La Jolla Motor Car Classic 2010
New Home for Society’s Collections
How a Property Gains Historical Status
Executive Director’s Column

In the Driver’s Seat!

For the La Jolla Historical Society, the year 2010 is on a decidedly automotive theme!

By now, most La Jollans have probably heard that the Society is once again presenting the annual La Jolla Motor Car Classic (see story page 3). The opportunity to take on this great event perfectly blends the Society’s stated mission to advocate for preservation of all things of historic value with our ongoing efforts to widen our appeal to a broader demographic. Additionally, in the lead-up to the January 10 event, the Society will present All Roads Lead to La Jolla, a new exhibit in Wisteria Cottage opening December 3, as a way to spotlight the historical role of the automobile in La Jolla. Finally, thanks to generous underwriting from Grunow Construction, the Society’s 2010 calendar will feature amazing images from our archives of motor cars throughout La Jolla history (page 9).

Fun Fall Events

In the months ahead, the Society presents a number of great events. We’re honored to welcome some of the most respected names in the field of California architectural history during our Fall Lecture Series, highlighting the international influence on our community’s architectural character. Also, in keeping with our commitment to honor the memory of La Jolla’s most beloved citizen, we again present our annual Ellen Browning Scripps Luncheon in October, this year featuring Save Our Heritage Organisation executive director Bruce Coons as guest speaker. Then, on November 21, we present the La Jolla Antique Brewery Fest, a great new fundraising event in Wisteria Cottage for the true fine beer connoisseurs of our town.

Welcome New Staff

The Society is pleased to welcome Robbin O’Neal as our new Events Coordinator. With its increasing profile in the community, interest in Wisteria Cottage and its surrounding gardens as a venue for weddings, birthday parties, receptions, corporate meetings, reunions, and other types of private events has grown considerably in recent years. Robbin will be responsible for promoting Wisteria Cottage as a unique venue and working closely with anyone interested in holding an event at the Society.

Contact Robbin at 858-459-5335 ext 9 or e-mail roneal@lajollahistory.org for more information about the Society’s new facility rental program now.
It's historic and official: the La Jolla Historical Society is the presenting organization of the La Jolla Motor Car Classic, starting with the sixth annual event on Sunday, January 10, 2010. This popular classic car show has been held at Scripps Park overlooking La Jolla Cove since 2004. Rivaling the famed Concours d’Elegance antique car show in Pebble Beach, the event showcases over one hundred highly-prized and historic automobiles from all over the nation.

Event co-chair Trip Bennett, who facilitated the Society's acquisition of the Motor Car Classic, said, “This is a win-win event for the Society. We will host the Classic the same way we present our popular Secret Garden Tour - run by our dedicated volunteers. This is a great fit for the Society, allowing those with a passion for preservation, whether it be architecture or automobiles, to come together."

The two-day event begins on Saturday, January 9, 2010, with a Road Rally from the San Diego Automotive Museum in Balboa Park winding through San Diego County to the La Jolla Beach & Tennis Club. Automobiles will then be on public display the following day from 9 a.m. to 3 p.m. at Scripps Park.

Advance tickets are now available online for $20 per person ($25 on the day of the event). To learn more about the 2010 La Jolla Motor Car Classic, or to purchase advance tickets, visit www.lajollamotorcarclassic.com.

From our Secret Garden Tour to our seasonal lecture series to our public exhibition program, the La Jolla Historical Society strives to highlight the collective heritage and community character of La Jolla. With the opportunity to showcase another unique aspect of history and preservation - classic automobiles - La Jolla will continue to benefit from an enjoyable annual event while presenting the La Jolla Historical Society with a welcome new fundraising opportunity. The Society extends its sincere appreciation to the community for its support of our efforts to make the La Jolla Motor Car Classic a success for the entire town!

Society to Host 2010 La Jolla Motor Car Classic!

New Exhibit on La Jolla’s Automobile Heritage

All Roads Lead to La Jolla

Our cars are such a regular part of our daily lives today that it can be difficult to imagine how much they have changed the world.

This winter, in concert with the La Jolla Motor Car Classic (see story above), the La Jolla Historical Society opens a new temporary exhibition, All Roads Lead to La Jolla: A Journey through our Automotive Past. Through images and maps from the Society’s collection, see how getting behind the wheel has changed our community, from the appearance of the first automobiles in La Jolla in 1903 to the emergence of car dealerships and gas stations in the 1930s to the paved roads that altered La Jolla’s landscape.

Admission to the exhibit will be free, though donations are welcome. Become a gallery docent! Call 858-459-5335 ext. 3 or e-mail volunteers@lajollahistory.org.
This year The Bishop’s School celebrated its centennial. Dubbed “100 Years and Beyond,” the celebration spanned the year with a series of events that began in May 2008 during the Society’s Secret Garden Tour in Bishop’s gardens and culminated in a huge birthday party on May 23, 2009. The centennial celebration sought to highlight the past of the school, while honoring the present and future.

The cast of characters involved in early Bishop’s history is a familiar one to La Jolla. Ellen and Virginia Scripps provided land and money for the La Jolla campus, a boarding school for girls, and money for the downtown campus, a day school for boys and girls. Irving Gill was chosen as the architect for both campuses. Legendary botanist and gardener Kate Sessions was recruited first to oversee plants on the land chosen for the downtown campus at First and Redwood and later to supervise plantings on the La Jolla campus, a boarding school for girls, and money for the downtown campus, a day school for boys and girls. Irving Gill was chosen as the architect for both campuses.

The schools were founded under the aegis of the first Bishop of Los Angeles Episcopal Diocese, Bishop Joseph Horsfall Johnson. Johnson chose the Reverend Charles Edward Bentham and his wife Anna Frances, who would serve as the first head of school, to establish the schools. The downtown campus was the first to open in January 1909. It was administratively and economically separated from the La Jolla campus in 1915 and closed in 1917. The La Jolla campus opened in 1910 after the completion of Scripps Hall, which provided boarding facilities for students.

The school has its roots in the progressivism of Bishop Johnson and the Scripps sisters. Its mission – to prepare young women (and a few young men) for college work while ensuring their spirituality and social commitment – was fostered by a series of heads of school who were educated on the East Coast, mostly in women’s colleges. While the school has undergone many significant changes over the last hundred years, this strong tradition established in the beginning has endured, along with Gill’s architecture.

The School’s year-long celebration of its past included three popular exhibitions in Wheeler Bailey Hall and inspired a publication celebrating Bishop’s successes and a special issue of Journal of San Diego History in Fall 2008 devoted primarily to Bishop’s history. The celebration of the present hailed the 25-year administration of Michael Teitelman (1983-2009) which successfully oversaw the completion of the transition from a girls’ boarding school with day students to a co-educational day school with a diverse academic constituency. Coincidentally, Teitelman was retiring during the year-long commemoration, marking a transition to the future as the school’s second century began under its eleventh head of school, Aimeclaire Lambert Roche, who brings a commitment to the intimacy of education that is a Bishop’s hallmark.

Judith Haxo is a retired Bishop’s School teacher and former member of the Society’s Board of Directors.

New Home for Collections Nears Completion

After securing all necessary permits, work has begun on converting the interior of the Society’s 1894 Carriage House into a proper archival storage facility. Soon the Society’s collections will be kept in more secure and environmentally-controlled spaces with room for future growth in the collection’s size. The timing is perfect as the Society has run out of room in the 1909 cottage that currently serves as its office, research area, and archives storage. Recent donations of personal collections of documents and artifacts have been great additions to the Society, offering researchers sources of information that were not previously available. However, additional space is critical to permit proper processing and cataloging before new gifts can be cared for effectively and made accessible to the public. In addition, more work space is needed to accommodate the corps of volunteers working on the existing collection.

As the Society prepares to transfer the collection to its new home, we would welcome anyone interested in assisting with organizing and moving the collection. Contact Archivist / Curator Michael Mishler to find out how you can be a part of this important project.
The Bishop’s School has had some legendary leaders in its one hundred years. Few played a greater role in transforming the institution into a twentieth century educational icon than Rosamond Larmour Loomis.

Rosamond first arrived in La Jolla in April 1953 to interview for the position of headmistress of The Bishop’s School. Despite the foggy chill of her first days and the palm trees scratching against the dormitory windows throughout her first night on campus, she was charmed by the school and the town. When offered the position with a salary of $7,500 – including residence on campus – she began a relationship with the school and town which would continue for decades.

She was delighted to be living by an ocean again, “Hearing and seeing seagulls and pelicans and harbor seals barking at night,” she recalls. Born in 1911, her peripatetic career in education had taken her from her hometown in Norfolk, Virginia, up and down the east coast – graduating with honors from Hollins College in 1933 – to Dallas, Texas, before coming to La Jolla.

At Bishop’s, Rosamond succeeded Caroline Cummins, who had served thirty-three years as headmistress. It quickly became clear that succeeding Cummins would not be easy. “As a local filling station attendant pointed out to me,” Rosamond says, “he shook his head and said he couldn’t imagine anything worse because all eyes would be upon me.” Rosamond’s challenge was to preserve and enhance the intellectual rigor, moral standards and social conscience that characterized the student body while opening it to the outside and moderating the Spartan lifestyle. She also had to raise money to maintain the beauty of the campus and provide for growing enrollment. During her nine-year tenure as headmistress from 1953 to 1962 enrollment at the all-girls Bishop’s School doubled and numerous other changes anticipated the shift in women’s roles in American culture by encouraging individual self-expression while fostering intellectual growth and social responsibility.

Though her marriage to former Bishop’s trustee Richard A. Loomis ended her formal career in education, Rosamond continues to be an ambassador for The Bishop’s School and for La Jolla, where she still resides. She remains an avid promoter of and correspondent with her former students. Today, the beautiful Larmour Lawn at The Bishop’s School stands in testament to Rosamond’s legacy of a lifetime of love for education.

Science Lecture Series Recordings Available

Earlier this year, the La Jolla Historical Society presented a series of lectures highlighting the incredible history of La Jolla’s great scientific institutions. The series, “The Emergence of Pioneering Scientific Institutions in La Jolla,” was captured on DVD and each is now available. The lectures featured include:
• Lecture #1 (January 20, 2009) – “The Beginnings of UCLJ - Soon to Become UCSD,” featuring Richard Atkinson, PhD and Jonathan A. Singer, PhD.
• Lecture #2 (February 17, 2009) – “The Salk Institute,” featuring Suzanne Bourgeois, PhD, and Walter Eckhart, PhD
• Lecture #3 (March 17, 2009) – “From Metabolic Clinic to the Scripps Research Institute,” featuring Charles Cochrane, MD, and Michael B. Oldstone, MD

To obtain a copy of these incredible lectures for $9.99 plus tax per DVD, contact the Society at info@lajollahistory.org or call (858) 459-5335.
Archivist’s Notes
by Michael Mishler

As I write this I am approaching one year as the Archivist and Curator for the La Jolla Historical Society and I have to say it has been fun! The coming year should be even more interesting as we move the Society’s collections to its new home. The move to the Carriage House (see story page 4) gives us a unique opportunity to assess the collection and, even better, define it. To do this, we use tools called finding aids. Finding aids can be simple documents, such as the list of the architectural drawings in our collection, or more elaborate, like the eight-page finding aid for the Scripps Family collection that not only outlines a detailed inventory of the documents and images in the collection but also includes information on the history of the family and how the collection may be useful to researchers. The big challenge is that a lot of finding aids have been created over the years so we’re essentially creating a finding aid for the finding aids! Once this is done, we will start the next phase of inputting all this data into a computer program known as Past Perfect to give us a centralized and searchable electronic database that can be easily updated.

The pending move of the collections to the new facility is one of the most exciting developments in the La Jolla Historical Society’s long history. It’s a great time to be part of our efforts!

New Acquisitions

The Society thanks the following for their recent gifts to the Society’s collection:

- **Pat Dahlberg**, photographic prints, documents and ephemera relating to La Jolla Elementary from the 1960 and 1970s
- **Sarita Eastman**, book, *A Trail of Light: The Very Full Life of Anita Figueredo* by Dr. Eastman
- **The Bishop’s School**, book, *The Bishop’s School: 100 Years and Beyond* (two copies)
- **Sharilyn Gallison**, documents, photos and ephemera associated with Bailey Gallison’s years with the La Jolla Town Council and other community service in La Jolla
- **Glen Rasmussen**, three large-scale photographic prints depicting La Jolla surfing, early 1950s
- **Douglas Strong**, book, *Dreamers and Defenders: American Conservationists* by Mr. Strong
- **University of San Diego / Therese Whitcomb**, three exhibit display stands

The La Jolla Historical Society collects a wide variety of historically significant materials associated with La Jolla. These collections are maintained as primary and secondary resources and made available for research for generations to come. Donating personal, family or business records allows us to increase the breadth and depth of our resources and better serve the research needs of our patrons.
Happy memories permeate David Goldberg’s recollections of growing up in the old cottages on the Scripps Institution of Oceanography campus during the 1950s. “It was idyllic,” he recalls of his early childhood, playing in the sandbox while his mother, Betty, kept house and his father, Edward, devoted himself to scientific work at Scripps under the direction of Roger Revelle who hired David’s father to be a professor of marine chemistry in 1949.

In about 1951, the Goldbergs moved into their first Scripps campus cottage, Number 22, one of about thirty housing units built in the early 1900s for SIO scientists and staff. Later, they moved to Number 30, remaining through 1958. “Initially, the rent was $42 a month with a two dollar flat fee for water because they wanted the tenants to maintain the grounds,” David recalls.

David attended school at La Jolla Country Day, Scripps Elementary and Torrey Pines Elementary. He graduated from La Jolla High School in 1972. Pursuing a career in business and accounting, he first attended Johns Hopkins before receiving an MBA from the University of Chicago, eventually returning to San Diego to start his career.

An avid preservationist and history buff, David recently was elected to the board of San Diego’s Save Our Heritage Organisation (SOHO). He resides in a classic 1913 Arts & Crafts redwood shingle home in Loma Portal, meticulously restoring it shingle by shingle and conducting his own research on its history. “It’s a lifetime project,” he proudly proclaims.

David’s association with the Society goes back years as an avid supporter, member of the Board of Directors and dedicated volunteer. He currently devotes numerous hours annually as a member of the Society’s Finance Committee, assisting with budgets, audits, investments, and other financial matters. “It’s one thing to raise money,” he says. “But it’s another to be able to point to the results. The La Jolla Historical Society is one of the most successful historical societies in the region because you can see results.”
The architecture of Cliff May is synonymous with the California ranch house. In fact, May has been credited with inventing the style, modeling the first ones he designed in San Diego after the old U-shaped, low-slung rancho adobes of the legendary Spanish dons. This was in the early 1930s long before the idea of California ranchers spread across the country and the vast suburban dreamscape of post-World War II became viable as highly livable and affordable housing for the American middle class. May was on this development bandwagon during these years. He sold plans for more than 18,000 ranch houses and designed many ranch house tracts that were developed nationwide.

May’s personal heritage had much to do with his signature designs. Born in San Diego in 1908 to Beatrice Magee and Charles Clifford May, May’s mother’s family tree traced back to the old Estudillo and de Pedrorena families who owned several ranchos throughout San Diego and Riverside counties. May grew up with a rich exposure to life on the hacienda. Grandparents on his mother’s side lived in the landmark Casa de Estudillo in Old Town where the young May also added to his acquaintance of adobe.

In 1931, after a brief career as a furniture maker (particularly Monterey-style), May turned his attention to designing and building houses, his creations featuring single-story, tile-roofed adobe construction with courtyards for indoor-outdoor living. May continued variations of the theme, both large and small, throughout his architectural career.

Living primarily between San Diego and the Los Angeles areas, May attracted numerous clients in La Jolla. Although he is most popularly remembered as the designer of the four “munchkin” houses on Hillside Drive in the late 1930s, his larger oeuvre is in La Jolla’s Lower Hermosa neighborhood, where grander lot sizes complemented rambling, spreading houses with central courts. Especially noteworthy were four houses within a block of each other at 6126, 6004, 6116, and 6117 Avenida Cresta.

May’s association with La Jolla’s “munchkin” houses is the stuff of legend. Built in the late 1930s between 7447 and 7455 Hillside Drive, May designed the four small homes to be site specific and snuggle into the steep terrain just below the grade of the adjacent road. Hence, doors were smaller, windows were hidden in niches, and the roofline was within easy reach. Since their construction more or less coincided with the 1939 release of The Wizard of Oz, the “munchkin” moniker naturally fit. (This inevitably led to the urban legend that the dwarf actors who played the munchkins in Oz actually lived in the houses.) Regrettably, the little houses have been lost to development over time.

Cliff May’s richest architectural heritage is in the grander California ranch houses he designed in the Los Angeles area, wryly insisting that anyone living in his houses have horses and children. His clients ranged from oil tycoons and developers to leading figures in the movie industry. Over time, May’s architectural tour de force was his own beloved “Mandalay,” an extensive fifteen-acre estate in West Los Angeles with the ultimate California ranch house that showcased “sunshine and outdoor living,” as he once described it.

By the time of his death in 1989 at age eighty-one, Cliff May had designed over a thousand custom homes, eighteen thousand tract houses, and numerous commercial buildings.
Earlier this year, I volunteered to supplement the La Jolla Historical Society’s files on the neighborhood of Bird Rock, my home of the last thirty-six years. I’d never done any history research before but thought, how much history could Bird Rock have? Some 250 hours later, it turns out a lot. Among the intriguing topics is the origin of the white rock “Bird Rock” sign that was perched on the hill overlooking that neighborhood, first appearing in an aerial in 1921.

Over the years, it disappears and reappears in aerial photos as it presumably is overgrown with brush, then resurrected, re-white washed, and brush cleared around it once again. It hasn’t been visible at all since the early 1960s.

Curious as to whether the old rocks were still up there, I hired my ten-year old neighbor, Jack Schreibman, to climb the hill on a search-and-photograph mission. To our surprise and delight, rocks with faded whitewash were still up there. The bigger question was who resurrected the rock sign at various times, including once in the early 1950s when the rocks stood out like a neon sign on the hill? And who were the pranksters who changed the sign to read unflattering words from time to time in the 1950s?

My big break came when Sandy Coggan Erickson, President of the La Jolla High School Alumni Association, offered to send an e-mail query to all the alumni from the 1940s and 50s. The response was phenomenal. I actually made contact with a group of now-septuagenarians who were responsible for the rock sign’s biggest makeover in 1950. A number of people claimed to know who was responsible for the variations but few were willing to name names: “I remember the rock sign ‘Bird Rock,’ with at least two other words in place. This happened in the 1950s by persons I knew.” From a member of the class of ’57 came, “The only memory I have is that on one of the projects to clean up the weeds from around the sign, folks pooped out. So for years the sign that adorned the hill simply read ‘Bird.’”

What was even more exciting was the outpouring of stories about Bird Rock and La Jolla unrelated to the rock sign. One popular topic was the Navy Gunnery School in Bird Rock. I acquired some amazing photos from the war era that had been sitting in shoe boxes since 1943. Hopefully, the La Jolla Historical Society and the La Jolla High Alumni Association might work together to mine this extraordinary wealth of local history while it is still available.

Know anything about the rock sign? Contact me at the Society or via e-mail at philoff@san.rr.com.

Philomène Offen is a volunteer in the Society’s archives.
Corporate Partner Spotlight
Silverado Street’s Morning Oasis

The Brick & Bell set a big record last year: 70,000 scones baked in house and sold out the door. “I’m really happy about that,” says owner Peter Watry, who started the bakery and café in La Jolla six years ago. Today, the little eatery is an institution at 928 Silverado Street, known for its great variety of freshly baked scones, muffins, cookies, and croissants.

Peter’s ovens light up at four a.m. everyday and baking continues until around noon. The café also opens at four, greeting early risers from the gym and financial buildings nearby. The Brick & Bell serves breakfast, lunch and take-out until 5 p.m. but you’ll rarely see Peter leaving until almost eight every evening as preparations for the next day begin all over again. “I love the work and being here in La Jolla,” says Peter, never complaining about his frequent ninety-hour weeks. “Eighty percent is local La Jolla business. I love hearing customers talk about La Jolla history and how the streets used to look.”

The name “Brick & Bell” came from the brick façade and a hint of history. “I already had the brick part so I added a bell on the patio,” says Peter. “I wanted the name to sound like a place where George Washington might have gone for a pint of beer, or maybe even a latte!”

The Brick & Bell owner Peter Watry

Born in Leipzig, Germany, Peter is a former soccer player and coach who now proudly calls La Jolla “my hometown.” He is a strong supporter of the La Jolla Historical Society and efforts to preserve the town’s character. Hoping to continue his business for many years, he recently signed a long-term lease on the sturdy little brick building on Silverado, believed to have been built about the same time as the adjacent 1937 Sierra Mar building.

Historic Cookbook Reproduction Available

In the good old days in La Jolla, cooks made simple apple pie and tomato soup but also got fancy with esoteric gourmets like Norwegian Meat Cakes, tiny doughnuts called “vanities” and a sugar-sprinkled mixture of figs, dates and nuts with the fashionable title “Sweets a la Parisienne.”

In 1908, a group of La Jollans put together a charming eighteen-page cookbook of these and other shared recipes entitled La Jolla Directory and Special Recipe Book featuring advertisements from local businesses. La Jolla’s well-known pioneers and families – including Scripps, Mills and Lieber – all contributed to the cookbook. Not to be missed is Eliza Virginia Scripps’ recipes for curry and walnut cookies.

The La Jolla Historical Society has reproduced the cookbook from original copies in the collection. Available for $5.99 (plus tax), this a great gift as the holiday cooking season approaches!
"A good snapshot stops a moment from running away."

~Eudora Welty

La Jolla Historical Society Photograph Collection

- More than 10,000 images
- Images from 1880s through today
- Reproductions available for purchase
- Discount rates for members
- Sample images viewable online

www.lajollahistory.org

For more information on the Photograph Collection, contact the Society’s Archivist at (858) 459-5335
Every successful organization has a great board of directors. The La Jolla Historical Society is especially fortunate at this time in its history to have five board members with the special skills needed to make the vision for the historic Wisteria Cottage property a reality. While many of us are busy raising funds, these five are making the restoration of this historic property actually happen, little by little, and on their own dime! They include some of San Diego’s leading architects, builders and landscape artists and, under the leadership of Facilities Committee Chairman Tom Grunow, these gifted and dedicated individuals meet regularly to coordinate the work they’ve volunteered to do.

Trip Bennett was chair of the Facilities Committee during the crucial conceptual stages of the Society’s work on Wisteria Cottage. Trip, principal architect of Bennett & Associates of La Jolla, prepared RFPs, interviewed project architects, provided professional architectural services, and spent hundreds of hours at City Hall acquiring permits, developing plans and overseeing their implementation for both the Carriage House and phase one work on Wisteria Cottage. “I gladly volunteer my time,” Trip says, “because I want to change the conversation with the non-preservationists about the preservation of our past regarding historic structures from ‘have to’ to ‘want to’.”

Tom and Don Dewhurst have both contributed the talents of their La Jolla firms (Grunow Construction and Dewhurst & Associates, respectively) to key elements of the project, including the reconstruction of the Wisteria pergola – post by post – with old-growth redwood and without damage to the original wisteria vines; exterior carpentry repairs and rebuilding of the original Carriage House sliding doors; construction of outside stairway from the Carriage House to the 1909 cottage; and installation of a new handicap-accessible walkway beneath the pergola to Wisteria’s front door. Tom is currently coordinating work to convert the interior of the Carriage House into an archival storage facility with modern environmental control and fire suppression systems, movable storage shelving, and new 400-amp electrical service for all three buildings on the property. This work is scheduled for completion later this year. Tom and Trip also are working together on plans and cost estimates to remodel Wisteria’s Balmer annex to be used for public programs and meetings.

Master gardener Betty Vale, whose work includes the stunning rehabilitation of The Bishop’s School gardens, has taken on the outside grounds, personally pruning trees and vines so that the iconic cobbles on the inside walls surrounding the property once again can be seen. She and La Jolla architect Jeffrey Shorn have been working together on the overall landscape plan of the Wisteria property. Jeffrey has developed designs for the rear part of the property for better use for events, redesigned the driveway for easier access for caterers, and worked on several concepts for permanent donor recognition. With grading and fencing advice from Tom, the master landscape plan Betty and Jeffrey are developing also will include ADA-accessible walkways throughout the property.

What inspired Jeffrey to be involved in this aspect of the planning? “I want to help ensure the Society has as much functional exterior space for various events as possible and to recognize our generous donors” he says. “I think we are on our way with this plan.”

Betty adds, “I love the opportunity to tend the grounds that Ellen Browning Scripps made available to the community. She installed the first concrete sidewalks for children to enjoy with bikes and roller skates and enlisted horticulturist Kate Sessions to design the gardens. It is a special treat for me to tend the 100-year-old wisteria on the pergola designed by Irving Gill.”

Don remembers that his firm relocated the 1909 cottage to its present site in 1981 at the behest of Roger Revelle, beginning a 28-year relationship with the property. “It is very inspiring and rewarding,” Don says, “to help in the restoration of a property that will be a first class resource for generations to come.” Adds Tom, “I enjoy working with the Society because it has a great group of enthusiastic members who are truly making a difference in La Jolla.”

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Harry Rudolph, II
Sharon Ballidis
Ann L. Zahner

Andrew Wright
Ann L. Zahner
Upcoming Events

Fall 2009 Lecture Series

October 1
October 22
November 12
Wisteria Cottage

Members: $10 per lecture
Non-Members: $15 per lecture

Reservations require advance payment; reserve seating at www.lajollahistory.org/events@lajollahistory.org or 858-459-5335
Tickets still available. Space is limited.

Ellen Browning Scripps Luncheon

October 17
11:30 – 2:00
La Jolla Beach & Tennis Club

Members: $55
Non-Members: $65

Hosted by the Society since September 1964, this annual event commemorates the October 18 birthday of La Jolla’s most famous community philanthropist, Ellen Browning Scripps. Event highlights include a noted and influential guest speaker with unique insights into the community’s social, cultural and political environment and issues of importance to La Jolla.

La Jolla Antique Brewery Fest

November 21
6:00 – 9:00pm
Wisteria Cottage

Members: $75  Non-Members: $90

The fundraiser event will showcase a special selection of Old World craft beers from Europe’s centuries-old breweries. Sample special beers from breweries dating back to the eleventh century and learn how the cultural and social history of beer from classic brewing regions contributes to each brew’s unique flavor.

La Jolla Christmas Parade Open House

December 6
12:00 – 4:00pm
Wisteria Cottage

Free Admission

Join the La Jolla Historical Society as we pay tribute to some of the world’s finest automobiles at beautiful La Jolla Cove. See breathtaking examples of original horseless carriages, Italian, German, and British marques, Woodies, vintage motorcycles, and 50s classics. The featured marque for the 2010 show is “Automobiles of Carroll Shelby.”

Spring Lecture Series

February - April 2010
Dates, times and locations to be announced

Series Title “School Days: Celebrating the Past & Exploring the Future of La Jolla High Schools”
Monitor
Status of Historic Structures in La Jolla

1894 “Windemere” (1328 Virginia Way) One of the oldest cottages built in La Jolla and believed to have been an Irving Gill design, the house originally was at 844 Prospect St. and moved to Virginia Way in 1927. A prime example of La Jolla’s beach cottage architecture of the 1890s and early 1900s, features include board and batten redwood construction and diamond-shaped leaded pane windows. Property is being purchased by new owners hoping to restore it.

Copley Cottages (7700 block of Ivanhoe Avenue & Flint Lane) Eight early La Jolla cottages presently are on the market for $8.5 million, proposed for a higher density development between the Copley Library and the Copley Executive Office. They include 7736 Ivanhoe, a beach cottage with chinoiserie detail dating to the early 1900s, and 7722 Flint Lane, possibly dating to the 1890s and notable for its board and batten construction and high-pitched roof.

Fairhill Apartments & Motel (7570 La Jolla Blvd.) The 1950s witnessed a new kind of living style in modern apartment buildings throughout Southern California. They were customarily sleek and narrow in design providing living space in studio or one-bedroom situations on two levels and frequently sporting names that suggested a sophisticated, popular lifestyle. This building on the village-end of the boulevard, the last of this style in the community, is set for demolition to make space for condominiums.

Mid-1920s Rental Cottages (8007 Ocean Lane) Four unique rental cottages built in the 1920s stepping up the hill from Coast Boulevard to the top of Girard Avenue and bordered by a public access alley stair that connected the commercial district to the beach. Painted bright yellow, the quartet has been a village landmark. They remained under separate ownership as rentals until recently purchased as part of a condominium unit. Plans call for the upper-most cottage closest to Girard to have a second story and deck added.

1920s Craftsman Bungalows (1245 Park Row) Built within the original La Jolla Park subdivision of 1887 and typical of low-slung craftsman bungalows, this house is ripe for a preservation/restoration effort or at risk of demolition. It is located on the edge of La Jolla’s unique “circle” park and has been in a state of limbo for several years after the previous owner’s development proposal fell through. It is on the market for $1.9 million.

In Transition

Mid-Century Store Front Cottage (2202-2206 Avenida de la Playa) This small brick building has had an identity in the La Jolla Shores commercial district for decades, most recently a storefront for La Jolla Kayak. Situated on two lots, it is threatened with demolition to make room for a larger structure to accommodate two condominium units, a store at street level, and a subterranean parking garage.

In Transition

Threatened

Society Partners with Salk Institute on History Project

Thanks to a supporting grant from the Ray Thomas Edwards Foundation, the La Jolla Historical Society is partnering with the Salk Institute for Biological Studies to transcribe and archive research and oral histories being collected by Dr. Suzanne Bourgeois on the Institute’s history.

In recent years, Bourgeois, a Salk researcher and the institution’s unofficial historian, has been recording interviews of the world-renown Institute’s faculty, current and past, in an effort to memorialize Salk’s history, from its founding to today. For now, the recordings will be exclusively available to Bourgeois as she completes a book about the events and people that shaped Salk. Eventually, the recordings will be made available to the public for wider access.

This agreement, facilitated by Society Board member Donald Yeckel, is part of a broader project to enhance the Society’s oral history collection.
How a Property Gains Historical Status in San Diego

Who decides what is historical?

Historical status is established by a specific designation vote of the City’s Historical Resources Board (HRB). Properties are designated by HRB based on review of a historical study that documents the property’s significance. Historical studies are typically prepared by a historian consultant but property owners may prepare a study on their own for historical designation. Historical site designations are made by HRB at a publicly noticed hearing. The owner is specifically notified in writing before the hearing. After a property has been designated as a historical site, it will be placed on the City’s Register of Designated Historical Resources. There are more than 1,500 sites within San Diego presently listed either on their own or as part of historical districts.

What information is required to be in the historical study?
The City of San Diego Land Development Manual contains submittal requirements for information to be included in a historical study. Requirements are slightly different for the Development Services Department related to projects versus requirements for the Planning Department on designation requests not related to any project.

What makes a property historically significant?

In order to be designated as a historically significant site, the historical study must show that sites meet at least one of the following City of San Diego historical designation criteria:

A. Exemplifies or reflects special elements of the City’s, a community’s or a neighborhood’s historical, archaeological, cultural, social, economic, political, aesthetic, engineering, landscaping or architectural development.
B. Is identified with persons or events significant in local, state or national history.
C. Embodies distinctive characteristics of a style, type, period, or method of construction or is a valuable example of the use of indigenous materials or craftsmanship.
D. Is representative of the notable work of a master builder, designer, architect, engineer, landscape architect, interior designer, artist, or craftsman.
E. Is listed or has been determined eligible by the National Park Service for listing on the National Register of Historic Places or is listed or has been determined eligible by the California State Office of Historic Preservation for listing on the California Register of Historical Resources.
F. Is an infinite group of resources related to one another in a clearly distinguishable way or is a geographically definable area or neighborhood containing improvements which have a special character, historical interest or aesthetic value or which represent one or more architectural periods or styles in the history and development of the City.

Reprinted from The City of San Diego website (http://www.sandiego.gov/planning/programs/historical/faq/property.shtml)

US Secretary of the Interior’s Ten Standards for Rehabilitation

1. A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.
2. The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.
3. Each property shall be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or architectural elements from other buildings, shall not be undertaken.
4. Most properties change over time; those changes that have acquired historic significance in their own right shall be retained and preserved.
5. Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.
6. Deteriorated historic features shall be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature shall match the old in design, color, texture, and other visual qualities and, where possible, materials. Replacement of missing features shall be substantiated by documentary, physical, or pictorial evidence.
7. Chemical or physical treatments, such as sandblasting, that cause damage to historic materials shall not be used. The surface cleaning of structures, if appropriate, shall be undertaken using the gentlest means possible.
8. Significant archeological resources affected by a project shall be protected and preserved. If such resources must be disturbed, mitigation measures shall be undertaken.
9. New additions, exterior alterations, or related new construction shall not destroy historic materials that characterize the property. The new work shall be differentiated from the old and shall be compatible with the massing, size, scale, and architectural features to protect the historic integrity of the property and its environment.
10. New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.
Donations & Recognition
As of September 10, 2009

Donations
Mr. Syed Albukhary
Cathy Lavin
Mary Ellen Fleischli
Caral Gatchell

In Memory of Barbara Dawson
Angela Moore

In Memory of Helen Simmons
Judy & Gene Greenfield
Lineu & Hilse Barbosa
Nancy Field
Robert & Debrah Albury
Tim McClure
Scott & Elizabeth Mollinet
Rochell Ganoe
Terry & Gary Trauner
Paul & Linda Robinson

In Memory of Helen Reynolds
Virginia Rogers
George & Joan Chadwick

Learn More About La Jolla!
Now on sale at Warwicks, the Museum of Contemporary Art San Diego, and the La Jolla Historical Society

New Members
Pascale & Robert Bauer
Cynthia Bobin-Foit
Tiffany & Casey Brown
Cecilia Dunne
Jack Fisher
Lawrence & Carol Harsha
Chris Hobbs
Constance Hughes
Frank & Suzanne Leinhaupel
Barbara Carlson Light
Rozanne Mack
Janet Moore
Michael & Wendy Mulvihill

Philomène & Steven Offen
Dan & Donna Peterson
Elizabeth Phillips
John & Martha Pistacchi
Gregory Rizzi
Alison Royle
Ann Twitchell Shotland
Chuck Spielman
Paul & Doris Sutton
Valerie Sutton
Richard & Susan Ulevitch
Craig Wright
Karl Zeisler

IN MEMORIAM
Helen Simmons (June 21, 2009)
Helen Reynolds (July 4, 2009)
Capt. Lee Fox (June 29, 2009)
Harry Phillips, Jr. (July 22, 2009)
Andrew Wright (August 3, 2009)
Ten large display panels encapsulating the unique history of Bird Rock are scheduled to go on permanent exhibit at Bird Rock Coffee Roasters (5627 La Jolla Boulevard) in October. Originally shown at the July’s annual Taste of Bird Rock event, the panels were researched and developed by La Jolla Historical Society volunteer Philomène Offen and include a whole panel on the interesting story of the neighborhood’s rock sign (see story page 9).

La Jolla Historical Society Membership Levels and Benefits

<table>
<thead>
<tr>
<th>STUDENT/MILITARY - $25</th>
<th>SOCIETY FRIEND/FAMILY - $50</th>
<th>HERITAGE - $100</th>
<th>BENEFACOR - $250</th>
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<tr>
<td>(three years: $50)</td>
<td>(three years: $140)</td>
<td>(three years: $275)</td>
<td>(three years: $700)</td>
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<td>With valid student / military ID</td>
<td>Includes up to two adults and their children under age 18</td>
<td>Includes up to two adults and their children under age 18</td>
<td>Includes up to two adults and their children under age 18</td>
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<tr>
<td>• Membership card</td>
<td>• Two personalized membership cards</td>
<td>• One hour free research assistance in Archives</td>
<td>• Your choice of one (1) reproduction historic photograph from the LJHS archives (limited to 8” x 10” size)</td>
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<tr>
<td>• Annual subscription to newsletter, Timekeeper</td>
<td>• 10% off purchases of LJHS merchandise</td>
<td>• One (1) free Historic La Jolla Walking Tour guidebook</td>
<td>• One (1) free Historic La Jolla Walking Tour guidebook</td>
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<tr>
<td>• Discounts on purchase of photograph reproductions</td>
<td>• One hour free research assistance in Archives</td>
<td>• $10 off each ticket (limit two tickets) to annual Secret Garden Tour</td>
<td>• $10 off each ticket (limit two tickets) to annual Secret Garden Tour</td>
</tr>
<tr>
<td>• One hour free research assistance in Archives</td>
<td>• 10% off purchases of LJHS merchandise</td>
<td>• One (1) free LJHS annual calendar</td>
<td>• One (1) free LJHS annual calendar</td>
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<tr>
<td>• Invitations to LJHS special events and exhibition openings</td>
<td>• One hour free research assistance in Archives</td>
<td>• 20% discount coupon for Warwick’s Bookstore and Meanley &amp; Son Ace Hardware</td>
<td>• 20% discount coupon for Warwick’s Bookstore and Meanley &amp; Son Ace Hardware</td>
</tr>
<tr>
<td>• Invitation to annual members’ meetings</td>
<td>• Discount on purchase of photograph reproductions</td>
<td>• Invitations to special events and exhibition openings</td>
<td>• Invitations to annual members’ meetings</td>
</tr>
<tr>
<td>• Discount on educational programs and art workshops</td>
<td>• One hour free research assistance in Archives</td>
<td>• Invitation to annual members’ meetings</td>
<td>• Discount on educational programs and art workshops</td>
</tr>
<tr>
<td>• Advance announcements on Society publications</td>
<td>• Discounts on purchase of photograph reproductions</td>
<td>• Advance announcements on Society publications</td>
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<tr>
<th>JEWEL - $1,400</th>
<th>LEGACY - $1,000</th>
<th>DIRECTOR’S CIRCLE - $5,000</th>
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<td>(three years: $1,400)</td>
<td>(three years: $2,750)</td>
<td>(three years: $14,000)</td>
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<td>Includes up to two adults and their children under age 18</td>
<td>Includes up to two adults and their children under age 18</td>
<td>Includes up to two adults and their children under age 18</td>
</tr>
<tr>
<td>• Your choice of two (2) reproduction historic photographs from the LJHS archives (limited to 8” x 10” size)</td>
<td>• Your choice of three (3) reproduction historic photographs from the LJHS archives (limited to 8” x 10” size)</td>
<td>• Your choice of five (5) reproduction historic photographs from the LJHS archives (limited to 8” x 10” size)</td>
</tr>
<tr>
<td>• One hour free research assistance in Archives</td>
<td>• One hour free research assistance in Archives</td>
<td>• One hour free research assistance in Archives</td>
</tr>
<tr>
<td>• Three (3) free Historic La Jolla Walking Tour guidebooks</td>
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</tr>
<tr>
<td>• Two (2) free LJHS annual calendars</td>
<td>• VIP invitations to special events and exhibition openings (including receptions, sneak previews, and guided tours)</td>
<td>• VIP invitations to special events and exhibition openings (including receptions, sneak previews, and guided tours)</td>
</tr>
<tr>
<td>• One (1) free ticket to annual Secret Garden Tour (self-guided)</td>
<td>• Two (2) free tickets to annual Secret Garden Tour (self-guided)</td>
<td>• Two (2) free tickets to annual Secret Garden Tour (self-guided)</td>
</tr>
<tr>
<td>• One (1) free ticket to annual Ellen Browning Scripps Luncheon</td>
<td>• Two (2) free tickets to annual Ellen Browning Scripps Luncheon</td>
<td>• Two (2) free tickets to annual Ellen Browning Scripps Luncheon</td>
</tr>
<tr>
<td>• One (1) free Society Friend/Family gift membership for a friend</td>
<td>• One-year listing on Donor Recognition Wall</td>
<td>• One-year listing on Donor Recognition Wall</td>
</tr>
<tr>
<td>• 20% discount coupon for Warwick’s Bookstore and Meanley &amp; Son Ace Hardware</td>
<td>• Two (2) free tickets to annual Ellen Browning Scripps Luncheon</td>
<td>• Five-year listing on Donor Recognition Wall</td>
</tr>
<tr>
<td>• Plus all Society Friend/Family membership benefits!</td>
<td>• 20% discount coupon for Warwick’s Bookstore and Meanley &amp; Son Ace Hardware</td>
<td>• Four (4) free Family Level gift memberships for a friend</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Plus all Society Friend/Family membership benefits!</td>
</tr>
</tbody>
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The Society is a tax-exempt, public benefit, non-profit corporation and qualifies under Section 501(c)(3) of the IRS Code of 1986, as amended. Your membership and donations are tax-deductible as allowed by law.
Adaptive reuse is a term often used in historic preservation whereby a new use is found for old buildings. Recently, a more artistic example of adaptive reuse involves not a building but Wisteria Cottage’s old pergola.

When Owen Burke, a La Jolla musician and artist, heard about the recent rebuilding of Wisteria Cottage pergola (see story in Summer 2009 issue), he envisioned a new musical life for the old lumber. Believing that ukuleles are the perfect instrument for anyone who wants to make music, Burke offered to utilize scrap pieces of the old redwood to create three unique ukuleles.

Like all of Burke’s works of art, these ukuleles are genuine playable instruments. In fact, upon seeing one of the Wisteria ukuleles, musician and songwriter Gregory Page asked to use one on his recent musical tour of Australia. The other two instruments haven’t traveled as far: one is on display at the Society’s office (and played by the Archivist when no one is around) and another was on exhibit at this summer’s San Diego County Fair. Eventually, all three will return to the Society.

Burke hopes they inspire not just musicians but other artists to see new life in the old lumber and to use that vision to create art that honors La Jolla, its history and life. To see more of Owen Burke’s works of art, visit www.owen-burke.com.

Did You Know?

During the early twentieth century, a small social club of elderly La Jolla women known as the “Old Ladies of La Jolla” met regularly to play cards. In 1907, they played a particularly legendary game in a house – while it literally was being moved from Cave Street to Eads Avenue. According to reports, the ladies would run back and forth from the card table to the windows, waving to their friends as the house rolled down the street.

Join us at Scripps Wellness Day

SATURDAY, OCTOBER 17, 2009
8 A.M.—NOON

- FREE health screenings
- Meet our doctors
- Healthy food tastings
- Seminars with Scripps health experts

FREE “green” grocery tote! Just bring this ad to the October 17 event at any location. (While supplies last)

For more information or to find the Scripps Health location closest to you, go to welnessday.org or call 1-800-SCRIPPS.

Advertise in Timekeeper

The La Jolla Historical Society accepts advertisements in its newsletter. Quarterly circulation of Timekeeper is over 1,200 with an estimated 2,000 pass-along. All proceeds for advertisements enable the Society to expand and enhance the educational and historical content of Timekeeper.

For more information, contact:
(858) 459-5335
info@lajollahistory.org

All advertisements are subject to approval by the Society to ensure compatibility with organizational mission.
Kim Grant, Architect

Architecture • Historic Restoration • Coastal Development

2400 Kettner Blvd. Studio 114, San Diego, CA 92101
T 619.269.3630 • www.kimgrantdesign.com
A PASSION FOR PRESERVATION

What type of architecture is it?

French Eclectic Revival-style architecture is part of the European Eclectic Revival movement that was popular throughout the suburbs of America after World War I. Many American soldiers were stationed in Europe, including France, during the war and they brought back memories of the old farmhouses, manors and chateaus they saw there.

The onset of the motion picture industry also influenced the European Revival movement, as people transported to quaint European villages on movie screens. These early visions and memories of French architecture interpreted into what is known today as the French Eclectic style, where the homes can be modest in size or as grand as their chateau-like cousins.

The featured Barber Tract home is historically designated as the Minnie Gerhard/Thomas L. Shepherd House, Historic Site #896. Designed by master architect Thomas Shepherd in the French Eclectic Revival style in 1934, the home opens to a sun-drenched brick courtyard and features a steeply pitched roofline, “Normandy-esque”-style shuttered windows, coved ceilings, French doors, hardwood floors, and its original crystal chandeliers and wall sconces.

Offered for sale, this classic home is a treasured piece of La Jolla’s architectural history and qualifies for the Mills Act incentive program that will greatly reduce its property taxes. Call me for more information about this unique offering.

LINDA MARRONE
Historic & Architectural Specialist
Coldwell Banker - La Jolla
858.456.3224
lmarrone@san.rr.com
www.LindaMarrone.com

Trained in historic real estate & architecture by the National Trust for Historic Preservation in Washington, DC, Linda blends her passion for preservation and gardening into her real estate business. A co-founder of the Secret Garden Tour of Old La Jolla, you can find Linda working in her historic Barber Tract garden or you can read her garden tips in the La Jolla Village News.

List or purchase a home from Linda and mention that you read about her in the “Timekeeper” and she will happily donate a percentage of her commission to the La Jolla Historical Society.

PAID ADVERTISEMENT
Dewhurst & Associates

The Dewhurst crew breaking ground on their first project in 1929.

Dewhurst & Associates

General Contractor • Design • Lic. No 381927

Est. 1929

858.456.5345

www.dewhurst.com
The La Jolla Historical Society is honored to be supported by Las Patronas, the Ellen Browning Scripps Foundation, and Supervisor Pam Slater-Price, San Diego County.

RENEW TODAY!
Show your support of the La Jolla Historical Society... and get a great deal at your favorite community bookstore and hardware store!

In partnership with Warwick's bookstore and Meanley & Son Ace Hardware of La Jolla, all new and renewing members of the La Jolla Historical Society at the $100 and above membership levels receive a coupon for 20% off purchases up to $500 at Warwick's and Meanley & Son!