



Photo by OI Studios

Inside/Out

A perpetual peek into our vaults

ILLUSTRATED DESIGN IMAGE OF THE UPCOMING INSIDE OUT CASE,
DESIGNED BY OI STUDIOS AND MADE POSSIBLE BY LAS PATRONAS.

Visitors to our Balboa Park museum will soon experience regular glimpses into the rare, unusual, and everyday items and objects that make up the San Diego History Center's fascinating archives. One of the largest on the West Coast, our archives contain 45 million documents, 2.5 million historic photographs, 15,000 objects, 7,000 items of historic clothing, and 1,500 pieces of fine art. Like most museums around the country, over 90 percent of these precious collection items spend the majority of their lives in storage and are infrequently on public view. *Inside/Out*, an innovative, state-of-the-art exhibition display that will soon be installed in the museum's atrium, will change that! This exciting addition will showcase a regular rotation of rarely seen items and odd finds from the San Diego History Center's permanent collection.

What will you see? Countless intriguing pieces on rotating display, including an uncommon early

full signature of Abraham Lincoln, the earliest hand-drawn map of San Diego, diaries of San Diego's first female doctor, clothing worn at the Hotel del Coronado opening ball, and rare objects from the Native Indians of San Diego County. A flat-screen monitor incorporated into the display will scroll through images of examples from our historic clothing collection, focusing specifically on items that are difficult to put on exhibit. *Inside/Out*'s inaugural display items will be selected by our talented collections staff, Chris Travers, Jane Kenealy, and Tammie Bennett.

Designed by OI STUDIOS, this cutting-edge case was made possible by a generous grant from philanthropy organization, Las Patronas. The History Center extends our deepest gratitude to Las Patronas for bringing our collections into public view.

BY TARA CENTYBEAR, CURATOR

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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Why History?



The San Diego History Center has a singular focus: the history of our region. In the overall scheme of things, we compete with other non-profit institutions that each has a very compelling mission statement of its own. Here in San Diego,

there are a number of organizations that support health needs, children, animals, education, the poor and needy, homeless people, veterans, and religious orders, and each has a broad following and raises tremendous amounts of money. For each endeavor, there are multiple entities within our community. A history museum serves a specific niche, and although there are neighborhood-focused historical societies, the San Diego History Center is the institution responsible for collecting, preserving, and disseminating the history of our entire region.

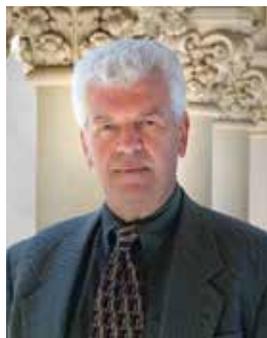
But why support history? It's simple! To appreciate the present, we must compare it to the past. To anticipate the future, we must identify and extrapolate the trends that are reflected in the past. History can be our most important instructor.

We learn our history in many ways—from photos, documents, artifacts, oral histories, art, clothing, and more. Our delivery channels include children's classes, adult programs, exhibitions, and *The Journal of San Diego History*.

Our mission is clear: 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. We are making a difference in our community. In this light, I would like to thank the small but wise group of employees, donors, members, advisors, and trustees who support our mission. Without our work, our community would be an orphan, an entity without roots. It is a pleasure for us to work on your behalf.

BY TOM FETTER, PRESIDENT

From the Executive Director



It is a great honor and extremely humbling to write this column as the new Executive Director of the San Diego History Center. Since assuming the role at the end of January, I have been repeatedly asked, "What is your vision for the History Center?" My

answer has caught some by surprise: "Our mission and our collective vision on ways to achieve it."

The San Diego History Center was founded in 1928 as the San Diego Historical Society. Our mission is "... to preserve our history, tell the diverse stories of our community—past, present and future, educate and foster civic pride." Our mission is the reason the History Center exists, and it is our collective vision that empowers us to achieve our mission.

If I look into my crystal ball to 2115, when San Diegans are celebrating the bicentennial of the Panama-California Exposition, I hope they say,

"One-hundred years ago they did things right—they (we) placed the History Center on a course of not just survival, but a course that has propelled the institution to thrive." To do this requires building a permanent endowment that allows measured and sustained growth, maintaining conservative and balanced operations, continuing to preserve San Diego's history by expanding and investing in our collections, and increasing our role and relevance to our community.

We have the capacity to do all of this. We have a dedicated and hardworking board; an advisory board of prominent local leaders; a talented, passionate, and engaged staff; and members and stakeholders who believe in our mission.

So what is your vision for the San Diego History Center and how do we secure our organization's future? I look forward to your comments. Please e-mail me at blawrence@sandiegohistory.org or give me a call at 619.232.6203 x106. I look forward to implementing our collective vision together.

BY BILL LAWRENCE, EXECUTIVE DIRECTOR

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Hands-on Learning at the History Center

Discover more in the ROAR Family Den

CHILDREN EXPLORE AN ACTIVITY STATION IN THE NEW ROAR FAMILY DEN, INVESTIGATING ANIMAL SKULLS TO HELP THEM DESIGN A MEAL APPROPRIATE FOR THAT ANIMAL.

Since the *Ingenious! The World of Dr. Seuss* exhibition, the History Center has had a great opportunity to create a space that is unique in history museums—a children’s interactive area. Working with museum consultant Vas Prabhu, the ROAR Family Den was completely conceived, designed, and built in-house—something that makes us proud!

Our goal was to have children be the author of their own museum experience, learning about different aspects of the behind-the-scenes work at the San Diego Zoo. The ROAR Family Den was designed to broadly appeal to families, but as we all know, there is not one model family. In the conceptualization process, we tried to be mindful of the variety and diversity of our kid visitors and the adults who accompany them. We see the interactive area as a wonderful “laboratory” to develop and test experiential learning about the history of our community.

The ROAR Family Den features six activity stations, each reflecting a different zoo value:

education, conservation, animal care, ending extinction, stewardship, and global issues. Most of the stations combine open-ended activities, which invite imaginative play, with activities that are more succinct and close-ended. Informational and interpretive text, touchable objects, games, and large mural-sized photos are presented on the walls while a central table houses sit-down activities, like making a zookeeper hat, observing patterns and completing puzzles, designing an appropriate menu for animals, making a rubbing, and writing a conservation pledge. A few more surprises include “What’s that Smell?” where families open jars of mystery scents derived from different plants and try to identify them and determine how they are used at the zoo and “What’s that Sound?” where visitors match the sound they hear to an animal found at the zoo.

Explore the ROAR Family Den at the History Center and discover the child in you.

BY TINA ZARPOUR, DIRECTOR OF EDUCATION

On Exhibit

The Lore Behind the Roar!: 100 Years of the San Diego Zoo

Presenting Sponsor:

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Of Animal Importance

(through
August 14, 2016)

The Border:

The Line that Divides
(through July 17, 2016)

***San Diego Invites
the World***

(through August 7, 2016)

***Heritage: Artwork by
San Diego’s Japanese
American Community***

Japanese American
Historical Society of
San Diego exhibition

***San Diego:
Place of Promise***

Films

***BALBOA PARK:
The Jewel of
San Diego***

Showing daily:
11am, 1pm, 3pm

Zoorama

Showing daily:
12pm, 2pm, 4pm

Recognition of Recent Bequests

The San Diego History Center would like to acknowledge the following individuals who left gifts to the History Center through their estates:

George Silvani was a History Center member and volunteer with the photo collection for 25 years (1995–2010). He was a Commander with the Navy, fought in the Pacific in World War II, and was an official witness to the atomic bombing at Bikini Atoll. He wrote two books, one titled *From the Files of the La Jolla Historical Society*.

Alfred C. Berner was a member and supporter of the San Diego History Center for 10 years. He is remembered by the collections staff as a history buff, frequently visiting the library to research a number of personal projects.

BY SARA MORRISON,
MEMBERSHIP
DIRECTOR

TO LEARN MORE OR
TO INFORM US OF
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OF MAKING A GIFT
THROUGH YOUR
ESTATE, CONTACT:
DEVELOPMENT@
SANDIEGO
HISTORY.ORG OR
619.232.6203 X148.

2016 Makers of San Diego History

Join us on Saturday, June 25, 2016, as the San Diego History Center hosts its annual Makers of San Diego History tribute dinner, which honors individuals and organizations that “have made history in their own time.” This year, we have the privilege of recognizing the historic accomplishments San Diego Zoo Global has realized in its first 100 years. Over the past century, the San Diego Zoo has become a world leader in animal care and conservation science, fighting to end extinction.

The evening begins at 4:30 p.m. with a unique opportunity to experience *The Lore Behind the Roar!: 100 Years of the San Diego Zoo* in an intimate and engaging setting. Along with this private viewing, there will be special features that can only be experienced at this event. The evening then proceeds under the stars and twinkling lights of the Zoofari Party Area within the San Diego Zoo. Among the roars of the lions and honks of the flamingos, we will celebrate the San Diego Zoo’s incredible achievements with fine dining, entertainment, and a special presentation ending at 9:00 p.m.

We look forward to acknowledging the San Diego Zoo’s 100 successful years at our Makers of San Diego History dinner. As a singularly



THIS YEAR’S MAKERS OF SAN DIEGO HISTORY
CELEBRATES SAN DIEGO ZOO GLOBAL.

remarkable organization, the San Diego Zoo is deserving of high praise, and we hope you share in this exciting celebration with us! Visit us at sandieghistory.org for details.

BY HEATHER HAYES, EVENT COORDINATOR



JIM SIEGEL FROM SELTZER CAPLAN MCMAHON VITEK
WITH BOARD PRESIDENT TOM FETTER.

BY SARA MORRISON, MEMBERSHIP DIRECTOR

Be Empowered to Leave a Legacy

Phyllis Paul. Alfred Berner. Donna Sefton. George Silvani. What do all of these people have in common? They are all supporters of the San Diego History Center through their estate. Each has made a significant contribution to secure the future of the History Center through a bequest.

Save the date now for Thursday, September 8th, to join the History Center’s Heritage Circle, for tea and a discussion about the importance of estate planning. This past February, the San Diego History Center hosted members, volunteers, and supporters to hear Jim Siegel, estate planning expert from Seltzer Caplan McMahon Vitek, offer insights into various opportunities available for members to make a charitable gift through their estates. The intimate setting allowed participants to ask questions specific to their individual needs. At the close, attendees walked away from the presentation armed with resources to help them make important decisions about their estate and empowered to make a difference.

Following this presentation, several individuals joined the our Heritage Circle by sharing their commitment to providing a lasting legacy for the History Center through their personal estates.

Zoo Exhibition Gallery Programs

The San Diego History Center is full of new, exciting educational opportunities for K-12 school groups and general museum visitors. For our daily visitors, we are offering novel ways to experience and understand our exhibitions. Curiosity Carts, often facilitated by Gallery Guides, a special group of interpretive volunteers, enhance what is on the walls through hands-on encounters and conversations. If you visited the History Center in 2015, you may have seen our 1915 Exposition Curiosity Cart and learned about stereoscope technology and our stereo card collection. For *The Lore Behind the Roar*, we are premiering new zoo-related Curiosity Cart topics: zoo horticulture, Dr. Harry's Time Machine (a history quiz game), the Curio Cabinet, animal enclosures (another instructive game), and animal welfare.

Programs exploring the four eras of San Diego's history (Native Peoples of San Diego County, Spanish, Mexican, and American) and our *Place of Promise* exhibition represent the backbone of our school programs. With the current zoo exhibition, the education team saw an opportunity to try out new informal learning techniques and strategies. Three new K-12 offerings are now available covering different aspects of San Diego Zoo history:



STUDENTS LEARN ABOUT THE SAN DIEGO ZOO'S HISTORY IN THE NEWLY DEBUTED PANDAMONIUM PROGRAM.

Pandamonium, What Are Your Koalifications?, and Mission Impawsible. Recently, the History Center has been awarded grants to offer not only discounts for Title I schools, but in some cases free bus transportation to programs! If you know a teacher who can take advantage of these opportunities, contact education@sandiegohistory.org.

BY TINA ZARPOUR, DIRECTOR OF EDUCATION



PUBLIC PROGRAM MANAGER GABE SELAK LEADING A TOUR.

BY GABE SELAK, PUBLIC PROGRAMS MANAGER

Motion Moves Memory! New Senior Offering

The San Diego History Center has partnered with Rediscover San Diego through the San Diego Community College District to offer students aged 55+ engaging programs that help students learn through movement, which research has been shown to stimulate cognitive memory and retention. Based on the technique's success, the History Center is offering programs that incorporate physical activity to senior centers, retirement communities, community groups, and others scheduling an enhanced visit to the History Center for their group or organization.

Participants can expect a multifaceted program, including a lecture, film, or panel discussion followed by an informal walking experience that connects their physical and mental health. Visits to the museum galleries, Research Library, and parts of Balboa Park immerse participants and offer a sense of place on which to build their memories. At the same time, incorporating the use of various media provides multiple avenues that foster learning.

For scheduling options, information, and fees, contact education@sandiegohistory.org. Reference: Get UP & Go! in the subject line.

Interpretive Volunteers Bring Out History

The History Center volunteers are employing new techniques to provide a more engaging experience for our visitors. Adding to the insightful information already found throughout the exhibits, our interpretive volunteers—including our gallery guides and docents—are using our new Curiosity Carts to engage museum visitors of all ages with hands-on interactive activities that demonstrate specific learning objectives for each exhibition. All volunteers spend a substantial amount of time learning not only interpretive techniques behind each cart, but also detailed information about the technique's concept or historical relevance. Each volunteer also brings his or her own creativity and unique perspective to the carts, which guarantees each interaction is a one-of-a-kind experience. These experiences allow visitors to interact with objects and artifacts in a nontraditional way while learning more about why these items are significant to the overall exhibition.

BY CASILDA PAGAN,
VOLUNTEER
MANAGER

Document Files Collection Now Online

The Document Files Collection, a previously hidden gem of the Document Archives, has now been cataloged and made searchable online. This collection contains over 1,300 files on individuals, families, organizations, events, and other subjects. Built up over the last 80 years, these files are distinct from our archival collections due to their specificity and size: often only one or a handful of documents remain from a particular source. The most common material type is letters, but the files also contain records of citizenship, marriage, property, education, and military service; meeting minutes; business contracts; and more. These files provide small, fascinating glimpses into the past, whether through the work diary of a stage driver or the detailed contractual obligations of an indentured servant. This collection is the most recent update to our Online Catalog, along with records of over 400 additional oral history interviews and all 193 titles from our collection of serials.

BY SAMANTHA MILLS, ASSISTANT ARCHIVIST

From Our Vaults: The "Quirky" Stuff

The Document Archives house a wide variety of items related to particular individuals, businesses, and other significant contributors to the development of San Diego. When processing these collections, we periodically come across many unusual examples of local history that have somehow survived the decades. These include

- Medicinal liquor prescription forms issued during Prohibition
- A certificate appointing Richard and Raymond Misamore to the Twins' Reception Committee at the 1935 California Pacific International Exposition
- Extract formulas from San Diego Soda Works, c.1913, including lemon beer and "sarsparill"—the latter requiring sassafras, wintergreen, and half a dram of mace
- Three hand-drawn horoscope charts from 1867–1871
- A World War II Christmas card featuring Santa and his reindeer in gas masks
- A membership card from 1938 for the Ancient Epicurean Order of Rattling Reptile Revelers
- Poetry by a nine-year-old penned for Navy Day in 1922, as well as a letter from a captain at the U.S. Naval Air Station congratulating her on winning the homing pigeon race
- An etiquette book from 1937 containing advice on such necessities as how to reprove annoying theatergoers, and whether a man may toot his car horn when waiting outside for his date. Short answer: he may not.



From the SDHC Document Collection

CHRISTMAS CARD, FEATURING SANTA AND HIS REINDEER IN GAS MASKS C. WWII.

BY SAMANTHA MILLS, ASSISTANT ARCHIVIST



From the Photograph Collection, (#Sensor 7-377)



From the Photograph Collection, (#79_650)



From the Photograph Collection, (#UT 4655)

Color Adds Pop!

We're always looking for new ways to make our historic images more contemporary and dynamic, and we believe that we've succeeded by adding just a spot of color to one key element in each iconic San Diego image.

Currently there are five images to choose from, but more will be available in time. Images can be printed on archival paper, gallery-wrapped canvas, or Plexiglas. To view the current set of images, go to www.sandiegohistory.org/colorized-image.

TOP: CALIFORNIA THEATER, C. 1950.
 BOTTOM LEFT: LIFEGUARD WITH SURFBOARD, MISSION BEACH, C. 1940.
 BOTTOM RIGHT: WOMEN WITH ROLLER SKATES AT MISSION BEACH, 1926.

BY CHRIS TRAVERS, DIRECTOR OF THE PHOTOGRAPH COLLECTION

The Lore BEFORE Roar!

While almost everyone has heard about the San Diego Zoo, many people may not know the story of how a rag-tag collection of animals left over from the 1915 Panama-California Exposition, as well as refugee animals from a flooded 1916 Wonderland in Ocean Beach, were the first in a collection that would one day be one of the world's finest.

Many History Center and San Diego Zoo members, media—including CBS8, the station that brought the nation Zoorama—a kookaburra and a cheetah, were all present at the opening of the History Center's major exhibition of the 2016 season: *The Lore Behind the Roar: 100 Years of the San Diego Zoo*.

After the winged and feline stars stole the show, welcoming remarks were given by Tom Fetter, San Diego History Center President and former San Diego Zoo President—as well as Douglas Myers, San Diego Zoo Global CEO. Both stressed the importance of Balboa Park collaborations, creating more value for the visitor, and asking: how will they look back at us in 100 years? What are we doing to ensure that we are continuing the legacies of the great institutions we celebrate today?

BY MATTHEW SCHIFF, MARKETING DIRECTOR



Photo by Bob Hoffman Photography

GUESTS ENJOY THE OPENING RECEPTION OF THE LORE BEHIND THE ROAR

Orangutan Sculpture and Ken Allen Story

Celebrating *The Lore Behind the Roar: 100 Years of the San Diego Zoo*, and embodying the new institutional approach to creativity in the exhibition design process, the History Center commissioned a sculpture by local artist and fabricator Brian Gibson to hang in our atrium. The nine-foot tall, seventeen-foot wide piece embodies the joy so many San Diegans and vacationers have had while visiting and observing animals at the San Diego Zoo. Over the past four months of construction, this furry beast has been called many names by the artist and staff, including Fred, The Orang, Chili Cheese, and Hayduke, just to name a few. We have decided he is a free thinker and are waiting for him to decide what his name should be.

Many locals may remember Ken Allen, an orangutan born in captivity at the San Diego Zoo in 1971, who became famous for his escape-artist skills. During the 1980s, Ken Allen gained attention worldwide after a series of three escapes from his enclosure. The orangutan's smarts and ability to outwit his keepers, as well as his friendly docile demeanor once freely roaming the zoo, resulted in instant fame. This superstar primate even had his own fan club and inspired T-shirts and bumper stickers (most reading "Free Ken Allen").



ORANGUTAN SCULPTURE BY ARTIST BRIAN GIBSON.

BY TARA CENTYBEAR, CURATOR

New Members

Welcome to the members who have joined SDHC from Dec. 2015 to Feb. 2016.

Mary & Raymond Berube
 Steve & Kathryn Brooks
 Russell Buckley
 Karen Casey
 Philippe Cheyette
 Marie Cheyette
 Deborah Coon
 Charles Crawford
 Maria L. Fonti
 Marlene Fosselman
 Lois Friedlander
 Rene Galvan
 Patricia & John Garretson
 Beth & Tony Guepin
 Robert & Janis Henricks
 Ronald & Maria Hopkins
 Karen Hughes
 Jinwoo Huh & Seeun Koh
 Anthony Jerry
 Terry Katz
 Mari Kubik & Joe Lindsay
 Caraway & Michael Longville
 Gloria McColl Powell
 Kitty McDaniel & Eric DuVall
 Kevin McKernan
 Michael & Sharon Nagaran
 Alissa Nelson
 Marilyn Quon
 Valerie Railey
 John Richardson
 Marty & Larry Smith
 Janna Smith
 Jack Sprengle
 Kyle Stephens
 Gretchen & Brett Thomson
 Brittany Torbert
 Joy Walsh
 Julie Wartell
 Michael & Jamison Williams
 Jon & Gail Woods
 Hannah Youssi
 Isabel Ysassi
 Hong Zheng

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NUMBER 2
SUMMER 2016

Calendar

May

5, 12, 19, 21, 26

Balboa Park History Stroll, 11am | \$

7 Member Morning, 9:30am (FM)

19 Think & Drink with Legendary Leaders
of the Zoo: Harry Wegeforth and
Belle Benchley, 6pm | \$\$

June

2, 9, 16, 23, 30

Balboa Park History Stroll, 11am | \$

3 Serra Museum opens on Fridays
through Labor Day (FM)

25 Makers of San Diego History, 4:30pm | \$\$\$

July

7, 14, 21, 28

Balboa Park History Stroll, 11am | \$

14 San Diego in Serra's Time: A Panel, 6pm | \$

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\$ Programs cost \$1 – \$15 \$\$ Programs cost \$16 – \$50
\$\$\$ Programs cost above \$50 (K) Kid-Friendly Event
(FM) Free for Members * Invitation Only Event

All programs take place at the San Diego History Center in Balboa Park unless otherwise noted. All tours are offered rain or shine unless severe weather is forecast. Programs subject to change or cancellation. All programs require registration or advance ticket purchase. Tickets available online at sandieghistory.org/calendar, by phone at (619) 232.6203, ext. 129, or email rsvp@sandieghistory.org.



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