Executive Director’s Column

A Summer of Excitement

Summer time in La Jolla has long been magical. From the beaches to the surf to the sun, people have enjoyed this great time of year in our town for decades. We hope to capture a small part of the joy of summertime in La Jolla in a new exhibition opening in historic Wisteria Cottage on July 26 (see page 3).

Thanks to the efforts of staff, volunteers and corporate friends, we are pleased to bring this first major exhibition in the Society’s history to the community.

Tempo Remains High

The community will begin to see real changes in Wisteria Cottage in the weeks ahead as we begin modest refurbishment work on the interior (page 3). This is the first step in an eventual full restoration of the Cottage with follow-on work dependent on the progress of our fundraising efforts. We enjoy significant leadership support during this, our “quiet phase” of the capital campaign, and we are honored to benefit from the support of some of La Jolla’s remarkable young families (page 8).

Defending Preservation

Recently, there have been proposals from City Hall to radically change a key incentive for preserving historic houses: the Mills Act. (See page 12 for more on this law.) While the Society and other preservation organizations in San Diego can support efforts to increase revenue to run the program, the Society opposes many other ideas other preservation organizations in San Diego can apply for and those who view rewards as largely a recruiting tool so ask your neighbors to join our list of Corporate Members.

New Faces and Friends

Our efforts rely on a team of talented and loyal people and organizations that continues to grow. We’re excited to welcome Leslie Davis as our newest Board member (page 4) and Merrill Lynch, Island Architecture, and DuCharme Architecture to our list of Corporate Members. Finally, we edge ever closer to the 1,200-member level. Current members are the Society’s best recruiting tool so ask your neighbors to join our efforts!

John H. Bolthouse, III
Executive Director

President’s Annual Message

As I begin my second year as President of the Society, I still feel highly privileged to be part of an organization that is on the move and growing as an effective voice for preservation of the best that is the heritage of La Jolla. This is our life, our mission and why we exist.

The year 2008 marks the Society’s forty-fifth anniversary. We are grateful to our predecessors who gave us birth and helped us grow into big kids. In the last several years, due to the vision of our Board, the work of a very effective staff and corps of volunteers, and the support of the community, we are now moving into fuller service to the community. The power of a growing number of members and supporters is essential – we could not be doing what we are doing without you.

There is a debate between those who see the rewards of life as following mostly from effort applied and those who view rewards as largely a matter of good fortune. I fall in the middle. I view the progress we have been making as both the result of the work and support of so many and of the continued good fortune which has shone upon La Jolla and the La Jolla Historical Society as brightly as our famous sun for over a century.

Good things have happened and more is to come. We can thank each other and the stars for the distance we have traveled.

Roger Craig
President, Board of Directors

Cover image: Emerging within a silhouette of La Jolla’s White Lady cave, the sailboat Viking, built in La Jolla in 1899 for large fishing parties, sails off Goldfish Point, c. 1900.
In late May, refurbishment work began on the interior of Wisteria Cottage. This initial phase of the historic structure’s renovation is scheduled for completion in late July.

The La Jolla Historical Society is pleased to announce a new exhibition this July in Wisteria Cottage profiling La Jolla’s legendary summers. Entitled *By the Beautiful Sea: A Photographic History of Summers in La Jolla, 1870-1930*, this temporary exhibit will depict early public enjoyment of La Jolla’s natural beauty and special events, connecting visitors to beach enthusiasts of years past.

The exhibit is divided into three themes, capturing the summertime excitement of the period: “Bathhouse & Beach Culture,” “Bathing Suit Ordinance,” and “Celebrations & Seaside Attractions.” Visitors will be immersed in a stimulating environment of striking still and moving imagery from the Society’s archives, whimsical audio, and period bathing costumes on loan from our friends at the Coronado Historical Association. A special gift shop offering unique exhibit-related merchandise also will be open.

In the early 1900s, La Jolla was an isolated coastal village with few permanent inhabitants and a scattering of beach rental cottages along the hillsides and ocean cliffs. Dirt pathways connected the community, leading to splashing waves along a coastline resplendent with natural wonders. Attractions like the Cove and spectacular rock formations such as Alligator Head and Cathedral Rock drew tourists to La Jolla’s shoreline. Initially, horses and carriages brought people to La Jolla but, by 1885, the town became more accessible with the introduction of rail between La Jolla and San Diego. For 75 cents per round trip, it was possible to board a train in downtown San Diego and arrive in La Jolla a half hour later to enjoy a day at the beach. Railroad companies promoted the excursion with advertisements for “the most beautiful coast scenery in California,” luring visitors to attractions like Horace Poole’s spectacular cliff dives and exciting beach access routes such as the infamous Devil’s Slide.

Featured in historic Wisteria Cottage, *By the Beautiful Sea* opens to the public on Saturday, July 26 and runs until August 9 (closed on Sundays). Admission is free. The Society welcomes volunteers to assist with gallery staffing. Contact the Society at (858) 459-5335 for volunteer opportunities.

The Society thanks Meanley & Son Ace Hardware for its generous donation of paint materials for this exhibition. Contact the Executive Director for more information on exhibit sponsorship.

**Open to the public July 26-August 9, Monday-Saturday, 11 am – 3pm**

Be an exhibit sponsor!
Contact the Society for more information.

Work on Wisteria Begins

*In late May, refurbishment work began on the interior of Wisteria Cottage. This initial phase of the historic structure’s renovation is scheduled for completion in late July.*
As we announced on page 3, we have a real treat in store for La Jolla. The Society debuts its first major exhibition, *By the Beautiful Sea: A Photographic History of Summers in La Jolla, 1870-1930*. This exhibit affords the Society the opportunity to provide the public with an exciting preview of the future use of Wisteria Cottage as a museum space and the types of programs visitors can expect to see regularly.

When visiting the archives you might notice a few new faces, as several new volunteers and interns have joined us to assist with the care of the collection (page 10). In fact, we still have volunteer spots available for docents, greeters, cashiers, and exhibit installers for *By the Beautiful Sea*. Contact Historian Carol Olten or me at (858) 459-5335 if you are interested in participating in this summer's exhibit or in other volunteer opportunities.

On May 3, Carol and I kicked off our *La Jolla* book-signing tour with an event at D.G. Wills Books on Girard Street. Locals gathered for an evening event featuring an introduction to the history covered in *La Jolla* and an overview of the Society's incredible collection. After some Q&A, we set to the task of signing books, honored to create a bit of our own Society history.

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### 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 collections:

- **George Silvani** for one issue of *National Geographic* from January 1942, featuring images of Camp Callan and La Jolla
- **Coronado Historical Association** for two Camp Callan matchbook covers (c. 1940s), and a historical report for 5824 Camino de la Costa, La Jolla
- **Joanne Pedersen** for thirteen newspaper articles about the La Jolla branch of the San Diego Opera Guild and two correspondences written on San Diego Opera Guild letterhead
- **Sharon Okey Noel** for one photographic print (left) of Irma Bradshaw Swan, Kay Swan Emerson and Frances Helen Swan Okey, former residents of 245 and 249 Prospect Street (1923)
- **Julia deBeauclair & David Moore** for an Apex DVD player; for use in this summer's *By the Beautiful Sea* exhibition
- **Unknown donor** for one edition of *La Jolla Sentinel* from December 10, 1961

Thank you for helping us grow the Society's image collection! We accept original, unframed photographs in good condition with accompanying provenance information.

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### New Board Member

The La Jolla Historical Society is pleased to introduce the newest member of its Board of Directors, Leslie Davis. Leslie is the owner of Davis Marketing in San Diego, bringing twenty-five years of marketing experience to the Society. Born in Calgary, Canada, with a life-long passion for preservation, she and husband David Garitty own restored historic homes in the Bird Rock neighborhood of La Jolla and in New Orleans.
At the corner of Torrey Pines Road and Princess Street sits a single-story Spanish home with a distinctive row of arched French doors. Built in 1926, the house was designed by Chicago architect Russell Walcott to serve as a home and music studio for his cousin, Martha Stockton Russell. It was here that Russell developed “creative motion,” a version of eurhythmics, the expression of physical movement and musical rhythms.

Born in 1875 in Evanston, Illinois, Martha Stockton lived a privileged life of country club cotillons and vacations on Mackinaw Island. She married Frank Howe Russell in 1900 but her young life was marred by tragedy with the death of her two young sons and her husband. She began studying music theory at Northwestern, graduating in 1910. She continued her studies in Dresden, Germany, where she studied under famed music educator Emile Jacques-Dalcroze, enrolling in more of his courses at the Royal Academy of Music in London. Returning to America, she took positions at various schools in the East and Midwest.

Russell began joining her mother on annual winter journeys to La Jolla, becoming active in the community by conducting Christmas caroling and hosting musical parties. In November 1925, construction began on her Princess Street residence. To open her studio/home in May 1926, she held a dance attended by over 140 people. That summer, Russell created a creative motion program at her studio for La Jolla children called “Joy for a Penny.” Students were allowed to select from a variety of musical classes, each for a penny, with a performance at the end of the program. “Joy for a Penny” was repeated the following two summers but was not held in 1928. The following year, Russell announced she would again be offering music classes but for a $15 fee for the five weeks of sessions. Russell traveled, lectured and demonstrated her methods, drawing students from across the country to La Jolla to study with her. However, the economic depression forced her to close her studio and sell her home.

Russell’s 1938 book, Sing, Swing, Play: How to Do It, was dedicated to the “Joy for a Penny” children. The movement she started, which advocated music “as an important fundamental for binding one’s life into a unity,” is still practiced, decades after her death in 1951.

Sandy Spalding is a volunteer in the Society Archives
Behind a sincere humble spirit, Debbie Beacham is a true surfing legend. But her passion for surfing has centered more on cultivating opportunities for others, particularly women. From her “aw shucks” personae, you’d never know just how significant her impact on the sport has been.

Born into a Navy family, Debbie arrived in La Jolla at age twelve, moving with her family to La Jolla’s Windansea neighborhood. She had previously lived in Monterey, California, where she first developed a love of the ocean. She distinctly remembers her first ride in Coronado with her father, in the cold surf without a wetsuit. From that point on, “I only wanted to surf.”

Debbie began surfing during the golden era of popular culture’s interest in the sport in the Sixties, romanticized by the Beach Boys and Gidget. Surfing was not really taken seriously. In the 1980s, the women’s division of surfing at La Jolla High School in the late 1960s. By her senior year of high school in 1979, Debbie had won two of the Western Surfing Association’s top AAAA events, placed third in the United States Surfing Championships, and scored fifth the following year in the World Championships.

In 1979, Debbie married high school sweetheart and fellow surfer Louis Beacham. For fifteen years, Debbie lived in Oahu every winter where she trained for the Women’s Masters and World Cup, surfing twelve-foot waves — waves with towering twenty-foot faces! Debbie’s dedication and courage paid off, and she became the 1982 Women’s World Champion.

Debbie pioneered pro-surfing during the 1980s, along with other early women surfers of the time. At this time, the women’s division of the Association of Surfing Professionals (ASP) was being directed and run by Debbie through Women’s Pro Surfing (WPS) which subsequently merged with ASP. In 1984, Debbie began working in advertising for Surfer magazine, a job she held for six years, selling ads “out of sheer pluck,” and drew heavily upon her experience and enthusiasm in marketing women’s surfing.

Elated as she was by her success, Debbie was most excited to be a part of developing surfing events for women at a time when women’s surfing was not really taken seriously. In the 1980s, with the triumph of Title IX of the Education Amendments of 1972 and the support of the Women’s Sports Foundation, women’s sports were aggressively promoted, contributing to the explosion of pro female surfers in the 1990s. And in 1994, Debbie co-produced the film documentary Surfer Girl, showcasing women in surfing.

Along with Sam Armstrong and others, Debbie formed the original steering committee that organized the UCSD Cancer Foundation’s Longboard Luau which plays a lead role in the fundraiser’s surf competitions. Active in La Jolla’s community, Debbie serves on the Town Council’s board of Parks and Beaches, and with the Windansea Surf Club, hosts community service events like surf clinics for under-privileged kids and the mentally challenged. As a labor of love, Debbie and the Friends of Windansea regularly maintain the historic Windansea Surf Shack and were also responsible for obtaining historic designation for the shack.

When not on the waves, Debbie enjoys photography as both a hobby and for the family business, La Jolla’s own Beacham Construction. She is the mother of three children, all of whom continue the Beacham surfing legacy. She is a labor of love, Debbie and the Friends of Windansea regularly maintain the historic Windansea Surf Shack and were also responsible for obtaining historic designation for the shack.

Debbie was most excited to be a part of developing surfing events for women at a time when women’s surfing was not really taken seriously.
In the early 1920s, Isabel Hopkins, a femme du monde from Colorado, stood on a La Jolla hillside looking out over the Pacific. Spotting a fine promontory of land on the shoreline, she decided to build a hotel on the site and encouraged renowned architect Edgar Ullrich to move from Colorado to design it. What resulted was the Casa de Mañana (“House of Tomorrow”) featuring elegant Spanish Colonial architecture and appointed with antiques, tapestries and carpets Hopkins collected in her travels around the world. Hopkins ran the resort hotel from its opening in 1924 until 1942. When purchased by Pacific Homes in 1952, it was transformed into a residential retirement home.

Today, the Casa is operated by Front Porch, a national assisted living conglomerate which manages thirteen such communities in California, Florida and Louisiana. Since an expansion in 2000, the Casa now also comprises a small Spanish-style guest house known as Villa 17 – one of 196 apartments for independent and assisted living along Coast Boulevard. Residents of the seaside facility enjoy a wide variety of amenities including a fitness center, beauty shops and art studio.

Though ownership has changed hands over the years, the beautiful structure that Hopkins and Ullrich conceived remains true to its architectural heritage and envied for its picturesque coastline location. Designated #212 on the City of San Diego’s Register of Historical Resources, the Casa de Mañana retains a unique place in La Jolla history.

Corporate Partner Spotlight
Pacific Retreat

La Jolla Now Available!

A railroad advertisement from the 1880s for travel to La Jolla from San Diego asked: “Would you like to see the most beautiful coast scenery in California?” Of course, many people did and hundreds made the half-hour trip along San Diego’s makeshift rail line to view the beauty of La Jolla’s coastline with its jagged sandstone cliffs, amazing caves and tide pools.

This is just one of many subjects in La Jolla, the newest release from Arcadia Publishing’s acclaimed “Images of America” series. Written by La Jolla Historical Society historian Carol Olten and archivist Heather Kuhn, La Jolla features 127 pages with nearly 200 images from the Society’s collection, spanning the era from the 1880s to the start of the Second World War. Unique imagery showcases the community’s early pioneers; the legacy of the Scripps family; cultural and social history; architecture; sports; and commerce and transportation. The first chapter, entitled “The Enchanting Sea,” explores the natural phenomena that attracted people to La Jolla on day trips in the late 1800s and later drew settlers to build and occupy beach cottages along the hillsides overlooking the Pacific. Included are rare images of the White Lady Cave, Cathedral Rock, Alligator Head, and other natural shoreline sights of the late 19th century.

Now available at the Society for $19.99 ($17.99 for members) or online at www.lajollahistory.org/shop
An exciting part of the Society’s Partners for History Campaign is that many young families are getting involved. We’re proud to profile three that are lending their leadership to help restore Wisteria Cottage to become the Society’s new home.

The Freundts

Chris and Christina Freundt admit that what drew them to La Jolla was its unique charm and history. “We love the secluded ‘village feel’ of La Jolla found in few other places,” says Christina. “La Jolla still has this special charm because of its history.”

The Freundts own a recently remodeled 1925 Herbert Palmer house on Sea Lane. “We had been looking for an old Spanish-style home for six years,” Christina recalls. “When we walked up to the front door and into the front room with its dark old wood, classic carvings and white walls, we knew it was for us, even though it was a wreck!

“We learned about La Jolla’s history while fixing this house,” Chris adds. “The history of the Barber Tract, and why the sizes of the lots are so goofy – some big, some small. Philip Barber loved playing cards and would parcel off parts of the neighborhood when he lost. There are all kinds of wonderful stories behind La Jolla.”

Christina reflects on the uniqueness of their home. “It was owned by the Janis Family for over 45 years. After Dr. Janis died, his wife married trumpet player Johnny Best who played with Glenn Miller and Benny Goodman and they used to jam right here in our front room! Now, we’re building memories here. We were married on Little Point and we have neighbors who have lived here for decades. If we want to keep La Jolla’s charm, we must support groups like the La Jolla Historical Society.’

The Freundts instill their own community pride in daughters Carina, age 6, and Cate, age 4. “What we do today to preserve our community’s heritage is what our children will carry forward, connecting generations,” Chris stresses. “I want my children to be able to continue to grow up in the charm of this community. Sadly, it can change fast if you are not paying attention. We’ve lost so much of our history already and that’s why the work of the Society is important. We need more young families to foster an appreciation for our town’s history and the need to protect it.”

The Marinos

As owners of a 1929 Ullrich home in the upper Hermosa neighborhood, David and Patsy Marino are passionate advocates of preservation. “My father is an immigrant from Mexico,” David says, “so I’ve always been particularly fond of Spanish-style homes. When I began looking for property here in 1997, I loved the Spanish architecture of this house even though it was in disrepair. I bought it and gutted everything inside but maintained the façade, exterior wall structure and fabulous wood ceiling beams. We secured historic designation to preserve both the Ullrich legacy and the new legacy we brought to its restoration. And,” he chuckles, “the property tax savings are nice.”

“For us this house represents a labor of love and immense family pride,” Patsy adds. “We’ve brought back a 1920s house to its original splendor and made it much more functional, adding to its history for the next hundred years.”

“It’s a statement of our belief in the importance of history to our family,” David recollects. “Our first date was in this house. We were married in this house. We will live here for the rest of our lives and hope some day one of our children will raise their family here.”

While David grew up in Redlands, California, Patsy spent much of her childhood in La Jolla. “Some of my fondest memories of this town are with family and friends at the La Jolla Beach & Tennis Club,” she reflects. “That’s what we love about La Jolla. The people are caring, diverse, interesting, and down-to-earth. Everywhere you go your kids see their friends at the Beach Club, the Rec Center – all these great resources made possible through the philanthropic vision of those before us.”

“It’s sad that we’ve lost some of La Jolla’s great places,” adds Patsy. “Look at the Red Roost and Red Rest. The owners’ refusal to sell or renovate them is tragic – a huge lack of respect for the community. We have to work together to preserve La Jolla’s heritage, charm and unique sense of community.”

In addition to supporting the Society, the Marinos are active in the Museum of Contemporary Art, the Gillespie School, the New Children’s Museum, and Voices for Children. They have two children: daughter Gia, age 5, and son, Tate, age 3.

“History brings a value system that keeps you grounded,” states David. “We want our children to have an appreciation for those elements that stand the test of time. Everything may not be worth saving but some things are timeless and should be preserved. We support the Partners for History Campaign because no one person can preserve what’s important to this community alone. Collectively, we can protect La Jolla’s special attributes that need to endure and be enjoyed by future generations.”
For visitors and residents alike, Harry’s Coffee Shop is a La Jolla icon. Behind its success are three generations of Rudolphs. “My grandparents came to California from New York in 1959,” states Harry Rudolph, III, who helps run the restaurant with his siblings. “My grandfather was a batboy for the Brooklyn Dodgers and he followed the team when they moved to Los Angeles. A friend invited him down to visit San Diego and took him to La Jolla. He went home and told my grandma, ‘Pack your bags, we’re moving to La Jolla!’ They did and my grandfather bought the restaurant in 1960.”

What’s it like to own a third-generation business in La Jolla? “I really appreciate the fact that most of our business is from locals and regular customers. Harry’s Coffee Shop is really a community epicenter, made special by the locals who support our business, year after year, generation after generation. That sense of community and family makes La Jolla special. Many people who move here don’t really know La Jolla’s unique history. To retain it, we need to educate people about the need to preserve its charm and heritage.

“History gives us a point of reference,” he adds. “While I might not have appreciated Ellen Browning Scripps’ role in this town when I was young, I do now as I take my children to all the places Ms. Scripps made possible by her visionary foresight. The parks, the beaches, the hospital – the list goes on and on.”

Harry is a former member of the Board of the La Jolla Historical Society and chairs the Society’s annual golf tournament. He and wife Danielle Shapero have two girls: Rhys, age 4 and Shay, age 2.

“I want to pass on to my children an appreciation for La Jolla’s community values and heritage,” Harry adds. “I hope they will want to preserve that for their children as well. It’s a continuum of our roots.”
Volunteer Focus
Jennifer Chen

When it comes to community involvement, La Jolla High School senior Jennifer Chen is one driven volunteer. Born in San Diego, Jennifer and her family lived on the East Coast for a number of years, returning to San Diego in 2003. Her mother is a programmer at UCSD Medical Center and her father is an engineer at SPAWAR Systems Center San Diego.

An active member of her high school’s California Scholarship Federation club, Jennifer has devised an approach to volunteer activities she refers to as the “three Rs”: reform the community, reach out, and record the community. She acts as an attorney with the San Diego Teen Court, a diversion program for first-time juvenile offenders; works with UCSD’s Moore Cancer Center in their book giving program; and currently records community history at the Society where she helps organize the La Jolla “Street” vertical file collection.

In her spare time, Jennifer enjoys tennis, running, reading, and movies with friends.

After graduating, she plans to enroll as a biology major at UC Berkeley. Jennifer is especially intrigued by the bio-tech field and would like to eventually become a medical doctor or researcher.

Jennifer believes that the value of volunteering is gaining a sense of your community. Community history becomes personal history, as she participates in the preservation and documentation of her neighborhood at the Society.

Welcome New Volunteers
The Society welcomes new Archives volunteers, Janet Lowe, Chelsea Huntly-Playle and Lilly Sedaghat.

New Interns Join Society
The Society welcomes new interns Ellie Henderson (l.) from San Jose State University and Claire Grote (r.) from the San Diego Natural History Museum. They are currently assisting with researching and cataloging collections in the Archives.

Display Case
Treasures from the Society’s Collection

During the 1970s, Grace Truitt’s Little Folks Shop at 1014 Prospect Street helped define children’s fashion. This logo engraving plate, part of a collection recently donated by family member Therese Truitt Whitcomb, bears the image that graced the pages of Vogue, New Yorker and other fashion magazines.

A handsome dollhouse, the Little Folks Shop’s eye-catching window displays of the latest Florence Eisman designs and classic layettes for the well-dressed baby all enticed parents and their children into the shop. The logo symbolized the coziness and sophistication of a shop that dressed generations of children in La Jolla.

NEW MEMBERS
Joan Wilson
Ron & Dale May
Fred J. Raab
Gayle Gordon
David & Katherine Masel
Lyn Sweeney
Betty Amber
Michael Richardson
Robert & Kim Whitney
Joan Huffman
Nancy Kaufman
Jason P. Smith
Adrienne Swerdlow
Graydon & Dorothy Wetzler
Nancy M. Quinn
Elizabeth & Lester Stiel
Nellie Bohanon
Anne N. Davis
Bo Hedfors
Janice Copley Obre
Rita E. O’Hara

IN MEMORIAM
Nancy Ward
5/13/08

Wish List
• Photographs of pre-1980 surfing in La Jolla
• Photographs of Balmer School/La Jolla Country Day
• Photographs of La Jolla Christmas Parade images (vintage and contemporary)
• LCD computer projector ($900)
• Laptop computer ($780)
• Newsletter sponsorship (Individual: $250 annual)
• Donor Perfect fundraising software ($8,000)
• Foam book mount ($135)
1952 UCSD Chancellor’s House (La Jolla Farms). Rare Pueblo Revival adobe home built by architect William Lumpkins for William Black, developer of La Jolla Farms and namesake for Black’s Beach; housed most UCSD chancellors since 1967; saved from demolition; in the process of being designated historic via efforts of La Jolla Historical Society, SOHO and Kumeyaay Indians.


1930 Torrey Pines Gliderport (2800 Torrey Pines Scenic Drive). Listed on the National Register of Historic Places (#93000578); site used for early experimentation in developing glider technology; construction begun on fourteen-story UCSD dormitory building, threatening approach path of full-scale gliders.

c. 1930 lower Hermosa English Tudor (5930 Camino de La Costa). Former home of Max Miller, author of I Cover the Waterfront and The Town with the Funny Name; demolition requested by current owners to enable construction of larger home.

1956 English Cottage (5380 Calumet Avenue). Timbered English cottage with rose garden and artfully trimmed hedges in diamond design; demolition requested by current owners to enable construction of larger contemporary home, resulting in loss of view corridor from street.

Casa del Horizonte (mid-century modern design apartment court; 7417-7427 Olivetas Avenue). Originally named Moana Hotel Apartments; designated historic by San Diego Historic Resources Board in March; application for demolition now being reconsidered.

Advertise in Timekeeper

The La Jolla Historical Society now 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. Join us today!

**Rates**

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**Deadlines**

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For more information, contact: La Jolla Historical Society
ATTN: Timekeeper, PO Box 2085, La Jolla, CA 92038
(858) 459-5335
info@lajollahistory.org

All advertisements are subject to approval by the Society to ensure compatibility with organizational mission.
Awards & Nominations

On May 22, the City of San Diego’s Historic Resources Board (HRB) awarded the La Jolla Historical Society a 2008 Historic Preservation Award in Cultural Diversity for its work on saving the William Black House, the home of UC San Diego’s chancellors, from demolition. The Kumeyaay Cultural Repatriation Committee and UC San Diego shared the honors. The Society’s Historicity Committee, led by Don Schmidt, was instrumental in securing the nomination. Also playing key roles in preserving the structure and the integrity of the adjoining Native American burial grounds were Kumeyaay tribal attorney Courtney Coyle and San Diego’s Save Our Heritage Organisation.

Also nominated for an HRB award was the Society’s 2008 calendar. While it didn’t garner a win, it is obvious that the calendar is admired even outside La Jolla. The Society again thanks Grunow Construction for its sponsorship of the 2008 calendar and designer Phil Haxo for his extensive volunteer work.

An Overview of the Mills Act

What is the Mills Act?
Named for former State Senator James Mills, the Mills Act is a 1972 state law offering monetary incentives via reduction in property tax to foster the preservation, maintenance and restoration of designated historic properties. The Act allows property subject to a historical property contract to be valued based on rental income that could be expected from that property rather than using comparable sales to establish assessed value. Generally, this results in a much lower assessment if the property has been purchased recently.

How does my property qualify for the Mills Act?
It must meet qualifying criteria such as significant architecture, association with a historically significant event or person, or location in a historic district. Once designated as a historical site, the owner can then enter into a voluntary contract with the City of San Diego.

How long is the contract?
Mills Act contracts are awarded in ten-year terms, automatically extended unless the property owner cancels the contract, either voluntarily or by not complying with the terms.

Does a contract transfer to a new owner if I sell the property?
Yes. Because the contract remains with the property, any new owner would receive the full benefit of the contract but also would be bound by the contract.

Am I required to open my property to the public?
No, there is no requirement to make Mills Act properties open to the public.

How much can I reduce my property taxes with the Mills Act?
Typically, property owners can expect a 20-70% savings on their property taxes. Under State law, the lesser of 1) the current market value, 2) the Proposition 13 value, or 3) the restricted value based on the rents would be used to calculate your property taxes.

If I already have a low property value assessment, is it worthwhile to apply for the Mills Act?
Some owners who would receive no benefit still apply for the Mills Act. The appeal to a potential buyer would be that the property would not be reappraised at its full market value upon sale if the property were already under a historical contract.

Once my property is listed on a historic register, are there any binding restrictions that will affect my property?
Yes, once a property is designated on a Federal, State, or local register, it is subject to the rules and regulations of the Office of Historic Preservation of the Department of Parks and Recreation, the US Secretary of the Interior’s Standards for Rehabilitation, and the Historic Building Code. In effect, the owner must protect, maintain and rehabilitate the property in perpetuity.

Who should I contact to apply for a Mills Act contract?
For properties in La Jolla, contact the San Diego Historical Resources Board at (619) 235-5224.

How can I get more information on the Mills Act?
A number of informative websites are available, including:
• www.sandiego.gov/planning/programs/historical/faq/millsact.shtml (San Diego Historical Resources Board)
• www.ohp.parks.ca.gov (California Office of Historic Preservation)
• www.sohosandiego.org/histdistricts/millsact.htm (Save Our Heritage Organisation)
The La Jolla Historical Society announces its first annual “Feasting on History” fundraising event on Saturday, September 13. The event features eight concurrent progressive dinners hosted in sixteen remarkable La Jolla homes. Guests will dine with a different set of companions for the appetizer and entrée courses then all attendees will gather for a dessert buffet and coffee prepared by Girard Gourmet at the newly-refurbished historic Wisteria Cottage.

Reservations for “Feasting on History” are $250 ($225 for Society members) and space is limited. For more information, contact event chair Connie Branscomb at (858) 454-6871.

The La Jolla Historical Society invites you to join Heritage Circle, a new group of exclusive supporters of the Society. Heritage Circle recognizes and honors those friends and members of Society who have made a commitment to preserving La Jolla’s heritage by including the Society in their will or estate plans.

There are numerous ways to provide lasting support to the Society while benefiting you and your family financially, including bequests, charitable and deferred gift annuities, charitable lead trusts, charitable remainder trusts, pooled income funds, and life insurance. There are no dues or fees associated with membership in Heritage Circle. With their permission, members are listed on a special Wall of Honor and receive invitations to exclusive events at the Society. Most importantly, Heritage Circle members know they are ensuring the Society’s efforts for future generations.

The success and growth of the Society depends on your goodwill. Help ensure the Society’s future by creating a lasting legacy of friendship.

For more information on Heritage Circle, visit www.lajollahistory.org/getinvolved/donate/plannedgiving or e-mail info@lajollahistory.org.
What type of architecture is it?

Many people have asked me if the style of our Barber Tract home is English Tudor. After reading the book, "Storybook Style - America's Whimsical Homes of the 20s," by Arrol Gellner & Douglas Keister, I consider our home, as well as the Florence Palmer House, Storybook Architecture. Storybook Architecture is a blend of English Tudor and French Normandy styles that have just the right touch of fairytale whimsy to give them an alluring style that never fails to make people smile.

When servicemen returned from Europe after WWI they brought back memories of the European villages they had seen. Around the same time, the onset of the film industry transported people to far away lands and to the villages of Europe on their movie screens. These inspirational images of quaint villages transferred into the style of homes people began to build. In the early 1920s, examples of Storybook Architecture began to crop up in Los Angeles where many of these homes were built and designed by Hollywood's creative set designers. Storybook architectural style quickly spread across the country, but the trend seemed to end by the 1930s.

Today, La Jolla neighborhoods, such as the Barber Tract, Upper and Lower Hermosa and the Muirlands still have wonderful examples of 20s & 30s Storybook Architecture, many designed by master architect Edgar V. Ulrich. Ulrich designed his own 1920s residence in the Storybook French Normandy Style and it still stands proudly today on Monte Vista Avenue with his family crest featured prominently over the front door. Ulrich used his home as a prototype to help influence people to consider this style of architecture, which was said to be his favorite.

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

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

Dewhurst & Associates

General Contractor • Design • Lic. No 381927
Est. 1929

858.456.5345
www.dewhurst.com
Coming Events

• **By the Beautiful Sea Exhibition**
  July 26 - August 9
  Wisteria Cottage
  See page 3

• **Feasting on History Dinner**
  September 13
  Sites vary
  See page 13

• **Ellen Browning Scripps Luncheon**
  October 4th
  La Jolla Beach & Tennis Club
  Guest Speaker: Logan Jenkins
  San Diego Union-Tribune Columnist

La Jolla Historical Society Membership Application

- Membership
- Gift
- Change of Address

Name ____________________________________________
Address ____________________________________________
____________________________________________________
City _______________________ State ______
Zip _______ Phone __________________________
E-Mail Address ______________________________

- Enclosed is a check in the amount of _____________________ payable to the La Jolla Historical Society.
- Charge credit card number ________________________ Exp. _____________
  Visa   □ MasterCard

Signature ________________________________________
E-Mail __________________________________________

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.

Show your support of the Society... and get a great deal at your favorite community bookstore!

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