Sol Price honored as History Maker of the Year

Sol Price, founder of FedMart and co-founder of Price Club, was honored this year as San Diego History Center’s “History Maker of the Year.” SDHC celebrated the man who invented the discount retail model and provided the inspiration for other retail industry giants such as Sam Walton of Walmart and Jim Sinegal of Costco Wholesale.

Nearly 800 attendees gathered at the “no-frills, fun-filled” soiree where guests were presented with a Costco-themed reception hall complete with forklifts, palettes of household items and, of course, the oversized shopping cards that are so necessary for a trip to one of these stores. Long-time employees of FedMart, Costco and Price Club spent time catching up with each other, reminiscing about the past, and honoring the man who had touched their lives in some way.

The highlight of the evening was the panel discussion hosted by local personality and Director of Programming, at Channel 4SD, Dennis Morgigno and featured Costco Wholesale CEO, Jim Sinegal; co-founder of Price Club, Rick Libenson; and Sol Price’s son and co-founder of Price Club, Robert Price.

The event generated over $150,000 in proceeds that will help to support the History Center’s ongoing programs in education and public outreach as well as the museum collections and exhibitions. SDHC is proud to honor the San Diegans who have been integral to San Diego’s history.

Matthew Schiff, Multimedia Communications Associate
Sharing our History Across Borders

I recently had occasion to visit Tijuana’s Historical Archive (Archivo Histórico) and the Museum of the History of Tijuana (Museo de Historia de Tijuana), both of which are located in Tijuana’s former City Hall, which has been transformed into a cultural complex.

The Archive holds 20th-century newspapers, books, and manuscripts relating to the region. The Museum of History houses exhibitions relating to both natural and cultural history. I met with a number of officials including the Director of the Historical Archive, José Gabriel Rivera Delgado, as well as Elsa Rosas, who is the City of Tijuana’s Director for Art and Culture and oversees the Historical Archive, the Museum of History, and other institutions. Hopefully these meetings will pave the way for SDHC to collaborate in the future with Tijuana’s cultural organizations on various historical projects.

For example, Elsa Rosas was very interested in SDHC’s current initiative to catalog the Edward H. Davis collection of Indian photographs, which includes 1,425 images of Indians in Baja California during the early 20th century. The possibility of an exhibition in Tijuana of representative Davis photographs was discussed. In addition, San Diego is, of course, developing plans for celebrating the Centennial of the 1915 Panama-California Exposition. As it turns out, in 1915 Tijuana built attractions of its own in order to cater to visitors to the Panama-California Exposition. So we agreed to look into the possibility of Tijuana’s creating exhibitions in 2015 that would similarly appeal to visitors to San Diego’s Centennial celebration.

Developing lines of communication between SDHC and sister institutions in Tijuana could also benefit scholarly research. This year the Historical Archive is marking the centennial of a 1911 filibustering expedition that involved an invasion of Tijuana. An exhibition, public programs, and a commemorative ceremony have been organized. The Archive’s director was very interested to learn that SDHC has manuscript collections documenting earlier filibustering expeditions into Baja California. Similarly, I was very intrigued to hear that the Instituto de Investigaciones Históricas in Tijuana has extensive research resources pertaining to early San Diego and the California missions.

Years ago, SDHC collaborated with partners in Tijuana to sponsor an annual history fair which brought students from south of the border to San Diego and then sent San Diego students to Tijuana. Crossing the border ultimately became too difficult and the program was abandoned. Given our proximity to Tijuana and our shared history, it would certainly be to everyone’s advantage to work together to document and interpret our joint heritage.

El Jefe

* David M. Kahn, Executive Director
**Portrait of a Proud Community: Norman Baynard’s Logan Heights, 1939-1985**

*Opening to the public on June 3, 2011, Portrait of a Proud Community: Norman Baynard’s Logan Heights, 1939-1985 is a new exhibition at San Diego History Center that celebrates the life, career and community of one of San Diego’s most notable professional photographers.*

Born in 1908 in Michigan, Norman Baynard first established himself as a professional photographer in San Diego in 1939, operating out of the Logan Heights neighborhood. Mr. Baynard quickly became one of San Diego’s sought after photographers, particularly within the city’s African American community. His reputation grew and by the end of his career, he routinely photographed a wide variety of subjects within the community - religious ceremonies, family gatherings, weddings, birthday celebrations, individual professional achievements and political events.

**Portrait of a Proud Community** displays a diverse collection of photographs showcasing both the aesthetic beauty of Baynard’s photographs, as well as their historical significance. The exhibition contains a number of multimedia components, an interactive photo studio, personal memories of Mr. Baynard and the Logan Heights community as well as an interactive workstation where guests can look at (and help identify people, places and subjects located within) the 500 photographs selected for this project.

Norman Baynard’s photographs have become valuable historical records to the community of Logan Heights and its residents. **Portrait of a Proud Community: Norman Baynard’s Logan Heights, 1939-1985** is on display from June 3, 2011 – January 15, 2012. For additional information, please visit www.sandiegohistory.org. This is a must-see exhibition!

- Nicholas Vega, Director of Exhibitions
Project Update: 
Enhancing Access to the History of San Diego and the Border Region

A Grant Project administered by the Council on Library and Information Resources (CLIR) with the support of generous funding from The Andrew Mellon Foundation.

This project aims to create finding aids for 133 archival collections relating to economic, social, and cultural aspects of greater San Diego. These finding aids will then be uploaded to the Online Archive of California as well as our own website enabling them to be accessible to a much wider audience.

Since March, we have been busy setting up all we need for the project to progress smoothly. Stephanie Mirkin was chosen to join us as Project Archivist and we have also employed three student processors to help with the collection processing – two from the San Jose State University MLIS program and a PHD student from UCSD.

To create finding aids, we’ll be using software called the Archivist’s Toolkit (AT), an open source software developed by a collaborative of archivists including Brad Westbrook from UCSD. Funds provided by the grant enabled us to hold a two-day workshop as an introduction to AT.

We are ready to start processing the first collections and will be giving regular updates here in the Times newsletter, as well as on our dedicated webpage www.sandiegohistory.org/enhancingaccess and on SDHC Facebook and Twitter pages.

Community Helps to Identify Baynard Photographs

Public meetings have been held at many different locations around South San Diego including Bethel A.M.E., George L. Stevens Senior Center, New Creation Church, and the Catfish Club as well as appointments in the History Center Library. As viewers recognized people, places and events, and shared their memories, the information was collected and added to the database. Cataloging of 500 selected images has been completed, but as new information is collected every week the process is never really finished.

Community members have responded positively and some very interesting stories have emerged. For example, a gentleman who had lost all of his wedding photos during a move many years ago recalled that Mr. Baynard had been the photographer at his wedding. When he heard of the project, he came in to see if we would have any of the negatives of the lost prints. As it turned out, we had a dozen of the images documenting the day. It was a thrill for him and for us!

Thanks to the help and support of the Balboa Park Online Collaborative (BPOC) the records and images will soon be viewable on our website at sandiegohistory.org/baynard. The James Irvine Foundation, Wells Fargo, the National Endowment for the Arts, the Charles and Ruth Billingsley Foundation, The Heller Foundation, and Union Bank have all generously provided financial support for this project. Channel 4 and host Diana Guevara has also shown support for the project filming community meetings and interviewing community members. There will be future shows featuring this project on San Diego Insider and Shades of San Diego.

• Chris Travers, Director of the Photograph Collection

• Jane Kenealy, Archivist
Below: (Left to Right) John Glascok, Janet Anderson, Robert Price and Iris Engstrand at History Makers honoring Sol Price.
Photo by: Doug Gates

Right: Visitors learn the “Science of History” during the Balboa Park-wide Science Day.
Photo by: Gabe Selak.

Above: Students design their own costumes in the Dressing the Part exhibition.
Photo by: Matthew Schiff.

Above: SDHC Board President Hal Sadler (Right) and Executive Director David Kahn (Left) present the History Maker award to Robert Price (Center) in honor of his father, Sol Price.
Photo by: Doug Gates

Right: Tony DiBona and Judy Trussell are crowned King and Queen at the Serra’s Twelfth Night celebration.
Photo by: Gabe Selak.
Junior Historians to Use 21st Century Technology

Today’s students were born in the digital age; participants in a modern marketplace where the Internet is considered a primary source, and there is an ever-shrinking realm of context to explain how dramatically our community and world have changed over time.

So when SDHC’s School in the Park Program was honored as a co-recipient of Qualcomm’s Wireless Reach grant for augmented reality, it was a valuable gift for a museum that commits itself to preserving our past.

During the 2011-12 school year SDHC and the San Diego Zoo will begin piloting an Augmented Reality Experience (ARE) with our School in the Park third grade students. This cutting edge program seeks to infuse today’s technological tools into museum-based curriculum. Using handheld mobile devices and advanced wireless networking, students will be able to interact with exhibitions by exploring an added layer of “virtual” reality. By pointing their pre-loaded mobile devices at an artifact or photograph, objects “come alive” and may be explored in ways never before imagined. Students may see the contents of a glass-encased early American-era hide trunk; explore San Diego’s unique topography in three dimensions on our “Big Map,” or “hunt” for natural resources used by the Kumeyaay. ARE seeks to preserve and enhance the intimacy of a museum visit while utilizing technology as a tool for both conceptual and critical thinking.

San Diego History Center has proudly partnered with School in the Park since its inception in 1999, and wishes to thank their team along with Qualcomm for this educational programming opportunity. For more information on the School in the Park Program, please visit www.schoolinthepark.net.

• Heather Poirier, School Programs Coordinator and Museum Educator

Dressing the Part Leaves an Educational Impact

Of the approximately 25,000 people who visited Dressing the Part during the six months that it was on view, more than half were children who came with their families or as part of school field trips.

Young visitors were very much on our minds while we were planning and designing the exhibition, and interactive elements that would engage children were to be a prominent part of the exhibition from the very beginning. It was therefore very gratifying to see how well younger (and older!) visitors responded to opportunities to dress up in theatre costumes, to stand on a theatrically lit stage, or to design their own theatre costumes. The design activity also meant that visitors continued to contribute to the exhibition in the form of drawings added to a portfolio that was placed in the gallery for that purpose. SDHC staff was blown away by the creative, funny, or just truly amazing designs, and collecting them became like a conversation with our visitors every morning. To see a selection of our favorite designs, please visit www.facebook.com/sandiegohistorycenter.

Thank you to everyone who contributed!

• Marinta Skupin, Director of Education

Docent Gary Cagle leads a group of students on a tour of the exhibition, Dressing the Part. Photo by: Matthew Schiff
Lincoln Documents Discovered at the History Center

San Diego History Center’s collections of materials are extensive. Hundreds of linear feet of material reside in the Library and much of it is still not cataloged. Several months ago, SDHC Archivist, Jane Kenealy, came across a large box of unprocessed material.

Inside was a framed certificate with the heading “President of the United States” appointing San Diego resident Lewis C. Gunn to the post of Assessor of the Internal Revenue for the First Collection Division of California. It was signed by Abraham Lincoln.

Kenealy knew of another Lincoln document, but was never sure if it was written by Lincoln, or was merely a document from his early law firm, Logan & Lincoln. She sent scans of both documents to the Abraham Lincoln Presidential Library and Museum in Springfield, IL who confirmed that both were in fact signed by Lincoln.

News of the find was widely received and SDHC hosted news teams from Channel 8, Fox 5 and Channel 4SD holding several interviews. The documents were displayed throughout the month of February, which was the month of Lincoln’s birth.

To learn more, go to www.sandiegohistory.org/media_inquiries_and_coverage

Matthew Schiff, Multimedia Communications Associate

Save the Date:
Taste of San Diego Micro Brews

San Diego History Center is hosting its second annual Taste of San Diego Micro Brews fundraiser at the History Center in Balboa Park on June 4, 2011 from 6-10pm.

The event celebrates the rich history of brewing in San Diego and recognizes local breweries that are making an impact on the national micro-brewing scene. Highlights include a logo design contest, a commemorative/collaborative beer being brewed exclusively for the event, and the opportunity to bid on one-of-a-kind auction items.

Local breweries pouring for the event include: Karl Strauss; Rock Bottom, La Jolla; Stone Brewing Co.; Ballast Point; Alesmith Brewing Co.; Port Brewing; and Lost Abbey.

Tickets are available online at www.sandiegohistory.org/tasteeofsandiego or by calling the History Center at (619) 232-6203 x 102.

Jessica Schmidt LaFave, Development and Donor Relations Associate
**June**

- **2** Member Opening: Portrait of a Proud Community: Norman Baynard’s Logan Heights 1939-1985
- **4** Taste of San Diego Micro Brews
- **17** Tourist in Your Hometown trip to Palomar Mountain Observatory
- **18** Juneteenth Celebration
- **18** Historic Places: Gustav Stickley and the Arts & Crafts Movement with Decorative-Arts historian, Kevin Tucker
- **20** History for Half Pints: It’s a Fairyland!
- **26** Guitar Through the Ages Concert Series: Guitar Duo Paper Moon
- **28** Summer Supper at the Serra Junipero Serra Museum

**July**

- **16-17** Serra Slumber/Group Overnight Program
- **18** History for Half Pints: Things are Lookin’ UP!
- **26** San Diego NOW: The African American Experience in San Diego

**August**

- **8-12** Curious Kids Summer Adventure
- **15** History for Half Pints: Desert Morning!
- **19** Tourist in Your Hometown: Museum of Creation and Earth History, Santee
- **23** Summer Supper at the Serra Junipero Serra Museum
- **30** Lecture: Modern Oceans, Ancient Sites with Dr. Todd Braje

*This program is held in conjunction with the exhibition: Portrait of a Proud Community: Norman Baynard’s Logan Heights 1939-1985.*

For more information about events or to make a reservation, call (619) 232-6203 ext. 129. All locations are San Diego History Center in Balboa Park unless otherwise noted. Programs are subject to change or cancellation. [www.sandiegohistory.org/calendar](http://www.sandiegohistory.org/calendar)