



THE HALLMARK SOCIETY

Dedicated to Preserving Historic and Architectural Landmarks

P.O. Box 1204, Victoria, B.C.

VOL. 10 #1

SEPTEMBER 1981 NEWSLETTER

Greetings all after a long hot newsletterless strike-bound summer.

OUR SUCCESS STORY

This has been another tremendously busy year for the executive and many of the members now involved on our support committees. Since February 1980 when our newsletter bore the screaming headline "WE DID IT - JACKSON HOUSE SAVED", it has indeed been a time of much doing by many people giving of energy and efforts far beyond the mere bounds of paid-up membership.

Those of you who saw the Open House in 1980 and this year's Open House on July 12th can really appreciate what our Society - all volunteers - have accomplished. And since the Open House, the interior finishing touches have been completed and the tenants moved in to the four apartments on August 15th.

FACTS

- (1) The house has been designated by the city;
- (2) The house now has an appraised value of \$215,000.00;
- (3) Exterior painting will soon be undertaken. A small sample of the proposed colour scheme is to be seen on the front bay window. Further information will be available at the annual general meeting. A great big THANK YOU to the many people who helped in this first active preservation and restoration project.

COMMENT

A copy of a letter sent to the 'Times Colonist' by one of our members but not published, makes some interesting points:

'As an old Victorian who has spent the last ten summers as a Tourist in her former home town, I'd like to comment on your excellent article concerning old house restoration in your July 11-12th issue. Based on "This Old House" by Bob Vila, first published years ago, this account appeared on the same weekend that scant publicity was being given to the local efforts to preserve and restore the Jackson house, a small miracle.

There has been criticism that so much time and effort has been lavished on a house that is not 'important' enough. As a typical modest house of its period it is every bit as important a part of Victoria's ambience as the, alas, razed and built-over mansions pictured in the refreshments room on Open House day at the Jackson House under the "Too Late" heading. The thing to remember is that time often is of the essence in making decisions to preserve, restore or renovate, and if funds to support the dedicated volunteers are small, then the beginnings must also be modest.

But preserve and restore we must if Victoria is to attract traveller's rather than trippers; travellers are genuinely interested in its history houses and gardens. It is the Travellers who spend the big bucks, the Trippers who give downtown a carnival atmosphere distasteful to residents. I have never seen a poster, if indeed there is one advertising "Come to San Francisco", yet that city never lacks for visitors. I believe this to be because San Franciscans really love their own city and its downtown and seek to retain its attractions. Perhaps the Tourist bureau here should divert more of its advertising budget to helping Victoria keep what is left of its character, for why else should visitors put up with threats of being stranded by ferry strikes, uncertain mail service and high prices only to encounter more of the homogeneous blight?

So, let's hear it for more articles on restoration projects right here on the Island! I'm sure the Heritage Building Foundation of the Hallmark Society would be most cooperative. Sincerely, Hazel Wright Minch. "

ANNUAL GENERAL MEETING

TUESDAY, OCTOBER 6TH AT 8 P.M.

CRAIGDARROCH

1050 JOAN CRESCENT

At the Annual General Meeting we will be electing a new executive. The positions to be filled are:

President	Corresponding Secretary
Vice President	Newsletter Editor
Treasurer	Membership Chairman
Recording Secretary	3 Members at Large

We are anxious to find people with new ideas and/or experience, so even if you haven't been involved up to now, please consider running yourself or nominating persons you think suitable. Please phone Paul Bennett at 595-4708 with any suggestions.

Arrangements are being finalized for an interesting speaker. But at press time details are not available. Based on past performance *alone*, we can look confidently forward to an interesting evening with coffee and a chance to review old acquaintanceships and to meet some of the sixty-nine new members who joined this year.

COME ONE
COME ALL

The time of the annual BAZAAR approacheth. It will be held on Friday, October 23rd at the Hillside Mall. Donations of plants, baking, small jars of pickles and preserves, handcraft items and white elephants are needed. Contributions are a bit behind this year, so please look around for whatever you can spare. However, we are unable to make use of rummage items. Can you spare a couple of hours during the day to help out at the stall. Contact Catherine Hodgens at 385-7595.

OFFICE

Our tenancy in the Richard Carr house has been confirmed by letter from the Provincial Secretary Evan Wolfe. The terms of the occupancy agreement are now in preparation. Our understanding at present is that there will be a ten year term with renewable option at \$1.00 a year.

ANNUAL
DUES DUE

Now is the time for all members who joined prior to June 1981 to renew their memberships. A reminder that currently family membership is \$10.00; Individual \$7.50, Seniors and Students \$4.00. Memberships will be sold at the Annual General Meeting or can be sent to Box 1204, Victoria, B. C.

RESEARCH

Lots to report in the Research Department. Under the able stewardship of Sue Lambeth and Jennifer Barr, we've separated Research into 2 sections: Inventory and Archives. Guided by Sue Lambeth, the Inventory Committee consists of about 20 active members who are busy updating and expanding our inventory of heritage buildings in Greater Victoria. Particular emphasis is being given to buildings in the City's "B" category. Currently we have only photos and addresses of these but a full inventory is now underway. The Committee is also working on those buildings that have been missed completely in previous inventories.

Jennifer Barr is in charge of Archives work and is busy preparing the Hallmark's application for Provincial funding to better sort, catalogue, cross-reference and preserve our very unique and valuable collection of photographic prints, slides and negatives of Greater Victoria's historic and architectural heritage. While funding is not assured, we're hoping to receive assistance of \$2500-3000 from the Cultural Services Branch of the Ministry of Provincial Secretary to be used primarily for purchase of the necessary materials to store and safeguard our collections. A matching contribution from the Society is required - either in time or in money - so the call will come out soon - assuming we're successful in our application - for volunteers to assist in this project.

In the meantime, anyone who's interested in helping with the ongoing Inventory or Archives work and who's been overlooked to date, please contact either Sue (598--0763) or Jennifer (598-9484). Thanks to the active members to date and to Sue and Jennifer for their ongoing hard work is certainly in order!

HELP!

A last note on this. Jennifer asks that anyone having back issues of Heritage West, Heritage Canada's magazine or newsletter - Heritage Conservation - or

Western Living magazine with articles on B. C. conservation please contact her so that we can compile duplicate sets for reference and possibly lending in the Hallmark library. Her number again is 598-9484.

WALKING
TOURS

Penny Czwarno helped get the year's tours going and Paul Bennett stepped in to manage the program later in the summer. A series of successful tours of both James Bay and the downtown were held and over \$200 raised towards the Jackson House restoration. Thanks to both the above and Pim Manning, Rosemary Cross, Jean McInnis and Isla Tuck for their able assistance in making this summer's tours such a success. Rosemary Cross has volunteered to look after next year's tours and we're all pleased to have such a capable person to manage things.

FLASH!

We've been asked by a representative of City Council to lead the delegation from our twin city of Suchow - the People's Republic of China - on a walking tour of the downtown on Saturday the 19th of September. Our walking tour guides should be congratulated again on running such a successful and high profile series of tours and of course we're only too pleased to help forge a common link of understanding with our Chinese neighbours.

FUNDRAISING

Thanks to all the donors who have helped the Jackson House Appeal top \$15,000. Really a remarkable sum! Costs of restoration being what they are, however, and mortgage rates as well, the Heritage Building Foundation is planning a major fundraising drive for late fall '81 and early spring '82. Anyone with ideas or experience please contact our President Peter Walton at 386-6102.

REMEMBER
WHEN?

Is any member able to help out Lesley Duthie of the Modern History Division of the B. C. Provincial Museum? He needs information about the use of sawdust burning stoves and ranges, and about meat and food safes, free standing and built in. He can be reached at 387-3648.

See you at the Annual General Meeting
October 6th at 8 p.m.



Rosemary James Cross, Membership Chairman



Peter Walton, President