

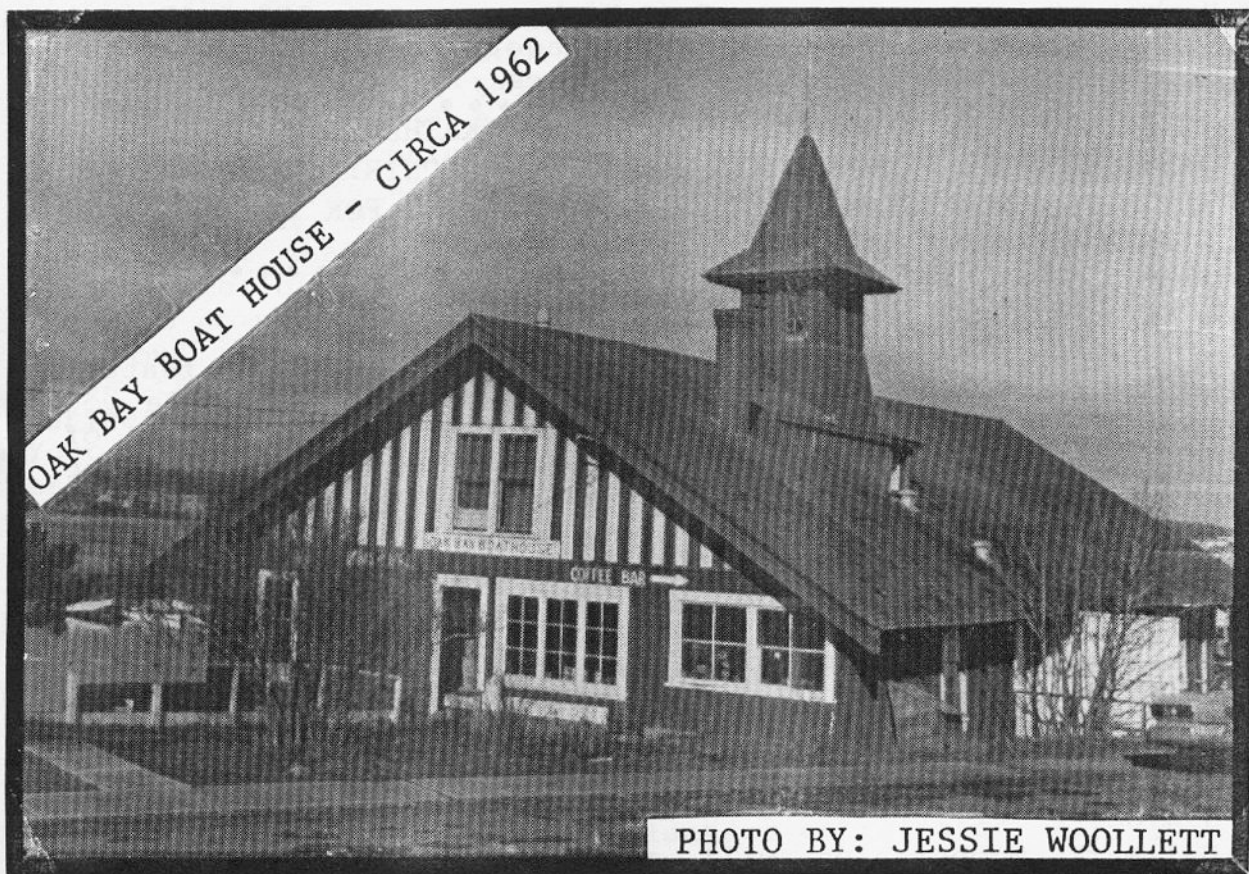


THE HALLMARK SOCIETY NEWSLETTER

Dedicated to Preserving Historic and Architectural Landmarks

SEPT. OCT. NOV.
1988

VOLUME 15
NUMBER 5



Since 1973, Your Voice in Heritage Preservation in the Capital Region
Richard Carr House, 207 Government St., Victoria, B.C., Canada V8V 2K8

TELEPHONE: 382-4755

THE HALLMARK SOCIETY EXECUTIVE - 1988-89

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THANKS TO MARK MADOFF, PAMELA MADOFF, KATHLEEN O'NEILL WHITE,
JENNIFER NELL BARR AND KEN SUDHUES FOR CONTRIBUTING SUCH GREAT
ARTICLES FOR THIS NEWSLETTER AND TO AL FRY FOR TAKING THE
HIDDEN HERITAGE PHOTOGRAPHS!!!!

..... **General Meeting**

The Hallmark Christmas General Meeting will feature Executive Member Pamela Madoff--showing you a Victoria you haven't seen in a long time--but through the medium of slides taken by Jessie Woollett (one of the images she captured is our cover photo this month--The former Oak Bay Boathouse). You will have the opportunity to view many buildings which were demolished but have been saved by Jessie on film. Stuart Stark will also capture our attention with heritage images of Europe.

The Members Bookstore will be open--with many new and old selections to choose from--do your Christmas shopping there and enjoy some Christmas baking at the same time.

Remember the new soon-to-be-famous Hallmark sweatshirts will be on sale--be the first on your block to sport one for only \$24.00.

Hallmark memberships will also be on sale--renew your membership now--or buy one for a friend as a stocking stuffer.

Take a chance on a ticket for the antique which will be raffled.

The meeting will be held Thursday, December 8th at 7:30 p.m. in the James Bay New Horizons Centre, 234 Menzies Street.

President's Message

"What difference would it make if I . . . ?"

It's the perennial question of the slightly shy member of a club or organization, wondering why the apparent movers and shakers would care about a solitary effort.

Our cover picture and the slide-talk topic for our December 8th General Meeting are a clear answer to the question.

One person can make all the difference in the world.

It was no secret before Jessie Woollett's death that she had long been bitten by the shutterbug. She was an avid and skillful photographer with a particular bent for recording on file the bitter moments of demolitions. I didn't know Jessie very well, but I can imagine that, when she decided to bequeath to the Hallmark Society her hundreds of photos, she might have felt at least a few seconds of doubt. Would the collection be of any use? Weren't these just the accumulations of a private interest?

Yet the volunteers who sorted and labelled the collection--Charlene Rees, Heather Morgan, and Pamela Madoff--were awestruck at what it contained: irreplaceable records of heritage buildings as they were--and, in too many cases, as they are no more.

You, our members, are also irreplaceable. Your support makes the Hallmark Society a credible advocate for our heritage.

Your active participation will make the Society even more effective.

Can you type or operate a computer? Do you enjoy office work, or photography, or public speaking? How are your telephone skills? Are you a careful researcher, or an eloquent letter writer? Do you have contacts in the business community? Is there a pickup truck in your driveway that could be used for occasional moving? Would you like to train as a tour guide? Can you help with our garage sale?

In the words of Uncle Sam (I bet you didn't know that was my middle name), "I need you!"

Our enthusiastic and capable volunteer coordinator, Al Fry, is awaiting your call (658-5948).

No one's contribution is insignificant. It is by our combined actions that we sustain a strong Hallmark Society.

Mark Madoff

Cover Story General Meeting

GUEST SPEAKERS - HALLMARKS' CHRISTMAS GENERAL MEETING

When Jessie Woollett died in August of 1987, The Hallmark Society lost one of its staunchest and most enthusiastic supporters. The Jessie Woollett Memorial Photo Award was founded to honour Jessie and to promote an increased awareness of and an interest in the heritage buildings of our area. This award is not Jessie's only legacy. Jessie was an avid and gifted photographer and her estate left a collection of more than 1800 slides of heritage buildings in the Victoria area to the Hallmark Society. Pamela Madoff will show selections from Jessie's slides and talk on the importance of this kind of collection and the tremendous impact it has had on the Society's slide inventory. Stuart Stark will show slides of building restorations encountered on his recent trip to England and France. In addition, to help get you into the Christmas spirit, he will show slides of Victorian Christmas cards.

SWEATSHIRTS!!!
SWEATSHIRTS!!!
SWEATSHIRTS!!!



RED

"YOU CAN HAVE ANY COLOUR YOU WANT AS LONG AS IT'S BLACK"

This paraphrase from Henry Ford heralds the beginning of a new tradition at The Hallmark Society. Just in time for Christmas we are pleased to offer the first ever Hallmark Sweatshirt (certain to be the collectable of the future!) These high-quality sweatshirts are emblazoned with a striking image of the Richard Carr House by former Executive Member Don Luxton and our motto: THE HALLMARK SOCIETY: PRESERVING HISTORIC AND ARCHITECTURAL LANDMARKS. They are available in a variety of sizes in the following colour combinations:

- (1) Red sweatshirt with royal purple lettering (very regal!)
- (2) Black sweatshirt with white lettering (quite good taste!)

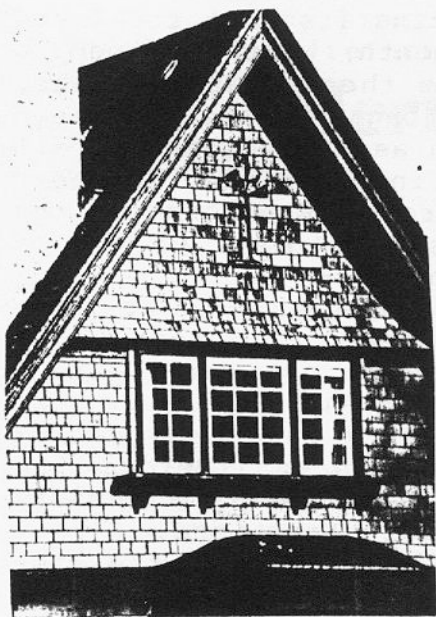
Cost: \$24.00

The shirts will be available for sale at the December 8th General Meeting or they may be ordered by telephone by calling Pamela Madoff at 384-6971 or Joan McCorry at 386-0106(hm) or 387-3212(wk).

HIDDEN HERITAGE

Winners of the Fourth Hidden Heritage Contest, John Veillette and Gary White took home a camera for correctly identifying the two photos--which were features on the Bay Street Substation located at Government and Bay. The winners also correctly identified the letters on the motif--B.C.E. which stands for British Columbia Electric, who constructed the building in 1928 utilizing Deco Egyptoid motifs.

A copy of the new edition of Oak Bay's Heritage Buildings...More Than Just Bricks and Boards by Stuart Stark will go to the winner who correctly identifies the two photos below. Take time to play the game--submit your entry to "Hidden Heritage", c/o The Hallmark Society, 207 Government Street, Victoria, B. C. V8V 2K8.



Of Interest...

PARIS IN THE FALL - by Ken Sudhues

Paris in the autumn is wonderful. The tourist crowds have gone, the Parisians are back from their holidays and relatively civil, and the weather is just like Victoria. The tree-lined boulevards are ablaze with gold and red, the market streets are full of autumn fruit and produce, and it's still warm enough to cruise the Seine or walk the streets with only a sweater or windbreaker on. There are also cafes everywhere that offer delicacies to tempt any taste and budget. If there is a city anywhere where one wants to see Roman ruins, medieval streetscapes, Renaissance villas, royal palaces, Second Empire follies, Beaux-Arts extravagance and Twentieth-Century form-follows-function, Paris is it.

Paris is celebrating the bicentennial of the Revolution next year and is getting ready by revitalizing its most treasured monuments. When we were there last month, what most people know as the Arc de Triomphe had become the Sac de Triomphe, completely swaddled in a tri-colour bag of gauze to keep prying eyes off the workers underneath as they clean, repair and rebuild this mammoth arch to pristine condition for next year's hordes of visitors. The oversize statues in the Place de la Concorde are hidden inside great cubes of plywood while they, too, are refurbished.

Many of the City of Light's best known landmarks have already been gone over. The Eiffel Tower, the best known symbol of Paris, has recently completed a six year overhaul which saw the tower closed to the public for over two years. It is now open again and gleaming in a new coat of paint, new lights and new, fast elevators. Before the overhaul, the tower was weighed down with nearly a century of old paint, added ironwork and tacky attractions. These have all been scraped away and what is revealed is the true creation raised by Gustave Eiffel in 1889. The new lights, which illuminate the tower from within, make it glow with a lovely golden radiance it never showed before. The view from the top is stunning both by day and by night and the cost is not as high as one might expect (about \$8.50).

While the outskirts of Paris are developing a definitely American look, with highrises and blocks appearing all around the perimeter, the city inside the peripheral highway

is much the same as it has always been. One of the few exceptions is very noticeable, though. The Tour Montparnasse, at 35 stories, completely dominates the south side of the city. Nothing else approaches it in scale, bulk or ugliness. Our host, an architect, described the Tour Montparnasse as "a pornolithic building". Many postcard manufacturers go so far as to airbrush it off the skyline of their products. All of Paris loathes the Montparnasse, and, if enough suits are launched, if enough petitions are received, the city government can actually have it torn down. Though it sounds farfetched, this happens quite regularly. One large office block, slapped up in the mid 1970's has recently been ordered demolished and replaced at the developer's expense for violation of numerous bylaws and regulations governing density, parking, access and right-to-light for neighbouring buildings. The building code in Paris is vast, complicated and strict. It is also vigorously enforced. As a result, Paris is a delight to visit anytime of the year and will continue to be so for a long time to come.

One hint to those planning to visit Paris in 1989--book your hotel NOW! They're not all expensive, but they will all be booked solid.

Heritage Update

St. Ann's Academy

What evil lurks for the venerable landmark? The Shadow knows! But even PCC Chairman Ken Hill isn't saying. Since the leaked stories in the Times-Colonist about approval of the Academy Gardens desecration proposal for restoration-by-demolition, no one from the PCC will confirm or deny the go-ahead. Nor, evidently, has anything further been declared by the Provincial Cabinet. Is no news good news? It's hard to tell, but the Academy Gardens proponents will need one of those MacBlo instant forests such as we've been seeing in TV ads in order to have an instant garden for next summer. The Hallmark Society is ready to fight such a mistaken proposal when it comes before Victoria City Council for rezoning, or to push for alternative better uses, such as an arts and educational centre for Greater Victoria.

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SALE

Vintage Woodworks would like to announce a special to all Hallmark Society members: 10% off all storm windows ordered December 1988 through March 1989. For more information, phone 386-5354 or drop by their new display rooms and workshops at 408 Alpha Terrace, off Burnside Road.

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Regional Heritage News

The next meeting of the Regional Heritage Committee will be held on Thursday, November 24, 1988 at 7:30 p.m. at Richard Carr House, 207 Government Street. All local heritage and historical groups are invited to send a representative to the meetings. Recent meetings have been most useful for those attending. Among the items which will be discussed will be plans for Heritage Week 1989. The R.H.C. would like to thank the Capital Regional District for its continued support, in the form of secretarial services and mailings. The Committee extends personal thanks to Corey Baker for two years of cheerfully recording the minutes. John Shaw is welcomed as the new representative from the C.R.D. The Committee would also like to thank Kathleen O'Neill-White and Jennifer Nell Barr for updating the Regional Heritage Group Mailing and phone lists and for all their phone communication and news reporting.

Victoria Heritage Advisory Committee

The V.H.A.C. has spent considerable time lately discussing recommendations to be forwarded to the Inner Harbour Design Study consultants. This study concerns the future development of the Reid and Ocean Cement sites. The Committee has strongly urged that a thorough archaeological investigation be carried out on the Reid site, the east retaining wall of which was the basement wall of the original Hudson's Bay Company building.

Saanich Heritage Advisory and Archival Committee

The Committee will again be visiting Saanich elementary schools to foster and encourage an awareness in the heritage of their municipality. Interested teachers and parents can call Sheila Colwill at 592-7466.

Heritage Society of B. C.

At its November meeting, the Executive appointed Robert Hobson of Kelowna as interim Executive Director. The Society hopes to appoint a full time Executive Director by April 1989.

The Society's recent submission to the B. C. Heritage Trust for additional core funding for 1988/89 was approved. This will enable the Society to maintain an Executive Director position on a part-time basis, and to complete its three year strategic plan.

Craigdarroch Castle Society

The Society currently has two people researching information regarding the grounds and gardens of the Castle. Any information about the former Dunsmuir home (i.e. photographs of the property, diaries or remembrances of the gardeners, gardening catalogues from the period 1889-1908) would be appreciated. Did you or someone you know work or walk on the grounds? What can you recall? Any original artifacts would be gratefully accepted or photographed and returned. Interviews can be arranged. Your smallest memory may be the key! Please phone either Charlene Gregg at 592-8401 or Melinda Seyler at 389-1598.

Dodd House Historical Society

The Society has just finished a very successful 1988 season. The 129 year old house had seventeen "Open Houses" on Sundays, March through October. Visitors from around the world (Switzerland, Japan, New Zealand) especially appreciated the California redwood interior, the 12 1/2 foot ceilings and the old photographs of the Gordon Head area. Many donations were made in memory of the late Ursula Jupp, for which the Society is most grateful. "Open Houses" will resume in Spring 1989. Private groups are welcome on a pre-arranged basis, by first phoning 477-4464 or 477-5026.

Saanich Municipal Archives - Geoffrey Castle, Archivist

The Saanich Archives has acquired the notes and manuscripts of the late Derek W. Pethick through the executors of his estate. Mr. Pethick was a prolific British Columbia historian and writer. Ms. Louise Ditmars, formerly with Esquimalt Municipal Archives, has joined the Saanich archives staff. The archives are open to the public 9:00 - 12:30, Monday to Friday, in the Saanich Municipal Complex at 770 Vernon Avenue, Phone 386-2241, local 407.

Greater Victoria Electric Railway Society

The mandate of the Society is to promote the return of streetcars to a downtown loop for tourists and as a people mover. The next meeting is Tuesday, December 6, 1988 at 7:30 p.m. at Centennial United Church Hall, Gorge Road and David Street.

Sidney and North Saanich Historical Society

The Society's Oldtimers meeting is held the third Thursday of each month. Personal recollections of the area, by pioneers, is the focus of these meetings. The Society has been cataloguing and cross-indexing material for their archives.

For more information, call the Society Archivist, Lorette Agnew at 656-5714 or Don Robb at 656-5458.

Victoria Rediscovery Society

"Celebrate a Victoria Christmas at Helmcken House." December 1 - 18, 8:00 p.m. daily. Tours, tree trimming, food and other exciting activities. Reservations will be required and a \$2.00 donation suggested. For more information or tickets, phone 387-4697.

Craigflower farm house is open 10:00 - 5:00 on Sundays throughout the winter. Reservations for school house tours in January and February at 387-4697.

"For a pleasant surprise on Pleasant Street" drive by Point Ellice House.

Saanich Heritage Foundation

The Annual Heritage Fair will take place during Heritage Week 1989 (February 20 - 25) in the Hillside Mall. Any heritage groups in the Capital Regional District that wish to participate can contact Bjorn Simonsen at 479-1147.

Heritage Canada

Heritage Canada will be holding its Annual Conference in Vancouver in early September 1989. This will be a good opportunity for members and affiliated groups to get together with heritage advocates from across the country to discuss the role of Heritage Canada in the heritage conservation field.

Heritage Tree Project of the Victoria Horticulture Society

The goals of the project are: 1) to stimulate greater public interest in trees; 2) to strengthen laws to protect and control cutting of trees; 3) to continually update their list of Heritage trees--300 thus far; 4) to locate "tour routes" of Heritage trees for area residents and tourists; and 5) to promote the Heritage Tree Book.

The group meets on the third Thursday of each month--September through May at 7:30 p.m. at the Pacific Forestry Centre, 506 West Burnside Road.

B. C. Historical Federation - Victoria Branch

The next meeting will be November 24, 1988 at Cridge Memorial Hall, 626 Blanshard at 8:00 p.m. The speaker will be Dr. Graham Odgers, who will speak on the history of Saanich Mountain Observatory, followed by a field trip to the Observatory at a future date.

The Christmas Banquet will be held on Tuesday, December 9th at Christ Church Hall. There will be a bell ringers practice that evening and there will be tours of the church bell towers and perhaps Pioneer Square. Phone 384-0045 for more information and reservations.

The "Landmark Committee" is busily compiling a list of possible sites worthy of a plaque and would welcome suggestions from readers. Any site in the Greater Victoria area will be considered. Do you have a pet location you would like to see "plaqued"?

The Old Cemeteries Committee held another successful Open House in Ross Bay Cemetery on October 1st, giving tours, locating plots and gathering family histories. During the winter months, the O.C.C. will be giving tours only on Sunday afternoons, and during the week by appointment for larger groups and school tours. In December, Christmas tours will be held. For more information on tours, or if you have a family history or photos you would like to share, phone 384-0045. The committee has received a provincial government C.T.E.P.T. grant that will run until March to further the work in Ross Bay Cemetery and Pioneer Square. Six people have been hired to clean grave sites, record the cemetery and continue entering the burial registers onto a data base.

The Victoria Branch is hosting the annual conference of the B. C. Historical Federation on May 11, 12 and 13 at the new Convention Centre. There will be tours, talks, shopping expeditions and banquets and more. Tickets will be available at a later date.

Friends of Hatley Park Society

Autumn Leaves, a heritage fashion show, was presented by the Friends of Hatley Park Society on October 27th. Hatley Castle provided the ideal setting for the evening of fashions modelled by the members of the Victoria Heritage Costume Society. The show was well received by an enthusiastic audience who also enjoyed the wine and cheese reception afterwards.

The next Society function is a members' Christmas Party in Hatley Castle. Information about memberships can be obtained by calling 380-4580 during office hours.

Of Interest...

DOWNTOWN VICTORIA PLAN - 1988 READY FOR PUBLIC RESPONSE

The two volumes of the comprehensive Downtown Victoria Plan (\$5/vol. from City Hall - Planning Dept.) are available for public scrutiny. For the less ambitious, summaries of the Main Document are also available free of charge.

The plan covers everything from the 1911 cluster streetlamps to the relationship between new development and heritage conservation. Although the maps and diagrams are cluttered, the plan is certainly worth deciphering. Here are some issues of particular interest to Hallmark Society members:

1. Major Redevelopment: The plan identifies sites for major redevelopment which almost entirely skirt heritage buildings (the industrial area north of Herald Street is debatable, the Eaton's Centre disaster already fait accompli).
2. Zoning and Heritage Conservation: The plan advocates that the City "continue the existing zoning policies for Old Town which promote the rehabilitation of older buildings and discourage their demolition." Yet the plan also provides for the use of development permits to vary allowable building heights, for example, "to create a major landmark statement where warranted" or "to advance community development objectives, e.g. the Victoria Eaton Center."
3. Density Bonuses and Transfers: The plan clearly prohibits any density bonus "where heritage building has been demolished," and permits such a bonus "where the project results in the preservation, restoration and rehabilitation of a heritage building (keep entire building, not just facade)."
4. Residential and Office Use: The plan encourages further suitable economic uses of the upper floors of heritage buildings, such as offices, studios, and residences.
5. Pedestrian Routes and Sightlines: The plan is sensitive to the need to protect important streetend views, such as those of the Malahat Building, of the two St. Andrew's churches, or of the Inner Harbour. It encourages the development of more mid-block pedestrian walkways such as 'Fan Tan Alley.
6. Parking and Parkades: The plan suggests suitable sites for additional parkades. It moderates the parkade proportion of the Reid and Ocean Cement sites below Wharf Street; its suggested parkades along Store Street in Chinatown will deserve closer examination to ensure no destructive effect on heritage streetscapes.

7. Street Furniture: The cluster streetlamps are marked for protection as a civic trademark, but not for restoration--the address tiles are not mentioned. The question of the suitability of the standard City trash containers, bus shelters, and planters in Old Town is not addressed.

Please feel free to direct comments about the Downtown Victoria Plan to The Hallmark Society office or to City Hall (attention: Planning Department, and Mayor and Council).

HOUSE TOURS!! H O U S E T O U R S ! ! ! H O U S E T O U R S ! !

The Victoria Heritage Foundation will be coordinating next fall's Heritage House Tour with the Hallmark Society, and our two committees would like to hear from you with any suggestions or recommendations you might have. What would you like to see on the tour? Should we focus on a particular period of building style, such as Victorian or Edwardian? Should the tour be of a particular part of town (Vic West?) or spread out? Any particular homes or buildings you'd really like to see? Please tell us. Hallmark committee members are Jim Maurice, Pamela Madoff, Joan McCorry and Gary Kirk. The VHF contacts are Ken Sudhues and Jennifer Nell Barr. We want to hear from you!

CLASSIFIEDS

FOR SALE: Godin wood/coal stove. Model #3720 (upright cylindrical) with chocolate brown trim. Good condition. \$250.00 O.B.O. Little used. C.S.A. approved - Phone Melinda Seyler at 389-1598.

WANTED: The Hallmark Executive is looking for a volunteer to assume the position of "Archival File Expert"! This involves working in Hallmark's Archives located in Richard Carr House. The volunteer would only be required to devote 2 - 4 days a month on this project. Please phone Jennifer Nell Barr at 385-4408, regarding this employment opportunity!!

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THANKS TO NANCY PICKELL - GREAT WORDPROCESSING!!

Members' Bookstore

The following books are available by contacting Pamela Madoff at 384-6971. The Hallmark Society's General Meeting will be held on Thursday, December 8, 1988 at 7:30 p.m. in the New Horizon's Centre in James Bay, and all books will be on sale at that time.

TERRIFIC BUYS FOR CHRISTMAS!!

- Hasti Notes** - 5 building designs - 10 notes
Regular Price - \$2.50 Members Price - \$2.00
- Greeting Cards** - Rosemary James Cross
Regular Price - \$1.50 Members Price - \$1.00
- Arches in British Columbia** - Dr. David Lai
Christmas Special - \$5.00
- Buildings of Samuel Maclure - In Search of Appropriate Form**
- Martin Segger
Regular Price - \$39.95 Members Price - \$32.00
- Built Heritage in Esquimalt** - Dorothy Field
Regular Price - \$10.00 Members Price - \$8.00
- Come Give A Cheer - 100 Years of Victoria High School**
- Peter L. Smith
Regular Price - \$5.00 Members Price - \$4.00
- The Complete Victoria Handbook**
Christmas Special - \$5.00
- Craigdarroch - The Story of Dunsmuir Castle** - Terry Reksten
Regular Price - \$12.95 Members Price - \$10.50
- E & N Railway** - Ian Baird
Regular Price - \$4.95 Members Price - \$4.00
- E & N Railway - The Dunsmuir Years** - Donald MacLachlan
Regular Price - \$19.95 Members Price - \$16.00
- History of North and South Saanich Pioneers and District**
Regular Price - \$6.00 Members Price - \$5.00
- Island Heritage Buildings** - Thomas K. Ovanin
Regular Price - \$18.00 Members Price - \$14.50
- More English than the English - A Very Social History of Victoria** - Terry Reksten
Regular Price - \$9.95 Members Price - \$8.00
- Oak Bay's Heritage Buildings...More Than Just Bricks and Boards (New Edition)** - Stuart Stark
Regular Price - \$12.00 Members Price - \$10.00
- 101 Historical Buildings of Sooke Region**
Regular Price - \$10.95 Members Price - \$10.00
- Presence Francophone a Victoria, C.B. 1843-1987**
Regular Price - \$16.00 Members Price - \$14.00

Rattenbury - Terry Reksten - Paperback Edition
Regular Price - \$10.95 Members Price - \$9.00

Ross Bay Cemetery - John Adams
Regular Price - \$4.95 Members Price - \$4.00

Samuel Maclure, Architect - Janet Bingham
Regular Price - \$9.95 Members Price - \$8.00

Trees of Greater Victoria: A Heritage - Heritage Tree Project
Regular Price - \$14.95 Members Price - \$12.95

Vice Regal Mansions of British Columbia - Peter Cotton
Christmas Special - Regular Price - \$4.00
- Members Price - \$2.00

West Coast Victorians - Ken Naversen
Regular Price - \$30.00 Members Price - \$25.00

West Coast Victorian Calendar
Regular Price - \$12.00 Members Price - \$10.00

READER'S CORNER

A special feature of the Members' Bookstore will be the recent publication West Coast Victorians by Kenneth Naversen. A new exterior book to admire and to inspire, this focuses on the exuberant domestic architecture of the 19th century west. Over 100 houses in Washington, Oregon, and California are beautifully pictured and described. Paint schemes vary from the subdued to the sublime. Naversen's photography is of an extraordinary quality and it is beautifully reproduced in this large-format book. The text is both entertaining and informative. This is surely the kind of book you will want to browse through again and again.

This book has met with such success that the author is now working on a sequel--East Coast Victorians and there is also a possibility that he will be travelling to Victoria to photograph our Victorian homes.

This book will be featured in the Members' Bookstore along with the calendar that has been produced to accompany it.

NEW BOOK OFFERS FASCINATING HISTORY OF LOCAL TREES

Anyone who has lived in or visited Greater Victoria can appreciate the contribution that trees make to its scenic beauty. Few likely realize just how varied the species are, or how certain specimens and groups relate to the history of British Columbia's capital.

More than an armchair guide, it includes three walking and four driving tours for those wishing to view the trees first hand. This book is available to Hallmark members for \$12.95.

HOT OFF THE PRESS!!!

The new edition of Oak Bay's Heritage Buildings...More Than Just Bricks and Boards by Stuart Stark will first be available at The Hallmark Society's General Meeting on December 8th.

The book proved to be a hot seller for the first three editions, and requests for the sold out inventory have inspired The Hallmark Society to publish a new edition which has been updated by author Stuart Stark.

The book is regularly priced at \$12.00, however, Hallmark members can purchase it for \$10.00 - inflated prices have not hit the Hallmark Bookstore!!

The author will be in attendance at the General Meeting--get your new edition personally autographed--also a perfect Christmas gift!!

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SECOND ANNUAL PHOTO COMPETITION

The Jessie Woollett Memorial Photo Award was founded to honour Jessie and to promote an increased awareness of and an interest in the heritage buildings of our area. The competition rules are published below. It has been decided to have only one format this year, for regular or jumbo sized snapshots. This was done to make it easier for more people to enter. There will be a cash prize of \$50. This year the competition theme is "OLD FRIEND" - My Favourite Heritage Building in the Victoria Area. The competition is open to everyone.

Rules

1. The submissions must not have been previously published.
2. Images must not have been taken for a professional fee.
3. Entries must be received no later than January 31, 1989.
4. Entries may be mailed to or dropped off at 953 Empress Avenue, Victoria, B. C. V8T 1N8.
5. Winners will be announced at the Hallmark Annual Heritage Awards Ceremony on February 20, 1989.
6. Only one entry will be accepted from any one person.
7. All entries must be accompanied by the entrant's name, address, telephone number and subject address.
8. All entries become the property of the Hallmark Society and may be used by them to promote heritage awareness. Entries will not be returned.
9. Entries will be judged on photographic skill and exemplification of the heritage theme.
10. Judges decisions are final.
11. Prize money will be \$50.

Hedda S. Hopper never tires in her ceaseless pursuit of yet another shopping expedition. Even the most reluctant shopper can be coaxed onto a spree if it is tucked in the midst of the pursuit of food, drink and heritage buildings. One of the most pleasant ways I know to pursue all these activities is on a day trip to Salt Spring Island. Arm yourself with a copy of the Island Trust publication-Island Heritage Buildings (available at our Members' Bookstore) and head for Swartz Bay early on a Saturday morning.

As the ferry pulls into Fulford Harbour, the first building you may notice on your right is the artist Robert Bateman's sprawling West Coast Modern home (heritage of the future?). Leaving the terminal your eye may be caught by a fence constructed of white painted iron bedsteads. With the Island Trust book as your guide you will easily be able to find such buildings as these: Samuel Beddis House, 1887, built in the Classical Revival style; the Maxwell stone barn of 1901; the Joseph Akerman House, 1865; St. Mary's Church, 1894; and the beautifully detailed Ruckle House of 1906 constructed in the Queen Anne style.

Island trekking should, of course, be punctuated by the appropriate rest stops and Hedda recommends the following adventures in dining: The Saturday Morning Public Market in Ganges features some wonderful nibblies including exquisite pastries and Noot's famous Thai Shrimp Stir Fry (there are also flea market stalls, fresh flowers, etc., if you are anxious to shop and eat). Farther up the island nestled on the water, sits the Vesuvius Inn which features particularly good pub food. The nachos are not to be missed and they always have interesting daily specials. You can sit on the deck overlooking the water and watch the ferry plying the waters between Crofton and Salt Spring. If you have the urge for more shopping, hop on the ferry and head for Chemainus. Don't waste time looking at the buildings here, The Little Town That Did features ersatz 1980's Victorian architecture but treasures can be found in both the Upper and Lower Town Antique Malls (just be careful not to be overcome by the smell of waffle cones that permeates the air).

It is a short and pleasant drive from Chemainus to Victoria and you should arrive home with most of your senses satisfied.

Happy wandering.

Hedda S. Hopper

Awards Night

MOVE OVER OSCAR, IT'S LOUIE NIGHT!

On February 20, 1989, Victoria may recognize the best in the field of heritage with The Louie Award - The Hallmark Society's highest honour, and one that is not necessarily given every year.

"This prestigious evening is an excellent opportunity to acknowledge the efforts of many Victorians", says Mark Madoff, Hallmark Society President.

From a lengthy list of nominations, seven to ten buildings, groups or individuals are selected as worthy of an Award of Merit, which will be presented at The Hallmark Society's 15th Annual Awards Night.

Remember the date - February 20, 1989 - and keep your eyes on the next Newsletter for more details.

Heritage Canada Scores Lobbying Victory

As heritage building restorers and heritage activists know, persistence pays. It was a long struggle, but Bill C-205, an Act to Protect Heritage Railway Stations received Royal Assent on September 22, 1988. The illegal demolition of the West Toronto Station in November 1982 gave impetus for a protective bill. (It took five years before CP Rail was found guilty of the destruction). A succession of private members' bills died on the order paper--as often happens. Alberta MP Gordon Taylor's was the most recent, persistent, and ultimately successful attempt. It took some prodding, cajoling, and more meetings of more committees than we can recount here. By September 1988, there was danger that C-205, having cleared all other hurdles, would be treated as a political hostage, like free trade, in a Senate committee. Heritage Canada organized a nation-wide phone and telegram lobby, in which the Hallmark Society took part, to convince Senators to behave themselves. It worked! Though the new Act does not give as much protection as many would have wished--it doesn't cover our own Vic West roundhouse and other historic buildings, because they aren't stations--the Act is surely a step in the right direction, and a victory over the big railway corporations.

EVENTS CALENDAR

Detailed information about the events listed below can be found throughout the Newsletter.

- November 24 - Regional Heritage Committee Meeting
- November 24 - B. C. Historical Federation - Victoria Branch Monthly Meeting
- December 1 - 18 - "Celebrate a Victoria Christmas at Helmcken House"
- December 6 - Greater Victoria Electric Railway Society Meeting
- December 8 - The Hallmark Society General Meeting
- January 31 - Deadline for entering Second Annual Photo Competition
- February 20 - The Hallmark Society's Annual Awards Night
- February 20 - 25 - Heritage Week; Heritage Fair at Hillside Mall

- December 10 University Womens's Club Brunch at Richard Carr House, in honour of Emily Carr's Birthday, 10:00 am to 2:00 pm, Cost: \$3.00.



Downtown Heritage Restoration Incentives

Victoria City Council has committed itself to a program of heritage restoration incentives for downtown commercial buildings, drawing from a \$720,000 fund derived from the Cadillac-Fairview Broad Street buy-off. The Hallmark Society has publicly endorsed and supported the creation of such a program for well over a year. This is a major breakthrough, for which Council should be highly commended, and which Society members should promote widely in the community, especially the business community. Standards and procedures for administering the incentives are still being worked out by City planners in consultation with heritage and business groups. Judging by the continuing success of the residential incentives program, we have reason to hope that the downtown plan, coupled with action on the Heritage Inventory update, will prompt a boom in restoration--and some hard choices for future Awards Night committees.



THIS ISSUE OF THE NEWSLETTER WAS MADE POSSIBLE, IN PART, BY A GENEROUS DONATION BY JIM LEE.

