor of The Irvine Company. The materials include photocopied documents, memoranda, maps and surveys, legal reports, correspondence, and indexes to the sources that Parker used for research.

Parker (Horace) Collection, 1891-1959

81 document boxes; 33.8 linear feet; 1 document box on Newport Beach; 5 linear inches; 30 photographs.

Interested in history and publishing, Horace Parker was a prolific researcher and writer, and his column "Brush Country Journal" appeared in the Newport-Balboa News Press and the Riverside Press Enterprise. He published numerous books through his Paisano Press, including Historic Place Names in Orange County by Don Meadows (1966). This collection contains photographs, subject, and correspondence files related to Newport Beach. The subject files, none of which are extensive, include the following subjects: Airport Action Association, Airport Abatement Committee (1968-1971), Balboa Island Improvement Association (1970-1973), City of Newport Beach - various offices (1954-1975), Common Sense Coalition (n.d.), Friends of the Newport Beach Library (1966), Harbor Area Freeway Fighters (n.d.), Little Balboa Island Property Owners Association (1975), Mariners Bank (1957), Newport Beach Historical Society (1968-1976), Newport Harbor Service League (1957-1958), Newport Harbor Union High School (1943-1975), Newport-Mesa Unified School District (1975), and the Upper Newport Bay Defense Fund Statement of Purpose (n.d).

Sawyer (Wilbur "Bill" Cyrus) Photograph Collection, 1912-1954

Approximately 24,000 images.

This extensive photograph collection includes images taken throughout Southern California, but is principally composed of nautical-themed subjects. Sawyer was a member of the Newport Harbor Yacht Club (NHYC) and for a time served as the Club's official photographer. The

collection includes images taken in and around Newport Harbor, including jetty construction, dredging, sailboat and speedboat races, NHYC facilities, officials and events, the Tournament of Lights, beach scenes, and the Balboa Yacht Club. The collection includes a large number of images of yachts ported in Newport Harbor.



Newport Harbor Yacht Club pirate cruise aboard the Lily on September 9, 1928. W.C. Sawyer Collection.

Siegel (John A.) Photograph Collection, 1928-1936 2 oversize flat boxes; 1 linear foot, 9 linear inches.

This collection consists of three photograph albums, loose photographs, and a bound volume containing construction records for the Lido Isle Bridge. The photographs document the construction of the Balboa Island Bridge, Lido Isle, the Lido Isle Bridge, and improvements to and dredging of Newport Harbor. The collection also includes an invitation to the opening of Newport Bay and Harbor in 1936.

Southern California Model Home Development Brochures, 1960-1980

3 document boxes and 2 oversized document boxes; 3 linear feet; 1 folder related to Newport Beach; 1 linear inch.

This collection consists of model home brochures for communities throughout Southern California, including Newport Beach. The Newport Beach portion of the collection includes the following builders and developments: Canyon Crest Estates, Harbor View Homes, Harbor Ridge Estates, Jasmin Creek, Newport West, Regatta Homes, and Sea Island.

Stelle (Allen C.) Collection of China Cove-Matching Land Committee Records, 1948-1951

10 folders; 3 linear inches.

Stelle served as Secretary to the seven-member China Cove-Matching Land Committee, established by the City of Newport Beach to evaluate a proposal by the State of California to establish a public beach in China Cove. The State allocated funds, which by state law, had to be matched by the City to acquire the beachfront in China Cove. The collection includes minutes of the Committee, correspondence, reports, maps, newspaper articles and political materials for and against proposed taxes to pay for the land.

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Cover image: Newport Beach "Treasure Map" from a Newport Beach Chamber of Commerce promotional brochure, 1939.