



October 2003  
Volume 34, Issue 4

# Reflections

SOHO IS THE OLDEST  
CONTINUALLY OPERATING HISTORIC  
PRESERVATION ORGANIZATION IN CALIFORNIA.

S E R V I N G   S A N D I E G O   C O U N T Y   S I N C E   1 9 6 9

## Showley Brothers Candy Factory Makes a 280 Foot Historic Move!

The Ballpark Warehouse agreement is one of SOHO's most significant preservation triumphs, made in 1999 between Centre City Development Corp., the Padres, the City of San Diego, the National Trust, and SOHO. The agreement includes a Preservation Advisory Group to monitor treatment of the historic structures including preservation, restoration, reuse and rehabilitation of eleven buildings threatened under the original ballpark plan. Among the agreement's innovative solutions were incorporating the Western Metals Building into PETCO Park itself (a first in the nation) and relocation of the Showley Brothers Candy Factory. Built in 1924, the 3-story, 30,000 square foot, brick building produced candy until 1951.

On September 22 the building was moved to make room for the "Park at the Park", although its final use has not yet been determined. Moving the Candy Factory was one of the most ambitious undertakings required by the agreement. The 100 foot by 100 foot, un-reinforced brick building, which weighs 3 million pounds, was moved on wheels one block east of its present site, requiring over 42 hydraulic dollies and an intricate cable winch system.

The ceremony was attended by San Diego Mayor, Dick Murphy, Padres president, Dick Freeman, and representatives of Centre City Development Corporation, East Village Association, National Trust, and Save Our Heritage Organisation. "Through the design and construction of PETCO Park, we're committed not only to the redevelopment of downtown, but to preserving the historic integrity of the area," said Dick Freeman, Padres team president. "The preservation and incorporation of buildings such as the Candy Factory, and the Western Metal Supply Building in left field, are truly cornerstones of the project."

Mike Buhler, from the Western office of the National Trust, was on hand and stated that the move was not only a monumental feat of engineering, but also a testament to the effectiveness of the settlement agreement. Bruce Coons told the crowd, "Today we are not only saving history, we are making history," and further stated, "This unprecedented cooperation between the Padres, city, redevelopment agency and preservationists serves as a model of how to do it — not just in San Diego, but the nation. The success of the settlement agreement with the Padres and the dramatic relocation of the Showley Brothers Candy Factory have increased our effectiveness as an organization and historic preservation's visibility in our region."



(L-R) Mike Buhler, National Trust, Bruce Coons, Mayor Dick Murphy



"The Move."

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Deadline for all information and ads for the July 2003 issue is June 15. Submit articles by mail or email to SOHO, attention editor. We reserve the right to edit all articles submitted for publication.

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# President's Message

## DAVID MARSHALL

### Blowing Smoke

As I write this, San Diego city and county residents are in the early stages of recovery from the worst wildfires in California history. In addition to the catastrophic loss of lives, homes and wilderness, our county lost several cultural and historic buildings. Cuyamaca Rancho State Park was the hardest hit with the loss of many unique historic structures, including the Dyar House. We were all reminded that, next to demolition, fire destroys more buildings than any other single cause. Protecting our valued buildings from the ravages of fire cannot be ignored.

While the cleanup continues, people are looking for answers and politicians are looking to pass the blame. One of the popular knee-jerk reactions is to blame wood shingle roofing -- as if shingles were the root cause of the fires. Yes, untreated wood shingles are extremely combustible and are not as fire resistant as clay tiles and asphalt shingles. However, the vast majority of homes that were lost in the fire had tile and asphalt roofs.

One woman who lost her home in Scripps Ranch was quoted as saying, "I thought our house would be safe because we had a tile roof." The myth that the type of roofing will determine if a building survives a fire continues to be perpetuated by those looking for simple answers. The fact is that wood overhangs (or eaves), a common design feature on most California homes, was where most of the house fires started.

Measures like trimming back foliage, planting iceplant buffers or adding a fire sprinkler system would be much more effective in preventing the loss of a building to fire. Unfortunately, wind-driven fires, like the ones that just roared through our county, devour everything in their path, regardless of the roof material.

It's easy to understand why the politicians are eager to shift the blame away from their long history of underfunding the county's fire fighting resources, but banning wood shingle roofs will not prevent future fires. Unfortunately, the construction industry has not yet created a fire resistant replacement roofing material that effectively simulates the look of a real wood shingle roof. If there were another choice I would be the first in line to support replacing all wood shingle roofs.

Several local historic buildings have prominent cedar shingle roofs, such as the Point Loma Lighthouse, the Villa Montezuma, and the Red Roost and Red Rest cottages in La Jolla. Until the time when there is a suitable replacement material, the use of wood shingles, properly fire treated and installed, should continue to be permitted in the city and county of San Diego.

I encourage you to help those who were victimized by the fires. Tax deductible donations can be sent to the San Diego Fire Relief Fund at PO Box 609609, San Diego, California 92160.

## Calendar of Meetings

All members are welcome and encouraged to attend!

SOHO BOARD • 5:30pm

1st Monday of each month, in the Courtroom at the Whaley House

FRIENDS OF MRS. WHALEY'S GARDEN • 9am

2nd Saturday of each month at the gazebo on the Whaley House Museum Grounds  
Rain cancels this meeting

EVENTS & EDUCATION • 5:30pm

3rd Monday of each month in the kitchen of the Derby Pendleton House  
on the Whaley House Museum grounds

PRESERVATION REVOLVING FUND

Call for meeting time and location

PRESERVATION ACTION • 5:30pm

4th Monday of each month in the Study in the Derby Pendleton House

# Message from the Executive Director

## Fire & Rain Again

BRUCE COONS

Happy Holidays. This year we have many blessings to be thankful for and although many have lost their homes, most still have their lives and their loved ones and that is truly something to be thankful for. I hope that you and yours were spared from any devastation of the fires. It has been a grim reminder of the fire ecology we live in but an important reminder of the necessity of proper management.

At this time County Park and Rec officials are still surveying the losses to their historic sites. We have been traveling the backcountry this week to assess damage to private property as well. There are many important out of the way sites. We are happy to report that the historic structures in Descanso are safe with the exception of one of the 1920's granite bungalows along Viejas Blvd. The Headquarters of Cuyamaca Rancho State Park, the historic stone Dyar house was gutted, though some of its important collection of Indian artifacts may be salvageable. Wayne Donaldson believes the house can be rebuilt. As you know, the Town of Julian was spared, as was the Spencer Schoolhouse at Wynola. Many structures were lost in Pine Hills, but the historic lodge and its outbuildings survived even though it was surrounded by devastation. The Store and Mission at Santa Ysabel are safe, as is the Sawday House at Witch Creek, though the fire came within 100 feet. The fire does not appear to have reached the Winter Ranch or the Adobe Chapel at Mesa Grande. At Ballena, the Littlepage house was completely surrounded by fire, but the house escaped, it is surrounded by bareness. The Warnock Adobe at Santa Teresa was spared and the Barnett Adobe also was saved at San Vicente after fire surrounded it. On Mussey Grade in the middle of the devastation of one of what was the most beautiful scenic roads in San Diego, the 1870's Drake House survives. This house combined with the Littlepage House and Barnett Adobe are remarkable sites to see. I have been told there was no special effort to save these Historic Sites, but they seem to have had a guardian angel looking over them, as all around there is nothing left. The Montecito Adobe stayed out of harm's way, as did the historic buildings in Ramona. We still need to visit the Pines fire area and Rancho Guejito, Rancho Pauma and also the Scripps Hunting lodge at Otay lakes and the Barona area, as we have no reports on them as of yet.

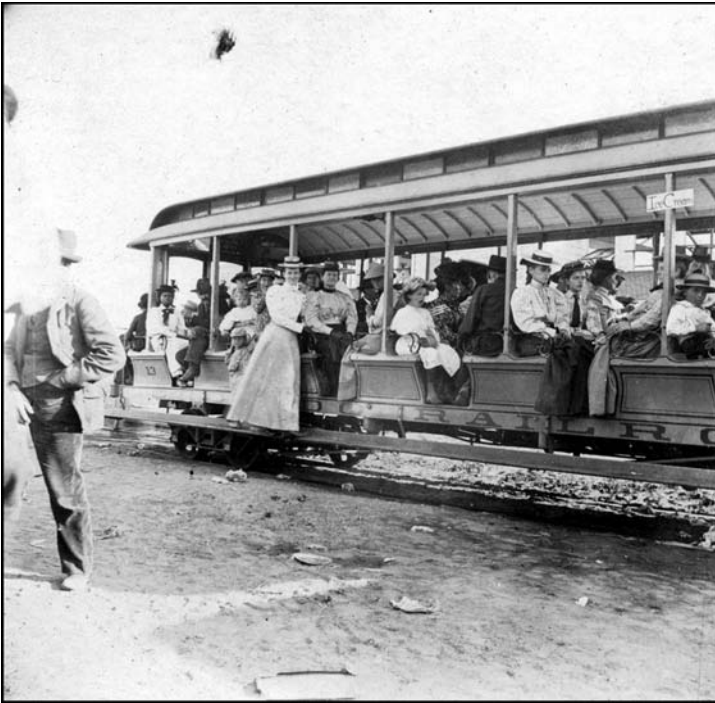
There were some losses of historic buildings on County property, which we hope to update you on later. All and all most of the important structures seem to have escaped destruction this time thanks to the skill of our professional fire fighters. It could have been so much worse. As we drove through the area we dreaded what we may find beyond the next fire-scorched hill, but time after improbable time were relieved to see our old friends still standing to greet us.

## Preservation Action Alert:

Now I am asking you all once again to be activists and help us save the Coronado Railroad. The designation of the line comes up before the City of San Diego's Historic Resources Board (HRB) **December 19th at 1:00pm on the 12th Floor at City Hall, 202 "C" Street downtown.** It is important that as many of you as possible be there even if you don't want to talk, just for a show of hands. It is the first item on the agenda. Emails, letters and phone calls are important as well, but we really would like to see as many of us as possible there in chambers. This is one of our most important historic resources as almost every historian and museum in San Diego has stated. It is practically impossible to overstate the significance of this resource. It is the last best example of a boom period railroad in San Diego County. The railroads built this city. It served the Hotel Del Coronado, City of Coronado Naval Air Station, Rockwell Field, Rohr Aircraft, Hercules Gunpowder plant, Tent City, the fruit packing houses, the salt works, commuters to downtown San Diego like John D. Spreckles, ferried dignitaries in private cars to the Del. There were theater trains, picnic trains to the beaches and fight trains to Tijuana. It also served the cities of San Diego, National City, Chula Vista, Palm City, South San Diego, Oneonta, Coronado Heights and allowed them to be developed at a time when having a rail connection was life or death to a town's future. The railroad was active from its construction in 1888. It played a very important role in transporting planes and munitions during both World Wars, Korean War Vietnam and presently it is reprising its original role as a tourist railroad under the San Diego Railroad Museum. This railroad outlasted all the other local 19th Century rail lines because it continued to be important. To ride this line today is truly a step into the past, much of the areas it goes

The Littlepage house, photo courtesy B. Coons





Along the Coronado Beltline, circa 1890's, photo courtesy B. Coons

through are unchanged since construction and the sense of history is powerful and unmistakable. No other region in California has a bay front resource of this caliber. The oohs and ahs that come from the passengers as it goes through two wildlife refuges are what preservation is all about.

Outside consultants have turned in a report to the city of San Diego's HRB advising against designation, the very same consultant previously worked for the city of Chula Vista in their reversal of the States designation for this site. That decision was inappropriately, politically motivated and not based on the facts.

## Red Rest and Red Roost Update

For over 25 years, SOHO has been involved in the efforts to save and preserve the Red Roost and Rest Rest cottages on Coast Boulevard in La Jolla. Built in 1894, the cottages are La Jolla's oldest surviving examples of late-Victorian beach cottage architecture.

With the last rental tenants leaving in 1977, the cottages' owners had allowed them to sit vacant, withholding all maintenance as vines and vegetation grew over the structures. Deterioration had accelerated in recent years, with holes developing in the cottages' roofs, allowing rainwater and debris to enter the cottages. SOHO urged the City of San Diego Neighborhood Code Compliance department to enforce various code violations against the owners, but too little progress was made.

In an effort to prevent the continuing "demolition by neglect," SOHO filed suit against the City of San Diego and the owners of the cottages in September 2002. Around the same time, the San Diego City Attorney's Office began an investigation against the owners regarding violations of the San Diego Municipal Code. Shortly after SOHO filed its lawsuit, the owners placed tarps over the roofs of the cottages and cut back the overgrown vegetation.

We cannot allow that to happen here at the city level, as there is a project to remove the railroad. This designation of the Railroad is essential for the impacts from new development to be properly addressed during the EIR process under CEQUA. Therefore I ask all of you as strongly as I can, please mark your calendars now, alter your lunch hour for the day, switch workdays with a co worker, whatever it takes, if you don't have transportation let us know.

SOHO has been a very successful advocate, and because of that success it seems our supporters expect us to win. It's true we have had some of the biggest historic preservation successes in the county, let alone the country, but without good turnout at city, neighborhood, Port, County, or State meetings we cannot always expect to prevail.

This is one of the times when we need you in person as well as your membership and financial support, unlike many organizations in San Diego who care about our history; we are advocates and advocates sometimes need to be seen so the decision maker can gauge the interest. I don't like to have to ask you to come out, I endeavor to represent you on most issues, but once in a while we need your help.

I wish you the happiest of holidays and I hope to see many of you at this year's traditional potluck holiday party.

Write and ask that your correspondence be cc'd to the HRB:

Teri Delcamp  
Senior Planner/Historian  
Historical Resources Board  
Planning Department  
City of San Diego  
202 "C" Street MS 4A  
San Diego, CA 92101-3865  
Ph: (619) 235-5217  
Fax: (619) 533-5951  
Email: TDelcamp@sandiego.gov

Since that time our Attorneys along with SOHO President David Marshall, Vice- President Barry Hager and Executive Director Bruce Coons have met with the owners of the cottages several times. During these meetings and in other communications, the owners have made various assurances that they would proceed with a development plan for the site that would include adaptive reuse of the cottages. While initially discussing a plan which would have preserved only one cottage the owners shifted to a proposed development plan which incorporates both cottages. The owners have promised to protect the cottages from further decay, and they have committed to continue meeting with SOHO to keep us apprised.

Based on the recent cooperation between SOHO, the owners, and the City of San Diego, SOHO has decided to dismiss its lawsuit "without prejudice," meaning that it can be re-filed at any time. We believe that the best chance for the cottages' survival is through economically viable adaptive re-use of both cottages, and we are giving the owners an opportunity to pursue such a plan.

We are committed to protecting and restoring these remarkable and historic cottages for future generations to appreciate and enjoy. SOHO will remain diligent and continue to monitor any and all developments.

# Authenticity in Cultural Heritage Tourism

CHERYL HARGROVE

*This article is reprinted in excerpt from the Forum Journal, National Trust for Historic Preservation, Fall 2003, vol. 18 N.1*

What a difference a decade makes. Think of all the events that have shaped our lives over the past 10 years. Some are landmark events and some are less known, but all had a profound impact on what we value, what we desire, and what we know as truth. One event in particular has shaped my direction in the last decade – the National Trust Heritage Tourism Initiative. It's hard to believe that the definition of "cultural heritage tourism" has only been around in this country formally, since the mid-1990s. To understand how the heritage tourism segment has grown, understand some of its current challenges, and identify some of its opportunities, I talked with several industry professionals who were interviewed several years ago for the *Forum Journal* Summer 1999 issue on heritage tourism. I found one key theme connecting current research and trends in cultural heritage tourism – the importance of authenticity.

## State of U.S. Cultural Heritage Tourism

A 2003 Travel Industry Association of America (TIA)/Smithsonian magazine study reports that 81 percent of all Americans taking a trip last year included a visit to a cultural heritage site or event. Further, the updated TIA Profile of *Cultural Historic Travelers* underscores the importance of that industry segment to our nation's overall travel industry. While many cultural heritage tourism leaders talk about the industry segment positively – and applaud the distance we've journeyed in the past decade – the consensus is also that we have a lot of work still to do to ensure future sustainable growth. Like all industries, cultural heritage tourism is constantly evolving. One of our unique challenges is to manage the external demands that place pressure on fragile assets.

More products, more experiences, more sophisticated travelers, and more competition top the list of current major influences on the industry cited by US cultural heritage tourism professionals. Three trends emerged when talking with cultural heritage tourism leaders.

*Trend 1: Experience is now more important than destination.* People are seeking experiences and getaways that combine a number of activities. Further, travelers desire drive-to destinations with year-round experiences. These combine to make visiting cultural heritage sites and events attractive activities for all ages. Managers must appropriately develop sites to accommodate various audiences.

*Trend 2: Sites serve as educators for history.* Cultural heritage sites are perceived as experts and are trusted to impart a credible presentation of history sites are perceived as experts and are trusted to impart a credible presentation of history. Since September 11, certainly, interest in America's cultural heritage has grown. American consumers – the domestic market – are seeking new ways to connect with their roots and become educated. The international market seeks out authentic American experiences to learn about our country. Both markets look to site

managers and curators to provide an education that is missing from the classroom or long since forgotten. This means learning experiences must be developed for all ages.

*Trend 3: Increased competition requires cultural heritage sites and events to provide high quality, authentic experiences.* An abundance of new cultural heritage sites and activities, along with manufactured and other non-industry related activities, creates a host of options for travelers. The internet brings a whole new world to cultural heritage tourism. Strategic marketing and consistent experiences are necessary to maintain market share. The new product is thematic, easily purchased, and easily experienced. Above all, the messages must be based on fact.

## Recognize Authenticity

Webster's dictionary defines authenticity as "being actually and precisely what is claimed." For professional engaged in historic site management and cultural heritage tourism, the responsibility lies in preservation, maintenance, interpretation, and marketing of distinctive experiences founded on documented history.

A 2002 Heritage Tourism Study produced for St. Augustine, Ponte Vedre & The Beaches by the University of Florida's Center for Tourism Research & Development includes some significant information on how visitors define and value authenticity. In exit polls, visitors were asked about the importance of heritage experiences. More than 95 percent of the visitors said that it was "somewhat" to "very important" to experience authentic elements on their trip; 38.9 percent of visitors polled ranked "experiencing authentic elements" as very important. To "experience the region's historic character" ranked highest among the respondents (44 percent). Historic architecture, museums, and historic objects rated very high in authenticity (4.1 mean score out of possible 5), while souvenirs ranked very low (3).

When authenticity is compromised, cultural heritage tourism loses credibility. Moreover, when authenticity is compromised cultural heritage tourism loses what differentiates it from sanitized theme park adventures and recreate (rather than real) attractions. In some respects, the popularity of cultural heritage tourism has led imposters to our customer's door. It is our responsibility to ensure that visitors continue to understand and value authentic sites and experiences. Only by ensuring that authenticity is not compromised can our industry earn the trust and confidence of current and future visitors.

## Preserve and Develop the Authentic Product

Anne Tyler's Novel *The Accidental Tourist* lauded the merits of traveling without ever leaving the armchair. Think of all the books – from contemporary best-sellers to the classics – that bring a place to life through words and stories. Yet, through words and stories. Yet as aptly conveyed in *America's Challenge*, the Advisory Council on Historic Preservation's 2001 report, "we in the genuine article – the truly memorable experience that only the actual place can provide." For preservationists, the talk of saving and

conserving our heritage must extend past the built environment to include the landscapes, the culture, and the traditions of the native peoples.

When focusing on authenticity, cultural heritage tourism managers must be mindful of the total experience – not just single sites or events. According to a Geotourism Study (Phase I) conducted by the TIA and National Geographic Traveler in 2002, 61 percent of American travelers who took at least one trip the past three years said "my experience is better when my destination preserves its natural, historic, and cultural sites and attraction;" 52 percent of this same group is "very/extremely likely to take trips to places that have authentic historic or archaeological buildings and sites;" and 49 percent are "very/extremely likely to take trips to places where I can experience people, lifestyles and cultures very different from my own."

And yet, historic site and cultural heritage tourism managers cannot preserve in a vacuum. As Mitch Bowman, executive director of Virginia's Civil War Trails, recognizes, the tourism industry expects the infrastructure as well – adequate parking, signage, handicap accessibility, consistent (and appropriate) hours of operation, maintenance, and trained staff – to accommodate visitors.

While debate looms about how to judge authenticity, we must be mindful that the expectation of the customer is that sites will provide truth and integrity in regard to preservation and presentation. We must not be mired by political boundaries or mandates when establishing an authentic experience; we must serve the customer with integrity.

**Market Authenticity**

Fundamentally, the product creates the market. If we provide a consistent, quality "authentic" experience every day – whether it is accommodations at a historic hotel, a local dish served up at a neighborhood diner, craft demonstrations at a gallery, or an interpreted tour program at a house museum – the positive word of mouth generated from existing customer becomes the most powerful marketing tool available.

**Find the Appropriate Balance**

As cultural heritage tourism gains popularity, it also attracts the attention of elected officials and business leaders. While this notice is critical to the growth of this industry segment, the real focus must be on balancing the needs of three assets: the resource, the resident, and the visitor. All must benefit from cultural heritage tourism development for sustainable success.

If the resource is not protected then the very opportunity to attract visitors with authentic experiences vanishes. For cultural heritage tourism, the authentic resource is defined by an entire "sense of place" – inclusive of the gateway, the built environment, the landscape, the cuisine and cultural traditions, and the souvenirs to purchase. If the resident is not considered in the development, marketing, and management of the destination, then the benefits are often lost. Community tourism has evolved as a new industry segment to ensure that "community" values are respected, that there are local economic and social benefits, and that messages marketed to attract visitors authentically represent the stories of peoples past and present. Finally, visitors will only continue to be lured to cultural heritage destinations if they find value in the authentic experience – either through education or a nostalgic experience that has meaning and meets expectations.

According to Mitch Bowman, when you have authenticity everything else falls into place. Interpretation is easier and more powerful. Marketing is much more effective because people value "the real thing" – and the real thing doesn't have meaning. Maintenance is ensured because the community finds it worthwhile and valuable to sustain and nurture is singular, irreplaceable cultural assets.

*Cheryl Hargrove is president of The HTC Group. She was the National Trust's first heritage tourism director, and has been involved in cultural heritage tourism for the past decade.*

**Save Our Heritage Organisation  
Statement of Financial Position  
As of June 30, 2003**

	<b>Jun 30, '03</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
1000 - WAMU Checking	14,754.91
1020 - Whaley Cash	170.00
1030 - WM Money Market	125,332.31
1040 - WWMM Facade	77,700.80
1045 - WAMU PRF	20,586.25
1050 - WAMU Sales Tax de...	1,100.83
<b>Total Checking/Savings</b>	239,645.10
<b>Other Current Assets</b>	39,799.08
1250 - Inventory	39,799.08
<b>Total Other Current Assets</b>	279,444.18
<b>Total Current Assets</b>	795.77
<b>Fixed Assets</b>	925,000.00
1500 - Equipment	
1700 - Acquisitions	925,795.77
<b>Total Fixed Assets</b>	1614.09
<b>TOTAL ASSETS</b>	<b>1,205,239.95</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	1614.09
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	1614.09
2150 - Sales Tax Payable	
<b>Total Other Current Liabilities</b>	74,941.91
	78,462.11
<b>Total Current Liabilities</b>	20,586.25
	953,609.00
<b>Total Liabilities</b>	76,026.59
<b>Equity</b>	1,203,625.86
<b>Facade Easement</b>	
<b>Net Assets Unrestricted</b>	
<b>Revolving Fund</b>	
3900 - Retained Earnings	
<b>Net Income</b>	
<b>Total Equity</b>	
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>1,205,239.95</b>

# Why Should We Save the SS Catalina?

María Castillo-Curry

Over the last five years, I have been listening carefully to the reasons people give for saving the SS Catalina, semi-sunk in the Ensenada harbor since 1998. Some talk about their memories of traveling on the ship as children. Others admire its technology, its beauty, its uniqueness or its history. These are all convincing reasons for me as a preservationist. However, since I never traveled on the ship and since I actually saw it for the first time in Mexico, I was motivated for another reason. I felt that an international preservation movement, with the objective of saving the SS Catalina, would benefit Mexico-US relations in the Californias. The use of historic preservation as a tool to foster cooperation between grassroots organizations and institutions could help improve relations between these two neighbor countries, who have major cultural and economic differences. The SS Catalina Preservation Association (SSCPA) shares and articulates this vision in its mission statement.

Currently, one of the major obstacles facing the preservation of the SS Catalina is the lack of funds available for the legal protection of US cultural resources when those resources are located in another nation. If this ship were within the territory of the United States, the SS Catalina would have National Register and California Landmark status; in Mexico it is no more than an object that obstructs the development of a marina in the Ensenada harbor. Even when the Mexican government recognizes the historical value of the vessel, its priorities are in preserving Mexican heritage, such as the missions or archeological sites. Given this complicated scenario, the rescue of the SS Catalina could help expand the vision of politicians by demonstrating the value of historic preservation as a common issue that encourages discourse and cooperation among the nations of the world.

In the last few years, the SSCPA has been trying to refloat the ship with the goal of restoring it and bringing it back to the United States. Our dialogue with the Mexican port authorities has been in terms of how to benefit both nations by removing the ship. The ship's removal would allow Ensenada's port development to take place, and the ship could be restored, fulfilling the goals of historic preservation.

The motivation for preserving a cultural resource located in one's own country is not exactly the same as the motivation to preserve a resource that has been moved abroad. As stated before, for Americans some of the motivations for preserving the ship include nostalgia, memories, and history. For Mexicans, the motivation to move the ship is mainly a matter of economics. However, for both Americans and Mexicans, there can and should be common reasons: to improve international relations, to foster cultural understanding, to increase education and cooperation, and to make many friends, something we greatly need in these difficult times.

At the 2001 National Trust conference, Donovan Rypkema stated that he was absolutely convinced that encouraging and assisting historic preservation around the world needed to be a central strategy of the United States in regaining the respect, admiration, and moral authority that this nation had lost in the last few years. He was referring to Americans working with people of other nations in preserving their own heritage, not in preserving a US cultural resource in a foreign nation. However, any preservation effort is a noble one and brings many unexpected benefits. If Americans save the SS Catalina from destruction, they show their spirit, and they will gain the respect of many Mexicans who will admire the fact that Americans did not abandon her. Historic preservation as foreign policy is a useful tool for learning in-depth about other cultures and also a healing tool, Rypkema also stated.

My dream is to see Americans and Mexicans unite in the successful effort to refloat the SS Catalina. In the SSCPA, we are working for that, and we need many people to help us raise the crucial funds needed now to make it possible. Our friends in Mexico are still helping us but the port development cannot wait much longer. Please contact the SSCPA to help, 18242 McDurrott, Suite J, Irvine, CA 92614. Other information and updates are available at their web site, [www.sscatalina.org](http://www.sscatalina.org)



World-renowned maritime artist Ken Marschall created this original painting specially to raise funds for the rescue and restoration of the S.S. Catalina. This full color fine-art print of the ship as she appeared in her first year of service in 1924 is available in three editions: unlimited unsigned for \$30, numbered limited edition signed by the artist for \$95, and numbered limited edition signed by the artist and former S.S. Catalina Chief Engineer Charles R. Beal for \$175. Printed on heavy, archival-quality paper, these prints measure 18 1/2 x 25 inches and come mailed in a sturdy tube. Available on line at [www.sscatalina.org](http://www.sscatalina.org)

# Restoration in Progress at the Whaley House

The ongoing restoration of the Whaley house is in an exciting phase. The interiors of the parlor, study and downstairs hallway are being restored to their period look. When SOHO took over the stewardship of the house it was in a deteriorated condition after years of neglect. Mildew, dirt, moisture, leaks in the roof all contributed to the house's need for attention and restoration. Along with this, the house's original room layout had been altered over the years. Although many of the Whaley records and documents were removed from the house, luckily there are other repositories for some of these. The Historic American building surveys (HABS) were able to show us the condition of the house when the County first obtained it and also some original documents they had on file as well. One important document was a hand drawn sketch of the first floor and property layout of the house c.1868, drawn by Thomas Whaley. This helped greatly to bring the house back to the original design of that period. It also refines our area of interpretation to the most exciting and certainly busiest time of the house's history, one when it included the Whaley's residence, the courtroom, the general store and the theater all at the same time.

Our first year with the property was primarily one of waiting and place holding while the County resolved issues with the previous tenants. During this fallow time we made restoration and interpretation plans for the complex. The grounds and gardens were assessed by the Whaley house garden committee with a long-term grounds planting and maintenance program laid out. Original finishes and decorative treatments were ascertained. The correct furnishings were found and purchased. Along with the physical research, historian Kathleen Flanigan researched the family and produced a chronology that we use for docent training and a condensed version for visitors.

Last year an IMLS grant was awarded, thanks to the County Historian's office and with that grant a structural survey and a collections conservation needs assessment, was completed.

Earlier this year a docent period clothing program was established; by the end of this year all docents will have period clothing to wear. This is a vital interpretive aspect. David Swarens has acted as clothing consultant for the clothing program and with help from Robin Sweeton and Athena Jaharis, two of our Whaley House docents, who are also historic clothing seamstresses, they are bringing yet another facet and adding depth to our educational goals.

Last October funds were raised through successful Halloween programs that our Whaley house docents put together and along with generous grants from Ron Roberts' office, we were able to begin some of the more challenging and at the same time most gratifying work. Challenging because of our vow to always keep the house open to the public and most gratifying because decorative treatments can be seen and appreciated by all, while important but invisible work such as foundation, roofs, etc. are not always quite as exciting for the public!

The first rooms to be completed are the parlor, the study and the downstairs hallway. The walls have had to be repaired and prepared for paint and wallpaper, as well as other treatments. The house has had most of the original woodwork removed in the initial renovation in the late 1950's. This was a common practice of the times, it was thought that it was easier and more economically feasible to replace historic fabric rather than preserve it. New wood was milled and all woodwork both old and new was painted white, as were the fireplaces and walls. Somehow the stairway banister itself was spared.

Originally the woodwork in the Whaley house was faux grained; this was a typical treatment of the 1850's and 60's. It was not until the



1880's that just varnished natural wood became in vogue. Our wonderful grainer on the project, Pauly Corry, is a 2nd generation grainer from Liverpool, England and is doing great work. He also enjoys showing and explaining to the public this 19th century technique and helps us to make his time there an educational one as well.

First we worked together through many samples to find the right one that would reflect a house of this period in San Diego. After a long messy month or so of prep work, the least fun but a most important part of a restoration, Pauly grained the first window frames in the parlor. Several of us just sat in the room staring at it and admiring the workmanship but more than that experiencing the feeling that this looked like an old house again. Now with almost all of the wood grained and the hallways beginning to receive their treatment it is an amazing transition to behold.

We have some pictures here to show some of the process, but in this rare case pictures can hardly tell the story. Remember that as members you always have free admission to the house, come and see for yourself this ongoing work.

A detail of interest to our old house owners was that the picture rails in these rooms had to be removed rather than be installed. In this time period nails were used. These were nailed into the walls and decorative heads screwed onto the nail afterwards. The heads are made of porcelain, glass, or pottery, some more elaborately decorative and some more plain. There is one original white porcelain head on display that



was dug up on the property in the 1960's and we have found originals identical to that one to use in the parlor. Thomas Whaley's study will show some of the more decorative types.

The papers being used are traditional. The wall fill chosen is one that is similar to other documented San Diego homes of the period and the border an exact copy of the 1868 Matthew Sherman house. No documentation is known to exist of the Whaley's patterns; at this early stage only newspaper accounts of the elaborate interiors. We do know that the carpeting the Whaleys liked was Brussels ,again no definite pattern is known So we chose one that they could have used, one that was available to them at the time. The carpet has been woven at the same factory in England , the factory still uses its antique looms and they took several months to be made. These are loomed in strips and will be laid out and sewn in place just as they would have been done then. The inner curtains are of Nottingham lace and also made on their original looms. The draperies that were in the house when we took stewardship are very well made and are appropriate to the period; these were made by Scalamandr , one of the premier historic fabric companies in the world. In the 1960's they were one of the only companies doing historic fabrics and although they need serious cleaning and relining they are wonderful and attest to the quality of the company. These drapes would be absolutely cost prohibitive for us to have made today. The c. 1960's light fixtures have been replaced with period fixtures and these are being installed in the hallways at this time as well.

The hallway walls will be of great interest to everyone. Here is one more area where our role as educators comes into full play. While many can readily grasp the use of faux-grained wood, there are other highly decorative treatments that were typical for this period. The entry to a home was treated as a very important area because that was where guests were welcomed into the home and it was the first impression one would have of the family's stature or standing.

One of the most typical treatments of a Greek revival home and the one we are using here is faux marbled blocks on the walls. This treatment can be seen in period daguerreotypes and Tin Types, even used as backdrops at photographers studios. Sometimes they would have been sandstone blocks or other stone as well. It is also written about in the tastemaker's books and periodicals of the time. This makes a dramatic statement as one enters the home and one that is highly likely to have been used here.

This scoring off and faux finishing can be seen in the original exterior finish of the house. On the South and East sides of the Whaley house you can see where the brick is covered with stucco and scored off to look like blocks of stone. This is original to the house; the entire house would have been finished this way. The reason why it was never finished probably lies somewhere in the fact that Thomas had this house for sale or rent for most of the time they owned it and there are documents that attest that the house was never finished in some areas. Thomas' finances were being extended elsewhere in the many businesses he owned. In 1885 the Whaley's moved to the beautiful Victorian home they built on State Street in Downtown San Diego. The Whaley house became a rental for a while and was finally boarded up and abandoned by the 1890's. The Whaley's did not come back to this house until 1909 when it was remodeled to become a museum and residence. The last Whaley to live here was Lillian who died in 1957.

We hope to have the rooms completed by the holidays, please come visit.



# SOHO's 1st Modernism Weekend, A Mid-Century Marvel!

ALANA COONS

Following SOHO's tried-and-true formula for spectacular weekend events, the first San Diego Modernism Weekend was a resounding success. With its exciting line up of vendors, lecturers, fabulous homes, and lively parties, we introduced many new people to our signature style.

Opening night we were honored with the presence of world-renowned architectural photographer Julius Shulman. Mr. Shulman's slated one-hour lecture grew to two as the audience could not get enough of this engaging man. My favorite part occurred after everyone was seated: Mr. Shulman asked anyone present who was not already a SOHO member to leave the lecture at once, join, then come back and take their seats! Quite the SOHO spokesman! We thank Mr. Shulman for sharing his 93rd birthday with us. His warmth, wit, and strong preservation message stayed with us throughout the weekend.

In addition to the entertaining lecture by Mr. Shulman, opening night provided guests with an opportunity to preview the exhibition and sale while the Peggy Claire trio entertained us and hors d'oeuvres were passed around. Vendors took center stage presenting a superb array of goods. These exhibitors have our gratitude for taking the risk to show at a new venue with an unknown quantity. All of the exhibitors were great people who were a real joy to get to know. Arriving with vehicles laden with furnishings and artwork, they returned home with lighter loads courtesy of a successful show.

Vendors throughout Southern California exhibited. Peter Loughrey of Los Angeles Modern Auction brought rare books and even rarer furniture. (Peter also direct-mailed 2000 postcards promoting the weekend for us.) San Diego's own David Skelley of Boomerang for Modern played a number of roles over the weekend. In addition to joining us as a vendor, David served as a committee member and a sponsor. San Diego was represented well, county wide with Mike and Diane Nile of Postmodern in Carlsbad, Jesper Pedersen of Solana Beach's D.N.A. Gallery's, and from Fallbrook, Marilyn Mattson, representing Anzea and Malik, Marilyn offered the spectacular textile designs of Ruth Adler Shnee. Adding to our regional friends a number of vendors came from San Francisco, Seattle, Arizona, Los Angeles and Northern California.

This willingness to travel to this show was also reflected in the attendance of weekend visitors who arrived from Michigan, Chicago, Colorado, Texas, Seattle, and Miami Beach, and all over California to see what was offered. These out-of-state parties were able to get detailed information from our wonderful website, thanks to webmaster Mike Kelly.

In addition to the array of quality vendors, the San Diego Modernism Weekend included a vintage travel trailer display. The vintage travel trailer folks added a fun aspect to the show and demonstrated ways in which modern design was incorporated in all areas of the movement. The trailers were all owned and exhibited by San Diegans, and their energy and enthusiasm was contagious. Bonnie Poppe was our last minute coordinator for the trailer show; she was terrific, and also the

source responsible for acquiring the 1940's trailer for the silent auction. Thanks Bonnie!

While the vintage travel trailer exhibition drew some San Diegans not familiar with SOHO to the show, Saturday's lectures also brought out the crowds. The entire series was well received, and it culminated with the Modern Masters Forum, a precedent-setting gathering of nine of San Diego's prominent Architects and designers: Homer Delawie, James Hubbell, Kendrick Bangs Kellogg, William Krisel, Malcolm Leland, Bob Mosher, John Reed, Hal Sadler, and Herb Turner.

Thanks to Steve Eilenberg for recording this event for the SOHO archives. Steve also put together the PowerPoint presentation along with Weekend chairman Bryan Forward, who served as moderator for the Modern Masters Forum. This particular contribution to the weekend was Bryan's main focus, and his passion for it was evident in his thoughtful questions he asked of the panel. Thank you Bryan!

Bill Lawrence handled all the audio-visual logistics making it possible to switch effortlessly back and forth from projector and slides to PowerPoint presentations. Dennis Boyer and Rebecca Gray contributed the use and expertise of their PowerPoint equipment. We thank all of these wonderful people for making the lecture series and forum a success.

Contributing Reflections editor and events staff assistant Julie Kolb writes about the Saturday night event in this issue and so I will only say that it was indeed what San Diego Magazine had predicted: 'the party of the year!'

And speaking of San Diego Magazine, they were a terrific sponsor. Because they were invited to be our sponsor based on the magazine's extensive chronicling of this period, it was fun to see vintage San Diego Magazines as some of the hottest items being sold at the show. I was able to find an issue from 1969 that covered the founding of SOHO.

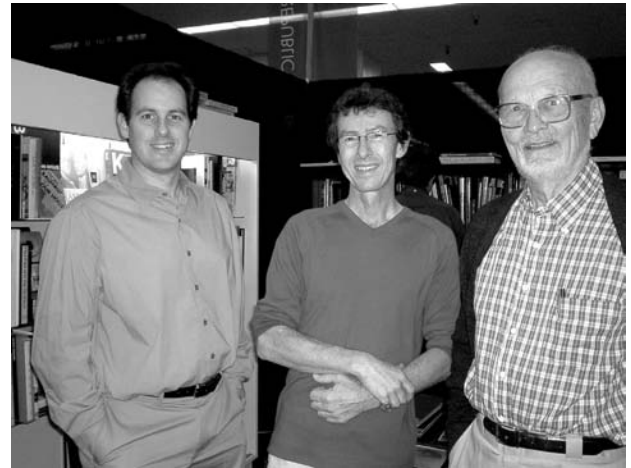
A tour of the Community Concourse led by architect Hal Sadler and designer Malcolm Leland got Sunday's events started. Tour goers commented that it was fascinating to view this 1964 icon through the eyes of its designers. Eagerly anticipated, the historic home tour got underway at 11:00. These unique canyon homes located on narrow streets and cul de sacs presented a challenge to the trolleys. Tour goers were good natured and understanding about delays and steep walks. The homeowners were more than gracious to allow us to share their homes with so many hundreds of visitors. Their stewardship of these architectural gems is impressive. Thank you to Don Bacigalupi and Dan Felder, Susan Camiel, Carol and Michael Morris, Heather and Douglas Nelson, Janet Richards, and Keith York.

Our sponsors were a major contributor to the success of the weekend giving this inaugural event the send off it deserved. Thanks once again to San Diego Magazine, Old Town Trolley, Modernism Magazine, Elizabeth Courtier, Woodbury University, Herman Miller for the Home, and Boomerang for Modern.

All our volunteers and staff are much appreciated. I would like to call attention to just a few who worked extremely long day and nights and who made this event possible. Mary Jones, Julie Kolb, Bill Lawrence, Sandé Lollis, Jessica McGee, Beth Montes, and Christopher Pro.

As SOHO's event coordinator I was often the lucky recipient of many compliments on this wonderful event. I graciously thank you all; it was an enormous undertaking. I would like to once again point out, that as always, this was a team effort. All of SOHO's achievements are team-driven, and we are very proud of that. The Modernism Committee consisted of Homer Delawie, Bill Lawrence, Christopher Pro, David Skelley and myself and was chaired by Bryan Forward. This committee, in turn, was supported by SOHO's Events and Education committee, SOHO staff, SOHO's Board of Directors, and Executive Director Coons, along with our super core of events volunteers.

It is a tremendous satisfaction to share successful moments with our comrades. If you haven't already joined us in such a venture, please come and join us on our committees. We promise lots of fun and lots of laughs, with a healthy dose of hard work thrown in, and a great sense of shared accomplishment.



(L-R) Vendors Peter Loughrey & David Skelley, with architect Malcolm Leland.



Architects Homer Delawie & John Reed



Erik Hanson, lectured on Irving Gill



Vendor Carol Davis with Silent Auction volunteers Janet O'Dea & Susan Hector



SOHO Staffers: Sandé Lollis, Autumn Acker & Mary Jones

# Dual Cocktail Party Celebrates San Diego Architectural Gems

JULIE KOLB

The buzz about Saturday night's dual home tour and cocktail party grew throughout the day. As people stopped by to pick up reserved tickets, they expressed great anticipation about the wonderful opportunity to mix and mingle in two important examples of modern architecture in San Diego: the Craig Ellwood designed Bobertz residence, 1954, and the Richard Neutra designed Bond residence, 1960. As afternoon turned to evening, guests made their way from the exhibition hall to the party.

Tucked in a neighborhood of ranch style homes near the San Diego State Campus, the Craig Ellwood home stood out as distinctly as its owner, Keith York, had described the home upon first seeing it. With its stark windowless walls facing the street, the home contrasted sharply with the more common tract homes surrounding it.

The towering front door stood open, light pouring outward beckoning guests to enter and explore this home that has been rescued by its current owner. As many learned, Mr. York has spent the last three years researching and restoring this home to its original design, reconfiguring rooms and reconstructing the kitchen. With interior doors that stretch upward to the 9-foot douglas fir clad ceilings, the compactly designed rooms have an expansive feel. Open for all to explore, the home provided a few surprises and opportunities to view the ongoing restoration process. Entering a bedroom tucked off the entry hall, guests were surprised to find an entire wall missing, the room open on one side to a courtyard and the starry skies above.

As guests toured the home and a waiter passed hors d'oeuvres, they mingled with each other, discussing modern architecture, the process of restoration, the lectures they had attended earlier in the day, and the offerings found at the San Diego Modernism Show and Sale. Many took advantage of the temperate evening to gather outdoors on the back patio, whose view spread out above the canyons. With the trolley bell sounding outside every half-hour, party-goers streamed in and out. Those bound for the Neutra house boarded the trolley laughing and talking.

After guests were seated, the trolley took off promptly, efficiently and easily transporting the cheerful party-goers between residences. Located in a gated community toward the end of a winding road, the Neutra house sits on the edge of a hill overlooking the lights of Mission Valley in the neighborhood of Alvarado Estates. As the trolley approached the gate with each trip, a dedicated SOHO member stood ready to open the gates.

Although the Neutra home has not been the victim of extensive alteration, current homeowner Susan Camiel spent the last two years restoring the woodwork throughout the house and working with design consultants to revitalize this home. Ms. Camiel has described herself as the caretaker of San Diego's only remaining Richard Neutra designed residence. The scale and design of this home create a sense of harmony between the inner dwelling spaces and the natural world outside.

Adding to the character and history of the home is the addition of a small guesthouse at the rear of the property. This home was designed by Dion Neutra, son of Richard Neutra, in the style of the main living structure.

After arriving at the Neutra residence, guests were drawn into the house by the buzz of conversation and activity emanating from within. As the music of a guitar player drifted throughout the house and a fire danced in the fireplace, guests moved through the house, at the rear of which stretched a wall of glass blending indoor and outdoor spaces. The cool blue glow of the pool beckoned them outside to admire the view.

People gathered around the pool, along the patio, and throughout the house carried on animated conversations. The newly arrived made their way through the house, exploring the spaces, alighting on groups of party-goers, and joining in the conversations. The ever-changing assembly of guests included a dynamic mix of the Weekend's Modern Masters, guests from some of San Diego's premiere art galleries and museums including the Museum of Contemporary Art in La Jolla, the San Diego Museum of Art, and the San Diego Historical Society, as well as many San Diegans eager to enter and explore these prime examples of modern architecture. With the departure of the last trolley at 9:00, guests who had parked nearby lingered, deep in conversation, savoring the last moments of this unique event.

The dual cocktail party and home tour proved to be a fabulous gathering of individuals passionate about modern architecture and its preservation. SOHO would like to thank homeowners Susan Camiel and Keith York for generously sharing their homes for this special evening. We appreciate the time and the effort that they each put into preparing these homes for this event.



(L-R) Beth & Zeke Montes, Julie Kolb, Allen Hazard at the Craig Ellwood

# Contributors To Success

SOHO would like to acknowledge the following for their contributions.

August through September 2003

## Lifetime

Al Alferos  
 Charley Bast  
 Anthony Block  
 Bob Broms  
 Diane & David Canedo  
 Diane & Jim Connelly  
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(Continued from the previous page)

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| Harriet & Sidney Schuman | Keith York              |

Please note: If we have made any errors in our membership roster, we would greatly appreciate you bringing it to our attention.

# It's Year-End Tax Planning Time!

## Remember Planned Giving to SOHO

Looking for ways to reduce this year's taxes? Take advantage of SOHO's 501(c)(3) status to help reduce your taxes! Planned giving to SOHO offers you the opportunity to contribute to SOHO's important mission to preserve the history of San Diego for future generations. There are many opportunities to support SOHO which offer substantial tax and financial advantages to the donor. Gifts can be made in the form of present donations or deferred gifts as part of your financial and estate plan.

Consider making present gifts to SOHO (including cash donations, gifts of appreciated securities, real estate and life insurance), as well as deferred gifts (made through living trusts, Pooled Income Funds, Charitable Remainder Trusts and Charitable Lead Trusts). Many types of deferred gifts allow the donor to take a present income tax deduction while still enjoying an income stream from the gift for life. For more information, please visit SOHO's website at [www.sohosandiego.org/giving](http://www.sohosandiego.org/giving).

## Wish List

- |                                             |              |                              |
|---------------------------------------------|--------------|------------------------------|
| Macintosh 12" PowerBook G4                  |              | \$1600                       |
| Epson 811p LCD projector                    |              | \$2700                       |
| Adapter to connect the two                  |              | \$30                         |
| (15) Artifact boxes                         | \$14.35 each | \$385 total                  |
| (60) Artifact trays for boxes               | \$2.85 each  | \$171 total                  |
| (2) Photo archive slide system, 1 holds 600 |              |                              |
|                                             | \$27.95 each | \$55.90 total                |
| (10) Document boxes                         | \$9.95 each  | \$99.50 total                |
| Document file folders per 100               | \$27.00      |                              |
| 4 Open style bookcases                      | \$100 each   |                              |
| Microfilm reader - Combo 16mm & 35mm        |              | \$100<br>(Includes shipping) |
| 16 folding chairs with padded seats         | \$20 each    | \$320 total                  |

M E M B E R S H I P A P P L I C A T I O N

I want to help preserve the historical resources of San Diego by joining SOHO at the following Membership level.

- |                                          |                                                    |                                            |
|------------------------------------------|----------------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> \$15 Student    | <input type="checkbox"/> \$30 Individual or Family | <input type="checkbox"/> \$50 Professional |
| <input type="checkbox"/> \$100 Executive | <input type="checkbox"/> \$250 Benefactor          | <input type="checkbox"/> \$1000 Lifetime   |

Please complete this form and send it with your payment to SOHO, 2476 San Diego Avenue, San Diego CA 92110

Please charge my Visa  MasterCard

Card Number \_\_\_\_\_ Exp. date \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

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Address \_\_\_\_\_

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Phone \_\_\_\_\_ e-mail \_\_\_\_\_

Please extend my membership for another year.

In addition, I am making a tax deductible contribution of \$\_\_\_\_\_ to the Preservation Revolving Fund, to be used to purchase and preserve endangered historic properties.

What SOHO events would you like to help with?  Tours  Whaley House  Office  Membership  Workshops  Other Events

### Remember Someone Special with a SOHO

#### Membership

Please send a one-year gift membership to the person named below. A gift card will be sent to your recipient.

Recipient: \_\_\_\_\_

Address: \_\_\_\_\_

City, State Zip \_\_\_\_\_

#### Membership Includes

- ◆ Free admission to Whaley House Museum
- ◆ *Reflections* Newsletter Quarterly subscription
- ◆ 10% discount on Museum Shop items
- ◆ Advance notice & discounts to lectures, special events, & tours
- ◆ Invitations to special receptions & events
- ◆ Participation in volunteer programs

Save Our Heritage Organisation is a 501 (c)(3) non-profit organization

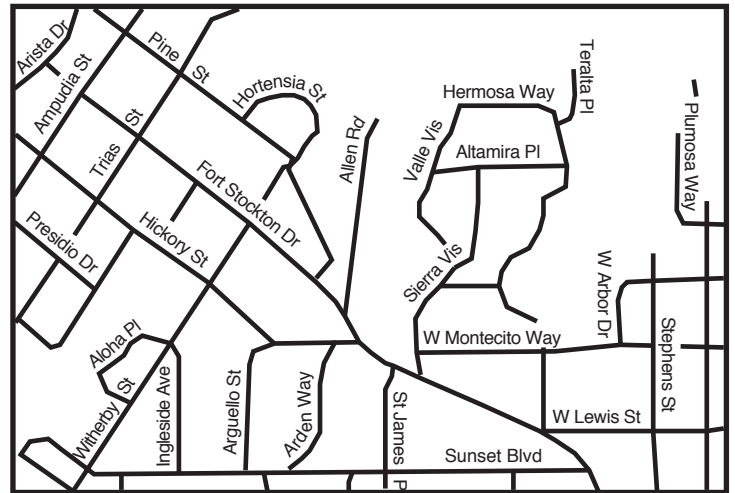
# A Walking Tour of the Proposed Mission Hills Historic Districts

ALLEN HAZARD

Don a pair of your favorite walking shoes and join us for a sneak preview of the proposed Mission Hills historic districts on January 31, 2004. This will be an opportunity to observe firsthand what has excited one of San Diego's oldest communities! See and hear about the developments that shaped the community's past and about where it's headed. My wife Janet and I have been active proponents of the planned "Sunset Boulevard" Historic District, and I will be leading the walking tour.

The walk will take you by a variety of architectural styles: Craftsman, Spanish Revival, and Prairie, as well as other genres of the 1910s through the 1930s. This tree-lined neighborhood was first laid out by George Marston and John Nolan and influenced by Kate Sessions, among others. See some of Emmor Brooke Weaver's finest bungalows, a rare Mission Hills David Owen Dryden designed home, a recently restored Alexander Schreiber Prairie, and several homes by Morris Irving, a builder who built over 125 homes in Mission Hills during this period. The tour discussion will focus on the three proposed historic districts as tour-goers observe the rich variety of older homes and listen to a few stories and urban legends of yesteryear. The walking tour will cover the future historic districts of Sunset Boulevard, the Fort Stockton Trolley Line, and Arquello & Arden.

We will meet at Espresso Mio, 1920 Fort Stockton, on Saturday, January 31, 2004, at 1p.m., rain or shine. The tour is anticipated to last about 2 hours. Prices are \$10 for SOHO members and \$15 for non-members. For more information about the planned historic districts in Mission Hills and other neighborhoods, please visit the historic district link on the SOHO website at [www.sohosandiego.org](http://www.sohosandiego.org). Don't miss this special walking tour! Purchase tickets on site.



Proposed Mission Hills Historic Districts

## New SOHO Historic District Link

ALLEN HAZARD

SOHO is proud to sponsor a link on its website ([www.sohosandiego.org](http://www.sohosandiego.org)) for existing and potential historic districts in San Diego County. This is a great place to check out existing districts such as Sherman Heights or the Shirley Ann Place Historic Districts and an informative place to find out about districts that SOHO members are working on right now!

For example, there are currently three (rumor has a fourth one!) historic districts that are in the process of becoming designated in Mission Hills alone. Find out the boundaries, benefits, the status of the district, view transcripts of town meetings, see photos of district homes, learn about future community and committee meetings and discover the key persons to contact by simply following the historic district link on SOHO's home web page. What other communities are working on a historic district? Is someone working on a district in your neighborhood? Find out or let us know! Thanks to SOHO for sponsoring this and to webmaster Mike

### CALENDAR OF EVENTS

December

13th, 4-8:30pm..... Holiday Party

January

31st, 1pm.....Mission Hills Historic Districts

Walking Tour

Spring 2004

To be announced.....Preservation Revolving Fund Event

March, 2004

6th & 7th..... Craftsman-Spanish Revival Weekend

September

16th-18th.....San Diego Modernism Weekend



# Museum Shop at The Whaley House

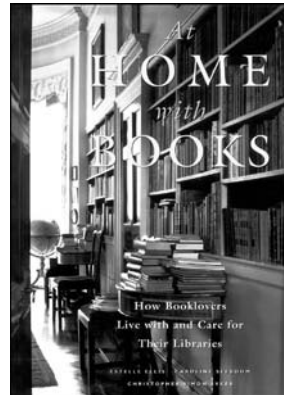
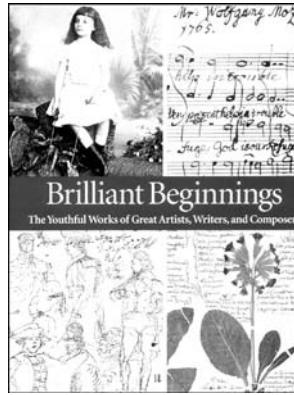
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## H o l i d a y , H o m e & H e a r t h

### Brilliant Beginnings

Roselyne de Ayala, Jean-Pierre Guéno  
HB 231 pages \$55.00  
The editors bring us the letters, artworks, and musical compositions of more than 80 famous artists, writers, and musicians, written or conceived when they were children or adolescents. Anyone who has a love of art, literature, and music will delight in the personal correspondence and early creative endeavors of such famous figures as Michelangelo, Mozart, Vige-Lebrun, Jane Austen, Charlotte Bront, Stendhal, Saint-Sans, Proust, and Picasso-and glean new insight into their personalities and artistic development. 372 illustrations, 327 in full color.



### At Home With Books

Estelle Ellis, Caroline Seebohm, Christopher Simon Sykes  
HB248 pages \$50.00  
At Home with Books is a visual delight, a helpful resource, and an inspiration for every bibliophile with a growing home library. Includes professional advice on editing and categorizing your library; caring for your books; preserving, restoring, and storing rare books; finding out-of-print books; and

choosing furniture, lighting, and shelving. Full-color photographs.

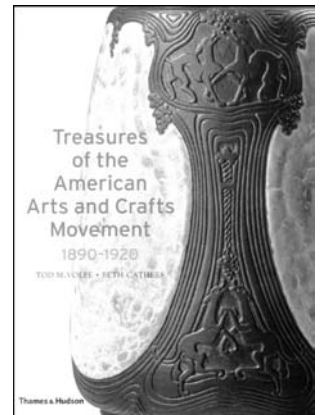


### Seaside Interiors

Diane Dorrans Saeks  
HB 303 pages \$48.00  
This book is divided into continents and features a variety of taste, environment, ideas, and style. Includes an array of ideas on how to highlight this special environment, from a rustic cottage to a windswept beach house. Good coverage of each featured home, with text in English, French, and German. First-rate photos with a balance of detail shots and whole rooms.

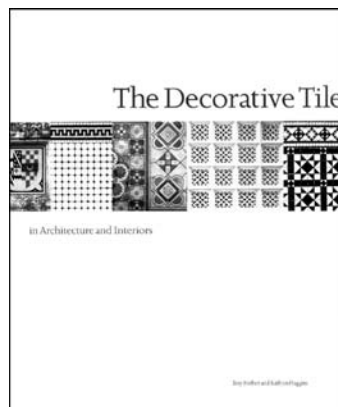
### Treasures of the American Arts and Crafts Movement

Tod M. Volpe, Beth Cathers  
SB 206 pages \$29.95  
The American Arts and Crafts Movement was responsible for sweeping changes in attitudes toward the decorative arts, and fostered the beginnings of twentieth-century design. This book is both a comprehensive and authoritative treatment of the movement and a photographic collection of Arts and Crafts masterpieces. Pictured here in more than 130 color photographs are stained glass, furniture, silver and metalwork, ceramics, textiles, lighting, and more.



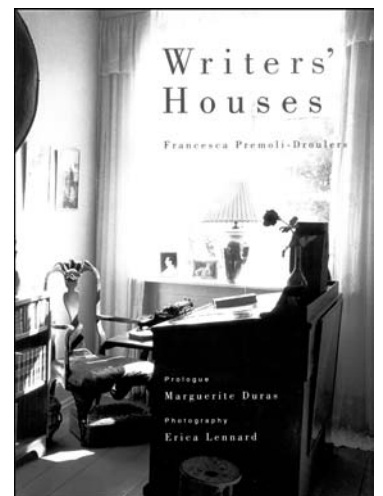
### The Decorative Tile

Tony Herbert, Kathryn Huggins  
SB 236 pages \$35.00  
Decorative ceramic tiles have brightened and graced the architecture of the Middle East and Europe for many centuries, long before and after the dawn of the machine age. Herbert and Huggins discuss the history of aesthetics and explain technological developments. Determined not to study tiles out of context, their commentary, and many of the 300 color photographs, focus not only on individual tiles, but also on tiles set in all manner of architectural settings. These plates showcase decorative tiles in places of worship and commerce, palaces and warehouses, delicatessens and city halls, homes and libraries.



### Writers' Houses

Francesca Premoli-Droulers  
HB 199 pages \$50.00  
The houses of writers are often places of both creation and inspiration, studio as much as home. This book takes readers into the intimacy of the homes of 20 great international figures, from Hemingway's simple, tropical world on Key West to the Connecticut Yankee home of Mark Twain to William Faulkner's Oxford plantation, to reveal their private worlds. 220 photos, 200 in color.







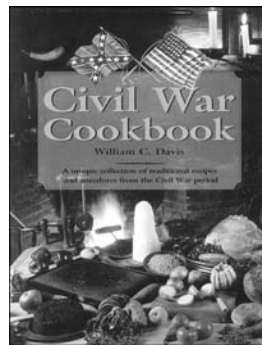
**A Thousand Years Over a Hot Stove**

Laura Schenone  
 HB 412 pages \$35.00  
 This book recounts how American women have gathered, cooked, and prepared food throughout the ages. We find native women who pried nourishment from the wilderness, mothers who sold biscuits to buy their children's freedom, immigrant wives who cooked old foods in new homes to provide comfort. From church bake sales to microwaving

moms, this book is a celebration of women's lives, homes, and communities. Over fifty recipes are presented along with over one hundred images from artists, photographers, and rare sources. 138 illustrations.

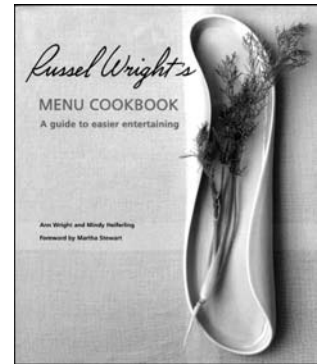
**Civil War Cookbook**

William C. Davis  
 HB 95 pages \$12.98  
 Every Civil War buff will want to own this unique cookbook, which takes the reader right into the kitchens of 19th-century America. Illustrated with period photographs, it intertwines history and food for a new look at the lives of Civil War soldiers and their families. Traditional recipes, illustrated with full-color photographs and highlighted with historical anecdotes, include instructions for recreating treats sent in care packages to soldiers in the field, camp dishes, and special meals.



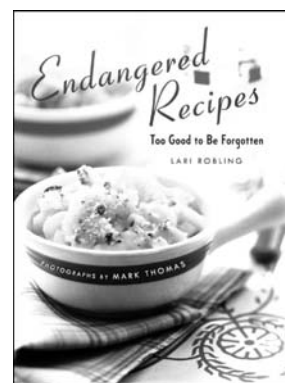
**Russel Wright's Menu Cookbook**

Ann Wright, Mindy Heiferling  
 HB 144 pages \$29.95  
 Contains fifteen menus with 65 recipes, each easy to prepare, beautiful in presentation, and always delicious. More than a simple cookbook, this guide offers tips on getting organized, ways to use modern "convenience" foods (like Thai red curry paste or store-bought sorbet), how to set a stylish table, and how to make entertaining a pleasure rather than an ordeal. The menus have a timeless yet modern appeal. From a "Mid-summer Americana Cookout" to a "Green and White Cocktail Party"-this cookbook provides an uncomplicated and creative way to approach everyday mealtimes or unique celebrations.



**Endangered Recipes**

Lari Robling  
 HB 192 pages \$30.00  
 Great recipes are family treasures and America's culinary legacy. Lari Robling has unearthed almost-forgotten classics and collected recipes, which reflect the wide range of American cooking. She also includes a practical guide to preserving your own family's food legacy, its recipes and its stories. Now is the perfect time to begin saving and savoring our nearly forgotten dishes.

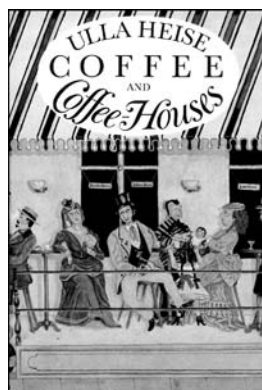


**Elegant Eating**

Philippa Glanville, Hilary Young  
 HB 144 pages \$39.95  
 Blending decorative arts and social history, this illustrated volume surveys the changing styles of fine dining and tableware from the 16th century to today. Introductory sections on dining ceremony and furnishings set the scene, after which the book follows the structure of a grand dinner, progressing from cocktails to dessert. Focusing on decorative objects that stylish eating and drinking have inspired through the ages, the book is a visual resource of luxurious period table settings, accurately re-created down to the last detail in the specially taken photographs.

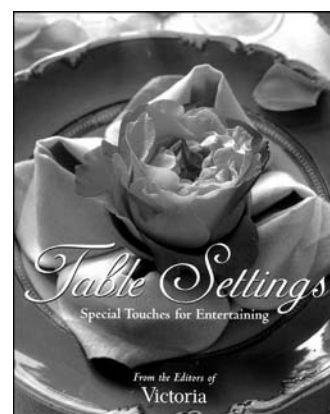
**Coffee and Coffee Houses**

Ulla Heise  
 HB 246 pages \$35.00  
 Originating in Abyssinia, coffee rapidly made its way to nearly every country, a worldwide epidemic of coffeomania. Coffee plantations spread over four continents, and coffee became the subject of political and social conflict on an international scale. It also created a new institution: the coffee-house, a meeting place of the various social strata, creating a cultural forum. Coffee-houses from around the world and down the ages are introduced and described here in terms of their cultural and historical significance.



**The Family Table**

Georgianne Brennan  
 HB 160 pages \$18.95  
 Certain dishes, specialties, and meals say family more than anything else. Families share some of their most wonderful moments when they gather for a meal. This unique, sturdy, and practical journal creates a perfect place for cooks to capture those moments and pass them on to future generations. It has six roomy pockets, plenty of space to write, pages for recipes, a lay-flat spiral binding, and a cloth cover for durability.



**Table Settings**

Editors of Victoria  
 HB 127 pages \$25.00  
 All it takes are a few easy and thoughtful touches to set a perfect table! Just one look at these beautiful color photographs will inspire you to rediscover the hidden bounty in your cupboards and drawers, and to go out and search for treasures in shops and flea markets. Design settings with china or ironstone, damask or homespun, candles or lanterns, and other attractive details. Do

the little things that count, like intricately folding napkins, following the specially commissioned how-to photos.

# Holiday Greeting Cards

The Museum Shop also has a large variety of tree ornaments in all period styles, such as the gingerbread bungalow below.



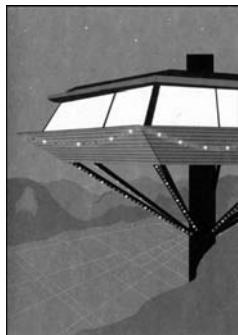
Happy Thanksgiving  
\$2.00 single card



With Christmas Greetings and all Good Wishes for the New Year.  
\$10.50 10 cards



With Christmas Greetings and all Good Wishes for the New Year.  
\$11.50  
10 cards, 5 designs



May the Season Glow  
\$14.00 10 cards



Happy Holidays  
\$14.00 10 cards



Hope your Holidays are Happy days!  
\$14.00 10 cards



Season's Greetings  
\$11.50 15 cards



Season's Greetings  
\$14.00 10 cards



**Tree Ornament**  
Craftsman Bungalow  
Gingerbread house in fired clay  
\$10.50



With Christmas Greetings and all Good Wishes for the New Year.  
\$11.50  
10 cards, 5 designs

# SOHO Museum Shop

## The Place for Holiday Shopping

The renovation of the Verna House has been postponed by the County until January. This was good news for us as January is a much slower time, and this gives us plenty of time to help you with your holiday needs! We have so many wonderful gifts to offer this year that it will be easy to find a special gift for anyone on your list.

As always we have lots of children's items. Don't limit yourself to shopping at a mall where every toy looks the same. Instead, visit the SOHO Museum Shop where we have a wide variety of great toys, both educational and fun! Just in time for Christmas we have a new line of the metal collectible robots from Schylling. Be sure to get one early; last year's models sold out quickly.

Add a vintage touch to your tree with one of the extra special tree ornaments available at the shop. We carry a line of replica turn-of-the-century Santas, even one of St. Nicholas riding in a delicate glass hot air balloon. Please remember we order in small quantities, so it's first-come, first-served.

For the gourmand on your list, we have a large selection of cookbooks, just a few are highlighted in the catalog pages this issue. A delicious meal is not complete without the right drink. To complement the chef's talents in the kitchen, you might consider giving a classic liquor decanter, and sterling wine openers, or hand-blown Venetian glass tumblers.

For stocking stuffers nothing beats Dover Books. Starting at \$1.50, give the gift of Jane Austin, Mark Twain, or Frank L. Baum - we have the entire Oz series. Our shop is stocked with

many, many titles in this affordable and hard-to-find Dover series. And speaking of stockings, we carry a couple designs that resemble 1880's patchwork crazy quilts.

Jewelry is always a favorite gift for a lady, and we have lovely women's jewelry: Victorian, Art Nouveau, and Arts and Crafts designs. If you are looking for a truly unique piece, be sure to take a look at our Spanish Colonial jewelry. This hard to come by style is available in only a few limited pieces. If jewelry is not on your shopping list, one of our exquisite Art Deco perfume bottles would make a lovely and appreciated gift. And for the man who enjoys a real shave, we carry shaving mugs, boar bristle brushes, and two types of shaving soaps.

If you love to give the gift of books, you don't have to go far to find beautiful books, from the classics to the newest old house titles. We have an impressive selection of book titles. Journals make an extra special gift, something that the recipient can think of you all year long while they write their thoughts and dreams down. We have leather journals, garden journals, travel journals and more, along with some of the finest inks in the world.

To make the holidays easier, give us your list and let us do the shopping for you while you relax and enjoy the season. Let us put a themed gift package together for you perhaps or find that one perfect book.

If you are looking for a gift that is unique and reflects the past, you are sure to find it and so much more at The SOHO Museum Shop. Give to Historic Preservation. It's easy, shop SOHO.



## The SOHO Holiday Potluck Party

Our gracious hosts for this year's party are Thomas Paluch and Karen Mehalek. They are the proud owners of the Villa Orizaba, one of the most historic homes in Mission Hills and we are thankful to them for their generosity in sharing their home with us.

Built in 1887 by the daughter of the captain of the pacific coast side-wheel steamship Orizaba, on the "Inspiration Point" from which her father Capt. Henry J. Johnston guided the ship into harbor on return from the Northern California coast. Now known as the Villa Orizaba, this home was soon joined by newly planned subdivisions along Sunset, adjoining Presidio Park, and overlooking the dairy farms and river in Mission Valley. Remodeled in the Craftsman era, the home boasts fabulous fireplaces, nooks and built-ins. Features of the original Victorian can also be seen throughout, beginning with the grand staircase that greets you as you come into the main entry.

As always SOHO provides the ham, turkey, and refreshments, we depend on you to bring your favorite dish to share.

The Holiday party is another wonderful benefit of membership.

Date: December Thirteenth • Time: 4:00 to 8:30pm

Address: 2036 Orizaba Street, San Diego

Dress: Festive, it's a holiday party!



# Volunteer Appreciation & Annual Elections

SANDÉ LOLLIS

The sun shone above the Whaley House. The afternoon sky was blue and pleasant. The trough was stocked with ice and sodas, and greeters stood at the ready. One by one those tireless, indomitable SOHO volunteers began making their way along the pathways and through the gardens at the Whaley House, all smiles and hello's. After a quick stop for a nametag, they continued on to the gazebo area where tables of Mexican food from El Indio awaited them, ready to tempt and satisfy. There were enchiladas, taquitos, jalapeño poppers, burritos, rice and beans, guacamole and salsa fresca: a Mexican food lover's dream-come-true!

There were some among our members and volunteers who had not been to the Whaley House since we took over stewardship three years ago. What an opportunity for everyone to see the progress we've made. Members and volunteers were pleased to see the grounds looking so lovely. Some who met each other as house docents during other events and at other venues were now meeting again on SOHO common ground, happily conversing and enjoying the afternoon together.

SOHO Executive Director Bruce Coons led groups through the Whaley House to see the restoration in progress: the removal of the carpet in the entryway and hall and the faux wood graining in the parlor. Everyone was impressed by the quality of the work being done and by the difference it makes to have it all done right and true to the period.

As the afternoon faded into evening, there was an exchange of visitors as some volunteers left and some stayed, while even more SOHO members arrived for the Annual Meeting and Elections for the Board of Directors. Newcomers happily joined in the dining as there was plenty of food remaining.



Volunteers and members at the event.



Lynn & Michelle Hamilton



Deirdre Lee & Sharon Gehl



(L-R) Tim Rudolph, David Marshall, Bruce Coons



Holly & Welton Jones



Jeff Lollis & Faith Berry

With the time for the elections fast approaching, SOHO President David Marshall spoke to the group, recapping the events and progress of the past year. Positions needing to be filled were for all the officers and one director. Each of the current members holding these positions agreed to maintain them for another term. The slate was voted on and approved.

Another matter before the Board that day was a resolution to apply for a TOT (Tourist Occupancy Tax) grant from the city. The Board voted and approved of our applying for the grant.

With those two business matters taken care of, the third and final issue was the passing of the SOHO Lady. The SOHO Lady is a table lamp of questionable beauty, which is given each year to honor one special volunteer. Last year's recipient, Everett Mehner, was on hand to officially reward this year's exceptional volunteer, Christopher Pro, with a certificate of excellence and the treasured lamp, which must be prominently displayed at all times during the year until it is passed on to the next recipient. Christopher was thrilled to be honored and to be part of such a long-standing tradition.

So another year is under way, and it will most certainly be filled with hope, big plans and successes, and even more opportunities to volunteer and be an integral part of what and who SOHO is.



(L-R) Tom & Phyllis Shess, Erik Hanson



David Marshall & Mike Kelly



(L-R) Christine Babcock, Maureen McLellan, Virginia & Brady Babcock



Les & Liz Stiel

# Halloween raises over \$13,000 for the Whaley House!

What a dedicated group of docents we have at the Whaley house. The October programs are conceived, planned, and carried out by our docents. For October events, we allow the house's haunted reputation to take center stage, a fun aspect at this time of year. With so many people eager to enter the house during the month of October, the benefits from the increase in attendance raises much needed funds for the restoration.

While we are always respectful and cautious to not make light or fun of the people who lived and died in and around the Whaley House, we do allow visitors to explore their beliefs and give them the historical background to base any assumptions on. The house has an extensive false history associated with it, and we strive to counter these fabrications developed over the decades. The visitors are happy to learn of the real historical figures and events, which only adds to their enjoyment of this historical place.

A few months prior to the start of the special October programs, a committee meets to work on a script, to develop roles, and to consider visitor satisfaction, among other details. In preparing for this year's special events, docents reviewed last October's program. In 2002, on Halloween night we had over 800 people come through the house in a 4-hour time frame. Yikes! That was too much and not fun, although the visitors did not complain. Oddly enough they just loved being in the house on Halloween. This year the committee specifically organized ways to prevent the huge crowds, and they were successful.

Over the two weekends preceding Halloween, there were special two-hour presentations involving the cemetery El Campo Santo and the Whaley house. Actors, docents, and several friends from local businesses portrayed different historic people at the cemetery. The drama culminated in the theater at the Whaley house with a one-woman show written and played by docent Jokie Tolentino. Then visitors were free to roam the house and talk with docents who were stationed throughout.



(L-R) George Plum, Pauly Corry, Mary Jones, Charlie Bast, Bob Feldman, Jokie Tolentino, Robin & Katie Sweeton

On the two evenings before Halloween, we were open from 9 until midnight, and this brought about 100 or so visitors each night. By offering many opportunities for guests to visit the house during October, the Halloween evening results were as hoped and planned for. A more manageable crowd of just over 400 came through in groups of 30 to 40 at a time.

They began in the courtroom with talks by head docents Robin Sweeton and George Plum, and then they were able to enjoy the house. The soft sounds of a violin, courtesy of Vikki Mende Gray, emanated from the parlor. In the dimmed lights people could imagine just a bit the genteel lifestyle of the Whaley's in an evening of repose. Docents all dressed in period attire graced each room and were able to answer all nature of questions, from the history to the mystery.

Docents manned the house seven nights in total, all until well after midnight. This dedication to the house is awesome; these late hours are not easy. Because of them, we were able to raise over \$13,000 dollars for restoration of the Whaley House, a project currently in process. With these funds and what was raised last Halloween, along with funds granted from Ron Roberts' office, the docents are able to see the fruits of their long hours and labor in a most gratifying and tangible way.

We thank the following people for their donation of time, energy and dedication: George Plum, Jokie Tolentino, Robin Sweeton & daughter Katie, Bob Feldman, Michelle & Lynn Hamilton, Athena Jaharis, David Swarens, Mary Jones, Charlie Bast, Casey & Billy O'Hanlon, Camille Cowlshaw, Erin Matthews, Theresa & John Fisteu, Julie Wolfe, Dave Lakin, Pauly Corry, Marie Pleasant, Helen Halmay, Dick & Ann Rupert, Melinda Lee, Alana & Bruce Coons, Vikki Mende Gray, Victor Santana, Allen Hazard & Janet O'Dea.



Pauly Corry leading the crowd.

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FOR THE 2004

SAN DIEGO  
CRAFTSMAN-SPANISH REVIVAL  
WEEKEND

HISTORIC HOME TOURS  
SHOW & SALE • LECTURES

## SOHO Needs You for the CRAFTSMAN-SPANISH REVIVAL Weekend!

Preparations for the March 5th and 6th Weekend are underway. The 7th Annual Arts & Crafts weekend is being expanded into the San Diego Craftsman – Spanish Revival Weekend. The Spanish Revival style was started throughout California here in San Diego with the 1915 Exposition. Although philosophically different the styles co-mingled here profusely. We can see this everywhere, from the bungalow courtyard housing in Spanish Revival styles to the predominantly Craftsman interiors that are behind many of the Spanish Revival façades. This important style is uniquely San Diego's architectural identity and we think the inclusion of it to the show is important to our educational goals.

Please mark your calendars now! This is a busy time right now before the holidays, so we ask only that you put aside these days on your 2004 calendar now and contact us after the first of the year. We need your help and we know it is best if we can let our volunteers know as early on as possible that we need them.

To ensure the success of this fabulous two-day show, we are going to need over 100 volunteers to man houses, help with the exhibition hall, and much more. Whether you are a faithful, long-time volunteer or you are new to volunteering, please join us for this weekend. Your commitment as a volunteer is a tangible means of helping SOHO achieve our preservation goals.

Please call (619) 297-7511, email [sohosandiego@earthlink.net](mailto:sohosandiego@earthlink.net), or fax (619) 291-3576 as soon as possible to add your name to our volunteer list. Our Craftsman-Spanish Revival Weekend Volunteer Coordinator will contact you about placement for the show.

Please join us and as always, you will receive a Home Tour Ticket as a thank you for helping. Please contact us now!

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Business Card Ad  
\$50 One Issue • \$175 Four Issues

Classified Line Ads • \$25

Special rates for Advertiser Spotlight

Ads reach a target audience of readers, including architects, developers, building owners, government officials and preservation advocates.

All advertising is subject to approval

For more information, please call  
SOHO at (619) 297-9327