

**1822 Newport Blvd: Alpha Beta Store 1924**



The store opened March 13, 1924. It was the 13th store in the chain. Its motto was “The Best for Less.”

In 1925 it added a meat market and then a bakery in 1926.

In 1928 it held a 4-year anniversary celebration coinciding with the March 13th birthday of store manager Fred Siefert. To celebrate it had specials for 13 cents, a 13 for a dozen promotion and a 13-layer cake!

In 1929 a refrigerated fruit and vegetable department was added. A “coupon book system” was also introduced that year which would tide customers over between pay days. They also gave customers 15-30 days for payment of their accounts.

**1824 Newport Blvd: Costa Mesa Garage 1922-1937**

This was the first garage in Costa Mesa and was owned by Fred Rehme. The garage sold Red Crown gasoline and included a full service shop for repairs.

It was sold to Lloyd and E. L. Hicks in 1926.

In 1930 it was sold again. Charles L. Perry purchased the business and changed the name to C.L. Perry’s Sales and Service Garage.

**1826 Newport Blvd: Mesa Tavern 1928**

Jerry Teaney opened a diner in this location in August 1928. The diner was successful and did catering for parties and clubs. The interior of the diner was designed to resemble a rural French tavern with open rafters, a brick fireplace with a wide hearth and several small windows. When it opened, the diner was popular for its 50 cent lunches.

In August 1930 it was taken over by George J. Anderson and his wife. Under the proprietorship of the Andersons it was open from 6:00 am to midnight. They advertised their chili and tamales as house specialties.

**1828 Newport Blvd: Braddy’s Barber Shoppe 1921**



The barber shop was originally owned by Lloyd Braddy, a charter member of the Costa Mesa Lions. The barber shop stayed open until 8:00 pm. It promised a modern and “most becoming” cut with a “clean towel for every customer.” The shop had 3 chairs and offered haircuts for 75 cents, shaves and manicures. Haircuts for children (under 14) were just 35 cents.

During the Depression he reduced his prices twice; in 1932 to 40 cents for adults and 25 cents for children. In 1933 all hair cuts were 25 cents.

In 1932 the shop was moved to 1842 Newport Blvd and then again in 1950 it moved to 1871 Harbor Blvd.

This was one of Costa Mesa's longest established businesses. After Braddy’s death it was bought by Ed Swaim who continued operating it as a barber shop.

**1830 Newport Blvd: Chapman Billiard Parlor 1928**

Originally owned by Charles Watson, in 1928 the establishment was sold to James Tallman. It had several pool and billiard tables. In a June 7, 1928 newspaper article it was reported that the new owner “plans changes and improvements” and will give the public a clean pool room where “the men and boys of the community may enjoy the game under pleasant conditions.”

In June 1930 Frank Chapman took over the operation of the parlor. He took the progressive step of allowing ladies to play. He also furnished the lobby with easy chairs, library tables and magazines where people could spend time while waiting for the next billiard table.

The billiard parlor was destroyed in the 1933 earthquake. The March 11, 1933 Santa Ana Register reported that the “entire front of the billiard parlor crashed to the ground.”

**1836 Newport Blvd: Pennant Bakery 1925**

This bakery was opened by N.P. Peterson who also had a bakery in Newport Beach.

The Costa Mesa bakery was known for “Pennant Bread” and danish pastry. Mr. Peterson allowed residents to use his large ovens to roast their Thanksgiving turkeys. Part of the store was a confectionary which was run by Mrs. William Rochester who sold ice cream and candies.

**1838 Newport Blvd: Mesa Cleaners 1926**

The cleaners was operated by F.P. Miller and in addition to cleaning and pressing they did repairs to clothes. Men’s suits and ladies coats were cleaned for 60 cents.

In early 1930, the business was sold and was reopened as Costa Mesa Cleaners by Jimmie and Bill Williams. Tailoring was added to the services offered. Their men’s suits sold for \$37.95. As an opening special, the first 50 customers could buy one suit and get the second free. They even delivered.

**1840 Newport Blvd: Middaugh Shoes 1929**

J Middaugh moved his shoe store to this location in July 1929. He moved into a newly constructed building and officially changed the name from the Costa Mesa Shoe Store to Middaugh Shoes. He sold all kinds of shoes. His shoe repairs were so good that the store was sometimes called the “shoe hospital.”

**1848 Newport Blvd: Safeway Store 1929**



The manager of the new store was proud of its modern fixtures and equipment and self-service shopping. The store promised that customers would be pleased with fresh merchandise and good prices. (Bread sold for 5 cents a loaf and coffee for 49 cents for a 1lb can.) Customers were assured that they got the same prices as in Los Angeles and that almost all fruits and vegetables were grown on the Mesa.

After the earthquake, improvements were made including folding doors to make it an open front market, the size of the vegetable stand was increased and flood lights were added. It became the Pay ‘n’ Takit Store in 1934.

**1848 Newport Blvd: 1928**

Broadway (the only road in Costa Mesa without a Street, Avenue, Boulevard, etc., after the name) was originally named Harper Street. The name Broadway came about after a petition to the county supervisors from the residents in 1928, which is also the year the street was paved - in concrete. The paving started in March, took three months, went from Newport Boulevard to Tustin Avenue, and was 50 feet wide.



# Old Town Costa Mesa Historical Markers

## City of Costa Mesa Historical Preservation Committee



*Pictures courtesy of the Costa Mesa Historical Society*



**1800 Newport Blvd: Ozment General Store and Post Office 1908-1917**



In 1908 Walter Ozment opened the first store in the city (Costa Mesa was known as Harper until 1920.) He paid \$50 for the 1-acre lot. This two story building was both a home (upstairs) and general store and post office (downstairs). The store sold groceries, feed, yardage and kerosene. Ozment owned one of the first cars in town. He had a gasoline tank to supply the few other cars.

In March 1909 Ozment was named the town’s first postmaster and his wife Velma was the assistant postmaster.

The store was destroyed in 1917 by fire and a new store was built the same year.

In 1922 W.D. Barnard's Pioneer Grocery and Meat Market opened on this site.

**1802 Newport Blvd: F.M. Blum Shoe Repairs 1923**

In 1923 the only shoe store in Costa Mesa was F.M. Blum. It sold men’s, women’s and children’s shoes and also did repairs.

In 1925 J. Middaugh bought the shoe stock and machinery and changed the name to the Costa Mesa Shoe Store. Middaugh moved the store to 1840 Newport Blvd. In 1929.

**1804 Newport Blvd: Davis Barbershop & Soda Fountain 1921**

In 1921 Grant Davis opened the first barbershop in town. The soda fountain was run by Davis' wife and she did all the cooking.

Davis sold the business to Jack Wright in 1923. Wright renamed the store the Costa Mesa Confectionary and Lunch. Lunch cost 50 cents. Pastries, candies, cigars, tobacco and magazines were sold.

In 1929, the café, which was now known as the Mesa Café, was sold to Frank H. Chapman. Chapman was a gifted artist. His paintings were for sale and were displayed on the walls of the café.

In January 1933 the café was sold to Joe Sweeney who owned a chain of coffee shops and hotels; turkey dinner was served every Saturday.

**1806 Newport Blvd: Newport-Meyers Department Store 1924-1927**

In 1924 Fred and Mary Meyers opened the store and held a contest for customers to guess their combined weight. The prize was \$10. The store sold clothes, dry goods and notions. At Christmastime the store carried a full line of toys and advertised itself as “THE Toyland of the Harbor District”; and for the 4th of July they sold fireworks. They also did watch repairs.

In May of 1927 to increase sales they started “Dollar Day” sales.

The Meyers moved to a larger location in October 1927 to allow them to increase the quantity and variety of their stock.

In 1934 they moved again to 1816 Newport Blvd and stayed in business until 1940.

**1808 Newport Blvd: Model Drug Store 1928-1937**

In 1921 this was the retail sales room and cider mill for the Costa Mesa Apple Growers Association.

In 1928 it became a drug store. The first owners were O.P. Fawcett and J. Kearns. There was a registered pharmacist filling prescriptions and it was also popular for the handmade candies it sold. In 1929 S. L Bean purchased a part interest in the store.

By 1933 the Fawcett family became the sole owner following an altercation over the accounts as was reported in the April 13th 1933 Costa Mesa Herald. A subsequent audit, however, found no issues.

In 1937 Samuel Crawford bought the store and it was renamed as Crawford’s Drug.

**1810 Newport Blvd: Offices of The Costa Mesa Herald 1925-1936**



This was the first local newspaper and was an offshoot of the Newport News. In 1929 a two-year subscription cost just \$3.00. Starting in 1933 the paper traded a year’s subscription for any marketable product so that customers could continue getting the paper.

In 1936 the name changed to the Globe-Herald and the office moved to 109 Broadway.

In 1959 it changed names again to the Globe-Herald and Pilot; it was renamed again in 1961 to the Orange Coast Daily Pilot.

**1812 Newport Blvd: Post Office 1925**

In 1925 W. W. Middleton was appointed as Postmaster and the Post Office moved from a corner of the TeWinkle Hardware Store to its own building. The Post Office had post office boxes and residents could get their mail at any time because the building wasn’t locked; the stamp window was open for business from 7:30 am to 6:00 pm.

By 1929, 104 new boxes had been added. In 1932 Middleton started offering a postal savings system to make up for the lack of banking facilities in town. Anyone over 10 years old could deposit at least \$1 and married women could deposit in their own name. Accounts paid 2% annually.

**1814 Newport Blvd: Wayside Market 1920-1925**



In 1920 the second store in Costa Mesa opened; it was a market owned by the fruit and vegetable growers. It sold their produce and flowers and inside had tables where ice cream and soft drinks were served.

In 1921 a meat market was opened inside. Before that residents had to travel to Santa Ana to purchase meat. In 1925 it became a part of the Alpha Beta store as a produce stand just inside the larger store. In 1927 two stores, Lewis Market and Fliinn's Variety moved onto the location. In 1935 it became a Food Basket store.

**1816 Newport Blvd: Bank of Balboa, Costa Mesa Branch 1923-1932**



In 1922 the bank opened in a temporary location and moved to this location in May 1923. On their first day they had 300 depositors; the first one received a gold pencil and the other 299 got silver pencils.

In 1926 the bank established a savings system for students; an account could be opened with \$1 and it paid 4% interest compounded semi-annually.

In March 1930 a plot was uncovered to rob the bank; the robbery never took place. But it did prompt the Bank Director, D.J. Dodge, to publically describe the way the vault was protected. He said that a gas bomb would be released if the vault door was forced which would incapacitate any intruders!

In January 1932 the bank closed its doors due to excessive withdrawals. Attempts to reopen failed; eventually savings depositors got 65% of their money and commercial depositors got 30%.

From 1923 to 1924 the City’s first library was on the 2nd floor and was open 3 days a week. Also on the second floor were the offices of Dr. C. G. Huston, dentist and Williamson & Williamson Realtors. After the earthquake in 1933, Dr. Huston moved his offices to his residence on 18th Street.

In September 1926 on the 2nd floor of the Bank Building, Diehl and Anderson opened the first law firm in the Harbor District.

**1818 Newport Blvd: TeWinkle Hardware 1922-45**



In October 1922 Charles TeWinkle opened a store that carried a full line of hardware and plumbing fixtures. Charles TeWinkle was Post Master from 1920-1925 and the store housed the post office until 1925. TeWinkle was the first Mayor of Costa Mesa and was also a charter member of the Lion’s Club.

In March 1927 TeWinkle decided to make major changes to his store and how it operated. He started by holding his first sale. The following month he enlarged his store and remodeled

extensively. The remodeled store included a “modern front” with a recessed entrance and display windows. More space was added to the rear and mezzanine floor for the office space.

In 1931 TeWinkle organized a campaign to lower unemployment which he called “57 Ways to Put a Neighbor to Work”.

In 1932 under an arrangement with Southern Counties Gas Company customers were able to pay their gas bill in his store.

**1820 Newport Blvd: Pink’s Drugs 1933-1979**



This business was originally known as Costa Mesa Pharmacy and was owned by George Merrick. H.R. Fuller, who had worked for Merrick, bought the store in 1930 and the store became known as Fuller Pharmacy.

In 1933 Alvin Pinkley purchased Fuller Pharmacy and changed the name to Pink’s. It was famous for its marble topped soda fountain which was damaged in the 1933 earthquake.

This was a popular store, candy counter, fountain and pharmacy for 46 years.

Alvin Pinkley was a leading citizen serving on the Water Board, School Board and City Council as well as serving as Mayor.