

Preserve

Your voice for heritage in the Capital Region and the Islands since 1973

A Quarterly Newsletter

Volume 37, Number 1, Spring 2010

Nick's Notes

To put it politely, the decision on Roger's Chocolates was very disappointing.

Very, very disappointing.

Page 3

Heritage Week Tour

The theme for Heritage Week this year was the Heritage of Sport and Recreation. In keeping with this theme, we visited the Greater Victoria Sports Hall of Fame.

Page 5

Mount St. Angela Update



The succession of plans for the Mt. St. Angela site is as follows:

Page 8

SVIRH Fair 2010

The South Vancouver Island Regional Heritage Fair will be held on Friday, May 7, 2010 at the Royal BC Museum, Clifford Carl Hall

Page 9

Rare Collection of Photographs New Online

Saanich Archives is pleased to announce that more than 900 images by early 20th century Saanich photographer Annie Girling can now be searched online.

Page 10

Calendar

Keeping you aware of current events in the heritage world.

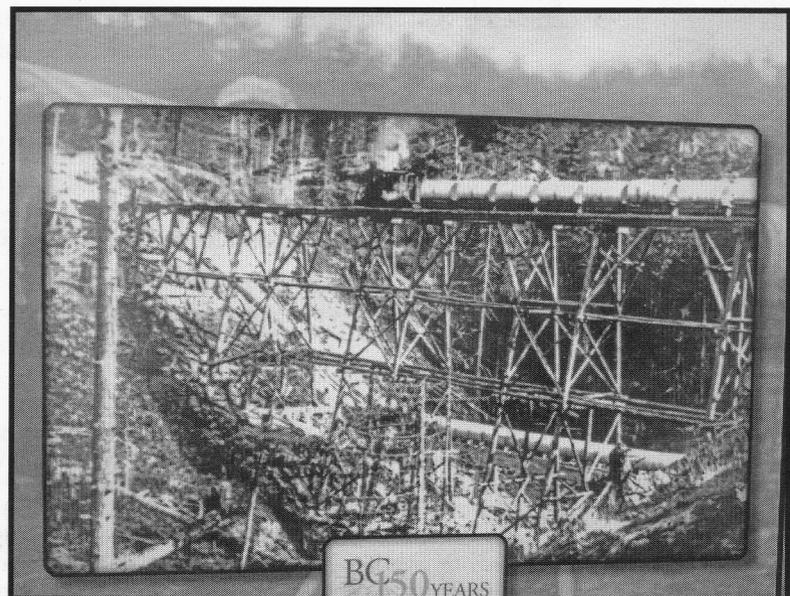
Page 10

The Sooke Flowline

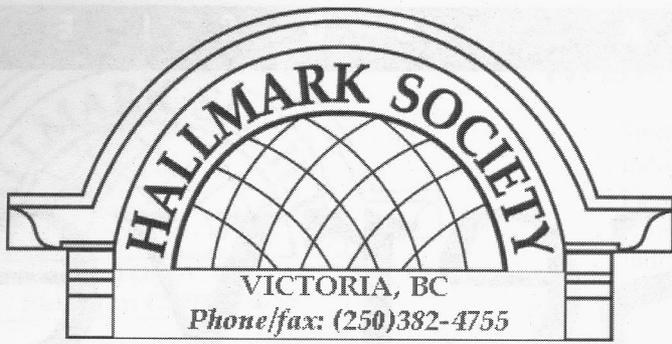
by Dustin Creviston

This concrete pipe snakes through the forests of Sooke, Metchosin and Langford to this day and was vital to Victoria's continued growth.

Up until 1915, Victoria's water supply originated from Beaver Lake, which was actually a swamp that was dammed and flooded to merge Elk and Beaver Lakes into one water body. The quality of water drawn from this lake was never great from the start and residents often had tadpoles coming out of their faucets along with murky water. The draw eventually became so great that settling ponds had to be constructed to filter the large amount of silt being drawn out with the water. The population of Victoria was only going to continue growing and the water supply would soon be rendered unusable. The city then turned to Sooke Lake as a water supply and in 1912 bought the lake and the surrounding cottages. This high elevation lake with its clear waters, rocky bottom, stable shorelines, and low potential for algae blooms made it ideal.



continued on page 6



Administrative Director: Helen Edwards
Hours: Wed-Thurs mornings
Location: #18 Centennial Square
Phone/fax: (250) 382-4755
office@hallmarksociety.ca
http://www.hallmarksociety.ca

Mandate

The Hallmark Society was registered on April 18, 1973. We 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 the annual Awards Night. We are a non-profit society, financed principally by membership dues and members' contributions. 🏠

Photo credits

Photos in this issue were provided by:
p. 1, 5, 6- Dustin Creviston
p. 3,4 - Nick Russell
p. 5,9 - Helen Edwards
p. 8 - Mary Doody-Jones 🏠

Deadline for articles and advertising for the Summer 2010 newsletter is May 15, 2010.

Hallmark Society Newsletter (ISSN 1195-6712), published quarterly by the Hallmark Society, #18 Centennial Square, Victoria, BC V8V 1P7. Copyright © 2010 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 and/or the author of the article. Printed in Canada by Island Blue Print Ltd. 🏠

Board of Directors

President
Nicholas Russell 995-0022

Vice-President
Ken Johnson

Corresponding Secretary
Janet Stevens

Treasurer
Ken Johnson

Past President
John Edwards

Directors
Nick Etheridge
Russell Fuller
Ruth Laird
John Perry
Patrick Skillings

Notice of Awards Night

Awards Night 2010 will be held on Tuesday, May 4, 2010 at St. Ann's Academy Auditorium beginning at 7:30 pm. See page 4 for details. 🏠

Preserve welcomes submissions, both written and photographic, on topics related to the preservation, conservation, and restoration of heritage from a local, provincial, national, or international perspective. The Editor reserve the right to edit material for consistency and length, and to reject articles.

Please submit manuscripts to the Editor, *Preserve*, 810 Linden Avenue, Victoria, BC, V8V 4G9, deliver to #18 Centennial Square, or send via electronic mail to newsletter@hallmarksociety.ca. 🏠

Nick's Notes

by Nick Russell

To put it politely, the decision on Roger's Chocolates was very disappointing.

Very, very disappointing.

Rewarding Roger's shareholders for doing nothing with their store sends a completely misleading message to property owners, from coast to coast. The arbitrator who awarded Roger's \$600,000 appeared to attend only to the dollars, giving no credence to the heritage issues.

Let's review:

Charles Rogers had Hooper & Watkins design the building in 1903, and in 1917 had it modified to the latest art-nouveau style so he could move his chocolate-making business from across the road into this store. Among his changes: A smaller retail area, to accommodate more chocolate-making behind the scenes. His success was huge, and the family prospered. The old man died in 1927, and eventually the business was sold to investors. In 1975, a rear addition was added, through to Gordon St., to expand manufacturing, but eventually a huge factory was added in Saanich. The product was good, and the demand was insatiable, with chocolates being retailed all over the city and elsewhere, and a massive mail-order business being added.

In 1981, the Hallmark Society gave Roger's an award "for maintaining the historic interior." The City of Victoria honoured the building by giving heritage designation to the exterior, but perhaps the high point came in 1996, when the building received national recognition. The Ottawa news release announcing Rogers as a National Historic Site, noted,

"Distinctive in that both the interior and the exterior have been maintained in their original state, the building serves as a living reminder of the charm and warmth of an earlier era."

Victoria's MP David Anderson was there to unveil a large bronze plaque in the sidewalk, and ever since, thousands of tourists, walking up Government Street, have stopped to read the plaque and have turned into the store to admire the "handsome interior" that it extols.

Rogers shareholders, recognizing good marketing, picked up that theme on their website, boasting,

"(T)he retail shop and its furnishings remain unaltered from the time of Rogers' personal occupancy in 1917."

B.C.'s second oldest business was doing very



well. But two years ago, Rogers quietly planned a huge renovation, almost doubling the shop size by pushing back the rear wall 20 feet. The outcry should not have surprised them, but they were astonished, and appeared to back down with a compromise, opening up a two-store outlet on the key corner of Government and Humboldt, across from the Empress and the tourist office.

Meanwhile, the City—which had blocked the reno—wisely announced that the interior of the century-old shop should also have City heritage designation.

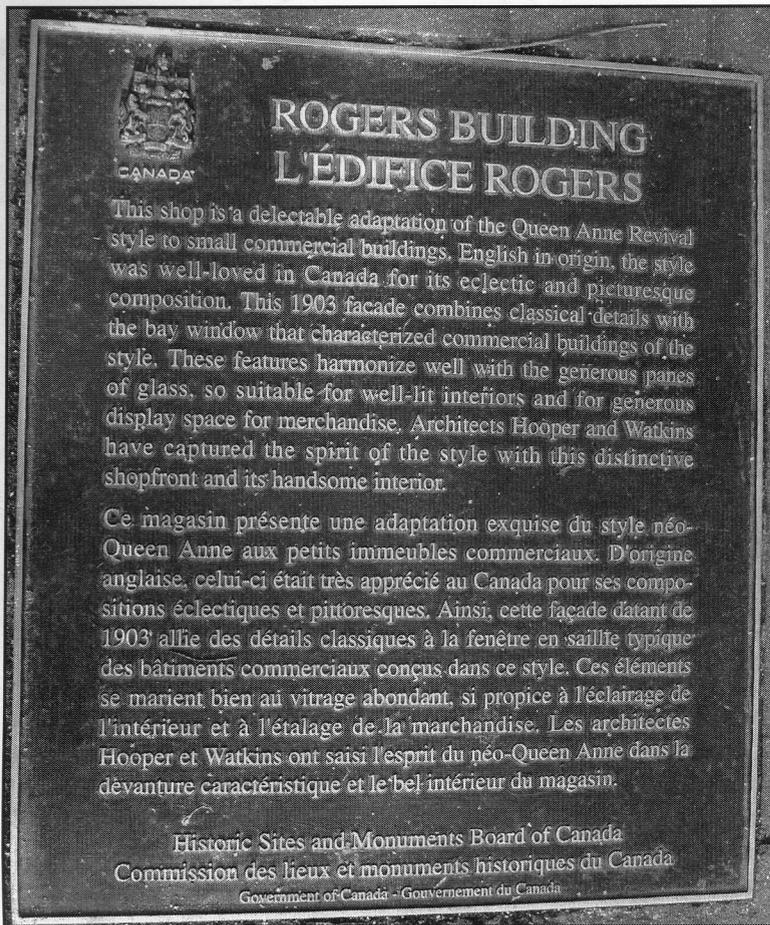
Roger's refused to cooperate, despite being offered tax incentives, and when the City persisted, Roger's demanded compensation for alleged "loss of market value of the store."

The arbitrator appears to have accepted this hoary old argument that heritage designation would make the building less valuable. Yet studies across North America clearly show that designation actually increases value: People compete to live in heritage buildings, or to rent office space in heritage buildings. One could argue that owners should pay the citizens for the honour of being designated!

Certainly we—the neighbours and the taxpayers—benefit from heritage buildings being protected, and there's an argument to be made for giving sympathetic owners tax breaks if they covenant to protect their buildings in perpetuity.

But to pay them for doing nothing?

continued on page 4



This shop is a delectable adaptation of the Queen Anne Revival style to small commercial buildings. English in origin, the style was well-loved in Canada for its eclectic and picturesque composition. This 1903 facade combines classical details with the bay window that characterized commercial buildings of the style. These features harmonize well with the generous panes of glass, so suitable for well-lit interiors and for generous display space for merchandise. Architects Hooper and Watkins have captured the spirit of the style with this distinctive shopfront and its handsome interior.

Ce magasin présente une adaptation exquise du style néo-Queen Anne aux petits immeubles commerciaux. D'origine anglaise, celui-ci était très apprécié au Canada pour ses compositions éclectiques et pittoresques. Ainsi, cette façade datant de 1903 allie des détails classiques à la fenêtre en saillie typique des bâtiments commerciaux conçus dans ce style. Ces éléments se marient bien au vitrage abondant, si propice à l'éclairage de l'intérieur et à l'étalage de la marchandise. Les architectes Hooper et Watkins ont saisi l'esprit du néo-Queen Anne dans la devanture caractéristique et le bel intérieur du magasin.

Historic Sites and Monuments Board of Canada
 Commission des lieux et monuments historiques du Canada
 Government of Canada - Gouvernement du Canada

Rogers has benefited hugely from the national designation of their store. Why else would their own website refer to "Roger's Chocolates Downtown Heritage Store"? And that benefit continues: Tourism Victoria's website, designed to seduce potential visitors, praises Roger's wonderful intact interior:

"The retail store and its furnishing remain unaltered from the time of Roger's personal occupancy in 1917."

The Washington Post, writing about the joys of visiting Victoria, describes Roger's as "a shop of polished wood and gleaming tile."

Tour of Fort Rodd Hill

The Hallmark Society and the Victoria Historical Society have booked a self-guided group tour of Fort Rodd Hill for Sunday, June 13, 2010 at 2 pm. This will be the day following the 150th anniversary celebration of Fisgard Lighthouse which has been restored with new exhibits. This Sunday will also be the last day that the international fleet will be moored off Royal Roads.

To mark the Canadian Naval Centennial, there will be an International Fleet Review in Victoria over the

Roger's, of course, claimed their proposed changes would have been virtually invisible. But to any discerning eye, that would be rubbish: Not only was the shop to be expanded from 950 sq. ft. to 1600 sq. ft., but rows of reproduction cabinets would have to be built, and reproduction paneling installed and reproduction lights hung. And I believe it would be impossible to seamlessly expand that charming tessellated tile floor, which was originally laid to outline the cabinets.

So the arbitrator bought Roger's claim that preserving the gemlike quality of the store—which they had long traded on-- would restrict them.

His decision creates a dangerous precedent, possibly with national ramifications. His decision will discourage governments from unilaterally designating buildings to force owners to protect them. His decision sends a signal that dollars trump everything. His decision could encourage a few opportunistic property owners to resist heritage designation, in the hopes of cashing in. His decision appears to reward a business for wanting to compromise the integrity of a heritage site. And his decision will cost taxpayers a lot of money.

Yet Roger's Chocolates has NOT suffered from retaining the integrity of this store for 100 years, and there is no evidence that they will be constrained from continued profits in the future. All those tourists who can't fit into the old store can always go to the new store, a few doors away, and the mail-order business is limited only by the size of the factory.

The heritage provisions of the Local Government Act were not designed for this: They were designed to compensate owners of buildings who suffer genuine hardship because of heritage designation. No such case has ever been proved, anywhere in British Columbia, and this decision merely muddies the waters. 🏠

period June 9-14, 2010. More than 25 foreign nations from the Indo-Pacific Region have been invited to send ships to gather with our Pacific Fleet in Victoria. Further details can be found at the Maritime Forces Pacific website.

The cost of the self-guided tour will be \$3.40 per person paid at the gate, with free parking. We will meet at the entrance gate. Members who wish to go on the tour must reserve by email at office@hallmarksociety.ca or phone 250-382-4755. 🏠

Heritage Week Tour

The theme for Heritage Week this year was the Heritage of Sport and Recreation. In keeping with this theme, we visited the Greater Victoria Sports Hall of Fame.

Nick Tuele gave us a tour of the facility at the Save On Foods Memorial Centre. This non-profit group's mandate is "to recognize and celebrate the outstanding performances and contributions of athletes, builders, officials and teams from Greater Victoria who have brought distinction to themselves, their sport, community and country."

We were able to view the many displays on the walls of the arena concourse. Reading the material brought back many memories for those in attendance - names, buildings, and sporting events of the past.

Thanks to Nick Tuele for taking time to give us an interesting tour. 🏠



City of Victoria wants your input

The City of Victoria has launched a new website dedicated to updating Victoria Official Community Plan (a policy that sets direction for growth, urban form, transportation, housing, services, and infrastructure). The City's OCP was last updated in 1995 and will be revised over the next 12 months to improve performance. There will be a variety of opportunities to provide input, beginning with the survey on the site: <http://www.shapeyourfuture.ca>. Upcoming events and activities - all building towards an update Plan - will also be listed at the above site. 🏠

Thank you

Our sincere thanks to the 29 members who have signed up for the electronic newsletter. We would like to have the majority of our members using electronic delivery as it not only saves money, but also gives you a full-colour newsletter, something not possible in the print version. With the rising cost of postage, we must be frugal.

We also use email as a way to communicate with our members between newsletters. If we do not have your email address, please send it to us. We try to keep our website current, but sometimes a quick email is more effective as it does not involve visiting another site. 🏠

It's a Party

We had such success last year, that we have decided to have another birthday party. Mark your calendars for Saturday, April 17, 2010 at 2 pm.. While we celebrate the Hallmark Society's 37th birthday, we will also officially launch our victoriahistory.ca website. This an opportunity for members who do not attend evening meeting to get out and see just what we do.

We had long wanted to digitize all the photographs in our clipping files and were able to do so last summer thanks to summer student funding and a grant from the Irving K Barber fund. Our summer students scanned all the photographs - almost 7,000 in total - and created a simple database entry for each. We hope to add to this site as time and funds allow. Next to be added will be the building that have been demolished. In some cases, we have quite a collection of images.

Come out to see what we have in our office collection and meet other members. If you would like to attend the party, please let us know at office@hallmarksociety.ca or via phone at 250-382-4755 so that we can arrange refreshments. 🏠





Between 1911 and 1915, the flowline, along with a dam at Sooke Lake was constructed to transport water to Humpback Reservoir, which was then brought to Victoria through a riveted steel pipeline.

The Sooke Flowline is a 44 kilometre, gravity-fed concrete aqueduct which runs from the Sooke Lake to the Humpback Reservoir near Mount Wells Regional Park while following the contour lines of the land. This immense construction project employed 400 workers, who lived at the worksite along with their families, as Sooke was not a 45 minute drive away as it is now. The 48" concrete segments, 36,000 in all, were casted at Cooper's Cove near Sooke and winched up the hill to a temporary railway. The segments were then taken by small locomotives to either end where the alignment was expertly laid out with a tripod-like device and even gradually curved around hillsides. The flowline had to be constructed around a mountain range, but also remain virtually level at the same time. In order to do this, it followed the contours of the land to points where enormous concrete trestles, still existing to this

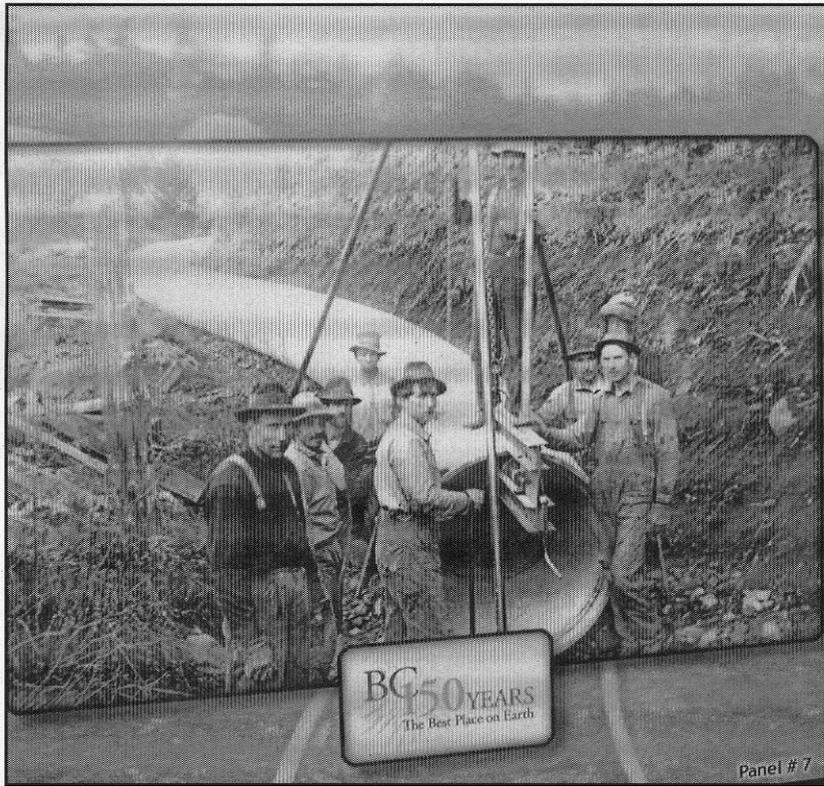
day, carried it across the ravines. In some places, where the ravine is too large, the aqueduct is even made out of wire-bound wood staves, which dip down one side and up the other. This is an astounding engineering feat when one considers the surveying equipment of the day which was utilized and the resources that were available to them.

Immediately following its commencement of service, the operators quickly discovered that 50-75% of the water was being lost between the joints of the segments. This required additional years of work to bind the joints with copper bands with rubber gaskets. The flowline was also very vulnerable to Mother Nature, being destroyed numerous times by falling trees and rocks, landslides and washouts. These occurrences required that wardens be hired to live in cabins located along the route and ride three-wheeled recumbent bicycles, which they pedaled with their hands to inspect for leaks. Although these bicycles can no longer be found, the ruins of the cabins are still out there. Ultimately these risks, along with greater demand and earthquake awareness required a more reliable and larger method be used to transport water to the population.

One section of flowline was decommissioned in 1970 when the Kapoor Tunnel, an 8.8 kilometre tunnel, was excavated between Sooke Lake and the disinfection plant near Goldstream Park, was brought online. Up until last summer, the length near the Sooke Potholes still provided drinking water to the District of Sooke. The Humpback Reservoir, now in a CRD park, is unused along with the rest of the aqueduct.

This structure represents an invaluable opportunity to preserve this unique object that hundreds of workers labored for years to design and build. Fortunately, the whole flowline and right-of-way is still in the hands of the CRD Water District. It is truly a place where one can be at peace in the wilderness among the trickling streams, mossy bluffs, and rainforest, not to mention the acoustics make it the largest musical instrument around. Its colossal length makes it an excellent navigational landmark in the new immense Sea to Sea Green Belt Regional Park.

Ultimately liability and safety issues will need to be addressed before a linear park is proposed and advertised to the public, but preemptive action should be taken to preserve this piece of heritage before it is too late. If foresight leading up to the development of the water system we have today is any indication, I have faith that the Capital Regional District will ensure the preservation of this piece of history for generations to come. 🏡

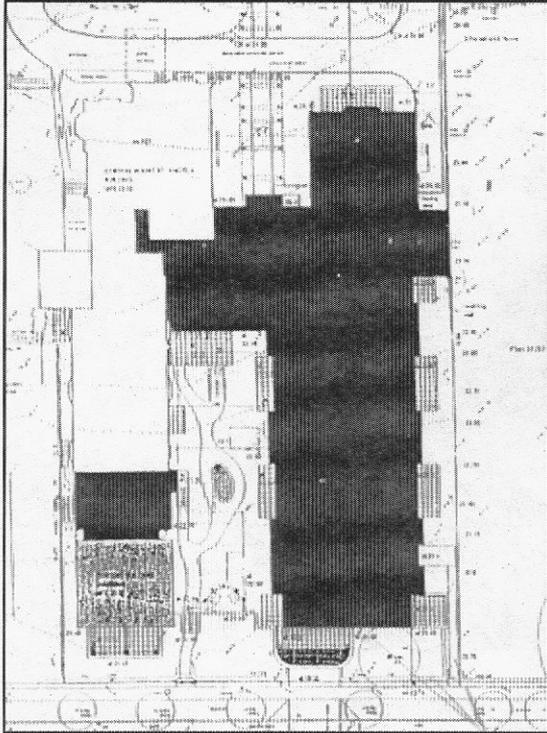


Panel # 7



Mount St. Angela Update

by Mary Doody-Jones



November 2006 plan

The succession of plans for the Mt. St. Angela site is as follows:

- In Nov. 2006, a six-storey cement and brick structure parallel to Mt. St. Angela from Burdett Ave. down to McClure St., with added connectors to the old building, all turned down by Committee of the Whole.

- The 2007 concept of six storey, cement “twin towers” behind the 1865 building, its designated addition torn down and the back house moved to replace the front one.

- In Feb. 2008, approved rezoning of a four-storey, wood-framed version of the last.

- Likely to continue until Sept. 2011, the buildings rented without changes to the Vancouver Island Health Authority (VIHA) as housing for those with problems.

On Feb. 9, an official neighbourhood hearing, the first rezoning step, was held at the Fairfield Community Association centre. Only the last approved rezoning was shown for comparison. Mr. Tinney called the older buildings’ rooms “perfect” for the present residential use.

The new version is a wood-framed tower of condos (five storeys) between Burdett and McClure, with the end part on each street lowered. Mt. St. Angela is left intact and the back house put on new foundations. However, the Floor Space Ratio (FSR), which was .6 and then 1.3, is now 1.5 and the number of units has gone from 68 to 98 (30% increase). These are needed, apparently to pay for work on the older buildings. As before, the 1865 part would be turned into apartments for 8 senior ladies.

Concerns from neighbours, the heritage-minded and the Planning and Zoning Board members included:

- Effects of close blasting, after the Chelsea’s, for damaging a vulnerable 1865 building. After one metre depth, blasting will be needed for underground parking. A neighbour quoted a professional blaster that you couldn’t blast so close here without damage. A large bond for the city before work was suggested.

- Security concerns for the area near the mid block pathway, especially noted by new owners of the expensive Chelsea units.

- Non-compliance with the recent Humboldt Valley Plan on major points e.g., density/massing, but insistence on following the minor one of pathway.

- Increase of FSR and units with no more social good and concerns on viability and size.

- Visual of two massings, Chelsea and the new, competing with Mount St. Angela’s importance. Several people preferred the approved rezoning.



2010 plan

- Loss of the front “yellow house” with suggestion of incorporating it.
- Problems of parking and traffic as before, only more with the recent Chelsea.
- Changing original configuration, after its use proved good as residence.

The architect stated the purpose of the meeting was to get “feedback” for this “fluid composition.” The Chair emphasized change through the process, including with Council. (We don’t know what Council will receive and finally vote on.)

December GM report

The December General Meeting was held on December 9, 2010 at the James Bay New Horizons Centre. There were 39 members present.

President Nick Russell called the meeting to order at 7:35 pm. He presented a heritage update to inform members on current heritage issues.

Our guest speaker was Dr. Patrick Dunae who talked about his latest project, a virtual 1891 Victoria. In that year, Victoria was still the "Queen City", however by 1897, Vancouver was becoming more prosperous. He first outlined the historical facts, then discussed the project.

The E & N Railway arrived in downtown Victoria on March 29, 1888. Victoria's population in 1871 was 3,600; in 1881, 6,000, and by 1891, 17,000. Johnson Street was redeveloped as a result of the E & N Railway with aboriginals displaced from lower Yates and Johnson Streets. An 1889 Bird's Eye View of Victoria shows the swing bridge, substantial buildings on Johnson Street, and a new Courthouse in Bastion Square.

In February 1890, the streetcar was extended out to the Jubilee Hospital, Burnside and James Bay. The

hospital and the streetcar were planned together. In May 1891, Richard Maynard took a series of views from a roof top producing 10 views of Victoria encompassing 360 degrees. Between 1890 and 1892 many large churches were built including St Andrews Cathedral, St Andrews Presbyterian, Metropolitan Methodist Church and Centennial Methodist. Many smaller churches were also constructed during this period. The suburbs grew along Vancouver and Johnson Streets and James Bay was highly developed.

The problem with the project is how to represent the city digitally. The first solution is images stitched together using a normal view and image maps with hot links. The second method is to use historical geographical information system. A modern map is laid over an 1891 map and each parcel of land is filled with information. The map shows streetcar lines and where people lived. Each point is a census household. The fire insurance plan shows each building and visitors can search for religion, race, occupation, etc. For more information on this fascinating project, visit <http://cliomedia.ca/>

Thanks to all who brought seasonal goodies to share! It was much appreciated. 🍪

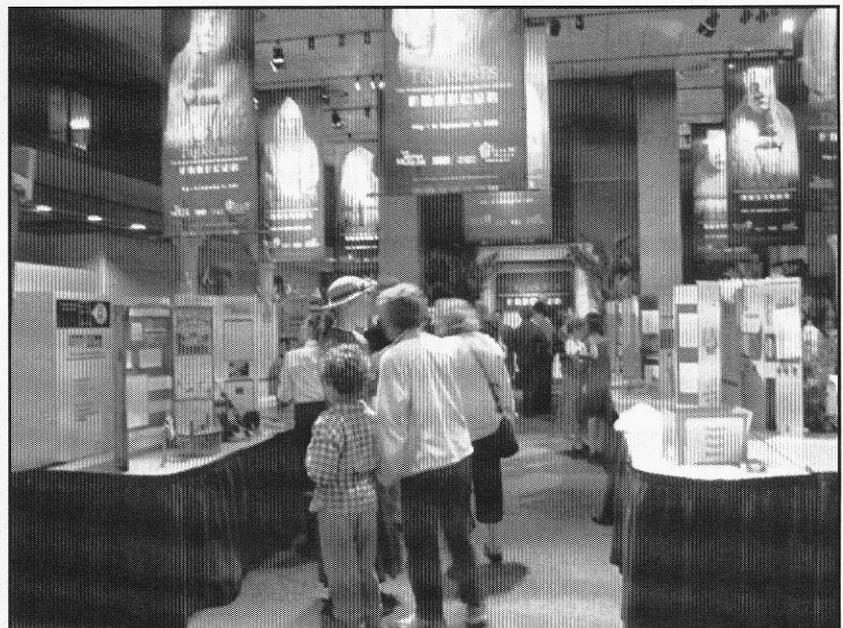
SVIRH Fair 2010

The South Vancouver Island Regional Heritage Fair will be held on Friday, May 7, 2010 at the Royal BC Museum, Clifford Carl Hall. Students in grades 4-10 will present the results of their research into historical subjects. It is quite interesting to see what a youngster considers "heritage."

Have you ever wanted to help at this event? We need people to interview the children and make decisions on awards. Some of the work is truly amazing. Come support the preservationists of tomorrow – open to the public from 10am – 2 pm. Although the idea of the fair is to learn something and to have fun, there are several local awards available. Some students will be chosen to represent the south island at the Provincial Fair in Barkerville/Quesnel.

We are always looking for local businesses and organizations to sponsor awards for the students.

If you can help with organization, judging, sponsorship, or as a chaperone, please let us know. 🍪



Calendar

- May 4, 2010** Hallmark Society Awards Night, St. Ann's Academy Auditorium, 7:30 pm
- May 7, 2010** South Vancouver Island Regional Heritage Fair, Clifford Carl Hall, Royal BC Museum, 10:00 am - 2:00 pm
- May 6-8, 2010** BC Historical Federation conference, Vancouver, BC. See <http://bchistory.ca/> for details.
- June 3-5, 2010** Heritage BC Annual Conference, Victoria, BC See <http://heritagebc.ca> for details and registration form
- June 13, 2010** Tour of Fort Rodd Hill, jointly with the Victoria Historical Society, 2 pm. RSVP to office@hallmarksociety.ca or via phone 250-382-4755.
- August 22, 2010** Bicycle tour of heritage Victoria. More details later..
- September 13, 2010** Hallmark Society Annual General Meeting. Guest speaker to be determined.
- September 30 - October 2, 2010** Heritage Canada conference, St. John's, Newfoundland and Labrador. Theme: "REVITALIZE! Economic Renewal. Quality of Life. Heritage Buildings." See <http://heritagecanada.org> for details and registration forms
- December 6, 2010** Hallmark Society General Meeting. Speaker to be determined.

Rare Collection of Photographs Now Online

Saanich Archives is pleased to announce that more than 900 images by early 20th century Saanich photographer Annie Girling can now be searched online. Highlights of this unique collection are featured in a new web exhibit, "Developing Roots: Photographic Perspectives on Home and Nature", on the Saanich Archives website at <http://saanicharchives.ca>.

Anne Alice Girling was born in England in 1880 and studied photography at Woolwich Polytechnic before coming to Saanich with her parents and ten siblings in 1912. During Annie's lifetime she experimented with photographic methods, capturing images of her family and community as well as nature scenes and still lifes. Her collection of work, including many photographs of Saanich and Victoria taken from 1912 to the 1940s, consists of 916 images (535 glass plate negatives, 357 film negatives and 24 prints).

The collection was nearly destroyed when the Girling's Finnerty Road house was demolished in the 1960s, but was rescued and preserved for over 30 years by Lindsay Lambert, a photographic historian. In 2008, Mr. Lambert generously donated Annie's 1901 field camera, plate holders, printing frames and negatives to Saanich Archives. Descendants of the Girling family have assisted in the identification of the images.

In addition to the online exhibit, Annie Girling's camera equipment is on display at the Saanich Municipal Hall until February 23rd as part of an exhibit celebrating Heritage Week.

Saanich Archives is located in the Saanich Centennial Library at 3100 Tillicum Road and is open Monday to Friday, 10:00am to 4:30pm. For further information, please call 250-475-1775 or visit our website at <http://saanicharchives.ca>. 

RIP Patricia Murray

The Hallmark Society extends its sincere sympathy to the family of Pat Murray who was a long time member. Until her health declined, she was on the Board of Directors and volunteered her time twice a week in the office. Even during her illness, she continued an interest in the Society's work and often phoned with heritage updates.

In the obituary published in the Times Colonist, the family asked that donations in her memory be made to the Hallmark Society.

Her smiling face and her efforts on our behalf will be missed. We send our sympathy to her daughter and son-in-law Patty and Sean Rhynas. 

Awards Night – May 4, 2010

The annual Awards Night will be held this year at St. Ann's Academy Auditorium, 835 Humboldt Street, commencing at **7:30 pm**. As in previous years, the evening will begin with local municipalities presenting plaques to property owners who have received heritage designation or heritage registry status during the preceding year.

The Awards Jury will be selecting winners from the nominations received. Who will win this year? Will there be a Louis Award? Will there be a winner of the Michael Williams Award? If you do not attend, you will get the news second hand. We are now soliciting sponsors for this important event. If you know of a potential donor, please let us know. Sponsors are mentioned in the awards program distributed at the ceremony, in a special edition of the newsletter, on the website, and receive a tax receipt.

Please note: To assist with catering and seat assignment, admittance to this event will be by reservation only. One of the benefits of membership is a seat for the ceremony. Seats will be available according to your membership category: student and individual members - 1 ticket; family membership - 2 tickets; group or corporate membership - 3 tickets. Additional tickets will be available from the office at a cost of \$10.00 each. Reservations will be accepted, and tickets sold, at the office between April 21st and April 30th. Complete the form below and return it to the office, phone 250-382-4755, fax your request to 250-382-4755, or send e-mail to office@hallmarksociety.ca. After April 21, you can also make reservations online on our "Awards" page. Late reservations may be accepted, depending on availability of seating. Tickets can be picked up at the office or held for you at the door.

**PLEASE DO NOT ASSUME WE KNOW YOU ARE COMING.
EVERYONE WHO WISHES TO ATTEND THE CEREMONY
MUST MAKE A RESERVATION.**

Name _____

Telephone Number _____

I wish to reserve _____ tickets for the Hallmark Society Awards Night.

Payment enclosed (if applicable) _____