HERITAGE NEWSLETTER
THE FOUNDATION FOR SAN FRANCISCO'S ARCHITECTURAL HERITAGE
2007 FRANKLIN STREET • SAN FRANCISCO, CALIFORNIA 94109 • (415) 441-3000

Volume VI, Number 3

September 1978

300 Attend Tax Incentives Conference!

Over 300 developers, architects, consultants, lawyers and others interested in the foundation buildings held for San Francisco September 16, at the direction of the Foundation's Heritage and the Commercial District Committee. The conference was devoted to the theme of tax incentives for rehabilitation and the building of new structures. The conference was attended by a large number of participants, including architects, developers, and preservationists. A summary of the conference is contained in the September issue of the newsletter.

House Tours Excel with Unique Docents

The 30th John Eliot House Tour program has grown in scope and popularity, with attendance and income records being set. The tour, held September 22, included 11 homes, including a number of historic buildings. The tour was led by a group of volunteers, including architects, historians, and preservationists.

Residential Zoning Ordinance Passes

The Board of Supervisors on September 13 approved the Residential Zoning Ordinance. The ordinance, which provides for the regulation of residential development, was a major victory for the preservation movement in San Francisco. The ordinance includes provisions for the protection of historic buildings, including a requirement for the preservation of historic buildings in residential development.

A comprehensive revision of the zoning ordinance was recommended by the Planning Commission in 1976. The ordinance, which includes provisions for the protection of historic buildings, was a major victory for the preservation movement in San Francisco. The ordinance includes provisions for the protection of historic buildings, including a requirement for the preservation of historic buildings in residential development.

Architects and developers were prevalent, enjoying the camaraderie and sharing of ideas that are the hallmark of the conference. The conference was attended by a large number of participants, including architects, developers, and preservationists. A summary of the conference is contained in the September issue of the newsletter.

The program was organized by the Heritage Foundation and the Commercial District Committee. The conference was held at the San Francisco Museum of Modern Art, with the support of the Office of the Mayor of San Francisco, the San Francisco Historical Society, and the California Historical Society. The conference featured presentations by architects, historians, and preservationists, and a keynote address by Architect John Mills.
Saving Downtown San Francisco
Executive Director's Commentary

In the last several months a wave of office-
building development has been announced which, if it continues, will destroy the physical and cultural identity of San Francisco's world-

famous financial district. Plans for no less than sixteen high-rise building projects in the Murray, Montgomery, and Market-

streets area are in the works. The Western skyscraper is to house the new headquarters of Smith Brothers and Company; the Mercantile National Bank; the new植物

Bank building at Montgomery and Market; and the new headquarters of the Bankers Trust Company. These are just a few of the many projects that are currently under way.

The vulnerability of these buildings is principally a function of size, the generous zoning which applies to most of the downtown, and the lack of a serious preservation ordinance. Identification of landmarks is also an important need, and has been a problem in San Francisco because of the lack of necessary staff support for the Landmarks Board. Heritage's Downtown Inventory, which will be published this fall, will meet this need by providing owners, developers, and the city with an annotated, documented description of landmark buildings.

Underlying the competition between preservation and new development are two variables: market demand for space, and zoning.

MARKET DEMAND FOR SPACE

Vigorous demand increases land values because of the greater profitability of a more intensive use of the land (a larger building). Thus the strong, market-driven demand for development in downtown San Francisco competes with the historical value of the buildings.

ZONING

Given a healthy market for new construction, the effect of zoning on preservation is simply a matter of city planning. As a planning tool, zoning is very useful, as it allows the city to control the size and shape of the built environment. However, zoning is also a powerful tool because it can be used to control the location and use of new buildings, which in turn can help preserve historic buildings.

Given a healthy market for new construction, the effect of zoning on preservation is simply a matter of city planning. As a planning tool, zoning is very useful, as it allows the city to control the size and shape of the built environment. However, zoning is also a powerful tool because it can be used to control the location and use of new buildings, which in turn can help preserve historic buildings.

Heritage Officers and Directors

Charles Hall Page, Chairman
Robert Knapp, Vice-Chairman
Edward A. Costanzo, Secretary
James R. Baer, Vice-President
Stuart Morton, Vice-President
Peter Cullity, Director
James R. Gerstle, Director
Donald E. Gregory, Director
Robert B. Deloney, Director
Barry Johnson, Director
Nan, Hendrickson, Director

Heritage Newsletter, Volume VI, Number 1, January 1977, Nancy Belden, Editor. Published quarterly by The Heritage Foundation for the Architectural History, 5007 Franklin Street, San Francisco, California 94118, 415-861-6310.

An Important Message for Our Members

You, the Heritage members, are our best promoters. You may have helped to preserve the heritage you care about in your local community. You may have been attracted by our forecasts on books and programs, and the access to information that you can have through the organization. Whatever the reasons, we would like to ask you, as a supporter, to help us reach out for new members. Just along the course below, and you may find a new source of national heritage in your area. This way ensure that Heritage members receive valuable gifts that are always appropriate.

Heritage is an urban conservation organization dedicated to maintaining and protecting the heritage of San Francisco, and more. Members receive the Quarterly Heritage Newsletter, special rates on programs, book and music showcases, and invitations to special events. Contributions and dues are tax deductible.

Enclosed is $15, $25, or $50. 10-30 (or Citizen's Equity) Name
City
State
Mail to Heritage, 5007 Franklin Street, San Francisco, California 94118, 415-861-6310.
A Troubled Landmarks Board

One reason that landmarks continue to be under-appreciated is that we have a greatly understaffed Landmarks Board. This problem is further compounded by the Vacancies on the Board, rendering it weak and ineffectual.

This situation reduces the chances for significant buildings to be recognized, makes it more difficult for owners of landmarks to benefit from Federal tax laws designed to save designated historic buildings, and prohibits the Landmarks Board from effectively assuming other powers of landmark buildings.

The solutions are clear: provide an adequate budget for hiring enough staff, and make appointments to the Landmarks Board immediately.

Mayor Moscone recently stated that he is trying to fill the Board's vacancies. To help him, several groups including, Heritage, an organization for historic preservation, is working to publicize the Landmarks Board's plight. The office of the Examiner, which printed the editorial at right, on August 25.

The problems of staffing will remain unless the Mayor's office and the Landmarks Board are going to plan for the future. The Landmarks Board has relied more than ever on the Mayor's office to identify the people with demonstrated interest in preservation. The Mayor's office has been given the task of filling the vacancies for the Landmarks Board. The Heritage Board of Supervisors, which printed the editorial at right, on August 25.

Landmarks program in trouble

A National Board of Landmarks for San Francisco, which was recently joined by the Examiner, which printed the editorial at right, on August 25.

A National Board of Landmarks for San Francisco, which was recently joined by the Examiner, which printed the editorial at right, on August 25.

Peter Culley Welcomed to Board

The Heritage Board of Directors welcomed structural engineer Peter Culley as a new board member Friday. A native of Wellington, New Zealand, Culley came to San Francisco in 1966. He became licensed as a civil engineer in 1975. The partnership he founded in 1975 has specialized in rehabs.
Volunteer Opportunities

Program Committee Prepares for Party

Mr. Sugaya's top priority is neighbor

Commissions and Events on Evenings and Weekends

Bookshop Committee - Sell books at the shop

Toy Train Committee - Demonstrate your antique

toy trains Wednesday and Sundays.

Help plan and carry out our Special Programs, Holiday Open

House and other events. The Committee meets the first

Tuesday every 2 weeks of month.

Hass-Lilienthal House Polishing Committee

Spend an evening a month cleaning and polishing

the house by the direction of our Resident Manager, Harry S. Haynes.

Receptions - Can you be "on call" to help with

receptions? Heritage occasionally needs food (cookies, tea . . .) and/or greeters, ticket

punchers, etc.

Weekdays Activities at the Heritage Office

Architecture - Architects and draftspersons are

needed for special projects. Work on maps, blueprints, other related materials using your technical skills.

Special Thanks for Office Contributions

Heritage would like to take this opportunity to acknowledge the generous contributions of several people and their staffs toward the refurbishing of our office in the Hass-Lilienthal House. This important and exciting improvement is thanks to the Crocker Bank for their donation of much-needed office furniture for our staff. We are most appreciative!
A Victory for Preservation
U.S. Supreme Court Decision in Grand Central Case

The Supreme Court's decision in the Grand Central case was a significant victory for preservationists. The case involved the New York City Landmarks Preservation Commission's designation of Grand Central Terminal as a landmark and the restrictions placed on its future use. The Court upheld the Commission's action, affirming its authority to protect historic structures.

Legal arguments that were rejected include the taking of property without compensation when a designation is made, the placing of an unequal burden on the individual who owns a landmark and the selection of buildings to be protected by arbitrary means.

Describing the New York City statute as "typical of many urban landmark laws," the Court supported the reasoning in the opinion and upheld the historic preservation of the landmark site.
Mr. Justice Brennan delivered the opinion of the Court.

The question presented is whether a city may, as part of a comprehensive proposal for the purchase and rehabilitation of its historic districts, require the submission of a comprehensive plan of historic districts of the metropolitan area in which the development is proposed.

In 1969, the Commission adopted the Panel on Federal Buildings and Sites' report, "A Federal Design Guide," as the basis for the selection of the site for the new terminal building. The site was the southwest corner of 42nd Street and the New York Central Railroad tracks. The Commission held a series of public hearings on the site selection process and ultimately decided to purchase the site from Penn Central Corporation, a private railroad company. The sale of the site was approved by the New York City Council in 1972, and the building was completed in 1978.

The Terminal was designed by Skidmore, Owings & Merill, an architectural firm known for its innovative designs. The building features a distinctive design with a glass facade and a roof garden, making it a landmark in the city. The Terminal also includes a large atrium and a series of escalators, providing easy access to the underground shops and restaurants.

In conclusion, the Terminal has become an important part of New York City's cultural landscape, serving as a symbol of the city's history and identity. Its design and construction reflect the values and aspirations of its time, and it continues to be a popular destination for visitors and locals alike.
...the Terminal, which operate at a reasonable profit, some ... deprived the Terminal of a "reasonable" return, and thereby deprived it of a substantial public value. The Terminal has not been deprived of its property ... that itself, particularly when the setting is a dramatic one. The question of what constitutes a taking is not the only issue. Appellants have also challenged the Fifth Amendment application of the law, arguing that the adverse economic impact of the Terminal's operation on the Terminal and the development of the Terminal area has been sufficient to constitute a taking under the Fifth Amendment.

The Supreme Court of New York held that the Terminal's operation did not constitute a taking. The court noted that the Terminal was a substantial public good, and that the economic impact of the Terminal's operation on the Terminal and the development of the Terminal area had not been sufficient to constitute a taking under the Fifth Amendment.

The Appellate Division of the Supreme Court of New York held that the Terminal's operation did not constitute a taking. The court noted that the Terminal was a substantial public good, and that the economic impact of the Terminal's operation on the Terminal and the development of the Terminal area had not been sufficient to constitute a taking under the Fifth Amendment.

The case is significant because it establishes that the economic impact of a public use on the development of an area does not constitute a taking under the Fifth Amendment. The court's decision clarifies the boundaries of the public use exception to the takings clause of the Fifth Amendment, and provides guidance for future cases where economic harm is caused by a public use.
Finally, Government actions that may be characterized as acquisitions of easements to favor or facilitate privately held land have been subject to governmental regulation and condemnation. The well-known, though perhaps oversimplified, approach to the resolution of such conflicts is embodied in the landmark case of E packs P. v. The City of New York, 333 U.S. 565 (1948). Although, in that case, the Supreme Court held that the condemnation of private property for use as a water park did not constitute a taking, the Court's reasoning has been questioned in many cases.

The holding in E parks P. v. The City of New York has been applied in numerous cases to resolve claims that government actions have taken or otherwise interfered with private property. The Court has consistently held that the taking of private property for public use is a constitutional violation. However, the precise scope of the taking is determined by the particular facts and circumstances of each case. In many instances, the government's actions have been found to constitute a taking, and the owners of the property have been compensated for the losses they have incurred.

In addition to the taking of private property, the government may also affect property values through planning and zoning laws. The Supreme Court has recognized that zoning laws may be used to promote the public welfare and to achieve a number of public goals, including the protection of the environment, the preservation of historical and aesthetic values, and the promotion of the general welfare. However, zoning laws must be applied in a reasonable manner and must not be used to discriminate against particular property owners. In many cases, the application of zoning laws has been challenged on the grounds that they constitute a taking of property for public use.

In the case of the New York City subway project, the government's actions were challenged on the basis of the taking of private property. The Supreme Court in E parks P. v. The City of New York held that the government's actions did not constitute a taking, but the Court's reasoning has been questioned in many cases. In many instances, the government's actions have been found to constitute a taking, and the owners of the property have been compensated for the losses they have incurred.

In conclusion, the government's actions in acquiring and regulating private property are subject to careful scrutiny and must be applied in a reasonable manner and must not be used to discriminate against particular property owners. The Supreme Court has recognized that zoning laws may be used to promote the public welfare and to achieve a number of public goals, including the protection of the environment, the preservation of historical and aesthetic values, and the promotion of the general welfare. However, zoning laws must be applied in a reasonable manner and must not be used to discriminate against particular property owners. In many cases, the application of zoning laws has been challenged on the grounds that they constitute a taking of property for public use.

Appellants' final broad-based attack would have us treat the law as if the City of New York had appropriated all of the land in question, and not just the parcel in question, and not the parcel in question, and not the parcel in question. As we have seen, the City of New York has not appropriated all of the land in question, and not the parcel in question, and not the parcel in question.
**Buildings in the News**

**North Waterfront Sinking**

Broken sidewalks, cracking concrete, and falling parapets have alarmed owners of the North Waterfront Buildings as the basins of Walnuck, Wilkes, and seemingly independent observation, order analyses, and feel that both historical and modern structures are showing signs of damage. Residents are concerned that their buildings continue to sink at the rate of an inch to two inches per year. The buildings are vulnerable to the effects of rising water tables.

According to Ron Kaufman, an expert in the field, the cracks are the result of a combination of factors including heavy traffic, poor construction practices, and the lack of maintenance. Kaufman warns that if not addressed, these issues could lead to structural failure. The residents have formed a committee to monitor the situation and will petition the city for immediate action.

**City of Paris EIR Expected Soon**

The Citizens' Committee to save the City of Paris has been battling Carter Hawley Hale for the last month to save the City of Paris buildings. The committee is expected to be notified of the Environmental Impact Report (EIR) in late September, and is anticipated to file a motion to put a stop to the demolition. The buildings are considered significant and require preservation.

**Hopes for Audubon**

In July, a landmark fire damaged the Audubon building on Mission Street, raising serious questions about the future of the building. However, the owners have indicated their intention to repair the damage and keep the building operational.

Clearly, the damage to this landmark will lead to great controversy, because of the economic investment required to rehabilitate it. The future use of the building is likely to relate more to the financial district than to the waterfront. The location, facing 5 Market Square, raises questions about the use of the building. Audubon has discussed the potential benefits with the owners and has offered to work on the National Register nomination.

**JWF Buildings Await Evaluation**

The gale force that appeared in August and caused the collapse of a building on Walnut Street was marked by the effort of the Junior Welfare Federation to protect their buildings which are included in the city's National Register of Historic Places. The buildings are considered significant and require preservation.

Meanwhile, Heritage, the Landmarks Board and the San Francisco Redevelopment Agency are monitoring the JWF buildings to see if they meet the criteria for designation. The buildings are scheduled to be inspected at the end of the year, and the results will determine their future.

**Fitzhugh Going Down**

A demolition permit for the Fitzhugh Building at 300 Lake Street on March 1978 for demolition of a building was issued. The Fitzhugh Building is considered significant for its historical importance and will be lost to the city. The Fitzhugh Building is one of the last remaining examples of Victorian architecture in the city.

**No St. Anne's Nomination for National Register**

We are sorry to report that on August 6, Superior Court Judge Byron Arnold denied a Petition for Revest in the City of San Francisco to require the San Francisco Redevelopment Agency to sign a petition for the National Register of Historic Places. The agency had filed a friend of the court brief in support of the petition, on the basis that the SHPO did not have discretion to veto a nomination for the National Register for the State Historic Preservation Office (SHPO) to sign and forward to Washington, D.C., the State Register Committee on the St. Francis Home at 300 Lake Street. The Heritage had filed a friend of the court brief in support of the petition, on the basis that the SHPO did not have discretion to veto a nomination for the National Register after the petition for the National Register after the State Register Committee had determined that a building met the criteria.

Heritage had filed a friend of the court brief in support of the petition, on the basis that the SHPO did not have discretion to veto a nomination for the National Register after the petition for the National Register after the State Register Committee had determined that a building met the criteria (see Heritage July 1978 Newsletter).
A Self-Guided Tour of the Exchange Hall

For many, our members have read in these pages about the Downtown Inventory Project, an effort to evaluate all the downtown San Francisco buildings constructed prior to 1945. As this research is almost complete and the volume of finds too large to present here, we thought that many of our readers would find personal encounters with one of the buildings studied intriguing and enlightening. So outlined below is how to take yourself, friend, and colleagues on a self-guided tour of an interior hall of a magnificent building in the financial district, during your lunch hour or a more leisurely time.

The building we selected is the Merchant's Exchange, which received top billing in the Downtown Inventory because of its historical, architectural, and artistic importance.

When to go. The building and the Exchange Hall, which today houses the Chartered Bank of London (the focal point of your trip), are open from nine to five, weekdays.

Where and what to find. Like its contemporary, the Palace Hotel, the Merchant's Exchange has a sober and unpretentious exterior with rich and surprising interior. Great, columns and a false ceiling from the elegant. Upon entering, go through the lobby into the Exchange Hall.

The building and its history. For many years the Merchant's Exchange was a landmark building in the downtown and jumped white, and splendid above the brick city. At the southwest cusp of the city, it was built to replace the Grain Exchange, which was destroyed by fire on December 28, 1873. It is one of the earliest examples of the vertical expansion of the business block. The massive, steel-frame, court-shaped building survived the earthquake a year later but was gutted by fire in 1906.

The Exchange Hall, 1877 to 1888, the Grain Exchange, was recently restored by the Chartered Bank of London. The Exchange Hall is the finest public art in San Francisco and is well worth slow examination. They are described here from left to right:

Port Clyde, by William A. Coulter. A ship through the Silver Gate where the American and Sacramento Rivers enter San Francisco Bay from the northeast. Sailors ride at anchor while a small bay arrow and two barges crowd by, their whistles blaring for San Francisco. In the foreground a freighter, loading a tiny sail in the distance. The concept of San Francisco's vast geographical area is suggested by the skylight, and over-size marine paintings are motifs meant to reach its peak during World War II. An early airplane flies overhead, an augury of future travel patterns.

The building and its history. For many years the Merchant's Exchange was a landmark building in the downtown and jumped white, and splendid above the brick city. At the southwest cusp of the city, it was built to replace the Grain Exchange, which was destroyed by fire on December 28, 1873. It is one of the earliest examples of the vertical expansion of the business block. The massive, steel-frame, court-shaped building survived the earthquake a year later but was gutted by fire in 1906.

The Exchange Hall, 1877 to 1888, the Grain Exchange, was recently restored by the Chartered Bank of London. The Exchange Hall is the finest public art in San Francisco and is well worth slow examination. They are described here from left to right:

Port Clyde, by William A. Coulter. A ship through the Silver Gate where the American and Sacramento Rivers enter San Francisco Bay from the northeast. Sailors ride at anchor while a small bay arrow and two barges crowd by, their whistles blaring for San Francisco. In the foreground a freighter, loading a tiny sail in the distance. The concept of San Francisco's vast geographical area is suggested by the skylight, and over-size marine paintings are motifs meant to reach its peak during World War II. An early airplane flies overhead, an augury of future travel patterns.

The building and its history. For many years the Merchant's Exchange was a landmark building in the downtown and jumped white, and splendid above the brick city. At the southwest cusp of the city, it was built to replace the Grain Exchange, which was destroyed by fire on December 28, 1873. It is one of the earliest examples of the vertical expansion of the business block. The massive, steel-frame, court-shaped building survived the earthquake a year later but was gutted by fire in 1906.

The Exchange Hall, 1877 to 1888, the Grain Exchange, was recently restored by the Chartered Bank of London. The Exchange Hall is the finest public art in San Francisco and is well worth slow examination. They are described here from left to right:

Port Clyde, by William A. Coulter. A ship through the Silver Gate where the American and Sacramento Rivers enter San Francisco Bay from the northeast. Sailors ride at anchor while a small bay arrow and two barges crowd by, their whistles blaring for San Francisco. In the foreground a freighter, loading a tiny sail in the distance. The concept of San Francisco's vast geographical area is suggested by the skylight, and over-size marine paintings are motifs meant to reach its peak during World War II. An early airplane flies overhead, an augury of future travel patterns.

The building and its history. For many years the Merchant's Exchange was a landmark building in the downtown and jumped white, and splendid above the brick city. At the southwest cusp of the city, it was built to replace the Grain Exchange, which was destroyed by fire on December 28, 1873. It is one of the earliest examples of the vertical expansion of the business block. The massive, steel-frame, court-shaped building survived the earthquake a year later but was gutted by fire in 1906.

The Exchange Hall, 1877 to 1888, the Grain Exchange, was recently restored by the Chartered Bank of London. The Exchange Hall is the finest public art in San Francisco and is well worth slow examination. They are described here from left to right:

Port Clyde, by William A. Coulter. A ship through the Silver Gate where the American and Sacramento Rivers enter San Francisco Bay from the northeast. Sailors ride at anchor while a small bay arrow and two barges crowd by, their whistles blaring for San Francisco. In the foreground a freighter, loading a tiny sail in the distance. The concept of San Francisco's vast geographical area is suggested by the skylight, and over-size marine paintings are motifs meant to reach its peak during World War II. An early airplane flies overhead, an augury of future travel patterns.

The building and its history. For many years the Merchant's Exchange was a landmark building in the downtown and jumped white, and splendid above the brick city. At the southwest cusp of the city, it was built to replace the Grain Exchange, which was destroyed by fire on December 28, 1873. It is one of the earliest examples of the vertical expansion of the business block. The massive, steel-frame, court-shaped building survived the earthquake a year later but was gutted by fire in 1906.

The Exchange Hall, 1877 to 1888, the Grain Exchange, was recently restored by the Chartered Bank of London. The Exchange Hall is the finest public art in San Francisco and is well worth slow examination. They are described here from left to right:

Port Clyde, by William A. Coulter. A ship through the Silver Gate where the American and Sacramento Rivers enter San Francisco Bay from the northeast. Sailors ride at anchor while a small bay arrow and two barges crowd by, their whistles blaring for San Francisco. In the foreground a freighter, loading a tiny sail in the distance. The concept of San Francisco's vast geographical area is suggested by the skylight, and over-size marine paintings are motifs meant to reach its peak during World War II. An early airplane flies overhead, an augury of future travel patterns.
New Books

Businesses that Preserve

This 208 page survey is designed as a tool for businesses interested in building, saving and neighborhood preservation, as well as for community groups working to get business involved in preservation. Over 70 case studies illustrate and define the achievements of various projects undertaken by businesses in adaptive reuse of properties, use of existing structures, continued use of, and addition to them, and community revitalization for both residential and commercial properties.

The book is complemented by a glossary and many attractive photographs, and is clearly organized for quick-reference. It tells the reader what the projects entails, how they were financed, what the cooperative arrangements were for the whole time, who designed and executed the project, what problems were encountered, and how the project developed, and what the benefits were to those involved.

It is highly readable and informative, and could be a valuable aid for those advocating the concepts of renovation, rehabilitation and continued urban use. It is perfectly timed, in the era of urban renewal, and could be used as a tool for effective community organizations, neighborhood groups, business groups, and government officials.

This book of six essays by Garland Eckbo, landscape architect and professor at the College of Environmental Design, University of California, Berkeley, discusses the characteristics of an academic community and some of a popular guidebook, and is thought-provoking and informative in this time.

Charles Lockwood on Early San Francisco


Charles Lockwood is an urban historian, preservationist, and writer who has been active in the field of preservation for over 25 years. He has written extensively about the history of San Francisco, including the book "San Francisco: A Cultural and Architectural History." Lockwood is a member of the California Historical Society and has served on their board of directors.

Eckbo is one firm ground as a theorist. He has certain views one shares of him, as well as to his discussion of academic and architectural theory which everybody is fascinated with the "San Francisco: A Cultural and Architectural History." At least, he calls it as he sees it.

Professor Eckbo does include a list of the most important public designs which is as good as any for better public environments. It includes the following:

- Visit to developers who claim to be doing good design.
- Avoid the standard project approach, which may bring us to a new historic form.
- Ask for better public designs which are effective.
- Look to the waterfront for more open space.
- Provide better parks and playgrounds.
- More trees.

The book is a valuable addition to the field of urban design and preservation. It provides a unique perspective on the history of San Francisco and its urban architecture.

Poster of Haas-Lilienthal House

We are available by mail the popular blueprints and brownprint posters of the front elevation of the Haas-Lilienthal House. (shown by William Farnsworth, they are 23 inches wide and 15 inches high.)

Please write: The Heritage Bookshop, 2564 Fillmore Street, San Francisco, California 94115.

Please send me copies (each) of the blueprint and each (of) the brownprint of the Haas-Lilienthal House postcard, please. For each poster, including mailing costs.

Name

Address

Total amount enclosed:

I think this one's a very well-thought-out project, and the artwork is wonderful. It would be a good addition to any fan's collection. I bought one print, and I'm definitely going to get more. It's a great way to support local artists and learn about the history of San Francisco.
**Beaux-Arts Series Underway**

The Fall semester lecture and exhibition series will open next week with a talk by architect and designer, P. John Kitchell, who will present his ideas on the subject of "Reinventing the Modern," focusing on the impact of the Beaux-Arts design principle on architectural practice. There will be no lecture tomorrow.

Kitchell will discuss the theoretical basis for the Beaux-Arts and explain its influence on modern architecture. The event is open to all interested participants. For more information, please call 555-5555.

**House Birthday to be Celebrated Oct. 15**

The 12th anniversary of the stately home of the past will be celebrated on Oct. 15. The event will include a tour of the house and gardens, as well as a special lecture by renowned architectural historian, John Hopper, on the history and significance of the home.

**Enthusiasm for Victorian Talks**

The semi-annual lecture series on Victorian architecture will begin next week with a talk by local historian, Robert Smith. The series will focus on the evolution of Victorian architecture and its influence on modern design.

**Docents**

Docents are volunteers who offer tours of historic sites and buildings. They are knowledgeable about the history and significance of each site and are available to answer questions and provide information.

**On-going Tours of Interest**

- **City Hall:** Volunteer-led guided tours of the historic City Hall, which is home to the San Francisco Board of Supervisors.
- **Museum of Modern Art:** Guided tours of the museum's permanent collection and special exhibitions.
- **California Historical Society:** Guided tours of the society's archives and exhibitions.
- **Golden Gate Park:** Guided tours of the park's gardens, museums, and cultural sites.

**Calendar**

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>October 27</td>
<td>Fall lecture and exhibition series, guests are invited to view and discuss various aspects of the Beaux-Arts style.</td>
</tr>
<tr>
<td>November 2</td>
<td>Heritage Program, presentations on the history and significance of various architectural styles.</td>
</tr>
<tr>
<td>December 7</td>
<td>Holiday season, volunteers offer holiday tours of historic sites and buildings.</td>
</tr>
</tbody>
</table>