Executive Director’s Column

If you’ve been following the activities of the La Jolla Historical Society over the past three-plus years, you’re probably aware that we have been working hard behind the scenes on a $2 million capital campaign. These many months have encompassed our “quite phase,” a time to build a team of dedicated volunteers and staff, raise the profile of the Society, build a foundation of support amongst lead donors, and launch new programs that prove to La Jolla that this organization has a vision for its own future and role in the community. Now, thanks to those efforts and generous early support, we stand at approximately 75% of our goal. It’s time to go “public.”

The public phase (see story page 3) is all about inviting everyone to be a part of this capital campaign, an effort we’ve dubbed “Partners for History.” In the months ahead, La Jollans should be hearing quite a bit about the Society and this campaign in the media, in presentations to local clubs, via testimonials from friends and neighbors, and through informative notices in your mailbox. We are sharing our enthusiasm for the Society’s future with the wider public.

In recent years, the Society has presented a number of free public exhibitions, programs and events in Wisteria Cottage as part of its efforts to generate greater interest in its emerging role in the community and vision for its future. Ever since this campaign began, one of the Society’s highest priorities has been to show its generous community supporters – both current and potential – that the La Jolla Historical Society is a good investment of philanthropic support. History matters in La Jolla, and the La Jolla Historical Society is the community’s best resource for championing that history.

For the Society, there is no more important goal than the success of the capital campaign, and this success will be determined by the tangible and meaningful involvement of the entire La Jolla community. To the early donors of the capital campaign who believed in the Society early on in this effort, Thank you for helping us launch this dream! You made a difference. The goal is within reach.

We’re now counting on all La Jollans in this effort. On behalf of the Board, volunteers, staff and tremendous early donors to the capital campaign, we’d be honored to have you as a “Partner for History.”

John H. Bolthouse, III
Executive Director

Funding News

In recent months, the La Jolla Historical Society has claimed a number of key successes in its efforts to develop increasing financial support:

• In May, the Society was informed it had been awarded its first Organizational Support Program grant contract by the City of San Diego’s Commission for Arts and Culture. Thanks largely to its emerging programmatic success and profile in the community, the Society achieved the highest-ranking amongst first-time applicants for the 2010 grant application cycle, amounting to just over $9,000.

• In July, San Diego County awarded the Society a Neighborhood Reinvestment Program grant for $10,000 to support the 2011 La Jolla Motor Car Classic. The grant is directed towards the Society’s local, regional and national marketing efforts for this popular event.

• Also in July, the Society was awarded a $5,000 grant from the Ellen Browning Scripps Foundation to fund much needed supplies to house the Society’s archival collections and better facilitate the ongoing move of the collections to the new facility. Thanks to this funding, to date, nearly twenty percent of the collections have been transferred.

• In September, Sandy Coggan Erickson made an additional $40,000 pledge to the Society’s “Partners for History” Capital Campaign through her family foundation. This most recent gift from Sandy – one of the Society’s most enduring supporters – raises her total contribution to the capital campaign to an incredible $100,000.

On behalf of the Board of Directors, volunteers, staff, and membership, the Society expresses its sincere gratitude to each of these funders for entrusting us with delivering the highest quality programs for our community.

Cover image: Ellen Browning Scripps in costume for the lead title role in the great Greek tragedy “Agamemnon,” performed at the La Jolla Woman’s Club in 1916. Once asked why such a shy, refined woman would take such a demanding role, Miss Scripps replied that it finally gave her a chance to talk back to real-life personal nemesis Mary Ritter who, conveniently, was in the role of an adversary in the play.
The La Jolla Historical Society is pleased to announce the public phase of its capital campaign! With nearly two-thirds of the $2 million goal met in donations and pledges, and with only about $720,000 left to be raised, the Board of Directors decided that the time is right to formally extend an invitation to all La Jollans to help put the Society “over the top” on its goal.

The “quiet” phase of the Society’s campaign, launched in January 2007, was based on the projected costs of renovation and adaptation of the Society’s three historic structures located on the corner of Eads and Prospect Streets. The site includes the landmark 1904 Wisteria Cottage, Ellen Browning Scripps’ 1896 carriage house, the 1909 beach cottage that serves as the Society’s administrative offices, and the historic grounds upon which all three structures reside.

“When we started the campaign,” Capital Campaign co-chair Ann Zahner said, “we were just leasing the property. Then, in July 2008, the late Ellen Revelle and her family, based on what they saw being achieved, gifted the property to the Society. I think we showed that we have a vision about which they were enthusiastic.”

Mellesse Traylor, the campaign’s co-chair, emphasized the significance of the Revelle donation. “This property had been in the Scripps-Revelle family for over a century,” she said. “Ellen and her children wanted to ensure Wisteria Cottage would be preserved and made available for the community’s benefit. The La Jolla Historical Society has been entrusted with an important responsibility and we take that seriously. However, the Society can only do so with the community’s support.” (To read more about the Revelle family, see page 12.)

Funds raised early in the campaign have been used to make interim improvements to Wisteria Cottage to allow immediate use by the Society and greater public accessibility. Main-level floors were refinishing, interior walls painted, and windows were made operational. Bathrooms in Wisteria were made functional though extensive remodeling is still planned to make them ADA-accessible. The deteriorating redwood pergola with its iconic wisteria vines was rebuilt to exact specification to the original by La Jolla businesses.

...continued on page 4

Help Us Meet Our Goal

$2 MILLION

$1.5 MILLION

$1 MILLION

$0.5 MILLION

$0 MILLION

Partners for History~A Capital Campaign~

Giving Opportunities and Donor Recognition

As a tribute to your generosity, your name will be recognized permanently on the Wisteria Cottage property, according to the level of your contribution in the following categories:

$1,500 Ocean Vista Fence
$2,500 1909 Cottage Walk
$5,000 Balmer School Courtyard
$10,000 Balmer School Courtyard Wall
$15,000 + above

Please contact the Executive Director at 858-459-5335, ext 2

Every gift is appreciated! All donors will be recognized in a Commemorative Book of Donors displayed in Wisteria Cottage.

All gifts to the “Partners for History” Capital Campaign are tax-deductible to the fullest extent of the Internal Revenue Code. The La Jolla Historical Society is a 501(c)(3) non-profit organization, Federal Tax ID #95-6116290.
Be a “Partner for History.”

Whether $5 or $5,000, your generous tax-deductible contribution to the capital campaign can be made in a number of easy ways:

Online: Visit www.lajollahistory.org and click on “Donate to the Capital Campaign.”

Mail: You can send a check to the Society, attention “Capital Campaign” to PO Box 2085, La Jolla, CA 92038

Call: The Society’s friendly and knowledgeable staff can take payment via credit card over the phone: (858) 459-5335

Capital campaign brochures were mailed to the Society’s friends and members this month. If you haven’t received one but would like to, call 858-459-5335. Watch for updates on the campaign in future issues of Timekeeper.

Continued Capital Campaign goes “Public!”

Bennett & Associates, Grunow Construction, and Dewhurst & Associates. The wisteria itself was meticulously trained and pruned under the oversight of master gardener and Board member Betty Vale to ensure its stability. Finally, the crumbling front entry concrete walkway was replaced with a new wheelchair-accessible walkway – the Society’s first major effort to ensure greater community accessibility to the historic structures.

Renovation of the carriage house to become the Society’s new collections storage facility was completed in February 2010. The interior was transformed to permit installation of movable shelving funded by Las Patronas and specialized systems for climate control, fire suppression and security were installed, made possible by Henry & Carol Hunte. The exterior façade was restored thanks to the volunteer efforts of Peek Brothers Painting and Chism Brothers. The friendly business rivals partnered to make the carriage house’s exterior serve as a stunning example of how historic preservation works.

Thanks to generous early supporters, the first major phase has been achieved. Work in the next phase will encompass landscaping, including grading, fences, and repairs to sidewalks, along with restoration of Wisteria Cottage’s façade. The third phase will complete the interior renovations of Wisteria Cottage to become a truly multi-use facility for exhibitions, education programs and events. Finally, rehabilitation of the 1909 cottage will make for a more modern and accommodating venue for researchers and more habitable space for staff and volunteers.

It’s your turn, La Jolla… help put us “over the top”!

Calling All Student Photographers!

The Society is pleased to announce its first Student Photo Contest! Open to La Jolla students grades K-12, this contest is intended to encourage La Jolla youths to gain a better appreciation of their historic community through the camera lens. Students can join the contest by taking photos of La Jolla’s historic structures, natural environment or related subject matter that symbolize the rich heritage and character of La Jolla.

Photo submittals will be accepted between November 1, 2010, and March 31, 2011. Selected photos will be on rotating display at Wisteria Cottage between December 1, 2010 – May 31, 2011. Winners will be announced at the Society’s Annual Members Meeting on April 25, 2011.

Entry forms and parent/teacher waivers may be downloaded at www.lajollahistory.org/photocontest or obtained from the Society’s offices.

Good luck, students…. and happy clicking!

It’s your turn, La Jolla… help put us “over the top”!
Published by the National Park Service, this great reference book explains how to repair and preserve historic structures. Features well-illustrated chapters on techniques applicable to masonry, stucco, and adobe; wood windows; wooden shingles; architectural cast iron; and storefronts and vintage signs.

Now Available

$29.95 (plus tax)
Available at the Society or online at www.lajollahistory.org/shop

2010 Ellen Browning Scripps Luncheon
Saturday, October 16, 2010
11:30am - 2:00pm

Location: Scripps Memorial Hospital La Jolla, Schaeetzell Center, 9888 Genesee Avenue, La Jolla

Ticket information
Members $55 / General public: $65
Space is limited. To purchase reservations by October 9, mail payment to the La Jolla Historical Society, call us or purchase tickets online at www.lajollahistory.org

Hosted by the La Jolla Historical Society since September 1964, this annual event commemorates the October 18 birthday of La Jolla’s beloved community philanthropist, Ellen Browning Scripps.

KEYNOTE SPEAKER
Chris Van Gorder
President & CEO, Scripps Health
"Bringing Miss Scripps’ Legacy to the People of Haiti"

This year’s event to include a silent auction with all proceeds benefiting the La Jolla Historical Society. Fifteen great items up for bid, including:

- Quilted sudoku pattern wall hanging (courtesy Marlene Reynolds)
- One week stay at “Robert’s Cottages” in Oceanside (courtesy Don & Lael Dewhurst)
- “Painter for a Day” (courtesy Chism Brothers Painting)
- Guided tour of Salk Institute (courtesy Kendall Mower)
- Three-night stay at Bristol Buenaventura resort in Panama (courtesy Jeffery Shorn)
- “European Garden” living container garden (courtesy Adelaide’s)
- Oriental rug appraisal (courtesy Val Arbab, broker and appraiser)
- One night at La Jolla Village Lodge (courtesy La Jolla Village Lodge)

Second Annual Antique Brewery Fest
A Fundraiser for the La Jolla Historical Society

Showcasing a special selection of Old World craft beers from Europe’s centuries-old breweries!

Saturday, November 20, 2010
6:00-8:30  Wisteria Cottage

Members $75 per person
Non-Members $90 per person

Event and venue entry restricted to attendees age 21 and older. Photo I.D. required.
Space is limited. Reservations required in advance.
Register online at lajollahistory.org/events or by phone at (858) 459-5335, ext. 1

In partnership with Merchant du Vin and Giuseppe Restaurants & Fine Catering
Over the past two-plus years, the Society has staged several exhibits that have allowed us to share stories of La Jolla’s past. Through our growing Docent program, we have increased the number of days Wisteria Cottage is open to the public (Thursdays-Sundays). The next step is to develop a robust public exhibition program to make Wisteria Cottage a regular must-see destination for visitors and locals interested in history.

To do this, we are developing a long-term plan for exhibits that will not only utilize and highlight the Society’s own collections focused on La Jolla’s local history but also pursue traveling exhibits on interesting historical topics that go beyond our community boundaries. Effective long-term planning will help us deliver higher quality exhibits, increase public awareness, and create new opportunities to grow the Society’s collections through donations. We also will create more opportunities for students and volunteers to actively participate and interact with our exhibits.

That planning has begun in earnest. Preliminary research is underway on a number of topical subjects to be featured in exhibitions: the La Jolla homefront in World War II; the history of local institutions such as Scripps Memorial Hospital; unique architectural character of our community; samples of some of La Jolla’s most revered photographers; and a retrospective on the year 1963 in honor of the 50th anniversary of the La Jolla Historical Society’s founding.

As for bringing traveling exhibits from outside, we are working to identify interesting and engaging collections that, while perhaps not specific to La Jolla, bring the wider American experience to the people of our community. Such an approach to public exhibitions will be new to the Society but we think that’s why we’re here: making history accessible to you. Look for our first venture into this new kind of exhibit in the near future.

Michael Mishler is the Society’s Archivist & Curator

The La Jolla Historical Society collects historically significant materials of intrinsic, cultural and scholarly value associated with La Jolla’s community history. These collections are maintained as primary and secondary resources, to be made available for research and to be shared through public exhibitions.

The Society thanks the following for their recent gifts to the collections:

- **Jack Lounsberry**  Fifty-five reels of 16mm home movies from the 1930s and 40s
- **William Black**  One framed photographic print of the 1939-40 first grade class of La Jolla Elementary School
- **Joan Hoobler**  1934 and 1935 La Jolla High School yearbooks
- **Peggy Howell**  1956-1966 record book of real estate and other transactions; once owned by Harry Pence
- **Tom Grunow**  Three La Jolla Country Day School yearbooks from 1964; one framed, undated photographic print with names of students on the back of the photo (right)
In developing the Society’s current exhibit in Wisteria Cottage, Postmark La Jolla, we relied on the hundreds of documents, letters and images in the Society’s archives. Part of the collection includes letters from H.E. Rhoads, a local businessman who led the effort to build a permanent post office in La Jolla in the 1930s. It also contains letters from prominent politicians discussing where the new post office should – and should not – be built.

Some of the nearly 600 image postcards in the collections were used to create the “Wish You Were Here” section of the exhibit. Compiled and organized by Society volunteer Sandy Spalding, the collection lets us see La Jolla from a visitor’s perspective. One unique example from 1950, featuring a brightly colored view of La Jolla Cove on the front, imparts a handwritten message from a visitor telling her friend that what she is enjoying most is “staying with frends (sic) who have a TV set.”

“Sincerely Yours” looks at history from a personal perspective, with letters from the Society’s James McDonald, Green Dragon Colony, Howard Randolph, and Post Office collections. From the McDonald collection, we get a look at life during World War I through letters written by Ellen Browning Scripps to her nephew, Thomas. Also featured are letters from Corporal George Jessop to his brothers about life as a soldier in France during the “war to end all wars.”

“Sincerely Yours” also contains correspondence received by Howard Randolph as he researched La Jolla’s early days for his remarkable 1946 book La Jolla Year by Year. Mail was an essential lifeline during the Second World War and Postmark La Jolla helps bring that experience closer to home through the lens of La Jollans. Letters drawn from the Green Dragon Colony collection highlight the sentiments of Anna Held and her friends, corresponding about their hopes, fears and gossip from home in the midst of global calamity.

Among the many documents and images featured in Postmark La Jolla, one of the most interesting is an enlarged 1915 photograph of Postmaster Nathan Rannells and his staff inside the Girard Avenue post office located in what is today Burns Drugs. Clearly reflected in this timeless image is a pride and dedication to a job that remains important to every La Jollan to this day – staying connected to the outside world through the local post office.

Michael Mishler is the Society’s Archivist & Curator

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**This Day in La Jolla History**

- **October**
  - 10 – Eliza Virginia Scripps born (1852)
  - 17 – Chapel of St. James by-the-Sea Episcopal church dedicated (1909)
  - 18 – Ellen Browning Scripps born (1836)

- **November**
  - 3 – Green Dragon Colony founder Anna Held born (1849)
  - 13 – La Jolla Junior-Senior High School dedicated (1924)
  - 21 – Work begins on Scripps Memorial Hospital (1923)

- **December**
  - 14 – Anna Held dies in London (1941)
  - 15 – La Valencia hotel opens (1926)
In the sixteenth century, the Republic of Venice was a powerful trading center. The rich lands along its meandering rivers were fertile, and its cooler breezes gave relief from the intense climate of Venice. To develop farms along the waterways, estate owners engaged a young architect named Palladio who had just designed the renowned Basilica for the city of Vicenza. Palladio had traveled to Rome, witnessing its classical ancient architecture and absorbing its scale and proportions into his work. From the basic principles of classical architecture, he created villas that influenced residential designs throughout Europe and, eventually, the United States, particularly in plantations of the South.

There is a thread which winds from Palladio’s work to that of celebrated architect Thomas Shepherd.

Shepherd (not to be confused with English architect Thomas Hosmer Shepherd) was born in 1897 in Wisconsin. Trained in the classical Beaux Arts tradition of the School of Architecture at Columbia University in the early twentieth century, Shepherd was an associate of Grosvenor Atterbury in designing the American wing of the Metropolitan Museum of Art. Shepherd moved to southern California in the 1920s, working in Pasadena and Santa Barbara under noted architect George Washington Smith and as an associate architect for the California Club. Arriving in La Jolla in 1926, Shepherd’s first design here was the arcaded commercial building at 1117 Wall Street. He soon became a sought-after home designer particularly amongst recent arrivals who, nostalgic for the styles of their former Midwestern and East Coast hometowns, wanted an architect who understood the concept of living in a climate oriented to outdoor living yet retained classical architectural principles.

Shepherd was influenced not only by the architecture he saw during travels in southern France and northern Italy but also his journeys to Japan. Japanese architecture opened his eyes to the life of the garden within the house, reflected in Shepherd’s designs that featured spaces that were like rooms in a garden. He once stated that his homes “reflect the way that owners live” in the spaces, inside and out. Shepherd was adamant about building houses fulfilling the needs of his clients, and houses that worked in the mild, southern California climate.

Ever sensitive to proportions and details, Shepherd preferred Mediterranean designs, feeling that this style was well-suited to the climate of La Jolla. An example of this style preference is his own home in the Lower Hermosa on Via del Norte. The architectural details (green roof tiling) demanded craftsmen who could execute them. He also had definite ideas about landscaping, feeling that plantings were often placed too near the house, crushing the effect of the architectural lines in perspective. Major plantings were placed away from the house so that a view was through the trees and shrubs, giving an impression of spaciousness. He supported creating such illusions but felt they must be authentic, not deceitful.

In his fifty years as an architect, Shepherd designed over a hundred residences in La Jolla, Rancho Santa Fe and Mt. Helix, many of which still exist and are beloved by their owners—perhaps, the finest acknowledgement of an architect’s contribution to a community.

Anne Otterson has lived in Lower Hermosa for over forty years. She holds a Masters in Architectural History from UCLA and has written about the formative role of architecture in the political ritual of Renaissance Italy.
Martha Longenecker is building a skyroom – a shining glass addition perched high above her home with a panoramic view of the earth, sea and sky she has loved and held close to her heart since childhood. It is part of completing her own personal Shangri-la. But when the skyroom is finished later this year, she plans to renew her lifetime interest in clay and ceramics. The big kilns stand ready on the lower level studio and Longenecker intends to be throwing pots.

“I’m expecting to have some around Christmas time,” she beams.

Longenecker is a legendary figure, known worldwide for her contributions to contemporary craft and lauded for founding and directing the Mingei Museum in Balboa Park, itself an international hub. But in spite of her decades of internationally-celebrated accomplishments, Martha is still very much Martha – alive in the moment, spirited and full of fun. She laughs off her official retirement from the Mingei a few years ago: “The Mingei is still there,” she says, “so I can’t miss it.”

Already a well-known ceramicist teaching at San Diego State University, Longenecker founded Mingei International in 1974 as a foundation to encourage interest in contemporary crafts. When developer Ernie Hahn wanted a museum for his mall at University Towne Centre in 1978, Longenecker was prevailed upon to turn Mingei into that museum. After a quick and successful fundraising effort, the mall opened in May 1978. Success and growth quickly required more exhibit space and Martha stewarded the museum’s move to Balboa Park. Although Longenecker was always the driving and inspirational force behind the Mingei, she always credits others, among them two dear friends Judith Munk and Audrey Geisel.

Longenecker moved to La Jolla from La Mesa in 1961 because she had friends here in a somewhat unusual organization called The Sewing Club. “It was all the social and cultural leaders of La Jolla meeting on the pretense of fixing hems,” she recalls. Her first house in La Jolla was a fixer-upper on Virginia Way which soon turned into an international showcase house for contemporary craft. In the early Nineties, artist Nikki de Sainte Phalle toured the house and loved it so much she announced to Martha she would move in within three days. Phalle did move in but soon discovered she needed a larger studio space and, eventually, relocated to a house on Princess Street.

Needing more space for her handicapped son, Danny, Martha found another fixer-upper high above La Jolla Shores with a lot allowing for expansion. She purchased the property and moved from Virginia Way in 1993. Today, the house is a spacious, awe-inspiring backdrop for Longenecker’s ever-expanding art and craft collection. The new skyroom is to be the final architectural wonder of the building blocks she has conceived through the years.

“I like La Jolla because all the essential elements are here,” she concludes. “Earth, sky and water and now, with clay, I create fire.” Martha smiles and looks longingly toward her kilns. Those pots by Christmas… sure thing!
Corporate Partner Spotlight

Brewing with a Heart of Gold

Opening his business in Bird Rock only five years ago, Chuck Patton and Bird Rock Coffee Roasters have shaped and become an important part of the revitalized commercial zone of this south La Jolla Boulevard community. Ever the enthusiastic entrepreneur, Patton credits success to two reasons: be locally owned and operated, and have a product that gets people to come back.

“Having coffee that people really enjoy and appreciate is important to me,” says Patton. “People used to come in and buy a cup and dump a bunch of cream and sugar in it. Now they’re drinking it black and really tasting the coffee. That to me is what spells success.”

Patton believes that coffee appreciation is a learning experience similar to appreciating fine wines. He holds public “cuppings” (tastings) once a week, introducing coffees of different nationalities, aromas and roasts. Beans are imported from Columbia, Guatemala, Nicaragua and Ecuador with sixty percent purchased directly from farmers. Patton hopes that will grow to eighty or ninety percentage soon and personally travels to Central and South America to look over growing fields and harvesting.

Bird Rock Coffee Roasters features two different coffees on tap every day along with a selection of regular brews in an open street-side café atmosphere. Café chatter mixes amiably with the rattle of beans being roasted in back. Twelve employees keep the business bustling seven days a week. The interior also hosts a collection of historical images from Bird Rock’s past, much of which was sourced from the La Jolla Historical Society.

“History keeps us grounded and provides the soul of a community,” says Patton. “History always has been huge to me. I grew up in Pacific Beach and my grandmother lived in Bird Rock. When I started the business, one of the first places I went to do research on Bird Rock was the La Jolla Historical Society.”

Add “giving back to the community” as another reason for their success. Bird Rock Coffee Roasters is a strong supporter of numerous causes, including a frequent in-kind coffee supplier to the La Jolla Historical Society’s events and a sponsorship partner of the Society’s recent “Springraiser 2010” fundraising appeal. Thanks in large part to Bird Rock Coffee Roasters’ generous free coffee partnership, the Society more than doubled its goal for “Springraiser 2010.”

Thanks, Chuck! Keep on brewing!
Being a volunteer for the La Jolla Historical Society has been a great experience for me. I became a member in January 2010 and a trained Docent soon after and have enjoyed seeing old friends and meeting new ones. I was pleased when I learned that my first exhibit as a Docent, Waveriders, was going to be on surfing.

I found the exhibit on surfing in La Jolla in the 1930s and 40s to be very interesting in that I knew some of the surfers and had the privilege on occasions to ride on the board with one of them. I would look forward to the summer because we spent most of our time on the beach. I was friends with Woody Ekstrom and had classes with Ken Haygood when we all went to La Jolla High School. Woody would take me out on his surfboard and I looked forward to riding in to shore on a wave with him. I was not experienced but he was very helpful. The late John Blankenship was another surfer, a little older but very good. The other surfers looked up to him.

When there were no good waves the surfers would work on their lean-to, fitting palm fronds on the top and sides. The guys would roast a pig on a spit and the girls would bring the food and it was party time. The group sang songs while some brought banjos and other instruments. Summers were looked forward to all year long.

As a Docent during Waveriders, I enjoyed interacting with patrons who had come to tour the exhibit. Watching visitors as they viewed the pictures and documents compiled by staff and volunteers was fulfilling, indeed. The surfboards were a critical part of the exhibit’s success and it was wonderful for visitors to see the many different kinds and shapes and weights.

Since joining the Society I have taken a journey of my childhood. Life was so different in the thirties and forties. Living in a small town and growing up in La Jolla was wonderful. It is a time of my life that I will always treasure. And as a Docent, I enjoy sharing it with others.

Volunteer Focus

For Natalia Belozertseva, life in Southern California is a far cry from eastern Russia. Born in Vladivostok, Natalia finds life in sunny California like a dream come true, even though after thirteen years of being in America she has no liking for either Coca-Cola or French fries!

“It’s so beautiful here,” she says. “Clean with flowers. No harsh seasons. Everything even smells beautiful.”

Adventurous in spirit, Natalia left her native Russia in 1996 to attend the University of Alaska in Anchorage to pursue a degree in accounting. Upon graduation, she worked as an accountant for the Alaska state government. Seven years ago, while vacationing in San Diego, Natalia fell in love with the place – not unlike her native Vladivostok with its mild climate, bay vistas, military presence, and prominent tourism economy. She promised herself to move here and promptly did so, arriving without knowing anyone beyond one of her son’s friends who happened to live in La Jolla. She found a place to live in the UTC area and, through the Newcomers Club, discovered the La Jolla Historical Society where she began volunteering in 2009. Natalia is one of the hardworking volunteers at the Society who assists with accounting and bookkeeping tasks vital to a smooth daily operation.

“It’s been wonderful,” she says. “I’ve met so many people here and learned so much about La Jolla. When I first came I saw Scripps, Scripps, Scripps everywhere… and then I learned about Ellen Browning Scripps!”

Ironically, soon after moving to La Jolla, Natalia discovered that San Diego was a sister city of none other than Vladivostok. She looks forward to going back to her native city for its 150th birthday celebration in 2012 but plans to live in La Jolla for the rest of her life.

And perhaps even develop a taste for French fires and Coca-Cola? She doesn’t think so.

“Russian food spoils easily because it has no preservatives,” Natalia says. “But it still tastes better!”

Welcome New Volunteers!

Volunteers
Carri Barish
Alicia Cabrera-Miño
Delfina Gonzalez
Susanne Hayase
Jonnie Miller Hoffman
Jake Rascoff

Docents
Sharon Beckas
Joan Blankenship
Aurelia Brown
Eve Davidson
Maddy Frank
Sandra Gouger
Floyd Miller
Sue Miller
Nell Waltz

Interns
Elizabeth Austin DeGregorio
Ursula Granirer
Christopher King
Kathy Tran

Help make history matter in La Jolla.
Partners for History Partners for History

Carolyn observed, “like the tennis buildings, and preservation of the vernacular architecture of early La Jolla – cottages and bungalows. “When we see what they felt needed to be preserved in La Jolla.

In an interview, Mary and Carolyn agreed that La Jolla was indelibly shaped by their great-aunt, Ellen Browning Scripps. They pointed out that although they were not her heirs, they did inherit the tradition of concern for the public good and the community through their mother. They recalled the fight that Georgeanna Lipe and Ellen Revelle waged to protect access to public beaches from infringement. “Our mom and dad (Roger Revelle – ed. note) loved this town so much,” says Mary. “And we do too.”

It was Ellen’s attachment to this town and its assets that led to her commitment to the Historical Society and its mission to preserve La Jolla history. A partnership between the Revelle family and the La Jolla Historical Society was established well before the formal launch of the Society’s “Partners for History” capital campaign in 2007. “She really believed in the Society and its need for a permanent home and we all caught her fire about it,” Carolyn says. As a result, the family decided to deed the Wisteria Cottage property to the Society in 2008, a decision which Carolyn said pleased Ellen “immensely.”

The list of La Jolla traits that they identified as essential to preserve should surprise no one. One activity that all members of this family engage in when they come to La Jolla is walking and the pedestrian-friendly nature of the community is especially important to them. This includes access to the beach, walkways within view of the coast, trees along streets, small-scale buildings, and preservation of the vernacular architecture of early La Jolla – cottages and bungalows. “We are very pleased when we see adaptive reuse of these buildings,” Carolyn observed, “like the tennis repair shop on Draper and Brockton Villa restaurant on the coast.”

Preservation of vistas of the ocean is also important. “Our mother felt very strongly about that,” Mary reflected, “and that is why the family secured the view easement on the Wisteria Cottage site which means that nothing can be built on it that would obstruct the view.” The Society has championed those wishes since the day it assumed ownership of the property. “We’re happy to see that the Society pruned the shrubs,” Mary says.

Added Carolyn, “I think (easements) are something that has to be made explicit. Perhaps an intern could map key view opportunities so that when a project comes along that might block them, you’re ready to intervene. An exhibit featuring those views would raise consciousness.”

Along with architectural and landscape aspects of La Jolla is the community itself. Regarding demographics, Carolyn observed, “We like the idea of La Jolla continuing to be a town where all ages can live.” We agreed on the importance of good schools to maintain that mix.

Like their mother, Ellen, the Revelle children strongly support the retention of community-serving, locally-owned retail stores. Mary and Carolyn found it “a little distressing to notice that most of the shops on Girard are boutiques oriented to tourists rather than to the community,” and expressed concerns that La Jolla’s commercial areas are threatened by chain stores. They reminisced about visiting stores as young people where they were immediately recognized by salespersons, like Ruth Bess at the old five and dime.

The Revelles agreed that the future lies with the young and had a number of ideas for engaging La Jolla’s youths – from fourth graders to thirty-somethings – in understanding and protecting the essence of La Jolla. Of the many areas in La Jolla that carry particular memories, the cultural center on Prospect Street, encompassing Wisteria Cottage, is particularly beloved by them. With a gratifying smile, Carolyn says, “We are very happy the Society is there.”

As are we… thanks to the generosity of the Revelle family.

Judith Haxo is a member of the Capital Campaign Committee and a past President of the La Jolla Historical Society Board of Directors

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Of William Seward
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Hiomi & Marie Nakamura
Of Andrew Wright
Dr. & Mrs. L.P. Bogle
Jim & Elspeth Myer
Sheila Dean

* deceased
A Conversation with Molly McClain

Ellen Browning Scripps is someone about whom much is known and written. Did you make new discoveries about her?
McClain: Ellen Browning Scripps’ letters and diaries remained in storage in Cincinnati, Ohio, until 1981. Scripps College received them as a gift from the E.W. Scripps Trust and, in 2003, provided a catalog to aid researchers. So, yes, I have found a great deal of new and unpublished information about her life, attitudes, and activities.

Who was the architect on her first house, South Moulton Villa?
McClain: She hired Anton Reif, a German-trained architect who worked with John B. Stannard in the late 1890s. She gave her brother William A. Scripps credit for the design as he supervised construction while she was in Detroit.

How did she discover Irving Gill?
McClain: In 1899, she hired the architects Hebbard & Gill to make some improvements to her house. She thought that Gill, at 29 years of age, was “just old enough, just sensible enough and with just enough ambition to fit into the job.”

How much personal input did she have on the buildings she financed, especially those in La Jolla like the hospital, the Recreation Center, the Woman’s Club, etc.?
McClain: She always paid attention to the projects that she financed, particularly when they were right across the street! But she didn’t interfere with the building process. She hired good people and trusted them to do their job.

She is always described as a shy, demure person who lived frugally -- did you discover anything that changes this image?
McClain: She was “shy” only by comparison with her extroverted sister Virginia who could never just sit down and read a book. Ellen’s La Jolla diaries are filled with visits to friends and family, club activities, card games, dinners, and musical evenings. She went on camping trips, rode horseback over the mesas, and traveled constantly. Still, she never spent money in an extravagant fashion (on herself, anyway). For example, she resisted her brother’s gift of a Pierce-Arrow limousine until she realized that it could be used as a form of public transportation for her neighbors.

Were the white blouses and black skirts which seem to be a uniform made by a personal dressmaker or purchased at the old Marston’s store? (The Society has records that indicate a La Jolla seamstress named Alice Swain sewed for half-sister Eliza Virginia). 
McClain: Ellen generally bought her clothes “off the rack” in Detroit or Chicago and had them altered in San Diego. She dressed quite modestly by comparison with other wealthy women of her generation, typically wearing a white “shirtwaist” and a black, ankle-length skirt. She bought carpets, blankets and furniture at Marston’s, and sometimes clothes.

Can you clarify the relationship between Ellen Browning and her half-sister Virginia?
McClain: Ellen was sixteen years old when her father’s third wife gave birth to Virginia. Her half-brother Edward Wyllis (“E.W.”) arrived not long afterwards. She taught the two youngest Scripps children to read and write, encouraged their ambitions, and overlooked their eccentricities. E.W. and Virginia had “big” personalities which she later described as “two peas in a pod.” They were her favorite siblings.

I have to play tabloid. Did she ever have a boyfriend or want to marry?
McClain: She wrote little about courtship or marriage though she did once have a crush on a boy. She went to Detroit soon after college to work on the Tribune and, later, the Evening News. It was not likely that she would find a suitor among those rough, hard-drinking journalists and printers. Not to mention the fact that she worked twelve to sixteen hours a day!

...continued on page 15
What was EBS’s main role in the suffragette movement?

McClain: She joined the National Women’s Suffrage Association in 1873, early in the history of the movement. She later worked through the La Jolla Woman’s Club and the San Diego Convention of Women’s Clubs to press for reform. After California granted women suffrage in 1911, she voted for Woodrow Wilson who shared her vision of a progressive future for America.

How much did her lawyer, J.C. Harper, have to do with her land buying in La Jolla? And, at the high point, how much did she own?

McClain: She managed her own real estate transactions in La Jolla, using her lawyer, J.C. Harper, to deal with any legal or financial issues. It’s hard to say how much land she owned at any given time. She did not speculate on property but bought what she thought she could use and improve.

Did she have any enemies besides the arsonist who set her original South Moulton Villa home on fire in 1915?

McClain: No, nor did she consider the arsonist (a former employee) to be an enemy. She thought that his “spirit of antagonism towards wealth” was a product of industrial unrest and the rise of the American labor movement. In fact, she sent a letter to the La Jolla Journal, published August 28, 1915, in which she wrote, “I am, heart and hand, in sympathy with the oppressed; that my life and money are at their service. But I alone can be the judge as to the best way to serve them. I have been a working woman – and a hard one – all my woman’s life, and I have learned the value of property.”

**Monitor**

**Status of Historic Structures in La Jolla**

1925 Spanish-Style Bungalow Court (7800 block of Exchange Place) Located in the village area, this remains one of the most well-kept bungalow courts in La Jolla. Eight houses occupy the court with residents sharing a common central court. The property was part of the original La Jolla Park subdivision of 1887 and is near La Jolla’s first permanent residence, built by George Heald.

1929 Storybook Cottage (360 Fern Glen) Currently on the market, this house with its corner lot location has become a Barber Tract landmark, noted for its vine-covered façade and charming front garden. Designed by architect Florence Palmer along with three other Fern Glen storybook cottages, it is designated City of San Diego historic landmark #692 and has been featured on the Society’s Secret Garden Tour.

1909 Single-Story Craftsman (7569 Herschel Avenue) This vine-covered early La Jolla cottage has a rear garden that had been lovingly maintained over the last seven decades by the late Phyllis Eakin, a Cornell University philosophy graduate whose thoughts – along with Japanese influences – are represented in the garden. Following her passing in June 2010 at age 90, the property has been placed on the market.

Early Twentieth Century Beach Cottage Eclectic (1233 Roslyn Lane) Although many alterations have been made through the years, what remains represents one of the early rental beach cottages owned by La Jolla pioneer Walter Lieber. The original house, named “Raucyby,” was one of many rental cottages on Roslyn Lane that had not yet been infringed upon by the village commercial core. It is now on the market and faces an uncertain future.

1926 Spanish Eclectic (311 Dunemere) Among the first built in the Barber Tract neighborhood, this house with its long stretch of lawn sloping to the white sand beach is now threatened with demolition. Plans call for construction of a much larger home impacting not only the lot itself but the view to the landmark Philip Barber House immediately to the south once owned by actor Cliff Robertson.

Mid-Century English Tudor Classic (5380 Calumet Street) Built in the late 1950s, this Tudor house surrounded by manicured hedge gardens represents a period of Bird Rock’s growth and development after World War II when many homes were being built in La Jolla for growing middle-class families. The current owners have applied for a demolition permit with the City.
Contributions to the La Jolla Historical Society

June 1 to August 31, 2010

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Estancia La Jolla Hotel & Spa
Geppetto’s Toys
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Jean Reynolds Trimble
Elizabeth Tyson
Don Walshaw

In Memoriam

William R. Regenhardt (May 20, 2010)
John Bartholomew Gehman (June 15, 2010)
Molly Elaine Cooling Haerr (June 28, 2010)
Willa Jane Perkins Hamilton (July 11, 2010)
Thomas Roger Ladner (July 22, 2010)
William W. “Bill” Jones (July 25, 2010)
Alan Jaffe (July 27, 2010)
Lee Maturo (August 2, 2010)

Marjorie Ahern (August 15, 2010)
Letitia Jones Sherman (August 17, 2010)
Virene A. Dewhurst (August 21, 2010)
# La Jolla Historical Society Calendar of Events

## FALL 2010

<table>
<thead>
<tr>
<th>Event</th>
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<tbody>
<tr>
<td><strong>Exhibition: Postmark La Jolla: History of the US Postal Service in La Jolla</strong></td>
<td>Through November 8, 2010</td>
<td>12:00 – 4:00 pm</td>
<td>Wisteria Cottage</td>
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<tr>
<td><strong>Exhibition: The Big Picture: Selections from the Oversized Image Collection</strong></td>
<td>Through November 8, 2010</td>
<td>12:00 – 4:00 pm</td>
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<tr>
<td><strong>Fall Lecture Series - Lecture #3</strong></td>
<td>“The La Jolla Post Office: Architectural Icon of the Depression Era”</td>
<td>October 7, 2010</td>
<td>Wisteria Cottage</td>
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<tr>
<td><strong>Ellen Browning Scripps Luncheon</strong></td>
<td>October 16, 2010</td>
<td>11:30 am – 2:00 pm</td>
<td>Scripps Memorial Hospital La Jolla</td>
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<tr>
<td><strong>La Jolla Antique Brewery Fest</strong></td>
<td>November 20, 2010</td>
<td>6:00 – 8:30 pm</td>
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<td><strong>La Jolla Christmas Parade Open House</strong></td>
<td>December 5, 2010</td>
<td>12:00 - 5:00 pm</td>
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<td><strong>Student Photo Contest</strong></td>
<td>November 1, 2010 – March 31, 2011</td>
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<td><strong>Exhibition: Images of the Student Photo Contest</strong></td>
<td>April 1 – May 31</td>
<td>12:00 – 4:00 pm</td>
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<td><strong>Seventh Annual La Jolla Motor Car Classic</strong></td>
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For more information on the Society’s events, visit [www.lajollahistory.org/events/calendar-events](http://www.lajollahistory.org/events/calendar-events)
In a brief ceremony on July 27, San Diego City Councilmember Sherri Lightner proclaimed July 28, 2010, to be “Soaring in La Jolla Day,” in recognition of the Torrey Pines Gliderport and its contribution to local and national aviation history.

Present at the momentous occasion were (l-r): Rolf Schultz of the Associated Glider Clubs of Southern California; La Jolla Historical Society Executive Director John Bolthouse; Ginny Barnes, member of the Society’s Gliderport Film Project; Robin Marien, manager of the Torrey Pines Gliderport; the Honorable Sherri Lightner; and Dr. Gary Fogel, Torrey Pines Gliderport historian.

Society Shares Success of Motor Car Classic

Recently, the Society was pleased to present a check for $1,000 to San Diego’s Monarch School as part of its partnership with the Society on the 2010 La Jolla Motor Car Classic. Making the presentation was Trip Bennett (far left), chair of the La Jolla Motor Car Classic event committee and member of the La Jolla Historical Society Board and, joined by (l-r) Chuck Spielman, event committee member; Sarita Fuentes, Principal & CEO of Monarch School; Don Yeckel, the Society’s Treasurer; and Jim McMillan, Monarch School Trustee.

City Issues Proclamation on Historic Torrey Pines Gliderport

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La Jolla Post Office Anniversary Observed

On September 11, the Society joined with the US Postal Service to commemorate the 75th anniversary of the La Jolla Post Office building on Wall Street. Nearly a hundred people turned out for the event, featuring behind-the-scenes guided tours, commemorative postcards with special “cancellations,” unveiling of a bronze historic marker plaque, and special cake courtesy of Girard Gourmet. Event chair Janet Evans emphasized that the late Roger Craig, former Society Board President, had long championed the building’s milestone anniversary. In his honor, current Board President Connie Branscomb (left) invited Roger’s wife, Ann, and daughter, Elizabeth, to unveil a special plaque with La Jolla Postmaster Jeff Olsen (right).

MEMBERSHIP

STUDENT/TEACHER/MILITARY - $25
(Three years: $50)
With valid ID

- Personalized membership card
- Annual subscription to newsletter, Timekeeper
- 10% off purchases of LJHS merchandise and photograph reproductions
- Invitations to and discounted rates for LJHS events
Tax-deductible amount: $25 ($50 for three-year)

SOCIETY FRIEND/FAMILY - $50
(Three years: $140)
Includes two adults and their children under age 18

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HERITAGE – $100
(Three years: $275)
Includes up to two adults and their children under age 18

- All Society Friend/Family level membership benefits, plus
- One (1) complimentary annual LJHS calendar
- 20% discount coupons for Warwick’s bookstore and Meanley’s hardware of La Jolla
Tax-deductible amount: $100 ($275 for three-year)

BENEFAC TOR – $250
(Three years: $700)
Includes up to two adults and their children under age 18

- All Heritage level membership benefits, plus
- One (1) complimentary Historic La Jolla Walking Tour guidebook
Tax-deductible amount: $250 ($700 for three-year)

JEWEL – $500
(Three years: $1,400)
Includes up to two adults and their children under age 18

- All Benefactor level membership benefits, plus
- Your choice of one 8” x 10” reproduction historic photograph from LJHS archives
- One (1) complimentary Society Friend/Family gift membership for a friend
Tax-deductible amount: $477 ($1,377 for three-year)

LEGACY – $1,000
(Three years: $2,750)
Includes up to two adults and their children under age 18

- All Jewel level membership benefits, plus
- One (1) complimentary ticket to annual Secret Garden Tour (self-guided) – $40 value
- Two (2) complimentary tickets to a La Jolla Motor Car Classic – $50 value
- VIP invitations to special events and exhibition openings
Tax-deductible amount: $887 ($2,637 for three-year)

DIRECTOR’S CIRCLE – $5,000
(Three years: $14,000)
Includes up to two adults and their children under age 18

- All Legacy level membership benefits, plus
- One (1) complimentary Platinum tour ticket to annual Secret Garden Tour – $130 value
- Four (4) complimentary Society Friend/Family gift memberships for friends
- VIP tour of Wisteria Cottage and lunch for four with the Executive Director
Tax-deductible amount: $4,727 ($13,727 for three-year)

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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.
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History of the Revelle Home

All homes tell a story about their owners, but few homes are connected to the same family legacy spanning 90 years of history.

A vacant oceanfront lot known today as 7348 Vista del Mar Avenue in La Jolla’s Barber Tract was purchased by Rex and Grace Scripps Clark in September 1920. In 1922, the Clarks constructed a home on the lot and named it "Casa del Lido" (House on the Beach). Fitch Haskell, from Pasadena, was the architect; the builder was the Simpson Construction Company. The house was designed in the Spanish Revival eclectic style, for use as a summer home.

Grace Scripps Clark was the daughter of James Edmund Scripps, founder of the Detroit Evening News, part of the Scripps newspaper empire. She was the niece of Ellen Browning Scripps and Eliza Virginia Scripps, noted La Jolla philanthropists.

In 1940, Grace Clark sold the home to her daughter, Ellen Clark Revelle, and Ellen’s husband, Dr. Roger R. Revelle. The Revelles took up permanent residence in the home in 1947 after returning from Washington D.C., where Dr. Revelle had served in the Navy during World War II.

Dr. Revelle had a long and varied career that took him all over the world. He was Director of the Scripps Institution of Oceanography and founder of the University of California San Diego (the first college, Revelle College, was named for him). While teaching at Harvard, he inspired a young Al Gore to develop a life-long concern for climate change; Revelle was one of the first scientists to recognize the dangerous global warming effects of rising levels of atmospheric carbon dioxide. Dr. Revelle taught science and public policy at UCSD until shortly before his death in 1991.

Ellen Virginia Clark Revelle was born in La Jolla in 1910 at her aunt Ellen Browning Scripps’ guest cottage on Prospect Street adjoining her home. She was named after her two well-known and beloved aunts who both assisted at her birth. She grew up in Pasadena, with summers in La Jolla, and graduated from Scripps College, before marrying Roger Revelle in 1931.

The Revelles raised four children at the Vista del Mar home. When they first bought it, they expanded the original home’s footprint to accommodate their growing family and reflect the more contemporary style of the 1940’s. Over the years, Mrs. Revelle (who had played at being an architect in childhood summers in the house) creatively remodeled the home.

The house, gardens and patio served as a gracious venue for the Revelles’ frequent entertaining. Guests over the years included Scripps Institution oceanographers and visiting scientists, including Jonas Salk; Nobel prize-winning academics whom Dr. Revelle was recruiting to teach at the new UCSD campus; Eleanor Roosevelt, who had a press conference in the patio in 1960; Scripps College trustees, Revelle College seniors, and solists needing housing during the La Jolla Music Society’s Summerfest. The home was also the gathering place for the Revelle family, with a wedding reception, anniversary celebrations, and frequent visits from 12 grandchildren and 18 great grandchildren.

Mrs. Revelle continued her family’s long tradition of philanthropy and publishing. In 1986, the family purchased the San Diego Daily Transcript, to which Mrs. Revelle was named publisher in 1993. A generous supporter of the arts in La Jolla and San Diego, Mrs. Revelle and her family donated Wisteria Cottage and its adjoining cottages to the La Jolla Historical Society in 2008. Mrs. Revelle died at the age of 98 in May 2009.

The oceanfront lot has approximately 115 feet of sandy beach frontage. The entrance to the home is through the walled, lushly planted patio garden, with a fishpond and swimming pool. A cutting garden borders the north side of the home. The western façade offers a deck and lawns that overlook the Pacific Ocean and the white sands of Whispering Sands Beach.

This gracious home with its fascinating history is being offered for sale for the first time since 1920.

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List or purchase a home from Linda and mention that you read about her in "Timekeeper" and she will happily donate a percentage of her commission to the La Jolla Historical Society.
The Dewhurst crew breaking ground on their first project in 1929.
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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!