

alexandra stephens

staff writer

The 1940s was 60 years and 60 worlds away from today. World War II ended in the mid 40s and men were finally coming home. When men in San Diego were drafted, La Jolla High had a very hard time finding qualified teachers for the job, because all able bodied men had answered the call to serve their country.

The layout of La Jolla High School was different as well. La Jolla High didn't always have nine buildings, a luxury pool, and a gym. In the 1940s the school looked like an entirely different place. Where the library now stands there was once an on campus parking lot. The choir room was woodshop, and in the basement of the school was a rifle range. The boys locker room was used for both sexes, but was separated by a wall. Where our big and small gym now stand was a small 330 track. Our Viking football field remains in the same area as in the 40s, with minor improvements.

Music

The musical style in the 1940's was completely original for the time. Artists like Frank Sinatra, Vera Lynn, Duke Ellington, Charlie Parker, and Billie Holiday were popular. The music of the 40s was happy and kept people's spirits high through WWII. Blues and Jazz were popular styles and in the later forties, Big Band and Swing. Judy Garland and Bing Crosby were also popular artists during this time.

The main school dance, the Scarlet and Black Ball, was a big night for everyone. Popular music blasted and everyone joined in singing their favorite song, "Ol Black Magic."

Fashion

The fashion at LJHS was not as significant as it is today.

Our coveted red and black colors was a result of the school receiving San Diego State University's old uniforms. The LJ Viking was created by an LJHS students in the late 40's and still remains our mascot.

The dress code was strict for girls. If a girl's dress did not touch the floor when she knelt, it was too short and the student was sent home. "All the girls wore white pleated dresses or skirts with brown and white saddle shoes and the boys wore loafers with Levi's jeans and t-shirts," said, 1947 alumni Rudy Friberg.

Social

The social activities have not changed much over the years. Wind n' Sea was a big hang out for LJ kids. Students would body surf or surf during the day and hang out with friends at night.

The atmosphere of parties was completely different. "At parties no one did drugs and no one smoked. There might have been a couple kids who drank or smoked but it was very few. Most of us never did. La Jolla High was a good atmosphere for me," said Friberg.

School dances were the biggest event of the year, with almost the entire school's population attending every one.

Cars

Cars were a luxury that were hard to come by in the 1940s.

"I was the first one in the school when I went there to get a car, because all the cars were only for military purposes. I worked in the summer for 87 cents an hour to save up for my car," said La Jolla High alumnus Rudy Friberg or 'Papa Friberg' (as many students know him) who graduated in 1947. "Later in the year some of the other guys got cars too," said Friberg. The most popular and common style of car was the Model A Ford. Some of the more wealthy students drove the Cadillac California series.

meghan barry

student focus editor

It was the decade when the only thing bigger than the technological innovations was the hair. While Bill Gates led Macintosh to insurmountable success with the introduction of the in-home computer, the lovable redhead, Molly Ringwald, led the rat-pack to Hollywood fame with movies like *The Breakfast Club* and *Sixteen Candles*. Computers were not the machines we know today; they only showed three colors: black, white and green. Though the 80s were fabulous, they were also plagued with many tragic events. People lived in fear of nuclear war with the USSR, AIDS became much more prevalent in the young gay community, experimentation with crack cocaine increased, and the Challenger space shuttle exploded on its way back to Earth. Regardless the 80s will always be remembered as a decade of extreme change and as the very beginning of the digital age.

Music

With Michael Jackson as the King and Madonna as the Queen, pop music exploded into the world. MTV began in 1981, and a whole new aspect of the music world began: the music video. Soon, artists like Devo and Olivia Newton-John were showing America how to "Whip It" and get "Physical."

"Most kids were into whatever was playing on 91X at the time," 1986 alumni John Dailey said. Artists like Run DMC introduced rap to mainstream music. It was the start of a phenomenon, but also the end of the Classic Rock Era. John Lennon was killed in 1980 and, with his death, the idea that music could be used for social activism also died.

Fashion

Everything about 80s fashion was over-the-top. Girls teased their hair to the fullest and boys attempted the Flock of Seagulls' wispy look. Miami Vice and blinding neon colored-tees adorned boys and girls alike, as did Converse classic high tops. Boys often sported designer tees like Polo and Izod, and it was very popular to pop the collar to add a little extra style.

"There were Members-Only jackets for the geeks, Nike shoes for the jocks, and LA Style tennis shoes, Vans and OP gear for the surfers," alumni Dailey said. Boys could also be seen in baggy MC Hammer pants, and the classic

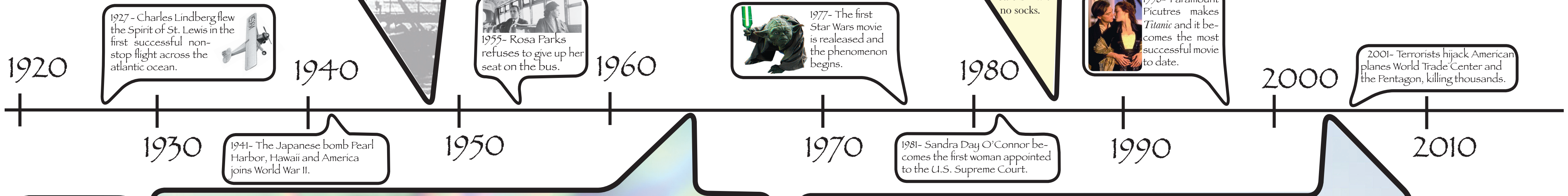
Social

The beach has always been La Jolla's hot-spot and the 80s were no exception. By day, La Jolla kids could be found surfing or hanging out at the beach or malls. In a pre-Starbucks world, Pannikin was where everyone went for coffee and, even then, Harry's was La Jolla students favorite place for breakfast. At night, students attended "bonfires at the Shores and house parties by Muirlands," according to Dailey. La Jollans and their pastimes haven't changed much since the 80s. No matter what era, La Jolla kids will always cherish their beautiful beaches, an incredible breakfast at Harry's, and having a good time.

Cars

While kids dreamed about taking their dad's De Lorean out for a spin, most drove slightly less expensive cars. The majority of students drove to school or rode mopeds or Vespas. Dailey drove both a Toyota Corona and a Honda Accord. In the 80s, the three most popular cars were the VW Rabbit, their mom's old station wagon, and being the privileged community La Jolla was and is, there were also many kids who zoomed around in BMW 318Is.

High school students' cars haven't changed much; most kids drive around in oversized cars their parents expect them to crash.



by ally marsh

student focus editor

It was the age of protests and peace, and a time when political awareness was considered in vogue, and ignorance was far from the norm. Welcome to the 1960s. The fight for racial equality dominated the early part of the decade, and reached its peak when President Lyndon Baines Johnson signed the Civil Rights Act of 1964. Another pressing issue in the first half of the 1960s was the advent and research of LSD and psychedelic drugs, by Harvard professor Timothy Leary. As the decade progressed, more people became aware of and angered by the United States' participation in the Vietnam War. Numerous peace and antiwar protests were held around the country to show the government that the people wanted change.

Since the 1960s, La Jolla High School has undergone some changes to its physical appearance. The present 500 building was in the same place, but it was main the entrance of the school and was constructed in a Spanish style. In addition, what is now the 300 building used to be bungalows instead of actual buildings.

Music

The music that was at the top of the charts back in the 1960s would hardly be similar to popular youth music today. The main type of music that students listened to was good old fashioned rock and roll.

In 1964 The Beatles had their first hit single in the U.S. "Love Me Do," earning a huge fan base in the U.S. when it became a number one hit record. Groups like Crosby Stills Nash and Young, The Eagles, The Grateful Dead, Chicago, and Jefferson Airplane all, ruled the music scene at LJHS and their music was often performed by bands at dances. Music of this generation was used to convey a message of political reform and conscious mind expansion, themes that are very different from today's music.

Fashion

The 1960s featured a number of diverse trends. It was an era that broke traditions of the previous decades, and mirrored the new culture that was emerging. The bikini bathing suit was popularized in 1963, by the movie "Beach Party," and LJHS students were eager to show off this new style at the beach. For everyday school clothes most girls wore short mini skirts, fishnets, hip-hugger pants, bell-bottoms, and had straight hair. Popular styles for guys included tee shirts, flannels, and long surfer style hair, much like guys today.

Some students were influenced by the hippies style of the era, and flaunted their political awareness by wearing shirts with messages of peace or pieces of hippie jewelry.

Social

Since the 1960s, the social scene at La Jolla High has changed very little. School dances were held in the big gym and decorated by students in much of the same fashions that they are today. On weekends there were many parties that included drinking and smoking weed, however some of the drugs that students use today were not used in the '60s.

"Some people drank, some did cocaine, and no one took pills," LJHS 1969 alumni Mary Maher said.

Summers in La Jolla were spent much like they are now, endless hours at beaches, such as Wind n' Sea or Marine street, and shopping stores like Saks, or in the little boutiques on Girard.

Cars

In the 1960s, cars had been around for many years and it was not uncommon for some students to have their own car. A myriad of male students drove VW vans so they could have enough room to carry friends, surfboards, skateboards, and towels.

The Ford Mustang was introduced in 1964, and soon became a symbol of American muscle. After its inception some LJHS students could be seen driving around with the top down basking in the sun.

While some students were fortunate enough to drive their own car, or their parents' car to school, most still had to walk. "I would say that about 15% of kids had cars, but the rest of us had to walk everywhere," Maher said.

delaney maher

staff writer

Drive-by's at Wind N' Sea, Bonfires at Marine Street, shopping on Girard, Sunday breakfast at Harry's -- these local La Jolla activities have not changed for generations. However, there are variations between current La Jolla High students and their alumni parents. Known as the "Dot-Com" generation for the technological advantages of this era, teenagers today are known for MySpace every five minutes and having cell phones, attached to their ears. It often seems that teenagers are more interested in the death of Anna Nicole Smith and Britney Spears' bald-head than the war in Iraq and HIV/AIDS awareness in Africa.

Music

It seems that music today is not focused on any specific single genre. Some students prefer Rock and Metal to Hip-Hop, or R&B, while others prefer Indie/Alternative.

Senior Rachel Pedowitz loves a wide variety of music. Her favorites artists include "Beyonce, Jack Johnson, Matisyahu" as well as "Oldies like Eric Clapton, and The Beatles."

Apple's invention of the iPod has completely expanded and changed the music world. Online music stores such as iTunes and Limewire give teenagers everywhere a chance to expand their music preferences with easy access to any type of music. Instead of purchasing an entire CD or record, teens can buy songs online for \$1.00 and have them immediately downloaded to their computer and onto their MP3 players.

Fashion

Women's fashion is changing constantly. At the moment, women's fashion seems hung-up on the idea of urban chic: hobo bags, skinny jeans, tunics, spunky mini-dresses, oversized sunglasses, and lots of layering tanks. Specific to La Jolla High School, ladies may be seen wearing designer, low-slung jeans, Uggs or flats, C&C California tanks, and layered sweaters.

Some students prefer a classic, simple fashion. "For school, I wear jeans, a black tee, sandals, and dress it up with some accessories," Sophomore Gracie Silverman said. As for the guys, it is the same old surfer fashion: Men around school are seen wearing jeans or corduroys, Mitch's T-shirt's, Vans sneakers, and flannel shirts. Gentlemen that are more tuned-in to their fashion sense can also be seen sporting the urban gear:

Social

If a La Jolla High student finds time during the week between homework and sports schedules, they will definitely spend time with their friends. Guys will usually go surfing at Wind N' Sea or go skating around La Jolla, and if they find interest in neither of these, they often play video games. Girls might get their nails done, or head to the beach if the weather permits. Many groups and clubs around La Jolla spend their weekends volunteering and cleaning up the beach. "If I'm not volunteering or participating in sport tournaments, I'm at the beach with my friends," Senior Kate Bowman said.

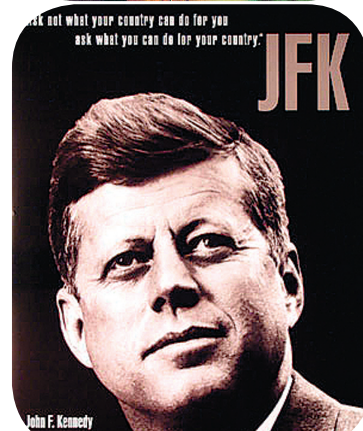
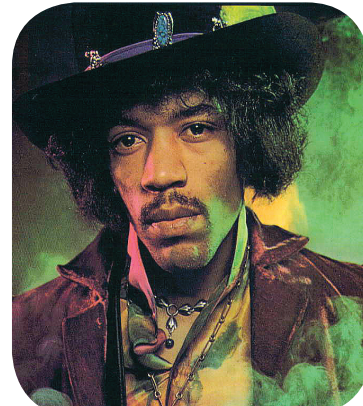
On weekends, students can do any number of activities. Most people prefer house parties, while others enjoy spending their evening at a La Jolla High sporting event or seeing the latest movie.

Cars

The cars parked out on Nautilus are a product of both student owned cars and those of the parents brave enough to let their new-drivers borrow their automobiles.

The wide variety of automobiles on campus range from Ford Explorers to BMW's. Many guys around campus can be seen driving Toyota Tundra's to throw their surfboards and wet towels in. Ladies tend to drive cars such as VW Jettas, or a small car of the same sort. There are however, the few lucky kids whose parents will splurge, and buy their children a flashy car. BMW's, Escalades, Mercedes-Benz, and Lexus' have all been seen driving around campus.

"I love driving my red Chevy Cobalt sportscar that my parents surprised me with on my sixteenth birthday" junior Nicki Vithalani, said.



HOW WELL DO YOU KNOW



LJHS TRENDS?



See if you're up to par on your La Jolla High
past and present trivia

by ally marsh and meghan barry
student focus editors

1. In what year was La Jolla High founded?

- a. 1930
- b. 1932
- c. 1922
- d. 1925

2. What was the most popular song among students at LJHS in the 1940s?

- a. "Old Black Magic" by Sammy Davis Jr.
- b. "I Only Have Eyes For you" by Billie Holiday
- c. "The Way You Look Tonight" by Frank Sinatra
- d. "Drop it Like Its Hot" by Snoop Dogg

3. Which was the most popular car in the 1940s at LJHS?

- a. Ferrari
- b. Model A Ford
- c. Model T Ford
- d. Cadillac deville

4. Which of the following artists were popular in at LJHS in the 1960s?

- a. Bruce Springsteen
- b. Elvis Presley
- c. Pussycat Dolls
- d. Crosby, Stills, Nash, and Young

5. Where was the main entrance of the school in the 1960s?

- a. On Nautilus
- b. 500 building
- c. Through the tennis courts
- d. 900 building



6. Which of the following was not one of the most popular cars in the 1980s?

- a. Station Wagon
- b. BMW 318i
- c. VW Rabbit
- d. VW Bus

7. What was the most popular style of shirts for male students in the 1980s?

- a. Mitch's
- b. Hanes
- c. Polo or Izod
- d. Hurley

8. What is the name of the present-day LJHS newspaper?

- a. High Tide
- b. Low Tide
- c. High Times
- d. LJ Tribune

9. What is the present generation known as?

- a. Computer Generation
- b. Dot-Com
- c. iPod Generation
- d. Generation X

10. Which of the following stores provides most boys with their surfing apparel?

- a. Gap
- b. World Core
- c. Polo
- d. Mitch's

11. What is present-day women's fashion geared toward?

- a. Surfer style
- b. Urban Chic
- c. Preppy
- d. Bohemian

Answers: 1. c, 2. a, 3. b, 4. d, 5. b, 6. d, 7. c, 8. a, 9. a, 10. d, 11. b



←La Jolla High→
female athletes past
and present

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building in 1926



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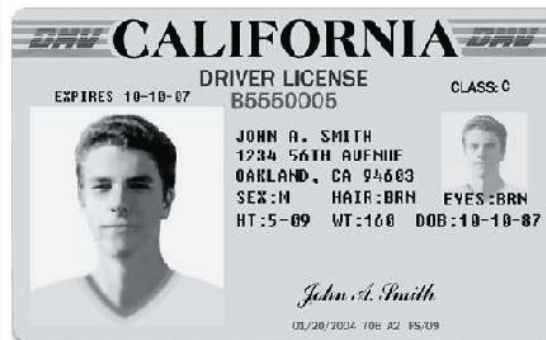
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