Annual Fund Drive late

ye's First Annual Fund is entering the home stretch. As a first-time event, we are happy to report that the Fund Drive has succeeded in raising $50,000. It is clear that our supporters are putting a high priority on expanding Heritage's membership and strengthening its programs.

Notable success has been realized in our appeal to Heritage's general membership. Total pledges exceeded $50,000, and we encourage all supporters to turn out for the annual event. The funds raised are essential to Heritage's ability to continue its important programs.

October 24

SOIREE TO BE HELD IN 1908 SAN FRANCISCO LANDMARK

If you ever wanted to gamble in a marbled banking hall, dance and dine beneath a golden coffered ceiling, now is your chance. Heritage will hold its 1986 Soiree in the historic Bank of California at 400 California Street, generally considered one of the most magnificent banking temples in a city famous for its Victorian architecture. The annual event provides fiscal support of Heritage's many programs and activities.

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- Chalet Renovation...page 2
- Honored...page 3
- Social Notes...page 5
- Art...page 6
- Literature...page 8
- October 1986

Continued on page 4
Study of Long-term Heritage Members Completed

A survey of all members who have belonged to Heritage for ten years or more has been completed. These 300 members comprise a very important component of our total membership, and are particularly important to Heritage and its future. We would like to thank all those who participated in this study, and report on its findings.

The study confirmed that long-term members' support derives primarily from their broad preservation interest, love of San Francisco's unique architecture and their confidence that Heritage does a good job of looking after their preservation interests. Heritage's programs received high ratings, as did the newsletter, which was considered the most important benefit, and was rated excellent or good by 81% of the respondents. The study's recommendations include strengthening the relationship between Heritage and its members through more opportunities for communication between members and staff, and improving the quality of the newsletter.

The staff and Board are very interested in involving more members in volunteer activities to accomplish Heritage's preservation goals. Particular needs are:

- Membership on a long-range planning committee
- Membership on the lecture and program committee
- Fundraising for the
- Architectural and historical research

Several of the long-term members surveyed expressed an interest in participating in Heritage activities. If they or other members are interested in volunteering for any of the above activities, please call us at 441-3000.

BEACH CHALET RENOVATION UNDERWAY

The drawings are completed, the funding is secure, and renovation work has begun on the Beach Chalet designed by Willis Polk in 1928.

Russ Abel, the project architect supervising the rehabilitation of the building by the City Architect's Office, treated Heritage staff members to a guided tour of the Beach Chalet. $1.1 million was approved by the Board of Supervisors for the stabilization and structural repair of this architectural gem. Abel reviewed with us the drawings and details of the work and outlined how the money will be spent.

The ground floor walls are entirely covered with marvelously bright and remarkably intact murals by Lucien Labaudt, mosaic tile work done by Primo Ceredo, and wood carvings of Haas-Lilienthal House Centennial campaign

- Help with a major membership drive
- House docents and walks guides
- Graphic art assistance
- General office assistance

BEACHCHALET
RENOVATION UNDERWAY

PHOTO: Arnold Lerer

Detail of wall decoration

THE FOUNDATION FOR SAN FRANCISCO'S ARCHITECTURAL HERITAGE
el Von Meyer. The murals are WPA project, and have years of sand, salt and. Their conservation is assured by the City Architect with assistance from the Commission.

unique architectural res include an intricately wooden stair with posts balusters depicting a y of sea creatures.

ation work includes:

Extending the portico slab feet forward and adding w, more stately steps and gently sloping ramp to eich side of the new steps to make the building accessible to the physically handicapped.

• Preservation and stabilization of the vibrantly colored murals on all four walls.

• Shoring and bracing of the foundation and reinforcement of the beamed ceiling on the first floor with rough-hewn ledgers matching the character and finish of the existing beams.

• Restoration of the interior as Polk originally designed it.

• Renovation of the original clay tile roof using the existing tiles and replacing the missing ones.

Heritage has been a supporter of the renovation of this structure for several years and the Preservation Loan and Technical Assistance Program (PLTAP) is happy to have had the opportunity to provide technical information to Mr. Abel to assist him and the city in preparing specifications for the renovation of this landmark structure.

Daryl Andreades

ANNUAL FUND DRIVE continued from page 1

vices and to strengthen its role in the community.

The primary method of our appeal to general members was a Phon-a-thon held for six nights during June. Ten Board members and six volunteers, docents, and walks guides, and staff members talked to almost 1,000 Heritage members. The phoning was done at Merrill Lynch's San Francisco offices, and our thanks go to them and especially to Dan Argueto who made our encampment as easy as it could be.

In addition to the donations received from Heritage's general membership, Board members pledged almost $20,000, ex-Board members almost $3,000, and major donors over $13,000. Heritage received a very generous gift of $5,000 from a former Board member contingent upon 80% participation in the fund drive by other ex-Board members. In addition, a special gift that will match dollar-for-dollar up to $2,500 any donations made by Heritage docents and volunteers also exists. Ex-Board members and docents are urged to participate in these generous challenge gifts.

The names of all members who have given to Heritage will appear in the next newsletter.
SOIREE

continued from page 1

The evening's activities will include a sumptuous buffet, gaming for prizes, and a small silent auction. There will be dancing to the music of the Abe Battat Orchestra. The event will take place in the immense banking hall, 112 feet long and 54 feet high. Here, sixteen 35-foot tall windows illuminate interior Corinthian pilasters, Tennessee marble walls, and furniture of black granite and African mahogany. The hall's most spectacular feature is the coffered, gold-leaf ceiling illuminated by indirect perimeter lighting. Art work and sculpture by Arthur Putnam add to the beauty of this grand space.

Heritage is very grateful to The Bank of California for hosting the event and providing major underwriting. Mr. Osamu Yamada, Chairman of the Bank, is Honorary Chairman of the event. Heritage is also very grateful to The Hibernia Bank which has contributed very generous underwriting for the past three years, and hosted the 1984 Soiree. We extend special thanks as well to Anshen & Allen, AIA for underwriting, to Sorg Printing for typography and printing, to Laura Hogan for invitation design work, and to Board member Sue Honig Weinstein for serving as Soiree Chair.

Designed in 1905 and completed in 1908 the bank was designed by the prominent San Francisco architects Bliss and Faville. The design for the monumental steel and granite building was based on both modern and ancient prototypes: McKim, Mead and White's Knickerbocker Trust building in New York, and the Temple of Jupiter in the Roman Forum. The result is an opulent and timeless building reflecting a rich and confident era in the city's history. Anshen & Allen were restoration architects during the building's 1967 rehabilitation.

Reservation for this unique event are $100 per person. Parking will be available at 555 California Street, at a flat rate of $5 for the evening.

A Victorian Christmas

The Haas-Lilienthal House is available during the holiday season for receptions, dinners, office parties and special events. This elegant Queen Anne mansion will be decorated in all its holiday finery December 1 in time for your party. Reservations well in advance for a December date are strongly recommended. Call Ruth Spitzler at 441-3011 for further information.
PRESERVATION NOTES

 Telegraph Hill Historic was approved by the Commission August 21. The mark designation for the Apothecary at Fell and Stanyan designed by Samuel was approved by the Board of Supervisors and signed by the Mayor. Effective September 14, all decisions to this building are reviewed by the Landmark Board, and demolition can be denied for up to one year.

 Historic Poly High remains red after the Mayor's Emergency Committee recommended a construction scheme over proposals.

 Negotiations between the city neighborhood groups continue for the Old National Guard Armory at 1800 Mission, a Landmark listed on the National Register.

 According to published reports, the owners of the Hoffman's Grill have decided not to construct a tower on the rear third of the building at this time.

 The Planning Commission has voted to deny a recommendation of the Landmarks Preservation Advisory Board to rescind the Landmark designation of the Hoffman's Grill due to the loss of the building's architectural and historical integrity.

 Dr. Robert O. Johns of San Francisco has been reappointed to the President's Advisory Council on Historic Preservation for a second four-year term. Dr. Johns has been a Heritage member since 1983.

 The Market Street Theatre and Loft Historic District was approved by the State Historical Resources Commission for listing on the National Register. This newest of San Francisco's historic districts stretches along Market Street from approximately 973 Market to 1112 Market at Seventh Street. It includes the magnificent Hibernia Bank, the Golden Gate Theatre, Loew's Warfield Theatre, as well as several handsome loft buildings on the south side of Market Street.

 The Planning Commission voted in September to designate the Fairmont and Mark Hopkins Hotels as City Landmarks. The Fairmont was designed by the Reid Brothers in 1905 and the Mark Hopkins by Weeks and Day in 1925.

 PHOTO: Arnold Lerer

 National Guard Armory

 Hoffman's Grill

 Poly High
Heritage's special evening literary event featuring Harold Kirker and Kevin Starr was a great success for those who were able to attend.

Kevin Starr, distinguished author and historian, commenced the presentation with a laudatory overview of Kirker's classic *California's Architectural Frontier*, recently republished by Peregrine Smith. He described the effect Kirker's book had on him and his work when it first appeared in 1960, reflecting the experience of many in the audience. Professor Kirker then made some brief remarks and entertained questions from the audience. The evening's events concluded with a reception and light refreshments on the main floor of the Haas-Lilienthal house, where both Kirker and Starr were available to discuss and sign their books.

Heritage wishes to thank both Harold Kirker and Kevin Starr for a delightful and informative evening.

**SPLENDID SURVIVORS AVAILABLE**

Copies of Heritage's award-winning *Splendid Survivors* are still available at a special discount to members of 20%. *Splendid Survivors* is essential to anyone interested in San Francisco's architectural heritage. $18.02 including tax for members, $21.50 postpaid.

**RECENT PUBLICATIONS**


Moudon's *Built for Change* is a rare example of a serious effort to understand the underlying components of a successful urban architecture and to derive from it lessons for creating successful new architecture. At the same time it is a fascinating and unusual study of the history of the city, drawing on methods not normally employed by historians. San Franciscans are particularly fortunate to have this book in print, not only for its generic lessons in designing new architecture in old cities, but also because its findings are drawn from the detailed and convincing examination of a San Francisco neighborhood, the Alamo Square area. Indeed, we have already reaped some of the benefits of the study in the citywide residential rezoning of a few years ago, many of whose critical features were based on the analysis in this book.

Moudon's analysis starts with an examination of the development of the street grid and parcelization, and their complex relationship to the creation of San Francisco's characteristic 19th century residential architecture. On that foundation she looks at three different periods in the city's history: the 1890s, the 1920s, and the 1960s, and their respectively different types and scales of development in the city. The book is well-written and ought to interest the general reader as well as the urban design professional.

Michael R. Corbett
The California Office of Historic Preservation has begun publication of a quarterly letter dedicated to report- on preservation issues. If you are interested in receiving this newsletter, contact the California Office of Historic Preservation, P.O. Box 942896, Sacramento, CA 94296-0001; or (916) 445-8006.

The National Trust for Historic Preservation has added a new Preservation series with Respectful Rehabilitation. This book gives owners with advice to plan and carry out rehabilitations of old and historic buildings in a way that care- fully preserves their historic architectural character. The next book in the series, How to Care for Old and Historic Brick and Stone, will be available in November 1986. National Trust members are eligible for $4.00 on a subscription to the Old-House Journal, an invaluable source of information on houses. A full year's subscription costs $14.00, of which $7.00 will go to support the National Trust's programs. This offer expires November 28, 1986. Please your check payable to Herti-

Victorian Splendor, Tasting America's 19th Century Interiors by Allison Leopold is a beautifully illustrated guide to Victorian interior design and recent developments of its revival. Tabori and Chang, Inc., New York.

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AGE NEWSLETTER VOLUME XIV, NO. 3
### CALENDAR

#### OCTOBER

**October 24**
Heritage's Annual Soiree, Bank of California, 400 California Street. Contact: Heritage, 441-3000.

#### NOVEMBER

**November 5**

**November 11**
Friends of Terra Cotta Tour to Gladding, McBean and Co., Lincoln, CA. Contact: George Johnson, 567-1848.

**November 16**
Third Annual Art Deco Preservation Ball, Paramount Theatre, Oakland. Contact: Art Deco Society, 552-DEW.

#### DECEMBER

**December 6**
3-6 P.M., Holiday Open House, Haas-Lilienthal House, 2007 Franklin Street.

**Holiday Open House**
Walls hung with Christmas greens and the 12-foot tree with Victorian ornaments, the Haas-Lilienthal House will hold its annual Holiday Open House on Saturday, December 6.

Watch for your invitation to join members and friends in toasting the holidays with caroling and special refreshments.

If you would like to help with this special event, please call the Heritage office at 441-3000.

### WALKING TOURS

#### WALKING TOURS

**San Francisco's Historic North Waterfront**
Heritage's new walking tour of the historic North Waterfront from the Hyde Street Pier to Fort Mason is given each Saturday.

WHERE: Meet at the Information Kiosk at the cablecar turntable in Victorian (Aquatic) Park, foot of Hyde Street.

WHEN: 10:30 A.M. to noon, Saturdays. $3.00

**Victorian & Edwardian Pacific Heights**
Heritage's popular walking tour of the Eastern Pacific Heights neighborhood to view surviving Victorian and pre-World War I mansions, elaborate family homes and smaller row houses is offered every Sunday.

WHERE: The Haas-Lilienthal House Ballroom, 2007 Franklin Street, San Francisco.

WHEN: 12:20-2:20 P.M., Sundays. $3.00

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**CAFE MAJESTIC Reception**
Heritage would like to thank Stanley Bichelbaum and Tom Marshall for hosting a special reception on August 25 at the meticulously restored Cafe Majestic for all donors of $50 or more to the Annual Fund Drive, Heritage docents, walk guides, special volunteers, and other Heritage major donors.