Society Garners Award from Las Patronas
Capital Campaign Nears Goal
Historic Windemere Cottage: A Status Report
Executive Director’s Column

**What the Future Holds**

By their very name, historical societies exist chiefly to focus a people’s attention on its collective heritage. This is our passion at the La Jolla Historical Society, and we hope our efforts are paying dividends. On an institutional level, however, even historical societies need to look towards the future. As current stewards of the La Jolla Historical Society, the Board and staff take seriously our obligation to the Society’s members, donors, volunteers, founders, and community to ensure this organization will continue to grow and be a meaningful resource to future generations.

As the Society approaches its fiftieth anniversary in 2013, we’ve begun to ask ourselves – and you – a fundamental question: Where do we go from here? Certainly, in the months ahead, much planning will go into the celebration of our first half century, but the Society’s long-term future – an exciting one to be built on recent achievements – will require introspection, imagination and commitment.

To that end, in January 2012, the Board of Directors will begin working in earnest on a new strategic plan. The effort will be coordinated through the Society’s Strategic Planning Committee, led by chair Nell Waltz, and facilitated by respected San Diego nonprofit consultant Paul Van Dolah. The goal of this exercise will be to set a clear path to the Society’s programmatic and financial future, where a focus on sustainability, growth and relevance are closely tied to the interests of internal and external stakeholders, particularly those directly affected by our activities, now and in the future. Part of our work will be informed by the recent online audience survey that the Society distributed in September, generating responses from nearly 140 people. We thank all those who took time to provide this important feedback.

Look for updates on our strategic planning efforts in coming issues of Timekeeper as we set our course. Also, we invite you to be part of the process, and I welcome your thoughts on the direction you would like your La Jolla Historical Society to go in the years ahead.

**Exciting New Exhibition**

The reaction to our new exhibit, *Homefront La Jolla*, which opened December 7 in Wisteria Cottage, has been extremely gratifying. I want to applaud the tremendous efforts of the team that made *Homefront La Jolla* possible, led by staff Archivist/Curator Michael Mishler; Historian Carol Otten; the Oral History Committee led by chair Judy Haxo; our partners at the San Diego Veteran’s Museum and Japanese American Historical Society of San Diego; and our many dedicated archives volunteers and Gallery Docents. We particularly thank San Diego County Supervisor Pam Slater-Price which provided major funding for the exhibit, along with support from the City of San Diego Commission for Arts & Culture.

*Homefront La Jolla* runs through late May. If you haven’t seen it yet, take an afternoon soon to experience what we feel is the best public exhibition the La Jolla Historical Society has ever offered – a sample of what we want to bring you in the future.

*John H. Bolthouse, III*  
Executive Director

---

**The Society’s long-term future will require introspection, imagination and commitment.**

---

**SAVE THE DATES**

**Secret Garden Tour of La Jolla**

**Sunday, April 1, 2012**  
9:00 am – 3:00 pm  
Tickets now on sale at www.lajollaconcours.com

**Saturday, May 19, 2012**  
9:00 am – 4:00 pm  
Tickets go on sale February 1, 2012  
www.lajollahistory.org

---

**Cover image:** A view of Ellen Browning Scripps’ original home on Prospect Street, framed by its iconic beautiful landscape, c. 1910. The home was destroyed by arson fire in 1915. Soon after, Miss Scripps commissioned master architect Irving Gill to design and build a new house on the site which is, today, the Museum of Contemporary Art San Diego.
2012 Lecture Series

The La Jolla Historical Society is pleased to announce its Lecture Series for Spring 2012, “The Homefront During World War II.” Presented in conjunction with the Society’s new exhibit, Homefront La Jolla, this special series will feature distinguished speakers with unique perspectives on how San Diego and its local neighborhoods like La Jolla were affected by the Second World War.

Saturday, March 17, 2012, 5:00 pm
Panel: “Living in La Jolla During the War Years”

La Jolla was a different place during World War II, as buildings were camouflaged, gun turrets spotted the bluffs, and people raised their own food. Through it all, La Jollans persisted, working hard to contribute to the war effort.

Robert Mosher
Retired architect; La Jolla resident during World War II

Eugene Alfaro
Historian on food production in World War II

Mildred Lee Bell
Retired educator; attended La Jolla High School during the war

Dorothy Haven
Retired educator and actress; husband trained at Camp Callan

Saturday, April 7, 2012, 5:00 pm
“Science & Technology on the Homefront”

The needs of the war effort sparked scientific innovation, precipitating a boom in the fields of marine sciences and aeronautics, setting the stage for San Diego’s economic growth in the latter half of the twentieth century.

Walter Munk
Retired oceanographer; US Army veteran and Scripps Institution of Oceanography scientist during World War II

Wednesday, May 9, May 2012, 6:00 pm
“The Homefront for Japanese Americans”

As in other places in America, San Diego’s vibrant – and patriotic – Japanese American community endured one of the saddest episodes in the nation’s history: Internment ordered by the United States government

Susan Hasegawa
Professor of History, San Diego City College; Historian, Japanese American Historical Society of San Diego

TICKET INFORMATION

Each lecture: Members $15 / General Public $20
Entire series: Members $35 / General Public $50

For tickets, visit lajollahistory.org or 858-459-5335
All lectures at Wisteria Cottage, 780 Prospect Street, La Jolla

NOW OPEN!

December 7, 2011 through May 27, 2012

Thursdays-Sundays
12:00-4:00 pm

Wisteria Cottage
(780 Prospect Street, La Jolla)

Free Admission

Homefront La Jolla is made possible thanks to a generous grant from San Diego County / Supervisor Pam Slater-Price and the support of the City of San Diego Commission for Arts & Culture.
Las Patronas Names Society as Major Beneficiary

The Society is pleased and honored to report that it has been chosen as a 2012 Major Beneficiary by Las Patronas, one of San Diego’s most highly-esteemed funding organizations.

As a Major Beneficiary, the Society is eligible to receive $30,000 in funding towards the installation of an ADA-accessibility elevator inside historic Wisteria Cottage. Las Patronas generates these funds on behalf of its beneficiaries through year-long fundraising efforts and the annual presentation of their premier event, the Jewel Ball. This is the second time in four years the Society has been named a Major Beneficiary, the last time being in 2007 when Las Patronas funded the movable shelving that now resides in the new archives facility.

Las Patronas has a long history of philanthropic community support. Since its inception in 1946, this volunteer organization made up of female community leaders has donated approximately $15 million to nearly one thousand nonprofit institutions in San Diego County, supporting medical, environmental, research, arts, and cultural organizations.

Unknown Fate of a Master Architect’s House

by Angeles Leira & John Bolthouse

La Jollans, architecture buffs and students of Southern California history are familiar with Windemere cottage at 1328 Virginia Way. Designed by Master Architect Irving Gill in 1894, it is one of very few surviving cottages/bungalows of this period (including the Red Rest, Red Roost, Villa Waldo and Brockton Villa). It may not be around much longer as the great structure is currently being dismantled.

Windemere was designed by Gill for Agnes and John Kendall, two well-off Brits who, in 1892, decided to live the romance of “the West” in sunny California. The Kendalls became part of La Jolla cultural life that included Anna Held’s Green Dragon Colony, the Ulysses S. Grant family, Ellen Browning Scripps, and Beatrice Harridan. (The latter, a noted British author and friend of the Kendalls, actually composed some of her work at Windemere, and probably gave the cottage its name, purportedly in memory of the largest lake in the Lake District in England.)

Windemere is the second of Gill’s early 1890s buildings still standing. A transplant from the East Coast and Chicago, Gill brought to San Diego the evolving “Modernist Manifesto,” calling for a break from the past through simplicity, thoughtful care in the design, “economy of means,” and avoidance of excessive ornamentation. Gill was inspired by late Victorian and vernacular architecture while applying the earliest Craftsman ideals. Windemere’s single-wall board and batten walls come from eastern crafts and local hand-made vernacular beach cottages that sprinkled the bluffs of La Jolla, while his interiors and prominent second-floor roof line with the upturned wide overhangs and decorated brackets are a clear expression of evolving Craftsman, with its oriental influences (in this case, possibly Indonesian inspiration). His low ceiling heights and sweeping second floor are a clear Prairie (Chicago) influence. Originally located at 844 Prospect Street, the Cottage was moved in 1927 to its current location at 1328 Virginia Way — a common occurrence in La Jolla throughout the twentieth century as the community grew yet preservation was embraced, even back in the 1920s.

Sadly, in recent months, the character-defining architectural features are slowly being stripped. In a surprising move, staff at the City of San Diego’s Historical Resources Board (HRB) advised against designating Windemere as historic. Then, in a vote on September 22, 2011, HRB was able to muster only five votes of the six required to designate it a historical resource and, hence, garner it greater protection. The La Jolla Historical Society has strongly supported designation, as did the La Jolla Town Council and Save Our Heritage Organization (SOHO). These and other community stakeholders have requested a re-hearing and reconsideration of this failed vote, though the outlook is discouraging. The Society is also exploring opportunities that may allow the structure to be moved elsewhere and rebuilt, though the owner holds the key to such a compromise.

In the meantime, La Jolla watches as one of its last early architectural icons awaits an ignominious fate, the consequence of failing to value our community’s heritage.

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 as a planner with the City of San Diego, including with the Historical Resources Board. John Bolthouse is Executive Director of the La Jolla Historical Society.
Historic Designation Workshop

Have you ever wondered whether your home is historic? Join the La Jolla Historical Society and speakers Kelly Stanco, Senior Planner of the San Diego Historical Resources Board (HRB), Ione Steigler, Architect, and Diane Kane Architectural Historian for a three-hour informational workshop to find out whether you own a property worthy of official recognition.

Learn about:
- The City’s designation criteria
- How and where to conduct archival research
- Analyzing the information you have uncovered
- How to write up your findings for City review
- Benefits and responsibilities of historic home ownership

The workshop will include informational handouts and opportunities to ask questions of the speakers and homeowners of historic properties who have successfully navigated the process.

Saturday, January 28, 2012
8:30 am – 11:30 pm
Wisteria Cottage
780 Prospect Street, La Jolla
$10 Members / $15 Nonmembers
Space is limited so register today!
www.lajollahistory.org
Phone: 858-459-5335

For more information, visit www.lajollahistory.org or contact Workshop Coordinator Connie Branscomb at 858-454-6871.

Since the last issue of Timekeeper, the Society...

- Enrolled 21 new members
- Welcomed back 59 renewing members
- Enrolled 2 new corporate members
- Greeted 585 exhibit gallery patrons
- Assisted 29 archives researchers
- Gave presentations to 2 community groups
- Trained 4 new Docents
- Engaged 60+ school-age children
- Presented 4 guided tours of La Jolla
- Hosted 132 Lecture Series attendees
- Beneﬁted from over 800 volunteer hours*
- Received over $6,900 in Annual Appeal 2011 donations
- Thanked 31 donors to Annual Appeal 2011
- Received $77,090 in Capital Campaign donations
- Thanked 54 donors to Capital Campaign

Our achievements are your achievements!

Thank you for supporting the La Jolla Historical Society.

All ﬁgures between September 1 - November 30, 2011
* Estimated (includes unrecorded committee service)
Archivist Notes
by Michael Mishler

The New Year is always a time to reflect, on where we’ve been and more importantly, what’s next. This has been a great year for the Society’s collections and exhibition program.

With the extra room our new archival facility offers (Thank you, Las Patronas, Peek Painting, Chism Brothers Painting, and Henry & Carol Hunte!), we are rediscovering parts of the collection that were not easily accessible in the past. And the collection expanded significantly in 2011, with the addition of materials from the La Jolla Woman’s Club, the La Jolla Stage Company and the La Jolla Light. We continue to reach out to other organizations that have played an important part in La Jolla’s history and work to bring their histories into the archives. Our Oral History Committee, led by Judy Haxo, helped capture dozens of new stories, mostly focused on life in La Jolla during the Second World War which served as the basis for our new exhibit, Homefront La Jolla. The recordings and transcripts will be an invaluable resource for anyone interested in this turbulent time in our history.

Throughout 2011, we collaborated with local schools, museums and other nonprofits to develop more exciting exhibits in Wisteria Cottage. We displayed La Jolla schooldays’s photography as part of our first Student Photo Contest. The incredible talent of the Secret Garden Tour’s artists was available for viewing after the May event. We compared old and new in the exhibit La Jolla Then & Now, based on a book the Society released through Arcadia Publishing earlier this year. This fall, we brought early twentieth century photographer Leopold Hugo out of virtual obscurity with an exhibit based on the research of volunteer Sandy Spalding. Now, our current exhibit, Homefront La Jolla, is the model for our future exhibits: our most collaborative effort to date. The exhibit is based on collected stories of La Jollans, filled with artifacts donated or loaned by numerous individuals and organizations (including the Japanese American Historical Society of San Diego, the La Jolla Historical Society, La Jolla Woman’s Club, and others). Finally, thanks to a grant from San Diego County, this is the first exhibit the Society has ever been able to have professionally designed.

We accomplished a lot in 2011. In the coming years we will build on that past to strengthen our collection and exhibit programs by seeking new partnerships and underwriting opportunities for anyone interested in helping preserve and present our community’s history.

Michael Mishler is the Society’s Archivist & Curator

New Acquisitions

The La Jolla Historical Society collects historically significant materials of intrinsic, cultural and scholarly value associated with La Jolla’s 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:

- Ruth Hayward  Clay bust of Ellen Browning Scripps created by Ms. Hayward
- Sharilyn Gallison  Black & white photographic print of shack at Windansea; Blue Books, 1964-65; color photographic print of La Jolla Historical Society Board of Directors, 1987
- Ruth Whitmore See  Collection of essay titles, Reflection on 9/11, written by Muirland Middle School, April 2002; documents from Junior Model United Nations class, Muirland Middle School, 2002
- Judith Talner  Two photographic prints of the Red Roost and Red Rest by photographer Irving Haines, ca 1970
- Descendants of La Jolla’s Black Pioneers Group  Updated manuscript, La Jolla California Black Pioneers and Pioneer Descendants 1880-1974
- Toni Williams  World War II-era documents of Esther Gage’s service with Aircraft Warning Service (AWS), circa 1942
- Robert Mosher  Plans and drawings for Historic American Building Survey for historic properties in San Diego, including Hotel Del Coronado, Marston House, La Jolla Woman’s Club, and others
- Robert Hoffman  Photographic prints of US Navy aerial photography of La Jolla and surrounding area, circa 1950s

La Jolla Historical Society’s
2nd Annual Student Photo Contest
Coming Spring 2012

This Day in La Jolla History

**JANUARY**

2 – Electric power line to La Jolla is completed (1910)
10 – Train depot on Prospect Street near Fay Avenue destroyed by winter storm (1899)
22 – First motion picture shown in bathhouse at La Jolla Cove (1912)

**FEBRUARY**

21 – La Jolla Shore residential development celebrates opening day (1926)
26 – Windansea Hotel burns to the ground (1943)
29 – Anne Morrow Lindbergh launches sailplane glider from top of Mt. Soledad (1930)

**MARCH**

2 – La Jolla Playhouse (later The Cove theater) opened
650-seat movie theater on Girard Avenue (1948)
8 – La Jolla USO opened for servicemen in St. James-by-the-Sea Episcopal Church Hall (1942)
26 – First aquarium opened at Scripps Institution of Oceanography (1951)
Gunsaulus Scrapbook Collection, Part II

by Cody Chapple

Born on November 8, 1913, in a small town in Illinois, Joe Gunsaulus moved to La Jolla at a young age. In 1929, while a student at La Jolla High School, Gunsaulus received his first film camera, inspiring a lifelong passion for photography. Like a modern Facebooking teenager, Gunsaulus would photograph his friends, people he met, and places he visited, and put them into photo albums. He would then “tag” the people in the photographs by adding captions in with a pen. Gunsaulus left behind some amazing candid shots of the 1930s and 40s, filling three rare scrapbooks with hundreds of original photographs and souvenirs that he picked up during his travels. The complete collection can now only be found in the La Jolla Historical Society’s archives.

At the age of sixteen and still in high school, Gunsaulus departed on a goodwill voyage to visit Hawaii, Korea, Japan, and China. The trip was sponsored by the YMCA and Clement Young, former governor of California, with the objective to “create international understanding and goodwill among boys of different nations.” (See the Fall 2009 issue of Timekeeper on Gunsaulus’ pre-War travels in Asia.)

Twelve years later, Gunsaulus would return to Asia and dedicate a whole new scrapbook to the adventure. The purpose of this second journey was anything but goodwill, however. In 1941, like so many young men upon America’s entry into the Second World War, Gunsaulus was drafted, becoming an Army cartographer as a member of the 69th Engineer Topographic Company. Accurate maps of the South Pacific were few and far between and Gunsaulus helped create maps critical for strategic planning.

Gunsaulus survived the war and returned to La Jolla, where he worked as a landscape architect until his death on October 18, 1992.

Cody Chapple, a La Jolla Shores resident, is a student at UC San Diego. He was an intern at the Society during the summer of 2011

Legends of La Jolla “Dodo” Cheney

She’s been called the “First Lady of Tennis.” “Dodo” Bundy Cheney celebrated her 95th birthday in September at the La Jolla Beach and Tennis Club where she holds an honorary life membership with a four-tiered cake made of sand. Was there tennis? “No,” says Dodo. “The doctor said, ‘No more tennis for you, young lady.’” But the party included croquet and bocce ball with Cheney leading the games.

Known as “Dodo” since childhood when her brothers couldn’t pronounce Dorothy, Cheney started playing tennis as a young girl growing up in Santa Monica in a family with tennis in its blood. “I just grew to love the game,” says Cheney. Her father, Tom Bundy, was a national doubles champion from 1912 to 1914. Her mother, Mary Sutton Bundy, was a world champion, winning twice at Wimbledon – the first American to win the singles title there.

Cheney’s talent and determination made her a force on courts worldwide. She won numerous singles and doubles titles in the United States, becoming the third-ranked American player in 1937, 1938 and 1941. She reached international stardom in 1938 when she became the first American woman to win the Australian Open and was ranked a career-high sixth in the world in 1946. She set a record for sixteen top trophies in a single year. Ever the competitor and ambassador for the sport, Cheney, in 1990 at age 74, played a match against a ten-year-old phenom and future five-time Wimbledon champion – Venus Williams. She competed in tournaments into her nineties, holding the record for the most United States Tennis Association senior titles (more than 340). In 2004, she was inducted into the International Tennis Hall of Fame.

For years, Cheney’s petite figure and short blonde hair were a familiar presence on La Jolla tennis courts. Residing near the La Jolla Beach and Tennis Club, she played there and at the La Jolla Recreation Center often. “I was most fortunate and found a darling little cottage there a half minute from the beach,” she recalls. “I loved living in La Jolla.” Cheney raised three children and has numerous grandchildren and great-grandchildren. “I have a wonderful life,” she says, “and can’t help but appreciate my wonderful loving family.”

Although Cheney’s difficulty with balance now keeps her off the courts, she maintains an active lifestyle at her Escondido home, where she recently moved from La Jolla Shores to be closer to her daughter. She gardens, sews and plays bridge and poker. “I’m so blessed that I can take care of myself,” she says.
L a Jolla has been blessed with many gifted architects designing homes and commercial structures over time. But Herbert Palmer stands out among them in several intriguing ways. The first is a common legend that linked his ancestry to England’s Edward VII (who, as the Prince of Wales, fathered Palmer with a lady-in-waiting). Second, his fascination with Hindu philosophy and poetic mystics had an indelible influence on his architecture. Finally, there is Palmer’s body of architectural work itself – always engaging, sometimes exotic and invariably original.

Palmer’s signature building in La Jolla is the house he built for himself in the late 1920s at 2040 Torrey Pines Road, a home he named “Casa de las Joyas” (House of Jewels) but much more popularly known as La Jolla’s “Taj Mahal.” Its three rounded domes rising surreptitiously out of the landscape continue to elicit references to a palace out of *The Arabian Nights*. The iconic home evolved over five years, Palmer performing much of the manual labor himself.

Arriving in La Jolla during the prosperous 1920s when the community’s development was at a peak, Palmer benefited from good timing, a fashionable architectural sense, and a pedigree supposedly linked to British royalty. Palmer’s sardonic wit and enigmatic manner, combined with a unique approach to art, craft and philosophy in home design, solicited a wide array of clientele. One of the first buildings Palmer designed and built was his own small Mediterranean-style home and studio at 1202 Prospect Street, completed in 1924. Palmer christened it the “House of the Pine” but residents quickly began referring to it as the “Pink House,” alluding to its color. Sadly, like so many of Palmer’s works, the building no longer exists.

Palmer became interested in architecture as a young man, though he first served a stint in the British Army, including a tour in South Africa during the Boer War. Though rejected by the Royal Family due to his birth status, the government provided Palmer financial support, enabling him to study in India where he gained insights into different religions and their connection to architecture. In his early forties, Palmer went to New York and began work as an architect. A disruptive personal life compelled a move to California, eventually marrying interior design architect Florence Palmer (see *Timekeeper*, Summer 2010). In 1945, disappointed at not being awarded a commission for the La Jolla Beach and Tennis Club, Palmer relocated to Fallbrook, where he died in 1952, having abandoned architecture to work as a potter and poet.

Throughout his twenty-year career in La Jolla, Palmer advocated a hands-on approach to architecture. In a 1931 magazine advertisement for his practice, he wrote, “What I counsel is the employment of real craftsmen and artists to construct, decorate and furnish our homes of today… to dispense with machine products where and when possible. The machine is a wonderful servant, but a destructive master.” The “Taj” was Palmer’s tour-de-force for what he preached: pebble stones for intricate walkways, floors and stairs gathered and placed by hand, and beams carved with symbolic expressions about life and its meanings.

Although the “Taj” remains Palmer’s major masterpiece of the nearly two dozen La Jolla residences he designed, the “Casa de los Amigos” at 6110 Camino de la Costa, built for the R.E. Pilcher family in 1931, still exists in close to original condition. And arguably the most prominent, public example of his work that can still be seen today is the Arcade, the Spanish-style pedestrian corridor between Girard Avenue and Prospect Street.

---

Carol Olten is the Society’s Historian
La Jolla native and legendary actor Cliff Robertson, a life member of the La Jolla Historical Society, died in New York in September at age 88. Robertson grew up in La Jolla and graduated from La Jolla High School. He left to join the Merchant Marines and, later, a career in acting, making more than seventy motion pictures and winning an Academy Award for *Charly*. For years, Robertson owned a 1922 oceanfront home in the Barber Tract. His lifelong affection for La Jolla was summed up in a 1984 interview: “We’re here on this little blue marble Earth and if we’re lucky, we have a hometown that means something to us. I always talk about this (La Jolla) as my Walden Pond.”

On October 15, the Society once again honored the legacy of La Jolla’s most beloved philanthropist at the annual Ellen Browning Scripps Luncheon, held at UCSD’s Faculty Club. In the spirit of “Miss Ellen” and her love of community and culture, the nearly one hundred attendees enjoyed the charismatic presentation of keynote speaker Mary Beebe (above, right foreground), Director of UCSD’s Stuart Collection, who described the collection’s history and future plans and treated luncheon attendees to guided tours of the famed outdoor collection. Due to the tireless efforts of the event committee, led by Sharilyn Gallison, the luncheon was a great success.

On September 24, the Society held its fourth annual Feasting on History progressive dinner fundraiser, chaired for the final time by event founder Connie Branscomb. The evening was attended by nearly one hundred people who enjoyed fine cuisine in some of La Jolla’s most stunning homes. The Society extends its sincere thanks to the generous homeowners and dinner hosts throughout La Jolla whose tremendous hospitality helped make this elegant fundraiser such a success, and special gratitude to Girard Gourmet for again presenting mouthwatering desserts at Wisteria Cottage.

Spooky ghosts, scary pumpkins and other macabre subjects haunted Wisteria Cottage recently as students from La Jolla Elementary School arrived to paint Halloween windows for the La Jolla Historical Society, an annual partnership the Society has with the school.

Teacher Kristina Quartuccio’s fifth graders painted the front windows of the historic cottage facing Prospect Street. The window painting revives an historic La Jolla tradition decades ago when students painted storefront windows on Girard Avenue.

Spencer Wilson, longtime manager of La Jolla’s now-shuttered Cove movie theater, passed away in November at age 99. Known as “Spence” by most, he started his career in movie theaters in 1929 at the Granada, the ornate movie palace at Girard Avenue and Wall Street. He moved to the Cove when it opened in 1948 and became a well-known figure in the community, always greeting everyone with a smile and welcoming children at Saturday matinees. Spence remained with the Cove almost until its 2002 closure and, in 2009, he was featured in the Society’s Merchants & Memories exhibit (above, with staff Historian Carol Olten in front of the original Cove marquee letters).
Second Grade Field Trip Hosted

Judith Ha xo gives a tour of the various public art works around La Jolla’s Scripps-Gild cultural zone, including the Hammering Man at the Museum of Contemporary Art.

On October 25th, about thirty students from Gillispie School came to Wisteria Cottage to learn more about their community. Coordinated by Christina Freundt, a member of the Society’s Education Committee, the second grade classes of teachers Kathy Blake and Spring Swaney enjoyed a morning of La Jolla heritage as the Society’s Education Committee presented a series of fun and educational programs. Using images directly from the Society’s archives, staff Historian Carol Olten showed what La Jolla looked like long ago, how much has changed and how much has remained the same. Members of the Education Committee, including committee chair Jennifer Harter, Judy Ha xo and Roberta Wolff, provided lessons on mapping, public art and architecture. Porschia Talbot of My Art Shed which facilitates art classes for all ages, provided instruction on drawing three-dimensional objects, with St. James Episcopal Church as the subject matter.

The Society welcomes teachers who wish to bring their classes to the La Jolla Historical Society or would like Society staff and education volunteers to come to their schools. Contact the Society at 858-459-5335 to schedule a program.

WhatizIt?

Can you identify what part of La Jolla history this is? Send your answers to La Jolla Historical Society, ATTN: WhatizIt?, PO Box 2085, La Jolla, CA 92038 or e-mail info@laajollahistory.org. The first three respondents ages 18 and under who answer correctly win a complimentary one-year membership to the Society and a copy of the new book La Jolla Then & Now.

One entry per person please. Only respondents ages 18 and under qualify.

Answer to Last Issue’s “WhatizIt?”

The commercial building at 7848 Girard, built in the 1920s. It was particularly known for the Chinese influenced ornamentation on its façade when it was home to Quon Mane, which sold unique home furnishings imported from Asia from the 1940s through the 1970s.

ATTENTION HISTORY TEACHERS!

Bring your classes to visit the Society’s newest exhibit

Homefront La Jolla

An American Community during World War II

A great opportunity to teach La Jolla students about their community during the Second World War!

Adjoining classroom available for free

To schedule your class, contact the Society at 858-459-5335 or info@laajollahistory.org
La Jollan Honors Wife’s Community Service
by Judith Haxo

Lew Branscomb has adopted the project to restore the Irving Gill side door of Wisteria Cottage as a way to honor the contributions of his wife, Connie, to the La Jolla community and, in particular, to the La Jolla Historical Society.

Lew was initially attracted to the project during a workshop the Society presented last spring focusing on the restoration of the Society’s historic property when an architectural preservation specialist, Vonn Marie May, emphasized the importance of this part of the overall restoration work planned for Wisteria Cottage. The more Lew thought about it, the more he liked the idea.

“The photograph of that door with all those kids in front of it is very appealing,” Lew said. “And even more important, that door is the link between Wisteria Cottage and Ellen Browning Scripps’ home, and Ellen Browning Scripps is La Jolla. So it seems to me restoring that entrance and its surroundings would help emphasize the link.”

The door on the southwest side of Wisteria Cottage was sealed and walled over sometime in the late 1950s or early 1960s (sources vary). Diane Kane, an architectural historian and member of the Society’s Preservation Committee, recently uncovered the original 1907 Irving Gill plans for the “Alternations in Residence of Miss Virginia Scripps” in the Gill archives at UC Santa Barbara, which will provide the blueprint for the restoration. Architect and Society Board member Siavash Khajezadeh has been developing plans for the restoration of the entry. Final plans for the restoration are subject to approval by San Diego’s Save Our Heritage Organisation (SOHO), which possesses the façade easement.

Lew strongly supports Connie’s broad involvement in this community’s nonprofits. His acquaintance with the La Jolla Historical Society began after he bought the 1929 Lillian Rice house in which they live. Connie did much of the research needed for historical designation of the house in the Society archives. Since then his knowledge of and support for the Society has deepened as Connie joined the Board of Directors and served as Board President from 2009-2011. It is the Society’s efforts to preserve the special qualities of this village which Lew most appreciates.

Society’s Board Calls for Support

On November 21, the Society’s Board of Directors participated in a one-hour telethon aimed at closing the remaining gap of the capital campaign. The directors contacted many of the Society’s current supporters, asking for an extra boost that would help us reach our $2M goal by the end of 2011. The Society’s friends answered the call: The evening’s effort resulted in over $10,000 in additional pledges towards the campaign.

Help put the campaign over the top!

Your tax-deductible gift can be in the form of a cash donation or via two-year pledge with a convenient payment plan. Call 858-459-5335 or visit www.lajollahistory.org to give your support.
Capital Campaign Donors

(As of December 12, 2011)

**Visionaries** ($100,000 & above)
Ellen C. Revelle*, Anne Revelle Shumway, Mary Revelle Paci, Bill Revelle, and Carolyn Revelle
Harle Garth Montgomery*
Dave & Sandy Coggin Erickson
Carolyn Vorstom-Wellcome

**Pacesetters** ($25,000 - $99,999)
Richard & Rita Atkinson
Lewis & Constance Branscomb
Orrin & Karen Gabsch
Carol & Henry F. Hunte Fund
Las Patrons
Betty-Jo Petersen
J. Frederick & Susan Oliver
Arthur & Jeanne Rivkin, Rivkin Family Foundation

**Historians** ($10,000 - $24,999)
Dr. John & Susanna Lippe Aalbers
John E. Barbey, Jr.
Bennett & Associates
Tommy & Jean Carroll
Chism Brothers Painting
Peter B. Clark
Roger* & Ann Craig
Leslie Davis & David Garitty
Barbara Dawson* & Family
– Diane, Douglas & Susan, and Joanne Dawson
Don & Lael Dewhurst
Dewhurst & Associates
Joan Drinkwater
Gail Forbes
Chris & Christina Freundt
H. Bailey* & Sharilyn Gallison, Sr.
Bill Gibbs
Grunow Construction
Francis* & Judith Hazo
Virgil & Jonnie Hoffman
Roy & Diane Hollingsworth
Dr. & Mrs. Oliver W. Jones
William* & Burl Mackenzie
David & Patsy Marino
Scott & Betsy McClendon
The Merweather Family In Honor of Mollie Stewart Miles
Peek Brothers Painting
The Philip and Ann White Fund/Vanguard
Charitable Endowment Program
Victor L. Sell Family
Robert C. & Melisse W. Taylor
Dr. Wylie & Betty Vale
Robert* & Marian Warren
Ann L. Zahner

**Partners** ($5,000 - $9,999)
Sharon Ballidis Holden, The Ballidis Group
Eleanor D. Sullivan Barbey
Virginia D. Barbey & Jan S. Gobel
Roy & Diane Bell
Drs. James & Mary Berglund
Judith V. Brucker
Dr. Clif & Carolyn Colwell
Davis Marketing
Dr. Seuss Foundation at the recommendation of Audrey Geisel
Robert & Mary Eikel
Danah Fayman
Richard & Judi Freeman
John & Anne Gilchrist
Thomas & Alanna* Grunow
Ingrid B. Hibben
Betsy Hiffeier
Peggy Howell & the Howell-Pence Family
Nicolas & Caroline Nierenberg
Mark & Patti Nutshbaum
Nancy Ames Petersen
Dave & Marlene Reynolds

**Advocates** ($500 - $1,499)
Craig & Chris Andrews
Wafa & Nancy Corbin Assaf
Bob & Lynn Bell
John & Melissa Bohthouse
Althea Brimm
Fay P. Bullitt
Conrad & Christa Burke Fund
Colonial Dames of America, San Diego County
Dick & Patricia Dahlberg
Shirleymae Davis
Charles & Anne Dick In Honor of Robert & Melisse Taylor
Ralph Dilley, M.D.
Dr. Walter & Barbara Doren
Michael & Kelly Dorvillier
Russell & Eloise Duff
Henry & Estelle Ebert
Elisabeth K. Ecke
Darrell & Dorothy Ann Fanestil
Bill & Anne Ferguson
Marian & Walter Trevor, Jane Trevor Fetter
& Thompson Fetter Fund
Julie Fiss
Elliot & Diane Feuerstein In Honor of Red Scott
Elliot & Diane Feuerstein
Drs. Edward & Joy Frieman
James & Joy Furby
Creighton & Charlotte Gallaway
Robert & Helen Goldstein
Jimmie & Carolyn Greenslate
Ross & Jennifer Harter
Dr. Rodger & Mary Heglar
Clarke & Wilhelmina Herring
David & Sharon Ballidis Holden
Thomas & Marcy Holthus

**Friends** ($1,500 - $4,999)
Dr. Reid Abrams & Micki Olin
Raul and Lisa Alaniz
Chris & Kelley Albence
Mary Ruth Barton
A.R. Bell Family
F. Trip* & Alice Bennett
Brockton Villa Restaurant
Aurelia Brown
Suzi Bustamante
Dr. Ruth Cowell
Courtney Ann Coyle & Steve McDonald
Janet & Daniel de la Vega, Rachel, Daniel, Mary, John, Fred
Ronald N. & Elizabeth Hillyer Davidson
Karin Donaldson
Mark & Terre Edwards
Dr. Don & Mary Ellen Fleischli
Steven Haskins
Bo & Anita Hedfeors
Oliver* & Norma James
Maurice Kawashima
Fredrick & Angelina Kleinbub
Bert & Gladys Kohn
Gerald & Ann Lipschitz
Lydia & John McNeill
Garna Muller
James & Elspeth Myer
James & Elspeth Myer In Honor of Robert & Melisse Taylor
Ed & Carolyn Parrish
Gina Phillips
The Samuel L. & John Henry Fox Foundation
Paul & Edie Sanchez
Charles “Red” & Kathy Scott
Jeffrey D. Shorn
George Silvani
David Raphael Singer Architects
Gary & Charito Ulinskas

**Contributors** (Gifts up to $499)
Anonymous
Victoria Adams
Margery Abina
Jack & Betsy Anthony
Joyce Axelrod & Joseph Fisch
Judith Backhaus
Dr. Varda Peller Backus
Elizabeth Barkett
Michael & Melissa Bartell
Irv & Sue Bernstein
Kevin Bertrand
Robert & Virginia Black
Denise Bickenstaff
Mary Boehm
Dr. & Mrs. L.P. Bogle
In Honor of Robert & Melisse Taylor
Pamela Boynton
Jane Bradford
William S. Brandt
In Honor of Tom Grunow and Trip Bennett
Jacqueline G. Brown
Stephan & Scottie Brown
Wendy Browning
Dr. Anthony & May Bull
Mary Ann Calcott, D.D.S.
Irene Catarella
Devin Chin-Lee
Mr. & Mrs. Richard Cobble
Dela Constant
Dempsey & Bernice Copeland
Ted & Warrine Cranston
Harry & Joanne Crosby
George & Cari Damoade
Julia de Beauclair
Henriette De Jong

Doris A. Howell, MD
David & Jan Irwin
Peter & Barbara Jefferson
Frank B. & Jade Geneve Kepner
Kronemyer-Pieper-Rossbacher Families
Lois Lasty
Gail Lazzaro
Roxie Leira
Bud & Patricia Lester
Bruce & Sherry Lightner
Little Beach Fund
Rosamond Larmour Loomis
Brian C. Malk & Nancy H. Heitel
Simon & Diana Malk
Susan McKeen-Walden
David & Marjorie McNair
William & Patricia Meanley
Neil & Judith Morgan
Hiomi & Marie Nakamura
Janice Copley Obre
Dr. Solon & Peggy Palmer, Jr.
Ann Poovey
Mr. & Mrs. Trumbull Richard
Edith Schroeder
Harry Rudolph, Ill & Danielle Shapero
David & Mary Ruey
Phyllis Scripps
John S.* & Mary Ann Shelton
Dr. Jack & Bonnie Sipe
Soroptimist International of La Jolla
Sidney & Judith* Stutz
Michael W. & Marlene Teitelman
John W. Thiele
Mr. & Mrs. Alfred Vandenbiesse
Dr. John & Penelope West
David Weston
Willis Allen Real Estate / Andy Nelson
Tim & Cindy Wollaeger
Rev. Robert M. Wolterstorff*

12 Lea & Betsy Rudee
Dick & Sheila Dean
In Honor of Robert & Melesse Traylor

Michael & Janet Delaney

Ed & Martha Dennis

Kenneth & Lynda Diamond

Susan H. Dramm

Eileen Droeg

Dawn DuCharme & Charles Grebing

Charles Dunning
Robert & Mary Durham
Dr. & Mrs. Arthur G. Edwards
Connie Engiert
Mimi Evens
Alan & Meredith Feddersen
Mr. & Mrs. James Fitzgerald
Dr. Herman & Helen Froeb
Ira Gaines

Ruth M. Gilbert

David Goldberg

Laurie Golder & T.C. Luoma

Mary Lou & Melvin Goldstein
Mr. & Mrs. Robert Gottfredson
Lawrence Gratt
Mr. & Mrs. Juan E. Green

Christine Greer

Walter Harrison

Edward A. and Barbara B. Hemmingsen

Richard & Anne Hibbard

Aline G. Hornaday

Marjorie Huntington

Jeannette Hutchinson

David & Dawn Inglis

Betty Jacobs

James Jahn

Dr. John Keethler

William & Tricia Kellogg

Siavash Khadjetzadeh

Philip Klauer

Joyce Klein

Peter Kruidenier

The La Jolla Villagers

Marianne Liebhardt

Fred Livingstone

Janet Lowe*

Robert Ludwig & Kimberley Penny

Joe & Linda Marrone

Dr. Stuart & Anne Marshall

Richard & Shirley Mau

Holly McCormick

Byron & Jennifer McCoy

Dr. Herbert & Lani McCoy

Jean McKee

Jeanne G. McNitt In Honor of Robert & Melesse Traylor

The Merhar Family

Mary L. Mitchell

Dr. Walter Munk

Timothy S. Myers

Esther R. Nahama

Josephine Nerini

Dr. & Mrs. Peter Nordland In Honor of Orrin & Karen Gabsch

Paul & Marge Palmer

Joan S. Patton

Nancy H. Payne

John & Ernestine Peak

Richard “Pete” & Jody Petersen

Harry* & Betty Phillips

Rusty & Angie Preisendorfer

Mary Price

Frederic Raab

Joyce Raifkin

Rudolph & Carla Rehm

Richard Restuccia & Devonna Hall

Clifford P. Robertson

Lois Roon

Steven S. Rossi & Mary Lynn Hyde

Blair & Georgia Sadler

Barbara Saltman

Don Schmidt

Mike & Sue Schreibman

Robert & Mollly Schulze

Barbara Seymour

Linda Sherman

Barbara Slavin

Mr. & Mrs. William Stein

Herschel & Camille Wilder Stern

John & Barbara Stevenson

Robert & Ruth Swisher

Joseph & Elizabeth Taft

John Talbot

Tasende Gallery

Mr. & Mrs.J.M. Thompson

Doris Troutman

Adele M. Webster

Philip & Barbara Weiler

Jane Wheeler

Victor Wild

Floyd & Sybil Wilkins

Dr. Bria & Penny Williams

Steve & Stephanie Williams

John & Janet Wingfield

Frank Wyatt

RADM & Mrs. Guy Zeller, USN (Ret.)

Gifts In Memoriam

Of Gerta Ambrozek

Janet Ambrozek
Ann L. Zahner

Of John Bancroft

Hiomi & Marie Nakamura

Of Rita Bronowski

Ann L. Zahner

Of Frances Buckley

Ann L. Zahner

Of Barbara Cole

Tasende Gallery

Of Roger Craig

Janet T. Barnum

Dennis & Lucy Borsenberger

Lewis & Constance Brascomb

John Brown

Dempsey & Berenice Copeland

Diane and Douglas & Susan Dawson

Lynne E. Day & Family

Walter & Barbara Doren

Mimi Evens

Helen P. Fox

The GE Foundation Matching Gift – Curt & Nancy Koch

Judith Haxo

Janet Klauber

Bert & Glady's Kohn

Bernadette & Patricia Lester

Rozanne Mack

Daniel & Janet Marche

James W. Meek

Betty-Jo Petersen

John & Dannie Sue Reis

Rich Restuccia & Devonna Hall

Dori Robbins

Barbara Seymour

Lester & Elizabeth Stiel

Robert C. & Melesse W. Traylor

Henry & Donatella Wachtel
Ann L. Zahner

Of Barbara Dawson
Robert C. & Melesse W. Traylor
Ann L. Zahner

Of Harold Dessent
Ann L. Zahner

Of Virene Dewhurst
Ann L. Zahner

Of Dr. Anita Figueredo
Robert C. & Melesse W. Traylor
Ann L. Zahner

Of Lee Fox
Ann L. Zahner

Of H. Bailey Gallison, Sr.
David & Sharon Ballidis Holden
Bert & Gladys Kohn
Robert C. & Melesse W. Traylor
Ann L. Zahner

Of Francis Haxo
Diane Dawson
Robert C. & Melesse W. Traylor
Ann L. Zahner

Of Oliver James
Ann L. Zahner

Of Neil Kjos
Robert C. & Melesse W. Traylor

Of Janet Lowe
Melvin & Mary Lou Goldstein
Judith Haxo
Thomas & Nettie Keck
Nancy & Curtis Koch
Burt & Gladys Kohn
Diana Lowe
Joyce Raifkin
Dave & Marlene Reynolds
Robert C. & Melesse W. Traylor
Irra Ruth Waser
Ann L. Zahner

Of William Mackenzie
Robert C. & Melesse W. Traylor
Ann L. Zahner

Of Harle Montgomery
Ralph K. & Charlotte Damann
Dawson Family – Diane, Douglas & Susan, and Joanne Dawson
Judith Haxo
Hiomi & Marie Nakamura
Ralph & Becky O’Connor
Robert C. & Melesse W. Traylor
Ann L. Zahner

Of Harry Phillips
Ann L. Zahner

Of Ellen Clark Revelle
Robert C. & Melesse W. Traylor
Ann L. Zahner

Of Helen Reynolds
Ann L. Zahner

Of Harry Rudolph, II
David & Sharon Ballidis Holden
Ann L. Zahner

Of Bill S. Seward
Hiomi & Marie Nakamura

Of John S. Shelton
Francis* & Judith Haxo
Hiomi & Marie Nakamura

Of Bob Sinclair
Ann L. Zahner

Of Adrienne Swedlow
Gladys Kohn

Of Andrew Wright
Ann L. Zahner

* deceased
Monitor
Status of Historic Structures in La Jolla

**Threatened**

**Mid-Century California Ranch** (8436 Westway Dr.) Owners are applying for demolition of this 3,297 sq. ft. residence, typical of ranch houses built above La Jolla Shores in the 1950s and '60s. Development plans outline construction of a 7,300 sq. ft. two-story house, three-tiered retaining wall at the front, and outdoor amenities including a pool and spa and other major landscape changes.

**Mid-Century Modern** (8440 Whale Watch Way) Developed for its extreme ocean view sites, Whale Watch Way came to the fore in the late 1970s as a street offering dramatic views over the Shores and the Cove. Notable for its unusual squared-off upper façade, this house is now threatened with demolition, the owners seeking to build a new 10,755 sq. ft. house on the site.

**Early 1900s Cottage** (9030 La Jolla Shores Lane) Located in a dead-ended short street above the old Biological Grade that served Scripps Institution of Oceanography in the early 1900s, this small house sits on a 1.61-acre site. Owners are seeking to demolish it to build a new 14,800 sq. ft. single-family residence and a guest quarters.

**In Transition**

**War Era Commercial Building** (7846 Herschel Ave.) Reminiscent of the 1940s and '50s when La Jolla boasted several car dealerships in the village, this commercial building originally was built to showcase Oldsmobiles. It has been vacant for several decades under the ownership of Helen Alvarez Smith, once wife of the ill-fated San Diego financier C. Arnholt Smith. Plans now call for the building to be rehabbed as space for a new restaurant called Herringbone.

**Mid-Century Professional Building** (1150 Silverado Ave.) New owners have remodeled this two-story professional building at the corner of Silverado and Herschel as potential new lease space in the center of the village. It is across from the former Copley Executive Office. Both buildings make up a sizeable potential for revitalized commercial energy.

**1890s Architectural Element** (1270 Prospect St.) The chimney original to the Green Dragon Colony founded by Anna Held at this site in 1894 has been preserved within the new Eddie V’s restaurant. Constructed of cinderblock and brick, the original inscription in German also remains, translating in English: “Sacred to me is my hearth; sacred to you is my home,” and a nearby overhead beam bearing another German inscription: “Winter storms will disappear before the moon of delight.”

**Saved**

**Walking Tour of Historic La Jolla**

*Stroll Through Your Community’s Past!*

During the 90-minute 1.5-mile tour, guests begin their tour at the La Jolla Historical Society’s Wisteria Cottage and then proceed to 15 additional stops in La Jolla’s historic downtown village with a knowledgeable volunteer.

Second and fourth Saturdays of every month at 10:00 am

$10 for adults / children 12 and under free (if accompanied by adult)

Advanced reservation required; call reservation line at 858-480-6424

Private tours available upon request

*NOTE: This is a brisk walk with some hills*

*Stroll Through Your Community’s Past!*
Volunteer Focus

While London came alive with pop music and culture in the 1960s with the Beatles and Carnaby Street, Chris Duke was a young Londoner grooveing on another subject: computers. Chris found his niche in the early days of the computer industry, developing code and designing software for major projects through the UK, including the first computer installation for Scotland Yard.

Retired now for twelve years and living in La Jolla, Chris passes his pleasant afternoons serving as a Docent in the La Jolla Historical Society’s exhibit galleries. “It’s fun meeting people who grew up here, who remember tidbits about the Balmer School or the (John Cole’s) bookstore,” he says. “And it also helps me learn a lot more about the town I’m living in.”

After starting work in the computer industry in the UK, Chris first came to the United States in his twenties to work for a company in Pasadena. His originally anticipated six-week stint turned into a year before he moved back to London. He returned to America in 1977 to pursue a career in computers in the San Francisco Bay area during the heyday of Silicon Valley. He retains close ties to his native England today, usually returning for visits about three times a year. Chris enjoys detective stories, bicycling and photography, the latter a leftover fascination from his teenage days in London when he photographed many of the pop acts – the Beatles, Jerry and the Pacemakers, Rolling Stones, and others that made their first appearances at Wembley Stadium. “I still have those pictures,” he muses. “Maybe I should do a book!”

Volunteer Opportunities

• Scheduler/Coordinator – The Walking Tour Committee welcomes volunteers for the Society’s new weekend Docent-led walking tours.
• Exhibit Gallery Docents – Share your knowledge and love of La Jolla history with the public as a trained Docent.
• Exhibit Designers & Fabricators – Be a part of the Society’s team of craftsmen who design, build and install public exhibitions and displays.
• Event Planning – Help the Society make its events fun and effective by joining the Programs Committee.
• Historic Survey – Get involved in the Society’s work on an historic survey of La Jolla.
• Development – Help the Development Committee and Executive Director in achieving the Society’s annual and strategic fundraising goals.

To learn more about these and other meaningful volunteer opportunities, contact the Society at 858-459-5335 or e-mail volunteers@lajollahistory.org.

Did You Know...

La Jolla’s Arcade building, the landmark thoroughfare connecting Prospect Street to Girard Avenue, was designed by British architect Herbert Palmer in 1926 and built for Palmer Hughes whose family still retains ownership.

Help make history matter in La Jolla.

Volunteer.

Learn more about the
La Jolla Historical Society’s Volunteer Program
858.459.5335
volunteers@lajollahistory.org
www.lajollahistory.org
The Art of Giving  Leaving a Legacy to the Society

Planned gifts create opportunities for both the La Jolla Historical Society and its donors. A planned gift can guarantee that you and your family leave a lasting legacy for the Society and the community. Through gift planning, you can make charitable contributions to support your own personal objectives while minimizing after-tax costs to the extent allowable by law.

Determining what gift is right for you is just as important as making the gift. There are a number of options available to donors considering planned gifts to the Society:

Bequests

Through a simple provision in your will, you can make a gift to the Society which may offer reductions in your estate taxes. Gifts may be for a specific dollar amount, a percentage of the total estate or the residuum after debts, taxes, expenses, and other bequests have been paid. Specific bequests of property such as art objects, rare books, equipment or real estate (under certain circumstances) may also be made. Unrestricted bequests are especially appreciated, although you may designate your contribution for a particular purpose.

Charitable Gift Annuities

With a gift annuity, you simultaneously make a charitable gift and provide guaranteed payments for life to you and/or another person. The fact that you are making a charitable gift may entitle you to deductions in income, gift and estate taxes.

Deferred Gift Annuities

This annuity appeals to younger donors in their peak earning periods. There is an immediate tax deduction for the gift but the annuity payments do not start until a future date (usually upon retirement), thereby providing extra retirement income on a potentially tax-sheltered basis.

Charitable Lead Trusts

Charitable lead trusts are good tools through which to make significant gifts of assets that generate income for the Society. Income from these assets flows to the Society for a designated period of time. At the end of that time, the assets are returned to you, your heirs or any other persons designated. This method of giving allows you to direct an amount of annual income to the Society while guaranteeing that your heirs will ultimately benefit from the asset.

Charitable Remainder Trusts

Charitable remainder trusts may provide you certain tax benefits and a return on the trust assets. After your lifetime, the remainder of the trust would transfer to the Society for purposes that you have specifically designated.

Life Insurance

The Society can accept gifts of life insurance, preferring that they be in the form of paid-in-full policies. You may choose to name the Society as the beneficiary (or a contingent beneficiary) of a life insurance policy, retaining lifetime ownership and control of the policy which may create tax benefits for your estate; or you may wish to transfer ownership of a policy to the Society. If you make the Society the owner and beneficiary of a policy, you may be entitled to certain tax advantages.

Retirement and Pension Plans

You may make a charitable gift to the Society through your current retirement plan. Income and estate taxes may substantially reduce certain retirement plan assets but many of those taxes can be significantly reduced or eliminated through a properly planned contribution of the assets to the Society.

Real Estate

Real property that has appreciated in value over the years may, if sold, incur a sizable capital gains tax. Under certain circumstances, it may be mutually beneficial to gift the property to the Society, eliminating capital gains taxes altogether. Please note that not all gifts of real estate can be accepted by the Society and those that are accepted will, under Society policies, be marketed for immediate sale.

Tangible Personal Property

Gifts of tangible personal property such as art, antiques, collections of rare items, and jewelry, are also welcome. The Society is available to assist with these transfers.

Your interest and support of this cultural and educational institution contributes to our continued growth and benefits our mission of preserving and documenting the great story of La Jolla’s rich heritage.

Thank you! We want to help you help us! Please consult your tax, financial and/or legal advisor concerning the various benefits of these options. The Society is grateful for your support! If we can assist you in any way, please contact us at 858-459-5335.
Corporate Partner Spotlight

Of all the tremendous support the La Jolla Historical Society is fortunate to receive from our small business friends, some of the most vital to the Society’s growth in recent years has come from Davis Marketing. Since 2006, this small downtown San Diego firm that specializes in marketing and strategic planning for the gaming industry has contributed thousands of dollars worth of in-kind services and materials to the Society through graphic arts, printing and maintenance of the Society’s website.

For the firm’s owner, Leslie Davis, the work of the Society speaks directly to her passion: historic preservation. Davis serves on the Society’s Board of Directors and has chaired the Society’s Preservation Committee since 2009. (She also served as Board Vice President from 2009-2011 and co-chaired the 2011 La Jolla Motor Car Classic.) Clearly, she likes work and moving forward with accomplishments, but always seeking knowledge. “I feel like I’m still a student and constantly learning,” she says. “It’s so amazing with new technology how quickly everything has gone. When I started, computers had to be in their own trailers. Now I have everything in an iPad.”

Despite her admiration for the marvels of technology, Davis keeps one foot deeply rooted in the past. She lives in one of the oldest houses in Bird Rock, a 1923 treasure that reflects the interest in architectural salvage that she and husband David Garity have put together through the years. Chairing the Preservation Committee has added to her appreciation of La Jolla history.

“Preservation of sites and structures adds to our on-going cultural file that makes La Jolla recognized with its best face to the world,” she says. “If we look at places that have honored their past versus communities that give short shrift to their past, we distinguish those that have soul compared to those that have become soul-less.”

One of the main tasks of preservation, she believes, is “raising the dialogue in how to balance the old and new. Information leads to creativity.”

CO N TACT THE EXECUT IV E D IRECTO R TO D AY AT 858-459-5335 O R J BO LTHO USE @ LAJO LL A HISTO RY. OR G .

Our Corporate Supporters

Our Corporate Supporters

Scripps Health | Bennett & Associates | Davis Marketing | Dewhurst & Associates | Grunow Construction

C O RPO RATE M EM BERS

Our Corporate Supporters

Our Corporate Supporters

Adelaide's Flowers | Bowers Jewelers | Bird Rock Coffee Roasters | Chandler Communications | Davis Marketing

Chism Brothers Painting | La Jolla Real Estate Brokers Association | Girard Gourmet | Linda Marrone, Realtor | La Jolla Village Merchants Association

Leslie D avis

Corporate Members

Creative Occasions | Chis m Brothers Painting | Davis Marketing | Dewhurst & Associates | Estancia La Jolla Hotel & Spa

Estancia La Jolla.com

La Jolla Photo & Imaging

GIUSEPPE R ESTAURANTS & FINE CATERING

Giuseppe Catering.com

La Jolla Real Estate Brokers Association

Linda Marrone, Realtor

LindaMarrone.com

La Jolla Photo & Imaging

LJphoto.com/

La Jolla Real Estate Brokers Association

LindaMarrone.com

La Jolla Village Merchants Association

lajollabaytheba.com

La Valencia Hotel

lavalencia.com

La Jolla Light

lajollalight.com

La Jolla Village News

sdnews.com

Meaneley & Son Ace Hardware

acertailer.com/meaneleyace

Newcomers San Diego

newcomersandsd.com

The Producers Group

Thep.com

Ross Thiele & Son, Ltd., Interior Design

rosthiele.com

Soroptimist International of La Jolla

sij.org

SOS Printing

sosp.com

Spinnaker Consulting

(858) 484-8668

Tyche Global Strategy, La Jolla

tyche.com

interested in corporate membership for your business?

Contact the Executive Director today at 858-459-5335 or jbolthouse@la.jollahistory.org.
Give the Gift of History!

Share your support of the Society and love of La Jolla history with others. Gift memberships are perfect for friends, family, students, and business colleagues.

PUBLICATIONS

Historic La Jolla Walking Tour guidebook.............................................. 2.99
Arcadia Publishing books
  La Jolla.......................................................... 19.99
  La Jolla: Then & Now........................................ 21.99
The Preservation of Historic Architecture........................................... 24.99
Exhibit catalogs.......................................................... 1.99

DVDs

*A Century of San Diego Architecture* .............................................. 29.99
“Soaring Torrey Pines”.............................................................. 10.00 *
  * - Donation (no tax)

PHOTOGRAPHIC PRINTS

5" x 7" .................................................................................. 17.99
5" X 7" (matted)..................................................................... 19.99
8" X 10" ................................................................................ 22.99
11" X 14" .............................................................................. 37.99
16" X 20" ............................................................................. 51.99
20" X 24" ............................................................................... 74.99

Custom orders available; prices vary

MISCELLANEOUS

Note Cards (5-pk)........................................................................ 14.99
Postcards.................................................................... 99
Coffee mug.................................................................. 5.99
Exhibit & event posters.......................................................... 7.99
SGT notecards (5-pk).......................................................... 9.99
T-Shirts........................................................................ 10.99
Canvas bags.................................................................. 12.99
2012 Calendars................................................................. 13.99
“La Jolla Heritage Series” art.................................................. 19.99
Canvas gardener’s hat......................................................... 37.99

7.75% California sales tax applies

CONTACT THE SOCIETY ABOUT CORPORATE MEMBERSHIP

10% off purchases of LHS merchandise and photograph reproductions
Invitations to and discounted rates for LHS events
Tax-deductible amount: $25 ($50 for three-year)

STUDENT/TEACHER/MILITARY - $25
(three years: $50)

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

SOCIETY FRIEND/FAMILY - $50
(three years: $140)

- Personalized membership card
- Annual subscription to newsletter, Timekeeper
- 10% off purchases of LHS merchandise and photograph reproductions
- Invitations to and discounted rates for LHS events
- 10% off purchases of LHS merchandise and photograph reproductions
- Invitations to and discounted rates for LHS events
Tax-deductible amount: $50 ($140 for three-year)

HERITAGE – $100
(three years: $275)

- All Heritage level membership benefits, plus
- 20% discount coupons for Warwick’s bookstore and Meanley’s hardware of La Jolla
Tax-deductible amount: $100 ($275 for three-year)

BENEFACTO R – $250
(three years: $700)

- All Benefactor 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: $1,490)

- All Benefactor level membership benefits, plus
- Four (4) complimentary historic photographs from LHS archives
- One (1) complimentary Society Friend/Family gift membership for a friend
Tax-deductible amount: $477 ($1,490 for three-year)

LEGACY – $1,000
(three years: $2,750)

- All Benefactor level membership benefits, plus
- Four (4) complimentary historic photographs from LHS archives
- One (1) complimentary Society Friend/Family gift membership for a friend
- Two (2) complimentary tickets to a La Jolla Motor Car Classic – $50 value
- VIP invitations to special events and exhibition openings
Tax-deductible amount: $1,000 ($2,750 for three-year)

DIRECTOR’S CIRCLE – $5,000
(three years: $14,000)

- All Legacy level membership benefits, plus
- Four (4) complimentary Platinum Tour ticket to annual Secret Garden Tour – $150 value
- Two (2) complimentary tickets to a La Jolla Motor Car Classic – $50 value
- VIP tour of Wisteria Cottage and lunch for four with the Executive Director
Tax-deductible amount: $4,727 ($14,000 for three-year)

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.

Contact the Society about Corporate Membership.
Exhibition: *Homefront La Jolla: An American Community during WWII*  
December 7, 2011 - May 27, 2012  
Wisteria Cottage  
12:00 – 4:00 pm  
Thursdays thru Sundays

**Historic Designation Workshop**  
January 28, 2012  
Wisteria Cottage  
8:30 – 11:30 am

See page 4

**Docent-Led Walking Tours**  
Second and fourth Saturdays of every month  
10:00 am  
Wisteria Cottage (tour launch site)

See page 5

2012 *La Jolla Concours d’Elegance*  
Sunday, April 1, 2012  
9:00 am – 3:00 pm  
Scripps Park at La Jolla Cove

See page 2

**Spring 2012 Lecture Series:**  
“Science & technology on the Homefront”  
Saturday, April 7, 2012

See page 3

**Spring 2012 Lecture Series:**  
“The Homefront for Japanese Americans”  
May 9, 2012

See page 3

**Spring 2012 Lecture Series:**  
“Living in La Jolla during the War Years”  
Saturday, March 17, 2012

See page 3

**Spring 2012 Lecture Series:**  
“Science & technology on the Homefront”  
Saturday, April 7, 2012

See page 3

**Fourteenth Annual Secret Garden Tour**  
Saturday, May 19, 2012  
9:00 am – 4:00 pm  
Wisteria Cottage

See page 2

**Docent-Led Walking Tours**  
Second and fourth Saturdays of every month  
10:00 am  
Wisteria Cottage (tour launch site)

See page 5

Exhibition: *Images of the 2012 Student Photo Contest*  
June 7 – July 1, 2011  
Thursdays thru Sundays, 12:00 – 4:30 pm  
Wisteria Cottage

See page 2

**2012 Student Photo Contest Awards Ceremony**  
Sunday, June 10, 2012

See page 2

Exhibition: *Art of the 2012 Secret Garden Tour*  
June 7 – July 1, 2011  
Thursdays thru Sundays, 12:00 – 4:30 pm  
Wisteria Cottage

See page 5
NOTICE OF AMENDMENTS TO THE BYLAWS
Notification to members as per Article VII §1

- Article V shall now be entitled “Election of Directors and Officers”
- Article V §2: “The Governance Committee shall submit a slate of nominees of officers to the Board at the first Board meeting after the Annual Membership Meeting. Before a name is put in nomination, the nominee must have given his or her permission and must be willing to serve if elected.”
- Article V §3: “A nominee shall be elected by a simple majority of the votes cast.
- Article V §4: “All newly-elected Directors and officers shall assume office immediately.”
- Article V §5: “If a Director resigns or the office otherwise becomes vacant, the Board of Directors may elect a successor to complete the term or the vacancy may be filled for the unexpired term at the Annual Membership Meeting.
- Article V §6: “The Board of Directors may replace any of its officers or fill officer vacancies at any time.”
- Article VI shall now be entitled “Directors and Officers”
- Article VI §8: “The Treasurer shall review and report on the corporation’s funds, accounting for same at the Annual Membership Meeting and to the Board of Directors. The Treasurer shall work with the Executive Director in preparing and submitting an annual budget to the Board of Directors.”
- Article VI §12: “An officer term is for one year with a maximum of two consecutive officer terms.”

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

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

Scripps Health honors its historic La Jolla past and celebrates its groundbreaking future with Scripps Cardiovascular Institute

Color it Brand New

- Complete Interior & Exterior Painting
- Pressure Washing & Cleaning
- Entry Door Systems
- Staining & Finishing Natural Wood Surfaces
- Metal Finishes
- Painting Related Repair & Restoration Services

Call today for a free estimate!

Ask about our Painter for a Day™ program—a scheduled full day painting service to freshen up, cover up or brighten up your walls and woodwork all season long.
Thank you for making us La Jolla’s preferred newspaper.

* “Two out of three La Jolla residents prefer the La Jolla Village News as their number one source for local news and information”.

GRUNOW CONSTRUCTION, INC
7512 La Jolla Blvd, La Jolla CA 92037  Office: 858-459-8742 Fax: 858-456-6691
WWW.GRUNOWCONSTRUCTION.COM

Home Remodels  New Home Construction  Historic Renovations  Green Building
Serving La Jolla for over 20 years  License # 551663
What Type of Architecture is It?

French Eclectic Revival Architecture

Designed by master architect Thomas Shepherd in 1962 for Alfred & Jessica Phinney, this charming home was recently historically designated by its new owner, Gary Greenberg. The home is located in the Barber Tract on a street that boasts a cluster of historically designated homes that include several other Shepherd designs.

With a steeply pitched cedar shingled hipped roof, hipped roof dormers, overhanging eves, exposed rafter tails, and smooth stucco walls with decorative half-timbering, the home embodies the distinctive characteristics of the French Revival Eclectic style.

Walking through the interiors and gardens is like visiting the south of France. Gary worked with architect Tim Martin, designer Laura McDonald, and builder Rusty Johnson to not only bring the home’s front façade back to its original style, but also transform the interiors to reflect the comfort and sophistication of French Country-style. Although originally a single-level home with an attic, Martin created a new 2nd floor that contains the master suite, much of which lies under the original steeply pitched roofline, without changing Shepherd’s design of the front façade. The addition of wide-planked French oak floors, distressed beams, leaded glass windows, and wrought iron accents further enhance the home’s French style.

Beautifully complementing the home’s architecture, the front yard edible garden is filled with blueberries, Alpine strawberries, lettuces, herbs, vegetables, and ornamental kale. Surrounding the garden is a grapevine “fence” of Rogers Red grapes, along with boxwoods and iceberg roses. The backyard also enjoys an edible landscape of vegetables, herbs and dwarf citrus trees.

Congratulations and sincere thanks to Gary Greenberg for his hard work in rehabilitating one of Thomas Shepherd’s later homes and preserving the character of the historic Barber Tract.

LINDA MARRONE
Historic & Architectural Specialist
Coldwell Banker - La Jolla
858.456.3224
lmarrone@san.rr.com
www.LindaMarrone.com
DRE #00616212

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 Rotunda Gallery - Built by Dewhurst & Associates
Continuing an 82 Year Tradition of Value, Quality, Service

7533 Girard Avenue • La Jolla • Lic. No 381927
(858)456-5345 • www.dewhurst.com
Additional funding generously provided by the City of San Diego Commission for Arts and Culture, Ellen Browning Scripps Foundation, Las Patronas, and San Diego County.

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

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