



The Marines have landed!

Military artifacts from exhibition partners arrive at the History Center

MARINES FROM MARINE CORPS BASE CAMP PENDLETON DELIVER HUMVEE TO THE HISTORY CENTER.

On March 5, Marines from the Marine Corps Mechanized Museum, Camp Pendleton, and the Flying Leatherneck Aviation Museum, MCAS Miramar, delivered a Marine HMMWV (Humvee) to the History Center. The 12,000-pound de-militarized vehicle, with a .50 caliber machine gun (the "Ma Deuce"), is one of many significant artifacts featured in the new exhibition *Presidio to Pacific Powerhouse: How the Military Shaped San Diego*.

The exhibition is an unprecedented 10-site collaboration of museums and military facilities throughout the county. The exhibition footprint is vast, with the hub at the History Center and exhibition artifacts linked to each partner site. Visitors to all sites receive a Tour of Duty passport as a guide for navigating exciting exhibitions.

Additional loaned objects illustrate the compelling story of the military presence in San Diego including a first-generation drone from the Flying Leatherneck Museum, MCAS Miramar; Navy SEALs gear from the Coronado Museum of History and Art; a scale-model Atlas Missile from the San Diego Air & Space Museum; and a suspended, scale-model of a Global Hawk from presenting sponsor Northrop Grumman. Presenting sponsor Cubic Corporation has loaned advanced training simulators, installed in our entry gallery.

This engaging and educational exhibition offers an unforgettable experience for visitors through December 2014.

MATTHEW SCHIFF, MARKETING DIRECTOR

Our mission

The San Diego History Center tells the diverse story of our region - past, present and future - educating and enriching our community, preserving our history and fostering civic pride.

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Fostering collaboration

The annual Makers of San Diego History Award is a visible and festive manifestation of the public service mission of the San Diego History Center. As a significant civic institution, we tell the stories of San Diego's diverse communities, and we celebrate our region's remarkable heritage. Most important, we highlight what makes our region unique and its emerging role in the 21st century.

There is no more fitting honoree of this award than the U.S. Military in San Diego, whose presence has influenced, and in some cases shaped, every aspect of our political, economic, and social development. *Presidio to Pacific Powerhouse* presents this comprehensive narrative in a stunning exhibition to the entire San Diego community.

The History Center is dedicated to fostering community and collaboration. There is no better

EXHIBITION COMMITTEE MEMBERS.

example of our intentions than this exhibition, which encompasses nine other satellite exhibits and was planned under the careful stewardship of a community advisory committee of active and retired military officials and representatives from the participating exhibition sites. The result of this fruitful collaboration is a greatly enriched exhibition with shared display artifacts, enhanced community visibility, and shared audiences. We are grateful to all committee members for their invaluable assistance and ask that you join us in acknowledging their fine work.

CHARLOTTE CAGAN, EXECUTIVE DIRECTOR



CELEBRATE THE PAST, PRESENT, AND
FUTURE OF FASHION ON FRIDAY, JUNE 6.

Fashion: Past, Present, Future

Join us Friday, June 6, 2014, 11:00 a.m. – 1:00 p.m., at the House of Hospitality for our *Fashion: Past, Present, Future* Luncheon. Fashionistas will enjoy a feast of fashion, with proceeds benefiting our 7,000-piece historic clothing collection, the most significant collection on the West Coast.

Event Chair Patricia O'Connor, founder of Fashion Careers College, presents a highly anticipated event showcasing historic garments from the History Center's collection, as well as favorite fashions worn by ten women of fashion distinction in our community, progressing to a live fashion show produced by Tanya McAnear's Bad Madge & Company, offering the newest and trendiest fashion apparel. Get a peek into the future of fashion with participation from local fashion design students and graduates from San Diego's fashion schools.

Tickets are \$115 (\$25 for the fashion show only). Tables of ten and sponsorships are also available. Tickets are available online at sandieghistory.org. For more information: rsvp@sandieghistory.org.

BEV FRITSCHNER, DEVELOPMENT



Gift of the Thomas W. Sefton Family, SDHC 2001.4. Photo by Carina Woolrich

Celebrate San Diego!

History Center presents dynamic 2015 Centennial exhibitions

CALIFORNIA TOWER, OIL ON CANVAS BY PLEIN AIR MASTER MAURICE BRAUN (1877-1941), 1915.

The History Center invites our members and the community to Celebrate San Diego throughout 2015, as we present year-long exhibitions in honor of the Centennial of the 1915 Panama-California Exposition. As the steward of San Diego history, we will replicate the wonder and amazement that characterized the 1915 Exposition and brought three million visitors to San Diego to experience its delights, innovations, and exoticisms.

San Diego Invites the World: The 1915 Expo Drawing on our vast collections, we will offer the definitive presentation of the 1915 Exposition, one that is both celebratory and educational. Through interactive formats, the exhibition will demonstrate the legacy of the Exposition that put San Diego on the map as a land of optimism and opportunity, and as the gateway between the East and the West.

INGENIOUS! The World of Dr. Seuss We will present this delightful traveling Dr. Seuss exhibition with signature elements emphasizing San Diego as the renowned author's home and Theodor Geisel

as the world's most celebrated children's author. The exhibition will be lively and whimsical and will engage visitors in participatory experiences. One gallery, *The Cat Behind the Hat*, will showcase Geisel's adult artwork; the second, *The Cat in the Hat*, will feature family activities based on Seuss books.

San Diego Masterworks: Art of the Exposition We will showcase medal-winning paintings from the 1915 Exposition, as well as early plein air art by renowned San Diego artists, loaned by private collectors, galleries, and museums around the country. This breathtaking Centennial offering will be accompanied by a commemorative catalog.

Presidio to Pacific Powerhouse: How the Military Shaped San Diego Extending this compelling exhibition into 2015, the narrative will emphasize the U.S. Military's significant role in the 1915 Exposition.

CHARLOTTE CAGAN, EXECUTIVE DIRECTOR

Join our online communities!

sandieghistory.org



On Exhibit

Presidio to Pacific Powerhouse: How the Military Shaped San Diego (through Jan. 2, 2015)

Sin Diego: The Stingaree's Transformation from Vice to Nice (through Nov. 2, 2014)

INGENIOUS! *The World of Dr. Seuss* (opening Nov. 21, 2014, through Dec. 2015)

San Diego Masterworks: Art of the Exposition (opening Jan. 2015, through Jan. 2, 2016)

San Diego Invites the World: The 1915 Expo (opening Feb., through Dec. 2015)

The Times Newsletter

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Volunteers learn on their feet

In preparation for *Sin Diego: The Stingaree's Transformation from Vice to Nice* exhibition, our volunteer Gallery Guides, who help interpret exhibitions for museum visitors, literally walked the streets of downtown to learn the history and stories of the infamous Stingaree district from exhibition partner, the Gaslamp Quarter Historical Foundation. They learned about what the difference between the Buckets of Blood and the 7 Buckets of Blood Saloons and what really went on in those "cribs" in the "stables." Next time you visit, be sure to ask your Gallery Guide for the answers to those and any other questions you may have about our exhibitions. If you are interested in becoming a Gallery Guide at the San Diego History Center, contact Casilda Pagan at (619) 232-6203, ext. 163 or volunteer@sandiegohistory.org.

CASILDA PAGAN,
VOLUNTEER
MANAGER

**Visit our
Museum Store**
Nostalgic & Vintage Gifts
Local Artisan Wares
Books on Local History
**Members receive
15% off purchases**

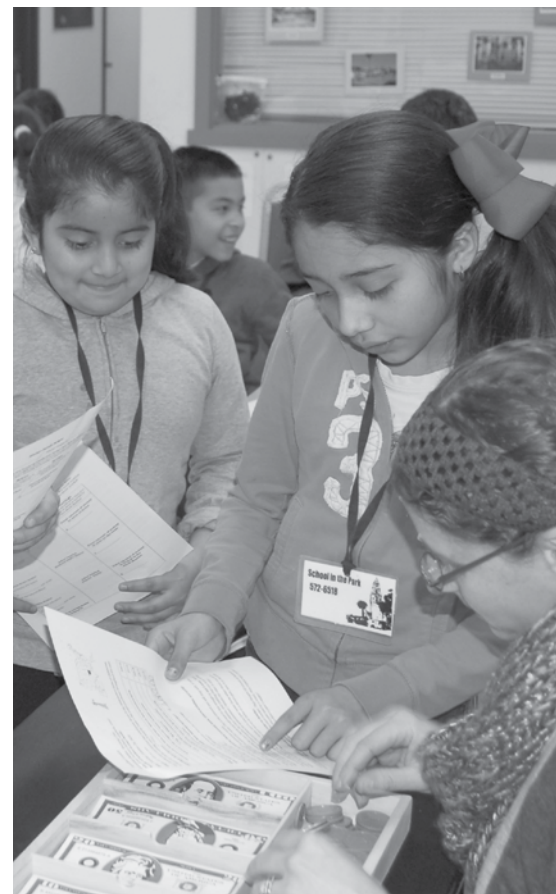
Springtime tours abound: inside & out!

Whether you like the outdoors or take comfort inside Balboa Park museums, you'll find a new tour experience waiting for you this spring at the History Center Inside, we offer our *Gallery 4-11 Tour*, which focuses on four History Center collections and looks at eleven specific items in our museum galleries that tell San Diego's early story. Outdoors, we offer three new walking tours around Balboa Park. The *City Park/Sixth Avenue Stroll* highlights early efforts to develop City Park into a horticulture showplace prior to the 1915 Exposition. This tour is offered every Tuesday at 11 a.m. Our *1935 Progress of Man Tour* explores the 1935 Exposition story on Wednesdays at 1 p.m.; and our popular *Balboa Park History Stroll* is available Thursdays at 11 a.m. and 1 p.m. Check our website for meeting locations, prices, and availability. Purchase tickets online at sandiegohistory.org/calendar.

GABE SELAK, PUBLIC PROGRAMS MANAGER



SDHC OFFERS WEEKLY WALKING TOURS
IN BALBOA PARK



STUDENTS LEARN MONEY MANAGEMENT SKILLS
THROUGH A SIMULATED "BLACK TUESDAY" PROGRAM.

Fourth graders "Get Depressed" at SDHC!

SDHC's 4th grade School in the Park (SITP) curriculum, entitled Examining the WPA's Impact in CA during the Great Depression, immerses students in the experiences and struggles of the 1930s. The Works Progress Administration (WPA) was the federal program that funded artists and artisans to produce public artwork during the 1930s.

Guiding questions for the week include: Why did people come to California during the Great Depression? What are the causes and effects of a recession? How did the Works Progress Administration (WPA) contribute to the arts in California, and what were the effects of the arts on the people? Would a WPA-style program be beneficial in today's economy?

Weekly highlights include: reviewing California history with musical historian Chris Burns, participating in a "Black Tuesday" simulation game, visiting the Research Library to examine our collection of WPA scrapbooks, and applying Visual Thinking Strategies to WPA murals.

Culminating Project: Utilizing the unique and abundant resources at SDHC, students create WPA-styled scrapbooks, which include written text and images about California during the Great Depression. This influential week teaches students to persevere in any situation while preparing for their future.

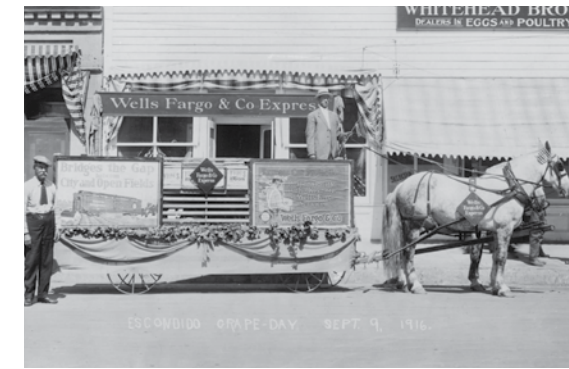
HEATHER POIRIER, SCHOOL PROGRAMS MANAGER

Wells Fargo serving San Diego communities since 1850s

After Wells Fargo's first western office opened in San Francisco on July 13, 1852, advertisements appeared in local newspapers like the *San Diego Herald*. Wells Fargo offered many services, such as bills of exchange; letter forwarding; buying and selling gold; purchasing and delivering goods from other cities; commissions; carrying packages, parcels, and freight; and forwarding specie.

The first agents arrived by steamship in the years before Eugene B. Pendleton became the first Wells Fargo agent in Old Town in 1855. The Wells Fargo Express business was transacted at the Rose-Robinson House, now home to the Old Town State Historic Park visitor center. Frank Ames, E. W. Morse, J. S. Mannasse, and Jose Guadalupe Estudillo were all agents in Old Town before the first agency was opened in June 1870 at the northwest corner of 6th and G Streets in New Town, or Horton's addition. Henry Wells himself and his wife visited San Diego in 1875 and 1876 to escape the cold winters in Aurora, New York.

In 1857, the first overland mail coaches made their way from St. Louis to Sacramento, dipping



From the Photograph Collection, 12357, 1916

WELLS FARGO FLOAT IN ESCONDIDO, 1916.

into the southland at Yuma and progressing up the through California. This led to Wells Fargo Express being carried from that route down to San Diego by "Jackass Mail." In 1868-9, stagecoach service between San Diego and Los Angeles was established by A. W. Seeley. The 125-mile trip took two days and one night to cover the distance. As San Diego grew, so did Wells Fargo. Today, Wells Fargo offers 104 San Diego County locations and employs 3,200 team members.

Participate in BIG activities!

Think big! From Saturday, May 3, through Sunday, May 11, 2014, local museums are banding together for the BIG Exchange, a week-long reciprocal membership program. Show your museum pass at over 20 area museums to gain free admission and discounts. Check our website at sandiegohistory.org/thebigexchange for participating museums.

On Tuesday, May 6, 2014, the History Center will participate in giveBIG, a 24-hour online fundraising campaign. A \$150,000 incentive pool is being offered by The San Diego Foundation as a major incentive for success. Donate to the San Diego History Center online at sandiegohistory.org/givebig to boost your gift.

Members make an impact in a big way through supporting our mission to preserve and present San Diego's story – past, present, and future.

Big savings can be found with free and unlimited admission to dynamic exhibitions like *Presidio to Pacific Powerhouse* and *Sin Diego*, as well as discounts on exciting programs and events. If you are not a member, JOIN TODAY, and begin to make a difference!

Thank you to our generous
sponsors of the *Presidio
to Pacific Powerhouse:
How the Military Shaped
San Diego* exhibition.

Sponsored by:

Major Sponsors:



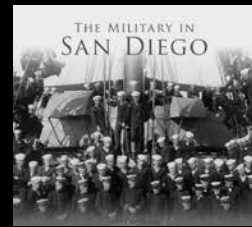
DONATE TO SDHC ON TUESDAY, MAY 6, 2014.

SARA MORRISON, MEMBERSHIP DIRECTOR

New Members

Welcome to the members who have joined SDHC from Dec. 2013 to Feb. 2014.

- Kathleen Adam
- James & Theresa Aitchison
- Anza Borrego Foundation
- Melinda & Richard Bendel
- Harold & Alexandra Benedict
- Christine Berggren & John Weidner
- Charlene Boehm
- Felicia Brodien
- Anne & Giovanni Caprioglio
- Alberta Casey
- Thomas & Mary Suzan Caughlan
- Will Chandler
- Kathleen Degraffenreid
- Edward & Judy Denison
- Brian & Jane Findley
- William Fulton
- Aaron Galinis
- Arleen Garcia-Herbst & George Herbst
- Michaelene Gon
- Emmet Goodbody
- Justin Graeber
- Nita Hall
- Charlotte Hartley
- James Huck
- Sheryll Jackman
- Shashan Jensen
- Phyllis Kapelewski
- Elisabeth Kimmel
- Karen Kinney
- Leo & Carmen Lawrence
- Karen Lund & Garry McCarthy
- Seth W. Mallios
- Ben Mauzy
- Carol McClure
- Caroline & Rod Meade
- William Morgan
- Leah Nelson
- Jeremy Ogul
- Millie Paul & John Morley
- Paul Pettit
- Thomas & Susan Polakiewicz
- Valerie Polichar & Robert Penny
- Andrei Radulescu
- Susan Raffee
- Kathleen C. Reid
- Michael & Carol Rosenblatt
- Jean Samuels & Chester Yamaga
- Leon W. Scales
- Darryl & Rita Solberg
- Paula Stober & Willard Bucklen
- Carl & Eugene Strand
- Tania & Peter Swain
- Thanh Ta
- William & Martha Tyson
- Gwendolyn Ulrich-Schlumbohm & Craig Schlumbohm
- Ivonne & Robert Webb
- William Whitecloud



Exhibition companion book: The Military in San Diego

San Diego's rich military history has come to life in a new photo essay book, *The Military in San Diego*. Nearly 200 rarely seen photos tell the unique local story of how and why the military is such a significant part of the San Diego community fabric. A companion to the History Center's *Presidio to Pacific Powerhouse* exhibition, the book was written by USS Midway Museum Marketing Director Scott McGaugh, who served as exhibition co-curator and on the exhibition planning committee. The book is available in our store and elsewhere, and all royalties will benefit the History Center.

CHARLOTTE CAGAN, EXECUTIVE DIRECTOR

Bring History Home
Over 12,000 historic images available
sandieghistory.org/photostore

La Jolla Country Day School freshmen make history

Three evenings in February marked the end of another successful oral history project for this year's freshmen at La Jolla Country Day School. In this annual collaboration with the San Diego History Center, all freshmen (120 students) learn how to create their own museum-quality oral histories. The students generally work in pairs and must complete an oral history interview with their chosen subject. The focus of the program is to interview people who have come to live in San Diego from elsewhere, exploring the motivation behind their move, and the differences in their lives before and after. Once they have established someone to interview, they must compile a list of relevant questions, carry out the interview, and then transcribe a copy to accompany the video. A wide range of people were chosen to be interviewed including numerous military veterans, a former NFL player, the great, great, granddaughter of J.D. Spreckels, a linguistic anthropologist, and immigrants from countries as diverse as Iran, Romania, Hungary, and the Philippines.

As an additional part of the project, the students must present a brief introduction to accompany an edited preview from their interview to show at presentation evenings at the History Center. This



Photo by Jonathan Shulman

STUDENTS RYAN LARICCIA AND BENJAMIN PETTY-HULL WITH INTERVIEWEE, LESLIE A. ALSTON.

year's event saw three consecutive evenings feature 60 presentations from 118 students with 249 attending parents and guests that included many of the interview subjects.

Each interview will be donated to the San Diego History Center's permanent Oral History Collection where it will remain as the students' own piece of San Diego history.

JANE KENEALY, ARCHIVIST

Showcasing San Diego's rich artistic heritage

Over its lifetime, the History Center has acquired, preserved, and displayed significant artwork from the mid-19th century forward, interpreting the land and people of San Diego in meaningful and memorable ways. The city came of age culturally with the 1915 Panama-California Exposition, which showcased its rich cultural and artistic heritage and sparked international interest.

Under the direction of new Visual Culture Curator Harry Katz, the History Center is preparing an exhibition for 2015 that recreates this powerful historical moment with works by such pioneering plein air masters as Maurice Braun and Alfred Mitchell, Alice Klauber, and Rose Schneider, along with paintings by leading realists from the period, including Robert Henri, George Bellows, and Joseph Henry Sharp. The Indian Village also at the Exposition fostered new appreciation for the time-honored techniques and stylized work of the Native American painters and potters who lived and worked there. Accordingly, the planned exhibition, which opens in January 2015 will draw from the History Center's own holdings of Native American art, as well as from public and private collections.

HARRY KATZ, VISUAL CULTURE CURATOR

VISUAL CULTURE CURATOR HARRY KATZ

The History Center salutes Walter J. Zable and the military

On a glorious starlit San Diego evening, 400 members and guests embarked the USS Midway Museum to celebrate the 10th annual Makers of San Diego History Award. This year we honored the Military in San Diego and gave a special tribute to the late Walter J. Zable, founder of Cubic Corporation.

Guests experienced the presence of the military from the USD NROTC students, Retired Bos's Auty piping guests to dinner, the menu from Beef Stew for 2,500, the Marine Band San Diego, and the Color Guard presenting the colors.

Mark Larson hosted the event beginning with a tribute by Lauren Zable, granddaughter of Walter J. Zable. Congresswoman Susan Davis (add District) and Congressman Juan Vargas (add District) spoke about the importance of the military's presence in San Diego and about the important role of the History Center. Governor Pete Wilson presented the Makers of San Diego History Award to the Military in San Diego. Accepting on behalf of the military were Rear Admiral Patrick Lorge, Commander of Navy Region Southwest, and Brigadier General James Bierman, Commanding General of the Marine Corps Recruit Depot and the Western Recruiting Region.

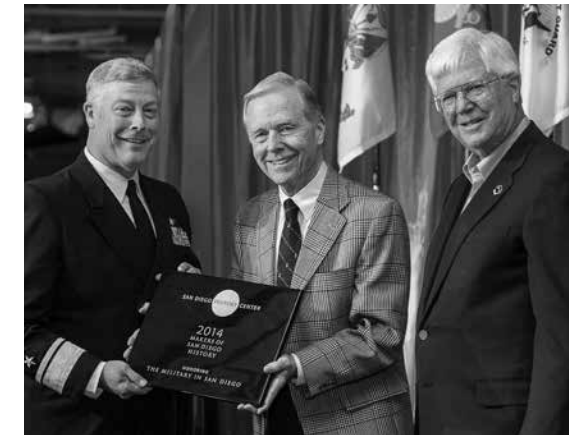


Photo by Bauman Photographers

(FROM L TO R) REAR ADMIRAL PATRICK LORGE, GOVERNOR PETE WILSON, AND TOM FETTER

All of the speakers gave inspiring remarks about the critical contributions of San Diego and the San Diego community to the U.S. Military throughout our history, and spoke about the significance of the History Center's landmark exhibition, *Presidio to Pacific Powerhouse: How the Military Shaped San Diego* exhibition which opened on April 26.

BEV FRITSCHNER, DEVELOPMENT



Major moves at History Center

We might be temporarily tapped out at the History Center, but it seems San Diego hasn't had enough *Bottled & Kegged*. The History Center is pleased to report that the famous *Bottled & Kegged* exhibition has found a new home at the Del Mar Fairgrounds, visited annually by over 1.1 million people each year. The Del Mar Fairgrounds expressed interest in the signage, images, and exhibition props for a brewery opening in the near future. Soon, San Diego County Fair attendees over 21 years of age will be able to enjoy one of the county's finest products and learn how craft beer took this county by storm.



(LEFT) *BOTTLED & KEGGED* EXHIBITION. (RIGHT) HISTORIC STREETCAR 54 LEAVING THE HISTORY CENTER.

The San Diego Electric Railway Association (SDERA) moved historic Streetcar 54 out of the History Center on March 5. The streetcar had been stored at the History Center since the building was constructed in the early 1980s. They will restore the iconic streetcar for public display at their National City museum.

MATTHEW SCHIFF, MARKETING DIRECTOR

Donna K. Sefton 1927-2014

Donna Sefton, a long-time friend and supporter of the San Diego History Center, passed away on February 17, 2014. Born and raised in San Diego, she took an active role in the community and a continuing interest in our mission to preserve the history of our region. In addition to her generous financial support, she also made important contributions to our Collections including artwork by Charles Reiffel that was included in a recent exhibition on the artist. She also donated the papers and photograph collection of her father, Harley Knox. Harley Knox served two terms as Mayor of San Diego, in 1943 and 1947, and the papers pertaining to his political career were a significant addition to our collection. We extend our condolences to her family.

JANE KENEALY, ARCHIVIST



HISTORIC WEDDINGS HAPPEN IN HISTORIC VENUES...

619-232-6203 x109
events@sandieghistory.org
sandieghistory.org/rentals

Calendar

Ongoing

Balboa Park Walking Tours

City Park/Sixth Avenue Stroll, Tuesdays,
11am | \$, Meet at Founder's Plaza

1935 Progress of Man Tour, Wednesdays,
1pm | \$, Meet at Alcazar Gardens

Balboa Park History Stroll, Thursdays,
11am & 1pm | \$, Meet at San Diego History Center

Walking tours are rain or shine. Advance tickets encouraged. Become a member and your ticket is deducted from your membership rate.

May

2 History for Half Pints (pre-K program):
It's a Fairyland! 10am, repeats May 6 | \$ (K)

3-11 Big Exchange Reciprocal Membership Week

4 Educator's Admission Day | FREE (K)

7 San Diego's Judge Mayor lecture &
book signing with Former San Diego
Mayor Dick Murphy, 6pm | \$-\$\$

22 Pecha Kucha Night with San Diego
Architectural Foundation, 7:30pm | FREE

28 In the Neighborhood:
Chinatown/Downtown, 10am | \$

29 *Tom Hom: Rabbit on a Bunny Road*, lecture
& book signing with Tom Hom, 6pm | FREE
(book purchase additional)

\$ \$ Programs cost \$5 – \$15
\$\$ Programs cost \$16 – \$50
\$\$\$ Programs cost above \$50
(K) Kid-Friendly Event
(FM) Free for Members

All programs take place at the San Diego History Center, unless otherwise noted. Programs subject to change or cancellation. All programs require registration or advance ticket purchase. Tickets available online at sandiegohistory.org/calendar, by phone at (619)232.6203, ext. 129, or email education@sandiegohistory.org.

June

3 History for Half Pints: Kids & Koi,
10am, repeats June 6 | \$ (K)

6 Fashion: Past, Present, Future, 11am | \$\$-\$\$\$
House of Hospitality Ballroom, Balboa Park

12 *The Military in San Diego* lecture & book
signing with historian Scott McGaugh, 6pm |
FREE (book purchase additional)

27 History Happy Hour, 5:30pm | \$\$

July

1 History for Half Pints: *Strike Up the Band!*,
10am, repeats July 11 | \$ (K)

13 Annual History Center Homecoming &
Open House, 4pm | FREE, Serra Museum

16 Happy Birthday San Diego! Cake & Family
Celebration, 11am | FREE with paid admission

11, 18, 25
Presidio to Pacific Powerhouse Military
Lecture Series, parts 1-3, 11am | \$ per session
or \$\$ per series

August

1 *Presidio to Pacific Powerhouse* Military
Lecture Series, part 4, 11am | \$ per session
or \$\$ per series

1 History for Half Pints: *Let's Go Camping!*,
10am, repeats Aug 5 | \$ (K)

6, 13, 20, 27
Balboa Park: Past to Present Lecture Series,
parts 1-4, 10am | \$ per session or \$\$ per series

15 History Happy Hour, 5:30pm | \$\$

Speaker's BUREAU



Astonishing stories,
intriguing facts,
informative quotes,
and humorous accounts
of San Diego's past.

Inquiries: Public Program's Manager
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Celebrate the Balboa
Park Centennial with Us!

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discounted
memberships
now available!**

Join today to gain free
unlimited admission to
our exciting exhibitions
through 2015!

**[sandiegohistory.org/
2year2015](http://sandiegohistory.org/2year2015)**