



AUGUST 1975

Reflections

Post Office Box 3571, San Diego, Ca. 92103 225-1033



Proceeds
to
benefit
SOHO!

Don't miss the
Art Exhibit saluting

NOSTALGIA

1700's to 1930
Americana

All the work in the exhibit is for sale,
and is by artists residing in the area.

now through

August 17, 1975

at

'the art collector

4151 Taylor Street in Old Town

open 12 - 5,

Tuesday through Sunday

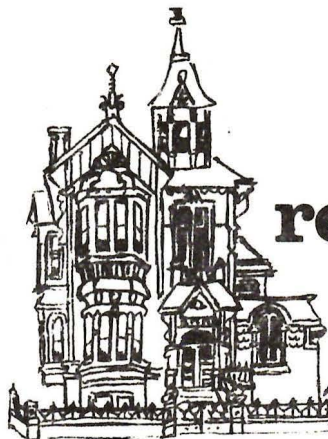
L. JOHNSON U.C.

Calendar

Sept. 27 - SOHO Garage Sale. 3821 First Avenue, Hillcrest. 8 am to 5 pm.

Oct. 4 - National City Victorian Home Tour

Oct 8-12 - National Trust for Historic Preservation, Annual Meeting, Boston, Mass.

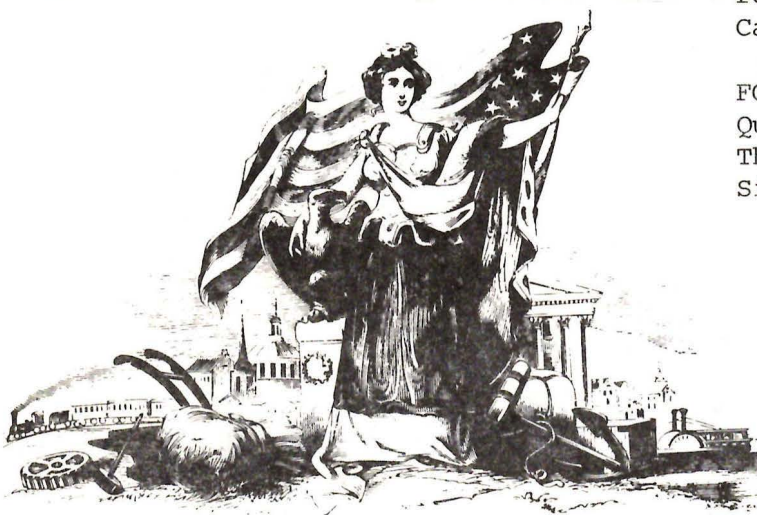


real estate

FOR LEASE - Professional office space, 1145 Tenth Avenue, Downtown. Call Frank Frye, 234-2216.

FOR LEASE - Commercial, professional, and retail space in Heritage Park, Old Town. Call Gordon Johnson, 565-5567.

FOR LEASE - Professional office space in the Quartermass-Wilde House at 2404 Broadway. This house has been designated a Historic Site. Call Milt Silverman, 233-5411.

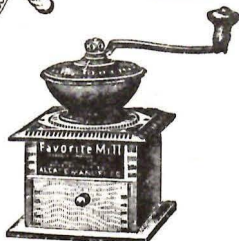
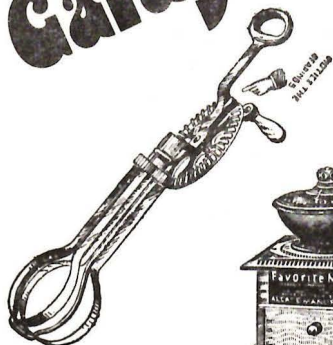
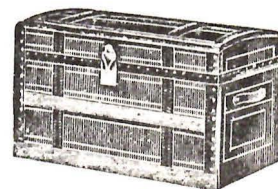
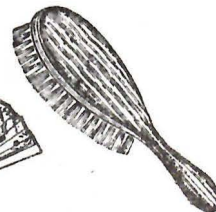


help wanted

Hostesses, tour guides and assorted creative people needed to help with our National City Victorian Home Tour. Call our SOHO number, 225-1033 and leave a message for Pat Tarasuck. Remember - the most fun is had by the people involved. Get involved! Join us!



Garage Sale



SOHO's July 5 Garage Sale was a sunny day for us! We netted \$103. Another fun sale is planned for September 27. Let's make this the greatest one yet.

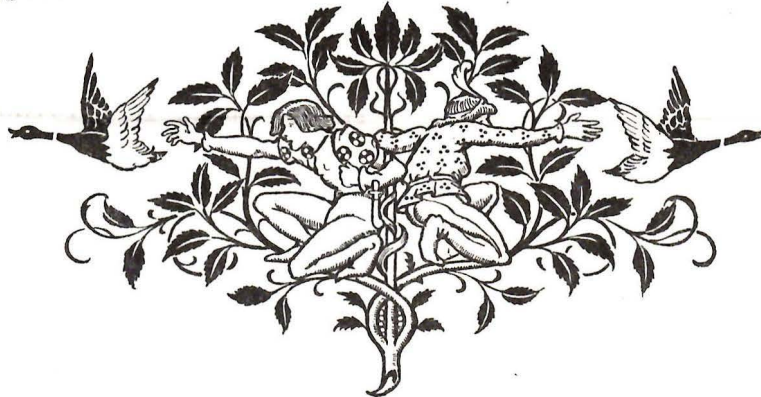
Everyone - be sure to go through your closets, cedar chests, basement cupboards - dim garage shelves and unearth all those old dust-gathering relics which browsers love to discover. Anything and everything is saleable! Call Bill Cartwright for pick-up or drop items off on the porch at 3821 First Avenue, Hillcrest. Thanks -

news and notes



NEW HISTORICAL SITES - On July 11, 1975 the San Diego Historical Site Board designated the San Diego Rowing Club and the Sherman-Doig House (Front & Fir Sts) as San Diego Historical Sites. This was a significant step for both buildings because it ensures their long-term preservation for all to enjoy and use.

IRVING GILL TOUR - SOHO hosted another successful tour on July 20 with the Irving Gill buildings of Hillcrest and Uptown. Four outstanding homes were open to the public and over 35 homes and buildings were on the bus tour. Many thanks to the over 100 people involved in the tour, the Women's Architectural League (WAL) who provided many hostesses and again, to Donna Regan and Bruce Kamerling who worked so hard to make it happen.



Santa Fe Depot

The Santa Fe depot is again in danger of demolition! And we can help! Recently brought to our attention was the fact that the pending UMTA grant (Urban Mass Transit Administration) must be approved to assist in the preservation of the depot. "Failure to make the grant," (to quote from a letter to our president from W.B. Rick, Chairman, Historic Site Board), "would appear to doom the structure to demolition." He further goes on in this letter to ask that SOHO members write to the following individual:

Mr. Jerome C. Premo, Associate Administrator
Office of Capital Assistance
Urban Mass Transportation Administration
400 Seventh Street, S.W.
Washington, D.C. 20590

Rather than a form letter, he asks that we write individual letters covering the following points:

1. Preservation of the Santa Fe Depot is extremely important to SOHO.
2. That you realize that certain modifications of the structure must be effected to bring it up to code.
3. That you understand that the developer/preserver proposes to built additional commercial structures on the Santa Fe site.
4. That, in your judgement, these changes will not have a significant adverse affect.
5. That if the UMTA grant is not made, there is an extreme likelihood that the building will be, in fact, demolished.

Remember -- our dear Santa Fe Depot was originally saved by a massive letter writing campaign -- so let's get with it again! It is crucial in ensuring the future of the structure. Questions? Call Bill Cartwright at 232-6611. Come on members - we need your help now!

MEMBERSHIP ~ 1975

Use this coupon to send your membership renewal dues to SOHO. Or if in a burst of efficiency you have already done so, share the coupon with a friend. No need to remind you that contributions are tax deductible.

Yes, I would like to help save San Diego's Cultural Heritage by preserving our Victorian and other historically significant structures. Please accept my check for a 1975 membership in SOHO, the Save Our Heritage Organisation.

Single \$8 _____ Family \$12 _____ Contributing \$20 _____ new _____
renewal _____

Name _____

Address _____ Zip _____

Phone _____ Yes, I am interested in joining one of SOHO's many action groups. Please call me _____



NEW MEMBERS

Every month SOHO grows by leaps and bounds!
This month we are pleased to welcome:

Eldon C. Anderson
Dr. & Mrs. John A. Berger
Julia Ethel Bowles
Faye Y. Burkhardt
Barbara H. Davis
Frances Dow
Betty J. Elwell
Donald & Mary Freeman
John Freeman
John & Meredith French

Dr. & Mrs. Robert Gibbs
John Gluth
Bob & Kristy Higdon
Joe & Jean Jacobelly
Joelle B. James
Edward & Gayle Kane
Kent A. Main
James S. Marinos
Dorothy Dudley Muth
Mr. & Mrs. Newcomer
Lori Ortguiesen
Pauline Patternella
Carmel Repp
Hirsch & Izetta Segal
Barbara Wismar

It is our hope that our new members will want to become active participants in our dynamic organization. Just give our President, Bill Cartwright, a call between 9 and 4, 232-6611 and he will be glad to talk to you about putting your unique talents to work. We need all of you!

SOHO

Post Office Box 3571
San Diego Ca. 92103

NONPROFIT ORG.
U. S. POSTAGE
PAID
SAN DIEGO, CALIF.
PERMIT NO. 984

Bruce Kamerling
P.O. Box 11352
San Diego, Ca 92111

Address Correction Requested