

REFLECTIONS

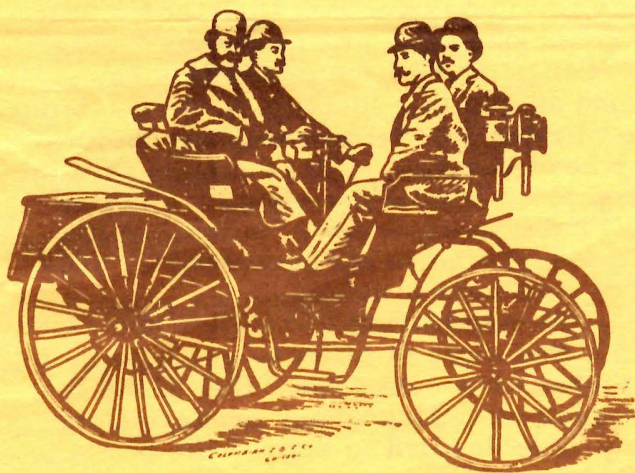
Sep. 1977
Vol. 18, No. 9

Newsletter of the
Save Our Heritage Organisation

Buggy on Down!



Election Meeting



SUNDAY, SEPTEMBER 11

It's that time of year again. Time to vote on a new slate of Board members for 1977-78. It's also time to vote on the Office Committee's recommendation for a headquarters location and changes in our Bylaws (for details, see the reports of the Nominating and Office Committees in this issue). This could be one of SOHO's most important meetings. Don't miss it!

The meeting will be held in the quarters of the San Diego Ballet on the upper floor of the old IOOF building at Sixth and Market in the Gaslamp Quarter (526 Market St.) at 2 P.M., Sunday, September 11. As usual, cookie bakers will be welcomed with open arms.

7a

PRESIDENT'S MESSAGE

It is difficult for me to believe that the year has passed by so quickly. Much has been accomplished, yet I know there is so much more to do. Before I leave this office it seems appropriate to recall the past year's achievements and express some hopes for the future.

Our tour guides and hostesses have been very busy since September '76. A tour of historic Coronado was a tremendous success last Fall, and we also provided many tour guides for the AIA convention this past Spring. As for social events, the Christmas party at the Livingston house and the membership reception at the Quatermass/Wilde house were among the most enjoyable evenings in SOHO history. General meetings at the San Diego Rowing Club, La Jolla Women's Club and the Granger Music Hall were also interesting affairs.

One of SOHO's most important contributions to the cause of preservation in San Diego this year has been our rapidly expanding technical library. This is a collection of material dealing with specific preservation problems, and providing "how to do" and "where to find" information for persons interested in restoring early buildings. If you would like to donate designated funds or relevant resource material to the SOHO Preservation Library, please contact Pat Schaelchlin, Librarian.

San Diego's preservation scene has witnessed a number of exciting changes recently. In Heritage Park, the Bushyhead, Christian and Burton houses have now been completely restored on the exterior. When the tenant leases are signed, the interior restoration will get underway and should be completed by next year. SOHO's dream of nearly ten years ago is now a reality.

With the designation of the Gaslamp Quarter as San Diego's first historic district, a revitalization of the area should result. Already a number of buildings are being refurbished, notably the Yuma building, Grand Pacific Hotel and of course the Spaghetti Factory and Francis Family Antiques. I am confident that others will follow their fine example.

SOHO's biggest preservation victory this year was saving Horton Plaza from being paved, and convincing the City to restore the area to its former condition. Years of neglect created an eyesore of the once-beautiful Plaza until it reached a

state of such dilapidation that the City was ready to "temporarily" pave it over to the tune of \$60,000. SOHO thought that the money could be better spent in restoration and launched a massive campaign to stop the proposed destruction. Our tremendous success (the City Council voted to spend \$100,000 to restore the Plaza to our specifications) proves that the old saying "You can't fight city hall" is not always true. Most important, however, is the fact that after over five years of "redevelopment", this is the first positive step the City has taken toward revitalization of the south of Broadway area. Restoration has already begun and should be finished by the end of the year. SOHO SAVES!!

And so what's next? Major preservation efforts are still needed downtown. The Gaslamp is on its feet, but the program needs guidance and coordination. The Knights of Pythias Castle is undergoing restoration, but what's to become of the Balboa Theatre and Grand-Horton Hotel? Other historic neighborhoods such as Golden Hill need our help as well, and what does the future hold in store for the Long/Waterman, Britt/Scripps and Melville Klauber houses? These structures are of basic cultural significance to San Diego and must be saved. Will our descendants praise us for being farsighted, or condemn us as the vandals of their heritage? We must make the choice now.

At our election meeting last year, I made the promise that before my term was over the Save Our Heritage Organization would have a headquarters. This may be cutting things a little close, but it now looks as if I can keep that pledge to SOHO. Our office committee has found an exciting location in the Gaslamp that I think will be an excellent choice for headquarters. Those members who are able to attend the election meeting will have an opportunity to inspect the office and vote on its acceptance. SOHO may soon have a home!

The nominating committee has selected a fine slate of officers and board members for next year. Due to the increased activities of our organization, they have decided to expand the board to fifteen members with three alternates, and also revise the list of officers. These changes will require alterations in our Constitution and Bylaws which must be approved by vote of the general member-

(continued)

Ins. Front

ship.

So there are three important reasons why you should attend the next SOHO general meeting:

Vote on Bylaws changes

Vote on office location

Vote on new Board slate.

All these decisions deserve your interest and consideration. I hope to see you there.

Bruce Kamerling



NOMINATING COMMITTEE
RECOMMENDATIONS
SOHO BOARD OF DIRECTORS 1977-1978

The Nominating Committee recommends to the membership of the Save Our Heritage Organisation that the Board of Directors be expanded from eleven members to fifteen members to accommodate the increased activities of our growing organization. This Committee also recommends that the list of officers be updated to allow for an expanded executive board. The new offices created would be: Executive Vice-President (to fill in for President when necessary, and to coordinate the various committee activities), Vice-President for Education (to be responsible for tours, slide lectures, displays, etc.), and Vice-President for Governmental Affairs (to keep track of preservation legislation and also public hearings where SOHO should have a representative).

These nominations are all pending approval of Constitution and Bylaws changes to be presented at the election meeting September 11.

Executive Board

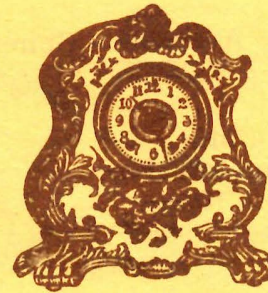
President: Marc Tarasuck*

Marc, who lives in National City's famous Brick Row, has been instrumental in that City's preservation efforts. He has also been a very active SOHO member working on many events as well as being chairman of SOHO's Office Committee. His friendly personality and ability to work with others make him an ideal choice.

Executive Vice-President:

Pat Schaelchlin

SOHO's Library would probably be non-existent without Pat's diligence and dedication. She has also been responsible for the La Jolla Research Project and is an active member of the Historical Site Board.



Vice-President for Education:

Pat Minnich*

Pat has been SOHO's Vice-President and Tour Chairman this past year so she is well qualified for the new post.

Vice-President for Governmental Affairs: Matt Potter*

Many of you are familiar with Matt's drawings of San Diego's architectural heritage. He is also one of the strongest advocates of urban preservation with a special interest in downtown San Diego.

Treasurer: Cia Barron*

Cia is a hard worker. She is usually one of the first to arrive and one of the last to leave at most SOHO events. She has agreed to continue as Treasurer.

Secretary: Donna Regan

Talk about efficiency, she is great with the answering service and is willing to stay on for another year. Donna is one of the old-time SOHO members, and also helped found the new La Mesa Historical Society.

Board Members:

Rae Berry - Membership Secretary
Keith Evans* - Restoration consultant
Nick Fintzelberg, Ph. D. - former SOHO President

Ted Foley - Architect

Cathy Grigsby - Newsletter editor

Mike Jones - Horton Plaza Committee

Bruce Kamerling* - Immediate Past President

Claire Kaplan - Hospitality

Dick Reed - Urban Preservation Consultant

*Indicates returning to second year of term.

Alternates:

Joan Easley - Historical Site Board

Joe Jones - Media

Mary Ward - Historian

Tony Ciani - La Jolla Sub-Committee

Ray Cadena - Real Estate Consultant

SOHO FINANCIAL REPORT
FISCAL YEAR JULY 1, 1976 - JUNE 30, 1977

Checking Account - General
Beginning Balance

\$ 1,606.00

Receipts:

Membership	5,573.70
Sale Items	341.63
Train Tour	1,700.50
Events & Misc. donations	217.15
Total	7,832.98

Disbursements:

Horton Plaza Project	445.70
Insurance	112.00
Deposit to Savings	2,000.00
California Sales Tax	62.74
Membership fees (Nat'l Trust, Cong. of History)	33.00
SOHO Library	127.50
P.O. Box rent & Misc. postage	72.00
Train Tour expenses	1,669.64
Storage space rental	340.32
Administration (Newsletter, fliers, supplies)	2,176.06
Telephone & Answering service	440.20
Events, refreshments, P.R.	870.21
Total	8,349.37

Ending Balance

\$ 1,089.61

Checking Account - Tours
Beginning Balance

\$ 352.92

Receipts:

R.O.P. Tour	25.00
Coronado Tour	3,611.50
Sale of Tourbooks	87.72
Total	3,724.22

Disbursements:

Supplies to Administration	16.15
Coronado Tour (buses, printing, etc.)	1,247.04
Deposit to SOHO Savings	2,400.00
Total	3,663.19

Ending Balance

\$ 413.95

Savings Account - General
Beginning Balance

\$17,202.21

Receipts:

Garage sales	310.00
Interest	1,203.67
Donations	1,760.00
Tour Account transfer	2,400.00
Checking Account transfer	2,000.00
Direct deposit	1,960.00
Total	9,633.67

Ending Balance

\$26,835.88

+

Savings Account - Heritage Park
 (from donation box in Sherman/Gilbert house)

Beginning Balance	\$ 166.15
Receipts:	
Deposits	597.79
Interest	25.15
Total	<u>622.94</u>
Ending Balance	<u>\$ 789.09</u>



MEMBERSHIP PARTY A SUCCESS

SOHO's reception at the Quartermass/Wilde house on August 13th was a tremendous success. Over 400 people squeezed into the magnificent mansion at 24th and Broadway to sip champagne and nibble hors d'oeuvres. A special treat was the arrival of Lucille Wilde Miller from Glendale, a former resident of the house and daughter of San Diego Mayor Louis Wilde.

We owe a hearty thank you to Milt Silverman and Jose Otero who generously gave us the use of their building. Certainly that was a major attraction. We also owe a special thank you to SOHO's new Membership Secretary, Rae Berry, who organized the event. And let's not forget Claire Kaplan and the many hosts and hostesses who helped make the evening so enjoyable. SOHO does it again!

DUES REMINDER

If you have not yet renewed your membership in 1977, and the number of the month shown on your mailing label is 1 through 9, your dues are now payable.

Membership categories:

Founder	\$5,000.00
Benefactor	1,000.00
Corporate	500.00
Patron	100.00
Donor	50.00
Organization	25.00
Sustaining	25.00
Contributing	20.00
Family	12.00
Single	8.00
Donation Only	<u> </u>

S. O. H. O.

S.O.H.O. OFFICE

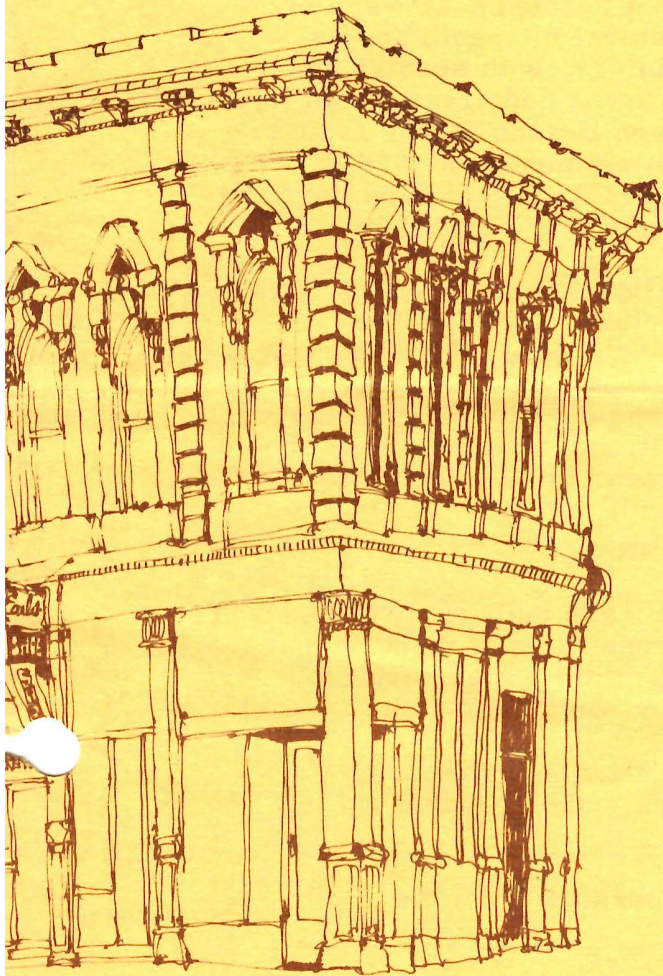
It all sounded so easy a year ago-- "find a home for SOHO!" After all, we had money. All we needed was a fantastic, significant piece of architecture that we could turn into our office! A lot easier said than done.

The office committee put together a list of minimum requirements and decided that we would need a house at least the size and quality of the Long-Waterman House or the Melville Klauber Residence. Quickly we came back down to earth and reevaluated our priorities. We had hope of acquiring the carriage house of the Long-Waterman estate and of buying the Follies Theater next to the Yuma Building in the Gaslamp Quarter. Unfortunately, neither of these offers were accepted. We scoured the Golden Hill area and other areas in San Diego in search of a suitable house at an affordable price, but so far none have been available. Our search continues for an investment that would give SOHO all the qualities we need for our final office location.

Investigating alternative solutions



SITE IN SIGHT



The owner of the IOOF Building, Mr. Charles Tyson, has made a commitment to restoration and rehabilitation by his involvement in O'Sullivan Square, the Chinese Congregational Church and Lodging House, and other older buildings that have found a new lease on life by adaptive reuse. Mr. Tyson is also co-chairman of the Gaslamp Implementation Task Force.

Plans For Our Space

The corner location provides SOHO with high visibility to multitude of vehicular traffic on Market Street. A short walk from the Spaghetti Factory and Francis Family Antiques, our office could prove to be a draw to getting more pedestrian traffic into the Quarter.

The 600 square feet of space allows us space for our administrative office duties, a library area, and a sales and display area. An added bonus is use of the basement for storage of all the artifacts SOHO has collected over the years.

We will be involved with painting, floor refinishing and design work that will give us a sense of pride and feeling of achievement. It's a chance to get members together for "work-parties" and to become a visual statement to the community that SOHO does SAVE!

The one year lease with a one year option allows us to organize our volunteers, get our library out where the members and public can use it for reference, and give us a meeting space with the possibility of using the Ballet facilities for larger meetings, seminars and workshops.

More details will be discussed at the General Meeting. Your input and work is necessary for the success of this venture.

Marc Tarasuck

Why The IOOF Building?

Built in 1882 in the heart of the first business district, the IOOF building housed the Masonic Lodge No. 35 and the Odd Fellows Lodge No. 153. Today the second floor is the home of the San Diego Ballet--their space restored and decorated to former elegance.

The building sits within a historic important area that has as neighbors the McGurk Block (Ferris and Ferris Drugs) and the newly renovated Yuma Building housing the architectural firm of Macy, Henderson and Cole. Neighborhood revitalization is taking place--SOHO can be a leading force in influencing others to locate in the area.

BRITISH ARCHITECTURAL HERITAGE

On Monday, September 19th, British architect David Mawson will speak at the University Club, Seventh & A Streets. Mr. Mawson will speak on the British approach to the European Architectural Heritage Year 1975 and its on-going effects. David Mawson is a chartered architect and the senior partner of Feilden & Mawson of Norwich, England. His particular architectural interests and experience are in the conservation of old buildings, both secular and ecclesiastical, and the conservation of old towns and areas of old towns.

The hosting organization, the San Diego Branch of The English Speaking Union of the United States, is inviting members of SOHO, the San Diego Chapter of the American Institute of Architects and the San Diego Historical Society to attend the program.

Speaker: Mr. David Mawson, RIBA, JP
Topic: The European Architectural Heritage Year
Cocktails (No Host).6:15 PM
English Roast Beef Dinner, \$7.50/person. . . .7:15 PM

Please use the form below to make reservations. Reservations should be posted so as to arrive not later than September 15th.

RESERVATION FORM

Dr. Susan E. M. Goodhead
7803 Tommy Drive, No. 65
San Diego, CA 92119

Please mail early as the
reservations must be made
with the University Club
by September 15th.

1. Please reserve _____ places at the ESU dinner meeting, Monday, September 19th. I enclose a check, made payable to "The English Speaking Union," for \$ _____.

2. Transportation is desired for _____ persons from the following address: _____

I would be happy to offer transportation for _____ persons from the _____ area.

3. We (I) should be contacted if _____ overnight hospitality
_____ sightseeing tours

is needed for visitors.

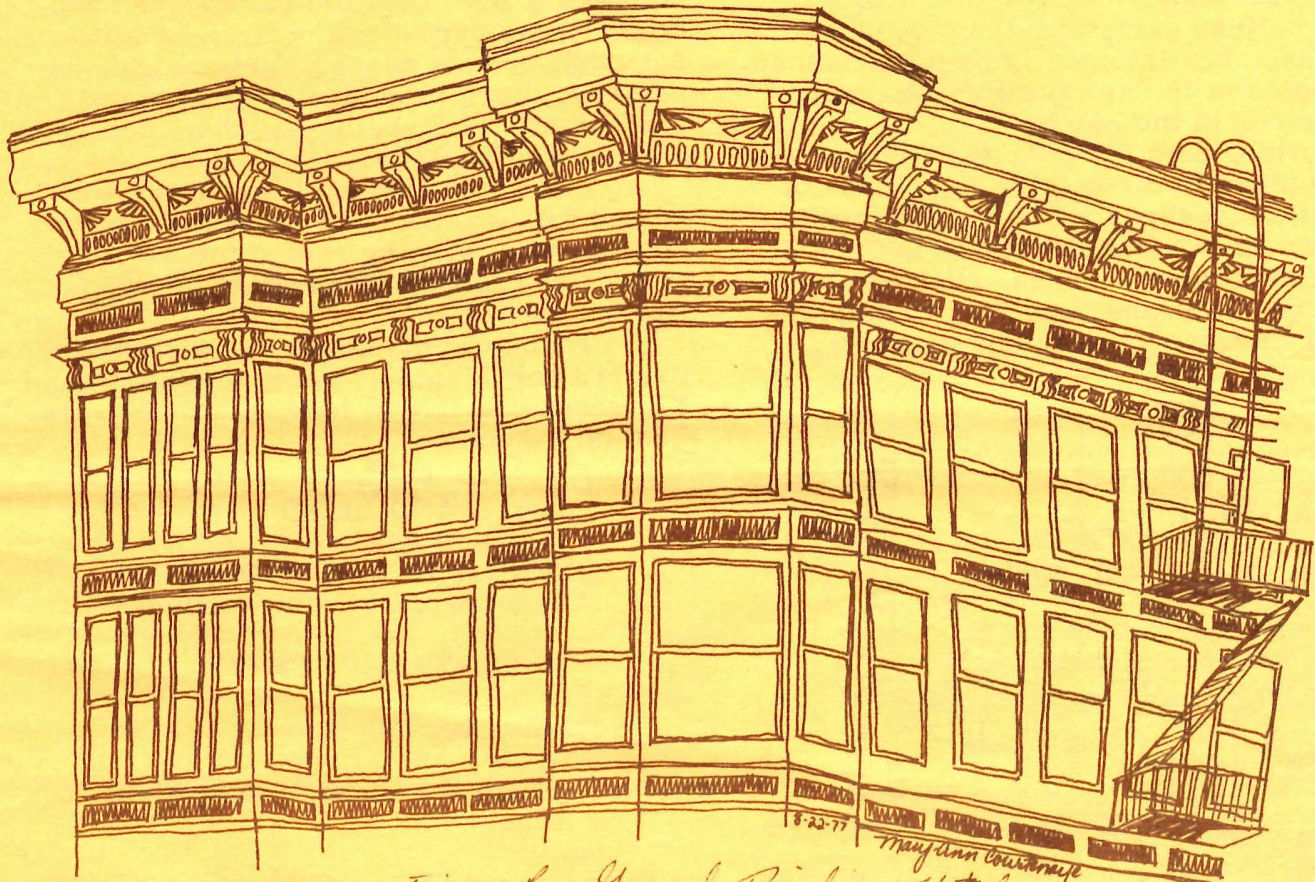
4. Enclosed is a separate check, made payable to "The English Speaking Union," for our (my) membership dues for the period July 1, 1977 to June 30, 1978. (Married couples: \$20.00; Singles: \$12.00)

5. Please send membership applications to:

6. We will be served in the beautiful main dining room of The University Club. Please reserve early and invite guests. We have to guarantee a minimum attendance of 75 as the club is usually not open on Monday evenings.

Name: _____ Telephone: _____
Address: _____

Around the Town:



Upper portion of Grand Pacific Hotel

THE NEW SPIRIT OF THE GRAND PACIFIC

by Cathy Grigsby

As in a scene out of MAMA KNOWS BEST we sat around the kitchen table-- a cozy light glowing overhead. Tenants knocked on the kitchen door to ask for a new supply of soap, discuss the latest television program or just to engage in friendly chitchat.

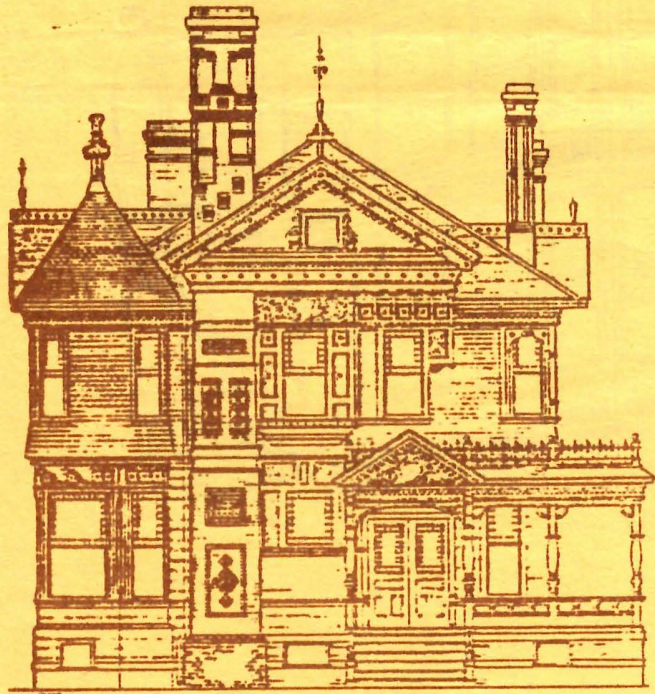
A year ago the scene was not so pleasant. When Shirley Bernard first purchased the Grand Pacific Hotel in the fall of 1976, the atmosphere was intimidating to tenants and visitors. Bars on the manager's window greeted guests. Tenants viewed each other with fear and suspicion. As in many situations where the landlord is absent, the Grand Pacific's ninety year old grandeur was hidden beneath dirt and neglect. When Ms. Bernard spotted the hotel last summer, it was operating as a two dollar a night flop house.

Shirley Bernard could visualize the building's basic charm beneath its dilapidation. Its location on lower Fifth Avenue of the Gaslamp Quarter seemed promising; the hotel's neighbors also showed the unique architecture characteristic of San Diego's boomtime 1880's. In a building which had seen no improvement in twenty years, the new landlady began room-by-room renovation.

Now almost all of the thirty-one rooms have been painted, draped and recarpeted at approximately \$175.00 per room (obviously much lower than if done professionally). Although new lights and plumbing fixtures have been installed, no major rewiring or plumbing has been necessary. As part of the first phase of the hotel's renovation, its exterior has been painted brown with a white trim. Ms. Bernard plans to have trees planted and awnings installed by late fall. She is

stripping and refinishing the hotel's oak railings and wooden doors. The hallways are beginning to take on a nostalgic elegance with their white walls, antique floral pattern carpeting and old light fixtures. The interior is being furnished with some of the antiques Ms. Bernard discovered in the hotel.

Along with the physical changes taking place in the hotel, the attitude of the hotel's occupants has also changed. Tenants show a healthy cross-section of ages and income sources, such as Social Security, Veterans Benefits, Unemployment Insurance and various pensions.



According to Ms. Bernard, the feelings of intimidation and isolation lasted about one week after she bought the hotel. Now a neighborly feeling of mutual concern and friendliness pervades the Grand Pacific. Although tenants respect their neighbors' privacy, there is evident awareness of each others' well-being--such as noting a prolonged absence.

In a hotel where a dorm room bed rented for two dollars a night last year, rooms are now being rented for \$56.00 to \$80.00 a month. There is a waiting list for vacancies.

Thanks to the spirit and vision of the Grand Pacific's new owner, another grand Victorian will live to lend its grace to the Gaslamp Quarter.



SPEND A DAY IN OLD L.A!!!
with California Heritage Tours

THURSDAY, SEPTEMBER 22, 1977

- Step back into history:
- Wander through the Plaza, heart of old Los Angeles....
- See the restored Victorian homes on Carroll Avenue....
- Lunch at the San Antonio Winery....
- Tour the Hale House, at Heritage Square...

8:00 a. m. - Bus (Kopecky airconditioned deluxe highway coach) leaves Mission Bay Visitor Information Center: Just off Interstate 5 at Clairmont Drive/Mission Bay Drive exit. Plenty of parking.

10:30- Guided tour of Old Los Angeles, including St. Vibiana's Cathedral, the Bradbury Building, and a walking tour of several Queen Anne and Eastlake Victorian homes on Carroll Avenue.

12:00- Walking tour of El Pueblo Historic Park, including the Plaza, Olvera Street, Pico House, and the Avila Adobe.

1:00- Tour and lunch at San Antonio Winery. (You may bring your own lunch, or purchase sandwich and salad at the Winery.)

2:30- Guided walking tour of Heritage Square, including the ornately embellished Queen Anne style Hale House, pictured above.

3:30- Leave for San Diego; return to Mission Bay about 6:00 p. m.

TO RESERVE YOUR PLACE FOR THIS COLORFUL EXCURSION, please send a check for \$15.00 to California Heritage Tours, 1355 6th Ave., San Diego, CA 92101. RESERVATIONS CLOSE September 15, 1977.

ORAL HISTORY WORKSHOP
AND COLLOQUIUM

The Oral History Association will hold its 12th National Workshop and Colloquium at the Hotel del Coronado, Coronado, California on October 20-23, 1977. Oral historians of all specializations--writers whose names earn headlines in the media as well as scholars--will speak and hold workshops at this conference.

Deadline for pre-registration is October 6, 1977.

Thursday, October 20, 1977

9:00 A.M. -5:00 P.M. Registration
2:00 P.M. -4:00 P.M. The Why's of Oral History

Practical applications of oral history technique by experienced practitioners each of whom will describe his or her own project and experiences therein and will also summarize similar projects with which he or she is familiar.

4:00 P.M. -5:00 P.M. Concurrent Sessions

A. Establishing and Administering Oral History Programs

Information on formulating plans for the program, securing initial and continued funding, budgeting, equipment selection, staffing, selecting interviewees and interviewers, and establishing operating policies.

B. Preparing Slide Tape Programs On Local History

6:00 P.M. -7:00 P.M. Cocktails

7:00 P.M. -8:00 P.M. Dinner

8:00 P.M. -10:00 P.M. Concurrent

Sessions all under the general heading Interviewing from A-Z.

A. Interview Techniques Demonstration

Demonstration of the good as well as the bad which can happen during an interview with suggestions of ways to copy with problems which can and do arise.

B. Audiovisual Demonstration

Excerpts from and description of videotaped interviews along with comparison of costs between audiovisual and audiotaped interviews. This session is contingent partially upon the availability of facilities for showing the excerpts.

C. Special Problems in Interviewing
Among the subjects to be discussed are interviewing the boss, scheduling difficulties, meeting personalities in the performing arts, and language problems.

Friday, October 21, 1977

9:00 A.M. -5:00 P.M. Registration

9:00 A.M. -10:30 A.M. Concurrent Sessions

A. Processing Interviews-Varying Approaches

Descriptions of varying philosophies, methods, and procedures in transcribing and editing the transcripts.

B. An Alternative to Transcribing
Explanation of an abstracting-

indexing technique which has been devised to provide ready access to the information at a lower cost than verbatim transcripts.

10:30 A.M. -12:00 Noon. Concurrent Sessions

A. Development of an Indexing System for Oral History Transcripts

B. Funding Oral History Programs

ORAL HISTORY ASSOCIATION
12th NATIONAL WORKSHOP AND COLLOQUIUM
OCTOBER 20-23, 1977

NAME _____

HOME ADDRESS _____

PHONE _____

INSTITUTION _____

INSTITUTION ADDRESS _____

PHONE _____

TYPE OF PROJECT _____

Please indicate the functions you plan to attend:

_____ Workshop only (October 20-21) . . . \$20

_____ Colloquium only (October 21-23) . . . \$30

_____ Workshop and Colloquium \$40

IMPORTANT INFORMATION:
PLEASE READ CAREFULLY

1. Make checks payable to Oral History Association and forward completed form and check to: Ronald E. Marcello, Executive Secretary, Oral History Association, P.O. Box 13734, North Texas State University, Denton, Texas, 76203.

2. DEADLINE for PRE-REGISTRATION is October 6, 1977.

3. Late registration will be handled at the OHA registration table in the Hotel del Coronado.

4. TO INSURE that you are cited on the ROSTER OF CONFEREES, it is highly advisable that you observe the October 6th deadline.

Inside Back

**WANTED: SPECIAL TOUR GUIDES FOR
BALBOA PARK**

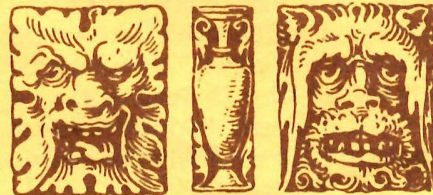
Here is a unique opportunity to explore some of the hidden resources of Balboa Park and to enhance your knowledge and enjoyment of one of the most beautiful urban parks in the world.

Citizens Coordinate, in conjunction with the California Council for the Humanities in Public Policy, is sponsoring a conference on the history and future development of Balboa Park, October 7 and 8, 1977. One important aspect of the conference will be a guided bus and walking tour of all sections of the Park, including Morley Field, Golden Hill, and the U. S. Naval Hospital grounds, as well as the more familiar El Prado area. The tour will take place Friday, October 7. Since several hundred people are expected to attend the conference, Citizens Coordinate needs to recruit about twenty-five tour guides who will be specially trained by Clare Crane and Muriel Goldhammer to lead groups (by bus and on foot) through the Park, explaining its past history and the alternatives for future development of different areas.

A special training session for guides will be held Monday, September 19 from 9:00 to 4:00 at the Citizens Coordinate Board Room, in the House of Hospitality, Balboa Park. Volunteers should bring their own brown-bag lunches, and be prepared to walk and talk throughout the Park! To sign up as a guide, please call the Citizens Coordinate office, 232-7196.

NEW MEMBERS:

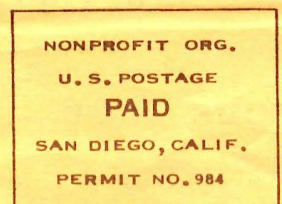
Helen M. Bond
Margaret F. Tuite
Robert Klauschie
Jane Verkest
Nettie Scarry
Joan Wilken
Hal and Barbara Hallen
Gina Hallen
Dr. and Mrs. Grant Smith
Julie Ann Johnson
Mr. and Mrs. Howard Linke
Rodney R. Jones
J. Scofield Hage
Jeri Lentz
Jean G. Haskell



HOUSE FOR SALE: Available to be moved. Excellent example of shingled California bungalow, built c. 1913, with many original interior features remaining. 1-1/2 stories, two bedrooms, one bath. Southwest corner of Third and Lemon in La Mesa. Must be moved within two to three months. Call owner, Dr. C. J. Padfield, 466-7243.



Box 3571, San Diego, 92103
225-1033



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