



SANTA MONICA CONSERVANCY

NEWS

ENSURING THAT THE PAST HAS A FUTURE

JANUARY 2007

VOL 5 NO 1

SMC ANNUAL HOLIDAY PARTY AT THE CAROUSEL TO BE HELD DECEMBER 3, 3-6PM



Carousel at the Santa Monica Pier. Photo courtesy of the Santa Monica Library Image Archives

Grab a horse and take a ride on the carousel with other members of the Santa Monica Conservancy at the annual members-only Holiday Party at the Carousel on the Pier, Sunday, December 3, 2006, 3-6 pm.

Each year the Conservancy's Holiday Party is held at an interesting historic structure and this year's venue is Santa Monica's signature icon, the Looff Hippodrome. Built as part of Charles Looff's amusement pier in 1916, the Carousel Building is a National Historic Landmark -- the nation's highest level of historic significance. The current carousel, with its hand-carved steeds, dates from 1922 and was beautifully restored in 1990 and 2002.

Celebrate the holiday season with refreshments and free rides. Parking available on the Pier or adjacent beach lots.

RSVP required:

Call (310) 496-3146 or contact rsvp@smconservancy.org. This event is free for members. Bring friends to become new members (\$35 individual; \$45 family).

REGULAR DOWNTOWN WALKING TOURS TO BEGIN IN THE SPRING



Photo by Dick Orton

Discover Santa Monica's colorful past

The tours will begin at the historic 1875 Rapp Saloon, and end at the Natural Resources Defense Council, a model of sustainable design. The tours will be offered on Saturday mornings, starting in March 2007.

Docent training is about to begin.

To find out how to become a docent and learn more about our city's colorful past turn to Page 6.

ANNUAL MEETING AT SM BAY WOMAN'S CLUB ON JAN. 21ST

The founding mothers of Santa Monica created a formal woman's club in 1905, after having met monthly in one of their homes for history classes. Mrs. John P. Jones (wife of founder Senator John P. Jones), Arcadia de Baker (wife of founder Col. R.S. Baker), Mrs. D.G. Stephens, and 20 other members raised the money to construct and furnish a clubhouse through bake sales, quilt sales and exhibits, a country fair, musicals, guest speakers and flower shows.

Now the Santa Monica Bay Woman's Club, completed in 1914 and designated a historic landmark in 1991, will be the site of SMC's annual meeting on Sunday, January 21, 2-4 p.m. some 100 years later. While normally open only to Club members, the Conservancy has made special arrangements for an exclusive opportunity to visit the interior of this significant building, and to discover the history of an organization that has played an important role in city affairs.



Santa Monica Bay Woman's Club. Photo source: Santa Monica Bay Woman's Club archives.

CONTINUED ON PAGE 2

THE CONSERVANCY BOARD

Ken Breisch President
 John Zinner Vice-President
 Tom Cleys Treasurer
 Marcello Vavala Secretary
 Joel Brand Past-President

BOARD MEMBERS:

Bruce Cameron Mike Deasy
 Nina Fresco David Kaplan
 Ruthann Lehrer Doris Sosin
 Anne Troutman

MEMBERSHIP DUES

Individual Membership	\$35
Household Membership	\$45
Low Income Membership	\$15
Sustaining Membership	\$100
Conservancy Supporter	\$250

Those interested in supporting the Conservancy at the highest Patron or Circle levels can learn more by calling our president, Ken Breisch at (310) 458-5984.

THE NEWS STAFF

Sherrill Kushner Dick Orton
 Ruthann Lehrer Nina Fresco

NEW PHONE NUMBER FOR SMC

SMC has a new telephone number which facilitates checking messages more regularly. The new number is **(310) 496-3146**. The email address remains the same: info@smconservancy.org and the website is still www.smconservancy.org.

ANNUAL MEETING AT SM BAY WOMAN'S CLUB



No respectable clubwoman of the 1950s would dare to go out without her gloves. Santa Monica Bay Woman's Club, 1961. Photo source: Santa Monica Bay Woman's Club archives.

Clubs and classes for women were popular at the turn of the 20th century as a way for women to congregate and learn about world affairs, cultural activities, or the traditional skills of that time, such as sewing and quilting. There were few cultural activities and little entertainment for women outside the home at that time. Also, transportation was limited so it was not uncommon for a group of women of a similar interest, living in the same neighborhood, to get together and form such groups.

Arcadia de Baker originally donated property at 11th Street near Santa Monica Boulevard for the Club building, but the women decided the Fourth Street site was more appropriate. With Mrs. De Baker's permission, the donated property was sold and the profits used toward buying the Fourth Street location for \$2,600. The husband of one of the Club's members, Henry C. Hollwedel, was an architect who designed and supervised the construction without charge. He also designed the old Henshey's Department Store and the Majestic (later the Mayfair) Theater in Santa Monica.

Through the years, the Club sponsored entertainment events and a range of public service activities. Early on, the women worked to circulate petitions to get signatures for a school bond initiative on the ballot. In 1907, the women established a San Francisco earthquake disaster fund. In 1917, the Red Cross held classes there and groups of women met to sew, knit, and wrap bandages for the U.S. troops. They also sold war bonds during World War I. Meetings were suspended in the fall of 1917 due to a flu epidemic.

During the Depression they cooked meals and collected groceries and clothing for needy families. In the beginning of World War II, the Club members hosted dances every Saturday night for 18 months, entertaining between 15,000 and 20,000 servicemen. Civil Defense classes were held at the clubhouse and it served as a recruiting station for the WAVES (Women Accepted for Volunteer Emergency Service in the U.S. Navy).

Later the clubhouse became the site of various musical events with its spacious rooms and grand piano. Through the efforts of club members, many popular musical groups of the day appeared there for affordable prices so the public could attend. Pageants, card-playing, dancing, and dinners were common.

Join with other members of the Conservancy at the Santa Monica Bay Woman's Club at 1210 Fourth Street (near the corner of Wilshire and Fourth Street). The event will include a short business meeting, board elections, a talk about the building and its history, followed by refreshments. Only Conservancy members may attend. Encourage your friends and neighbors to join. Since this historic building has not yet been rehabilitated, there is no elevator to the second floor. So, unfortunately, access for those with wheelchairs or those who have walking difficulties will be problematic. Parking is available in the adjacent city parking structure.

To RSVP or for more information, call (310) 496-3146 or email rspv@smconservancy.org. Source: City Planning Division, Community and Economic Development Dept. Memo 1991

SORRY ABOUT THAT!

In our last issue, the caption that accompanied one of the photos from the Santa Monica Public Library Image Archives was incorrectly identified as the camouflage covering of the Douglas Aircraft Company in our previous issue. That photo was actually the new Main Library under construction.



Construction of the new Main Library, 601 Santa Monica Blvd. photographed by Cynni Murphy, March 28, 2005 (Santa Monica Public Library Image Archives #M235)

LANDMARKS BUS TOUR

Thanks to the staff at the Fairmont Miramar Hotel for again providing our tour participants refreshing drinks, a rest stop, and a look at the landmarked Moreton Bay fig tree in the hotel courtyard. The bus tour of historic landmarks in Santa Monica will be offered again in April, 2007.

Do you know where this is in Santa Monica?

SEE EDISON'S MOVIE OF THE MCCLURE TUNNEL IN 1898!



As the tunnel is approached, the track on the left leads to the original Santa Monica Pier and the track on the right leads into the tunnel.



The towers of early bath houses can be seen when emerging from the tunnel.



Heading north up the coast from the tunnel, the tracks follow the path of today's Pacific Coast Hwy. with the distinctive cliff towering above on the right.

Of course it wasn't called the McClure Tunnel then but in 1898 a cameraman from the Edison Motion Picture Company strapped himself to the front of a locomotive and took some incredible early footage of Santa Monica.

The trip on the railroad only lasts 50 seconds but replicates the same experience we know today traveling from the Santa Monica Freeway through the dark, curving tunnel and emerging into the brilliant light of the Pacific Coast Hwy.

The Southern Pacific line ran westerly in the ravine, through a right-curving tunnel to the beach, and then north along the bottom of the cliff. The railroad led to the "Long Wharf," near the current Entrada Drive. Eventually, the state Division of Highways controlled the right-of-way and it has been part of the "Coast Highway" ever since.

The tunnel was converted to automobile use and is in exactly the same spot as today's tunnel at the west end of Interstate 10, the Santa Monica Fwy.

Thomas Edison's photographer visited California in 1897 and 1898 with his motion picture camera, and made a number of short films to demonstrate the invention and help promote travel to Southern California. The film was apparently made for or obtained by Southern Pacific, from whom it eventually made its way to the collections of the Library of Congress.

See the movie online at the website:
<http://users.snowcrest.net/marnells/wharfline.htm>

WINTER OFFERS A VARIETY OF PRESERVATION EVENTS AND LOTS OF FUN THINGS TO DO



PRIVATE HOMES AND ART COLLECTIONS OF HISTORIC NORTH CAROLINA

Dates: April 20-26, 2007
National Trust Tours

Call: 1-800-944-6847 to register by credit card

Explore North Carolina's rich cultural and artistic heritage and breathtaking scenery. Tour the newly-opened Nasher Museum of Art (Duke University) and private homes of genteel Greene County and the Blue Ridge foothills; meet a master glass artist in his studio in historic Winston-Salem; take a private tour of the renowned Penland School of Crafts in the Smoky Mountains; and spend an afternoon at the legendary Biltmore Estate. For questions and registration, email tours@nthp.org. Include your mailing address for a brochure to be sent.

Cost: \$3,195 land arrangements; \$695 single supplement; \$750 deposit.

www.nationaltrust.org



INTERSECTIONS OF SOUTH CENTRAL: PEOPLE AND PLACES IN HISTORIC AND CONTEMPORARY PHOTOGRAPHS

Dates: November 16, 2006-April 28, 2007
California African American Museum
600 State Drive, Exposition Park, Los Angeles
Call: 213-744-7432

A unique photography exhibit that interprets the changing landscapes of South Central L. A. since the 1920s, featuring historic photographs from the archives of the Automobile Club of Los Angeles, the Los Angeles Sentinel and California Eagle newspapers, the L.A. Unified School District archives, the Harry Adams collection at Cal. State Northridge, and the Huntington Library. Seven prominent African-American photographers revisited the landscapes depicted in the historic pictures to photograph what now occupies these sites.

Free admission. Parking \$6 (enter at 39th & Figueroa)

www.caamuseum.org



CALIFORNIA MISSION ART OF JO MORA

Dates: June 23 - December 31, 2006
Mon. - Sat.: 9:30 am - 5pm; Sun.: 10:30 am - 5pm
Mission San Carlos Borromeo
3080 Rio Road, Carmel, CA.
Call: 831-624-1271

This exhibit features the historic Mission-themed art work of Uruguayan-born Joseph Jacinto "Jo" Mora (1876-1947), including his masterpiece, the Father Junipero Serra Cenotaph, a monument to a deceased person whose body is located elsewhere. Also featured--rarely seen drawings and watercolors Mora created as he explored the California Missions on horseback in 1903.

Admission to the Mission: \$5 for adults, \$1 for children aged 6 to 17, and free for children under 5.

www.ca-missions.org



16TH ANNUAL UNA DE LAS POSADAS

Date: Saturday, December 16, 5:30 - 8:30 pm
Santa Barbara Trust for Historic Preservation
Presidio Chapel & Casa de la Guerra
123 E. Canon Perdido St., Santa Barbara, CA
Call: 805-568-1999

Las Posadas (The Inns) is the time-honored reenactment of Joseph and Mary's search for lodging in Bethlehem as it was once celebrated in Early California and continues to be observed throughout Mexico. The public is invited to participate in this rich cultural tradition, experiencing first-hand the way in which our city's Spanish founders celebrated Christmas in the eighteenth century.

Free to the public.

www.sbthp.org



12TH NIGHT DINNER IN HISTORIC RIVERSIDE HOMES

Dates: Fri., Jan. 5 & Sat., Jan. 6, 2007, 6:30 - 8:30 pm
Old Riverside Foundation, Riverside, CA

Call: (951) 683-2725 for reservations

An elegant four-course progressive dinner in some of the Heritage Square Historic District's most illustrious vintage homes. Entertainment and food and drink similar to what the Victorians ate. Horse-drawn carriage rides between houses. Space is limited, reserve early.

Tickets: \$85 each

www.olddriverside.org



EVENING HOLIDAY TOUR AT HOMESTEAD MUSEUM HOUSES

Date: Sat., Oct. 20
Date: Sun., Dec. 17, 4:00 - 8:00 pm
Homestead Museum, 15415 E. Don Julian Rd., City of Industry, CA
Call: 626-968-8492

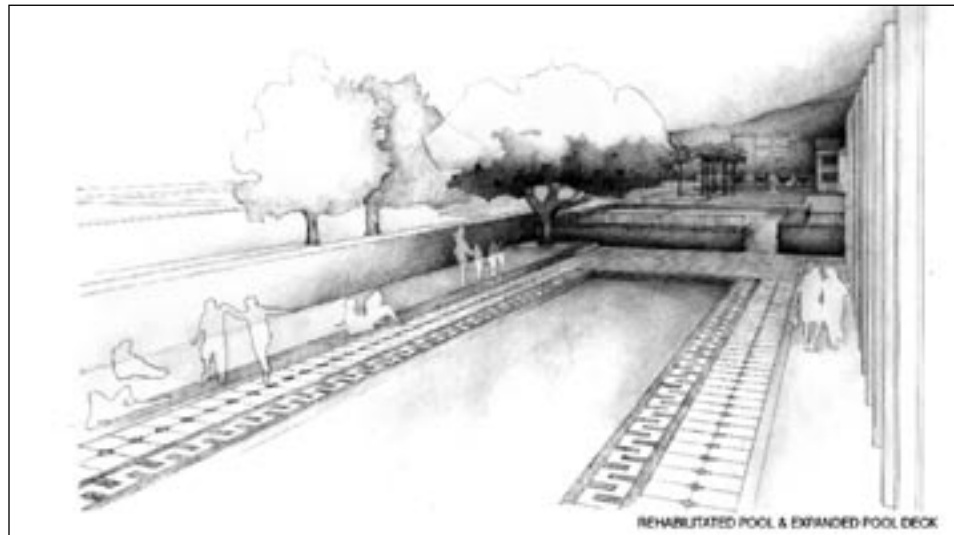
Enjoy period decorations by moonlight at the 1870s Workman House constructed around an 1840s adobe and a 1920s Spanish Colonial Revival mansion at this 6-acre site. Tours focus on how Christmas celebrations in southern California have changed from the 1840s through the 1920s. Followed by cider and sweets in the Museum Gallery.

Cost: \$5 for adults; \$3 for seniors, students, children 2-12; free for children under 2.

www.homesteadmuseum.org

415 PCH: THE ROAD AHEAD

by Libby Carolson, Exec. Assistant, SM Department of Community & Cultural Services



The sun shines brighter each day on 415 Pacific Coast Highway. A lawsuit filed by the Palisades Beach Homeowners Association and a neighbor was dismissed on November 3rd, paving the way for the public beach club project to roll full steam ahead. The design development drawings have been completed and the City's Landmarks Commission has

approved the colors and materials for the site. The California Coastal Commission will consider the project's permit application on November 16, and Santa Monica City Council will consider approval of construction contracts within the next several months.

City staff is finalizing the operations plan,

including hiring a full-time site administrator who is scheduled to come on board in May 2007. Staff also continues to make progress with CalTrans on the traffic signal proposed for the site. The project team is looking forward to kicking off construction with an official groundbreaking ceremony in late Spring 2007.

Sited on five acres of beachfront property in Santa Monica, the public beach club will have event, meeting and recreation space to provide the ultimate "day at the beach" experience. The club will also provide important links to the past by highlighting the site's history and its connection with the dynamic natural environment around it.

This project is funded by a generous grant from the Annenberg Foundation at the recommendation of Wallis Annenberg and in partnership with the City of Santa Monica and California State Department of Parks & Recreation. Additional funding is provided by the U.S. Department of Housing and Urban Development.

For project updates, including site plans and other documents, please visit 415pch.smgov.net. To be added to the project mailing list, please send an email to libby.carlson@smgov.net, or call 310-458-8310.

SANTA MONICA CONSERVANCY NEW MEMBERS

Ingrid Agre
American Cinematheque
Wendy Asher
Cindy Asner
Aisha Ayers
Lucy A. Baddeley
Baldwin & Co.
Julie Berger
Peter Betts
Jane Bryson
Nicole Brzeski
Laura E. Burkett
Catherine Butterfield
Wendy Stretton and Matthew Carlson
Cosette Case
Fiona Crosbie-Mahon
Nancy Desser
Jane Hall and Richard Doyon
Dana Ehrlich
Pat Evanz
Mary Fenstermacher
Michael Folonis
Harriet Foster
Laurie Foy

Thomas Fuller
Dena and David Ginsburg
John Goeman
Robert Gonzales
Anh Gurfield
Roger Haft
Gina Handsberry
Sharon Hearn
R. and L. Hensley
Mary J. Hewitt
Susanne Jacobson
Louise Jaffe
Alison R. Jefferson
Christopher Jervey
Kenny Kahn
Elizabeth Kanski
Timothy Kittleson
Richard Kletter
Kathy Knight
Wendy and Melvyn Kohn
Kathleen Losey
Margarete May
Susan and Kevin McCarthy

Dr. and Mrs. H. Reed Metzger
Ethan Nadelmann
Joe A. Newman
Sara R. Nichols
Kay Pattison
Paul Pitsker
Susan Potter
Mary Ann Powell
Stephen and Devon Purvis
Joan I. Reese
Robert Sevy
Betty and Stanley Sheinbaum
Scott Spell
Deborah Starr
Colin Summers
Tina Vartanian
Venice Historical Society
Marc Wanamaker
Jesse Weinberg
Wendy Wendlandt
Nelson White
Linn and Dave Wile
Beatrice and Irving Zeiger

Get in touch with Santa Monica's past
DOWNTOWN WALKING TOUR UNCOVERS SM HISTORY

by Carol Lemlein



Juniper Building (1912), Third & Santa Monica Blvd. shown left, in the 1920s and right, as it looks today. Left photo from the Santa Monica Public Library Image Archives, right photo by Dick Orton

On a sunny Saturday morning in March, 2007 a group of people will gather at the Rapp Saloon to begin the first ever Santa Monica Conservancy Downtown Walking Tour.

Open to SMC members, residents and even tourists, regularly scheduled guided tours of our downtown will be held Saturday mornings at 10 a.m., and last approximately an hour and a half.

Our downtown district has a rich and colorful past, full of interesting characters and remarkable buildings many of them still around if one knows where to look. And that's just what the tour will do. For instance...

Take a closer look at the building now housing the Gap at Third Street and Santa Monica Boulevard. This structure is virtually unchanged since the 1920s, nearly a century ago!

According to the Historic Resources Inventory, it was built in 1922 and originally called the Juniper Building, after Alexander Juniper, a former mining man who built several business "blocks" in Santa Monica.

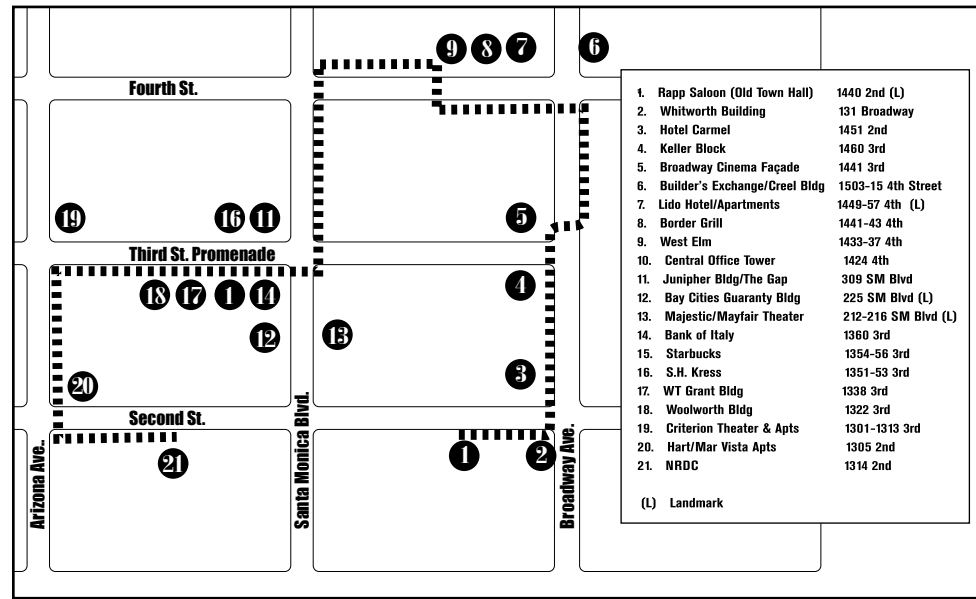
But the Conservancy's own Downtown Walking Tour researchers have uncovered a much more interesting history. The original

Juniper Building was designed and built by Ye Planry Building Company in 1912. It was hailed as the most modern commercial building in the area, with steam heat and vacuum cleaning as well as the first elevator included in a Santa Monica office building. Further, it demonstrated confidence in the older portion of the business section at a time when many believed that new development would all be to the south toward Venice.

Our 1927 picture of the building shows an Owl Drug Store in the prime corner location. Owl, which originated in San Francisco in 1892 and was eventually purchased by Rexall Drugs, was known for aggressive pricing and dispensing medicine, pills and soda in its own distinctive cobalt blue and clear bottles. These bottles are now very sought after by collectors.

Not quite so visible in the picture, but evident even today (between the second and third stories near the corner), are the eyehooks which anchored the cables supporting power lines for the trolleys which ran on Third Street and on Santa Monica Boulevard.

This is just one example of the wonderful nuggets of history resulting from the research being done by our Downtown Walking Tour research team - Ursula Kress, Ruthann Lehrer, Carol Lemlein, Kara Litzelfelner, Dick Orton and Nelson White with assistance from Rosita Mal at the Santa Monica Historical Society. Anyone having additional information about this building - or any other in the four-block area to be covered by the tour (between Broadway and Arizona and Second and Fourth Streets), please call Carol at 310-450-3741.



The Juniper was a very impressive, three-story, steel-framed building in a traditional Beaux Arts style. It was constructed of white glazed brick with terra cotta accents in the cornice. Four stores were located on its ground floor and 34 offices in its upper stories. It was designed to be expanded by two additional floors, and in 1925, noted architect A.C. Martin added a fourth story while preserving its distinctive architectural features.

Walk the walk
DOCENT TRAINING BEGINS IN JAN.

by Carol Lemlein



Carol Lemlein & Ursula Kress check out the plaque on the Rapp Saloon on 2nd Street. Photo by Dick Orton

BE PART OF THE FUN: DOCENT TRAINING BEGINS IN JANUARY

- Would you like to learn more about Santa Monica's history as told through its historic buildings?
- Do you like meeting people and sharing good stories?

If so, consider joining our new docent training program, scheduled to start in January 2007.

The guided tours will be held Saturday mornings at 10 a.m., and last approximately an hour and a half. A grant from the City has funded production of a walking tour brochure and marketing materials.

Six classes will be offered that will cover Santa Monica's history, the people who influenced its development, its architectural

history, its landmark buildings, and practice tours for becoming a docent. Trainees will learn about our first city halls, pioneering commercial buildings, our early theaters, and our first skyscraper. The commitment for leading these tours is estimated at approximately four to six times a year.

"I love being a docent," says Marcello Vavala, SMC Secretary, Board Member and long-time docent for El Pueblo in Los Angeles. "It's a great feeling to share your knowledge and bring alive the history and architecture of these everyday places. It really brings new meaning to people's perception of the area."

Join us. To volunteer or ask questions, contact Carol Lemlein at 310-450-3741 (lemlein@aol.com).



The Veterans Memorial, erected in 1999, consists of six granite columns representing the five U.S. military branches. The columns are situated so that at 11:11 am on November 11th each year, shadows from the columns perfectly align with marble inlays across the adjacent path that incorporate the seals of each branch. This photo shows the Memorial at sundown.



VOLUNTEER PROFILE
KITTY BARTHOLOMEW
 by Judy Parsons

Kitty Bartholomew loves living in Santa Monica. Passionately. She points to the city's diverse population and architecture, a community that boasts small shops, a town that encourages neighborhood walking, a place where homes feature porches. To Kitty, there is nothing better than sitting on a porch. In fact, the cover of her book *Kitty Bartholomew's Decorating Style* features her sitting on a neighbor's "very homey" porch.

The designer/decorator, author, motivational speaker, marathon knitter and television celebrity has been an energetic member of the Santa Monica Conservancy for several years. It was a stroke of luck that she found out about the organization while interviewing the daughter of one of the founding members (Doris Sosin) on her television show "Kitty Bartholomew, Your Home." And that chance meeting and her interest in preservation, brought Kitty to the Conservancy.

Kitty brings enthusiasm and vitality to the Conservancy's special events committee. Kitty and a troupe of helpers "threw" together great decorations and marvelous foods in Anne Troutman's home. formerly one of Santa Monica's oldest churches.

This petite dynamo appreciates the city's founders and the city they built. She likes how they laid out the city, the trees that were planted, and the bungalows that they built. "I think I waited all my life to live in a city like Santa Monica."

Santa Monica is lucky - Kitty found her and made it her home.



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LOOK WHAT'S INSIDE!

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P.O. BOX 653 SANTA MONICA, CA 90406-0653

PALISADES PARK AND THE MOVIES:

Screening, Book Signing and Touring

For many decades Santa Monica's scenic Palisades Park along Ocean Avenue has been a favorite destination for joggers, strollers, picknickers, and of course, moviemakers. On Sunday, February 11, from 2:00 – 5:00 pm, two weeks before the Academy Awards, Fandango publicist, author, and SMC member Harry Medved will lead us on the local cinematic path of stars like Humphrey Bogart, Lee Marvin, Spencer Tracy, Nicole Kidman, Jamie Foxx, Michelle Pfeiffer, Bruce Willis and John Travolta.

It all starts in the Malibu Bungalow at the historic Fairmont Miramar Hotel (101 Wilshire Blvd. at Ocean Avenue), where we'll screen historic clips of Santa Monica-based movies, including films shot at the Miramar itself. Following the clips, Medved will sign his new book, *Hollywood Escapes: The Moviegoer's Guide to Exploring Southern California's Great Outdoors*. Available at the event for \$19.99, Medved will donate all proceeds from the book sale to the Santa Monica Conservancy.

The guided walking tour of the locations seen in clips, including a number of locations



from Oscar-nominated films, will begin at 3:30 pm from the Miramar and continue along Ocean Avenue.

Attendance is free & open to the public. RSVP by phone (310) 496-3146 or by email to rsvp@smconservancy.org.

WHAT THE CRITICS SAY...

What a neat book! ...If you want to know which movies were made on each particular beach and cove in Santa Monica and Malibu... this is the book for you.

Hollywood Escapes is fun to browse, whether you're planning day trips or just want to experience Southern California's multitudinous movie locations vicariously from your armchair."

—Leonard Maltin



"A perfect blend of show biz lore and wanderlust...as an ultra-engaging mix of film and the great outdoors, *Hollywood Escapes* allows us to re-experience, in the flesh, the great escapism that movies provide."

—Brad Schreiber,
Entertainment Today