



April 2003  
Volume 34, Issue 2

# 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

## SOHO Files Suit to Stop Coronado Rail Line Destruction

In late February of this year, Save Our Heritage Organisation filed a Petition for Writ of Mandamus in San Diego Superior Court to challenge the unlawful actions of the Port of San Diego and its Commissioners in approving the Coronado Rail Line Lease project without first preparing an Environmental Impact Report (EIR). The Port approved the Lease as potential lessee of a portion of the Coronado Rail Line, a cultural, recreational, and regional transportation resource.

The proposed Lease project allows paving up to and between the rails of the Rail Line, and has potentially significant adverse impacts on the use of the Rail Line for current and future recreational, cultural, and transportation uses. The Port improperly segmented its approval of the lease from the pending related Bayfront Redevelopment Project and other projects that are inconsistent with continuing use of the important Rail Line.

The case asks for a peremptory writ to issue in the first instance to require the Port to set aside its approval of the Lease, and to reconsider approval only after completion and certification of an EIR that studies and mitigates pending related plans and considers feasible project alternatives that may preserve the Coronado Rail Line for beneficial uses.

Bruce Coons explained why the lawsuit is important: "This lease will deny the use of the entire Rail Line, both for the current historic tourism and potential future rail uses, and deserves full environmental review."



c. 1903-09, courtesy Coons collection

## National Security Executive Order Preserve America

*The following is an excerpt from President George W. Bush's March 3, 2003 National Security Executive Order to Preserve America*

It is the policy of the Federal Government to provide leadership in preserving America's heritage by actively advancing the protection, enhancement, and contemporary use of the historic properties owned by the Federal Government, and by promoting intergovernmental cooperation and partnerships for the preservation and use of historic properties. The Federal Government shall recognize and manage the historic properties that can support department and agency missions while contributing to the vitality and economic well-being of the Nation's communities and fostering a broader appreciation for the development of the United States and its underlying values. Where consistent with executive branch department and agency missions, governing law, applicable preservation standards, and where appropriate, executive branch departments and agencies shall advance this policy through the

protection and continued use of the historic properties owned by the Federal Government, and to promote the preservation of the unique cultural heritage and to realize the economic benefit that these properties can provide. Agencies shall maximize efforts to integrate the policies, procedures, and practices of the National Historic Preservation Act Economic (NHPA).

Building Preservation Partnerships. When carrying out its mission activities, each shall seek partnerships with State and local governments, Indian tribes, and the private sector to promote local economic development and vitality through the use of historic properties in a manner that contributes to the long-term preservation and productive use of those properties. Encourage, support, and foster public-private initiatives and investment in the use, reuse, and rehabilitation of historic properties, to the extent such support is not inconsistent with other provisions of law, the Secretary of the Interior's Standards for Archeology and Historic Preservation. (*continued on page three*)

# SAVE OUR HERITAGE ORGANISATION

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Save Our Heritage Organisation  
2476 San Diego Avenue, San Diego CA  
92110  
(619) 297-9327 • fax: (619) 291-3576  
email: [sobosandiego@earthlink.net](mailto:sobosandiego@earthlink.net)  
[www.sobosandiego.org](http://www.sobosandiego.org)

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## President's Message

### DAVID MARSHALL

Most historic structures were built long before we were born and, if they are treated properly, will last long after we are gone. Whether it's simply vanity or naivete, many redevelopment officials and land developers consider their time on this Earth as the only time that matters. The present is all they know, but the present is, of course, only a blip in time between the past and the future.

One thing becomes clear when one digs into the past: nothing lasts forever. Researching the history of a building is a fascinating process. A long succession of names and dates helps to tell the story of each building and how it changed over time. The first owner of a building will probably never meet the third owner, let alone the tenth or twelfth. Everyone has left behind his or her imprint. Some imprints can be seen, while others are invisible.

The future of a building cannot be predicted. What once was a warehouse may one day become apartments. A mansion may burn down and be lost forever. A church might be demolished for a gas station. A cottage may stay under the care of the same family for generations.

Preservationists, like those of us in SOHO, are constantly reminding the caretakers of historic buildings that they need to be careful how they treat their cultural resource. Damage done to historic buildings is difficult to reverse. Once original windows are replaced with vinyl, they will never look the same. Once a theater is stripped of its stage and seating, it will probably never again house an audience. Once a building is demolished, it is gone forever. Even if a demolished building is meticulously reconstructed, it will be a "new" building.

Many developers don't understand that the harm that they do to a historic structure is often irreversible. The frustrating part for preservationists is that owners and residents who quickly go out of business or move do a lot of the damage. Businesses and homeowners seldom stay in the same building for more than 5 years. When you consider the typical 50 to 120-year life span of a historic building in San Diego, that represents many 5-year increments and many opportunities for abuse.

There are few things more aggravating in the world of preservation than thoughtless owners and developers who damage or destroy historic resources as part of some grandiose plan that never materializes. There are far too many examples of empty lots created by empty promises. Chain link fences, dirt and weeds are sometimes the only evidence of a demolished building. Why should an entire community suffer from the misguided adventures of incompetent developers?

Everyone needs to understand their place in the timeline of their community. When one is dealing with buildings and cities, accomplishments, as well as debacles, live long after we fade away. Before they act, redevelopment agencies and developers need to ask themselves what kind of legacy they will be leaving behind.

### 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 Grounds

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 • 5:30pm

3rd Wednesday of each month in the Study in the Derby Pendleton House

PRESERVATION ACTION • 5:30pm

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

# Message from the Executive Director

## Private Property Rights, Historic Preservation, America & the Rights of the People

BRUCE COONS

Sometimes when we are advocating for preservation we will hear the old refrain "I have the right to do whatever I want with my property" or some similar argument. I always wonder what country they think they live in, obviously it is not the United States of America.

This supposed 'right' is a myth and has never existed since the first colonies were organized and the first towns were laid out.

The Supreme Court has always affirmed and reaffirmed that communities have the right to decide what they are going to look like (i.e., the majority of the people, not one person dictating to the rest). This is the foundation of all zoning and preservation laws.

It would be hard to find anyone who would condone a property owner tearing down a home, say, in the middle of a new housing development and putting in a convenience store, because the property owner asserted he could make more money and make better use of his property. By that same token a property owner does not have the right to tear down a historic building and put up 'a lot line to lot line' McMansion and destroy the character of the neighborhood and our country's heritage.

Where the individual does not have the right to do whatever they please to their property, the community does. The community has an absolute right to decide what it is going to look like and what is important to maintain or enhance its character and its environment. The only countries where an individual can do what he wants without regard to his neighbors and communities are countries that accept bribes and do not follow the rule of law.

That is not the country I live in. That is not the American way. That is not the kind of country that was envisioned by the founding fathers or what has been fought for since we began. This country is ruled by "We the People" not one person; we are not a kingdom or a dictatorship. We all decide what is important.

*(continued from the front page)* Development initiatives, including heritage tourism, taking into account agency mission needs, public access considerations, and the long-term preservation of the historic properties. No later than September 30, 2004, each covered agency shall complete a report of the assessment and make it available to the Chairman of the Advisory Council on Historic Preservation (Council) and the Secretary of the Interior (Secretary).

Each agency with real property management responsibilities shall, by September 30, 2005, and every third year thereafter, prepare a report on its progress in identifying, protecting, and using historic properties in its ownership and make the report available to the Council and the Secretary.

No later than June 30, 2003, the head of each agency shall designate a senior policy level official to have policy oversight responsibility for the agency's historic preservation program and notify the Council and the Secretary of the designation. Each agency shall ensure that the management of historic properties in its ownership is conducted in a manner that promotes the long-term preservation and use of those Federal properties as assets and contributes to the local community and its economy.

The Council is directed to use its existing authority to encourage and accept donations of money, equipment, and other resources from public and private parties to assist other agencies in the preservation of historic properties in Federal ownership to fulfill the goals of the NHPA and this order.

The National Park Service shall make available existing materials and information for education, training, and awareness of historic property stewardship to ensure that all Federal personnel have access to information and can develop the skills necessary to continue the productive use of Federally owned historic properties.

To the extent permitted by law, the Secretary of Commerce, working with the Council and other agencies, shall assist States, Indian tribes, and local communities in promoting the use of historic properties for heritage tourism and related economic development in a manner that contributes to the long-term preservation and productive use of those properties. Agencies shall use historic properties in their ownership to foster viable economic partnerships, including cooperation and coordination with tourism officials and others with interests in the properties.

*Editor's note: It's too bad the Federal Courthouse project refuses to comply with the President's order. The National Trust, the city of San Diego Historic Resources Board and SOHO have refused to sign the Memorandum of Agreement (MOA), with General Services Administration (GSA).*



Built in 1914, historic Hotel San Diego is slated for demolition to make way for the Federal Courthouse project.

# Historic Districts

## How They Work for Your Community

### What is a Historic District?

*"A historic district means a significant concentration, linkage or continuity of sites, buildings, structures that are united historically, geographically or aesthetically by plan or physical development and that have a special character, historical interest, cultural or aesthetic value, or that represent one or more architectural periods in the history and development of the City of San Diego."*

### What is the purpose of a Historic District?

To maintain, protect and preserve the scale and basic character and salient architectural details of homes within a historical district. A historical district is not a static museum, but rather a living, changing neighborhood. There is room for private renewal and architectural creativity, within appropriate controls and standards. Historical designation in a neighborhood will encourage continuous research into a community's human past and culture for the benefit of future generations and protect our high-quality architecture, mature landscaping and pedestrian orientation of our historic community by denying demolition of existing older homes to simply build out-of-scale super-houses that overwhelm the neighborhood. The character of a neighborhood is threatened by the 'teardown' phenomenon, which is destroying the architecture and heritage of a community. A historic district will provide protection from demolition, insensitive alterations and out-of-character new construction and emphasize the value of the historic neighborhood.

### Why a historic district at this time?

A disturbing trend has spread across America's older and historic neighborhoods such as Mission Hills, La Jolla, and Coronado to demolish or 'teardown' older homes. A 'teardown' refers to the practice of demolishing an existing house to make way for a dramatically large new home on the same lot. This unfortunate practice has become such an epidemic in our country that the National Trust has listed 'Teardowns in Historic Neighborhoods' on its 2002 list of America's 11 Most Endangered Historic Places. The impacts of 'teardown' on historic neighborhoods is twofold: First, as fine historic homes are reduced to rubble to make way for much larger new houses, the architectural and cultural heritage of our communities is eroded and forever changed. Second, the massive, out-of-scale structures that are being built to replace older homes do not fit well in historic neighborhoods and threaten the very qualities that make these neighborhoods attractive and desirable. In most cases, small older homes are being torn down and replaced with new houses three times their size. This greatly increased square footage (an average new 'McMansion' is over 3,000 sq ft) results in tall, bulky structures that loom over adjacent homes and break the established building pattern of the community. Front yards are often given to large three car garages and driveways. The livability of historic neighborhoods is eroded and in many cases, these new 'Monster

Homes' block views and eliminate side and back yards.

Furthermore, through a designated Traditional Historic District, residents strive to preserve for future generations the fine homes that draw people to such communities. This helps to preserve architectural detailing, the use of high-quality materials, craftsmanship, historic character and charm. These are the same qualities that still matter to many buyers looking for homes in historic neighborhoods. While historic designation does not freeze development, it does help to ensure that any enlargements or additions to existing homes are done with sensitivity and in a manner consistent with the historical guidelines that will be created. (Reference: "Protecting America's Historic Neighborhoods: Taming the Teardown Trend" by Adrian Scott Fine and Jim Lindberg)

### What are the benefits of residing in a historic district?

There are several benefits for maintaining and preserving one of San Diego's early communities for future generations and for 'contributing' homes. The Mills Act can significantly reduce property taxes. The National Trust states that historically designated residential districts enjoy 10-25% higher property values versus similar homes without historic designation. Some historic districts such as 'Bungalow Heaven' in Pasadena raise thousands of dollars each year for their neighborhood association through voluntary home tours, which continue to publicize the benefits of living in that community.

**...through a designated Traditional Historic District, residents strive to preserve for future generations the fine homes that draw people to such communities.**

### What is the Mills Act?

The statewide preservation law enacted by former State Senator Jim Mills that allows for a significant reduction in the property taxes of designated historic

a 30-70% reduction in property taxes through the use of the Mills Act.

### What is a 'contributing' home?

There are basically three categories of homes within a historic district. The first type is a 'contributing' site, i.e. one that contributes to the historic district. These homes must meet the significance characteristics of a district and must be specifically designated historic resources. These sites shall be eligible for all benefits and responsibilities of historical designation.

The second is called a 'potential contributing' site, one that can be restored to the original character of the design of the home. For example, a home may apply to become 'contributing' when the homeowner replaces aluminum windows with appropriate wood windows.

The third type of home is a 'non-contributing' site, which is either a new home or a home that has been remodeled beyond its original design. This type of house has been substantially modified so that they no longer contribute to the historical integrity of the district. These sites are not eligible for the benefits resulting from historical designation, except if the owner subsequently restores original historic fabric and features making it a contributing site. In these cases, the City of San Diego Historical Resources Board (HRB) will hold a public hearing where the status of the site from non-contributing to contributing can be assessed and approved. This type of home would not be eligible for the Mills Act, but would enjoy the benefit of being in a historic district.

**District Features:**

The Historical Resources Board will determine, upon designation of a Historical District, those features and characteristics deemed essential to the maintenance of the district's architectural and/or historical integrity.

**How do I apply for the Mills Act if there is a Historic District?**

Submit a request and pay a one-time fee based upon the value of your home. You will receive a Mills Act Contract from the County, with a term of ten years. This contract goes with the property when it is sold, allowing the new owner to take advantage of the reduced property taxes without having to re-apply. This also becomes a great selling point when/if you sell your home.

**What are my 'responsibilities' if my neighborhood becomes a Traditional City of San Diego Historical District?**

A permit would be needed before doing any major alterations to the exterior of your home, such as building an addition or second story, stuccoing over wood siding, removing original porches or removing wood windows and replacing them with aluminum ones. The proposed changes would have to be compatible with the style or character of your home, so that it would continue to maintain the historic appearance of the house. You currently have to obtain a permit to do these things already.

**I do not want any restrictions placed on my use of my property. If I lived in a new house in a subdivision, I wouldn't have any restrictions.**

That is not the case; you are always required to comply with zoning, health, safety and building codes. Also, virtually all newer subdivisions and housing tracts have stringent design guidelines for paint colors, landscaping, vehicle parking and a multitude of other restrictions. There are frequently CC&Rs, which are a set of rules governing what can be done with your property. Also frequently there are homeowner associations who may tell you what you can or cannot do. With Historic District status, you would still have far fewer restrictions on property alterations than most new homes.

**How can it help me if I vote for a Historic District?**

One large benefit is that other property owners in the district will also be regulated by the same standards that you would be. This means that the house next door is not going to undergo radical alterations, which can be unattractive and inappropriate to an older community, and which may ultimately cause your property to lose value and make it more difficult were you to sell your home. It provides the protection of keeping the neighborhood style and character, which attracted you to this area in the first place, and which would help to maintain and increase property values and attract other preservation minded people to the community.

**Would I have to get a permit to paint my house or to change house colors?**

No, but you would be encouraged to contact the City's HRB staff for advise on the best color schemes consistent with the historical period and style of your house. This will increase its value.

**Would I be allowed to build an addition to my house?**

Yes, as long as the design is sensitive and compatible with the existing house. To reduce the impact of an addition, new construction should be concentrated on the rear (non-public) sides of the house. Although the addition is to be compatible, it should also be differentiated, so as not to be confused with the original elements. Additions and alterations should comply with *The*

*Secretary of the Interior's Standards for the Treatment of Historic Properties*, written by the National Park Service.

**Would I be allowed to change the interior?**

Yes, historic district status has no effect on the interior of your home, although it would be preferred if alterations comply with The Secretary of the Interior's Standards. You would still have to obtain permits for electrical, plumbing or structural changes as you currently do.

**Would the public have access to my house, once it is historic?**

No. Your decision to showcase your home at any given time is entirely up to you.

**Can I change the landscaping?**

Yes, the historical designation does not include your yard. There are currently City codes concerning the height and placement of fences and those would remain the same. In some instances, the fence code provides more latitude in a historic district. However, you would be advised to contact city historical staff for guidance on the best plant materials you can use consistent with the historical period of your home.

**Would the Historic District affect the zoning or density of my lot?**

No, those things would still be subject to the zoning codes currently in force.

*Editors note: Historic districts are one of the best ways to protect the historic character of buildings, streetscapes, neighborhoods, and landmarks from inappropriate alterations, new construction, and other poorly conceived work, as well as demolition. Study after study in cities across the nation has shown that historic district designation also maintains or more often raises property values. Thank you to Allen Hazard, Janet O'Dea, David Marshall, Bruce Coons, Barry Hager and the City of San Diego for this article.*

## Deadline Extended!



SOHO has posted a reward of \$250.00 for anyone who can prove who the architect was on the Tecate Depot and the year of its construction. Although theories and opinions have been submitted, we have yet to receive actual concrete proof.

Two architects are currently suspects; Eugene Hoffman who has a vast body of work involving John D. Spreckels, the Hotel Del Coronado, etc.; and John Lloyd Wright, son of Frank Lloyd Wright who also commanded a great body of work predominately residential.

The new deadline is June 30, 2003, please make all submissions at [sohosandiego@earthlink.net](mailto:sohosandiego@earthlink.net)

# Mary F. Ward 1925-1999

## First Historic Site Recognising a San Diego Preservationist

BETH MONTES

On February 27, 2003, a Mission Hills home was designated a historic site by the City of San Diego Historical Resources Board. Site No. 572, located on Sheridan Avenue, has been named the Mary F. Ward/Emmor Brooke Weaver House. It is becoming more rare to have a home designated due to its association with a historic person. Homes are being primarily designated for their architectural features or design by noted architects. What makes this designation even more rare is the fact that Mrs. Ward died fairly recently, in 1999. Normally the historic person must be noted for his or her works fifty or more years ago. Mary had to be acknowledged as "an exceptional person in her field" to win this recognition.

What made Mary Ward so special? Her absolute dedication to history and historic preservation. Mary gave untold volunteer hours over many years to her passion. In 1986, Mrs. Ward's capabilities were officially recognized when she was hired as the County of San Diego's first historian. She retained that position until her death on January 1, 1999.

Besides her works in the community, Mrs. Ward practiced what she preached. She purchased the Sheridan Avenue house in 1986. It had been used as a rental for many years and was in near "tear-down" condition. After much thought and planning, she undertook a quality restoration of the home, working closely with noted San Diego architect, M. Wayne Donaldson. Mr. Donaldson and Mrs. Ward retained much original fabric, while making a few, well-planned interior changes. Thanks to thoughtful stewardship by its current owner, Vince Petranzio, the home continues to be a stunning example of 1911 artistic bungalow architecture. Many in the community were recently able to enjoy the home when it was on SOHO's San Diego Arts & Crafts Home Tour on March 9th.



Photo by Allen Hazard

## How to Be a Preservationist

*Reprinted with permission from the Forum News, the newsletter for the National Trust for Historic Preservation.*

Want to make preservationists out of people who don't know the difference between a balustrade and a facade? A mullion and a muntin? Section 106 and Formula 409? Don't worry, they don't need to. There are lots of everyday activities they can do to help support preservation.

The following suggestions were collected from our preservation partners nationwide (with special thanks to the folks at the Preservation Trust of Vermont). Share this list with your friends, neighbors, and family members. If you have other suggestions, please send an e-mail to [getinvolved@nationaltrust.org](mailto:getinvolved@nationaltrust.org).

### Ten Easy Ways to Support Historic Preservation

1. Show your kids the place where you went to school or where you got married.
2. Shop in a historic commercial district. Be sure to look up so you can admire the detail of the buildings' upper floors.
3. Visit a place where history was made or a museum dedicated to history.
4. Eat at a restaurant in a historic building. If you like the atmosphere, tell the owner or host.
5. Attend a live performance or movie at a historic theater.
6. Walk around a historic neighborhood.
7. Join an organization, even better, more than one, dedicated to historic preservation. Become a member of the National Trust (visit [www.nthp.org](http://www.nthp.org)), or find out about groups in your area. (Locate some at [www.nthp.org/help/statewide\\_org.asp](http://www.nthp.org/help/statewide_org.asp). They can direct you to others.)
8. Stay in a historic hotel, the 185 members of Historic Hotels of America are listed at [www.nthp.org/historic\\_hotels/index.asp](http://www.nthp.org/historic_hotels/index.asp), or at a historic b&b.
9. Attend services in a historic church.
10. Take a tour of historic houses in your community.

### Feeling ambitious? Take these ten additional steps.

1. Buy a historic house and rehabilitate it.
2. Reuse an old building in downtown for your business or organization.
3. Keep the post office in your town center. For more information read "Developing Better Community Post Office: on the Preservation Trust of Vermont website ([www.ptvermont.org/books.htm](http://www.ptvermont.org/books.htm)).
4. Say no to sprawl development that would undermine the vitality of your community. (Learn more about this issue at [www.nthp.org/issues/smart\\_growth.html](http://www.nthp.org/issues/smart_growth.html).)
5. Let your town or county board know that old buildings are important to your community. Encourage them to keep municipal offices in your downtown or village center.
6. Tell your representative and senators to support the Historic Homeownership Assistance Act, which would give tax credits to people who buy and rehabilitate older homes. (Find out more from Preservation Action at [www.preservationaction.org](http://www.preservationaction.org).)
7. Encourage your friends and neighbors to learn about historic preservation.
8. Convince your school board to keep using your historic schools. (Go to [www.nthp.org/issues/historic\\_schools.html](http://www.nthp.org/issues/historic_schools.html) to see how other communities have done it.)
9. Encourage an ethic of stewardship and high quality rehabilitation work in your community. No vinyl siding!
10. Volunteer with organizations where preservation makes a difference: the planning commission, development review board, library board, downtown organization, or regional planning commission.

# Desert Drugs is History

BOB BOZE BELL

*True West magazine, April 2003.*

*Editors note: This article has been reprinted to show one of the many stories most of us could tell. We are affected by our built environment, historic preservation is multi faceted, it has to do with much more then famous personage or architectural merit, it is the meaning these places give to our lives. The publisher Bob Boze Bell is a friend of the Coons, and SOHO carries the popular magazine in the SOHO Museum Shop.*

A skinny kid in a Little League cap fruns to the front of the drugstroe and scans the three rows of magazines in the window. He grabs one and his mother adds the purchase (a whopping 25 cents!) to her prescription bill. The boy scrambles to their car to read the latest exciting issue of his favorite magazine.

The year was 1957 and *True West* was already four years old. But to the lad in the cap, it was brand-spanking-new. Revolutionary, really.

The kid wasn't alone. For anyone who avidly watched the wall-to-wall Westerns on TV every night, the magazine answered the question, "I wonder how much of this is true?"

April is the actual anniversary of when our founder; Joe Small, scraped together enough advertising to find out if people would buy a magazine about true Western history.

Of course, that kid in the cap was me, and I'm proud to say there are enough other "kids" out there who agree that this title should live on and prosper. But, as anyone who casually looks out the window will tell you, not everything worth saving survives.

When we were getting this issue ready, I wanted to honor the historic location (to me) of the place where I discovered gold. I called the Mohave County Historical Society in Kingman, Arizona, and asked if they had any photographs of Desert Drugs in its prime.

"You haven't heard?" asked library manager Rosanne Rosenberg, after I informed her I already had a modern photo taken two years ago. "They tore it down three months ago."

Why is it that in the West, when someone says a building is older than, say, 1953, there's a gasp (or a shrug) and then a rush to tear it down? Get rid of it. It's old, no good, out of date.

Desert Drugs is gone, but for the kid in the cap, the memory remains strong. To this day, when I separate "desert" and "dessert" in my mind, the mental clue is the indelible image of the nighttime neon of Desert Drugs, with one "s".

Sadly, the only difference between *True West* magazine and Desert Drugs is that someone cared. Unfortunately for Desert Drugs, no one rode to the rescue.

Yes, *True West* has survived for a half century and that is a mighty fine milestone. But my wish, my hope, is that as we begin our second 50 years, somewhere a kid in a cap is reading this.



Desert Drugs photo courtesy Mohave County Historical Society.

## Highway 101 Association

JOHN DALEY

In 1996, the City of Oceanside's Historic Preservation Commission engaged historian Kathy Flanigan to prepare the context study The Role of Transportation in the Growth of the City of Oceanside. The expectation from the Commission was a short report reflecting the community's growth and development of transportation from Indian trails to the automobile. Instead what was presented to the community was an incredible undiscovered resource. How could something so important to our City, County, State and Country be unrecognized?

Kathy, in her usual way, discovered and shared her findings with us in this wondrous report. For over two hundred pages she explores the building of the Coast Road, US Highway 101. While the report dealt with Oceanside, its history was repeated up and down the route almost to the mile. Clearly this is California's Mother Road.

Understanding the significance of US Highway 101 to the history and development of California, the State Legislature was lobbied to designate the Highway as Historic Route 101. State Senator Ron Packard and Assemblyman Bill Morrow presented a joint resolution, ACR92, which was unanimously approved and adopted in September of 1998.

You only need to learn the location of the route through San Diego County to understand the road's significance to our community's history. Neighborhoods like San Ysidro, Market Street, Little Italy, Old Town, Pacific Beach, La Jolla and all the coastal cities of San Diego North developed along it.

Speed forward to the formation of the "Highway 101 Association" in 2002. This not-for-profit group was formed to research the history and preserve the road, bridges and commercial archeology along Highway 101. Supervisors Bill Horn and Pam Slater were instrumental in the formation of the Association. They both formed 101 task forces within their districts and encouraged both groups to collaborate to become the Association.

So far six communities have banded together to accomplish the goals set forth. The focus of this group is economic development. Two of the cities are Main Street communities and all are tourist destinations. The group believes the way to save our resources is to give them value. Using some of Main Street's ideas, the Association hopes to assist communities who wish to preserve their commercial archeology and to improve the community's downtown economics.

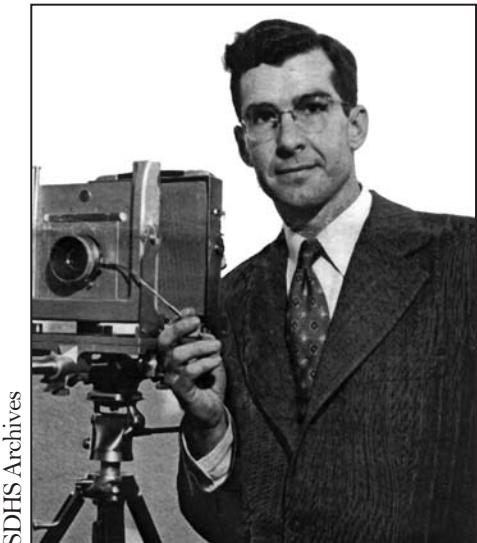
The Highway 101 Association is now cruising to bring the Historic Highway to you. To learn more visit [www.101cafe.net](http://www.101cafe.net).

# Remembering Larry Booth 1920-2003

*Reprinted courtesy San Diego Historical Society*

Larry Booth's long association with photographs of San Diego history began just after World War II when he started taking photographs for the Union Title Insurance Company magazine Title Trust Topics. At the same time he gained custody of a large collection of San Diego's oldest images, dating back to 1870. Over the years Larry began to notice that many of these historic images were fading or deteriorating. As the necessity for preserving these images became more and more evident, Larry and Jane Booth began to spend an enormous amount of time determining how to save these photographs that documented San Diego's history. By the late 1970's, Booth and Robert A. Weinstein wrote Collection Use and Care of Historical Photographs (AASLH, 1977), a compilation of 30 years worth of preservation knowledge. In 1977 the Booths were instrumental in transferring the Union Title Photo Collection to the San Diego Historical Society. Under Larry and Jane Booth's guidance the San Diego Historical Society Photograph Collection grew to over 2 million images. Of those images in the Photograph Collection, 10,000 were taken by Larry. His scenic photographs will indeed represent how San Diego remembers the 1950's and 1960's in the future. Today San Diego's historic photographs are preserved, accessible, and viewed across the globe thanks to the inspired work of Larry Booth. And, it should also be said, that Larry Booth will be remembered by photo researchers, coworkers and others as a true gentleman, a kind, patient, and thoughtful man.

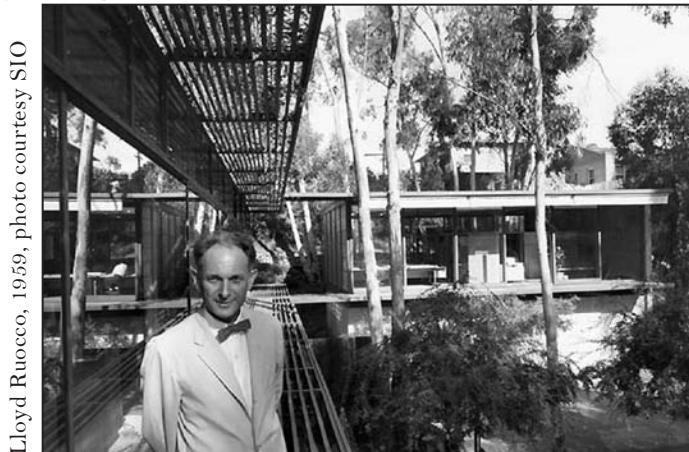
*Note from Bruce Coons, SOHO Executive Director: Many SOHO members have had long relationships with Larry. Larry's preservation of the historic images of San Diego has done more than any other single thing to preserve the heritage of San Diego and inspire the restoration and retention of our past for the future.*



SDHS Archives

## People In Preservation Awards, Saturday, May 10th

KATHLEEN KELLEY-MARKHAM



Lloyd Ruocco, 1959, photo courtesy SIO

The National Trust created Preservation Week in 1971 to spotlight grassroots preservation efforts around the country. It's grown into an annual celebration observed from small towns to big cities, with events ranging from tours, reenactments and rallies to black-tie balls and national competitions. In honor of National Preservation Week, May 5th through 12th, SOHO holds its People In Preservation awards.

This year SOHO welcomes the opportunity to join with Scripps Institution of Oceanography (SIO) as it celebrates 100 years of innovation in oceanography in San Diego County. The SIO campus contains many historic buildings including the old Scripps Lab, the Director's House, the Munk Laboratory and many original "T" (for temporary) redwood cottages built by E.W. Scripps.

Our annual PIP awards event will be held at the Munk Conference Room, which was designed by noted San Diego architect Lloyd Ruocco in the early 1960's, and overlooks the Pacific Ocean and the Scripps pier.

There will be a behind-the-scenes tour of the Ruocco building and the T-houses prior to the awards ceremony. Come visit the place that invented the wet suit, the FLIP boat, Sealab and the idea of global warming. This special evening will include an unmatched sunset viewing, cocktails and appetizers and live music, culminating in the presentation of the PIP awards to the recipients.

Tours are from 5pm to 6:30pm, appetizers will be served with a no-host bar, the awards ceremony is from 7:30 to 9pm. Tickets are \$30 for SOHO members, and \$40 for non members. Paid reservations are required and must be received by May 8th. Use the form below to mail or fax your reservations. For more information or reservations call the SOHO Events Line at (619) 297-7511 or visit [www.sohosandiego.org](http://www.sohosandiego.org).

**Yes, I want to be there to applaud & thank the winners!** SOHO, 2476 San Diego Avenue, San Diego CA 92110  
Tour, Reception & Awards Ceremony

SOHO members	\$30 x _____ qty	= _____
Non-members	\$40 x _____ qty	= _____
MasterCard <input type="checkbox"/>	Visa <input type="checkbox"/>	Total _____
# _____	exp _____	

Name _____	phone _____
Address _____	
City _____	State _____ Zip _____

## CALENDAR OF EVENTS

**April**

25, 7pm.....'Round Cape Horn Must Go!

**May**

10, 5 - 9pm.....People In Preservation Awards

**June**

21, 9am - 5pm.....San Diego Old House Fair

**September**

TBA.....San Diego Mid-Century Modern Weekend

TBA, 4 - 6pm.....Volunteer Appreciation Party

TBA, 6 - 8pm.....Annual Membership Meeting

**October**

24, 25, 26, 31.....Halloween with the Whaleys

**December**

13, 5 - 8pm.....Holiday Party

## Attention Coronado Craftsman Era Homeowners!

We would like to showcase Coronado and its preservation minded residents for the 2004 March San Diego Arts & Crafts Weekend. This is an excellent educational tool for the old house owner or for those dreaming of buying an old house. Many visitors to this event are trying to learn and also be inspired by the ongoing or finished work of others.

We do not allow any photographs to be taken inside any of the homes. We provide knowledgeable and experienced docents who have been briefed on their respective house, and who keep in mind at all times its safe keeping and gentle care. We need to begin the selection process now as several national magazines need this much advance to begin their schedule for next year.

If you would like to be a showcase for the Arts & Crafts movement in San Diego, please contact Alana Coons at 619-297-9327 or email [alana.coons@sohosandiego.org](mailto:alana.coons@sohosandiego.org)

## Join SOHO today & take advantage of member discounts on the great events in this issue!

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.

\$15 Student     \$30 Individual or Family     \$50 Professional  
 \$100 Executive     \$250 Benefactor     \$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

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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

Remember Someone with a SOHO Membership  
Please send a one-year gift membership to the person named below.

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

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

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

### 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

Membership     Workshops     Other Events

# San Diego Old House Fair!

## It's That Time Again

Last year SOHO was asked to take over the Annual Old House Fair. We were pleased to be selected as the successor to this great event and it went so well, that this year we are more than ready and raring to go!

Vendors are already sending in their applications, which at this early date is a definite sign that the show will be bigger than ever. Look for all the best local and regional restoration and period-specific vendors, antiques, and preservation-minded businesses.

The historic home tour will be great; we will showcase various architectural styles and encompass several neighborhoods. We will also be showing a restoration in progress where you will be able to see in future years the work done.

Workshops will be held at various locations and are still being organized at this time. The attendance will be limited so when they are announced you will want to reserve right away.

Last year we changed the format slightly and instead of a Mills Act lecture and Ask the Experts hour we combined both and had a booth all day long to answer these questions. This worked out very well and we were able to serve many more people this way. The Mills Act/Ask The Experts will be located next to the SOHO registration booth.



**SAVE THIS DATE!!!**  
**June 21, 2003**

### SAN DIEGO OLD HOUSE FAIR

Historic Home Tour  
Over 50 Exhibitors  
Workshops  
"Ask the Experts"  
Food & Music

**30TH & BEECH**  
South Park San Diego



**Call SOHO**  
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(619) 291-3576 fax  
[www.sohosandiego.org](http://www.sohosandiego.org)  
[sohosandiego@earthlink.net](mailto:sohosandiego@earthlink.net)

### San Diego Old House Fair Historic Home Tour Ticket Registration

Please complete form, detach and mail or fax to:  
SOHO, 2476 San Diego Avenue, San Diego CA 92110  
Tickets will be held at **WILL CALL**  
No tickets will be mailed.

Last Name \_\_\_\_\_

First Name \_\_\_\_\_

Address \_\_\_\_\_

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

Phone (day) \_\_\_\_\_ (evening) \_\_\_\_\_

email \_\_\_\_\_

#### Historic Home Tour

Member Cost      \$15 x \_\_\_\_\_  
qty = \_\_\_\_\_

Non-member Cost      \$20 x \_\_\_\_\_  
qty = \_\_\_\_\_

Total \_\_\_\_\_

#### Method of Payment

Accept my check in the amount of \$ \_\_\_\_\_  
is enclosed (Payable to: SOHO)

Please charge my credit card for \$ \_\_\_\_\_

MasterCard       Visa

Card Number \_\_\_\_\_ Exp \_\_\_\_\_

Right now we are recruiting volunteers. This is the time to volunteer so that we may organize the docent schedule. If you would like to be a volunteer, please call (619) 297-7511 or e-mail us NOW at [sohosandiego@earthlink.net](mailto:sohosandiego@earthlink.net).

In conjunction with the Old House Fair, we are publishing the second edition of the SOHO Resource Directory. SOHO receives dozens of calls monthly for referrals of services and the Resource Directory has been a wonderful tool. It provides a year round source for the old house community.

A request of our members, if you have had a great experience with a craftsman, service, etc., and feel others would benefit by knowing of them please forward that information to us and we will forward the Resource Directory information to them. We have received several unsolicited letters recently about people who should not be allowed to work on anyone's old home and that is equally beneficial to know. So please call, email or fax us.

Mark your calendars now, San Diego's Old House Fair is the place to be on June 21st.



# Museum Shop at The Whaley House

To order from the catalog, please call (619) 297-9327  
or visit us at 2476 San Diego Avenue in Old Town

**Spring  
Catalog  
2003**

Our catalog of books and gifts can be found on line at [www.sohosandiego.org](http://www.sohosandiego.org) where you will find an expanded selection. With Mother's and Father's day both approaching there is a category for that as well.

Shopping at a museum store, not only at the SOHO shop but others in San Diego is such an excellent way to show your support in what you truly care about. The SOHO Museum Shop has one of the very best selections of gifts and home decor you will find. Our books span all eras from the great western movement to local and regional history, from the good times and through Wartime, and you'll always find the best selection in architectural books. Our children are the future and it is for them that SOHO works so diligently to preserve it; you can be sure our children's books are classics, which include some very obscure titles, yet well-known books in their time.

Thanking someone is one of the greatest gifts of all, and with our exceptional selection of cards and stationary, you can do it in the most personal and satisfying style. We carry letterpress primarily and also feature the great Laughing Elephant line of books and cards that most of you will know and remember as the Green Tiger Press. San Diego's beloved La Jolla company now works from Washington, but the lines remain true and the Green Tiger Press name is soon to be reintroduced also!

Shopping at SOHO is a pleasant experience; our sales people are friendly, helpful and really care about the preservation cause. We offer a personal shopper service for the ultimate in convenience to you. All we need are a few guidelines from you and we create the perfect wrapped gift or basket of goodies. We offer shipping at actual cost and no handling fees.

Please visit us soon at the SOHO Museum Shop and visit us on line. We appreciate your support.

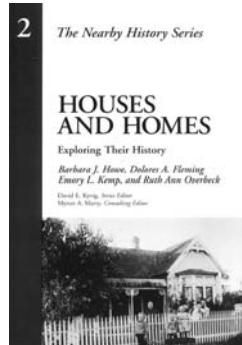
## National Preservation Week

*A Place to Remember*  
*Using History to Build Community*

by Robert R. Archibald

### A Place to Remember

Robert Archibald, 200 pages, \$22.95, SB  
A personal exploration by the author of the intersections of history, memory, & community reveals how we participate in the making & sustaining of community & how we remember the community that shaped us. Archibald blends local history, personal reminiscence, & an analysis of the changing meaning of community with a call for more effective public history.



### 2 The Nearby History Series

#### HOUSES AND HOMES

Exploring Their History

Barbara J. Howe, Dolores A. Fleming

Emory L. Kemp, and Ruth Ann Overbeck

David E. Kring, Jenny Edler

Miles A. Maruyama, Consulting Editor



Houses and Homes  
Barbara J. Howe, Dolores A. Fleming, Emory L. Kemp, and Ruth Ann Overbeck  
168 pages, \$17.95, SB

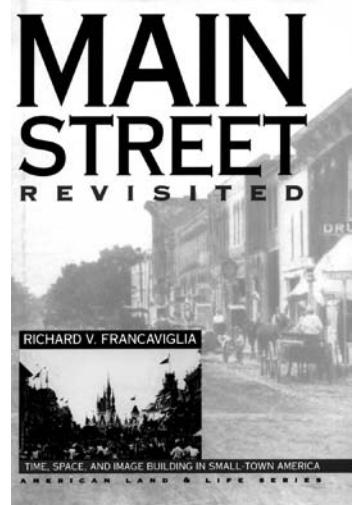
To document the history of a home, the reader learns to examine written records, oral testimonies, visual sources, and the house's surroundings. The author covers American housing patterns, the individual characteristics of houses in different regions, construction techniques and materials, household technology, and family life styles.



#### San Diego Architecture

From missions to modern:  
a guide to the buildings,  
planning, people and spaces  
that shape the region

San Diego Architecture  
Dirk Sutro  
329 pages, \$24.95, SB  
In just over 100 years, San Diego moved from missions to Spanish Romance, then to Irving Gill's primal modernism, followed by decades of fine post-WW II modernism. The city of San Diego and the county that surrounds it, deserves a serious, in-depth architectural study. This book fills that need, presenting not only the architecture and buildings themselves, but some of the important stories, institutions, plans, political forces, and people behind those designs.



### Main Street Revisited

Richard V. Francaviglia, Wayne Franklin

256 pages, \$39.95, HB

This book documents the physical changes in downtown America over the years and offers 16 axioms that define the design and development of the small-town commercial center. Illustrations and photographs taken from Maine to California reveal Main Street's material culture: building styles and materials, street plans, road surfaces and lighting.

# Theatre at the Whaley House PRESENTS ‘Round Cape Horn Must Go!

For one show only, internationally recognized maritime historian, lecturer and photographer Robert Lloyd Webb will speak on the history and lore of the infamous southern tip of South America and its adjacent seas. With narrative, poetry, song and images, he will provide a glimpse of the old "Cape Horn Highway," once the best sea route for sailing vessels passing from the Atlantic Ocean to the Pacific and back again, and southern South America as it is today.

His program includes historic images, as well as his own photographs made during two passages to the Horn as a Smithsonian Institution lecturer aboard cruise ships. He documents "Cape Stiff" itself, and the bones of 19th-century sailing ships that lie yet on the shores of South America and the Falkland Islands. Other points of interest include the end-of-the-world town of Ushuaia, Argentina; Torres Del Paine National Park; and the penguin colony on Cape Otway, Chile. He travels to the region of the Osorno volcano on Chile's west coast before finishing the voyage at Valparaiso, once the most anticipated stop in the itinerary of any outward-bound "Cape Horner."

Webb calls upon the writings of the British poet-laureate John Masefield, American artist Rockwell Kent, shantyman-historian Stan Hugill, Captain Jim "Shotgun" Murphy of the sailing ship Shenandoah, and many other "shellbacks" of yore to describe the seas that sometimes defeated mariners making a passage from one ocean to the other. His program will also include a sampling of traditional maritime work songs (shanties) and anthems that were popular among merchant seafarers along the Cape Horn Road at the end of the 1800's.

This exciting adventure takes place on Friday, April 25th at 7:00pm in the Theatre at the Whaley House, 2482 San Diego Avenue in Old Town. Tickets are \$10 for SOHO members and \$12 for non-members; attendance is limited to 40 guests so buy your tickets early. For more information or reservations call the SOHO Events Line (619) 297-7511.

## Whaley House Garden News



Whaley Rose Garden

Photo by Sandé Lollis

The late winter rains have brought us lush growth and lots of flowers, making the gardens at the Whaley House a particularly nice place to be. If you would like to help make them even lovelier, consider joining the Friends of Mrs. Whaley's Garden committee.

This committee's only objective is to help beautify our gardens at the Whaley House and emphasize a peaceful and stress-free environment. We meet on the 2nd Saturday of each

month from 9-11 am for light garden tasks such as weeding, deadheading and general sprucing up. We would love it if YOU would join us! Bring whatever you like to garden with: hat, gloves, a favorite tool, etc. and meet our committee chair, Jessica McGee, at the gazebo in the gardens.



Robert Lloyd Webb, seafaring maritime historian

## Volunteer Profile

ATHENA JAHARIS is a junior at Torrey Pines High School where she is president of the school History Club, as well as staff writer for the Falconer, the school newspaper. She has volunteered at the Whaley House most every Saturday and many Sundays as well since August of last year. Athena says she loves working with head docent Casey O'Hanlon and co worker Robin Sweeton. Athena has lived in San Diego all her life and is a member of Habitat for Humanity International and a member of the Civilian Corps in the American Civil War Society reenacting organization, where she does extensive research on life during the Civil War, an accomplished seamstress she creates her own period dresses and also enjoys Civil War era dance. In addition to her docent work at the Whaley House she is also on the Historic Clothing committee and has helped with the Halloween history programs. Athena would like to pursue a career in history, perhaps in Art Conservation. Athena is a joy to be around and an inspiration in her quest for knowledge of the period to the rest of us.



# Arts & Crafts Weekend 2003 In Review

ALANA COONS

Events & Education Coordinator

Since its founding in 1998, this event has been our largest fundraiser and this year it proved to be that and much more. We expanded the entire format with a larger exhibition show, private parties, a silent auction and we included trolley service for the Historic Home Tour. The response was in direct correlation with our efforts. We had our largest crowds ever, over 100 new memberships, and the silent auction netted close to \$3,000. Thank you bidders and donors!

The homeowners who so generously gave us the opportunity to send almost 1000 people through their beautifully restored homes are the heroes of the weekend. Thank you to all the homeowners: **Anne and Adrien Fernandes; Pat Kelly; Deirdre Lee; Vince Petronzio; John and Debbie Stall; Calvin Woo and Sue Merritt.**

Volunteers we love you! We simply cannot do an event of this enormity without you. Because of you we were able to make it happen.

The publicity was fantastic; there was hardly a publication in San Diego that didn't carry at least a calendar mention of the weekend. The national publicity along with our own marketing budget really got the word out.

Our website, [sohosandiego.org](http://sohosandiego.org) made it so easy to learn what the weekend had to offer. Thank you to our webmaster **Mike Kelly**.

With over 700 pre-registered the ticket pick-up service was smooth as could be. The choice of ride or drive provided by our friends and sponsors at **Old Town Historic Trolley** tours was highly praised and made the home tour almost effortless.

It was a wonderful weekend, a really great, fun, educational and rewarding time for all involved. And now we are off to the People In Preservation Awards and the San Diego Old House Fair. We hope to see you at these Spring events.



Leon Loughridge at his booth



Amy Miller, Alana Coons, Bonnie Poppe



Lori Peoples, Chris Pro, Harry Parashis



Home Tour visitors at the Conklin House



Janet O'Dea, Dianne Ayres



Phyllis Shess tending the Silent Auction.



Paul Duchscherer, Beth Montes



David Swarens



Nora Shields, Autumn Acker, Sandé Lollis



Bruce Coons tending the Silent Auction.

# Contributors To Success

SOHO would like to acknowledge the following for their contributions.  
January through March 2003

**Lifetime**

Al Alferos  
Charley Bast  
Anthony Block  
Bob Broms  
Diane & Jim Connelly  
Bruce & Alana Coons  
Alice & Doug Diamond  
Mr. & Mrs. D. Dickinson  
M. Wayne Donaldson  
Nicholas Fintzelberg  
First Church of Christ, Scientist  
Nada & Cathy Grigsby  
Erik Hanson  
Ingrid Helton  
Fred & Rhonda Harder  
Peter Janopaul, III  
Mary Joralmom  
Kathleen & Jim Kelley-Markham  
Suzanne & Bill Lawrence  
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Kathryn Scott  
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Colleen Brennan & Doug Wisneski  
Stephanie & John Wylie

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Michele Saldaña  
Patricia Vreeland

**Professional**

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Ginny Ollis

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

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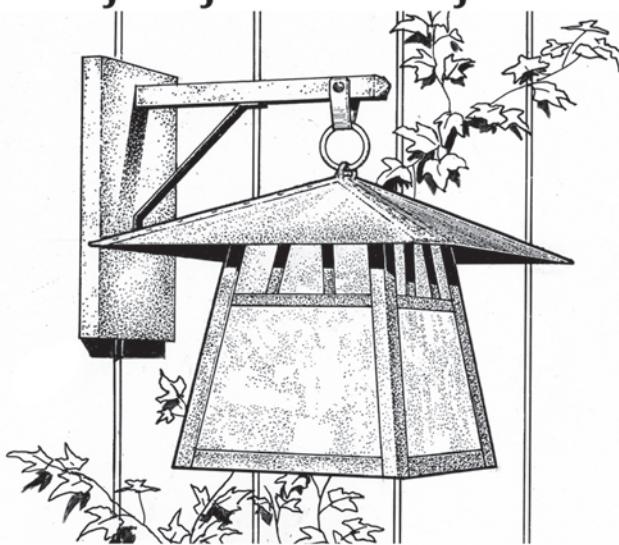


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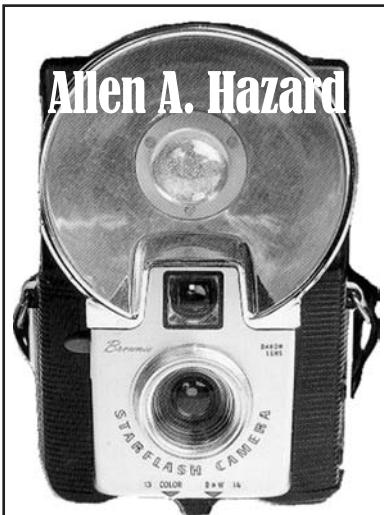
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APRIL 2003

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Pamela Homfelt  
619-233-9022  
phomfelt@earthlink.net

The logo for The Willis Allen Company Real Estate. It features a dark grey rectangular background with a thin white border. Inside, there is a white oval containing the word "ALLEN" in a bold, black, sans-serif font. Below the oval, the words "SINCE 1914" are written in a smaller, black, sans-serif font. To the right of the oval, the company name "THE WILLIS ALLEN COMPANY" is written in a large, black, sans-serif font. Underneath this, the words "REAL ESTATE" are written in a smaller, black, sans-serif font.

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858.459.4033  
1131 Wall Street  
La Jolla, CA 92037  
[www.willisallen.com](http://www.willisallen.com)

Direct 619.813.6686  
Home Office 858.459.5669  
email: courtier@willisallen.com

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