

Publication of *The Journal of San Diego History* is underwritten by a major grant from the Quest for Truth Foundation, established by the late James G. Scripps. Additional support is provided by "The Journal of San Diego Fund" of the San Diego Foundation and private donors.

The color section for the Balboa Park Pictorial has been underwritten by the O'Toole Foundation's donation to the University of San Diego Journal of San Diego History fund.

The San Diego Historical Society is a museum, education center, and research library founded in 1928. Its activities are supported by: the City of San Diego's Commission for Arts and Culture; the County of San Diego; individuals; foundations; corporations; fund raising events; membership dues; admissions; shop sales; and rights and reproduction fees.

Articles appearing in *The Journal of San Diego History* are abstracted and indexed in *Historical Abstracts and America: History and Life*.

The paper in the publication meets the minimum requirements of American National Standard for Information Science-Permanence of Paper for Printed Library Materials, ANSI Z39.48-1984.

Front Cover: Adapted from a flyer advertising ticket sales for the 1935 California Pacific International Exposition in Balboa Park. Photo courtesy David Marshall.

Back Cover: The Arco de Porvenir or Arch of the Future featured a spectacular rainbow of colored lights reflected in a lagoon gracing the Plaza del Pacífico. It was designed by lighting expert H. O. Davis who was inspired by the fantasy paintings of artist Maxfield Parrish. Postcard courtesy David Marshall.

Cover Design: Allen Wynar

THE JOURNAL OF
SAN DIEGO
HISTORY

IRIS H. W. ENGSTRAND
MOLLY McCLAIN
Editors

THEODORE STRATHMAN
DAVID MILLER
Review Editors



Published since 1955 by the
SAN DIEGO HISTORICAL SOCIETY
1649 El Prado, Balboa Park, San Diego, California 92101
ISSN 0022-4383

THE JOURNAL OF
**SAN DIEGO
HISTORY**

VOLUME 55

FALL 2009

NUMBER 4

Editorial Consultants

MATTHEW BOKOVOY
University of Nebraska Press

DONALD C. CUTTER
Albuquerque, New Mexico

WILLIAM DEVERELL
*University of Southern California; Director,
Huntington-USC Institute of California and
the West*

VICTOR GERACI
University of California, Berkeley

PHOEBE KROPP
University of Pennsylvania

ROGER W. LOTCHIN
University of North Carolina at Chapel Hill

NEIL MORGAN
Journalist

DOYCE B. NUNIS, JR
University of Southern California

JOHN PUTMAN
San Diego State University

ANDREW ROLLE
The Huntington Library

RAMON EDUARDO RUIZ
University of California, San Diego

ABE SHRAGGE
University of California, San Diego

RAYMOND STARR
San Diego State University, emeritus

DAVID J. WEBER
Southern Methodist University

Published quarterly by the *San Diego Historical Society* at 1649 El Prado, Balboa Park, San Diego, California 92101.

A \$60.00 annual membership in the San Diego Historical Society includes subscription to *The Journal of San Diego History* and the *SDHS Times*. Back issues are available at www.sandiegohistory.org.

Articles and book reviews for publication consideration, as well as editorial correspondence, should be addressed to the Editors, *The Journal of San Diego History*, Department of History, University of San Diego, 5998 Alcalá Park, San Diego, CA 92110

All article submissions should be typed and double-spaced with endnotes, and follow the *Chicago Manual of Style*. Authors should submit three copies of their manuscript, plus an electronic copy, in MS Word or in rich text format (RTF).

The San Diego Historical Society assumes no responsibility for the statements or opinions of the authors or reviewers.

©2009 by the San Diego Historical Society
ISSN 0022-4383
Periodicals postage paid at San Diego, CA
Publication No. 331-870
(619) 232-6203
www.sandiegohistory.org

Note: For a change of address, please call (619) 232-6203 ext. 102 or email Jessica.Schmidt@sandiegohistory.org.

CONTENTS

VOLUME 55

FALL 2009

NUMBER 4

ARTICLES

**San Diego's 1935-1936 Exposition:
A Pictorial Essay**

David Marshall and Iris Engstrand

177

The Brandegees: Leading Botanists in San Diego

Nancy Carol Carter

191

**James Wood Coffroth (1872-1943):
West Coast Promoter of Boxing, Horse Racing and Tourism**

Joel Levanetz

217

**Recollections of Doña Felipa Osuna de Marrón:
The Oldest Resident of Old Town in 1878**

Rose Marie Beebe and Robert M. Senkewicz

231

Exhibit Review: Fabulous Fashions San Diego Style

245

BOOK REVIEWS

248



David M. Kahn

Executive Director's Message:

Early in 2010 the San Diego Historical Society will make a dramatic change. We will begin operating as the San Diego History Center. The idea of changing our name has been under discussion for many years, but without resolution. In the meantime, a whole family of overlapping names has mushroomed up somewhat organically around us – and it has become confusing.

Officially we are the San Diego Historical Society, but our signage and printed materials refer to us just as often as the Museum of San Diego History or the San Diego Historical Society Museum. Over the years our library has become the additional beneficiary of a plethora of titles including: Research Library, Research Archives; Photo Services; or Booth Historical Photo Archives. In addition, there is the not so little problem that when most people see our acronym – SDHS – the first thing they usually say is, “That stands for San Diego High School!”

Recently our organization created a new Advisory Committee made up of distinguished San Diegans: Malin Burnham, Timothy M. Considine, Kim Fletcher, Fran Golden, Yvonne Larsen, David Malcolm, Jack Monger, Mary Walshok, and Stephen B. Williams. They have been asked to provide the Board and staff with fresh perspectives as to how our organization can better serve the community. One of the Advisory Committee's first recommendations was that we change our name to something that sounds more inviting and inclusive than “historical society,” which sounds exclusive. They underscored that we need a name that is more in keeping with our goal of becoming a more dynamic and popular organization. The Board and I agreed wholeheartedly.

Not surprisingly, similar reasoning has inspired distinguished historical organizations all over the country to update their names over the past twenty years. Among the many communities now served by “history centers” rather than “historical societies” are: Atlanta (GA); Knoxville (TN); Cedar Rapids (IA); Frankfurt (KY); St. Paul (MN); Orlando (FL); Pittsburgh (PA); and Tampa Bay (FL).

Operating under the more visitor-friendly name, San Diego History Center, will enable us to do a much more effective job of marketing and promotion. Making sure that we use the new name consistently will also help clear up some of the current confusion over whether the San Diego Historical Society and the Museum of San Diego History are in fact one and the same. We will still retain the name as the San Diego Historical Society, our founding organization, in official documents.

The change of name will not be cosmetic alone. New and more exciting exhibitions, programs, and publications will follow in the years ahead and culminate in the complete modernization of all our visitor experiences in time for the 2015 centennial of the Panama-California Exposition.

We look forward to serving you, and counting on your support, as we become the San Diego History Center! Please note that the Serra Museum will be reopening to the general public in 2010.

Experience San Diego's Unique and Diverse History All Year Long!

Become a member of the San Diego Historical Society!

With stunning collections, engaging public programs, and unique research opportunities, there has never been a better time to become a member!



Membership Benefits Include:

- Full-year subscription to the *Journal of San Diego History*, San Diego's longest-running chronicle of local history
- Subscription to San Diego Historical Society's newsletter, The TIMES
- Complimentary use of the Society's Research Library, including special members-only hours
- Complimentary admission to the Society's museums and facilities
- Free or discounted admission to special programs, events, exhibition previews, lectures and tours
- 10% discount at all San Diego Historical Society gift shops

Yes, I want to join the San Diego Historical Society! Choose your membership level below*

- | | |
|--|--|
| <input type="checkbox"/> \$60 Family / Household | <input type="checkbox"/> \$500 Curator's Circle |
| <input type="checkbox"/> \$100 Associate | <input type="checkbox"/> \$1,000 Director's Circle |
| <input type="checkbox"/> \$250 Scholar's Circle | |

* Senior/Student rates are also available. Please contact SDHS for more information.

Name: _____

Address: _____

City, State Zip: _____

Phone: _____

Email: _____

- Yes, I want to receive e-mail updates from San Diego Historical Society
SDHS does not release member information to any outside organization(s).
- I work for a matching gift company.
- I want to learn more about making a planned gift to San Diego Historical Society

Payment:

- Credit Card Check (Please make payable to San Diego Historical Society)

CC: _____ Exp: _____

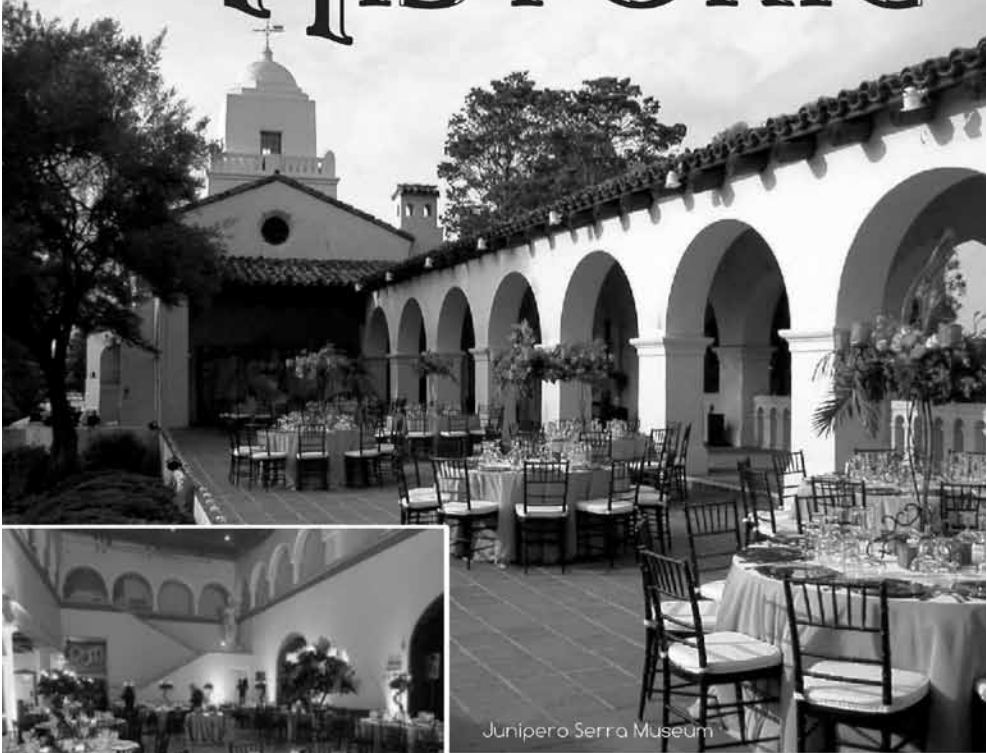
Signature: _____ Date: _____

Become a member online at www.sandiegohistory.org or mail this form to:

Membership Office • San Diego Historical Society • 1649 El Prado, Ste 3 • San Diego, CA 92101-1664

For additional information, call (619) 232-6203 x102 or sdhsmembership@sandiegohistory.org
Your membership contribution, in excess of fair market value, is deductible according to IRS regulations. San Diego Historical Society is a non-profit 501(c)3 organization.

Make **H** your Celebration **HISTORIC**



Junipero Serra Museum



Museum of San Diego History

Planning a wedding or a special event?

The Museum of San Diego History and the Junipero Serra Museum are available for your special occasion. Have a memorable event for you and your guests at our beautiful and historic locations.

Please contact Tam Joslin, Event Coordinator at 619-232-6203 ext 109 or email her at tam.joslin@sandiegohistory.org to assist you.

www.sandiegohistory.org

Advertise in The Journal of San Diego History

The Journal of San Diego History will accept advertisements suitable to its mission and readership.
Circulation: Over 3,000 plus an estimated 1,000 pass-along

Readership

The Journal of San Diego History is published quarterly in Spring, Summer, Fall, and Winter, and is a benefit of membership in the San Diego Historical Society. It is also housed in over 150 university libraries and educational institutions. You can be confident that an ad for your product or service will reach receptive readers.

Advertising Rates

Single issue:

Full Page (B/W), 5 x 8 inches – \$525

Half Page (B/W), horizontal, 5 x 4 inches – \$250

Quarter Page (B/W), 2.25 x 4 inches – \$125

Inside Back (B/W) – \$800

Discount for multiple issues: 2 issues – 10 %; 4 issues – 20 %

Deadlines

Space reservations with copy proposal:

January 15 for Spring Issue

April 15 for Summer Issue

July 15 for Fall Issue

October 15 for Winter Issue

Ad Materials, print-ready:

February 1 for Spring Issue

May 1 for Summer Issue

August 1 for Fall Issue

November 1 for Winter Issue

Mechanical

Black & White

High resolution .pdf or .eps format preferred, at a resolution of 300 dpi, with all graphics and fonts embedded. Please include a proof.

Or send originals (at size of finished ad or larger) to be scanned

Contact

Iris Engstrand and Molly McClain, Editors,

The Journal of San Diego History

Department of History, University of San Diego

5998 Alcalá Park, San Diego, CA 92110-2492

jsdh@sandiego.edu (619) 260-4756

THE JOURNAL OF SAN DIEGO HISTORY

EXECUTIVE DIRECTOR

David Kahn

BOARD OF TRUSTEES

OFFICERS

Robert F. Adelizzi, *President*
Arthur G. Peinado, *Vice President*
Helen Kinnaird, *Secretary*
Woody Ledford, *Treasurer*
Harold G. Sadler, *Past President*

BOARD MEMBERS

James R. Dawe
Sandy Dijkstra
Ann Hill
Lucy C. Jackson
Donna Long Knierim
Bill Lawrence
Polly Liew
Michael P. Morgan
Virginia Morrison
Ann Navarra
Sandy Perlatti
John Sinnott
Marc Tarasuck
Nell Waltz
Margie Warner

ADVISORY COMMITTEE

Malin Burnham
Timothy M. Considine
Kim Fletcher
Fran Golden
Yvonne Larsen
David Malcolm
Jack Monger
Mary Walshok
Stephen B. Williams

CREDITS

Design and Layout
Allen Wynar

Printing

Crest Offset Printing

EDITORIAL ASSISTANTS

Travis Degheri
Cynthia van Stralen
Joey Seymour

STAFF

Beaudry Allen, *Museum Program Associate*
Elijah Barry, *Administrative Assistant*
Trina Brewer, *History Store Manager*
Tori Cranner, *Director of Collections & Registrar*
Heather Gach, *School Programs Coordinator*
Nyabthok Goldet, *Museum Custodian*
Tam Joslin, *Special Events Coordinator*
Jane Kenealy, *Archivist*
Kevin McManus, *Facilities Supervisor*
Carol Myers, *Photo Archivist*
Rosa Petroulias, *History Store Associate*
Brianna Rendon, *Museum Program Associate*
Aurora Sandoval, *Business Manager*
Jessica Schmidt, *Membership Coordinator*
Gabe Selak, *Public Programs Manager*
Madison Shelestak, *Imaging Technician*
Marinta Skupin, *Director of Education*
Chris Travers, *Director of the Booth Historical Photograph Archives*
Nicholas Vega, *Director of Exhibitions*
Loren Winn, *Museum Program Assistant*

San Diego Historical Society gratefully acknowledges the generous support of the following members at the Director's Circle level and above.

Automobile Club of Southern California
Diane and David Canedo
Mr. and Mrs. Hugh Carter
Mr. and Mrs. Ben Clay
Mr. David C. Copley
Mr. and Mrs. Bram Dijkstra
Ms. Mary Louise Fletcher Glanz
Mr. and Mrs. Webster Kinnaird
Donna and Louis Knierim
Mr. and Mrs. Woody Ledford
Mr. and Mrs. F. Dale Marriott
Mr. and Mrs. Dan McKinnon
McMillin Realty
Mr. and Mrs. James S. Milch
Mrs. Lynn Mooney
Mr. and Mrs. Brian F. Mooney
Mrs. Pam Palisoul
Mr. and Mrs. Thomas Sayer

PRESERVE A SAN DIEGO TREASURE

Your \$100 contribution will help to create an endowment for

The Journal of San Diego History

Please make your check payable to The San Diego Foundation. Indicate on the bottom of your check that your donation is for The Journal of San Diego History Fund. The San Diego Foundation accepts contributions of \$100 and up. Your contribution is tax-deductible.

The San Diego Foundation

2508 Historic Decatur Road, Suite 200
San Diego, CA 92106

(619) 235-2300 or (858) 385-1595
info@sdfoundation.org