

HALLMARK SOCIETY NEWSLETTER

Dedicated to Preserving Historic and Architectural Landmarks



Your voice in heritage preservation in the Capital Region since 1973.



Office Coordinator: Helen Edwards

Office Hours: Wednesday & Thursday mornings and by appointment

e-mail: helen@islandnet.com

URL: <http://www.islandnet.com/~helen/Hallmark.html>

Hallmark Society Executive

President

Foster Isherwood 383-7157

Past President

Helen Edwards 386-6598

First Vice-President

Lisa Butchart

Second Vice-President

Darwin Robinson

Treasurer

John Edwards

Corresponding Secretary

Ed Flanagan

Directors

Bari Castle

Joan Peggs

Sherri Robinson

Trevor Smith

Ellie Tims

Camilla Turner

Heritage Building Foundation Trustees

John Bodnar

Lisa Butchart

John Edwards

Rick Goodacre

Foster Isherwood

Newsletter production & layout

Ed Flanagan

Helen Edwards

**Deadline for Winter Newsletter:
November 1, 1996**

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. 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 Annual General Meeting of the society will be Monday, September 23rd, at 660 Michigan Street. Starting time is 7:30. On the agenda are heritage updates, reports and election of officers. Noted stained glass expert, Ed Schaefer, will present an illustrated lecture on stained and leaded glass. Refreshments will be served.

Cover Photo

On June 2nd 1996 the Rogers Chocolates building was designated a national historic site. The photo was taken during the ceremony at the Government Street site by Times-Colonist photographer John McKay. See story on page 6.

Hallmark Society Newsletter (ISSN 1195-6712), published quarterly by the Hallmark Society, 660 Michigan Street, Victoria, B.C. V8V 4Y7. Copyright © 1996 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. Printed in Canada by Fotoprint Ltd.

President's Message

from Foster Isherwood

The Hallmark Society through its executive, active membership and through community support has given leadership to the city and province in heritage preservation.

It is to be, it should be, and it must be continued for the good and benefit of all. I ask the membership to seriously think of standing for office. The work is not always received thankfully, criticisms come too quickly - however, with a core of workers we carry on. Although the membership is down, this is partly because there seems to be no great crisis in heritage Victoria. There are constant needs and our purpose continues in dedication to heritage and its environs.

We are amending the constitution to bring it in line with present day requirements. Such a clause will also allow us to garner funds from the Lottery Corporation if and when the membership wish to participate.

We are thinking of employing a part time secretary. This will enable us to give better service to our members and the public. Such position should also help with the membership, our meetings and the spread of the gospel.

Please make an effort to come to the annual meeting, be part of our process and hear an interesting speaker.

STOP PRESS

In a unanimous vote, Victoria City Council has voted to preserve the facade of the former Victoria City Police Station on Fisgard Street. This was a reversal of previous statements by various councillors who had suggested replicating the facade in modern materials. Hallmark sent a letter in support of retention which we feel had an impact on the decision.

Election of Officers

Election of members for the Hallmark Society Board of Directors will take place at the Annual General Meeting on September 23rd.

All terms are two year, except those positions where the position was vacant or the incumbent will not be completing the term.

The following positions are available for two year terms:

2nd Vice-President

Corresponding Secretary

4 Directors

One year terms available are:

1st Vice-President

3 Directors

Some current members have indicated a willingness to serve again, but there are vacancies which must be filled.

Duties performed by Directors include recording minutes of meetings, newsletter production, membership coordination, Awards Night coordination, etc. Responsibilities vary from year to year.

Board meetings are held monthly, with membership meetings quarterly. Board members are also expected to participate in Society activities such as the annual tea, Awards night, members' night and heritage fair. Please remember, the Hallmark Society is only as strong as its committed members. The new Board will be reviewing current programmes and making changes where necessary.

If you would like to run for any of these positions, or if you wish to nominate someone, please contact Joan Peggs at 388-0336.

Notice of Motion

An amendment to the constitution will be presented to the Annual General Meeting to deal with winding up provisions of the Society.

Focus on the Future

by Helen Edwards

The Bastion Group has been selected to develop strategic plans and business plans for both the British Columbia Museums Association and the Heritage Society of British Columbia.

Helen Edwards represented the Hallmark Society at the planning workshop held in Nanaimo on Saturday, June 29, 1996.

Members of both organizations from around the province were encouraged to express their views on one or both of these organizations either in writing or through participation in one of the workshops held around the province.

The Nanaimo workshop facilitated by Bjorn Simonsen and Rick Duckles was attended by a number of interested parties from Vancouver Island. The participation rate from Victoria was particularly disappointing. Perhaps we in the capital city are used to "having the mountain come to us". Nevertheless, we had an interesting and thought-provoking session. A number of key points were raised and there was consensus on many issues. It is always rewarding to engage in open dialogue and to exchange ideas with others who share similar goals and objectives. Consultative processes such as these should be encouraged in our smaller groups as well. It is only through self-examination that we can become stronger. We eagerly await the release of the consultants' report which will be examined by both organizations and will hopefully serve as the basis of future plans.

Errata

In the Summer, 1996 newsletter Jonathan Yardley was credited with the architectural rendering of Butterfield House featured on the front cover. This was incorrect and the Hallmark Society apologizes for any embarrassment our error might have caused.

General Meeting Report

The regular General Meeting of the Hallmark Society was held on Monday, June 10, 1996. On the agenda were reports from the President, the proceedings of the Heritage Society of B.C. conference in Nanaimo (see full report elsewhere in this newsletter) and correspondence received.

Following a very short business meeting, our panel of restoration experts was introduced. A most interesting question and answer session ensued with active participation from not only our panel members but also the small but enthusiastic audience.

Members who comprised the panel were: Mike Abernethy of Double A Painting; George Fairchild of G.R. Fairchild Concrete Construction; Ray Cooper of Space Plumbing; Jack Haley of Haley's Roofing and Robert Evans of Character Builders.

The expertise level of our membership is considerable and we are indeed fortunate that members will give freely of both their knowledge and time to inform us.

Sincere thanks to all who participated in the June meeting. Those who were unable to attend missed an opportunity to obtain valuable information.

Next years' meeting schedule will contain a panel of yet another group of talented members. If there is a particular field in which you would like to hear an expert talk, please let us know so that plans can be made in advance.

Thank-you, Ken

Long-term Hallmark Board member, Ken Sudhues, has resigned his position due to other commitments. Our resident Newsletter expert, Ken will certainly be missed. Sincere thanks from all the membership to Ken for his years of yeoman service.

P.L. James Place

by Ed Flanagan

On June 24, 1996 the Federal Building at 1230 Government was renamed P.L. James Place in honour of its architect, Percy Leonard James.

The building which has served as a focal point for government services for over 40 years, was constructed in 1952. It was primarily used for the central post office as well as other government offices. In 1993, Public Works Canada began the redevelopment to meet present building code requirements - seismic resistance, fire and life safety. The upgrade included the conversion of the former Canada Post space into government office and commercial retail space.

Given the prominence of this building in downtown Victoria, Public Works Canada initiated a process inviting the general public to suggest a name for the building. A total of 521 submissions were received, representing 48 names. Eighty-five percent of these submissions supported the name of P.L. James Place.

Speeches were made by His Worship Bob Cross, Mayor of Victoria; The Honourable David Anderson M.P. for Victoria, Minister of Transport; and the Honourable Diane Marleau, Minister of Public Works and Government Services. The James family was represented by Rosemary James Cross who made a short speech honouring her father.

Bus Passes

Watch for the new monthly bus passes. They will be featuring images of heritage buildings from around Victoria. We were pleased to cooperate with the Victoria Civic Heritage Trust in this project. Many of our slides were used as background material.

Cultural Resource Management Program

Credit/non-credit courses

Communicating Through Exhibitions

Instructor: John Coppola, a consultant and former Director of the Office of Exhibits General with the Smithsonian (September 18-27)

Heritage Planning

Instructor: Alastair Kerr, a specialist in heritage planning with the B.C. Heritage Branch (October 21-25, plus pre-course activities)

Curatorship: Issues and Practices

Instructor: Carol Meyer, Curator of Collections, University of British Columbia Museum of Anthropology. (October 28-November 6)

Financial Management in Cultural Organizations

Instructor: Pauline Thompson, a Chartered Accountant and Director of Operations, Science World, Vancouver (November 13-22)

Public Programming

Instructor: Lynn Karyle, a consultant specializing in program design and audience development (December 2-11)

Non-credit courses

Changes/Exchanges: A Discussion Group for Heritage Professionals

Facilitator: Greg Evans, Executive Director of the British Columbia Museums Association
Dates: Wednesday evenings, November 13, 20, 27, December 4, 7-9:00 p.m.

For further information contact Joy Davis, Director, Cultural Resources Management Program, Division of Continuing Studies, University of Victoria, Box 3030, Victoria, B.C. V8W 3N6. Tel. 721-8462 Fax: 721-4774. e-mail: joydavis@uvcs.uvic.ca.

Cover Story

Rogers Building Declared a National Historic Site

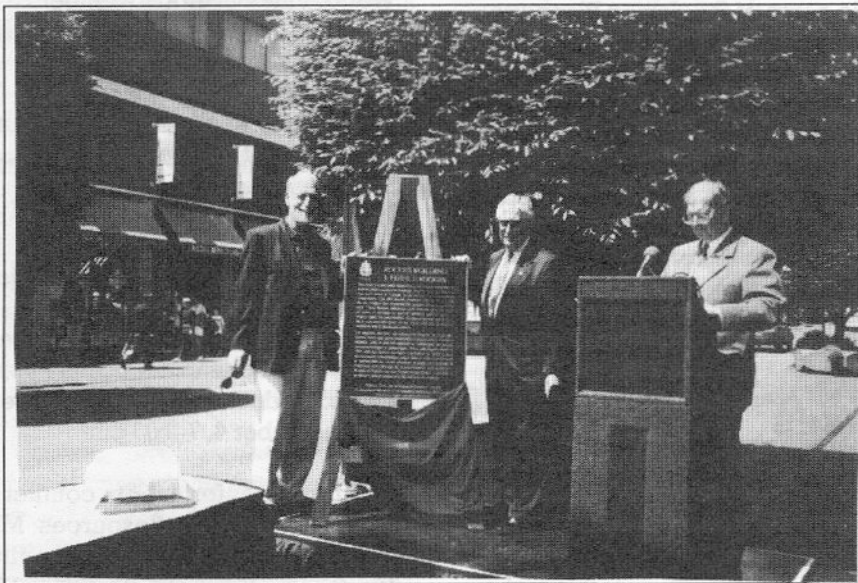
by Ed Flanagan

In Victoria, on June 2, 1996, The Honourable David Anderson, Minister of Transport and Member of Parliament for Victoria, on behalf of Lucienne Robillard, Acting Minister of Canadian Heritage and Member of Parliament for St. Henri-Westmount unveiled a plaque that recognizes the Rogers Building as a National Historic Site. The building is at 913 Government Street in Victoria. Mr. Ian Haddow, Vice Chairman of Roger's Chocolates assisted in the unveiling. In his address, Mr. Anderson remarked: "The importance of Victoria's heritage cannot be overstated. Socially, it gives us a sense of who we are. Economically, the preservation of our rich history helps attract millions of dollars from tourists and visitors every year. While most people rightfully associate Rogers with

chocolates we should appreciate the Rogers building itself. Its classic lines and welcoming entrance give this structure an important place in our rich architectural heritage."

Mr. Martin Segger gave a brief architectural description of the design, a Georgian Revival exterior and the interior composed of Art Nouveau elements. He made special mention of the denticular course beneath the cornice and the classical columns placed at the second story level of the exterior facade. The original architects were Thomas Hooper and John Teague.

A large gathering attended the unveiling ceremony which included Mr. John Bovey, Member of the Historic Sites and Monuments Board of Canada and the President of Hallmark Society, Foster Isherwood.



The unveiling ceremony for the Rogers Building. From left to right: David Anderson M.P., Ian Haddow, Vice-Chairman, Rogers Chocolates, and John Bovey, Member Historic Sites and Monuments Board of Canada



Locations of Worship Tour

by Joan Peggs

This self-directed tour will take place on October 20, 1996. The tour includes 5 'locations of worship':

- The Jewish Congregation Temple Emmanuel
- St. Andrew's Cathedral
- Christ Church Cathedral
- St. Andrew's Presbyterian Cathedral
- James Bay United Church

The tour will terminate at James Bay United Church where all participants are invited to partake in Afternoon Tea after touring the Church.

Details of this event:

- A. Registration is on a first come, first served basis, \$12/Hallmark member: \$15/non-Hallmark member
- B. Each person interested in participating is to fill out the registration form, include a cheque to reserve space, and specify the desired time slot.
- C. Times:

1:30 p.m.	15 spaces
2:00 p.m.	15 spaces
2:30 p.m.	15 spaces
3:00 p.m.	15 spaces
3:30 p.m.	15 spaces
4:00 p.m.	15 spaces
- D. Each registrant is to arrive at the Hallmark Society office at 660 Michigan Street prior to their allotted time to obtain their registration package
- E. The registration package will include :
 - a. a name tag - this is necessary for admittance to the location and is your ticket for tea
 - b. an information package - names of locations, map identifying 'locations', parkades, information about each 'location' and name of person on site from whom further information may be obtained

Suggestion: Make arrangements with friends to attend this event and arrange for a convenient time for all. This will facilitate car-pooling. There will be limited space for parking at the Hallmark Society office. Car-pooling will ease traffic in town and the congestion at the parkades

This event is a fund raiser for all parties participating. Become more acquainted with the history of Victoria. Please support the Hallmark Society and the 5 'locations of worship' by registering for this interesting and enjoyable event..

Hallmark Society

Locations of Worship Tour

Registration Form

Name: _____

Address: _____

Telephone number _____

Fax number: _____

Number of registrants _____

Registration fees:

Hallmark member	\$12.00 x _____	\$ _____
non-member	\$15.00 x _____	\$ _____

Cheque for \$ _____ enclosed

Time slot preferred (indicate first, second and third choices)

1:30 p.m. _____

2:00 p.m. _____

2:30 p.m. _____

3:00 p.m. _____

3:30 p.m. _____

4:00 p.m. _____

Transportation:

If you require transportation to and fro to enable you to participate in this tour, please specify at the time of registration.

Attention: Hallmark members

One of the benefits of paid membership in the Hallmark Society is the quarterly newsletter, which received a Heritage Society of BC Award last year. You are also entitled to vote at both General Meetings and the Annual General Meeting in the fall.

Dues are payable in September for all members except those who have become life members of the Hallmark Society.

To ensure that you continue to receive the newsletter and enjoy the other benefits of membership, please send your renewal to 660 Michigan Street, Victoria, B.C. V8V 4Y7. Membership rates are shown on the back cover of the newsletter.

We look forward to your continuing support for heritage preservation in the Capital Regional District.

Thank-you!

The Annexation Petition of 1869

This article was written by John Ellis of Oak Bay. Reprinted with his permission from Back Page History, July 1996.

This unique bit of Victoria's history had no political motivation and was based entirely on citizen discontent. While it was the action of a small group, its intention was a grand scale. Canadian Confederation had just occurred two years earlier with the creation of the eastern provinces. In 1869, Colonial British Columbia remained geographically isolated from the British mother country, and was economically depressed in comparison to its rapidly growing and ambitious neighbour to the south. In addition, Colonial Governor Seymour displayed apathy toward Canadian Confederation. At the same time, Britain had done little to encourage B.C. immigration and development.

Meanwhile, U.S. expansion viz. 'Manifest Destiny' was much in the forefront and enlarged by the purchase of Alaska from Russia in 1867 for \$7,000,000.00. As a result, much of colonial B.C. felt like a mouthful between upper and lower jaws.

In this social atmosphere, a citizen's group based largely in Victoria circulated a petition in the fall of 1869, addressed to the President of the United States, seeking his assistance in facilitating the annexation of B.C. to the United States. On November 13, 1869 the Victoria newspaper the British Colonist reported that the document had been entrusted to an American official aboard the American ship

the British Colonist dismissed it as "a sublime bit of cheek."

"USS Newharn" for delivery to President Ulysses Grant. On December 29th, the petition was formally presented to the President. While it only contained just over 100 signatures, it was an historic event. But on the whole, it did not

arouse too much concern in Victoria, and the British Colonist dismissed it as "a sublime bit of cheek."

Meanwhile, President Grant realized the diplomatic indelicacy of the action, and placed the document with his Secretary of State to arrange consultation with the British Government in London, England. While no formal action was announced by Britain, the "Treaty of Washington" of 1871 brought

down the curtain on the issue of annexation. This decisive treaty removed any diplomatic problems which had troubled British-American relations since the American Civil War ended in 1864. The significance of the Treaty gave tacit consent to both American and British governments to pursue their North American destinies in co-operation with each other. In the same year of 1871, Colonial British Columbia, under the strong leadership of Governor Musgrave, was brought into Confederation.

While the action taken by Victoria's agitated group had no lasting or significant impact on B.C.'s development and destiny, it remains an interesting little bit of local history.

The names of those who signed the petition are on file if anyone wishes to pursue this further.

Conference Report

by Helen Edwards

The annual conference of the Heritage Society of British Columbia was held in Nanaimo June 6-9, 1996. Representing the Hallmark Society were John and Helen Edwards and Foster Isherwood.

The Thursday sessions were for Community Heritage Commissions and, as we are a non-profit society, had little relevance to us so we did not attend.

The Keynote address on Friday was given by Paola Pella, who has undertaken several very successful heritage development projects. The morning concluded with two workshops: Heritage Incentives presented by Steve Barber, Heritage Planner, City of Victoria and Vancouver's Heritage Interiors Project with Don Luxton and Robert Lemon.

Friday afternoon, we took a tour of Ladysmith. In the 1980's, Ladysmith underwent a major downtown revitalization programme. Following a presentation in a newly renovated hall, we went on a guided walking tour of this interesting town. Many of the merchants were dressed in vintage costume and had heritage displays in their stores in recognition of our attendance. Heritage has certainly been good business for Ladysmith.

On Friday evening, Stuart Stark presented "Bungalow Boom", an informative look at the bungalow, B.C.'s favourite house style from 1900-1925. This was certainly well received by the conference delegates. Well done, Stuart. Saturday found us focusing on the business aspect of heritage. In two sessions with Wayne Carter, Director, Heritage Branch and Martin Thomas, Administrator, Downtown Revitalization Program we learned how government has helped in the development of business opportunities in heritage.

Concurrent sessions featured "From Carr House to Our House" with Stuart Stark. From comments overheard during coffee breaks, these presentations were indeed well received.

A walking tour proved to us all that there is more to Nanaimo than beer parlours and shopping malls. Most interesting was a tour of the restored bastion.

Brian Anthony, the new Executive Director of Heritage Canada addressed the delegates. We took this opportunity to make contact on behalf of Hallmark and, as a result, are once again members of Heritage Canada.

The highlight of the conference was, again, the Awards banquet. It was held at the Nanaimo First Nations Longhouse. Despite being very smoky due to the alder fires on which salmon was being smoked, we appreciated that we were in a sacred place. The actual banquet was held in an adjoining building. This was one of the best meals we have ever seen. Among the special items offered were smoked salmon, oysters, shrimps, crab cakes, bannock, and berry pie.

This was followed by the actual awards ceremony. Once again, the Capital Regional District was well represented among the winners.

Outstanding Achievement in Volunteer Achievement was won by Esquimalt Municipal Archives Volunteers (see story on page 14), an Award of Honour in the same category went to the Victoria Heritage Foundation. Outstanding achievement in corporate achievement was won by Vintage Woodworks. Congratulations, Bill and Jim. An Award of Honour went to the District of Central Saanich for the restoration of Butterfield House. An Award of Honour was won by Dave and Pat Thomson, for the restoration of their home on West Saanich Road.

After the presentation of Awards, we returned to the Longhouse where we were entertained by First Nations dancers. In a blending of old and new cultures, the final number had all conference delegates dancing with the performers. Needless to say, a good time was had by all.

Cowichan Valley Heritage House Tour - May 12, 1996

by John Edwards

I had always heard there were some diversified styles of architecture hidden in this valley.

Those who attended the tour's six homes were, I am sure, not disappointed.

"Stonehaven" was built in 1926 on 12 acres by lumberman Carlton Stone and architect Douglas James. It was on the Tudoresque with the Craftsman style. This house has a single front gable and studio wall cladding with decorative half-timbering. The front and back doors arched and utilized heavy iron hardware. The windows are multi-paned or leaded and the roof tiles imported from Europe.

The Captain Tookey House, built in 1908 on Cowichan Bay Road, was designed by Samuel Maclure. Today it is operated as a Bed and Breakfast and the rich cedar panelling has unfortunately been covered with many coats of well applied paint.

New tours offered

by Helen Edwards

The Vancouver Island chapter of the Architectural Institute of B.C. offers free, guided architectural walking tours of Victoria during the summer months. Tours run Tuesdays to Saturdays until September 7th. Tour #1 covers the Inner Harbour including Wharf Street, the Empress Hotel, the Parliament Buildings and the Empress Hotel. Tour #2 details Old Town.

Both tours start from the AIBC office at 203-45 Bastion Square at 1:30 p.m. Those wishing to take the tour must register at the office prior to the start time.

In the City of Gardens, there is a new enterprise which offers guided and narrated bus tours of prominent heritage gardens. The tour guides are well versed in local history and very knowledgeable in matters horticultural.

The "Carleton Stone House" built in 1915 for another lumberman, Carleton, is a fine example of the Arts and Craft style. It is still maintained by the present owners in the original state. However, hidden from the front is a huge modern kitchen and sunroom extended to the rear. This home is full of things we see at local collectible auctions.

The whole trip was worthwhile to see "The Grange" built in 1911 by Captain Sir Clive Phillips-Wolley. The architect again was Samuel Maclure. It was his hunting lodge of 100 original acres. Built in the Elizabethan revival style, what makes this unusual is the use of the design elements introduced at this time by architect Edwin Lutyens. "The Grange" is one of Maclure's most masterfully executed commissions and one can see the similarities to Hatley Castle at Royal Roads.

I hope this brief summary has inspired you to mark your calendar for next year.

Morning tours are of Royal Roads University grounds (Hatley Park), afternoons feature Saxe Point Park in Esquimalt paired with Point Ellice House, evening tours cover Government House grounds. Special Sunday afternoon excursions visit the Horticultural Centre of the Pacific and Ravenhill Herb Farm. All tours must be pre-booked by calling 721-2797 or Tourism Victoria at 953-2033.

The Old Cemeteries Society presents a new tour for the summer. Commencing at the parking lot of the Cherry Bank Hotel, the tour, by lantern light, tells the tales of those buried in the Old Burying Ground (now known as Pioneer Square). Costs are \$2.00 for members of the OCS and \$5.00 for non-members. For information, call the OCS office at 598-8870.

Esquimalt Volunteers are the Best in B.C.

by Marlene Smith, Esquimalt Archivist

The best group of volunteers in the heritage field in British Columbia works at Esquimalt Municipal Archives and they have proof. The volunteers at Esquimalt Municipal Archives were awarded the Heritage Society of British Columbia's Outstanding Achievement Award for Volunteers at the society's annual banquet June 8 in Nanaimo. (Editor's note: This is the same award won by the Hallmark Society at last year's conference.) There are currently nine volunteers, seven of whom have been working there for five years or more. It isn't only that they give their time and their skills, they also have learned new skills that make an archive build and grow and give good access to its users. Their total hours last year totalled more than 2300 - and the Archives is only open mornings, Monday to Friday. Each volunteer has his or her own area of responsibility, such as accessioning community records, filling out Accession Work Sheets, creating finding aids for government records, entering data on the computer, looking after internal business filing, clipping for the Vertical File, researching Assessment Roles to come up with a profile of each Esquimalt building lot, photocopying the photograph collection for

better access, and of course assisting with research requests. Then there are the special projects, such as displays and public programs and writing newspaper articles, creating walking tour brochures and even writing a book, Esquimalt Streets and Roads, a History by Sherri Robinson.

Two of the present volunteers were part of the original committee that convinced Municipal Council to support the Archives and 11 years ago they managed to have this as-built facility included when the municipality was constructing a new Library. With heat, light and humidity controls the storage room is a model one. They also had the foresight to realize that they should have some training and that they needed to hire an archivist to shepherd their dream. Well, it is now 121 years since the facility opened and the volunteers have received provincial recognition for their efforts, a job well done and one the community can continue to take pride in.

The volunteers are Gladys and Ernie Durrant, Sherri Robinson, Trevor Smith, Katie Kaye, Marjorie Hawkes, Jack Willis, Dallas Gogo and Kay Calderbank. Marlene Smith is the Archivist.

Grant Awarded

The Hallmark Society has been awarded a grant of \$1,650.00 under the Partners in Community Heritage Program.

These funds will be used to commence the much overdue duplication of our archival side collection. We have found that the cardboard or plastic slide cases are unable to withstand the use that we make of our slides. It is our intention to duplicate all slides and mount them in glass. This will ensure longer life and improved performance at events such as

Awards Night and other public presentations. We will copy the oldest slides in our collection as they are the most fragile. It is hoped to complete this project over three years.

We have the necessary equipment and will be purchasing the required film and mounts. Is there a member or group of members who would be willing to volunteer to assist in the actual duplication process? If you can help, please call Helen Edwards @386-6598. Any help is greatly appreciated.