MISSON STATEMENT
The La Jolla Historical Society is dedicated to the discovery, collection and preservation of La Jolla’s heritage.

Through our collections, programs and advocacy, we carry out our mission by discovering, recording and sharing La Jolla’s history, preserving La Jolla’s historical objects, sites and structures, and increasing community awareness of the value of our heritage.

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Cover image: The landmark observation tower on Encelia Drive, as it appeared in 1946. Built as a real estate promotion in the 1920s, it was purchased by Theodor Geisel (AKA “Dr. Seuss”) in 1948 and incorporated into his home. See story, page 18

Execuctive Director’s Column

Volunteer Leadership Shines Through

I trumpet the value of our incredible corps of volunteers every opportunity I get. Whether it be with events, collections management, fundraising, community preservation, docents, or our volunteer Board of Directors, the Society’s success is ultimately dependent on the skill and dedication of every type of volunteer we have.

Of course, leadership is essential to every part of our efforts and, recently, we’ve seen tremendous leadership from a number of key volunteers.

Dori Robbins served as chair of the Society’s Feasting on History fundraiser in September and her commitment to the success of such a complex event was phenomenal. Sharilyn Gallison, who chairs the Programs Committee, guided the efforts that made our annual Ellen Browning Scripps Luncheon another marquee event in October. Trip Bennett’s team-building skills have been key to guiding the La Jolla Motor Car Classic towards success in April 2011. Docent coordinator Martie Rice continues to be a driving force behind our evolving docent program to make our public exhibition program a more fulfilling experience for patrons. The generosity of Leslie Davis through her marketing firm’s in-kind support has helped raise the Society’s profile in the community. And Bill Carey (see feature page 11) has been a fun, ambitious and selfless “worker bee” in our efforts to care for the Society’s collections.

As long as the Society continues to benefit from the efforts of outstanding volunteers like these, our members will see an increasingly enhanced, dynamic and relevant organization. Here’s to the efforts of our volunteers and the growing support of the community for a successful 2011.

Capital Campaign

Our Partners for History Capital Campaign is humming along (page 12-13). At this writing, we are approaching the milestone $1.5 million point of our $2 million goal. In spite of a difficult economy, La Jollans from every neighborhood have stepped forward and supported our dreams of transforming historic Wisteria Cottage. This is your chance to get involved in giving our community’s heritage a lasting place. Please consider a gift, of any size, to our capital campaign.

Farewell to an “Angel”

Only the most fortunate nonprofit organizations can claim the friendship of certain extraordinary members of the community whose significant generosity serves as a pillar that complements the support of the wider community. And, often, they do so with little or no fanfare. Sometimes, we refer to these great supporters as “angel donors.”

For the La Jolla Historical Society, Harle Montgomery was that angel donor. We were saddened at her recent passing, a tremendous loss for the Society and the community at large. Few La Jollans have had such an impact on this organization’s success. We hope you’ll enjoy learning a little bit more about Harle (page 4) and appreciate the remarkable impact of her generosity on the La Jolla Historical Society.

John H. Bolthouse, III
Executive Director

Board of Directors News

The La Jolla Historical Society welcomes two newly-elected members to our Board of Directors:

David Goldberg
A native La Jollan, David earned a BS in Political Economics from Johns Hopkins University and an MBA in Finance and Accounting from the University of Chicago. David was a member of the Society’s board in the 1990s and is currently vice-chair of the Society’s Finance Committee. He also serves on the board of Save Our Heritage Organisation and was a member of the board of the Torrey Pines Association.

Suzi Bustamante
Suzi is Senior Director of Marketing and Communications at Scripps Health in La Jolla. A graduate of Northern Arizona University, she has been in the healthcare industry for nearly two decades, specializing in public relations, advertising, community education programming, and strategic planning. In her capacity as a Scripps executive, Suzi has been a longtime advocate for the Society’s growing partnership with Scripps Memorial Hospital La Jolla.

Cover image: The landmark observation tower on Encelia Drive, as it appeared in 1946. Built as a real estate promotion in the 1920s, it was purchased by Theodor Geisel (AKA “Dr. Seuss”) in 1948 and incorporated into his home. See story, page 18
Year-long Historic Architecture Lecture Series Launched

The La Jolla Historical Society is pleased to announce “Contemporary Architects Making History,” the Society’s first year-long lecture series dedicated to the history of La Jolla’s architectural environment. Thanks to the efforts of series chair Angeles Leira, the Society has secured some of the most respected architectural specialists in La Jolla and San Diego to share their unique perspectives on the past, present and future of our community’s architectural character. Join us for a year of incredible programs!

Thursday, February 24, 2011
KEITH YORK
Board member, San Diego Architectural Foundation
Development of La Jolla from Historical Perspective
An expose of what La Jolla community context may turn out to be if we are not careful

Thursday, March 24, 2011
TAAL SAFDIE and RICARDO RABINES
AIA; Principals, Safdie Rabines Architects
Changing Established Patterns through Design Excellence
An account of how rigorous study of surrounding natural and contexts and careful use of light, materials and form can foster “cultural” change through architecture

Thursday, April 28, 2011
MATTHEW WELSH
Artist; Designer
Working with La Jolla’s History
How an artist can have a keen eye to restore historic houses and create places with scale, joy and beauty

Wednesday, May 25, 2011
IONE STIEGLER
AIA, NACARB, Principal, IS Architecture
Adobes: From Prehistory to the Present
La Jolla’s role in the construction of adobe structures over our recent past and present.

Thursday, June 2, 2011
ROBERT MOSHER
FAIA; Co-Founder, Mosher Drew Architects
A Conversation with Robert Mosher
(facilitated by Keith York)
A look back over the sixty-year career of an architectural legend, recalling the high points of his career as a practicing architect in La Jolla

Thursday, July 21, 2011
J. SPENCER LAKE
AIA; Principal, Spencer Lake Architect
Wright Here... Wright Now?
Frank Lloyd Wright influences in La Jolla, from Irving J. Gill to J. Spencer Lake. A Lecture Dedicated to Liz Marshall

Thursday, September 22, 2011
ROB WELLINGTON QUIGLEY
FAIA; Principal, Rob Wellington Quigley Architecture Planning and Preservation
Can Architecture Shape Our Lives?
How architecture can shape not only buildings but environments, neighborhoods, cities, and even bring health to our minds

Thursday, October 27, 2011
LAURA DUCHARMÉ CONBOY
AIA, LEED AP; Principal, DuCharme Architecture
Can Good Architecture Be Regulated?
A discussion about the regulations that govern architectural work and whether they help or hinder design excellence

Thursday, December 15, 2011
JAMES ALCORN
AIA Emeritus; Principal, Alcorn and Benton Architects
Saving Historical Buildings with a New Life
How architects fulfill creative passions by working over historic buildings and forgoing the opportunity of having the building be their own

Each lecture - Members: $10 / General Public: $15
Entire series - Members: $75 / General Public: $130

Call us or purchase tickets online at www.lajollahistory.org

All lectures, Wisteria Cottage 7:00pm - 9:00pm

"Meet the Speakers" VIP Reception
January 9, 2011
Institute of Geophysics and Earth Sciences, Scripps Institution of Oceanography, La Jolla
Members: $25 / General Public: $35
When Harle Garth Montgomery passed away on October 24, the La Jolla Historical Society lost a beloved friend and benefactor. Harle’s supportive interest in the Society dates back to 1963 when her brother, William Garth, was a founding officer and later served as president of the board of directors.

A generous supporter of the Society’s fundraisers, Harle was honorary chair of the 2005 Secret Garden Tour and a fabulous hostess for the past three years for the Society’s Feasting on History event. Harle and another legendary La Jollan, the late Ellen Clark Revelle, remain honorary co-chairs of the Society’s current “Partners for History” capital campaign.

In a series of oral history interviews for the Society’s archives, Harle shared vivid memories of growing up in La Jolla in the 1920s and 1930s, attending La Jolla Elementary and graduating from La Jolla High School in 1934 before attending Stanford. Harle became an eyewitness to history during travels in pre-WWII Europe, first with college friends and later with her husband, journalist Tom Dammann, Jr. In 1959, Harle and Tom traveled by Volkswagen bus with their daughters through post-war Europe and the Soviet Union, sending articles to a syndicate of American newspapers. Two years later, accompanied by their younger daughter, they drove from Germany to Turkey, Syria, Jordan, Iraq, Iran, Afghanistan, and Pakistan.

Harle and Tom were divorced in 1967. In 1973, she married Kenneth F. Montgomery, a Chicago lawyer, and the couple dedicated themselves to philanthropy through the Kenneth and Harle Montgomery Foundation, with interests in politics, education, social justice, and cultural institutions.

Harle’s daughter, Terre Edwards, granddaughter, Marnie Gavit, and three great-grandchildren all reside in La Jolla. Everyone at the Society shares their deep sense of loss. A memorial gathering is planned for May 2011.

An Honored Announcement

In late 2008, the Society announced it had been the recipient of a magnanimous $500,000 gift to its capital campaign from an anonymous donor. It is true honor to now announce that Harle Montgomery was that donor.

Harle decided to make this great contribution in response to the extraordinary donation of historic Wisteria Cottage to the Society made by the late Ellen Revelle and her family in July 2008. In addition to being longtime friends, Harle and Ellen served as Honorary Co-Chairs of the Capital Campaign.

“I believe in the importance of the work of the La Jolla Historical Society,” Harle wrote the Society’s Board at the time. “We must work together to push forward projects that will benefit our community. I’m making this gift in the hope that others will match it and this is hopefully one step to push this project toward completion.”

The Society extends its sincere gratitude to Cynthia Kobel and the Kenneth and Harle Montgomery Foundation who agreed to grant permission to the Society to finally reveal Harle as the source of this gift.

Historic Designation Workshop

Have you ever wondered whether your home is historic? Join the La Jolla Historical Society and San Diego Historical Resources Board (HRB) Senior Planner Kelley Stanco and other experts for a three-hour informational workshop to find out whether you own a property worthy of official recognition.

Learn:

- What the City’s designation criteria is and how to demystify the process
- How and where to conduct archival research
- How to analyze the information you have uncovered
- How to write up your findings for city review
- What the benefits and responsibilities of historic home ownership are

The workshop includes informational handouts and opportunities to ask questions of HRB staff and other historic homeowners who have successfully navigated the process.

Saturday, January 15, 2011
9:00 am – 12:00 pm
Wisteria Cottage, 780 Prospect Street
$10 Members / $15 General Public

Space is limited so register today! www.lajollahistory.org/events/historic-designation-workshop
Phone: 858-459-5335 ext. 9

For more information, visit www.lajollahistory.org or contact Workshop Coordinator Diane Kane at dkane002@san.rr.com.
Join us at beautiful Scripps Park overlooking La Jolla Cove for a full day of family fun amongst some of history’s greatest automobiles!

- More than 150 vintage automobiles and motorcycles competing for awards
- Delicious food and beverages
- Great car-related merchandise
- Live music

Tickets now available!
$35 in advance / $40 on the day of the event. Children 13 and under free.

Visit www.lajollamotorcarclassic.com to purchase your tickets online.

Student Photography Workshop
January 29, 2011 10:30am - Noon
Wisteria Cottage, 780 Prospect Street

The La Jolla Historical Society, in collaboration with Outside the Lens and Nelson Photo is pleased to announce a photography workshop open to La Jolla K-12 students. The workshop, part of the Society’s first annual Student Photo Contest, will focus on what makes an award-winning photograph, with examples from the Society’s archives. Cameras will be provided for the workshop.

Outside the Lens is a San Diego-based youth program that helps students (K-12) tell their unique personal stories using photography, writing and other digital media forms while under the guidance of writers, poets, journalists, photographers, filmmakers, artists, and teachers.

The workshop is free but space is limited so RSVP today! Contact rachel@outsidethelens.org or Office Manager Kristina Gibbons at kgibbons@lajollahistory.org or 858-459-5335 ext. 2.
December is a good time to review the year just passed and to look forward to what lies ahead. With that in mind, 2010 has been a big one for the Society’s collections and exhibition programs.

With the completion of the carriage house renovation, a generous grant from the Ellen Browning Scripps Foundation that provided the supplies needed to move the collection, and the invaluable help of archives volunteer Bill Carey, the move of the collections to our new storage facility is virtually complete. In early 2011, the next phase will begin as we will focus on creating a comprehensive finding aid that will make it easier for volunteers and researchers alike to more effectively search and use the collection.

The Society’s exhibit program also had a big year. Waveriders, our exhibit that told the story of La Jolla surfing in the 1930s and 40s, brought in big crowds in the spring and summer. We followed that with concurrent exhibits on display in Wisteria Cottage with Postmark La Jolla in the main gallery and La Jolla student Bay ByrneSim’s popular Identify: Teenagers in La Jolla and the art of Secret Garden Tour 2010 displayed in the smaller galleries.

Finally, one of the reasons we have been able to expand our exhibit program and make it more accessible to the public is the Society’s new Docent program. The Docents, whose dedication allowed us to expand our hours from two to four days a week, have become an important part of the Society and their knowledge of La Jolla has brought fresh perspectives to our exhibits. In 2011, our Docent program will expand to include a docent-led walking tour developed by a team of volunteers led by Louis Vener (see page 11), and outreach programs to local schools.

In 2011, we will continue to expand our exhibit programs with plans for a series of architectural displays supplementing the year-long architectural lecture series (see page 3). We will also display entries in the Society’s first Student Photo Contest, with the winning images featured in late April through May. The display of Secret Garden Tour art will now be done annually and art from the 2011 event will be shown in June. In the fall, we will examine the life and work of La Jolla photographer Leopold Hugo. On December 7, 2011 – the seventieth anniversary of the attack on Pearl Harbor – the Society will unveil Homefront La Jolla: An American Community during the Second World War.

There are many more events planned and opportunities to become involved in the Society’s activities. Make a resolution that’s easy to keep and join your fellow members in the archives or exhibits and help us make 2011 even better.

Michael Mishler is the Society’s Archivist & Curator

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This Day in La Jolla History

- **January**
  - 4 – The Bishop’s School established (1909)
  - 15 – Camp Callan opened (1941)
  - 18 – First edition of La Jolla Journal published (1913)
- **February**
  - 1 – Colonial Hotel opens first building (1913)
  - 12 – Lincoln’s birthday centennial celebrated in Scripps Park (1909)
  - 24 – Charles Lindbergh flies glider from Mt. Soledad to Del Mar (1930)
- **March**
  - 2 – Cove Theater opens (1948)
  - 15 – La Jolla Lumberyard destroyed by fire (1952)
  - 24 – La Jolla Reading Club founded (1894)

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FUTURE EXHIBITS at the La Jolla Historical Society

- **Student Photo Contest – Rotating images**
  - January 6 – April 17, 2011
- **Portfolio Displays from Contemporary Architects Making History Lecture Series**
  - Monthly
- **Student Photo Contest – Winning images**
  - April 25 – May 3, 2011
- **Art of the Secret Garden Tour 2011**
  - June 2-30, 2011
- **La Jolla: Then & Now**
  - June 9 – August 21, 2011
- **Leopold Hugo: La Jolla as Muse**
  - September 2 – November 20, 2011

**Homefront La Jolla: An American Community during the Second World War**
- December 7, 2011 – April 15, 2012
Looking through the Society’s collection of La Jolla High yearbooks from the 1920s and 30s, it is surprising to see how many African-Americans attended school here during that time, given that that particular part of La Jolla’s community is extremely small today. From La Jolla’s founding in 1887 through the 1970s, African-American families lived, worked and played a significant role in La Jolla. At the height of their representation in residence in the 1950s, some 500 African-Americans called La Jolla home. By the 1970s, economic and social changes made it hard for retirees or their children to live in La Jolla, spelling the end of this once vibrant part of the community.

Fearing the history of their ancestors was in danger of being forgotten, author Lorenza Taylor-Pace came to the Society in 2007 to research and write the story of the African-American families in La Jolla. Using the Society’s archives, census data, interviews from descendants of the once thriving community, and family photos, Taylor-Pace, and her fellow researchers of the Descendent of La Jolla’s Black Pioneers Group have written a privately-published history entitled La Jolla, California Black Pioneers and Pioneers Descendants: 1880-1974. A copy of their work has been donated to the Society and will be available for researchers wishing to build upon this important part of La Jolla’s history.

History is never simple, and it takes many perspectives to paint a more complete portrait of the world we live in. Similarly, the records of the past sometimes have to be mined in order to pull out the hidden stories that lie within.

That’s why when Taylor-Pace came to the Society to research the history of her family and the African-American community she had to delve deeply into seemingly unrelated files. For example, the Society holds a few files pertaining directly to the African-American community, while the Society’s subject and biographical files have information and images of African-Americans. Concurrently, additional related background is found throughout other topical files. There is a biographical file on Henrietta Vanhorn-Debose the earliest known African-American woman to own property in La Jolla, but it contains nothing but a photograph of Miss Vanhorn with her employers, the Brown family.

Thanks to the research of Taylor-Pace, we learn that in 1887, Henrietta purchased several parcels of land along what are now the streets of Girard, Draper, Eads, Cuvier, Prospect, and Drury Lane that she later developed and rented to other African-American families.

More typical is the file for Prospect Street that contains a unique image of black La Jolla businessman Ed Coleman and his crew moving a cottage from the site where La Valencia Hotel was to be built. Coleman, who came to La Jolla in 1919, made a living moving cottages from properties to land he owned on Draper Street where they were refurnished and rented out.

There is more to be found that can help uncover this important part of La Jolla’s history. Files on local businesses and schools, old Blue Book telephone directories, the newspaper collection, as well as subject and biographical files that have yet to be thoroughly examined can all lead a researcher to new avenues of inquiry. Of course, the work produced by Lorenza Taylor-Pace and the other descendents of La Jolla’s Black Pioneers group will serve as the starting point for much of the research to come. It also should serve as a reminder to the Society and other historical organizations that understanding history is a matter of seeing the familiar from new perspectives.

Michael Mishler is the Society’s Archivist & Curator
William Kesling was part of a group of legendary Southern California architects – boasting such giants as Wright, Neutra and Schindler – that shaped American architecture in the middle of the twentieth century.

Born on October 18, 1899, in Brenham, Texas, Kesling and his family moved to Calexico, California, in 1916. In 1920, he moved to Los Angeles where he worked his way up from carpenter’s helper to general contractor. Kesling eventually constructed thousands of homes in the Streamline Moderne style, some for movie greats like Wallace Berry. The homes featured large glass openings integrating interiors and exteriors. For structural support, Kesling developed unique engineering methods that allowed construction of such spaces.

In the later years of the Depression, Kesling’s business ran into legal trouble when he was sued for his inability to complete some of his houses at the pre-agreed price. Kesling’s overcharges were nothing new; in fact, many architects/contractors of the time sought additional funds from clients in order to finish their work – a practice for which Frank Lloyd Wright himself was notorious. Initially, Kesling prevailed in court but was later subject to a grand jury investigation re-charging him for the same accusations. Frustrated, Kesling pled guilty to one count of stealing $24.00 for which he was convicted and his sentence was commuted to two years probation. The probation officer stated how overcharging was a “typical means of doing business at the time.” But the method was becoming too rampant and an example needed to be made. Kesling paid the price.

After his probation, Kesling moved to San Diego where he constructed hundreds of “prefabricated” houses. The first reference of Kesling’s influence in La Jolla was from the La Jolla Journal on November 11, 1939, when he built a home at 538 Fern Glen for his brother, Adolph. Kesling’s work in San Diego is pure California Modern, in the spirit of early Modernists Schindler and Neutra. His work became more noteworthy when his houses were featured in Life and California Arts & Architecture.

Architect Russell Forrester, who worked for Kesling as a draftsman, argued that Kesling opened the path to Modernist development in confronting San Diego’s habitually restrictive regulations, a thorn in the side of the “rebels” of the Modern Movement. Kesling found ways to get around City code requirements that made it difficult to have large windows and the now-cherished California Modern interior-exterior relationship.

Kesling was largely forgotten after his death in 1983. However, long championed by La Jolla historian Pat Schaelchlin, Kesling’s La Jolla work was “re-discovered” in 2000 when San Diego architect Wayne Donaldson identified Kesling’s row of houses on Dowling Street. One of his most significant La Jolla houses was the McConnell House. Built in 1946-47 for a retired airline pilot, the house still soars over La Jolla Shores Beach and was featured in a 1947 photo spread in Life. The J. Paul Getty Museum’s archives holds images of the house, including interior shots made during a party. Other Kesling designs in La Jolla were the Summer House Hotel (now demolished) and the Jamar Restaurant in Bird Rock (today, modified beyond recognition).

Angeles Leira has lived in La Jolla for over fifty years. She has a degree in Architecture from UC Berkeley and, now retired, spent years planning the city of San Diego. During her tenure she supervised Coastal Planning, Community Planning, Revitalization, HRB programs, and was advisor to the mayor and legislative analysts for the city council.

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**ARCHITECTURE JONE R. STEIGLER AIA**
Having turned a mere 93 in October, Walter Munk anticipates a very interesting experiment he intends to undertake soon in the Antarctic. “It has to do with the global sea level rise,” he says with a mischievous-like grin. “We do not understand how glaciers melt which means it is really impossible to predict how much the sea level is going up. So we have to find out.”

Recognized the world over for his many achievements in oceanography, Munk also thinks of global warming with its La Jolla applications noting that by the year 2100 sea levels are predicted to rise between one foot and a meter: “Now if it is going to be a meter this means La Jolla Shores would have a problem,” he says, “and the Marine Room would have to move a little.”

At home in the La Jolla Shores Drive residence created more than fifty years ago with his late wife, Judith, Munk remains a child at heart with a mind as quick as a dart. He delves forward daily with more scientific work, travels to accept yet another award or special recognition and continues to take an active part in events and activities at the two institutions that have been the focus of his lifetime – Scripps Institution of Oceanography (SIO) and UCSD. He also has several projects on the board involving more artistic endeavors in Kellogg Park, including the installation of a casting of a baby whale named J.J.

Munk was born in Vienna in 1917. He came to America in 1932, urged by family members to pursue a banking career in New York City. He soon decided he hated banking, however, and came to the West Coast to attend the California Institute of Technology where he received a degree in physics in 1939. That same year, he applied for a summer job at SIO. The rest is history.

The La Jolla of those early years that Munk remembers are filled with stories of camaraderie with fellow scientists, excitingly embarking on new adventures and explorations in fields of the unknown. After service in the US Army ski troops during World War II, Munk returned to La Jolla and married Judith Horton, an artist and descendant of the old San Diego pioneer family, in 1953. The Munks became part of the original scientific group that purchased 42 acres along the ocean cliffs to build their homes within walking distance of their work.

“I can’t imagine living anywhere else,” says Munk. “And we have the La Jolla Historical Society to help keep things in place to maintain our special character.”
Corporate Partner Spotlight
La Jolla-Born Flooring Giant

In 1947, an energetic young businessman named Hubert Coles opened a fine new home furnishings store in a handsome new building on the corner of Girard Avenue and Pearl Street in La Jolla. Carrying full lines of furniture, floor coverings, appliances, and even a china department during the prosperous post-war years, it became a great success, enabling young Hubert to build a home for his growing family a few years later on a lot above La Jolla Shores purchased from the Kellogg family.

The family grew to eight children, four of whom entered the family business and three of them – George, Steve and Janie – still run it today. The flooring business has grown to a huge county-wide operation with seven stores and more than 130 employees. No longer anchored in La Jolla, the business showcases a nearby 40,000-sq. ft flagship store on Morena Boulevard. Over its sixty-three years, the business has changed names, now known as Coles Fine Flooring with George as the president and Steve as co-owner.

“Long-term family businesses seem to be more and more rare these days,” says George. “We’re proud to have completed 63 years.” He credits high-quality customer service as the main reason for the company’s success. “My father firmly believed in it,” George adds, “and the entire Coles family continues to do so.”

Keeping up with trends and fashions play a large part also in the continued success of Coles Fine Flooring. Today, Coles finds that hard surfaces such as natural woods and stones play a larger role in sales than the previously more popular wall-to-wall carpet in keeping with overall trends for “green” environments.

Having grown up in La Jolla playing on the hillsides and beaches when Girard was a true “main street” of family-owned businesses, the Coles have a genuine appreciation of local history.

“Growing up in La Jolla was real fun,” recalls Steve. “We used to walk to Scripps Elementary and stop along the beach. Back then, you could pick up all the abalone you wanted in ankle-deep water at the Cove. Life was just simple and slower. Everybody had a milkman. And there was an egg guy!”

As successful businessmen, the Coles recognize the need to live in the present and look to the future, but they wax nostalgic about times past. “That’s why we love the Historical Society,” says Steve. “What you’re doing today makes us remember the best years of our lives.”
Where do great ideas come from? Great ideas are ideas waiting for their moment. They often emerge when people explore shared interests and objectives. If it’s a good idea, then you can bet other people have been thinking about it too.

That’s what has happened with the idea for a docent-led Historic La Jolla Guided Tour. It didn’t take long before a Docent committee formed, with a growing list of volunteers participating.

How can we, as a community, make a difference? By supporting the Society’s mission statement in creating the enhancements that will continue making our historical society a valued organization. And the committee? We’re having a wonderful time working on this project! We’re amazed at the amount of knowledge that we collectively have about the history of La Jolla. Each of us brings different skill-sets to the planning process. Effortlessly, we’re constantly teaching each other.

So if you have an idea, say something. Unless you do, you’ll never know what might happen, the friends you’ll make, or the pleasure of seeing that idea become a reality.

The committee is leading the planning challenge of developing the guided tour. We have the active support of the Society’s staff and the archives have been an invaluable resource for images of historic La Jolla. Details of the Historic La Jolla Guided Tour will be announced in the spring.

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Los Angeles, a longtime volunteer who resides with his family in La Jolla’s 1929 Uriah & Clara Barkey House, is chair of the Walking Tour committee.

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Volunteer Focus

A man of many talents and cheerful quips, Bill Carey is perhaps best known to Society members and Secret Garden Tour attendees as “the Gnome,” effectively serving as the Society’s unofficial mascot and ambassador. When he isn’t perched in a garden, making children giggle at events, or leading the Society’s La Jolla Christmas Parade float, Bill plays an integral behind-the-scenes role in helping meticulously organize the Society’s archival collection. Since August, he has spent hours moving the collection and working with staff to arrange the placement of the collection in the carriage house, home of the Society’s new archives storage facility.

Born in Vermont, Bill graduated high school in 1964. He studied business for two years until the Vietnam War led him to enlist in the Navy where he spent 30 years service as a Navy yeoman, most of that time serving on submarines. Appropriately, a Navy yeoman is a sailor who keeps, organizes and controls all files and records generated on board ships and within a fleet’s vast bureaucracy. This training and a natural disposition toward organizing makes Bill a natural for the Society’s archives projects.

As a kid, Bill was involved in community theaters so acting was always a passion. After retiring from the Navy, Bill settled in San Diego and began working for Stu Segal Studios, first as an extra in movies and television then as an assistant to the casting director and talent agent. Bill’s biggest movie role was as an extra (a pirate, of course!) in the popular 2003 film *Pirates of the Caribbean*.

He has always had a love of history which comes from a childhood growing up in Vermont surrounded by history, including the story of an ancestor, Peter Labaree, captured by Indians in a raid. For Bill, the true lure of history probably came from exploring the attic of his grandmother’s old house. “I could spend hours going through the old photos and books, Bill says. “All the stuff up there was just waiting to be discovered.”

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Annual Docent Open House

Saturday, February 5, 2011
10:00 am - Noon
Wisteria Cottage, 780 Prospect Street

- Learn how you can share your interest in La Jolla history with others
- Meet current docents and staff
- Enjoy a private tour of historic Wisteria Cottage
- Coffee and light breakfast served

RSVPs required, to RSVP, contact volunteers@lajollahistory.org or Docent Coordinator Carol Olten at (858) 459-5335 extension 4 by Friday, January 28, 2011.

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Congratulations New Docents

Clarke Herring          Nancy Van Dorn

---
To the late Bob Warwick, it came as a surprise when his father called to tell Bob that he was ready to retire from the bookstore and to suggest that Bob try his hand at the business. Bob was then a graduate student in biology at the University of Texas preparing to follow his major professor to Georgia. But he, his wife, Marian, and their young family moved to La Jolla in 1964 to give the bookstore a try.

Bob found he loved the bookstore. It challenged his many talents and involved his whole family. Bob’s mother, Louise, continued to work at the store into her nineties. Marian worked there until she retired in her mid-sixties while the daughters helped stock the store from a very early age. Part of the family Christmas tradition was getting the store in shape for the after-Christmas sale (a tradition Marian confesses she doesn’t miss!). When their daughter, Nancy, accepted an invitation to consider taking over the store when Bob decided he was ready to retire, it was somewhat of a surprise to Bob and Marian, particularly since Nancy was a doctoral candidate in cultural anthropology at UCLA. Like Bob, Nancy tried her hand at it and found she really loved it.

When I suggested that the bookstore itself had a cultural depth, Marian observed, “It’s our customers. There are so many interesting and nice people who come in there. It’s become a kind of gathering place.”

Another family tradition that Marian feels was propagated by osmosis, primarily from Bob, is civic involvement. Among the many civic groups he served on was La Jolla’s parking committee where he adamantly opposed parking meters. From his first days in the region, he became involved in local conservation action, serving with a group that kept Highway 52 on the canyon wall rather than in the creek bed. Bob also served on the Torrey Pines Association board. Bob served on the La Jolla Historical Society Board for fifteen years, primarily as treasurer and trusted advisor to Board Presidents Pat Schaelchlin and Pat Dahlberg, who still serves on the Board.

“She would have been so pleased to know that the Revelle family gave the Wisteria property to the Society,” Marian observes. “Bob felt that the La Jolla Historical Society was a very worthwhile organization in its dual roles as archivist of the history and preserver of the important landmarks of this town he grew to love. He also really liked working with the people involved in the Society.”

The Warwick tradition continues. One daughter, Cathy O’Neill, follows Bob’s first profession: schoolteacher. Nancy follows his second profession: Warwick’s owner and manager. They are doing what they love and supporting their local communities.

The La Jolla Historical Society continues to benefit from the Warwick family’s support. For years, Nancy has lent the bookstore’s support as a corporate member and collaborative partner on programs. Marian was a key early supporter of the Partners for History Capital Campaign and contributes her valuable time and knowledge as an exhibit gallery Docent in Wisteria Cottage.

“I am really pleased about the direction the Society has gone,” Marian says. “I think it’s very good to have a paid staff and not be totally dependent on volunteers. For one thing a person has to be virtually willing to give one’s life away to take it over. I think we need the expertise of professionals.”

The Society is pleased to have the support of Warwick’s, the oldest continuously family owned and operated bookstore in the United States.

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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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An Overview of the Society’s Financial Oversight

by Donald Yeckel

We have all read articles about local and national non-profit organizations that were blindsided by financial problems. As the Society’s Treasurer, one of my priorities is to partner closely with the Executive Director to ensure that the Society never follows in the footsteps of those examples. As our valued supporters, it’s important for you to know how the Society’s financial oversight is ensured. Here is a summary of the Society’s oversight process:

Monthly
• The Office Manager prepares monthly and year-to-date profit & loss statements and balance sheet (“the documents”) as of the end of the previous month.
• The Executive Director reviews and approves the documents.
• The Executive Director e-mails the documents to the Treasurer, with copies to the Finance Committee.

In months when the Finance Committee meets
• Regular meetings of the Finance Committee are held the month after the end of each fiscal quarter (i.e., October, January, April, and July).
• The Committee reviews quarterly and year-to-date financials, discusses other aspects of the Society’s finances (i.e., investments), and votes to accept the financials as presented or corrected. Minutes are recorded and communicated by e-mail to the Board.
• The Office Manager includes the P&L and balance sheet in the monthly Board packet sent to all Board members. If the Committee has not formally accepted the financial reports because there was not enough time or data is disputed and not resolved in time, the Board is informed and no report is sent prior to the monthly Board meeting.
• The Treasurer and/or Executive Director briefs the Board of Directors on the Society’s financial status at the regular Board meeting the month following the end of the fiscal quarter. After discussion, the Treasurer requests that the Board approve the quarterly financials as presented or as amended by Board vote.

In months when the Finance Committee does not meet
• The Treasurer meets with the Executive Director to discuss the documents and the Society’s financial outlook.
• After the meeting with the Executive Director, the Treasurer affirms by e-mail to the Finance Committee, with copy to the Executive Director and Office Manager, that he/she has reviewed the P&L and balance sheet, with comments as appropriate. The Office Manager saves the Treasurer’s message as a record of the review for the auditor’s reference.
• The Office Manager includes the P&L and balance sheet in the monthly Board packet. If the Treasurer has not formally accepted the financial reports because there was not enough time or data is disputed and not resolved in time, the Board is informed thusly and no financial report is sent to the Board. In any event, individual Board members are welcome to ask questions or make comments directly to the Treasurer and/or Executive Director at any time.

Annually
The Society’s finances are audited annually by an independent auditor (since 2008, Sonnenberg & Co.). We are pleased to report that the Society received a “clean” audit report for the fiscal year ending June 30, 2010, with only minor recommendations. The audit is available to anyone to review upon request by appointment.

On behalf of the dedicated volunteer members of the Finance Committee, I thank you for your support of the Society. We take seriously the trust you place in us to ensure your contributions are safeguarded and managed wisely.

Follow the Society on

Facebook

Donald Yeckel is the Society’s Treasurer and a member of the Board of Directors.

William Black House Gains Additional NRHP Qualification

Culminating years of effort by dedicated La Jolla Historical Society volunteers, the historic William Black House, used for decades by University of California San Diego chancellors, formally gained additional qualification to its listing on the National Register of Historic Places (NRHP) in July 2010. Under Criterion A of National Park Service guidelines, the structure (NPS #08000343) was noted for representing “Events that have made a significant contribution to the broad patterns of our history.” The site had been initially listed on NRHP under Criteria C and D in early 2008 by the National Park Service but additional information was requested for qualification under Criterion A and the Society submitted an amended nomination in September 2009.

The property had been designated by the California Heritage Commission under Criterion C (Architecture) and D (Archaeology) as well as Criterion A in November 2007. Soon thereafter, it was listed on the California Register of Historic Resources on all three criteria.

Designed by renowned architect William Lumpkins, who had been integral in the adobe revival movement in Santa Fe, New Mexico, in the 1930s, the house was built for William and Ruth Black, developers of La Jolla Farms. The Blacks lived in the house from 1952 until 1967 when they sold it to the UC Regents. UCSD chancellors then occupied the house until it was closed in 2004. The house rests on the site of an ancient Native American village and is sacred ground to Kumeyaay people.

The Society worked closely on the nomination with San Diego’s Save Our Heritage Organisation (SOHO), the City of San Diego, and the Kumeyaay Cultural Repatriation Committee to save the house and leave the surrounding property undisturbed. A community workgroup which includes Society representatives has been working with UCSD officials on plans to rehabilitate the historic structure to allow its use again in the near future.

Follow the Society on Facebook

Donald Yeckel is the Society’s Treasurer and a member of the Board of Directors.
1920s Mediterranean Classic (7755 Sierra Mar Drive) Major remodel of this ocean view property on an expansive 37,790 sq. ft. lot has been proposed by developer Phil Stewart. Under the proposal the existing 5,300 sq. ft. single family residence would be increased to a living space of 15,496 sq. ft. incorporating additions, including to existing garage and pool house.

1920s Old Commercial Village (7837 Herschel Avenue) Deserted for years, this handsome brick building with large arched windows once served as an Oldsmobile dealership operated by Robert Kohler. Helen Alvarez Smith purchased the building about fifty years ago and her son ran a wine business in it for a short time. Recently, it has been on and off the market but a closure is expected soon as dissolution of the estate is underway.

Upper Girard Mid-Century (7421 Girard Avenue) Once home to Helen Alvarez Smith’s decorating/interior design business, this two-story commercial building with curved front façade has been vacant for decades. Alvarez Smith was married to San Diego financier C. Arnholt Smith and was instrumental in the design of the Westgate Hotel in downtown San Diego.

Late-1920s English Tudor (716 La Canada) The City of San Diego Historical Resources Board recently designated this Upper Hermosa residence as the Norman Kennedy Home for the mural artist who resided there. Kennedy moved to La Jolla from Los Angeles in the late 1920s after a brief career as a silent screen actor. He was commissioned to paint murals for the US Building & Loan Association in downtown San Diego depicting Cabrillo’s landing.

1954 California Ranch (2414 Calle de Oro) Built by Hubert Coles above La Jolla Shores, this family residence has notices posted for pending demolition to make room for a new house. It was one of the first built on the hillside above the Shores and was the home of the Coles Fine Flooring family for many years. Mr. Coles, who started the family business in La Jolla in 1947, raised eight children here.

1926 La Valencia (1132 Prospect Street) The Historical Resources Board has approved a new color palette for the façade of La Jolla’s landmark “Pink Lady” hotel. Vertical wall surfaces are to be painted “coral bisque,” architectural details such as column caps to be finished in “trail dust” and “mocha.” White is to be retained for windows, doors and beams.

For every two-year ($28) subscription to San Diego Home/Garden Lifestyles magazine purchased by members of the La Jolla Historical Society, $10 goes to the Society!

www.sdhg.net

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Iconic La Jolla Flower Shop Extends Generosity
Adelaide’s Florists & Decorators opened their doors for a special day on November 7, generously donating a percentage of all sales for the day to the La Jolla Historical Society. During the day’s events, Adelaide’s staff encouraged patrons to donate to the Society and volunteers, staffed a booth to share information about the Society with the public.

Adelaide’s and its former owner, Gina Phillips (left), have been longtime supporters of the Society. For Gina, the event was particularly poignant as she recently announced she was selling the flower shop which has been in her family since its founding in 1936 and a La Jolla institution since 1949.

Thank You
### Spring 2011

**Student Photo Contest**
November 1, 2010 – March 31, 2011

**Exhibition: Images of the Student Photo Contest**
January 6 – May 31
Wisteria Cottage
12:00 – 4:00 pm, Thursdays thru Sundays

**Portfolio Displays from “Contemporary Architects Making History” Lecture Series**
Monthly throughout 2011
Wisteria Cottage
12:00 – 4:00 pm, Thursdays thru Sundays

**VIP Reception for “Contemporary Architects Making History” Lecture Series**
January 9
Institute of Geophysics and Earth Sciences, Scripps Institution of Oceanography

**Historic Designation Workshop**
January 15, Wisteria Cottage
9:00 am – 12:00 pm

**Student Photography Workshop**
January 29, 2011
Wisteria Cottage, 10:30 am – Noon

### Summer 2011

**2011 Lecture Series**
February 24: Keith York
Wisteria Cottage
7:00 – 9:00 pm

**2011 Lecture Series**
March 24: Tal Safdie and Ricardo Rabines
Wisteria Cottage
7:00 – 9:00 pm

**Entry Deadline for Student Photo Contest**
March 31, 2011

**La Jolla Motor Car Classic Road Rally**
April 2, 2011
Throughout San Diego County

**Seventh Annual La Jolla Motor Car Classic**
April 3, 2011
Scripps Park

### Fall/Winter 2011

**Volunteer Appreciation Picnic**
April 16, 2011

**Annual Members Meeting**
April 25, 2011
St. James Hall

**Annual Members Meeting**
April 28, 2011: Matthew Welsh
Wisteria Cottage
7:00 – 9:00 pm

**Exhibition: Winning Images of the Student Photo Contest**
April 25 – May 31, 2011
Wisteria Cottage
12:00 – 4:00 pm, Thursdays thru Sundays

**2011 Lecture Series**
May 26, 2011: Ione Steigler
Wisteria Cottage
7:00 – 9:00 pm
(See page 3)

**Third Annual Feasting on History**
September 20, 2011

**Ellen Browning Scripps Luncheon**
October 20, 2011

**2011 Lecture Series**
December 15: Jim Alcorn
Wisteria Cottage

**Exhibition: Homefront La Jolla: An American Community during the Second World War**
December 7, 2011 - April 15, 2012, Wisteria Cottage

For more information on the Society’s events, visit [www.lajollahistory.org/events/calendar-events](http://www.lajollahistory.org/events/calendar-events)
The Seuss Tower
by Carol Otten

In the early 1920s, real estate developers began to discover the tip-top world of Encelia Drive and its outstanding opportunities to build homes with endless vistas in multiple directions. In 1923-24, a Spanish-style observation tower was built at 7301 Encelia to encourage potential buyers to view firsthand the magnificent vistas afforded from an even higher level of a second story.

The image on the cover of this issue of Timekeeper shows the tower as it appeared in 1946 – an architectural wonder standing alone in seemingly nowhere land, although three houses had been built in the environs after the initial 1920s development push. For many years, the grounds around the tower were a favorite parking place and trysting spot for young lovers who carved their initials on its walls.

In 1948, Theodor Geisel – AKA “Dr. Seuss” – and his wife, Helen, came to La Jolla and changed all that. As recounted in Judith and Neil Morgan’s Geisel biography, Dr. Seuss & Mr. Geisel, they told architect Thomas Shepherd they wanted to build a house in La Jolla “somewhere high up, overlooking everything.” They looked at the observation tower and immediately purchased it and its two surrounding acres. On Sept. 17, 1948, they picnicked at the site as construction began on their house with the tower as a focal point. Henceforth, the tower became an even more important La Jolla landmark as the famous children’s author began writing stories. It was here that Geisel’s worked his creative magic, working for eight hours every day. From its lofty 800-ft. height, it not only overlooked La Jolla’s village but its north shore views stretched sixty miles up the coast, south to Mexico, west to the endless sea, and east to the citrus and avocado groves and ranches of the foothills, enhanced further during winter by the snowy heights of the San Jacinto Mountains above Palm Springs.

The tower remains today, though its presence is less apparent after a major remodel of the home after Ted Geisel’s death in 1991.

Carol Otten is the Society’s Historian
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What Type of Architecture is It?

European Revival Architecture

European Revival architecture was a very popular style of architecture in America's suburbs in the 1920s and 30s. Spanish Eclectic Revival, English Tudor Revival and French Normandy Revival are among the most popular styles found in Southern California and original homes from that era can still be found in many La Jolla neighborhoods and throughout older areas of San Diego.

Spanish Eclectic Revival sometimes incorporated both Spanish and Italian styles of architecture. Architect Bertram Goodhue’s Spanish-inspired designs, showcased at the 1915 Panama-California Exposition held in San Diego’s Balboa Park, helped give this style of architecture national exposure. Identifying features: clay tile roofs, stucco walls, archways, and decorative iron work.

French Normandy Revival has ties to WWI when American soldiers returned from France with memories of the beautiful villages they had visited. This, coupled with the onset of photographic studies and motion pictures, helped expose the American public to the villages of France. Identifying features: brick, stone or stucco facades, steeply pitched rooflines, shuttered windows, stone quoins, and sometimes the use of decorative half-timbering and entrance towers.

English Tudor Revival borrowed its style from 15th and 16th century English Manor homes found throughout the English Countryside. Again, America’s exposure to the styles of Europe after WWI had widespread influence on this style of architecture. Identifying features: steep gabled rooflines, the use of brick and stone on the façade, decorative halftimbering, massive chimneys, and arched entrance doorways with heavy board and batten doors. Here is Southern California; Tudor and French Normandy architecture is much rarer than Spanish eclectic styles. The whimsical combination of English Tudor and French Normandy styles is known as “Storybook” architecture.

While few French Normandy and English Tudor homes were built after the 1930s, the home pictured above at 7254 Olivetas in the Barber Tract was built in 1989. Designed after a 300-year-old home in England, it possesses all the charm and architectural style of a 1920s home but it features a more open floor plan, generous dimensions and all the amenities one would expect in a home today. A brick from the centuries-old home it was designed after is used as the headstone in the archway over the front door. The architecture is enhanced by English Country gardens and wonderful outdoor living areas worthy of the Secret Garden Tour.

La Jolla’s Barber Tract is a treasure trove of 1920s and 30s European Revival architecture and this alluring home fits in beautifully with its older relatives.

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And They Had A Vision...

The Dewhurst Crew started out with founder Ernie Dewhurst (Left photo - far right person in car; right photo - far left person) in 1922 in Bexhill, Sussex, England.

They had a vision and wanted to build homes here...

And in 1929, their first house was built in La Jolla. It was beautiful, but it was missing something...

A family moved in...

... did some decorating, and made it a home.

At first, the home stood alone among the hills of La Jolla, but through the years, the Dewhurst crew helped many families realize their own dreams, and they continue to do so today.
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