

MARCH - APRIL 1989

VOLUME 16  
NUMBER 2



# THE HALLMARK SOCIETY NEWSLETTER

Dedicated to Preserving Historic and Architectural Landmarks

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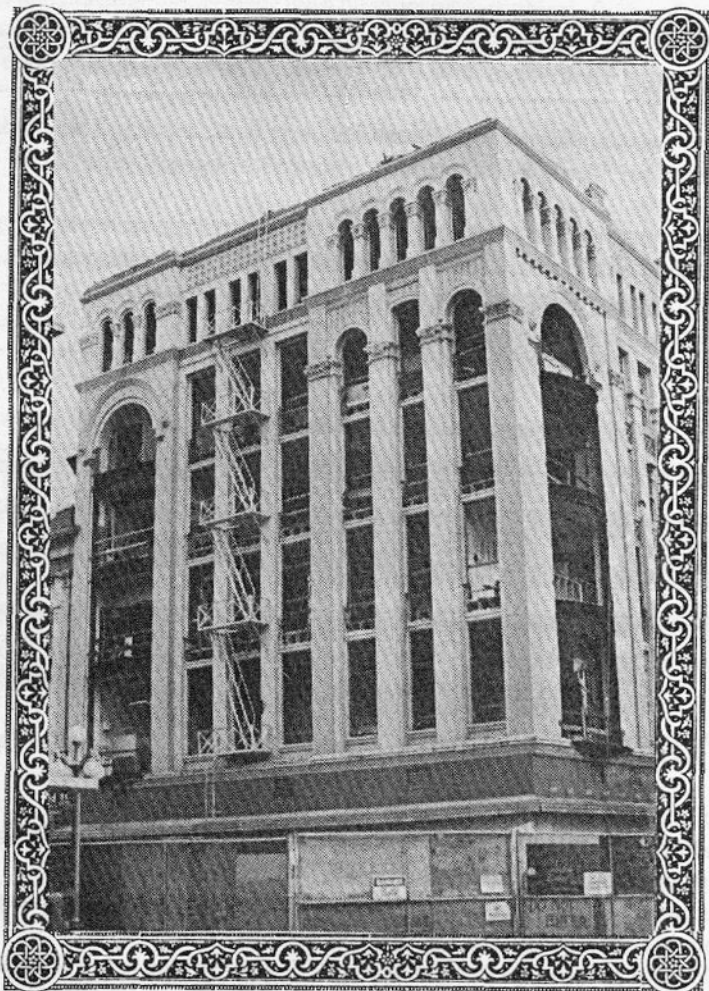
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1989

*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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Desktop publishing -- a first for the Hallmark Newsletter -- was masterminded by Gail Tremblay. Thanks for your creativity, Gail! And thanks again to Al Fry for the cover and Hidden Heritage photographs, and to Pamela and Mark Madoff and Kathleen O'Neill-White for the inspired feature articles!

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## GENERAL MEETING



New Orleans -- "Cities of the Dead, Shotguns and Ante-bellum Fantasies".

Pamela and Mark Madoff will present a slide show of their very recent trip to "The Big Easy", which will enlighten us on a city that still has enough heritage architecture to attract tourists!

The Members Bookstore will be open for business -- come and check out the latest acquisitions and also take the time to pick up the ultimate in collectibles: The Hallmark Sweatshirt!

Hallmark memberships will also be on sale -- for \$10.00, it is one of the better deals in town!

A raffle will permit some lucky member to eat a \$20.00 lunch at Pagliacci's, at 1011 Broad Street, thanks to Howie Siegel.

Refreshments will be served during the Spring General Meeting to be held Thursday, April 27, 1989 at 7:30 p.m. in the James Bay New Horizons Centre, 234 Menzies Street.

# PRESIDENT'S MESSAGE

I am drafting this message in the bitter aftermath of the long City Council public hearing about St. Ann's Academy, in which hearing the public did not mean listening to the public. Like many of you who attended the hearing or followed it on television, I came away exhausted and dispirited, very tempted to give up on the noble project of talking sweet reason to the heedless majority of the present Council. Some of my friends in the Hallmark Society have freshened their dreams of barging their treasured homes to some distant (probably imaginary) little town where the pressures of development have not reached and heritage preservation is simple -- it just happens.

Replanting pansies and polyanthus has made me a bit more philosophical. Some of the fossils on Council may soon strangle on their own stupidity and lies -- or be finished off by a disgusted electorate. Meanwhile, our need for solidarity with each other -- for cooperation, education and enjoyment within the heritage preservation community -- is greater than ever.

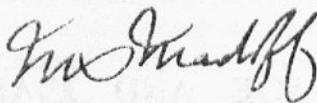
So I refuse to dwell on the bad news. Instead, I want to welcome heartily the dozens of new members who joined us during the Heritage Week festivities in late February. Our membership rolls are swelling toward one thousand -- thanks to you.

Perhaps you are wondering what sort of company you have joined. First and foremost, it is a company of those who are fascinated by the intricate connections between architecture and history. The members of the Society share that fascination through research, collecting, publication, workshops, walking tours, slide shows, sleuthing, school programs, house parties, demonstrations, lobbying, contests, book sales, work parties and, in many cases, ownership of historic buildings. The Society also lends assistance about heritage matters to individuals and local governments from Sidney to Sooke.

Second, as the preceding list may suggest, the Hallmark Society is very convivial. We search for chances to gather and celebrate our common interests, the biggest of these gatherings being our annual Awards Night, next year scheduled for Tuesday, May 1st. Look for details of our summer picnic for all members, in the next issue of the Newsletter.

Third, our interests and skills are diverse: If there's a period or style of building, from log cabin to Art Deco, or a branch of expertise, from wood-turning to city planning, that you want to investigate, there is certain to be someone in the Hallmark Society who can help.

Finally, it is a company where everyone pitches in as best he or she can. so, newcomers, if you have a skill, a donation looking for a worthy recipient, or simply time and energy to contribute, please contact any member of the Executive. We are glad that you have joined us.



P.S. : IT'S NOT TOO LATE!  
SIGN, TEAR OUT, AND MAIL  
THE LETTER ON PAGE 8.

NO POSTAGE REQUIRED.

# OF INTEREST

The following are the B.C. Heritage Trust Grants given to organizations and institutions throughout the C.R.D. for the year 1988:

Royal Oak Lion's Club for Royal Oak School, Saanich

- to assist with exterior restoration to this circa-1885 building.

University of Victoria (two grants)

- one to assist with creating a printed guide and index to the archives; and

- one to assist with compiling and producing an Index to B.C. Directories 1860-1910.

Sooke Region Museum

- to assist them with recording the history of logging and lumbering in Vancouver Island's southwest coast rainforest;

- to create a graphic exhibit of this project and to establish a resource centre.

Corporation of B.C. Land Surveyors, Victoria

- to produce a portfolio of photographs from the historic negatives of G.S. Andrews, former Surveyor General of B.C.

C.R.D. Parks Department, Witty's Lagoon

- to inventory the building sites and structures;

- to research history of the people; and

- to present a slide/tape presentation.

City of Colwood

- to compile a Heritage inventory of the Colwood area.

Saanich Heritage Advisory and Archival Committee

- to complete an inventory of historic buildings.

St. Michaels and All Angels Church

- assisted with exterior work to maintain heritage quality.

Metchosin Farmers Institute

- to assist with restoration of two steam tractors.

Saanich Historical Artifacts Society

- to assist with restoration of a C.N.R. flatcar and a link-belt locomotive steam crane.

Saanich Heritage Foundation

- to assist with producing an educational video on the history of Saanich.



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## VICTORIA HERITAGE AND EARTHQUAKES

Stuart Stark attended for the Hallmark Society the seminar sponsored by the City of Victoria at Harbour Towers on April 12, about seismic protection of heritage buildings. Experts from Victoria, Seattle and Los Angeles reported on the latest research and technology. The keynote speaker was John Kariotis, consultant and structural engineer from Pasadena, California, who has been hired to direct the seismic upgrading of Victoria City Hall.

Though the seminar was aimed mainly at architects, engineers, developers, designers and contractors, its message about advancements in earthquake protection is important to all of us laymen, too, who care about preserving historic structures. We hope that Stuart will be able to report back his findings (in layman's terms) in a subsequent newsletter or general meeting.

# ST. ANN SELL-OUT

At the public hearing on March 23 and 24 into the rezoning application by Academy Gardens Corp. to turn St. Ann's Academy into a tourist attraction, including a jumble of garden styles, 600 restaurant seats, 40 hotel rooms and various shops and come-ons, the hard-fought struggle by the Hallmark Society and an alliance of community groups, including neighbourhood associations from Fairfield, Fernwood, South Jubilee, James Bay, Downtown-Blanshard and Humboldt Valley, came to an end in narrow defeat. Aldermen Segger, Van Dyke and Greenwood, and Mayor Brewin registered their disapproval of the land use; Aldermen Baird, Carson, Hansen, Young and Simmons supported it. Alderman Simmons' was the pivotal vote: he had informed the Hallmark Society that he could not support the project unless the wide gap in parking provisions was closed. It never was, but this promise seemed to have slipped from Alderman Simmons' memory.

The hearing was spirited and, ultimately, exhausting. Many Hallmark Society members spoke, many more attended, almost all in opposition to the proposal. Of the few vocal supporters of the proposal, most had some expectation of direct personal or corporate gain if it was approved, though their support was, rather disgustingly, cloaked in the jargon of heritage preservation, as if some forms of prolonged life for a building were not worse than a dignified death.

The Hallmark Society's Heritage Building Foundation, with donations from several concerned members, undertook to commission an independent economic feasibility study of the Academy Gardens proposal, which showed that its profitability is very doubtful, especially in the very years when the restoration work must be completed. Would anyone like to guess where the corners will be cut, so that the balance sheet will look more favourable? Perhaps the Society can begin a new contest: to identify the most shoddy pseudo-restoration, pseudo-heritage work in a given year: so far, the plastic fantastic Eaton's Centre is the leader for 1989.

The Hallmark Society extends a heartfelt thanks to all the resourceful, diligent, patient, dedicated members who worked so hard to carry forward the struggle for a dignified future use for St. Ann's Academy.

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## CENTRAL SAANICH -- TAKE A BOW!



Hard on the heels of an order to vacate, the Central Saanich Municipal Council ordered a three-month cooling-off period in order to find a way of saving the Hagan House on West Saanich Road, across from Woodwyn Farm and next to Our Lady of Assumption Church. The house faced a demolition that nobody really wanted.

Built in 1863 as the South Saanich Hotel, the structure, retaining much of its original foundation and chimney, was associated with several of South Saanich's pioneering families. It was the point of departure for the first regular ferry service across Saanich Inlet.

The Hagan House was going to be victim of a land consolidation which required, by municipal bylaws, that only one dwelling remain on the consolidated lots. Neither the vendor nor the new owner wanted to lose the house. The Hallmark Society and the Heritage Conservation Branch offered some quiet advice to those concerned with saving the house; some press attention also helped. The resulting cooling-off period will give the municipality and the owner an opportunity to effect bylaw changes and a heritage designation.

But the good news does not stop there: Central Saanich is looking at establishing its own Heritage Advisory Committee and reviewing the status of the significant pioneer-era structures in the community before they become subjects of further crises. Central Saanich may thus lead the way toward more responsible management of the important heritage resources on the Saanich Peninsula. Well done, Mayor Cullis, Alderman Box and all who helped!

# AWARDS NIGHT

What has six legs, enjoys brandy and walnuts, and can be seen standing by an old newel post? Why, the recipients of the Louis Award! This past February 20th, during the Hallmark society's 15th Annual Awards Night, over 250 people applauded the representatives of parents, students and staff of South Park School as Their Honours, the Lieutenant-Governor of British Columbia and Mrs. David C. Lam presented this prestigious award for outstanding contribution to heritage restoration and education to the promotion of heritage awareness in our community.

In addition to presenting the Louis Award, Their Honours presented another -- the President's Award -- to the Ministry of Attorney General and B.C. Buildings Corporation for Vancouver Island Regional Correctional Centre (locally known as Wilkinson Road Jail). The Louis and the President's Awards are reserved for truly outstanding achievements, and are not necessarily presented each year, due to the high standards they portray.

The Hallmark Society would like to congratulate the following Awards of Merit recipients for their significant contribution to heritage: the Chinese Consolidated Benevolent Association for the Chinese Public School; Dr. and Mrs. Colwill for 1911 Woodley Road; the Old Cemeteries Committee of B.C. Historical Federation, Victoria Branch; C.P. Properties for 825 Fort Street, and the Victoria Horticultural Society for the Heritage Tree Project.

The evening took place at the grand old Victoria High School, where Their Honours met with members and guests. A lovely reception of champagne, sweets and conversation was enjoyed by all.

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## MEMBERS BOOKSTORE

New titles available from Hallmark:

### CADBORO: A SHIP, A BAY, A SEA MONSTER 1842-1958

Ursula Jupp, one of Victoria's most beloved writers, tells tales of a giant sea-serpent, illicit rum runners, native Indian burial sites and metaphysical happenings at a place called Mystic Spring. (Members \$10.00; non-Members \$12.00)

### MORE VICTORIA LANDMARKS

The long-awaited sequel to Barry King and Geoffrey Castles' Victoria Landmarks contains 100 illustrations, each accompanied by an informative text. (Members \$15.95; non-Members \$19.95)

### WEST COAST VICTORIANS

This lavishly-illustrated volume has been very popular. It sold out very quickly, but we are happy to report that a shipment has just arrived. (Members \$28.00; non-Members \$32.00)

If you are unable to attend the General Meeting and would like to order these or any other titles carried in the Members Bookstore, please call Pamela Madoff at 384-6971.



## HIDDEN HERITAGE

And the Award goes to.... (you can't say 'winner' anymore, according to the Academy Award organizers!)....Jim Maurice who, along with several others correctly identified (Jim's entry had the earliest postmark) the cupola and south side of the annex of the Louis Award Winner -- South Park School -- as the photos in Hidden Heritage #5. Jim receives an autographed copy of Stuart Stark's new edition of "Oak Bay's Heritage Buildings....More Than Just Bricks and Boards".

Hallmark Photographer and Executive Member, Al Fry, really got into detail for Hidden Heritage #6 -- The Contest Continues.... The first Member to correctly guess the locations of these two photographs will add to their heritage book collection "More Victoria Landmarks", by Barry King and Geoffrey Castle.



## ONLY 256 SHOPPING DAYS LEFT UNTIL CHRISTMAS!

A limited supply of that collector's item, "the Hallmark Sweatshirt", are still available. This very wearable fashion statement, in red or black, is yours for only \$24.00, and accommodates an Extra-large, Large, Medium or Small body. T-Shirts sporting Richard Carr House are also still a hot number for Spring, at \$12.00.

Contact Pamela Madoff at 384-6971 if you can't live another day without "the Sweatshirt", or come to the General Meeting April 27 and try one on. Hedda S. Hopper states "My sweatshirt has survived 23 washings and still looks good at City Hall public hearings!!".

# STEREO (3-D) PHOTOGRAPHY: THE MISSING LINK TO THE PAST?

Stereo photography is a term used by scientists and snobs alike to describe the photographing of objects in three dimensions (or "3-D"). It is likely that sometime in your life you have seen this, especially if you have looked through a View Master viewer and accompanying circular colour transparency cards. Remember pictures of Disney characters with exaggerated features, like Goofy's snout, overcoming you? More recently, you may have seen an IMAX film in "3-D" or even holograms at Expo or science fairs. I have seen it used in my profession -- medicine -- for ophthalmology, radiology and medical scientific endeavours.

Stereo photography has been and is being used because of its ability to make pictures "more real" or lifelike. It provides images that cannot be duplicated by any other form of reproduction. This kind of photography is not artificial or a false representation of what we see, but is the true way that most of us see all of our lives.

I feel that the world of archive or keepsake photography has missed the boat significantly by not using stereo photography. The ability to record visual images of great works of art, architecture or world events as lifelike as possible has been totally lost to those items or events not with us anymore. Many works of art, especially paintings with good paint stroke relief, or sculptures, have degenerated with time and are of less quality today and, therefore, not able to be preserved as they were. Buildings suffer the same losses.

What stereo photography brings to us is life: the life of the moment recorded. This is accomplished partially by the profound increase in depth perception we realize. It is also realized by reflections off mirror-like surfaces, glare and soft light accentuations off objects as received a bit differently by each of our eyes. If you see the reflections off a water puddle or the piano you see a slight different proportion, shape and location of the reflected objects. The brain takes this dual input of disparity and somehow makes sense of this so as not to be perceived as garbled data. Slight colour changes and light intensities are also picked up by each eye because of each orbit's different position in the head.

I do stereo photography. I use exclusively slide transparencies with stereo images. These slides are viewed with a quality hand-held viewer. The image can be seen virtually instantly, unlike printed stereo pictures. The colour and the detail of a 35mm slide transparency observed only a few centimetres from the eye cannot be duplicated in prints. Combine this with the stereo image, and there is no visual reproduction like it. As a keepsake, there is nothing better, nothing as lifelike.

I am now offering this service to those with heritage buildings, private homes or any other objects that anyone may wish to preserve in photographs. There is a fee-for-service but because slides are so inexpensive to produce, the excessive cost of good prints is avoided.

If you are interested in speaking with me, please call me or leave a message at 477-7176 in Victoria. Thank you.

Dr. Jim Kirkpatrick  
1765 Teakwood Road, Victoria, B.C. V8N 1E3

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## CLASSIFIED

WANTED TO RENT: Young professional couple with cat seek one- or two-bedroom character suite with off-street parking and ample storage. Maximum: \$525.00; willing to sign lease. References available. Call 382-2160 days or 592-8017 evenings and ask for Theresa.



Hon. Lucien Bouchard  
Minister of the Environment  
Parliament Buildings  
Ottawa, Ontario  
K1A 0A6

Dear M. Bouchard:

I (we) believe that St. Ann's Academy in Victoria, B.C. is a nationally significant historic site worthy of your protection and practical assistance.

The publicly-owned site is in immediate danger of being turned into a privately-operated tourist attraction.

The building was started in 1871 as an expression of confidence in British Columbia's entry into Confederation.

The Academy was headquarters for pioneering educational and health-care services throughout British Columbia, the Yukon and beyond.

Both its architectural style and the Quebecois origins of the Sisters of St. Ann reflect the importance of the French Canadian contribution to the opening of Western Canada.

Though somewhat neglected, the building and grounds are still essentially intact, eminently restorable and a fitting symbol of national unity.

There is widespread community support for federal leadership to ensure continued public access, enjoyment and appropriate use for historic St. Ann's Academy.

Sincerely,

# CALENDAR

- April 14-15 The Decorative Arts and Collectibles Show and Sale, Oak Bay Recreation Centre
- April 21-23 12th Annual Vancouver Island Antiques and Collectibles Spring Show, Esquimalt Sports Centre
- April 27 The Hallmark Society General Meeting
- April 29 Fernwood Art Attack. Includes walking tour of the residential architecture of Fernwood. Tours led by Hallmark Members commence at 2:00 p.m.
- Until May 1 "Prominent Personalities of British Columbia" at Craigdarroch Castle
- May 11-13 B.C. Historical Federation Annual Conference

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## REGIONAL HERITAGE NEWS



### SAANICH HERITAGE ADVISORY COMMITTEE

On Sunday, March 19 the Saanich Heritage Advisory Committee was pleased to host the 5th Annual Saanich Schools Heritage Awareness. The ceremony was at the Saanich Municipal Hall. The Mayor presented awards to 15 Saanich students from Grades 1 to 7. Refreshments followed, and a good time was had by all.

### COLWOOD HERITAGE ADVISORY COMMITTEE

The Colwood Heritage Inventory report has now been released to the public and is available at the Colwood City Hall, 3300 Wishart Road, for \$7.50. Final work is under way on the Colwood Heritage Sites book "Of Wood and Stone", with a scheduled release during the Western Communities Heritage Fair in August 25-27, 1989. Target price for "Of Wood and Stone" is \$12.00. For further information, please contact Simon Lawrence, City Planner, at 478-5590.

### PROGRESS REPORT ON EDUCATIONAL HERITAGE PRESERVATION IN SCHOOL DISTRICT #61, GREATER VICTORIA, JANUARY 20, 1989

On November 26, 1979, the School Board adopted its Policy #1162 with regard to its educational heritage, the text of which is as follows:

The Board accepts, as an aspect of its responsibility, the preservation of our educational heritage through the collection and display of memorabilia from its School District's history. The Board, with respect to this policy, directs its administration to establish archives, invite public donations to them and to identify an area of the annual budget where the Board may commit funds for the preservation, restoration and display of these historical articles reminiscent of our educational past.

During the elapsed period, relevant development and management activities have been sporadic, though to the credit of district personnel who accepted responsibilities out of personal interest, archival materials have been preserved and made accessible on request to legitimate researchers. Following a presentation made by Ray Wunderlich to the Board at its January 12, 1988 meeting, a decision was made to establish an ad hoc Educational Heritage Advisory Committee which could advise the Board on matters related to its heritage collection.

The Committee has presented reports, including proposed goals, projects and priorities. The proposals are based on the assumption that for the most part personnel will be volunteers, and that management of the collection will be patterned upon standard archive and museum practice. The Committee urged that top priority be given to finding more suitable accommodation for the collection and its management. Meanwhile, the needs of researchers are being met as far as possible in a temporary archive location in the School District offices in the former Tolmie School.

Ray Wunderlich, Chairperson  
School District #61, Educational Heritage Advisory Committee