



From the History Center Photograph Collection. Left: (UT #88-N3695-4).
Right Top: (#1052). Bottom Right: (UT #85-2954).



Shalom, San Diego!

Explore the history and heritage of the region's Jewish community

LEFT: CHABAD HOUSE, 1976. TOP RIGHT: SCHILLER AND MURTHA BASEBALL TEAM, 1887.
BOTTOM RIGHT: JEWISH PASSOVER AT THE NAVAL TRAINING CENTER, 1958.
ALL PHOTOS FROM THE SAN DIEGO HISTORY CENTER PHOTOGRAPH COLLECTION.

On March 12, 2017, the San Diego History Center opens its marquee exhibition of the year: *Celebrate San Diego! The History & Heritage of San Diego's Jewish Community*. Pioneering Jews came to San Diego with California statehood in 1850 and have played a pivotal role in shaping our region. This exhibition reflects on the role of region and identity and how the two are intertwined.

What makes this city's Jewish community different from those of other cities? How does San Diego's Jewish story help us to understand our region's past as well as present? Who were San Diego's Jewish innovators and what were their contributions? What challenges did this community face? And, what flavor was the first ice cream served in San Diego by the Jewish store keeper who brought it here?

Visitors can engage with Jewish history and will be asked to become part of this exhibition by adding their own "Coming to San Diego" stories.

Fun and informative for all ages, the exhibition will feature a new documentary film *Jewish San Diego* by award-winning producer/director Isaac Artenstein. Scheduled to premiere in September, this documentary will be a poignant legacy of this exhibition. In addition, the San Diego History Center presents the fine art exhibition *Art & Heritage, Three San Diego Jewish Artists: Baranceanu, Braun & Sternberg*.

You can be a part of this exhibition by visiting sandiegohistory.org/exhibition/jewish-history.

BY MATTHEW SCHIFF, MARKETING DIRECTOR

The San Diego History Center tells the diverse story of our region - past, present, and future - educates and enriches our community, preserves our history and fosters civic pride.

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Sustainability Spells S-U-C-C-E-S-S in 2017



In this first quarter of 2017, we are seeing great progress at the San Diego History Center. I would like to congratulate and thank our staff, volunteers, donors, and Board of Trustees for the collective success in moving the

History Center in the direction of *sustainability*. This is proving to be a very gradual and on-going process, but we have, and continue, to make positive headway.

The ingredients for achieving this goal are few: vision, leadership, effort, and, most importantly,

funding. The latter has proven to be a significant and continuing challenge, but one that we will overcome.

As you view our exhibitions, read our *Journal of San Diego History*, attend our programs and events, and use our Research Archives, I know that you will agree with me that the existence of the History Center is a great value to our community. We collect, preserve, and present our region's history. We engage and educate more than 20,000 school children annually and will serve an estimated 300,000 visitors at our museums in the next year.

The environment in our museums is exciting and stimulating. To ensure our success, we need both operating funds and endowment. I hope that you will please join me in providing this support.

BY TOM FETTER, BOARD PRESIDENT

It's Time to Revisit the Junípero Serra Museum

In early March 2017, the San Diego History Center will open two new exhibits—the first in over a decade—at our historic home, the Junípero Serra Museum, in Presidio Park. The first exhibition is a new Welcome Center exhibition, located just inside the entrance of the 89-year-old museum built by city philanthropist George Marston to preserve San Diego's history. Inside, visitors will find a newly designed, concise orientation to the significance of Presidio Hill and the many groups who have lived on and near it for thousands of years.

Leveraging the sweeping views afforded by the museum's northeast-facing exterior terraces, visitors will soon encounter mounted interpretive panels explaining the ecological and historical significance of Presidio Hill's surrounding landscape and the San Diego River's importance to all inhabitants of San Diego

throughout history. Funding for these new exhibits is provided by the San Diego River Conservancy and State Coastal Conservancy through Proposition 84, the Safe Drinking Water, Water Quality and Supply, Flood Control, River and Coastal Protection Bond Act of 2006.



BY MATTHEW SCHIFF, MARKETING DIRECTOR

Passion Propels the History Center



Happy New Year! I hope this issue of The TIMES finds you well. This quarter, I would like to focus on the vibrancy, energy, and passion that abound at the San Diego History Center in our visitors, volunteers, members, trustees, and staff.

These qualities are visible in the successes we are seeing in our donation-based Give Forward – *Admission Freely Offered and Generously Supported* program, our newest exhibition *Celebrate San Diego! The History & Heritage of San Diego's Jewish Community*, and our new Welcome Center and

San Diego River View exhibits at the Junípero Serra Museum. They are also visible in our initiatives of philanthropy, generosity, and excellence.

Our energy and passion for our mission are fueled by your support, and we are grateful for the trust you place in us. I am continually buoyed by the kind words and occasional criticism I receive about the History Center. All of your thoughts, ideas, and opinions on what we do right, and where we can improve, are not only welcomed, but needed. After all, if you didn't care, you wouldn't comment!

This issue also marks my first year as Executive Director. I am truly grateful and honored to be able to serve our institution and community in this position, and it would not be possible without your support. Thank you.

BY BILL LAWRENCE, EXECUTIVE DIRECTOR



Visitation Surges with Give Forward

New audience engagement is goal

EXPERIENCING THE MUSEUM FIRST PROMPTS DONATIONS LATER.

Give Forward—our donations-based admissions program that invites our visitors to give forward for another's visit—is now in its fourth month, and the results could not be more striking. Our average daily visitation has increased 158%. This increase, recorded during the first two months of the program, was over the same period in 2015. In mid-December, visitation was a staggering 239% above where it was in December 2014.

This increased visitation allows us to engage with our guests in new and exciting ways and to broaden our appeal and foster greater appreciation for San Diego and its past. The San Diego History Center, similar to other museums nationally, had been seeing a decline in visitation. The traditional admissions policy was a barrier for many visitors, and a bold pivot was needed to create an avenue toward greater audience

engagement. While some alternative admissions models we considered included “Pay as You Wish” and other derivations of letting visitors decide the value of their visit, the significant difference between those programs and *Give Forward* is the option to experience the museum *before* deciding on the value and then donating to provide admission for a future visitor.

Donations to the History Center have increased as well, and we are now working to build life-long relationships with our visitors. The History Center is extremely grateful to the Patrons of the Prado and two anonymous donors who have helped underwrite admission for the first 10,000 visitors.

BY BILL LAWRENCE, EXECUTIVE DIRECTOR

On Exhibit

Celebrate San Diego! The History & Heritage of San Diego's Jewish Community
(opens March 12, 2017)

Art & Heritage, Three San Diego Jewish Artists: Baranceanu, Braun & Sternberg
(opens January 28, 2017)

Part of the Patchwork: Reflections of African American Life from the Archives
(opens February 2017)

The Lore Behind the Roar!: 100 Years of the San Diego Zoo
(select galleries open thru summer 2017)

Irving J. Gill: New Architecture for a Great Country
(thru summer 2017)

Inside | OUT

San Diego: Place of Promise

A Disappearing Breed: Japanese Gardeners in San Diego
Japanese American Historical Society of San Diego exhibition

Films

BALBOA PARK: The Jewel of San Diego
Showing daily:
11am, 1pm, 3pm

TO DISCOVER MORE ABOUT HOW GIVE FORWARD WORKS, PLEASE VISIT:
sandiegohistory.org/give-forward-faqs



Time for Tzedakah

The upcoming exhibition *Celebrate San Diego! The History & Heritage of San Diego's Jewish Community* presents many opportunities for you to get involved!

You can support specific portions of the exhibition, such as by putting your family's name on an 8' x 8' letter. You can also get a film producer's credit by directing your contribution to the upcoming documentary *Jewish San Diego*—a lasting legacy of this exhibition—to be released in the fall.

If you would like to support this important exhibition, contact the Development Department at development@sandiegohistory.org.



Photo by Amanda SanMartin, courtesy of Patrons of the Prado.

Patronage Going Forward

Park philanthropists fund the first 10,000 History Center visitors

SAN DIEGO HISTORY CENTER BOARD VICE PRESIDENT JOE CRAVER (3RD FROM LEFT) ATTENDS PATRONS OF THE PRADO DIRECTORS RECEPTION.

The San Diego History Center is honored to have been awarded more than \$50,000 from the Patrons of the Prado in 2016. This support underwrote the first 10,000 visitors through our *Give Forward* program (see page 3). In addition, the Patrons of the Prado has awarded funds to the History Center's "Bucks for Busses" program. These funds allow us to provide transportation for schools, and in many cases providing children - who otherwise would not be able to come to Balboa Park - with their first museum experience. Executive Director Bill Lawrence expressed his thanks: "There are no words capable of describing the joy on the faces of children who are experiencing for the first time the San Diego History Center and Balboa Park. We are extremely grateful to the Patrons for their

continued leadership in supporting the San Diego History Center and the other cultural institutions of Balboa Park."

Each year the Patrons of the Prado's Masterpiece Gala raises funds for 11 cultural institutions in Balboa Park. These funds are unique in that they are unrestricted and extend each receiving institution the freedom to experiment and use them where they will provide the greatest public benefit. The Patrons' 2017 Masterpiece Gala, *Noche de Sueños* (Night of Dreams), will be held July 8, 2017, at the Spreckels Organ Pavilion. The History Center's Makers of History Gala and the Patrons' Masterpiece Gala are two events you don't want to miss!

BY MATTHEW SCHIFF, MARKETING DIRECTOR

BY LISA CULVER,
CHIEF
DEVELOPMENT
OFFICER

LEAVE A LEGACY

Estate gifts make a significant impact on our organization. To learn more or inform us of your intentions, contact development@sandiegohistory.org or 619-232-6203 x148.

Dior's "New Look" Ideal for Nifty 50s Fashion Redux!

On February 12, 1947, two years after the close of World War II, 42-year-old fashion designer Christian Dior ignited a new worldwide revolution—this one played out on fashion runways around the world. In startling contrast to wartime rationing, Dior brought a “return to an ideal of civilized happiness” for women, from the Hollywood elite to average homemakers. Bold floral patterns, blossoming busts, tiny waistlines, and pleated skirts that closely followed the natural curves of the female form were shocking, having never been seen before. Today, Dior’s design inspires a whole new generation of fashion designers participating in our 6th Annual *Fashion Redux! 2017* Designer Challenge.

Mesa College fashion students have spent the past eight months examining, interpreting, and constructing modern garments emulating selected samples of historic garments in the History Center’s Historic Clothing Collection. Finalists’ garments will be on view at the History Center from Wednesday, February 22, to Sunday, March 5, 2017, with the FINALE Party, Friday, March 3, 2017, from 6 to 8 p.m. Reserve your tickets now by going to sandiegohistory.org/fashionredux2017.



From the History Center Costume and Textile Collection, SDHC 97172.

**BROWN AND BURNT ORANGE STRIPED WOOL
SUIT JACKET AND SKIRT, LABELED “IRENE”; 1953.
GIFT OF MARY GRINDELL.**

BY GABE SELAK, HISTORY AMBASSADOR



HISTORY AMBASSADOR, GABE SELAK,
INSPECTS A PLAQUE IN PIONEER PARK.

COMMUNITY HISTORIAN

Program

Ambassadors of History New avenues for our region’s history in a changing world

The Community Historian and History Ambassador programs are two new ways the San Diego History Center is reaching new and changing audiences. Maintaining an active presence in online and digital communities is a top priority for the History Center. If you follow us on Facebook, Instagram, Twitter, or Snapchat, you’ll be able to receive new and unique content about San Diego’s past—researched and delivered by History Ambassador Gabe Selak—that you won’t find in our exhibitions. It’s history on- the-go for an increasingly digital world. Blog topics are diverse and have focused on graveyards, items of remembrance, the Sabul Service Tin Man, holiday trivia, and Martin Luther King’s visit to San Diego.

The Community Historian program is targeted to adult groups across the county. Community Historians are special volunteers who work one-on-one with the Education Department to develop illustrated talks about San Diego’s history. The presentation topics vary, but all of them allow us to tell stories and connect people with our shared past. Drawing on images from History Center collections, scans of historic documents, and research materials in the History Center archives, the presentations showcase the History Center’s unique historic resources to new audiences.

BY TINA ZARPOUR, EDUCATION DIRECTOR

Why They Give

When a New Zealand researcher named Barbara Brookes accessed the online archives of the History Center for information about a particular National City business, she grew to appreciate the resources that were available to her.

When Brookes physically visited the History Center to finish her research, she was given one-on-one assistance from Archivists Jane Kenealy and Samantha Mills. Over several weeks, Brookes completed her research by accessing numerous deeds, ephemera, city directories, archival collections, and newspaper articles. Excited by the value of her visits and the results of her research, she demonstrated her appreciation by donating \$200 to the *Give Forward* program on her last day with us. Through donations like Brookes’s, the History Center and its resources can be made available for future visitors.

BY JANE KENEALY,
ARCHIVIST

TO DISCOVER
MORE ABOUT
HOW GIVE
FORWARD WORKS,
PLEASE VISIT:
[sandiegohistory.org/
give-forward-faqs](http://sandiegohistory.org/give-forward-faqs)



The Victoria Jacobs Diary & San Diego's Jewish Pioneer Past

Victoria Jacobs was born in Manchester, England, in 1838. Her family first immigrated to Baltimore and in 1851 moved to San Diego, where they lived in Old Town. Victoria started keeping a personal diary, given to her as a present by her fiancée, Maurice Franklin, in 1856, when she was 17. She only wrote in it until her marriage in February 1857, but nonetheless it provides a fascinating insight into life during the early American period in San Diego. She writes about her daily life, her time spent with "my beloved Maurice," and people and events in the local Jewish community. Victoria and Maurice later moved to Los Angeles where she passed away in 1861 at age 23. This artifact is on loan for *Celebrate San Diego!* from the Franklin and Carroll families of Tucson, AZ. *Celebrate San Diego! History & Heritage of San Diego's Jewish Community* opens March 12, 2017.

BY JANE KENEALY,
ARCHIVIST

New Exhibit

Part of the Patchwork: Glimpses of San Diego African American Life

To commemorate the Smithsonian's new National Museum of African American History and Culture (which opened September 2016) and to celebrate Black History Month in February, the History Center is opening a new exhibition that showcases African American presence in San Diego. The works on display range from Allen Light's 1827 "sailor's protection" to oral histories collected in 2015. Among the gems are a series of studio portraits dated 1891-1893 that record black pioneers to the area. Also included are documents and photos representing African American civic, religious, and political life in San Diego—from an 1897 lawsuit against the Fisher Opera House for discrimination to the founding of the first black church in San Diego, Bethel AME.

BY TINA ZARPOUR, EDUCATION DIRECTOR



DIRECTOR OF THE PHOTOGRAPH COLLECTION
CHRIS TRAVERS TESTS OUT THE NEW EQUIPMENT
WITH REGISTRAR TAMMIE BENNETT.



For sale at
photostore.sandiegohistory.org



From the History Center Photograph Collection, #79:242).

THE SAN DIEGO RACE RELATIONS SOCIETY
SUCCESSFULLY APPEALED IN 1920 TO MAYOR LOUIS
J. WILDE TO APPOINT THE FIRST BLACK FIREMEN AS
MEMBERS OF THE SAN DIEGO FIRE DEPARTMENT.

New Photo Studio Documents Collections

The San Diego History Center received a County of San Diego Community Enhancement Grant in August 2016 to purchase equipment for a new photo studio. This state-of-the-art digital studio now allows the History Center to photograph and document items from the collection for a variety of uses, including our own documentation, exhibitions, catalogs, and image requests, as well as to share the objects with a wider audience through our website, books, magazines, postcards, and social media.

These high-quality images enable us to show rare parts of the collections, especially from the Historic Clothing Collection, which is rarely placed on public display. The new equipment was recently used to photograph artwork for a catalog of the exhibition *Art & Heritage, Three San Diego Jewish Artists: Baranceanu, Braun & Sternberg*.

The San Diego History Center extends its gratitude to the County Board of Supervisors for its generosity and acknowledges specific allocations from County Supervisor Ron Roberts of District 4 and City of San Diego Council President Sherri Lightner of District 1. Additional funding has been provided by the members of the San Diego History Center's Sustaining Council.



BY CHRIS TRAVERS,
DIRECTOR OF THE PHOTOGRAPH COLLECTION



From the History Center Art Collection, # (82.461).

Faith Through Art and Documentary Film

A shared Jewish experience through various media

“LANDSCAPE SAN DIEGO COUNTY” BY ARTIST MAURICE BRAUN.
OIL ON CANVAS, C. 1915-1920. GIFT OF MARY LOUISE LLOYD.

Art & Heritage, Three San Diego Jewish Artists: Baranceanu, Braun & Sternberg explores the artwork, lives, and Jewish heritage of three historically significant San Diego artists: Belle Baranceanu (1902-1988), Maurice Braun (1877-1941), and Harry Sternberg (1904-2001). Raised in Jewish households, the three artists are bound by this commonality, yet each represents a unique personal artistic path and experience within the Jewish faith. Through the lens of visual art, we are creating a stage for discussion of larger civic topics and issues. Art serves as a window into the past and helps us reflect and think about our own individual and community identity. Within this exhibition, we look through the lens of works by Jewish artists to consider that community's contributions to our region.

The San Diego History Center has produced a full-color catalog to accompany this exhibition. The centerpiece essay for this publication is written by Robert Pincus, visiting professor of art history at the University of San Diego, freelance art writer, and long-time art critic. The catalog itself would not be

possible without the direct financial support of Sandra and Bram Dijkstra. In addition, funding for this exhibition and the Art for the Next Century Initiative is made possible, in part, through a grant from the J.W. Sefton Foundation. The catalog will be released in March 2017.

The companion exhibition to this exhibition, *Celebrate San Diego! The History & Heritage of San Diego's Jewish Community*, will showcase a new documentary film by award-winning producer and director Isaac Arntstein. This historically informative film tells the Jewish community's story, its struggles and successes, through diverse voices to convey the meaning and importance of the community's lasting impact on San Diego.

We hope you enjoy both of these creative expressions of the San Diego Jewish story.

BY TARA CENTYBEAR, COLLECTIONS MANAGER
AND BRUCE KAMERLING CURATOR

INSIDE | OUT

New Exhibition Opens March 2017

Launched in 2016, thanks to the generous support of Las Patronas, the San Diego History Center's *Inside/OUT* exhibition continues to offer glimpses into the rare, unique, and even everyday items from our collections that otherwise would not be available for public view. Over the past year, visitors have been intrigued by canned food labels of the Klauber-Wangenheim Company, featuring the artistic "Point Loma Brand" view of Point Loma; election records from 1855 and campaign buttons; an early Chargers helmet; and much more!

We invite you to our Balboa Park museum to see what comes out of our vaults in March!

BY TARA CENTYBEAR,
COLLECTIONS
MANAGER
AND BRUCE
KAMERLING
CURATOR

VISIT OUR
MUSEUM STORE
Nostalgic & Vintage Gifts
Books on Local History
MEMBERS RECEIVE
15% OFF
PURCHASES

New Board Trustee, Highlight J. Kevin Heinly, AIA, LEED® AP

Starting with this issue of *The TIMES*, we will introduce you to the volunteers who give of their time, talent, and treasure serving the San Diego History Center as trustees.

As Managing Director of Gensler's San Diego office, Kevin Heinly has been a pivotal force for client development, project leadership, and strategic vision. In his 18 years with the firm, he helped fuel the growth of the Los Angeles office and then in 2009 shifted his focus to San Diego, where he has successfully diversified the San Diego office by leveraging the firm's practice area expertise in Resort/Hospitality, Retail & Mixed-use, Life Sciences, Higher Education, and Commercial Office Building and Workplace Design.

In addition to being an active member of a number of organizations, including the Urban Land Institute, the Downtown San Diego Partnership, and Lambda Alpha International, Kevin serves on the Board of Directors for the NAIOP San Diego Chapter and is an Advisory Board Member to the New School of Architecture and Design. Kevin earned a Bachelor of Arts in Architecture from Lehigh University and a Master of Architecture from the University of Maryland. Kevin's experience in development and architecture and his personal love of history make him a valued advocate for the San Diego History Center!



J. KEVIN HEINLY JOINS THE SAN DIEGO HISTORY CENTER BOARD OF TRUSTEES.

Gems from the SDHC Fine Art Collection

In 2017 we will launch a permanent gallery space dedicated to the exhibition of artworks from the San Diego History Center Fine Art Collection! As a precursor to this exciting new initiative, the *Gems from the Fine Art Collection* exhibition will give a sneak peek into some of the many stunning, historically important works of art that, over time, will rotate through the new permanent Fine Art Collection Gallery. *Gems from the Fine Art Collection* exhibition artists will include Donal Hord, Anna Valentien, Leonard Lester, and Alfred Mitchell, among others.

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BY MATTHEW
SCHIFF, MARKETING
DIRECTOR

SAVE THE DATE
Makers of San Diego
History Gala
June 10, 2017.