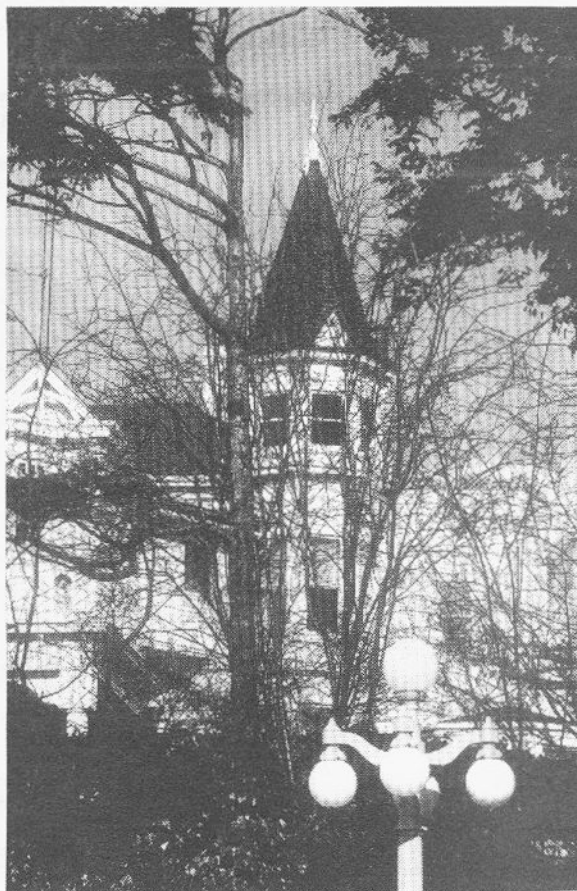


THE HALLMARK SOCIETY
NEWSLETTER

Dedicated to Preserving Historic and Architectural Landmarks



Since 1973, your voice in heritage preservation in the Capital Region



Hallmark Office - #118 - 1216 Broad Street, Victoria, B.C. V8W 2A5

Open Thursday mornings, phone: 382-4755

Office Coordinator: Helen Edwards

Mandate

The Hallmark Society was formed in 1973 to encourage and facilitate the preservation of heritage buildings in the Capital Regional District. In 1991, the mandate was extended to include landscapes. We are a registered non-profit society, financed principally by membership dues and members' contributions.

Notice of Meeting

The next General Meeting of the Hallmark Society will be held on Thursday, June 10, at 7:30 p.m. at the James Bay New Horizons Centre, 234 Menzies Street.

Our guest speakers will be from the B.C. Heritage Trust who will show "befores and afters" of restoration projects that have been funded by the Trust from across the province.

Cover photo

The Victoria Jane Wilson House known as "The Parrot House". Six citizens banded together to try to save this house from demolition. Although the battle to save it was lost, the Hallmark Society emerged as a positive result of the struggle.

Photo by Jessie Woollett

Cover Story photos, see pages 8 and 9

#4 - photographer unknown, #5 - Photo by Al Fry. all other photos by Jessie Woollett

Copyright © The Hallmark Society

All rights reserved. No part of this work covered by the copyrights hereon may be reproduced or used in any form or by any means - graphic, electronic, electrostatic, or mechanical - without the prior written permission of the Hallmark Society.

Hallmark Society Executive

President

Pamela Madoff 384-6971

Vice-President

Vacant

Treasurer

John Edwards 386-6598

Recording Secretary

Bruce Maycock

Corresponding Secretary

Diane Carr
assisted by: Julie King

Membership

Pam Copley

Newsletter Editor

Helen Edwards

Members at Large

Joan McCorry
Gary Kirk
Peter Sarakannas

Past-President

Stuart Stark

Heritage Building Foundation Trustees

Chair

Pamela Madoff

Treasurer

John Edwards

Trustees

Diane Carr
John Bodnar
John Pallett
Larry Ryan

President's Message

The success of the heritage preservation movement is dependent upon more than just the retention of individual heritage buildings. It is important to realize that historic buildings are only one component in the cityscape. The setting in which a heritage building is located is as important as the building itself.

The Victoria Accord is an agreement between the City of Victoria and the Province of B.C. to collaborate on the planning and implementation of major projects in the Parliamentary Precinct, the Humboldt Valley and the Inner Harbour. It is proposed to build in excess of 1,000,000 square feet of office space on what are now surface parking lots adjacent to the Parliament Buildings and St. Ann's Academy. These projects will not require the demolition of any heritage buildings, although some turn-of-the-century houses (currently used as government offices) in James Bay, may be moved in order to create a unified streetscape. Although it is likely that no heritage buildings will be lost, this development will have an enormous impact on the city of Victoria and on its built heritage. It is crucial that the scale, finish and use of the new construction enhance our city. This project is the "most massive building program since the legislative buildings were constructed almost 100 years ago." It is imperative that we realize we are constructing the heritage of the future and we must insist that whatever rises on these sites respects Victoria's environment and the qualities it has that make it one of the continent's most livable cities.

Thank-you, Melinda

Hallmark Society President. Melinda Seyler, has resigned her position. On behalf of the Society, we wish her well and thank her for all her hard work on our behalf over the years.

Her resignation announcement from the General Meeting of March 4, 1993 is printed here for the benefit of those who were unable to attend the meeting:

"When I was nominated as a candidate for the Presidency of the Hallmark Society it was my hope and expectation that I was just one of many individuals who would stand for election. Unfortunately this did not come to pass.

Since my election, I have worked to accomplish my goal of bringing the Society together as well as striving to form bonds with other community organizations to increase Hallmark's influence in the community. While I have received much personal support from my friends there has been little active support in the daily business or direction of the Hallmark Society.

At this time I am finding that my commitments to myself, my own business and my family, and most especially the necessity as an only child to care for my 86 year old father are and must be my priorities. Therefore I have submitted my resignation as the President of the Hallmark Society.

I hope that you will all give Pamela Madoff your support, as the duties of acting president will fall to her as the Vice President. Thank you to all my friends and supporters within and without the Hallmark Society."

Melinda Seyler

Constitutional Review Committee

A special meeting of the Hallmark Society was held on Thursday, March 25, 1993 at 7:30 p.m. at the James Bay Community School for the purpose of re-visioning the goals and objectives of the Hallmark Society. The results of the meeting will be considered by the Constitutional Review Committee as it undertakes a complete review of the Society's constitution and by-laws. Thank-you to the 32 members of the Society who attended. Mary Elizabeth Bayer served as the facilitator and encouraged discussion and participation from all who attended. Our discussions centered on the letter "A" with the following thoughts:

- Appreciation
- Awareness
- Advocacy
- Archives
- Awards
- Associations
- Assets
- Acquisitions

It was determined that the constitution dealt with seven topics and members were divided into small groups with each group discussing a different topic. Results of group discussions were recorded and other members were encouraged to air their views. A frank and open discussion of the future direction and aims of the Hallmark Society ensued and the recorded results will provide a foundation for a new constitution which should serve us for the next 20 years.

It was the feeling of the membership that a special meeting to deal with the revision of the Society's by-laws should be held. For details, see page 5. For those who were unable to attend the meeting, the results of discussions are summarized:

Mission Statement

2. The mission of the Society is to encourage the preservation of heritage buildings and landscapes within the Capital Region District.

This statement could perhaps be amended to include cultural heritage, with a phrase such as natural, cultural and built heritage.

Public awareness

a) To work toward a public awareness of heritage buildings and landscapes in the Capital Region District.

h) To conduct and arrange exhibits, tours, or other cultural, educational or recreational activities which will promote and stimulate public interest in heritage buildings and landscapes

It was generally felt that the word advocacy should appear somewhere in this area. Education and research were considered necessary pursuits. A number of ways of increasing public awareness were discussed as well.

Inventory and marking

c) To inventory those buildings which are considered to be of particular historic and/or architectural interest in the Capital Regional District, and to inventory those natural or cultural landscapes or landscape features which are considered to be of particular historic, horticultural and/or design interest in this area.

d) To publish as soon as possible that inventory in whatever form and under whatever conditions as may be decided by the membership.

e) To mark with an emblem those inventoried buildings in order to encourage public interest in and awareness of the historic and architectural heritage of the Capital Region.

There was considerable discussion on the word *inventory* and its meaning in this clause. It was emphasized that an inventory is not static and must be active and ongoing. The Hallmark archives were used as an example of an ongoing and active inventory. It was felt that d) could be deleted as it was covered by other clauses. With reference to e), it was felt that Hallmark should take a supportive rather than active role in the marking of buildings. When the Society

continued on page 5

Constitutional Review Committee, continued from page 4

was formed, there was no plaquing mechanism, but this is now done by municipalities as well as other organizations or levels of government. Plaques for designation are presented to the recipients at the Hallmark Society Awards Night and we should give cautious support to the municipalities. The membership felt that we could hold workshops in order to encourage public interest in inventoried assets. There is the question of designation vs. recognition to be considered.

Study and Research

f) *To study methods of heritage preservation and to make recommendations from time to time to the appropriate municipal or provincial authorities regarding heritage preservation in the public interest.* There is need for a definition of the word *methods*. It was felt there is too much in this area for volunteers to do, so we may need a part-time or full-time employee. Advocacy is important here for heritage preservation and conservation. We must disseminate information and the Trades, Services and Products List was used as an example of a service we now provide. It was felt this clause needed clarification.

Co-operation with other agencies/organizations

g) *To co-operate, by sharing experience and research, with individuals, groups or organizations whose aims are similar to those of this Society.*

This section could be combined with a) and h). There is a need for recognition for heritage conservation and stewardship. We must emphasize appreciation. We must continue to promote communication and information both within the individual membership and the affiliated groups. The Regional Heritage Committee could be named in this area. Workshops were suggested as a way of further sharing information.

Fund raising

i) *To raise such funds as are necessary for the provision of a building and/or landscape inventory, markers, and the ordinary business of the Society.*

We need to change this section to state we raise funds for the ordinary business of the Society and whatever

extraordinary projects are deemed necessary. We do not need to be too specific. It was noted that while building inventories have been done, landscapes have not been inventoried and need doing. We could perhaps provide funds for specific projects from time to time.

Acquisition/Disposition of Buildings

j) *To acquire by gift, purchase or otherwise, and to sell, lease or let sites and buildings with heritage value with the purpose of preserving the same for the people of British Columbia.*

This clause should stay in the constitution but should be reworded to reflect the present circumstances. Should Hallmark be initiating the acquisition of property? This clause needs more work and should make a statement about *methods of acquisition*, and what must be referred to the membership (e.g. financial matters)

General

The membership felt that Hallmark was not doing enough education and we were perceived as having a negative image.

We need the word *advocacy* somewhere.

Should we be involved in publishing?

Archives are very important.

Notice of Special Meeting

A Special General Meeting of the Hallmark Society will be held on Thursday, April 29, 1993 at James Bay Community School at 7:00 p.m. The purpose of this meeting is to discuss the Society's by-laws and to recommend changes for referral to the Constitutional Review Committee. Any member who wishes to have a copy of the by-laws before this meeting can telephone the office at 382-4755 on Thursday morning between 8:30 a.m. and 10:30 a.m. or leave a message on the answering machine and one will be sent out.

ROCK SOLID SUPPORT FOR HALLMARK

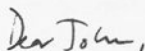
The Hallmark Society is delighted to announce that Bryan Adams, the enormously successful Canadian singer, has agreed to be an Honorary Patron of the Heritage Building Foundation of the Hallmark Society.



31.3.1993

John Bodnar
The Hallmark Society
118 1216 Broad Street
Victoria, B.C.
V8W 2A5

Adams has shown much concern for the preservation of our built heritage. His offices are housed in a restored building in Vancouver's Gastown area.



Thank you for your letter last week. I have always been very impressed with Victoria and how it has been able to preserve so much of its history, especially in comparison to Vancouver! There is no doubt that there has been a lot lost, but unfortunately, that is the case the world over. It is a relief to know that there is some sort of organization that is conscious of the importance of our past.

Regarding your offer to be an Honorary Patron. Due to my rigorous schedule, I couldn't actively participate in any activities, but I would be delighted to be "silent" Honorary Patron if such a title exists.

I will be out of the country for some time but can always be reached through my office in Vancouver.

Sincerely,



Adams was the focus of a Heritage Canada magazine cover story discussing the need to preserve our built heritage as well as being featured in an article in The Province newspaper on the same topic. He is one of a very few high-profile individuals in the country who have spoken up in defense of the preservation of our built heritage.

His encouragement and support is much appreciated by the Society.

406 - 67 Water St., Vancouver B.C. Canada V6B 1A4 TEL(604)699-7174 FAX(604)699-7118
Telex on 508 401 Rock Headquarters

Futures Project

submitted by Bill Barkley, Executive Director, Royal British Columbia Museum

In 1967/68, the British Columbia Provincial Museum began a new era with its move to the current exhibits building and curatorial tower. Rewarded with the title *Royal British Columbia Museum* in 1987, the Museum is one of the two key attractions for visitors to Victoria. However, changing times pose new challenges.

The question of relevance and community service come at a time of widespread economic downturn, coupled with increasing demands on government funding. At the same time, the Museum must build from its strong foundations and traditional values, creating a plan that will ensure financial stability and demonstrate its worth and relevance to the community.

We must begin a reexamination and enter into a process that will lead to change. Some basic questions about collecting, researching and public programming need asking. These questions will be about why we do these activities and how we do them in the future.

I will need the thoughts and advice of many people. If you have some thoughts or comments please send them to me at the Royal B.C. Museum, 675 Belleville Street, Victoria, B.C. V8V 1X4.

Cover Story: Twenty Years of the Hallmark Society

by Helen Edwards

On April 18, 1973, a new Society was born. From its humble beginnings with six original members who had banded together to try to save the Wilson House from demolition, the Hallmark Society has grown to represent approximately 1000 individuals as well as the 93 groups which make up the membership of the Regional Heritage Committee.

Searching old records, minutes and newsletters for information for this article proved to be very time consuming, as there was so much information that it was very difficult to just "skim".

Using the idea that a "picture is worth a thousand words", we present a brief history of the highlights of 20 years of Hallmark, with a collage of pictures sure to bring back memories.

It seems that the problems faced by the early members of the Society are the same as those we face today. In the October, 1974 newsletter, it was reported that "St. Ann's Academy is still standing but [a government minister] claims the Academy cannot meet existing earthquake standards and will have to be demolished if these standards are not relaxed to accommodate heritage structures." The March, 1979 issue urged members to write the Minister of Municipal Affairs with recommendations of a future use for St. Ann's. This issue is still before us - perhaps this time, the matter will reach a successful conclusion.

The Society encouraged members to put pressure on municipalities to designate and preserve buildings. An Awards Program to recognize excellence in heritage preservation was created and awards were presented at annual ceremonies.

The highlight of 1976 was the Heritage Restoration Weekend held in May at Roslyn, a waterfront heritage property on the Gorge. This event featured a slide show, displays of wallpaper, plaster ornaments and demonstrations of restoration crafts. Bus tours were also held. 93 new members were gained through this event alone. Throughout the year, the hard-working Inventory Committee was working on an inventory of houses on the City of Victoria's "A" list. This was

eventually published in May, 1978.

The Heritage Building Foundation of the Hallmark Society was set up in 1976 to allow the Society to acquire property, with a focus on preserving threatened buildings and ensuring them a safe future.

Although the newsletters of the early years were full of stories of pending demolitions and losses of buildings (Roccabella, Marine Chalet Apartments, Alkazar, Jones Building, B.C. Land Building to name a few), there was some positive news to report. Due to enormous public pressure and support from public figures, the Crystal Gardens was saved.

On the municipal front in 1978, the City of Victoria offered a tax rebate scheme for owners of designated residences. The rebates had to be applied to exterior maintenance or restoration. This program was replaced by the Victoria Heritage Foundation house grants program in 1983 (see Spring, 1993 Newsletter for details). The Society's greatest preservation success came when the Jackson House, a 1901 cottage at 522 Simcoe Street was threatened with demolition to make way for seniors' housing. As a demonstration project, the building was moved to 427 Parry Street and was restored to its original 1901 appearance. The building was rented as a four-plex until it was sold on December 1, 1986. For further information on this project, see the Volume 18, Number 4 issue newsletter.

The first Heritage Fair was held February 4-9, 1980 at Mayfair Mall. Organized by the Hallmark Society, it featured 10 other heritage groups. This event grew until, in 1986, the organization was taken over by the Saanich Heritage Foundation. In 1993, there were 33 participating groups.

The upper floor of Richard Carr House became the location of the Society's office in 1981. We would stay there until the expiry of our lease ten years later. We are now in temporary quarters and hope to move soon into a permanent location.

A successful bicycle tour was held in June, 1983 with 150 participants. It was envisioned as an annual event, but the logistics proved too difficult. Concerns in 1983 were the MacKenzie farmhouse in Saanich (later burned in an arson fire), the wooden paving blocks in Waddington Alley, 1936 Hampshire Road (later saved from demolition and restored) and Lampson Street School (just re-opened after all these years).

Members were treated to a variety of tours during the early years of the Society. Overnight bus tours were common then, but these were discontinued due to increased costs. Also popular were walking tours of local sites.

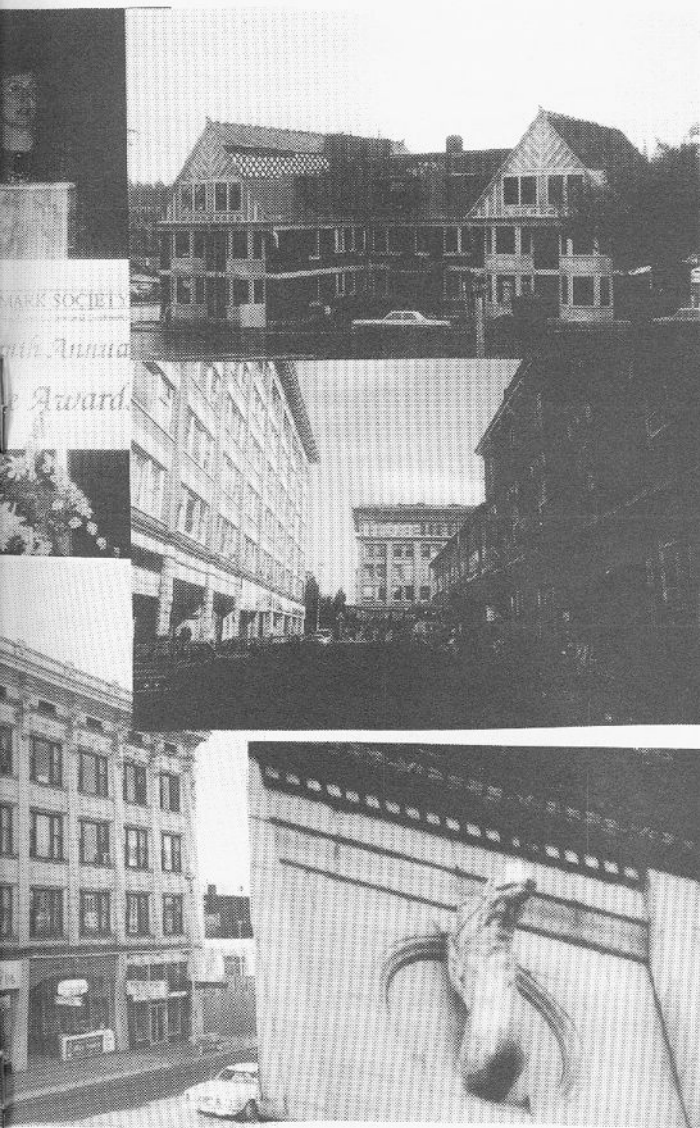
The Victoria Heritage Festival was held in May, 1985. It was envisioned as a money-making event, but due to poor weather, did not live up to its promise. A list of qualified tradesmen was started and maintained at the office. From this small beginning, the current Trades, Services and Products List was born.

General meetings in 1986 included a new feature - Heritage Watch, a slide show with commentary which informed members of current issues. The society membership had now risen to 585 individuals and 4 groups.

The major news of 1986 was the threat to 10 heritage registry buildings due to the proposed development of Victoria Eaton Centre by Cadillac-Fairview. The Society ran an "Unmall Campaign" in which city residents were encouraged to support the retention of the buildings and their incorporation into a new shopping area. The Society came up with an alternative proposal which would have retained Broad Street and all 10 heritage buildings. The Save Our City Coalition whose membership reached 8,000 at the height of the controversy worked long and hard to save the buildings, but they were demolished. This was one of the most bitter heritage preservation fights in the City's history but it created a heritage conscience which has tempered later development processes.

In 1987, long-time member, Jessie Woollett died





Photos: Left-top to bottom: 1. "Look-up Parade", part of UnMall campaign. 2. Hallmark trip to Nanaimo Mar 25, 1984. 3. Battery Day Rally. 4. Crystal Gardens - once threatened, now this years' Awards site.

Centre-top to bottom: 5. 17th Awards Ceremony. 6. Jones Building, demolished 1977.

Right-top to bottom 7. Savoy Mansions. 8. Broad Street - gone but not forgotten. 9. Camel from the Campbell Building, demolished 1976.

and left her extensive slide collection to the Hallmark Archives. An annual photographic award was established to honour her memory. Hallmark Sweatshirts first appeared at the 1988 Christmas meeting.

Perhaps the best statement on the meaning of the Hallmark Society was contained in the President's Message in 1988, in which Mark Madoff said: "After years of giving evidence to the contrary, our Society still has the reputation, among some members even of the heritage community, of being "too reactive". Trying to understand the implied complaint, I think that it means that the Hallmark Society always appears to be **against**, never **for**." He then listed the numerous positive accomplishments of the Society and finished with: "So, the Society has done-and continues to do- many positive things. What about the alleged negativity? Of course, it is there, too. Unfortunately, we live and work in an environment which throws up forces which are **worth** fighting against: ignorance, stupidity, arrogance, indifference, hypocrisy. I prefer to think of it not as opposition but as advocacy: we speak for the living symbols of our common history. If we stop our advocacy-as some would have us do in order to make their own interests easier to achieve-what would the community lose? A true friend of its cultural history."

Keep these words in mind the next time you think we have a negative image.

The Society continues to encourage the preservation of our heritage, and, in fact, we won the prestigious Heritage Canada Award last year for our efforts.

From six members 20 years ago, we have grown to a Society that is a real force in the heritage world, with our members serving on numerous committees and continuing their efforts to preserve that which we value.

Let us hope that the next 20 years will be as productive.

HAPPY BIRTHDAY, HALLMARK!!!!

Regional Heritage News

Regional Heritage Committee of the Hallmark Society

This committee promotes co-operation, co-ordination and discussion among heritage and historical groups of the Capital Region. The RHC was formed in 1986 when local heritage groups asked the Hallmark Society to create an umbrella co-ordinating organization. Quarterly meetings are attended by representatives from among our over 65 member-groups. Deadline for inclusion in the next newsletter is August 1, 1993.

Notice of Meeting

The next meeting of the Regional Heritage Committee is scheduled to be held at 7:30 p.m. on May 11, 1993 at the Victoria City Archives. Jim Burrows has also promised us a tour of the City Hall Clock Tower.

Esquimalt Heritage Advisory Committee

by Sherri Robinson

In February, the Esquimalt Heritage Advisory Committee learned that 851 Wollaston Street (historically 864 Dunsmuir Road), affectionately called "The Rattenbury House", had been sold. The Committee immediately registered its concern with the Esquimalt Municipal Council and efforts were made to contact the new owners to learn what was planned for the property. Mr. Simmonds of Battersea, Ontario, who had inherited the home from Miss Vera Easton, arrived to make the house ready for the new owners. He put together a box of papers relating to the house and delivered these to the Esquimalt Archives. Marlene Smith, the Municipal Archivist, made arrangements with Mr. Simmonds for a tour of the house and a photo session. A week later it was discovered 851 had changed hands again. Mr. Bill Patterson has purchased the property. Sympathetic duplexes are to be built on the lots on either side of the house. Apparently the house itself is to be restored or have the present interior design maintained. Fortunately, no prior modernization of the interior had been undertaken. It is hoped that 851 Wollaston Street has at last found an owner who cares. Esquimalt residents will be vigilant.

Esquimalt Archives

by Marlene Smith, Municipal Archivist

During the first two and half months of 1993, Esquimalt Municipal Archives received 69 visits to the Archives, logged 43 telephone requests and 419 volunteer hours. In February, we ran a successful four-part series of slide presentations and lectures in conjunction with the Photography Group of the Esquimalt Arts and Crafts Society and the Esquimalt Library Branch. We have searched our collection to provide display photographs for Lampson Street School, assisted a persistent researcher reading his way through Council Minutes and provided support for those keeping a watchful eye on the Rattenbury house. We have implemented a new procedure whereby the Archivist sees every demolition permit so that photographs may be taken before any buildings in Esquimalt are taken down.

Craigdarroch Castle Historical Museum Society

Upcoming events include:

All Aboard A day trip north to Nanaimo on Via Rail where we will be met by historian and author, Lynn Bowen, for a guided tour on a Greyline bus to the mine sites in Nanaimo, Extension and Wellington as well as to locations of significance to the Dunsmuir family. The trip includes lunch at the Crow and Gate Pub and return on Via Rail. Thursday, May 6, 1993, 7:45a.m.-5:45p.m.

House Tours Patricia Kidd will provide tours of Craigdarroch, highlighting the Victorian furniture and the decorative arts in the context of an historic house. Sunday, June 13 and 27, 1-2 p.m. Phone 592-5323 for information.

Heritage Update

The Kellogg Drugstore, formerly Cole's Book's, is being renovated to house a Kentucky Fried Chicken franchise.

The neon sign has been removed from the Sussex Hotel resulting in some damage to the entrance canopy. Does this mean that there will be activity on the site in the near future?

Good News from City Hall

Heritage concerns are now represented on Victoria Advisory Design Panel. The Advisory Design Panel's function is to advise on the design merits of all plans submitted in support of rezoning applications, Development Permit and Development Permit applications, Statutory Building Scheme, plans submitted for proposed alterations to the exterior of building pursuant to Section 12 of the Heritage Conservation Act, plans submitted for building permits in excess of \$500,000 in value exclusive of single and two-family residences, Board of Variance applications involving a house conversion, and such other plans and proposals as may be referred to the Panel by Council.

This year, a member of the Heritage Advisory Committee has been invited to sit on the Design Panel. This will prove particularly useful as this committee member will be able to comment on the impact new construction may have on surrounding heritage buildings.



**EDWARD SCHAEFER
STAINED GLASS STUDIO**

Designer/Craftsman of Architectural Stained Glass

Repairs/Restoration
Preservation
Consulting

261 Richmond Ave.
Victoria, B.C. V8S 3X9
(604) 370-1344

Heritage Fair

Heritage Fair 1993 was held at the Hillside Shopping Centre from February 15-20, 1993. Despite a slow start, we had a good week, gaining new members and selling books and sweatshirts. We raised \$842.90 which will be used for the work of the Society. Our display boards were much admired again and served to educate the public about the value of heritage.

Special thanks to all the wonderful volunteers without whom this event could not take place.

Take a bow: Audrey Aikins, Jennifer Barr, Les and Shirley Beach, Lisa Butchart, Ellen Conway, Lorna Davey, Roberta Fournier, Marguerite and Hugh Fraser, Al and Louise Fry, Virginia Gareau, Hendrik Gautier, Polly Higgins, Julie King, Jean McInnis, Bert and Mary Nell, Mary Warrington, Ray Wunderlich, Pen Brown, Laura Hopkins, Jim Stiven. Special thanks to Lynn Walton who contacted the volunteers and arranged the schedule.

More Thank-you's

Lynn Walton, our Volunteer coordinator, and Brenda Miller, Tour coordinator, have had to step down from their respective positions due to time constraints within their personal lives.

We will miss their assistance and ask anyone interested in assuming either position to call the Hallmark office @ 382-4755



CHARLES RUPERT

T H E S H O P

2004 OAK BAY AVENUE

592-4916

Splendid items for traditional homes and gardens

Nineteenth Annual Hallmark Awards Night

If the Oscar presentations at the Academy Awards didn't excite you, make a date with the Hallmark Awards on Tuesday, May 4, 1993.

Come take part in the Hallmark Society's annual gala evening - this year the Nineteenth Annual Heritage Awards Night.

Who will win Hallmark Awards of Merit? Will a rare Louis Award be presented? (The Louis Award is named for the parrot who resided in the Wilson House, whose demolition inspired the founding of the Hallmark Society.) Will a President's Award be won for exceptional merit? The Mark Madoff Communications Award - will it find a home this year? How many awards will honour heritage enthusiasts? Who will capture the Annual Jessie Woollett Award for the photograph best depicting this year's theme "Doors to the Future".

You can only find the answer to these questions by attending our special evening at the James Ballroom in the Crystal Gardens at 8:00 p.m. on May 4th.

In addition to the Hallmark Society honouring individuals for outstanding contributions in the preservation of our unique heritage, the evening's

proceedings will include the presentation of Heritage Designation Plaques. The municipalities of Esquimalt, Oak Bay, Saanich and Victoria will all make presentations to homeowners in recognition of their efforts in preserving our architectural heritage.

As seating in the James Ballroom is limited to 200, please make a reservation by phoning the Hallmark office @ 382-4755 and leaving your name and the number of seats you require on the answering machine. We know you won't miss the opportunity to join us for this exciting night. Please mark the date on your calendar as THE evening to learn what has happened to heritage world in the CRD this past year. After the presentations, a social hour will provide the opportunity to meet your fellow Hallmark members and the award winners while partaking in refreshments provided by the volunteer Hallmark Bakers.

If you can volunteer to work at Awards Night, please leave your name and phone number on the Hallmark answering machine, 382-4755. Thank you!

See YOU May 4th - this is THE Heritage Event, don't miss it !!!

Welcome New Members

The Hallmark Society welcomes the following new members: Oak Bay Heritage Foundation, Carolyn Goresky, Chris and Maureen Thomas, Grant and Darcy Schnurr, Dr. Alex Porzecanski, Ronald and Victoria Jeffries, Christopher Hanna, Victoria Genealogical Society, Kathleen Gee, Lori Anglin and Scott Cunliffe, Friends of the Chinese Cemetery, Jean and Geoffrey Barnard, Mrs. M.H. Kortes, George and Margaret Wallace, Hayward Wells & Associates Ltd. Thank you for your support and interest in heritage preservation.

1843 Heritage Society Bursary

The 1843 Heritage Society, which is the education arm of the Victoria Heritage foundation offers a bursary to residents of the community who are active in heritage advocacy and who are taking part in the Cultural Resource Management Program at Uvic. For additional information or application forms, please contact the Victoria Heritage Foundation at Victoria City Hall, #1 Centennial Square, Victoria, B.C.

"Home for Hallmark" We Need Your Help!

The Hallmark Society has now moved from its old home, Richard Carr House, to a small, temporary office in the Exchange Building on Broad Street. We hope to move into our new premises in the landmark South Park Annex in the fall, and we need your contribution to help us achieve our goal. Once restored, our new home will provide space for the Mark Madoff Gallery; a place for exhibits and displays showcasing the heritage assets of Greater Victoria as a tribute to our late Past-President.

The Annex will also provide much-needed office space for your Society.

All donations are tax-deductible, too, so everybody benefits! Please send the form below along with your contribution and help us restore the new Home for Hallmark.

Please be sure to make your cheque payable to the Heritage Building Foundation.

All donors will be listed or otherwise officially recognized unless you indicate below that you wish to be anonymous.

I enclose a cheque in the amount of: _____

Name: _____

Address: _____

City: _____

Postal Code: _____

Yes, I wish to remain anonymous. _____

Phone: _____



Renfree Cottage

Bed & Breakfast
149 Rendall Street
Victoria, B.C. V8V 2E3
(604) 389-1598

"20 years of gentle caring and repairing your cherished jewellers"

meachams

Jewellers

1031 Fort Street

385-3521

John, Victoria & Colin Meacham
goldsmith, gemologist, designers

The Whyte House

Bed & Breakfast



155 Rendall Street
Victoria, B.C. V8V 2E3
(604) 389-1598



MAYCOCK & COMPANY

CERTIFIED GENERAL
ACCOUNTANTS

Bruce F. Maycock • Gail M. Nix

- Accounting and Auditing
- Taxation - Personal & Corporate
- Small Business Consulting
- Estate Taxation and Planning

1521 Amelia St., Victoria, B.C., V8W 2K1 385-9588 FAX 385-9589

Calendar

- April 29, 1993 Hallmark Society Special General Meeting to discuss the Society's By-Laws
7:00 p.m. James Bay Community School, 140 Oswego Street
- May 1, 1993 St. Ann's Rescue Coalition Giant Garage Sale. Fairfield United Church.
10 a.m. to 3 p.m.
- May 4, 1993 Hallmark Society Nineteenth Annual Awards Night - James Ballroom,
Crystal Gardens, 8:00 p.m.
- May 11, 1993 Regional Heritage Committee of the Hallmark Society Meeting, Victoria
City Archives, 7:30 p.m.
- June 3-6, 1993 Fifteenth Annual Conference of the Heritage Society of British Columbia
- Hosted by the City of Quesnel
- June 10, 1993 Hallmark Society General Meeting - James Bay New Horizons Centre,
234 Menzies Street, 7:30 p.m.

UVic Extension Courses

The following immersion courses for professionals in the museum, heritage and cultural sectors will be offered through the Cultural Resource Management Program in the Summer of 1993. Information and registration materials for these courses can be obtained from Joy Davis, Coordinator, Cultural Resource Management Program, University Extension, University of Victoria, Victoria, B.C., V8W 3N6 Tel: 721-8462 Fax: 721-8774

Management Principles in Cultural Organizations This intensive course for managers in cultural organizations focuses on characteristics of non-profit cultural organizations. Case studies and group projects will encourage participation to relate classroom work to the practical challenge in the workplace. May 3-12.

Preserving Natural History Collections This new immersion course focuses on the preservation principles and methods which provide a foundation for long term care, maintenance, research, exhibition, and educational uses of both organic and inorganic specimens. May 25-June 3

Introduction to Museum Studies. This course will place particular emphasis on British and North American models. June 7-25

Cultural Tourism This course explores the advantages that cultural tourism developments have to offer, along with the dangers involved in such ventures. July 5-14

Files Donated

The Hallmark Society Archives gratefully acknowledges the donation of three boxes of files from the Heritage Conservation Branch. These boxes contain files on British Columbia architects and will greatly expand our records. Although these records have not been inventoried or computerized, any member who wishes to examine them may do so by phoning the office and requesting an appointment. Non-members may also view our records on payment of a small fee.

Trades & Services List

WANTED!: Names of qualified contractors to be added to the *Trades, Services & Products List*. The list is constantly updated from information given by individual members and friends of the Society. Currently needed are names of contractors willing to do seismic upgrading to heritage residences, color consultants with expertise in heritage buildings, concrete contractors, painters for exterior, interior and specialty work (i.e. murals, gold leaf, faux finishes). If you have experience with any of the above workers, please call the Hallmark office @ 382-4755 to leave their business name, specialty and telephone number. Submissions are always welcome for any category so please let us know the tradespeople and businesses with whose work you have been pleased!

Members of the Hallmark Society in good standing may receive a current copy of the Trades Services and Products list free of charge by requesting one from the Hallmark Society office. Those listed have been involved in restoration projects and are reported to be sensitive to heritage issues, **however, listing does not signify endorsement of these tradespeople or their businesses.** Every effort is made to keep the list accurate and up to date. If you use this list regularly, please call for a current update. You should update your list yearly even if it is only used on a periodic basis. Non-members may receive a copy of the TS&P from the Hallmark Society after payment of \$10.00.

THE HALLMARK SOCIETY

Dedicated to Preserving Historic and Architectural Landmarks

Benefits All members will receive at least four Hallmark Society Newsletters a year and are entitled to voting privileges at Annual and General Meetings, and access to the Hallmark library and archives which contain information on over 8000 buildings in the Capital Regional District. Special discount on a wide selection of books and Society sweatshirts. The Society also offers special events and tours for members only.

Membership/Renewal Fees

Senior / Student	\$ 12.00
Single	\$ 17.00
Family	\$ 22.00
Affiliated Groups	\$ 35.00
Lifetime	\$150.00

Phone: _____

Name: _____

Address: _____

City: _____

Postal

Code: _____

I would like to be contacted by a Hallmark Society volunteer co-ordinator to discuss how I can assist Hallmark Society programs: _____

I would like to make a tax-deductible donation to the HALLMARK SOCIETY of \$ _____