EXPLORE WPA/PWA IN LA

JULY PRESENTATION BY MERRY OVNICK
SEPTEMBER TOUR OF LA AND BEACH CITIES
OCTOBER ANNUAL MEETING FEATURING BOB WINTER
NOVEMBER LECTURE WITH KEVIN STARR

Start your exploration of LA’s WPA/PWA history with “Streamlining the Home: Los Angeles in the 1930s,” July 9th, with Merry Ovnick, as part of SAH/SCC’s ongoing Life in the City program (see page 3). Then hop on the SAH/SCC one-day bus tour, “WPA/PWA in LA,” September 28th. The great and plentiful work created under the auspices of the Works Progress Administration (1933-1939) and the Public Works Administration (1933-1940) has particular interest here in Los Angeles, where the construction industry was hit especially hard during the depression. The Streamline and Classical Moderne buildings that resulted from these efforts will be looked at on this tour of Hollywood, Downtown LA and selected Beach Cities.

Coordinated and led by SAH/SCC Board Members John Belley and Nancy Smith, the tour will be accompanied by historian Mitzi Mogal of the Art Deco Society. Post offices, schools, government buildings, murals and sculptures will be visited, with special attention given to the flowering of the PWA Moderne style, which is unique to LA. Among the buildings tentatively scheduled are the US Naval and Marine Corps Armory, Hollywood High School, The Federal Building (now the Long Beach Post Office), Thomas Jefferson High School, Santa Monica Post City College. Included will be mural work by Hugo Ballin and Stanton McDonald Wright, and the sculpture of George Stanley and Bartolo Mako.

As tour-goer are guided through the Los Angeles of the thirties, they will discuss the history and social scene of the depression and its impact on LA’s urban character. Register now for WPA/PWA in LA, Saturday, September 28th, $50 for members, $65 for non-members. For more information, call 800.95AHSCC.

Mark your calendar as well, for the SAH/SCC Annual Meeting, October 27th. Featuring a talk by noted architectural historian and writer Bob Winter on an aspect of WPA/PWA works, the meeting will also include presentations of papers by other historians. For additional meeting highlights, see page 2. This exciting (and free) event—to be held in a WPA/PWA site—is reserved for members only. If you’re not a member, become one now!

The SAH/SCC exploration of WPA/PWA rounds out with An Evening with Kevin Starr, November 18th. The State Librarian of California, USC professor and prolific writer, Starr will preview his upcoming book on the role of artists in the depression-era federal architecture programs. This evening lecture is open to all, with admission of $10 for SAH/SCC members, and $15 for non-members. Reserve a space today, as it is bound to sell out.

Call 800.95AHSCC to reserve your spot for the tour, meeting and lecture, or use order form on page 8.
Message from the President:
Introducing Memorial Funds for Gehradt and Fiorese

In the past few months, our chapter has experienced significant losses with the passing of SAHSCC co-founder and long-time board member Dr. David Gehradt, and 1956 board member, Mr. Piero Fiorese. It is fitting that our entire region will be slow to feel the expertise that these two individuals gave to the appreciation and understanding of the architectural heritage of Southern California, the best.

Their passing shall not be in vain as we create funds to continue their interests and call attention to their scholarship. These efforts will continue their memory and dedication toward telling the story of a great region. We hope you will consider donating.

With the passing of David Gehradt, we are asking that donations be directed to a special fundraising initiative, known as the GEHRADT Scholarship Fund. To be published in the fall, the annual quarterly will highlight articles by SAHSCC members and presenters at the Annual Meeting. This year, the theme is "The Art of Lifespan in Los Angeles." Reprinted in The David Gehradt Review, this publication will be available in all members-free of cost.

Also, in honor of the memory of Piero Fiorese, we are asking those who have been touched to consider a gift in his memory for a new dedicated fund to study the cultural history of Los Angeles. The intent of the Dr. Robert Pierson Cultural History Fund will be to support scholarship and research into the socio-cultural and developmental history of the Los Angeles region. This grant-making project best exemplifies the work of Mr. Pierson while director of USC’s Los Angeles Seminar program and during his tenure as a board member of SAHSCC. We hope you will give generously to these new funds.

The SAHSCC Board of Directors will update us as to the accomplishment and understanding of the built environment in Southern California, and yet we have expanded tours to offer insight into other regions and practices. We look forward to your suggestions to improve our educational experiences, and seek new partners to further tell about the unique character of Southern California. Please feel free to send comments via post, e-mail, or our toll-free number with your suggestions.

In this long period of transition, we’ve seen many familiar faces leave us, and many more new faces step up to replace the void. We thank you for your efforts and suggestions, and look forward to beginning long-term planning to achieve our established and new goals.

In an upcoming edition of The David Gehradt Review, we will publish a special feature article to illuminate the organization even further with advice from Executive Service Corps, a nonprofit management company that will turn its attention to improving diversity of educational opportunities and events for our members.

Membership, of course, is key to this organization. Encourage your friends and associates to become members and to become involved in the organization that recognizes, supports, develops, and enjoys Southern California’s built history.

-Jeff Samudio

SAHSCC News

Life in the City Goes to the End of the Rainbow

Merry Ovinsky, Author of Los Angeles: The End of the Rainbow, Presents "Tending the Home: Los Angeles in the 1930s"

Tuesday, July 5, 1994

The popular reading series, "Life in the City," continues at Urban Inversions books in West Hollywood. On July 5th, SAHSCC welcomes new board member, UC Northridge professor, and noted author and historian Merry Ovinsky. Published by Barbara Pomey, Christo's Los Angeles: The End of the Rainbow has been lauded as "a book of immense learning and deep concern," by Robert Winter, Author of Architecture in Los Angeles: A Cambridge Guide and SAHSCC Annual Meeting featured speaker. The book is replete with photographs by Carol Montoville, who studied photography with Judy Dater and The Friends of Photography in Carmel. Ovinsky's presentation, titled "Tending the Home: Los Angeles in the 1930s," is part of SAHSCC's focus on WPAPA, which includes a tour in September (see page 3), the SAHSCC Annual Meeting in October (see page 21), and the ten-year Van Leer lecture (see page 1).

As always, Urban Inversions will donate 30 percent of the proceeds for books sold the evening of the event. The store is located at 8316 Santa Monica Blvd in West Hollywood. The presentation starts at 7PM, and is $5.

Stay tuned for future readings, which will include Frances Andrea and John Chase discussing their new books, Los Angeles: First Impressions and The First Impressions of Los Angeles, respectively. For additional information, please call 800-354-SCCC with your ideas.

See Glittering, Glamorous Las Vegas

SAHSCC Weekend Tour: November 9-10

Co-sponsored by the Freestone House of the University of Southern California

Robert Venturi, Denise Scott Brown, and Steven Izenour helped us learn from Las Vegas. Alan Hess helps us learn how it got that way. This tour will help you see how its past is reflected in its future. Learning from Las Vegas is more relevant today than when first published by Venturi, Scott Brown and Izenour in 1972. In 1981, the book was republished by Izenour, Scott Brown, and Venturi as Learning from Las Vegas: The Forgotten Symbolism of Architectural Form. The timeless nature of the book is essential to learning from Las Vegas, and the Fremont Hotel prepares a weekend expedition into the city’s past, present, and future that will not soon be forgotten. This is the third tour in the successful series "Learning from Las Vegas: The Forgotten Symbolism of Architectural Form," which included "White in Phoenix" in 1991, and "Modernism in Palm Springs" in 1993.

Join us for a fascinating look at the storage, and possibly prophetic coming of American urbanism of the late 20th century. The tour will leave Las Vegas as the symbol of luxury in a double-decker bus for the city of dreams. Jeff Childe, adjunct professor of architecture at USC, Jeff Samudio, president of SAHSCC, and Curt Tyler, SAHSCC board member, will vouch for the future of Las Vegas through the work of many architects.

Featured sites include:
- Whitney Library, Holmes Sahmian Associated Architects
- Rainbow Library, HSA Architects
- West Chalcedony Library, Weller-Poggi Architects
- Sabana West Library, Meyer Schore & Krock Architectural Associates and Tait & Snyder Architects
- Clark County Library, Michael Graves and JMA Architects
- Safari Club at McCarren International Airport, Tate & Snyder Architects
- Nevada Department of Motor Vehicles and Public Safety, HSA Architects
- The New Clark County Government Center, CW Fentress JH Brubaker and Associates
- The Fremont Street Experience, The Jaffe Partners/Jubel Nevada, Architect
- North Las Vegas Science Center and Public Library, Antoine Predock

The tour will begin with an opening meeting at the Clark County Government Center, where we will meet with city planners for a lecture and reception. Then we'll look at the remnants of the original Las Vegas clubs and casinos in Downtown. We’ll have a peak at the graveyard for one of the most unique American art forms, neon signs, and the last remnants of the strip’s first great casino. Among the historic sites, the tour will see the Moulin Rouge, which was recently placed on the National Register of Historic Places, and tells the story of the city’s original integrated hotel and casino during the 1950s and 1960s. We will also go behind the scenes of one of the new casino-hotels to glimpse the future of entertainment in this unique city.

No trip to Las Vegas would be complete without an evening tour of the illuminated city in all its glory, and sometimes, rare, neon expressions. Included will be the Fremont Street project by Jon Jardine. From the strip, the tour will shift to the incredible infrastructure that made this city in the desert possible. We will visit the massive WPA project of Boulder Dam, with architectural details designed by Condon Saunders, as we tour the city created to build it. Boulder City. Included will be a stop at the Little A'Le'Inn, renamed to Boulder City before returning to LA.

This trip to the West’s wonderland are still being finalized, but you can reserve a spot with a $100 deposit. Included in the trip is transportation from Los Angeles, hotel, and all accommodations. The Sands, the one remaining original hotel. Stay tuned to SAHSCC News for more information on this tour of the city that has transformed and enchanted architects, historians, gamblers, filmmakers, writers and thrill-seekers of all kinks. You can call Jeff Samudio at 310-264-3300 or email jsamudio@usc.edu for more information. Reserve your place by calling 800-354-SCCC, or see form on page 4.
**MARK YOUR CALENDAR FOR JANUARY 1997**

**TOURS TO MELBOURNE AND MONTROSE**

Melbourne: January 2–10

Defined by dramatic economic ups and downs, Melbourne is the pride and heart of Australia’s cultural and commerce. Its broad beaches and impression park lands are an ideal setting to understand the architectural development of a continent. Noted as one of the great world cities, Melbourne’s charm is hard to resist. Join noted architect, historian and heritage planner Timothy Hagan, and SHACC President, Peter Moss, lead a tour to study the development of Australia. From Gold Rush towns to Caligulism, enjoy the sights that could only be seen as a local opens historic sites exclusively for our tour.

Accommodations are in the Newman College, designed Walter Burley Griffin and Marion Mahony Griffin, at the University of Melbourne, within walking distance of one of the world’s finest train systems and bustling city center. Enjoy summer and the blooming of the local gardens.

No in-town side-trips. Total package is $1,320 for members; $1,490 for non-members includes one-year membership. There are only 55 spaces, so send in your $500 deposit. Call Jeff Samuels for more information at 213,962,4163.

**Monterey: January 24–26**

The Monterey Peninsula is a unique microcosm of the evolution of western European architectural traditions from the 18th century to the present. Tour the peninsula with Richard N. Jimms and Jack Sewell, instructors at Monterey Peninsula College, during the weekend of January 24th.

Both public and private buildings will be featured, highlighting the work of architects such as Charles Moore, John Harkness, Richard Haag, Johannes Romberg, William Holm, Mark Mills, Charles W. Noll, Jonas Morgan, Edward Durrell Stone, John Carl Warnecke, William Henry Weeks, Frank Lloyd Wright and William Watson. Great examples of the Spanish-influenced "Monterey Style" architecture will be explored. Famed sites of Salinas, Carmel City and Carmel Mission Ranch Estate and restored by Clint Eastwood will not be missed.

Included is full board at the Monterey Peninsula Museum of Art upon Friday night arrival, accompanied by an overview lecture by Jack and Sewell. We will recommend accommodations and final package price. You can reserve your place with a $300 deposit. See page 8 for order form.

**Preservation Issues: Saint Vibiana Cathedral**

**San Vibiana — you know the place; you have been reading about it at least as one of the main issues in the Los Angeles area.**

The Cathedral of St. Vibiana is the oldest and one of the last remaining examples of architectural Historicism/Southern California Chinoiserie. The church is about the law and the building and the state and national preservation organizations represent an interest in saving the building. We have been attending most of the coalition's meetings pertaining to the preservation of one of LA's most significant buildings. Let's reinvigorate this 19th century architecture. I would like to work up some sort of plan to be there and hear about the situation.

The coalition has never had the Architect or Cardinal Roger Mahoney that we can not build his larger cathedral. We want to clean it up, and to build it downtown within the Historic Core. We would like to incorporate the existing cathedral into the plans for the new Cathedral Square. He says that the "robustness" keep him from leaving the old church. He will be forced to leave Downtown and look for lands elsewhere to build his new cathedral. We have the original plans for the land purchased land outside of Los Angeles Historic Core. We have not taken next to property. We must ask him to consider the use of the three closed sites that are adjacent to the existing building.

This fight has become an issue of the law and the Don't laws at the requirements of the cathedral building. When dealing with historic properties I personally feel the Cathedral feels the archbishop. He does not have to build the building. If the cathedral does not agree and the city allows the church to build on that lands, the other Catholic entity will have enough political power or money to gain the votes to change the route or citizens as they did not vote on to influential. We cannot allow this to happen.

We are asking that My article to please write a letter to support of the coalition and the fight to save Saint Vibiana Cathedral from demolition. If you do feel the building should be demolished, please write a letter in support of following the current preservation laws as written. This will force developers to follow current regulations when demolition is desired in new construction. It was unfair and wrong to make this issue a political one.

Remember when we saved the lot, and the land on the block who, when he did not get that way, took his lady home, and all of us at this. This childlike behavior. We need to grow up.

-Edward C. Pedemont

**Chester Place**

Throughout the spring, there were a handful of events. To interface the impact of Chester Place, which was conducted prior to the agreement on the new site, the new site, and the State Coastal Plan.

The place to get more contact for Chester Place, Community Association and the Adams Dockweiler Heritage Organization Committee, Chester 8.001, or contact Frank directly at 213,742,2525; or SHACC preservation Officer Grant Taylor at 213,931,1140.

**SAH/SCC NEWS**

The California Heritage Museum & the Museum of San Diego History

**6 EXHIBITS**

- The George Project, through July. Installations for the George Project at Schindler's, Marvin House in Hollywood and Zanuck House in LA.
- Museum of Contemporary Art, Los Angeles
- Snowman, through April 16. "New Mexico: A Retrospect of the Painters and Drawings, 1911-1948," through August. A major exhibition of the work of artists in New Mexico in the 1920s and 1930s. Reopening November 3. More than 100 abstractions by Edward and David Hockney, depicted by three different artists in three house-walk environmental settings.
- San Francisco Museum of Modern Art
- Seattle Art Museum
- Seattle, Washington
- UCLA Art Center
- Los Angeles
- University of California Art Museum, Berkeley
- Berkeley, California
- University Art Museum, UC, Berkeley
- Berkeley, California
- University Art Museum, UC, Santa Barbara
- Santa Barbara, California
- University Art Museum, UC, Santa Barbara
- Santa Barbara
- The Getty Museum
- Los Angeles
- The Getty Center
- Los Angeles
- The Getty Center
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With such reasonable rates, SAH/SCC News lets you advertise your products, properties, books, collections, furniture, equipment, and services to an important group of architecture practitioners, historians, home owners and enthusiasts. And, there's a double benefit: with increased advertising revenues, SAH/SCC can continue to bring you excellent events at great prices.

Copy and Photo Display starting at $100
Based on 2½"x4½" units, each unit $100. Includes headline (four to six words), plus one black-and-white photograph per unit. Advertiser supplies copy and black-and-white photograph. $10 extra charge if color transparency is supplied. 10% discount if final film, exact size, including images, is supplied. Single: 2¼"x4½" $100; Double: 5"x4½" $200; Triple: 7½"x4½" $300.

Copy Display starting at $50
Based on 2½"x2½" units, each containing up to 50 words and short headline (two to three words), or camera-ready layout, exact size. Single: 2¼"x2½", $50; Double: 100; Vert: 2¼"x5"; Horiz: 2½"x4½".

Classified Ad starting at $30
1"x2¼" space contains up to 30 words, plus short headline (two to three words). Each additional word: $1.


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SAH/SCC Membership Benefits:
- Subscription to bi-monthly SAH/SCC News
- Membership prices for SAH/SCC events
- 20% discount at the Gamble House shop
- Annual Dr. David Gebhard Review
- Discounts on selected items at Urban Inversions
- Volunteer activities
- Opportunity to arrange and coordinate events
- Annual meeting
- Life Members and Friends are listed in each issue of SAH/SCC News

Membership Categories:
- $20 Student (with copy of current ID)
- $35 Member (up to 2 names at same address)
- $100 Patron (up to 2 names at same address)
- $500 Life Member (one-time contribution)
- $750 Friend (one-time contribution)
- $1500 Corporate Sponsor (annual contribution)

SAH/SCC ORDER FORM

Life in the City with Merry Ovnick — July 9 reservation(s) at $5 each = $

USC Historic Preservation Courses — see page 5 reservation(s) at $5 each = $

Interactive tour at $ = $

SCA/SCC Annual Meeting — October 27 reservations(s) free for SAH/SCC members

Las Vegas Tour — November 9-10 deposit(s) at $100 each = $

Kevin Starr Lecture — November 18 member reservations(s) at $10 each = $ non-member reservations(s) at $15 each = $

Melbourne Tour — January 2-10, 1997 deposit(s) at $500 each = $

Monterey Tour — January 24-26, 1997 deposit(s) at $200 each = $

Dr. David Gebhard Review Fund $ donation in the name of

Dr. Robert Pierson Cultural History Fund $ donation in the name of

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Questions? Call 800.95SAHSCC.