



THE S.O.H.O. NEWSLETTER

# REFLECTIONS

DECEMBER 1981

VOL. XIII NO. XII

P. O. BOX 3571

SAN DIEGO, CALIFORNIA 92103



## SOHO WANTS YOU!

SAN DIEGO'S SECOND DECADE, 1910-1919, will be the theme of the SOHO Christmas party. The party will be held Saturday, December 19 at 8:00 p.m. at 3147 Front Street on Banker's Hill.

The 1911 Craftsman style home (architect, Richard S. Requa) of Joan and Jamey Easley will be decked out in period Christmas decorations. You are encouraged to wear dress appropriate to the era (see story ).

The party will feature tree trimming (bring an ornament), Christmas carols, cinema nostalgia, and the arrival of Santa Claus. Please bring a tray of goodies. Friends and guests are welcome. For more information, call SOHO, 297-9327.



# DECEMBER CALENDAR

- Tuesday, December 1      Historical Site Board  
1:30 p.m.      4th Floor Conference Room  
City Administration Building
- Tuesday, December 1      Port Commission  
2:00 p.m.      3165 Pacific Highway
- Tuesday, December 1      Uptown Planners  
7:00 p.m.      S.D. Trust, Mission Hills
- Tuesday, December 3      SOHO Board Meeting  
7:30 p.m.      Michael Sullivan's  
(282-5001)
- Tuesday, December 8      S.D. Historical Society  
Noon      Villa Montezuma  
1925 K Street
- Sunday, December 6      Redlands Tour  
(222-5898)
- December 19      SOHO Christmas Party  
(See Inside Story)

*Happy Holidays!*

## REFLECTIONS

Nancy Roberts

Editor

SOHO OFFICERS 1981-1982

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Cathy Grigsby  
Matt Potter  
Bruce Herms  
Kathy Cogen  
Sally Johns

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Vice President of Governmental Affairs  
Vice President of Education  
Secretary  
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Sally Johns  
Carol Lindemulder  
Pat Schaelchlin  
Michael Sullivan  
Joe Jones

P.O. BOX 3571  
San Diego, CA 92103  
(714) 297-9327

The SOHO newsletter is published monthly. Letters to the Editor are welcomed. Articles and or photographs of interest to SOHO members and friends are most enthusiastically encouraged!

# From The Boardroom

The following items were discussed at the November 2, 1981 Board of Directors meeting. The treasurer's report and membership report were given. A membership drive was discussed with Sally Johns announcing she would talk with the membership chairman to share ideas on increasing membership. Bruce Herms reported on the tentative master calendar for 1982. (See below)

The subject of saving the rollercoaster is now being discussed at the local community level. Michael feels optimistic that the community will be supportive of restoring this monument. The Christmas party was discussed and a committee was selected. Kathy Cogen suggested that all slide materials be brought together in one place and presentations developed. From there it was felt publicity for speakers could be promoted. Sally Johns suggested that an announcement of SOHO's Speaker's Bureau be made at the next general meeting.

Bruce Henderson made a presentation on a proposed easement transfer. Roger and Ellen Revelle would like a facade easement of the Wisteria Cotage to preserve the property and restrict any development to 80,000 cubic feet. The two easements in question are the facade easement for the Wisteria Cottage and the open scenic easement for 25 feet south of the cottage. SOHO's attorney will review the documents and the board will vote following his consultation.

The next meeting was scheduled for Tuesday, December 8.

## 1982 Master Calendar (Tentative)

February	Membership (General) Meeting
March	Mardi Gras Festivities
April	Train Tour
May	American Preservation Week
	Comprehensive Bus Tour
June	Home Tour-Priorities: Point Loma, Talmadge/Kensington, Del Mar/North County
July	General Meeting & 4th of July Picnic
August	San Simeon Bus Tour
September	General Meeting
October	Art Deco Tour
December	Christmas Party

# DOWNTOWN STALL

By Michael Sullivan

Earnest Hahn has once again postponed Horton Redevelopment--this time only three weeks after telling City Council members on October 27 he was ready to go. What was ready to go was the November 3 election.

Before every local election, Hahn is ready to go and then stalls immediately thereafter. In a letter dated July 27, 1976 to our then president, William Cartwright from Mayor Pete Wilson, "I must point out that representatives of the Hahn Company have indicated to the city that they do not expect a delay in construction of the proposed retail complex for the Horton Plaza Project. They fully expect to obtain a letter of interest from the third department store in the near future. Further, staff from the Redevelopment Agency and the Hahn Company expect to present a final Disposition and Development agreement to the Agency by the end of this year."

And in a November 23, 1978 Union Tribune article, Hahn said, "people will be amazed at what downtown will look like in three years."

It is now five years since the letter from the mayor and over three years since the other quotation. Downtown today is mostly dusty vacant lots where the proposed center is supposed to be. And I am not surprised or amazed! Hahn is waiting for the best business deal he can get. All good businessmen would want that, but eight years worth of delays to get it? Somehow in these years he has managed to find money to build University Town Center and enlarge the Fashion Valley Shopping Center to massive proportions. In the meantime, the Pasadena Redevelopment Plaza, which Mr. Hahn and Jerry Trimble worked on together, has asked for the State to help them stay out of bankruptcy court.

Surely, there are other developers, who given the chance would bid on this project. Developers who would incorporate facades of historical buildings and use of the Lyceum Theater, into the project. The bids must be structured to allow more local developers and downtown businesses in on this "give away." Corporations for Center City Development should be organizing a cooperative effort to benefit San Diego's downtown--not a giant Hahn/Trimble ripoff.

## Short Take

DETROIT'S Renaissance Center, the widely-acclaimed hotel and shopping complex, has lost \$103 million since it opened in 1977 and the owners are considering selling some of their assets, according to the Detroit News. The paper said the owners have been in default on their \$97 million first mortgage for the last 14 months.

# Up And Down The Rollercoaster

By Michael Sullivan

On the days following Labor Day and into that weekend people were crawling all over the Earthquake Rollercoaster in Mission Beach.

At least six, sometimes eight and ten, people worked together to measure the rollercoaster. The measurements will be compiled into architectural drawings by Eureka architectural engineer, Randy Rasmussen. From these exact drawings, plans can be prepared for the restoration and preservation of the National Register of Historic Places designated rollercoaster.

Some of the things we learned about the rollercoaster were: at the highest hill, it's 70 feet to the ground from the center of the track; the track banks on the inside southern corner at over 45 degrees, and the entire ride measured 2500 feet as walked by Norm Starr, a truly brave soul. The ride is approximately two minutes when running.

The two past fires have caused some damage to the brake shed and underground loop, but it is not unrepairable. The motor and chain drive need work also. Structurally, it seems sound. It never wiggled while I walked over, under, around and through it.

The cars need overhauled, cleaned up, derusted and reupholstered, the fire took some, but others still remain. We need someone to high pressure water spray it clean and someone to paint it. And of course, we need the paint. Have any ideas? We are non-profit and donations are tax deductible.

The Save The Coaster Committee would like to thank Randy Rasmussen for his time and talents in this project--his enthusiasm was contagious and his work a masterpiece. Thanks also to Carol Lindemulder and Don Reese for making Randy's visit possible. Thanks also to Norm Starr, Tim Cole, Kent Whitson, Malcolm Hege, and Nancy Roberts.

Volunteers are needed for the Save The Coaster Committee. For further information, call Carol Lindemulder at 295-6188.

## Donations

Temple Beth Israel Restoration:

From Claire & Joe Kaplan

To:

Happy Birthday to Judy McCutcheon

Happy Birthday to Morrie Douglas

Happy Birthday to Shaun McCutcheon

For SOHO Cottage:

Leone O. Lindemulder

Mr. & Mrs. Will Rudd

Betty Goldberg



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# San Diego's Second Decade 1910-1919

By Eleanor Bolen

San Diego started the decade by preparing for the Panama-California Exposition to celebrate the opening of the Panama Canal in 1915. In 1910, Balboa Park was finally named in a contest. Until that time, it had gone by Park or City Park. Also in 1910, the downtown Plaza was developed. Civic leaders at the time included George Marston, Kate Sessions, John D. Spreckels, and Julius Wangenheim.

In the second decade of the 20th century, the emancipated American woman freed herself of her tight, breath-stealing corset, bobbed her hair, and went out to earn her living. She wore her skirts just above the ankle, exposing high-buttoned shoes.

An evening out could include a trip to the "movies." For anywhere from a nickel to a quarter, the Keystone Kops or Charlie Chaplin would provide a laugh; Douglas Fairbanks would demonstrate his athletic prowess while attired in outrageous costumes; Mary Pickford would display the shy smile and curls that made her "America's Sweetheart"; William S. Hart would gallop across the screen as America's first Western hero; Theda Bera would be evily seductive as the "vamp"; and Erich Von Stroheim, during World War I, would provide the home front with an image of what it was fighting against.

For a spin around town, a couple could choose from such exotic automobiles as the Peerless, the Thomas Flyabout, the Pierce Arrow, or the Stutz Bearcat. However, the basic Tin Lizzie was Ford's Model T. Nearly four million Model T's were on the road by the end of the decade.

America was dancing to the grizzly bear, the bunny hug, the turkey trot, and the fox trot. Irving Berlin wrote many of the popular tunes of the day from ragtime hits like "Alexander's Ragtime Band" to sentimental ballads and war songs. George M. Cohan was a human dynamo on Broadway, writing, directing, and acting in his own productions ("Hello Broadway" and "Over There"). Ziegfeld glorified the American girl in shows interspersed with the comedy of Eddie Cantor, W.C. Fields, Fanny Brice, Will Rogers and Ed Wynn.

America's teens were a time of causes (labor unions, women's suffrage, advancement for colored people, Prohibition), change (the 19th Amendment, the aftereffects of the Russian Revolution), and confrontation (The War to End All Wars). We had clearly left the old century behind and entered modern times.

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# Register Surveys 100-years Plus Businesses

*(Reprinted from the California Historical Society newsletter)*

From the days of the Spanish rancheros and the Argonauts, California's entrepreneurs have shaped its history, bringing their considerable energy, ambition and creativity to their businesses and to their communities. In February 1981 CHS began to focus on the important contributions of businesses to the state's growth and development with our new Historic Business Register program. Since that time, hundreds of chambers of commerce, local historical societies, business people and other interested Californians have responded to our initial historic business survey. To date, the CHS survey (seeking to locate all businesses that have existed in California for at least 100 years) has identified more than 700 companies that are eligible for the Register. The Register office continues to receive daily calls and letters about other businesses that were founded in the Golden State in 1881 or earlier.

More than a salute to longevity, the prestigious Register records and commemorates the spirit of creativity and struggle toward achievement represented by these businesses that have operated continuously for more than 100 years. When the survey is complete, CHS will publish and periodically update a Register or catalog of California's businesses. Also, a statewide program of exhibits, lectures and other events exploring and interpreting California's business history will be developed. The Register program is also expected to encourage research and publication in the field of business history, as company archives and records are added to the CHS library's business archives.

All business enterprises that have conducted the same or related business activity for at least the last 100 years, regardless of change in location, ownership or name or are eligible for placement on the Register of Historic California Businesses. Farms and ranches that have been owned by the same family for the last 100 years qualify. Verification of the founding year of the business is required; acceptable documentation includes copies of incorporation papers, dated letterheads, or listings in an early city directory or trade journal.



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# Wiltern Theater Will Live Again

*(Editor's Note: The following article is reprinted from the Los Angeles Times. If it can work in L.A., it can work in San Diego with such theaters as the Lyceum.)*

*In the 50 years since they first opened the mahogany Art Deco doors at Los Angeles' Wiltern Theater, many people have thought of it as a sort of home.*

*First, there were the rapt moviegoers who adored the silver screen idols from seats in the theater's gilded darkness. Later came the World War II soldiers and sailors who bivouacked in its basement when wartime hotel space was short.*

*Then the theater was closed, and the derelicts and vandals and salvage men settled in, stripping off bits of bronze and tile, scrawling or scratching graffiti into the stylized plaster moldings, selling off the Art Deco light fixtures and matinee chairs.*

*Now, after 10 years of being repeatedly sold and abandoned, the Wiltern is to be a home again. Mayor Tom Bradley joined developer Wayne Ratkovich, rock promoter Jim Rissmiller and UCLA Vice Chancellor Elwin V. Svenson at a press conference announcing that the theater will be restored to its old and golden glories to serve as a center for performing arts.*

**"This is a day of celebration here,"** said Bradley, standing before the double staircase leading to the Wiltern's ornate balcony, **"because we're celebrating the preservation of one of the greatest treasures of Los Angeles."**

Historical conservancy groups had brought public attention to how close the wrecking ball came to the Wiltern's walls. But the man who is mostly responsible for preserving and protecting the theater now is Ratkovich, who plans to do for the square block of property what his firm did for the Oviatt Building downtown--restoring its grandeur while surrounding it with new shops, offices and restaurants.

"I believe we are putting up an urban center of exciting proportions," said Ratkovich. The effort proves, he added that "the Los Angeles community can and does act together to preserve our heritage and works of architecture."

Ballet, opera, concerts, stage presentations, and the kind of movies they call "films" will be at home in what will develop into the finest and most important theater in the United States, according to Rissmiller. He added that some of the Wiltern's stage time will go to moneymakers like rock concerts to subsidize cultural events "that don't necessarily make money." Several remarkable people, including the son of the Wiltern's original interior decorator will be working to bring back its lost luster. Opening night is tentatively planned for December, 1982.

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# P.U.C. Exhibit In Sacramento

The Office of Historic Preservation directs your attention to the State of California Archives Exhibit on the Public Utilities Commission. The exhibit provides just a sample of 80 years worth of prime documentation gathered for the PUC. The records of the PUC and its predecessor, the California Railroad Commission, contain large amounts of information on the facilities and operations of railroad companies, gas and electric companies, water companies, and telephone and telegraph companies in California. Of special interest is Series 21 of the inventory. In 1912 the Commission required all steam, electric, street, and switching railroads in California to submit a complete set of maps of the location of their lines and facilities. Series 21 lists the 95 railroad companies that submitted some 5000 maps in response to the order. These maps contain a vast amount of detailed and precise information on rights-of-way, plats of stations, depots, yards, and other facilities, ownership of land and location of structures adjacent to railroad lines, and nearby geographic features.

The research opportunities this provides survey coordinators, historians, planners, architectural historians, restoration architects, and city preservation and landmark boards is both rich and unique. The exhibit is presented by Secretary of State March Fong Eu at the California State Archives Exhibit Hall, 1020 O Street, Sacramento. It is open Monday through Friday from 8 am to 4:30 p.m. For further information, contact the California State Archives at (916) 445-4293.

## *National Trust for Historic Preservation* 1982 Honor Awards Program

The National Trust for Historic Preservation is accepting nominations for the 1982 Honor Awards to be presented on May 7, 1982, in Washington, D.C., at the 36th Annual Membership Meeting. The Louise du Pont Crowninshield Award, which may be presented annually to one person with a stipend of \$2,500, and the Certificates of Commendation for Public Officials are included within the Honor Awards Program.

Through the awards program the National Trust extends recognition of significant achievements to individuals and organizations active in the preservation, conservation, restoration or interpretation of the built and maritime environments and cultural landscapes in the United States. Deadline for nominations: January 15, 1982.

For information on eligibility and criteria, and to request a nomination form, please write:

1982 HONOR AWARDS PROGRAM  
National Trust for Historic Preservation  
1785 Massachusetts Avenue, N.W.  
Washington, D.C. 20036

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# SOHO COTTAGE Gets New Look And Offers Goods For Christmas

By Claire Kaplan

MEMO: To members new and not so new...  
GREETINGS! The Save Our Heritage Organisation headquarters in Heritage Park is in the process of being spruced up for the Holiday Season. Nothing drastic is underway, just a small face-lift, a tuck here and a tuck there.

Hopefully, we aim to discourage the figure in the doorway uttering unwelcome remarks such as, "Oh, this is nothing" (thanks a lot for that), or "let's not go in here, this is just an office". (Just an office indeed) Well, we'll show them! We smile (it hurts) and we welcome them to enter (we are not armed...yet). We may be poor, but we are definitely not humble. Once we have their undivided attention, we let them have it, loud and clear. Who we are, why we're there, where would they be without us, and on and on. The donation box is clearly visible near the entry, and it begins to fill as we converse with our now enraptured guests. They have become a captive audience, and that's the way to go.

After many suggestions from tourists and locals to warm-up the office atmosphere in the cottage and give it more of a Victorian touch, we set out to re-do the premises. Up go the paintings (a water color here, an oil there, and a few acrylics thrown in for balance) and the place has assumed a new look already. So say we. No chintz at the windows; we wouldn't consider touching the beautiful lace curtains waving in the breeze.

Whatever the men and women who staff our cottage care to bring from home (all donations are graciously accepted) are absorbed into our decor. We have items for sale, and they are selling fast. Come get them while they're hot! SOHO glasses with pictures of the Long-Waterman House, the Sherman-Gilbert House, The Santa Fe Depot, etc. etc. are on order, t-shirts with the SOHO logo are available, plus SOHO note cards, handmade felt and crocheted Christmas ornaments (made by Leone Lindemulder and Alice Rowe) and more to come. Do your Christmas shopping with us.

Without the terrific volunteers, nothing could be accomplished. I've said it before and I'll say it again, THANK YOU Alice Crittenden, Barbara Hallen, Ellen Smothers, Alice Rowe, Mary Sanders, Betty Smith, David Goldberg, Eileen Cross, Mary Lou Dyke, Tom Dyke, Louise Borchert, Barbara Klauschie, Robert Klauschie, Vel Landi and Dorothy Haggard. Without you our doors could not open. Thank you also for the hospitality of the SOHO people who have opened their homes for our quarterly volunteers get-together: Alice Rowe, Pat Skidmore, Lee Douglas and Nettie Scarry.

To those who have not had the opportunity to drop by and give us the big hello, please make an effort to come over soon. It will give us a lift to see a familiar face. You know where we are, so c'mon to OUR HOUSE, to our house, our house. See you!

## Gorham House For Sale

The Gorham House, Local Historical Landmark Number 138, located at 2042 Kearny Avenue is for sale.

The architect is unknown but it is a two-story Queen Anne style house possessing most of the characteristics of this style of design. It is of solid construction and deterioration has been minimal. The interior wood work, of quality redwood is in excellent shape.

There is also a turn of the century duplex located at 2054 Kearney for sale. If any SOHO member is interested please contact Sherry Bloom a SOHO member, at Bloom Real Estate, 7760 Fay Avenue, Suite H, La Jolla, 92037, or phone 459-7598 or 459-7161. *Because the properties are tenant occupied, please do not go on the property or disturb the tenants.*

*The price for the Gorham house is \$89,000 with flexible financing available. The turn of the century duplex is \$49,000.*

## Stained Glass Paradise

Quietly gracing the grounds of a private La Mesa resident is a totally unique and historically significant patio/gazebo structure. Measuring approximately 11 by 17 feet, it is comprised of two panels of Cathedral-type stained glass each measuring 10 feet wide and 13 feet at the highest point. Each panel contains approximately 400 pieces of leaded glass framed in triple-layered hand laminated redwood. The theme is non-religious.

Originally installed in the Chula Vista Congregational Church around the year 1910, the panels were removed in 1952 and moved to their La Mesa location. The present owner/craftsman, Mr. Edgar Pollock, then utilized them in designing and building this unique structure, which is ideally suited for use as a patio or gazebo in the finest custom home. The new owner could also incorporate the panels into a theme commercial structure or historical/restoration project.

This one-of-a-kind example of the stained glass art form will be sold by bid; minimum \$10,000 as is, where is, owner reserves the right to reject any and all bids. Bids will be accepted by the owner until December 15, 1981.

If you have a project that could utilize this magnificent structure or know of a client or contact who would enjoy it as a patio/gazebo, please do not hesitate to contact Stan Sexton, Broker Associate, ERA New West Realty, 287 8650, for more information or a private showing.

# Historical Cannons Search

The Historic Cannons of California groups are preparing a survey of antique cannons located in the State of California. They would appreciate hearing from museums and State and County parks as to the cannons in their possession and those known to be in local parks and cemeteries, or private possession in our area. If you have any information that may be of help, contact the Historic Cannons of California at P.O. Box 2216, Goleta, California, 93118; and/or call (805) 968-4801.

## Plaque Hunt

Lee McCumber, Landmarks Chairman for the Conference of California Historical Societies needs your help in locating all plaques in San Diego County erected for the commemoration of an event or person. If you have any information that may be helpful send:

1. The plaque and its location .
2. State whether the plaque is on private or public property. Is the property open at all times?
3. What event or person does the plaque commemorate?
4. What organization dedicated the plaque and any other details.
5. Name and phone number of a contact person.

Lee is seeking a listing of all plaques that have been placed by any organization. Please send information to: Lee and Norma McCumber, 3021 Nute Way, San Diego, 92117.

## Antique Auction Announced

The Golden Movement Emporium has announced their greatest auction on earth--December 4th and 5th at the Pabst Blue Ribbon brewery in Los Angeles. They have gathered nearly \$4 million worth of architectural antiques from around the world. Among the items for sale will be complete English pub interiors, stained, beveled and jeweled windows, ceilings, entryways, doors, bars, back bars, fireplace mantels; greenhouses and paneled rooms. The entry fee is \$100 applicable to auction purchases. For further information call (213) 225-0334.

## AIA Plans Ball

The San Diego Chapter of the AIA is planning a Black and White Ball on December 11, 1981 at the Rancho Bernardo Inn, 17550 Bernardo Oaks Drive, Rancho Bernardo. Cocktails begin at 7:30 p.m. with dinner following at 8:30 and dancing at 10:00 p.m. The attire is semi-formal, black/white. \$25 per person, kindly respond by December 8, 1981.

## National Trust Offers Programs For Neighborhood Conservation

The National Trust for Historic Preservation is interested in helping neighborhoods and the people who live in them--homeowners, tenants, and business people who are working today to maintain their neighborhoods and ensure that they will survive far into the future. With its services, the National Trust is here to support improvement efforts, regardless of whether they are called preservation, conservation, stabilization or revitalization. A few of the programs offered are: Conserve Neighborhoods, Conserve Neighborhoods Short Courses, Inner-City Ventures Fund, and grant and loan programs. For further information write to the National Trust for Historic Preservation, 1785 Massachusetts Avenue, N.W., Washington, D.C. 20036.

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## Welcome New Members

Lucile Ricketts  
Sherry Bloom  
Gail Schaefer & Family  
Lynn E. Modic

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### IN MEMORY

*Bea Evenson*  
1900-1981





# MEMBERSHIP FORM

Please complete and return this membership form to:

Save Our Heritage Organisation  
Post Office Box 3571  
San Diego, California 92103

SOHO depends upon membership dues, contributions, and fund raising activities to support our restoration/preservation expenses. Members receive the monthly SOHO Newsletter and invitations to special events. Gift memberships are available and we will send the recipient a card in your name announcing the gift. Memberships and donations are tax deductible. Please join us!

### MEMBERSHIP CATEGORIES

Benefactor. . . . .	\$1,000.
Patron. . . . .	\$100.
Corporate . . . . .	\$50.
Professional. . . . .	\$25.
Family. . . . .	\$15.
Single. . . . .	\$10.
Donation. . . . .	\$

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zip Code \_\_\_\_\_ Phone \_\_\_\_\_

Add my name to your Volunteer List \_\_\_\_\_  
I prefer the following types of activities: \_\_\_\_\_

### TAX EXEMPT STATUS

SOHO is exempt from Federal Income Tax under Section 501(c)(3) of the Internal Revenue Code and has been classified by the I.R.S. as a charitable, educational organization.



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