

THE HALLMARK SOCIETY
NEWSLETTER

Dedicated to Preserving Historic and Architectural Landmarks



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



Hallmark Office - 235G Market Square, 560 Johnson St., Victoria, B.C.
V8W 3C6

Open Tuesday and Thursday mornings, phone: 382-4755
Office Coordinator: Helen Edwards

Mandate

The Hallmark Society was formed in 1973. Our mandate is to encourage the preservation of structural, natural, cultural and horticultural heritage within the Capital Regional District (CRD). We accomplish these goals through education, public speaking, advocacy, tours, exhibitions, and our annual Awards Night. 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, March 10, 1994 at 7:30 p.m. at the James Bay New Horizons Centre, 234 Menzies Street.

On the agenda will be Heritage Updates, ratification of new Executive officers, and committee reports. The guest speaker will be Michael Kluckner, Vancouver writer, artist and heritage activist who will give an illustrated lecture on heritage painting and landscapes. Bring your Kluckner books so they may be autographed.

We urge you to attend and participate in the Society's business.

Cover photo

"Miraloma", 2328 Harbour Road, Sidney. (BCARS photo, no date, private collection, negative D-3054.)



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President's Message

Happy New Year to all our members! On behalf of the membership I would like to thank all the wonderful people who have volunteered to assist us in some capacity. I am most grateful to those who have agreed to become members of your Executive and work with me to revitalize our Society. As we have almost a complete turnover on the Executive, we are all still becoming familiar with our new duties. However, I am impressed by the energy which is being shown at Executive meetings and I look forward to a very interesting and productive year. We do need to fill one position — that of Member-at-Large. Under our revised Constitution, the Board will become larger next year, so we must also begin to fill next year's positions. If you are interested in serving next year please contact Joan Peggs, Nominations Committee Chair.

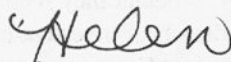
We will be undertaking a major membership drive soon. Our goal is to have every member recruit a new member. We could easily double our membership. There are a number of "closet" members out there who regularly read our newsletters and follow our activities with interest. Let's see if we can convince them to join and increase our voice. Do you know a former member who has let their membership lapse? Give that person a membership brochure — maybe they'll rejoin. We always welcome back former members. Let's try to get our numbers back up to 1500, as they were during the Cadillac-Fairview debate. Unfortunate as it may seem, politicians are impressed by numbers, so the larger our membership, the more heed is paid to our opinions.

Our next General Meeting promises to be as interesting as the last one. We are pleased to welcome Michael Kluckner as our guest speaker. Please come out to hear him speak, see his slides and meet him in person. His new book will be offered for sale at the meeting.

I would like to invite you all to participate in Awards Night 1994, our gala event of the year. This is our chance to blow our own horn and show the public what heritage preservation is all about. What can you do? Nominate a project which has impressed you; volunteer to work on the details of the ceremony itself; come to the ceremony and bring a guest. We have noticed a growing lack of interest during the last few years and invite you to tell us why you do not attend Society events. Please call the office and leave a message.

Thank you to former Executive member Rob Adams, who has volunteered to coordinate Awards Night this year. His previous experience will be valuable to us. If there are other members who would like to help, please let us know. Remember, the success of any event depends on participation. This year's event will be held at Lampson Street School. Come out and see who will be recognized this year and see first-hand what can be done with a little foresight and determination. Lampson Street School is a project of which the community can be very proud. Look for new fundraising projects in the next newsletter. Your Executive held a two-hour brainstorming session and came up with a number of creative fundraising ideas. It is vital that we raise sufficient funds to cover our costs. In addition, we would like to raise our profile locally again locally, as well as provincially and nationally.

I look forward to meeting you all personally at Awards Night or the General Meeting.



A Home for Hallmark

Foster Isherwood

As our Society has literally gone from pillar to post, it now becomes apparent that we should have housing of our own. The old days of saving space and making do in quarters that were not ours should now be in the distant past.

To find a structure - most preferably a heritage house with a good enough profile, well located in a reasonable neighbourhood, which would allow us to pursue our activities, rent space to either a compatible business or provide good housing upstairs - should be our goal.

There are many such possibilities and locations in James Bay, Fairfield, Fort Street, Rockland, Spring Ridge and even the commercial fringes out to and including the Hillside, Saanich, Oak Bay and Esquimalt municipalities. These areas might have a suitable house on a location that would offer satisfactory accommodation and the most important ingredient—the restoration of a true heritage building for our own use and for the use of anyone associated with us.

The Heritage Trust grant, our present means of funding for this purpose, and an active membership which will be willing to pitch in numerous ways, can certainly make this possible. The special rights given to non-profit societies for gambling casino events could quite conceivably bring in between \$15,000 to \$20,000 over two years, which can be applied against capital expenditures and improvements on the society's property.

Let us all get our collective thinking caps on and think of possibilities. Whether they seem small or large, all potential ideas bear investigating. With your help, the Society could be moving in a positive way. Our watchwords should be Reassessment, Reappraisal, Relocation, good planning and Restoration. So keep your eyes and ears open!

Stop the Presses!

Good news!! Although our pursuit of our own building is very much alive, we are nevertheless still active in obtaining a long-term lease for the South Park Annex. The Heritage Building Foundation and the Hallmark Society met on January 26 to begin negotiations for such a lease. We will keep you posted as the terms are defined.

Volunteers Needed...

It is important that we increase public awareness and encourage its support of our activities. We plan to expand our office hours to allow for more convenient research time. If you have a few hours per month to give us, please call the office. A roster will be set up to accommodate each one of you. The longer our office is open, the better we have a chance at making some revenue from outside researchers. Come visit our new premises!

Scrounging!!!

Basements are wonderful places that hold things for "just in case". Our new office needs an old coat rack, a "dummy" to display our Society's sweatshirts, a set of bookshelves, and a light table to view slides. If you have such treasures, or if you know someone who has, could you please arrange to bring them to the office. These items would be very useful to us and much appreciated.



Twentieth Annual Hallmark Awards Night

Planning for Awards Night 1994 is well underway. This is our gala event of the year, at which we recognize excellence in heritage restoration, conservation and advocacy. The date for the ceremony is May 3, 1994 at historic Lampson Street School, for which School District #61 won the Louis Award at last year's ceremony. I am sure you will enjoy seeing first hand the results of an incredible restoration job.

We also look forward to the continued participation of several municipalities in designation ceremonies, when they acknowledge those whose properties have been designated during the past year.


The annual Jessie Woollett Photo Competition winner will also be presented with a \$50.00 cheque. For details on the competition, see the announcement on page 6.

If you wish to nominate a project for an Award of Merit, President's Award (for exceptional heritage conservation), Louis Award (for extraordinary heritage restoration or preservation), or the Mark Madoff Award (awarded to an individual recognized as demonstrating an extraordinary commitment to heritage preservation), please phone or mail your nomination to us before February 28, 1994.

Further details of the 1994 Awards Night will be in the next newsletter, which will be mailed out just before the ceremony. Mark the date on your calendar and prepare to help us honour the best in heritage in the Capital Regional District.

Thank-You, Joan

On behalf of the Executive and membership, we would like to thank Joan McCorry for her years of yeoman service to the Society. Her leadership skills in organizing the last two Awards Night will be much missed. Joan has resigned as a Member-at-Large. We wish her luck in her future endeavours.

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December General Meeting

At the General Meeting held on December 2, 1993, four new Executive members were ratified: Vice-President Foster Isherwood; Recording Secretary Elizabeth Brown; Newsletter Editor Rolly Beauregard; and Membership Chair Joan Peggs. Our guest speaker was Captain Tony Delamere, Base Commander CFB Esquimalt.


The Base has the largest collection of military buildings in Canada. Capt. Delamere's very informative talk was complemented with slides of The Dockyard Then and Now. Slides of specific areas taken in 1923 and 1990 provided an excellent comparison of how development has changed the landscape over the last seven decades.

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Seventh Annual Jessie Woollett Photo Contest

The Jessie Woollett Memorial Photo Award, sponsored by the Hallmark Society, will be awarded to the entry which best captures the competition theme of My Favourite Heritage Feature. The Award was created to honour Jessie and promote an awareness of the unique heritage resources in the Victoria area.

Photo Competition Rules

1. The submission (regular or jumbo snapshots) must not have been previously published.
2. The images must not have been taken for a professional fee.
3. Entries must be received by no later than March 31, 1994.
4. Entries may be mailed or dropped off at the Hallmark office.
5. Winners will be announced at Awards Night on May 3, 1994 at Lampson Street School.
6. Only one entry per person will be accepted.
7. All entries must be accompanied by the entrant's name, address, phone number and the 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. One prize of \$50.00 will be awarded.

Please call Helen Edwards at 386-6598 if you have any questions.

Sir James Douglas School Update

The architects for this project have now been named. Don Marshall and Shiv Garyali have been selected by the Greater Victoria School Board and will be submitting a report on the building's condition next month. The steering committee continues to meet every two weeks and our task becomes even more difficult as decision time draws near. Rest assured that every effort will be made to save this historic old school building as what is decided here could have in impact on what is done to the other schools of the same vintage in this area.

Heritage Showcase

The Royal British Columbia Museum is changing its policies by expanding its programmes to involve more people in the province and running special events which have a current theme. The hope is that people will become more involved in the Museum's operation. A Heritage Showcase is planned for February 20, 1994 in the Friends Gallery at the Museum. This would precede the annual Heritage Fair at Hillside Mall and would contain some of the displays and exhibits that appear at the Fair. The Hallmark Society will be participating in this event. Watch your newspaper for more details.

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 April 8, 1994.

Hallmark Office Moved

The Hallmark Society office has moved to our new, larger premises in Market Square. Due to the generosity of Max and Monika Tomaszewski, who have reduced the rent, we now have a space four times that which we previously enjoyed. For the first time, we are able to include a reception area and research space with our usual office functions. Now that we have sufficient space to offer research facilities, we expect more people will make use of our archives. This could be a small money-maker. With the office now easier to find and readily accessible, we have decided to sell our books and sweatshirts from the office. Anyone who is interested in purchasing any item, please give us a call, then come in to make your selection.

In order to save moving expenses, we moved ourselves. MANY THANKS TO OUR VOLUNTEER MOVING CREW - JENNIFER BARR, COLIN BARR, KATHIE AITKEN, HEATHER MORGAN, MELINDA SEYLER, SUZANNE BULMER, PETER SARAKANNAS, JOHN EDWARDS. We couldn't have done it without you! Thanks also to Camilla Turner, Member-at-Large, who arranged our tenancy, and to all the Executive members who followed other leads.

The office will now be open Tuesday mornings from 10:00 A.M. to Noon, in addition to Thursday mornings from 9:30 A.M. to Noon. Many thanks to Ellie Tims for volunteering her services and to Suzanne Bulmer for her continued assistance.

New Members

The Hallmark Society welcomes the following new members: S. Lindstrom and D. More; Bruce Duncan and Valerie Watanabe; Harold Hurren; Barbara Chase and Terry Keough.

We also welcome back former members who have rejoined: Virginia Careless; Elida Peers; Anne Marie Moro and Meg Herweier; Rick and Heather Morgan.

Society Car Pool

The Executive suggested a car pool be formed to help get people out to our meetings. If you can give a ride to someone or if you need one yourself, please call our office to make arrangements. We will keep a list of interested parties on file and fill the requirements as needed.

Attention Researchers!

Anyone who wishes to research historical architectural subjects is welcome. There is a \$5.00 fee for two hours and up to 10 photocopies charged to non-members. We encourage you to use our facilities and publicize this service to friends and the public at large.

Executive Vacancy

Since the last General Meeting, we have filled four positions on the Executive. However, there is an opening for one more Member-at-Large. Volunteers are vital to our Society and we welcome anyone who can spare a few hours a month to join us. Please contact Helen Edwards at 382-4755 OR 386-6598 to become part of our dynamic team.

ATTENTION

Regional Heritage Committee members

Your membership in the Committee entitles you to have your group news in the Hallmark Society Newsletter. Let others know what you are doing. Invite our members to your functions. Please send submissions to the Society office or bring to a Regional Heritage Committee meeting.

Cover Story - Miraloma at Risk

Currently before Sidney Council is the proposed development of the property known latterly as "The Latch" restaurant. Preliminary plans as presented to the Committee of the Whole on December 20, 1993 call for the retention of the Latch with its conversion to three condominium units. Public access will be retained, although how this will be achieved is not clear. Of grave concern is the proposal to erect a 3-storey condominium containing some 26 units which would be sited at the East of the site. This location would greatly impinge on the view of the Latch from the public roadway. Although assurances have been given that the gardens will be restored, it is hard to equate the amount of green space which will be left after the addition of a new structure, retention of the main building and an additional structure - all on a site of 11/2 acres. The proposal has been referred to a joint meeting of the Heritage Advisory Committee and the Advisory Planning Commission.

The proposed development is not in line with the Official Community Plan and would require rezoning of the property. As this was Samuel Maclure's last large commission and perhaps his best example of house and garden as a cohesive unit, it is vitally important that this building and the small remnant of its grounds be saved. The provincial significance of the buildings, in that it was built for Walter Nichol, Lieutenant-Governor of the Province from 1920 to 1926, cannot be overlooked. In 1925, Maclure was asked by Nichol to design a summer residence in Sidney which would express its local character by using a variety of British Columbia woods. Named *Miraloma*, it was sited amid acres of meticulously landscaped gardens overlooking the sea and contained buildings which were treated as landscape features: a 20' x 30' summer house, a garage with chauffeur's quarters, and a dance pavilion, including mens' and women's cloakroom,



"Miraloma" interior. BCARS photo, no date, private collection, negative D-3051.



toilets, and a huge inglenook fireplace. The major feature of the 15-acre site remained its heavily wooded natural state, which combined the mature growth of trees with the ever changing carpet of wild flowers on the woodland floor. Maclure created a thoroughly rustic exterior by facing it with slabs of fir with the bark still on. Tree trunks of different heights and girths formed columns, brackets and verandah railings. Enormous, bark-clad slabs of the same fir, requiring ten men to hoist them into place, were used as barge boards under the gabled eaves. The interior panelling, in a variety of woods, fir, cottonwood, spruce and beech, stained to produce some exceptional effects, is unusually fine. George Gibson, a craftsman from Shawnigan Lake, carved three staircase ornaments: a bulldog, a monkey and an owl, all of dogwood.

Samuel Maclure was born in Matsqui in 1860, the son of a Royal Engineer. He was self-trained as an architect and studied architectural drawing in

Philadelphia. He strived for total satisfaction in the work he did. One-third to one-half of all buildings he designed are still there. He is best known for the Tudor Revival and Craftsman styles, which he modified to his own tastes. The interiors were generally impressive, with built-in china cabinets and sideboards. As in Miraloma, he preferred to use local woods in halls. In 1979, a Hallmark Society Award of Merit was presented to Fred Oldfield and Robin Thompson who had converted the rustic log home to "The Latch" restaurant without destroying its character. Although the list of extant Maclure buildings in the Capital Regional District is impressive, we must not lose sight of the fact that Miraloma is the largest heritage property in the Sidney area and as such is worthy of our efforts to ensure it retains the characteristics for which Maclure was known. We will be continuing to follow this matter through Sidney Council with great interest.

Hagan House Designated

On November 13, 1993, the Hagan House became the first house to receive heritage designation in the Municipality of Central Saanich. It was threatened with demolition in 1989 due to a Central Saanich bylaw which prohibited two dwellings on the same parcel of land. The current owners, Mr. and Mrs. Ron George, argued that as the building was built long before zoning regulations and has formed an integral part of the whole property for many years, it could be considered a guest house and would therefore not contravene the bylaws. Due to tremendous efforts by the Central Saanich Heritage Advisory Committee, Council, Saanich Pioneers Society, the Hagan family and the Georges, this important piece of history has not only been saved, but it has been completely updated and now stands prepared to last another century.

The original owner of the land, Angus McPhale, squatted in this area from 1855. Receipt 1156 by J.D. Pemberton shows pre-emption of Sections 5 and 6, Range II West by Angus McPhale on July 2, 1859. Within the next three years, this land was sold to Alphonse Verdier, except a 25 acre parcel which McPhale sold to Peter "Lutton". This was actually Peter Lind, who built a 30' x 30' two-room log cabin in 1862. On May 18, 1864, Peter Lind and his new bride opened the "South Saanich Hotel" in that cabin. It was a popular stop-over point for visitors to the Peninsula. The Hotel was sold to Robert Porter in 1865 who operated the hotel with his partner, Hillier. At this time the first regular ferry service between Cowichan and Saanich was established, with the landing site just west of the hotel along Hagan Bight.

In 1867, the hotel was sold to Alphonse Verdier. By 1872, James Hagan had purchased the property as a homestead for his young family. An 1893 photograph shows a new front addition on the log cabin, added in 1872, to provide space for his wife and small son. In 1894, James Hagan donated land

to the Catholic Church, upon which Father Vullings built the Church of Our Lady of the Assumption. It is due to Father Vullings that many photographs of the area are to be found. Rumor has it that he also provided the walnut tree which now stands over 75 feet tall in the yard of the Hagan House. Between August 1, 1892 and May 31, 1913, a post office was operated out of this house, with Hagan acting as the Postmaster. Upon James Hagan's death, son

Lawrence (Larry) remained on the site and continued to farm the land with his sisters. Larry Hagan was a prominent citizen of the community, having served as councillor of Ward 6 for 21 years, as a school trustee and was a founding member of the Saanich Pioneer Society.

In 1944, Colonel W.C. Woodward purchased the Hagan property upon Larry's death and subsequently utilized the house as a herdsman's cottage. The property soon became a part of the Woodwyn Farm.

This Victorian style farmhouse, typical of its era, remains on its original stone and mortar foundation. Modifications reflect the various functions served over the years, but the essence of the original dwelling is still very evident.

Original 8" by 14" beams, span 25' and can be seen from the crawl space. Hand hewn, they are believed to have been cut by John Otto, a well known pioneer area craftsman. The main floor living area is surrounded by wainscoting, with tongue-and-groove fir floors throughout. Doors represent many styles, from rough planking to the 1940s. Many changes have been made: the present kitchen, bedroom, darkroom and bathroom occupy the original log cabin. The area of the 1872 addition is a 16' x 34' living space, and a 16' x 20' bedroom upstairs used to be Councillor Hagan's. A spacious hallway, turns to the west into the rear bedroom, which has one of the best views in the area. The exterior is completed with 8" drop siding.

*"...8 by
14 inch
beams
span 25
feet..."*

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, colour 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 Melinda Seyler @ 389-1598 or 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! Would you also please let us know of any tradespeople and businesses whose products or services have not been satisfactory so that we may remove them from our list of recommendations.

Members of the Hallmark Society in good standing may receive a current copy of the *Trades, Services & 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 *Trades, Services & Products List* from the Hallmark Society office after payment of \$10.00.

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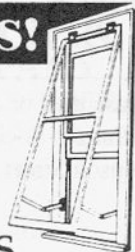
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Hallmark Awards Nomination

The 20th Annual Hallmark Awards Night is set for May 10, 1994. We need your help in nominating possible winners in several categories of heritage preservation. (See page 5). Below is a nomination form which you can fill in, and mail or drop off to our office. Please note that the absolute nomination deadline is February 28. Let us know who you think deserves recognition. We really look forward to hear from you!

AWARDS NOMINATION FORM

Each year the Hallmark Society presents awards for the very best in heritage preservation. We are looking for nominations for Awards Night 1994. Criteria are: outstanding achievement in heritage preservation, conservation, and promotion in the Capital Region.

PROJECT NAME:

CONTACT PERSON:

NOMINATOR'S NAME:

PHONE #:

Please mail or deliver to: Awards Committee, c/o
Hallmark Society, #235G Market Square, 560
Johnson Street, Victoria, B.C. V8W 3C6

Treasurer's Interim Report

As at January 15, 1994

John Edwards, Treasurer

We started off this fiscal year quite poor, with only \$324.12 in the bank. We now have a balance of \$2,012.13 after paying \$642.00 in rent. Some comparisons are:

	<u>This Year</u> <i>Jan 15, 94</i>	<u>Last Year</u> <i>Jan 15, 93</i>
<u>Revenue</u>		
Memberships	\$2552	\$2,779
Book sales	433	309
Sweatshirts	80	525
<u>Expenses</u>		
Newsletter	583	724
Rent	642	0

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We Need Your Help!

As most of you already know, the Hallmark Society is still without a permanent home. Although our temporary office in Market Square is a big improvement over our last quarters, we will nevertheless continue our efforts to secure funds and ask for members' contributions toward financing a building of our own. Your Executive has recently met for a brainstorming session to find new and innovative ways to organize fundraisers. We feel confident that our efforts and help from the membership will generate good revenue for the coming year.

All donations are tax-deductible too, so everybody benefits! Please send the form below along with your contribution to help Hallmark Society achieve our common goal.

Please ensure your cheque is payable to the Heritage Building Foundation.

We also welcome tax-deductible donations for the continuing work of the Hallmark Society. In this case, cheques should be made payable to the **Hallmark Society.**

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

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Calendar, Spring 1994

February 20	Heritage Showcase - Royal B.C. Museum 10:00 A.M. to 4:00 P.M.
February 21-26	Heritage Fair - Hillside Mall during regular mall hours.
February 28	Deadline for Awards Nominations.
March 10	Hallmark Society General Meeting - 7:30 p.m. James Bay New Horizons Centre, 234 Menzies Street. Guest Speaker - Michael Kluckner, Vancouver writer, artist and heritage activist. Bring a guest! Membership applications will be available.
March 31	Deadline for entries to Jessie Woollett photo contest
April 8	Deadline for Summer Newsletter submissions.
May 3	Hallmark Society Annual Awards Night. Details to be announced.
May 27-29	Heritage Society of British Columbia Conference - New Westminster, B.C.
June 9	Hallmark Society General Meeting. Guests Speakers on various modes of heritage transportation.

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. 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

Studies in Architectural Conservation: Masonry. This course focuses on theoretical and applied studies in the conservation of historic architecture, with a particular emphasis on the conservation of masonry materials and structures. March 9-14, 1994

Human Resource Management in Cultural Organizations. This advanced core course will provide an intensive examination of the ways in which human resources can be managed and developed to support cultural organizations. April 6-15, 1994

Heritage Area Conservation. The desire to balance new and old, urban and rural provides a focus for this course on rehabilitation strategies in a variety of settings and contexts. The conservation and rehabilitation of historic urban and rural areas are examined along with historical, aesthetic, economic, social and legal aspects of heritage area planning. April 20-29, 1994.

Style Guide Coming

The B.C. Heritage Trust and Heritage Conservation Branch are working on a guide to historical architecture in British Columbia. Spearheaded by Alastair Kerr, it examines the development and application of styles, forms, function and the relationships to B.C.'s history. Written by Hal Kalman, Valda Vidners, and Don Luxton, illustrated by Nicholas Bawlf, the Trust is hoping to co-publish this work in the near future.

Advertising Policy

Hallmark Society members are entitled to one free personal classified ad per year. If you wish to place one, please call the office at 382-4755. Commercial ads are available at a cost of \$20.00 per issue per business-card size ad. Rates for other sizes available on request. Camera ready copy is preferred but we can design simple layouts.

Congratulations

Heritage Preservation has come a long way when three members of the Hallmark Society are elected to municipal office all at once. Congratulations from us all to Bob McMinn, Mayor of the new Highlands municipality, to John Pallett, new Councillor in Oak Bay, and Pamela Madoff, new Councillor in Victoria.