

Our City,  
Our Story

SAN DIEGO HISTORY CENTER



# the **TIMES**

NEWSLETTER FOR SAN DIEGO HISTORY CENTER



Two works by Charles Reiffel: *Mountain Rancher* (left) and *Waterfront Activity* (right).

## Our Mission

San Diego History Center is dedicated to helping people of all ages learn about, and enjoy, the history of San Diego and to appreciate how our past, present, and future are interrelated.

THIS  
COLLABORATIVE  
EXHIBITION  
OPENS  
NOVEMBER 10

## Reiffel: An American Post-Impressionist

*Today, Charles Reiffel (1862-1942) has earned his place in the hearts of San Diegans for his landscape paintings of the region; though, during his career, his murals were not well received by the city's critics.*

The San Diego Museum of Art (SDMA) and San Diego History Center (SDHC) hope to further elevate the artist's standing with a new exhibition, hosted collaboratively at both museums, titled *Charles Reiffel, An American Post-Impressionist*. The joint exhibition will open November 10 and feature approximately 90 of Reiffel's original landscape works, including many sketches made early in his career.

Born in Indianapolis, Reiffel traveled throughout North Africa and Europe, where he honed his skills studying under notable artists like Carl von Marr at the Munich Academy. Upon his return to the United States, he began to exhibit and win awards for his paintings. He moved to San Diego in 1925, where he would produce the majority of his work.

Reiffel's San Diego landscape work, while impressive in scope and quantity, was considered by many locals to be too modern. Additionally, the Great Depression had squandered the market for art, and Reiffel, like many artists, supplemented his income by producing art for the Works Progress Administration.

Reiffel died in San Diego on March 14, 1942, one month before his 80th birthday. An exhibition intended as a celebration of his birthday became, instead, a memorial tribute. The exhibition *Charles Reiffel, An American Post-Impressionist* at SDHC and SDMA will be the largest, most comprehensive exhibition of Reiffel's work since then.

• *Matthew Schiff, Marketing Director*

FROM THE  
ACTING  
EXECUTIVE  
DIRECTOR



## Annual Report to Our Members

*The History Center's fiscal year ended June 30. Although the year was one of both challenge and transition, it was also a year of progress and accomplishment.*

Here is a snapshot of some notable achievements that demonstrate mission fulfillment and community service:

- Over 100,000 visitors to our two museums – Balboa Park and the Serra Museum
- 130 public programs and presentations attracting nearly 15,000 attendees
- Over 10,000 children served in our school and family programs
- 2,000 Research Library patrons and more than 2,000 remote research transactions
- A dozen feature articles in local media
- More than 450,000 website visitors – more than 1,000 per day
- Facebook Friends increase from 800 to over 2,000
- *History Center NOW!* monthly e-newsletter launched
- Six new board members appointed
- Exhibition planning grants for three major new exhibitions and a new interpretive plan for the Serra Museum
- A total of \$640,000 in corporate, foundation, and government grants
- 700 attendees and net revenue of over \$100,000 at our annual Makers of History Gala
- A total of 1,500 members, of which 213 are new

Finally, the History Center's year-end balance sheet is healthy due in large part to the generous contributions and pledges of our Sustaining Council.

As we head into a new fiscal year, we look forward to greater community engagement, enhanced public programs, and the opening of three major exhibitions: Charles Reiffel, a collaboration with The San Diego Museum of Art; a comprehensive exhibition on the U.S. Navy/Marines; and *INGENIOUS! The Story of Innovation in San Diego*.

We thank you, our members, for your past and continued support and encourage you to give to our Annual Fund.

- *Charlotte Cagan, Acting Executive Director*

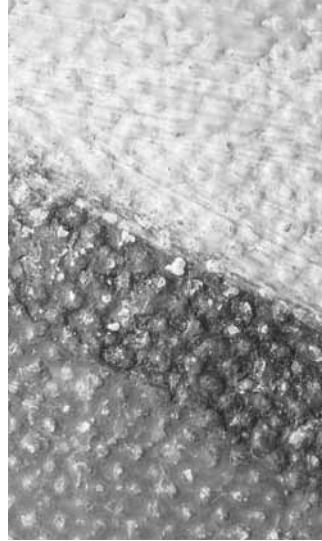
**Hours**  
**San Diego History Center**  
Daily, 10am-5pm

**Library**  
Wed-Sat, 9:30am-1pm

As of October 1, the  
Research Library will be open  
Mon-Fri, 9:30am-1pm

**Junipero Serra Museum**  
Sat-Sun, 10am-5pm  
and groups by appointment

SAVE THE  
DATE  
Annual Member  
Meeting  
November 28, 2012  
5:30pm



Left: Margaret (Margot) King Rocle (1893-1981), *Celery*, 1933.  
Right: A closer look at an area in need of restoration on *Celery*.

## Landscapes Rediscovered

*On September 7, SDHC opened a small exhibition within the Local Treasures Gallery titled Landscapes Rediscovered: Depression-Era San Diego Paintings. For over 70 years, the paintings on display had been in various public buildings and were then moved, rehung, stored, and hung again. Over time, they accumulated signs of wear and tear that will be visible to visitors, which is our intention. Why? To build appreciation, enhance education, and assist in the conservation of these significant San Diego works of art.*

One of the most notable paintings on exhibit, titled *Celery* by Margot Rocle, is also one of the most blemished. From a distance, the painting appears to be in good shape, but upon closer examination, several compromised areas will be apparent to the viewer. For example, if one looks closely at the shovel handle held by the picker in the right foreground, one can see fading near the top of it by his left shoulder. The Balboa Art Conservation Center (BACC) – the organization responsible for the condition reporting of these pieces of art – surmises that this happened as a result of improper reframing techniques and poor conservation in the past. At some point, someone removed the frame, cut the canvas off its original stretcher, and reattached it to another. Canvas is a stitched material, and as the tension of the fibers expands and contracts, the paint pops off the stitching, creating very small holes in the paint. With enough holes in one area, that space begins to look faded. Additionally, previous attempts to repair this area used paints of different acidity, and the change of pH levels further damaged the original paint.

Despite their external imperfections, several notable works of art from San Diego's best landscape and *plein air* painters are showcased in *Landscapes Rediscovered* in the hopes that visitors will connect with a particular painting and assist in its preservation. The History Center's goal is to elevate the importance of these artists in the public eye and convey the fact that these artistic pieces of history are worthy of conservation and preservation and represent our community's shared past.

• *Matthew Schiff, Marketing Director*

*San Diego History Center has a new monthly e-newsletter packed with our latest news, programs, events, and history trivia. To sign up for History Center NOW! go to [www.sandiegohistory.org](http://www.sandiegohistory.org).*

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### The Times Newsletter

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INFORMATION ABOUT  
SDHC MEMBERSHIP  
BENEFITS, VISIT  
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## New Benefits Add Value to Your Membership

### *All Members to Receive the Journal of San Diego History*

Starting on January 1, 2013, all active members at the new Basic (\$45) level and above will receive the *Journal of San Diego History*. This periodical has been published since 1955, and support from members like you has made it the city's longest-running chronicle of history. San Diego History Center will be phasing out the Senior, Student, Military, and Individual levels to make way for the new level.

### *Your Membership Will Take You Places*

Do you love to visit other museums when you travel? San Diego History Center is now offering two great benefits for our Associate (\$100) level members and above. As an upper-level member, you are able to take advantage of reciprocal benefits around the country through the Time Travelers network and the North American Reciprocal Museums. If you're visiting a history museum in Topeka, or an art museum in Seattle, your History Center membership may entitle you to free admission, store discounts, and more.

Upgrade your membership today to start taking advantage of these new benefits. Call (619) 232-6203, ext. 102, or email [membership@sandiegohistory.org](mailto:membership@sandiegohistory.org).

• *Jessica Schmidt LaFave, Membership and Development Manager*

## Planned Gifts Help to Support San Diego History Center

Charitable giving supports San Diego History Center and offers potential tax advantages to the donor. Planned gifts provide deferred, but irrevocable benefits to the History Center. We will be happy to provide you with information on Charitable Remainder Trusts, Wills or Living Trusts, and Reserved Life Estates. We can also work with you to help structure gifts of securities, life insurance, and real estate.

San Diego History Center is dedicated to preserving and sharing our growing historical collections and extensive archives with our community. But we can't do it without your help. Your support has never been more important to the future of the History Center.

For more information, visit [www.sandiegohistory.org/giving\\_opportunities](http://www.sandiegohistory.org/giving_opportunities).

## Remembrances

### *John Tamlin Holland Redfern*

July 6, 1926-May 31, 2012. John Redfern was a longtime volunteer and member of San Diego History Center. As a volunteer for over 30 years, he worked to preserve the photo collection at San Diego History Center with its curator and his longtime friend, Larry Booth. John was also a gifted photographer who exhibited his work locally. He is survived by his wife Abigail, three children, and six grandchildren.



### *Elsa Marston Pettit*

August 10, 1913-June 11, 2012. Elsa Marston Pettit, or Doonie, as she was known to her friends, was the granddaughter of San Diego merchant, philanthropist, and San Diego Historical Society founder George W. Marston. Elsa had many interests, including anthropology, gardening, and sewing. Elsa is survived by four children, 13 grandchildren, and 12 great-grandchildren.



Left: Kiyo "Parker" Tsuida Uda, Hideko "Bubbles" Tsuida Shimasaki, Masayoshi "Mas" Tsuida, and Masaharu "Fatty" Tsuida attend a *TUNA!* reception sponsored by the Japanese American Historical Society of San Diego. Photo by Dr. Ken Miyamoto.

HAPPENINGS  
AT SAN DIEGO  
HISTORY  
CENTER



Above: Two aspiring young fishermen test their strength on the interactive pole activity in the *TUNA!* exhibition.



Left: Thalia Considine (center) poses with Tom Fetter, Tim Considine, and Alan Johnson at the Serra Museum reception. Mrs. Considine also attended the dedication of the Serra Museum when it opened to the public in 1929. Mr. Johnson is the grandson of Serra architect William Templeton Johnson.



Above: Suzanne Lawrence; Mike Nelson, Executive Director of the San Diego River Conservancy; and Stacey LoMedico, the City of San Diego's Park and Recreation Director, attend a reception at the Serra Museum to learn more about interpretive plans for the site.



Above: Longtime members Ed Streicher and Joanne Hickey attend the reception at the Serra Museum.



Right: Dr. Iris Engstrand was honored by the Patrons of the Prado as Volunteer of the Year with San Diego History Center. Left to Right: Iris Engstrand, Tom and Jane Fetter, and Charlotte Cagan. Photo courtesy of La Jolla Light.

## Contributions to San Diego History Center

*San Diego History Center gratefully acknowledges the following organizations and individuals for their support. Gifts and memberships are from the 2012 Fiscal Year (July 2011 to June 2012).*

### **Gifts of \$100,000 and up**

*Energy Efficiency and Conservation  
Block/City of San Diego*

### **Gifts of \$50,000 to \$99,999**

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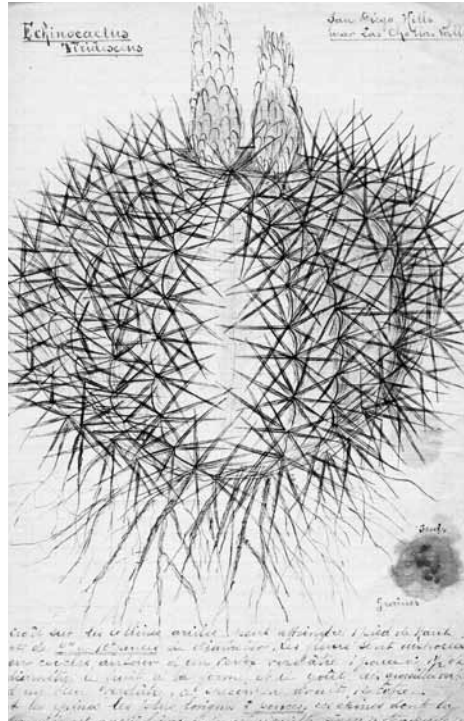
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Left: Sticky Monkey Flower drawn by Fernando Dutilleul, 1912 (MS 268).



Right: Echinocactus Viridescens drawn by Fernando Dutilleul, 1912 (MS 268).

## Project Update: Enhancing Access to the History of San Diego and the Border Region

In March 2011, the History Center began a two-year grant project awarded by the Council on Library and Information Resources (CLIR) Hidden Collections Program to create finding aids for 133 of our archival collections.

Now in its second year, we have over 60 finding aids available for access on our project's webpage ([www.sandiegohistory.org/enhancingaccess](http://www.sandiegohistory.org/enhancingaccess)) and at least another 30 awaiting final review. We continue to actively process and create finding aids for our remaining collections, uncovering more hidden gems of our history.

The 133 collections comprise diverse artifacts from San Diego's history, including accounts of local German community organizations, such as the Turners; administrative records for the Panama-California Exposition; elaborate color illustrations of flora found in the Mission Valley area in 1912; and unique ephemera and periodicals from the Chicano and anti-war movements of the 1960s-70s.

We also recently processed a significant collection of 48 personal diaries from San Diego's first female physician, Charlotte Baker. Her diaries span 52 years and include first-hand accounts of the 1906 San Francisco earthquake and resulting fire, the victory for women's right to vote in California in 1911, and the local impact of World War I.

Stay tuned for more updates and access to new collections on our webpage [www.sandiegohistory.org/enhancingaccess](http://www.sandiegohistory.org/enhancingaccess).

• Stephanie Mirkin, Project Archivist

## Featured Collection Items from the 1915 Exposition

Here are two of the many items we have in our Object Collection from the 1915 Panama-California Exposition.



Above: Gold Medal from the 1915 Panama-California Exposition.

"Grants Hygienic Crackers" were produced by the Hygienic Health Food Company of Oakland, which claimed they relieved "constipation, indigestion, dyspepsia, and sour stomach." There were attempts to prove misrepresentation of the beneficial effects of the biscuits, but nothing came of it, and their adverts continued to print glowing accolades from customers.



Above: Souvenir "Lucky Penny."

Made from brass, it is typical of the many souvenirs on sale at the Exposition.

## SAN DIEGO HISTORY CENTER

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HISTORY CENTER!  
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COMMUNITIES.



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at San Diego History Center and  
the Junípero Serra Museum.

*Great dates still available!*  
(619) 232.6203, ext. 109  
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*For more information about events or to make a reservation, call (619) 232-6203, ext. 129, or visit us online at [www.sandiegohistory.org/calendar](http://www.sandiegohistory.org/calendar). All events held at San Diego History Center in Balboa Park unless otherwise noted. Programs are subject to change or cancellation.*



### Calendar of Events

#### September

- 12 San Diego History 101, Part 1, 10am, \$8/\$10
- 17 History for Half Pints: Patches of History, 10am, \$5 adult/child pair
- 18 Tank by Tank Tour, Birch Aquarium, 10:30am, \$20/\$25
- 19 San Diego History 101, Part 2, 10am, \$8/\$10
- 21 History Trivia Smackdown, 6pm, Free/\$5
- 22 New Member Mornings, 9am, by invitation
- 23 Kid's Tuna Talk Storytime, 1pm, \$5 adult/child pair
- 26 San Diego History 101, Part 3, 10am, \$8/\$10
- 28 WPA Murals Talk & Tour with Seth Mallios, SDSU Library, \$10/\$15

#### October

- 2 Lecture: Women Trailblazers of California, 6pm, free (members)/\$5
- 9 Serra Serenade: Dinner/Concert with Odeum Duo, Serra Museum, \$25/\$30

#### October

- 11 Lecture: How Local Politics Shape Federal Policy with Sarah Elkind, 6pm, free (members)/\$5
- 15 History for Half Pints, 10am, \$5 adult/child pair
- 18 Book signing: Piercing the Veil: SD Haunted History with Charles Spratley, 6pm, free (members)/\$5
- 20 National Archeology Day activities, Serra Museum, 1-3pm, free with admission
- 25 History Trivia Smackdown, 6pm, Free/\$5
- 27 Beyond the Grave Tours, Mount Hope Cemetery, 1-3pm, \$10 general

#### November

- 8 Charles Reiffel Retrospective Exhibition Opening, 5:30pm
- 12 Serra Serenade: Dinner/Concert with Many-Strings, Serra Museum, 5:30pm, \$25/\$30
- 15 Tuna Casserole Recipe Swap, 6pm, \$5/\$10
- 19 History for Half Pints, 10am, \$5 adult/child pair
- 27 History Trivia Smackdown, 6pm, Free/\$5