

# San Clemente Historical Society

*"Forward the Dream"*

NEWSLETTER OF THE SAN CLEMENTE HISTORICAL SOCIETY

MAY - AUGUST 2010

## The Story of San Clemente

by Jennifer A Garey

*Excerpt from San Clemente, written by the San Clemente Historical Society and Jennifer A. Garey, released in May 2010 by Arcadia Publishing, The Images of America Series.*

San Clemente is unique geographically with its rolling hillsides, limestone cliff formations, and soft sandy beaches that drop quickly into underwater canyons. These geographical formations and a stable climate have given San Clemente an abundance of animal and sea life and have made the town appealing to everyone who has called the area home. One such person was the city's founder, Ole Hanson.

Through Hanson's friend and associate Hamilton H. Cotton, Hanson was able to acquire the land that would become San Clemente. Cotton and 45 others held in trust land that belonged to Max and Herman Goldschmidt, who had acquired the land jointly with Cornelio Echenique, a member of the Forster family. The Goldschmidts, a family of distillers, suffered greatly during Prohibition, allowing the land held in trust with Cotton to be sold to Ole Hanson. In July of 1925, Hanson's team began to survey streets, lots, and building sites on the town's first 125 acres.

he city of San Clemente was officially founded on December 6, 1925, and named after San Clemente Island, 45 miles off the coast. Hanson envisioned the town as a



*New History Book. Reserve Your Copy Now! (Available in May) Call: 498-0116*

Spanish-style coastal resort, a "Spanish Village." He was not satisfied with building homes in a typical grid-like pattern or charging homeowners for city amenities as other developers of the day. Hanson wanted to have long, winding roads, following the contours of the hillsides, red tile on every roof, flowers in every garden, and views of the Pacific Ocean. He chose picturesque locations for homes and convenient locations for businesses. He shared his dream to potential buyers, describing a

holistic community by donating buildings to the people including a social club, a hospital, a beach club with a swimming pool, a public golf course, horse stables, bridle trails, a riding academy, and a baseball diamond. He even included electricity in all homes, public buildings, and on the street, all free and dedeed to the city. On the first day he sold over \$125,000 worth of lots and shared his vision with over 1,000 people. Within one year, home sales were over \$3 million.

Ole Hanson's success was not only due to the beauty of the area, but to the dedicated and committed people he had around him: Hamilton H. Cotton who decided to take the risk to back Ole Hanson's dream; Horace Taylor and William Ayer, engineers who laid out the plan; and architects and designers such as J. Wilmer Hersey, Richard Sears, Carl Lindbom, W. E. Hill, and Virgil Westbrook, who designed beautiful, elegant, and functional homes. Hanson's team of sales people and confidants: his son Ole Hanson Jr., Edward Bartlett, Scotty Watson, Trafford Hutson, Hugo Carlson, and his friend of 25 years, Thomas F. Murphine who became the first mayor of San Clemente. This is the team that took a dream and made it a reality, we all enjoy today. ☺

### HISTORICAL PHOTOS ON SALE AT VILLAGE ART FAIR

The Village Art Fair takes place the first Sunday of each month.



Historical photos and other items will be sold at our booth. Our booth is located directly in front of Stanford Court Antiques, 106 Ave. Del Mar. Look for the red umbrellas! Call Larry Culbertson to order photos 493-5561.

### DATES TO REMEMBER

May 24th, 4pm

SCHS San Clemente book signing at Casa Romantica

October 24th, 3pm

Annual Membership Meeting  
Candidates Forum  
Community Center Auditorium

New Year's Eve Gala

December 31st at the Historic Casino

### Fishcarts to Fiestas



The Story of San Clemente

\$25 - NOW AVAILABLE AT:  
Village Book Exchange,  
DeNaults Hardware, and the  
SC Historical Society Booth  
at Sunday Art Fair on Del Mar

146 Pages, UV coated cover  
San Clemente Historical Society  
Fundraiser (Tax included)

### BECOME A MEMBER:

San Clemente Historical Society

(a non-profit corporation)

Check out our new website:

[sanclementehistoricalsociety.org](http://sanclementehistoricalsociety.org)

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

Call: (949) 492-9684

P.O. Box 283

San Clemente, CA 92674

For more membership information,

### Research Museum & Store

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