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# Timekeeper

The Official Newsletter of the La Jolla Historical Society

Volume 26, No.2

Summer 2007

## Coming Events

- **Secret Garden Tour Art Exhibition**  
Through July 14th  
Athenaeum Music & Art Library
- **Summer Open House**  
August 18,  
Wisteria Cottage
- **Ellen Browning Scripps Luncheon**  
October 6
- **Fall Lecture Series**  
(date TBD)

## La Jolla Historical Society Membership Application

- Membership Application**  
 **Gift Membership (Contributor \_\_\_\_\_)**  
 **Change of Address Information**

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- Enclosed is a check in the amount of \_\_\_\_\_ payable to the La Jolla Historical Society.  
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### MEMBERSHIP LEVELS

- Student - \$25 (three years: \$50)**  
 **Society Friend/Family - \$50 (three years: \$140)**  
 **Heritage - \$100 (three years: \$275)**  
 **Benefactor - \$250 (three years: \$700)**  
 **Jewel - \$500 (three years: \$1,400)**  
 **Legacy - \$1,000 (three years: \$2,750)**  
 **Director's Circle - \$5,000 (three years: \$14,000)**

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.

## Introducing A New Program at La Jolla Historical Society!

by Ruth Varanfakis



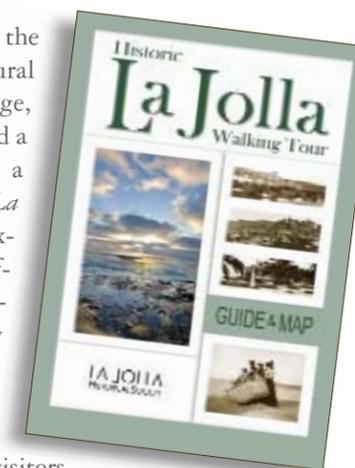
In an effort to help highlight the unique history and architectural character of La Jolla's central village, the La Jolla Historical Society has created a great new walking tour. The first in a series of planned tours, the *Historic La Jolla Walking Tour* is self-guided, approximately twenty blocks in length with fifteen stops taking about an hour and thirty minutes to complete. A beautifully detailed guide and map with directions to each historic structure, extensive history of each site, and images from the Society's archives enables residents and visitors alike to learn about and better appreciate La Jolla's rich past, including the architectural and cultural nuances that truly make our community the "jewel by the sea."

The detailed guide is available at the Society's offices for \$6 and is discounted for members.

The tour was created by Society historian Carol Olten, former Society archivist Kara West, and volunteer Louis Vener. Thematic tours of La Jolla and optional docent-guided tours are planned for the future.

Ruth Varanfakis is Media Relations Consultant for the LJHS

*Opportunities for underwriting the Walking Tour are available! Contact the Society for more information.*



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## LJHS Welcomes New Board Members

The Society is pleased to welcome Tom Grunow, Connie Mullins Branscomb, Don Yeckel, and Sherri Lightner as newly-elected members to the La Jolla Historical Society Board of Directors. A passionate historic home remodeler (Grunow), a devotee to the arts (Branscomb), a sharp financial businessman (Yeckel), and a devoted community leader (Lightner) are just a few of the many strong qualities these talented and dedicated individuals bring to the Society. In addition, the Board's new officers are Roger Craig as President, former President Judith Haxo as Vice President, Sharilyn Gallison remaining as Treasurer, and Dr. Ruth Covell as Secretary.



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Ruth Varonfakis

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Sharon Ballidis

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Julia deBeauclair

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**President's Message** *Words From Our New President*

I was a bit surprised, and then honored and delighted to be named President of the La Jolla Historical Society, the premier group standing up for the preservation of La Jolla's heritage and a very important player in supporting sound community development in La Jolla's future.



Heritage is what we are born into, live in and leave behind us when we depart. That applies to all of us. I feel it especially keenly, living as Ann and I do, in a lovely house my maternal grandparents bought to retire to in 1936 and which my parents in turn retired to in 1972. We are an amazingly fortunate couple, but we are not alone. All of us have gifts of heritage in this place that help us to understand the world around us and our place in it.

Our Historical Society is changing and becoming

much better equipped to perform effectively in the community. In partnership with the **Revelle/Scripps** family, we will renovate the amazing place known as Wisteria Cottage into our central location for staff and community outreach operations. This all turns on grassroots efforts to assure the success of the capital campaign that is now cranking up and will provide the resources to make the renovation happen. With the help of the community, we will succeed, allowing all to enjoy the emotional and material benefits that preserving our heritage and showing it to the world will bring. On the latter point, there can be no doubt that almost every property owner and business in La Jolla will benefit financially from valuing our Village's heritage more dearly.

Many thanks to those who have helped and will help to accomplish our more ambitious mission.

Roger Craig  
President

**Executive Director's Column** *The Next Big Step*

The first six months of 2007 have been very good for the La Jolla Historical Society. Membership is up, earned income and contributions are rising, and our profile in the community has never been higher. Even as we expand our efforts, the Society is in great financial health.



Now comes the next big step for the Society: going public with our capital campaign. Over the past nine months, the Society has been in the "quiet" phase of our capital campaign, aimed at raising funds to renovate Wisteria Cottage as our new home. We expect to take the campaign public this fall but we want to give members and supporters a sneak preview of what lies ahead (see pages 5-8). The support we've received so far has been immense and we hope you share our excitement going forward.

This year's Secret Garden Tour was a huge success thanks to the tireless efforts of the event committee, committee chair Betty Vale, and the homeowners who graciously made their beautiful gardens available. We thank all of them and all who attended the event.

A few new faces have joined the Society recently, including four new members of our Board of

Directors – Tom Grunow, Sherri Lightner, Connie Branscomb, and Don Yeckel. Their talents are already proving invaluable. I know the Board shares my enthusiasm with Roger Craig becoming our new Board President as we all extend a sincere thanks to Judy Haxo for her four exceptional years as President. Finally, we welcome Heather Kuhn as our new Archivist. Heather will play a key role in developing our future programmatic initiatives.

Support of the Society from the local business community continues to flourish as we welcome **Zagrodnik + Thomas Architects**, **Heritage Place/Yellow Cottage**, **Konica Minolta** and customer representative **Jefferson Reeves**, **The Brick & Bell Café**, and **Bennett & Associates** as our newest corporate partners. Also, thanks to **Davis Marketing** and owner **Leslie Davis** for the substantial in-kind services her firm has contributed towards our fundraising efforts.

Finally, we are happy to introduce two new initiatives: a new line of Society-related merchandise (page 11) and effective August 1st, our newly-redesigned website at [www.ljhs.org](http://www.ljhs.org). Be sure to check out all the great new features the website has to offer!

John H. Bolthouse, III  
Executive Director

**Archivist's Notes**

by Heather Kuhn



Heather Kuhn

*I suppose it was inevitable that I would become an Archivist when one of my greatest satisfactions came from sifting through and re-organizing boxes containing personal keepsake items...*

worked locally with the Curatorial department at the San Diego Museum of Art. More recently, I served under the librarian at the Edmund L. and Nancy K. Dubois Library at the Museum of Photographic Arts. While at the Dubois Library, I had the privilege of processing their Lou C. Stoumen Archive, in preparation for a 2008 exhibition.

As a child, I spent many happy hours in my grandfather's study, pouring over his old Sears Roebuck catalogs from the early Teens and Twenties engrossed by the changing technologies and fashions. I suppose it was inevitable that I would become an archivist when one of my greatest satisfactions came from sifting through and re-organizing boxes containing personal keepsake items, as well as the contents of my mother's old, heirloom trunk. As I reflect back on the various hallmark activities and joys of my childhood, they seem to characteristically revolve around being captivated by the mystique of the antiquated and the desire to understand, and then share, this appreciation for artifacts from the past with others. It is my sincere desire to extend this same passion to the care, interpretation and further enhancement of the collections under my stewardship here at the Society.

Salutations La Jolla! It is with great pleasure and excitement that I assume the role of Archivist/Curator for the La Jolla Historical Society. I am a life-long resident of San Diego County and alum of UCSD where I studied Art History as an undergraduate student. My love for history further developed into an interest in the preservation, organization and interpretation of our past, which naturally led to a passion for Archival Science. I am currently working toward a master's in Library and Information Science through San Jose State's distance program, with an emphasis in Archival Studies.

My experience with archives and curatorial work has taken me to Texas, where I worked in the University of Texas at San Antonio's Archives and Special Collections department. Prior to that, I worked locally with the Curatorial department at the San Diego Museum of Art. More recently, I served under the librarian at the Edmund L. and Nancy K. Dubois Library at the Museum of Photographic Arts. While at the Dubois Library, I had the privilege of processing their Lou C. Stoumen Archive, in preparation for a 2008 exhibition.

*Heather Kuhn is the Archivist/Curator of LJHS*

**New Acquisitions**

The La Jolla Historical Society collects a wide variety of historically significant materials associated with La Jolla. These collections are maintained as primary resources and made available for research for generations to come. Donating personal, family or business records allows us to increase the breadth and depth of our resources and better serve the research needs of our patrons.

On behalf of the Board of Directors of the La Jolla Historical Society, the community and visiting researchers, we would like to thank the following for their recent gifts to the Society:

- **La Jolla Country Day School** for donating seven digital photographs of the Balmer School when located at Wisteria Cottage.
- **Noah Tafolla** for donating two DVD copies of the series "Wonderland" focusing on the La Jolla area and featuring a visit to the La Jolla Historical Society.
- **Judith Haxo** for donating the book *Belle Baranceanu: The Artist at Work*, by B. Dijkstra & D. Swanson (2006).
- **Jorge Zorilla** for donating nine photographic prints of the La Jolla shoreline.
- **Sharon Noel** for donating twelve photographic prints depicting the members of the Okey family and La Jolla between 1920-1940, one newspaper clipping and five pieces of ephemera from Okey's Miniature Golf Course.
- **Charlotte Rowe** for donating a collection of books and photographic prints.
- **T. W. Carroll** for donating one map of the United States Department of the Interior Geological Survey (1943) and one newspaper of the *La Jolla Light* (1971, Oct. 21) Historical Edition.
- **Joan Drinkwater** for donating nine photographs and one postcard of Concerts by the Sea.
- **Cathy Jones** for donating the book *From Baghdad, With Love* by Jay Kopelman (2006).
- **Duncan S. McCandless** for donating sixteen photographic prints and one Christmas card of a house on Whitefield Place.

**MISSION STATEMENT**

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

Through our collections and programs, we work with the community to discover and record La Jolla's history; to preserve its historical objects, sites and structures; and to increase appreciation of the value of preserving the heritage of the community.

**NEW MEMBERS**

- Nicholas & Sally E. Wallner**  
Pat Garay  
Elizabeth McLean Smith  
Place D. Tegland  
Ruth Hansen  
Jeanne Mc Nitt  
Catherine Coe  
Heidi Dorris  
Jean Magee  
Irene Allison  
Karen Wood  
Warren Morgens  
Gerry Scribner  
Michelle Dykstra  
Dorothy Wetzler  
Johanna Isaacs  
Kendall & Sibby Curtis  
Glenda Rothberg  
Donna Hughes  
Joan C. Patton  
Sherri Marcus  
Kara & Clay West  
Rolf & January Knoke  
Cathy & Michael Maywood  
Charles & Katherine Scott  
Ann Thompson  
Alice Johnson  
Dave Schwab  
Michele Romano  
John & Kathy Bettles  
Susan McKnight  
Barbara Barr  
Nicholas & Frances Frost  
Betsy Klene  
Susanna Lipe Aalbers  
Blayne & Lacey Colmore  
Karen Cebrenors

**IN MEMORIAM**

- Bonnye Finch Johnson  
3/1/07  
John Bancroft  
4/14/07  
The Rt. Rev. Robert M. Wolterstorff  
4/24/07

## From the Files *Ullrich: La Jolla Architectural Icon*

by Sandy Spalding

Colorado native Edgar Vaughn Ullrich came to La Jolla in 1923 at the request of Isabel Morrison-Hopkins, a fellow Coloradan who had used part of her recently won divorce settlement to buy a triangular-shaped plot of oceanfront property which had formerly been used as a ball field. Hopkins envisioned building La Jolla's first luxury hotel and charged Ullrich with making that dream come true. Thus was born the elegant Casa de Mañana. Had it been Ullrich's only contribution to La Jolla's architecture, it would have been enough to secure his reputation as a master of his profession but he was to play an important role in the transformation of La Jolla from a sleepy coastal village into one of the premier residential areas of Southern California.

Working from a temporary office located on the southern tip of the tract, Ullrich and his draftsmen began work on Morrison's hotel in September 1923. Grading and excavating for the project began that month and the foundation was started in November. Designing the resort as it was being built, Ullrich, who also supervised the construction, guided the project to its July 4, 1924 grand opening.



*The architect originally came to La Jolla to design Casa de Mañana as a resort hotel.*

Christened "Casa de Mañana," it drew accolades from press and public alike. Along with the Tribune Tower of Chicago, the new structure was featured in Architectural Forum magazine in October 1925, making Ullrich one of only eight California architects recognized by the magazine in the previous twelve months. That same year, the dean of the School of Architecture at the University of Illinois selected the Casa de Mañana for inclusion in a book to be published on Spanish architecture in America.

The positive response to the Casa made Ullrich an architect in demand. When Frank Turnbull's Balfour Company began developing the La Jolla Hermosa Tract in 1924, Ullrich was hired as its architect. His first commission was the tract office on La Jolla Boulevard. In addition to designing many of the first homes built in the development, Ullrich was responsible for much of the early landscaping plans. While working for Balfour, Ullrich designed a two-story building on Girard Avenue with office below and living quarters above for dentist Foster Post, and an eight-room Normandy-styled home at 1363 Torrey Pines Road for David E. Gibson, Jr. The George Schmidt house at 7563 Pepita Way, now demolished, was another commission that enhanced Ullrich's growing reputation.



*Ullrich's own home on Monte Vista Avenue featured an ornate bas relief over the front entry.*

As the Balfour project and other La Jolla developments took off, the local papers were replete with announcements of Ullrich-designed homes. A December 1, 1925, article listed homes for Mr. & Mrs. George Rubicam (203 Via del Norte), Louis B. Shaw (7656 Hillside Drive), and McArthur Gorton (6109 Avenida Cresta). Plans were underway for homes for Albert Anderson (7721 Hillside), Mrs. William McCormick (6211 Camino de la Costa), Mr. & Mrs. A. V. Skiles (1745 Kearsarge Avenue), and Mr. & Mrs. Morris Weeks. Soon after, the La Jolla Journal published a detailed description of the Edwin Brooks residence on Avenida Cresta. The reporter noted the integration of interior and exterior space – in this case, a central patio accessible from most rooms, a loggia and attention to detail characteristic of Ullrich's work. Other Ullrich houses in La Jolla Hermosa include

*Continued on page 9*

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*In the Spring 2007 issue, we failed to recognize Windermere Exclusive Properties as a Corporate Sponsor. We sincerely regret the error.*

## PARTNERS FOR HISTORY

*Building a future for La Jolla's past.*

### Capital Campaign Update



*"The historical foundation of La Jolla is a living part of our modern community. If we don't do something now, it won't be here for our children or their children."*

Harle Garth Montgomery  
Honorary Campaign Co-Chair

## Community Leaders Step Forward to Provide Momentum

Many people have asked how our campaign plans for renovating Wisteria Cottage and the grounds are coming along. We're happy to report that we are well on our way to making these plans a reality!

As renovation plans were being finalized, simultaneous efforts began focusing on raising the \$2 million required to fully fund these plans, led by Campaign Co-Chairs and Society board members **Melesse Traylor and Ann Zahner**.

"Our first success and milestone was achieved when community leaders **Harle Garth Montgomery and Ellen Revelle** agreed to serve as our Honorary Campaign Chairs," states Zahner. "Both have been long-time supporters of the Society and believe in the importance of preserving La Jolla's history."

"In fact," she adds, "in our early meetings Ellen and her daughter **Mary Paci** actually came up with a name for our campaign, *Partners for History* – because we're partners together in transforming this historic property into a community resource for generations to enjoy."

Since then, nearly seventy community leaders have joined the campaign's Honorary Committee, and more than twenty-five others are members of a "working" *Partners for History* Committee.

"Our campaign goal is \$2 million," states Co-Chair Traylor. "\$1.5 million is for renovation and equipment, and \$500,000 is for expanded programming that we'd like to see happen over the

next two years, including an Oral History Project in partnership with other La Jolla institutions and high schools."

The *Partners for History* Campaign is now in its "quiet phase" – focusing on the leadership gifts necessary to move forward with construction by the end of 2007.

"While we will want all in the community to be part of this campaign with gifts at all levels, our goal is to have more than half in hand before we move forward with construction," Traylor says. "We're well on our way toward this goal, and the response from people has been tremendous."

"Over the next several months, we'll be pursuing additional leadership gifts of \$10,000 and above," adds Traylor, "and many of our Partners for History Campaign members will be hosting small parties to involve more community and business leaders in our efforts. We expect to kickoff the public campaign with a large community event on the grounds in late 2007."

"The important thing for people to know about this campaign is its uniqueness," emphasizes Board president Roger Craig. "It comes as our forty-four-year-old organization is truly being reborn into a prominent and professional presence in our community. We have never asked the community to help in this way before. This is our golden moment to preserve an historic landmark while building a permanent home for the Society and for La Jolla's history."

*Nearly seventy community leaders have joined the campaign's Honorary Committee and more than twenty-five others are members of a "working" Partners for History Committee.*

*For more information on how to get involved or be invited to an upcoming campaign event during our quiet phase, please call executive director John Bolthouse at 858-459-5335.*



## PLANS FOR WISTERIA COTTAGE UNDERWAY

Wisteria Cottage, located in the heart of the Scripps/Gill Cultural District, has long played a key part in La Jolla's history. Now, the La Jolla Historical Society, partnering with the **Revelle family**, has an opportunity to renovate and preserve this community icon to become a true resource for residents and visitors to La Jolla.

"Our plans include renovating Wisteria Cottage and all of the grounds, including the Carriage House and the existing cottage which currently houses the Society," notes architect and Facilities Committee Chair **F. H. "Trip" Bennett**. "While we'll be renovating and preserving all of the structures, they will also be transformed to become a home for the Society's archives and a museum showcasing La Jolla's rich history."

"Our first priority and focus will be Wisteria Cottage," he adds. "This summer an archeological trench will be dug in the basement of Wisteria Cottage. If we find no Native American artifacts, this area will be excavated to provide optimum state-of-the-art storage for our archives. This will allow us to use the whole first floor of Wisteria Cottage for exhibit galleries and a gift shop."

Plans also include transforming the surrounding gardens to their historic significance, while allowing the Society to generate earned income from community rentals for weddings and small events, complete with a catering kitchen and



*While we'll be renovating and preserving all of the structures, they will also be transformed to become a home for the Society's archives and a museum showcasing La Jolla's rich history.*

"green room" on the lower floor. The former Balmer School annex will be transformed into a Board room and community lecture hall for multi-purpose programming, lectures and programs with area schools.

"Thanks to the generosity of the Revelle family, we're working closely together to ensure that this important La Jolla landmark is preserved for the community," states Bennett. "Our Facilities Committee is working with architects and exhibit designers to have full construction plans completed by Fall 2007. We hope to have significant campaign monies in hand to pull permits and begin renovation by year-end. It's an exciting and important project for La Jolla," he adds.

In its hundred-plus year history, Wisteria Cottage has experienced a number of uses, all important to the cultural and educational life of La Jolla. It was home to many of Virginia Scripps' guests, including naturalist John Burroughs who spent the winter of 1920-21 in residence. Over the years the cottage has been the home to St. James-by-the-Sea Episcopal Church, the Balmer School, predecessor of La Jolla Country Day School, and more recently, to John Cole's Book Store.

Now a new chapter in Wisteria Cottage's history is unfolding, as it and the surrounding property are preserved and transformed to greater benefit our community.



*Lewis & Connie Branscomb, Roger Craig (Society President), Harle Garth Montgomery (Honorary Co-Chair), Melesse Traylor (Campaign Co-Chair), Ellen C. Revelle (Honorary Co-Chair)*



*Guests at the Partners for History Committee reception, March 15, 2007*



*Anita Figueredo, Ellen C. Revelle, Barbara Dawson*



*Betsy McClendon, Ann Zahner (Campaign Co-Chair), Diane Dawson, Sandy Coggan Erickson, Karen Gabsch, Melesse Traylor (Campaign Co-Chair), Gail Forbes, Susanna Aalbers*

Photos courtesy Rudy Vaca

# BUILDING A FUTURE FOR LA JOLLA'S PAST

## Honorary Campaign Committee

### Honorary Co-Chairs

Ellen C. Revelle & Harle Garth Montgomery

Larry & Barbara Anderson  
Dr. Richard & Rita Atkinson  
John & Noni Barbey  
Aurelia Brown  
Leon & Lou Campbell  
Peter B. Clark  
Barbara Dawson  
E. Douglas Dawson

Joan Drinkwater  
Sandy Coggan Erickson  
Mrs. William D. Evans  
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Audrey Geisel  
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Judy Keelin  
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The Rev. Lawrence & Laurie Waddy  
Dr. Mary Walshok  
Robert & Marian Warwick  
The Rt. Rev. Robert M. Wolterstorff\*  
Carolyn W. Yorston

\* Deceased



Board members Ann Zahner (left) and Melesse Traylor (right) spearhead efforts to raise the \$2 million needed for renovation and programmatic expansion. They are joined by Barbara Dawson (center), first President of the La Jolla Society Board of Directors.

## Partners for History Committee

### Co-Chairs

Melesse W. Traylor & Ann L. Zahner

John & Susanna Lipe Aalbers  
Sharon Ballidis / The Ballidis Group  
Louis & Debbie Beacham  
John Bolthouse  
Lewis & Connie Branscomb  
Roger & Ann Craig  
Leslie Davis / Davis Marketing  
Don & Lael Dewhurst  
Gail Forbes  
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Scott & Betsy McClendon  
John & Lydia McNeil  
David & Patsy Marino  
Robert C. & Melesse W. Traylor  
Dr. Wylie & Betty Vale  
Al & Susan Vandendriessie  
Ann L. Zahner

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Constance & Lewis Branscomb  
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Dr. Cliff & Carolyn Colwell  
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Ann & Roger Craig  
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Gladys & Bert Kohn  
Burl & Bill Mackenzie  
Patsy & David Marino  
Anne & Stuart Marshall  
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"From the Files" continued from page 4

homes for Wiltsie (6116 Camino de la Costa), Dr. George Hayes (5905 Camino de La Costa), and James Podesta (6123 Avenida Cresta). Simultaneously, Schmidt again commissioned Ullrich to design Spanish-style entrance towers for Schmidt's Riverview Amusement Park in Chicago and for ten houses in West Palm Beach, Florida.

Ullrich himself settled into his newly constructed home in the Barber Tract at 7231 Monte Vista Avenue. Often referred to as "The Monkey House," the front facade of the home features two playful primates flanking the Ullrich family crest. Other Ullrich homes in the area include the Morgan-Larkins home (7150 Monte Vista Avenue) and the Morgan Cottages (7144 and 7146 Monte Vista).

When another Coloradan, H. J. Muir, decided to develop the 257 acres he acquired on Mount Soledad, Ullrich was hired to lay out the subdivision, design the tract office, and create plans for Muir's own home. The two-story palatial manor Ullrich created for Muir featured nearly twenty rooms surrounded by a magnificent garden and orchard. Work on the Muirlands subdivision commenced in 1926, some of which were the Glendon house (1020 Muirlands Drive, built in 1928), Larabee house (6717 Muirlands Drive, 1933), Sirigo house (1037 Muirlands Drive, 1933), Mason Forbes house (1402 Muirlands Drive, 1934) and Hugh Baille house (1021 Muirlands Drive, 1941).

*The elegance of Ullrich homes are still appreciated by those fortunate to live in them today, many of which are being designated historic to further preserve his legacy.*

In 1927, Ullrich designed three cottages for Mrs. Morrison on the Casa property and created plans for a commercial project of shops and studio apartments to be built on Girard. Called El Patio de las Tiendas, the complex featured an arcade with an outdoor café. The facade was staggered so each shop appeared as a separate building. In 1929, Ullrich designed another group of Spanish-style retail stores on Girard to be called the La Jolla Smart Shoppes.

In 1928, Ullrich sold his home on Monte Vista and moved first to a house on Prospect and then to 6028 La Jolla Boulevard. In a 1974 interview, the late Bob Wilson, a draftsman for Ullrich, recalled hearing that the architect went to Hollywood to work in movie production. Although news articles of commissions bearing Ullrich's name continue to appear, they are not as plentiful as in the earlier years. Later in his career, Ullrich designed buildings on the campus of the University of San Diego and a few churches but it was his residential designs on the Hermosa and Muirlands subdivisions that tie him inextricably to La Jolla. The elegance of Ullrich homes are still appreciated by those fortunate to live in them today, many of which are being designated historic to further preserve his legacy.



Ullrich designed a palatial residence for Harold Muir who developed the Muirlands in La Jolla.

Sandy Spalding is a volunteer in the Society Archives

## Corporate Partner Spotlight

by Carol Olten



It began in 1936 with a lady who loved flowers and started to sell them out of a lean-to her husband built for her beside old Highway 101 in Encinitas. Her name was Adelaide and the business she started on such a humble scale is now a La Jolla institution – Adelaide's, the well-known full service floral emporium at 7766 Girard Ave.

"The business sort of morphed into what it is now," says Gina Phillips, the third-generation proprietress whose father, Harry Phillips, ran it for many years after his mother – the original Adelaide – retired.

When the family opened the flower stand on old Highway 101 in the 1930s, the business came mainly from Camp Pendleton marines buying bouquets for their sweethearts. However, in 1949, Gina recalls, it became apparent to her grandmother that La Jolla was in need of a florist so she opened the business here. It first operated in a small space on Girard where the Coin Shop presently is located. Shortly after, the present site was established, for a time adjoined to the furrier Grafts Furs. The location evokes a familiar family anecdote from Gina: "One night some thieves decided to steal some furs. But to break into Grafts they entered through Adelaide's and left furs scattered all through our store. My grandmother always joked that this was the only time she came close to having a fur coat."

Adelaide's has expanded greatly in recent years. They now also have a store on Fay Avenue that offers an array of high-end silks and decorative home and garden accessories along with design services by Adalma Liefgreen. Soon to begin are a series of classes on floral arrangement.

But regardless of changes, Gina notes the business remains close to her grandmother's original ideas. Basically, she says, "we're a store about flowers and sentiments."

Carol Olten is Historian of the LHS

## DID YOU KNOW?

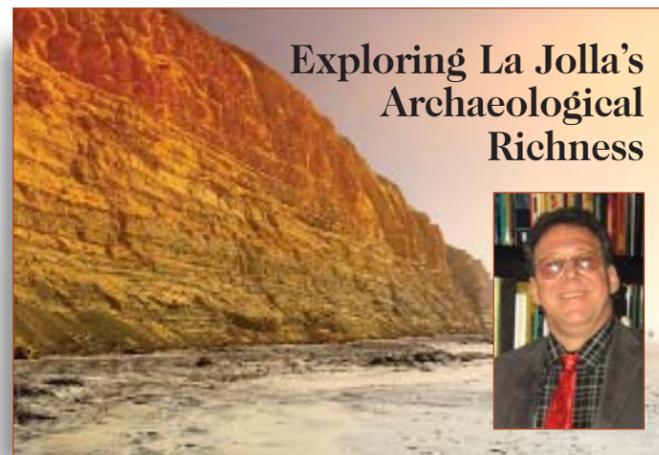


In 1930 children around the country, for whatever reason, were setting records for tree-sitting. La Jolla had its own champion in 11-year-old Maybelle Pearce who climbed into a pepper tree on Ivanhoe Avenue and stayed for ten days. She was rewarded with a three-month pass to the movie theater and another pass to a miniature golf course.

## Donations

Sandy Spalding  
 Jefferson Reeves  
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 The Samuel I. & John Henry Fox Foundation  
 at Union Bank of California

 The La Jolla Historical Society is pleased to announce it has become a member of the American Association of Museums (AAM). As efforts to turn Wisteria Cottage into a museum continue, AAM membership is the first step in the Society's goal to become an accredited institution. The Society's first-year membership is generously sponsored by **Roger & Ann Craig**.



## Exploring La Jolla's Archaeological Richness

San Diego archaeologist **Dr. Timothy Gross** was the featured speaker at the Society's annual members meeting April 30 at the La Jolla Library. Addressing a packed house, Gross described evidence found in La Jolla dating back almost 9,000 years, noting, "The Jewel was a popular and well-populated place by prehistoric Native Americans." Gross noted that La Jolla's plethora of seafood and wild animals "made it a natural supermarket. It was a wonderful place to get food relatively easily. You could walk down to the tide pools and pick up dinner, or to the seal rookery and knock out dinner, or pick up rabbits at the top of the cliffs."

Look for more great Society lectures in the future.

## 2007 Secret Garden Tour a Great Success!

by Betty Vale

The Ninth Annual Secret Garden Tour of Old La Jolla, which took place May 19, was the most successful ever! The La Jolla Historical Society extends sincere thanks to SGT 2007 Honorary Chair **Georgeanna Lipe** and to the many members of the community who made the event possible, including the generous garden owners, hard working committee members, hundred-plus community volunteers, and everyone who attended the tour.

The Society thanks the following sponsors for their generous support of Secret Garden Tour 2007:

San Diego Home/Garden Lifestyles Magazine	Regents Bank
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Thank you, one and all, for your support! Funds raised from this annual event directly benefit the Society in its efforts to preserve its extensive archives collection, develop oral history and walking tour programs, create additional opportunities for community outreach and volunteer participation, enhance its quarterly newsletter and website, and develop a master plan for future public exhibitions.

Betty Vale is Chair of the 2007 & 2008 Secret Garden Tour.

## Introducing New Society Merchandise!

### ART REPRODUCTIONS

12" x 14" – \$25 each



"The Cove with Bathhouse"  
 by Alson Clark



"The Ark" by G.A. Schmidt



"Red Rest" by Bernice Huntington



"Gardener House" by Thelma Butler



Wisteria Cottage Cards with  
 Envelopes – \$3.50



Coffee Mug – \$10

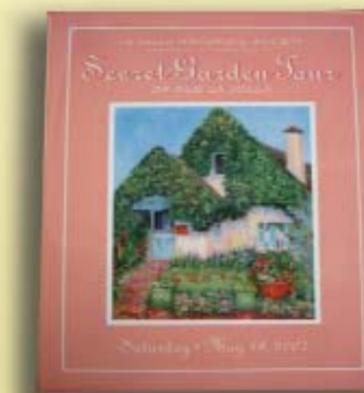
Canvas Gardener's Hat - \$40

### COMING SOON...

The La Jolla Historical Society is partnering with Arcadia Publishing to publish a new book about La Jolla. The book, featuring images from the Society's archival collection, will cover La Jolla from its beginnings in the 1880s up to the 1940s. Publication is tentatively scheduled for May 2008. Arcadia has published thousands of books on local histories nationwide, including more than 400 in California alone.

#### ALSO AVAILABLE:

- 2007 Secret Garden Tour Poster 11" x 17" – \$10
- Secret Garden Tour Collectible Note Cards – \$10 (pack of 5)  
 (past years also available for posters and cards)

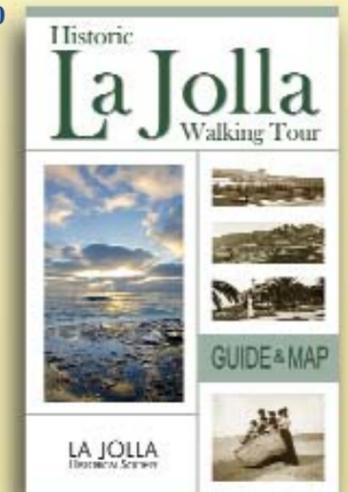


2007 Secret Garden Tour Trivet  
 6" x 8" – \$10



2007 Calendar – \$5 (special pricing)

### 2008 CALENDARS COMING THIS FALL!



Walking Tour Guide  
 and Map – \$6