

## NORTH PARK HISTORICAL SOCIETY SEPTEMBER 2017 MEETING NOTES

**DATE: SEPTEMBER 21, 2017**

**TIME: 6:30 PM**

The first part of this meeting was a Business Meeting of the North Park Historical Society (NPHS) Board of Directors, and the second part was the activities discussion for the organization. These notes include updates as of September 30, 2017.

The next meeting will be **THURSDAY October 26, 2017 at 6:30 pm** in a second floor meeting room at Grace Lutheran Church, 3967 Park Boulevard. **PLEASE NOTE THIS IS A CHANGE FROM OUR TYPICAL 3RD THURSDAY MEETING DATE.** We are meeting a week later due to activities at the church.

### 1. WELCOME AND INTRODUCTIONS

The following members of the NPHS Board of Directors were present:

Steve Hon	Katherine Hon
Jody Surowiec	Sharon Turner
George Franck	Randy Sappenfield
Paul Spears	Michael Thornhill

The following members of the NPHS Board of Directors were absent:

Bob Bauer	Hilda Yoder
Judy Ciampoli	Claudia Watts

Member Michael B. also joined us. Welcome!

### 2. AGENDA REVIEW AND ANNOUNCEMENTS

The latest Pacific Beach Historical Society newsletter and PastMatters column in the *Uptown News* were circulated for viewing. PastMatters in *Uptown News* discussed George Marston and his many contributions to San Diego. See the last two pages of these notes for how the article looked in the paper. Steve showed two new Arcadia books: *Images of Rail - San Diego Trolleys* by Douglas W. Mengers, and *Images of America - San Diego County Parks over 100 Years* by Ellen L. Sweet and Jennifer A. Grahlman.

### 3. MINUTES ACCEPTANCE

The minutes from the August 20, 2017 NPHS meeting have been posted on the website.

## BUSINESS PORTION OF MEETING

### 4. TREASURER'S REPORT

The financials for the period of August 14 to September 17, 2017 were sent to Board Members before the meeting. During this period, we received donations totaling \$390 from three renewing members plus \$74 put in our Water Tower donation "jar" at the Car Show. Seven members renewed, one member for two years, for revenue of \$180 from dues. We received \$480 from 48 Car Show entries, and \$125 from sales of 27 tote bags. Thank you to Hilda who bought 20 tote bags as gifts for family and friends! What a great idea for upcoming holidays (hint hint). Expenses were only 28 cents for Square fees on two tote bags charged.



## **ACTIVITIES PORTION OF MEETING**

### **5. CAR SHOW FOLLOW-UP**

Steve presented the financial summary of the car show, as follows.

#### **Expenses**

City Permit for Parking Lot:	\$323.00
Port-a-Potties (United Site Services):	\$413.52
SETC/SDPD (traffic police):	\$396.00
No-Parking Signs & Barricades rental	<u>\$ 84.00</u>
Total Expenses:	\$1,216.52

#### **Revenue**

Cash Sponsors (7 @ \$100+2 @ \$200):	\$1,100.00	
County Grant :	\$500.00	(Update: \$750.00 grant funds actually received)
Entry Fees Paid	<u>\$650.00</u>	
Total Revenue:	\$2,250.00	(Update: \$2,500.00 with actual grant funds received)

**Net Revenue minus Expenses:                      \$1,033.48                      (Update: \$1,283.48 with actual grant funds received)**

Katherine summarized that the show had a total of 58 cars onsite, with 66 spots available and 8 that ended up vacant for various reasons (7 pre-registered cars did not show, and we devoted two spaces to one large vehicle). We had four drive-ups that morning. A total of 263 votes were cast. In terms of number of cars and votes, this was the best show ever. The trophy results were well deserved, and we got many positive comments from participants and attendees. KUSI even came and ran a little spot on their 10 pm and 11 pm news shows. Steve proposed that next year we have traffic police until 1:00 and end the show at 1:00 instead of 2:00 pm. The group agreed.

Thank you to the following businesses who picked their favorite car: AKA Screenprinting, United Site Services, North Park Main Street, A&B Sporting Goods, and A7D Creative Group. The NPHS Secretary bought a water tower tee shirt for the first car owner to register. See the next two pages for photos of winners and business favorites, and a summary of comments.

Thank you also to all our sponsors who helped make this our best show:

#### **\$100 Cash sponsors:**

- ✓ Barons Market, who joined us at the event and handed out delicious little pies
- ✓ North Park Main Street
- ✓ Realtor Jaye MacAskill with MacAskill Real Estate
- ✓ Realtor Tera Vessels with San Diego Vintage Homes
- ✓ The Observatory North Park/West Coast Tavern
- ✓ DUHS Commercial Brokerage
- ✓ Friends of North Park Historical Society (Randy Sappenfield, Miles Johnson, and Steve Hon)

#### **In-Kind Sponsors:**

- ✓ Jim Brady with Brady Architectural Photography who took photos of the vehicles
- ✓ Uptown News who publishes the monthly column Past Matters by the North Park Historical Society
- ✓ A7D Creative Group on University Avenue who printed the posters free of charge
- ✓ North Park Trophy & Award on 30<sup>th</sup> Street who donated the beautiful trophies

## 2017 NORTH PARK CAR SHOW TROPHY WINNERS AND BUSINESS FAVORITES



Grand Trophy People's Choice: 1964 Shelby Cobra  
owned by Bill Gise



Second Place: 1961 Oldsmobile Starfire  
owned by Peter Julian



Third Place: 1923 Ford Model T Roadster Pickup Truck  
owned by Ron Lambrecht



Favorite Car of AKA Screenprinting:  
1968 Chevrolet Camaro owned by Miles Johnson



Favorite Car of United Site Services:  
1964 Shelby Cobra owned by Bill Gise



Favorite Car of North Park Main Street:  
1963 Chevrolet Corvette Split Window  
owned by Rod Weissenberger



Favorite Car of A&B Sporting Goods:  
1969 Dodge Dart owned by Teresa Klohe



Favorite Car of A7D Creative Group:  
1957 Ford Thunderbird owned by Michael Hansen



Secretary's Favorite for being the first to register:  
1973 Porsche 911 E owned by Douglas Dill

## CAR SHOW SUMMARY OF COMMENTS

*From Triumph owner Rodney, for his friend Ron, who won 3rd place for his 1923 Ford pickup truck, and Craig, who is president of the Triumph Club:*

We all had a great time at the car show. Ron has already designated a different old truck to bring to next year's event. Thank you to both you and Steve (and everyone else) for all the hard work that you put in to organize the event!

*From Stuart Hartley, photographer:*

Katherine, was fun to see you at the Car Show. Nice turn out this year. Will plan on taking photos of the winners next year. Will send link when I have them posted.

*From Peter Julian, owner of the 2017 poster car named "Marilyn" who was recently owned by John Thurber, a long-time North Park Car show participant who passed away in April this year and gave his car to Peter. The 1961 Oldsmobile won 2nd place in the People's Choice voting. Thank you so much for creating such a beautiful event. It was a great honor to receive second place. John would be so proud that his beloved Marilyn was so well received.*

With much gratitude and as always my best regards, Peter Julian

*From Randy Sappenfield, whose 1928 Ford Phaeton came in 6th place in the People's Choice voting:*

I'm glad the Ford's still a crowd pleaser! I really did enjoy the show and was so glad we had a lot of cars for people to admire. The park is beautiful too, and has to be one of the nicest settings for any San Diego County car events-

*From Howard Jones, a preview of his Thunderbird he brought to the show, at the vintage gas station he has created at his house in Santee.(See photo at right)*

*From Rick Rosiejka, who brings a high-class car each year:*

Very well organized and comes off 'without a hitch'!

I participate in many car shows during the year, yet I truly look forward to seeing all the great people that make this show so fantastic.

Thank you again for all your work and planning.

See you in '18!



*From Dan Altenburg, whose 1959 Nash Metropolitan came in a close 5th in the People's Choice voting:*

Thanks Katherine! It is great to know the placement. I spoke to a LOT of people that were curious about the car and I was happy to enlighten on its history or individuals who had a memory of the Nash Metropolitan to share from their own past. Well worth my sunburn to share the day with my family and others.

*From Steve Hon, President, and Katherine Hon, Secretary, of the North Park Historical Society:*

Thank you to all our participants, sponsors and volunteers for creating our best show ever!



## 6. WEB MAINTENANCE UPDATE

Jim Tinsky, our website consultant, has migrated the SSL certificate throughout the site, and moved our domain names to GoDaddy from NameSecure. He is installing a "photo carousel" feature so we can upload multiple photos (like all the great cars that were exhibited at the Car Show). He has reported that he is well within his maximum of 10 hours work.

## 7. WATER TOWER PUBLIC ART PROJECT

The onsite meeting with the artists, the City, and the soccer organization representative was held August 29 at 1:00. The soccer representative was very interested in the project and the history of the Water Tower. Since the meeting took more time than expected to arrange, the September 15 due date for the concept proposals has been extended to November 10.

## 8. OTHER ANNUAL EVENTS

The remaining annual events NPHS is participating in for 2017 include the following:

- San Diego History Center Forum for Local History Groups: September 23, 2017. Last year's experimental forum was so successful, the San Diego History Center (SDHC) is hosting a second one on Saturday, September 23 from 8:30 am to 12:30 pm at their auditorium room in Balboa Park. The topics will be a panel on Community Partnerships, a lecture on Event Planning, and a panel on Collections (acquiring, storing and exhibiting materials). **Update**: George, Judy, and Katherine attended the Forum. There were 42 pre-registrants, so SDHC felt it was successful. All of the speakers were very interesting. Excellent food was provided by Friends of the Villa Montezuma. Well worth attending! Also, Katherine checked with the SDHC Museum Store buyer who confirmed they had sold out of the North Park Arcadia book and will order more. SDHC is interested in obtaining more of our original history book and will contact Katherine soon (she will contact the buyer in a few weeks if she hasn't heard from him).
- Toyland Parade: December 2, 2017. The parade will be held on December 2 at 11:00 am (the first Saturday in December). The route will be the same as last year (University Avenue from Utah east to Herman then west on North Park Way back to Utah). The entry form is now available, and the deadline for submitting is November 10. If we want our typical excellent position in the first division, we should submit as early as possible.

This year, Steve and Katherine will not be in town on parade day, so other volunteer(s) must commit to getting participants and coordinating delivery of the water tower "costume" to the parade site. The group discussed how to encourage people to participate, and whether email or Facebook is best to approach people. Katherine was directed to put out an announcement via both and see what kind of response we get. **Update**: Victor has confirmed he will dance again as the most popular entry in the parade. Katherine sent an email announcement and request for participants to our distribution list of about 60 people, and posted an announcement on the NPHS Facebook page. One NPHS member has responded via email, and one person on Facebook is a maybe, which is not an overwhelming response. ***We need at least one Board Member to be the committed NPHS contact to receive emails from parade officials about our position number, and someone who will check in at 9:00 am on parade day to hold our spot.*** We need at least four other marchers with Victor the dancing Water Tower - two to carry the banner and others to help guide the Water Tower as it is hard for him to see out. If we cannot get at least these commitments, it may be best to not participate this year.

## 9. HISTORICAL DESIGNATION HELP

Paul proposed that NPHS offer a free advice service helping to inform people on how historic designation happens, where there are resources explaining what needs to be done, the difference between historic designation and the Mills Act property tax reduction contract, and what factors into a structure qualifying as a significant historic resource. NPHS could develop a pamphlet/handout that we could put on the website. Paul and others could be available to consult with people who have questions. Every week, Paul already processes about 3 "over 45-year review" requests from the City for input on whether a structure someone has filed a permit on should be the subject of a full historical report. George also did this for several years before Paul took over. George mentioned City staff have made positive comments about his and Paul's contributions to the 45-year review process. Michael felt Paul's proposal would be a very good way for NPHS to be proactive about helping people get their homes historically designated, and was interested in participating in field visits. Paul, George, and Katherine will work on a handout. Jody will proof it. The subgroup will share results as this project progresses.

## 10. PSA FLIGHT 182 CRASH MEMORIAL

Member Michael B. said that September 25 is the 39th anniversary of the terrible plane crash of PSA Flight 182 in North Park at Dwight and Nile streets. Michael is with a group trying to establish a permanent memorial in the vicinity. A plaque with the names of the 144 people who died in the crash has been corrected and replaced at the Aerospace Museum in Balboa Park. However, Michael B.'s group feels there should be a marker with all the names at the site in North Park. George noted he asked City staff to recognize the site in the updated Community Plan, but that did not happen. Katherine said she would ask the historic consultant who got the Water Tower designated on the State and National registers if he thought the PSA plane crash event/site could be designated historic by the State. If designation could be achieved, maybe that would help the group secure a place for a monument.

## NEXT MEETING

The next meeting will be **THURSDAY October 26, 2017** at 6:30 pm in a second floor meeting room at Grace Lutheran Church, 3967 Park Boulevard, corner of Park and Lincoln Avenue. **PLEASE NOTE THIS IS A CHANGE FROM OUR TYPICAL 3RD THURSDAY MEETING DATE.** We are meeting a week later due to activities at the church.

Prepared by



Katherine Hon  
Secretary, North Park Historical Society

# Honoring a local legend

George White Marston founded a store, and so much more

## PastMatters Katherine Hon

Longtime San Diego residents may remember shopping or working in the grand Marston Department Store along the north side of C Street between Fifth and Sixth avenues.

The five-story building constructed in 1912 has been gone since the late 1960s, when the store founded by George Marston became the Broadway after nearly 90 years in business.

Marston started his merchandising career at age 20 in early San Diego, first serving as an assistant bookkeeper in Aaron Pauly's store/wharf office from 1870 to 1872. He then clerked one year for Joseph Nash, who advertised his establishment as "The Cheapest Store in the City."

In 1873, Marston and his best friend and fellow clerk, Charles Hamilton, bought Nash's business for \$10,000. In a brief memoir titled "My Personal Business History," Marston noted that "customers always asked me for chicken feed, coal oil, molasses and cod fish which were in the cellar, because my desk was at the head of the stairs." The partners separated amicably in 1878, when Marston opened a dry goods store he called "a little wooden shop of the wild west style," and Hamilton launched a grocery store. Both



The four-story, 8,500-square-foot Marston House was built in 1905 in a "modernized" English Cottage style. (Photo by Sandé Lollis)



The Marston Store location from 1896 to 1912 is still standing at the southwest corner of Fifth Avenue and C Street. (Photo by Katherine Hon)

men grew their respective businesses to great success.

During the first year on his own, Marston took over a

dry goods and notions store on Fifth Avenue between G and H streets and expanded his offerings to include carpeting and drapery. In 1882 he moved into an Italianate-Victorian style building at the northeast corner of Fifth Avenue and F Street, where he expanded to the point of paying rent to four different landlords.

In 1896, he relocated to a new store built for him by his uncle, Stephen W. Marston, at the southwest corner of Fifth Avenue and C Street. This four-story building featured wide aisles, an open court from the ground floor to the roof, and a novelty — an elevator. Marston made one last move across the street to his largest location in 1912.

At the grand 50th anniversary celebration of his business in 1928, Marston told the

crowd that the store was "the product of the community ... You want 'goods,' a word that means all the best things in the world. So we have for you not only merchandise, but music and flowers, history and art, things useful and things beautiful."

But Marston did far more for San Diego than found one of its finest retail establishments. The list of his accomplishments and gifts to the region may surprise you:

- He created Presidio Park and the Serra Museum in Old Town, which he gave to the city in 1930.

- He donated hundreds of acres of desert land to the people of California, initiating



The last Marston Store on the north side of C Street between Fifth and Sixth avenues was demolished in the late 1960s but is fondly remembered by many who worked and shopped there. (Courtesy of SOHO)

FROM PAGE 14

## PAST MATTERS

the Anza-Borrego Desert State Park.

- In 1902, he donated \$10,000 to hire Samuel Parsons Jr. of New York, the nation's best known landscape architect, to survey Balboa Park and begin its beautification in advance of the 1915 Exposition.

- In 1906, he helped fund John Nolen to develop the first comprehensive city plan.

- He founded the San Diego Historical Society (now San Diego History Center) in 1928 and served as its first president.

- Another ongoing gift to San Diego is the Marston family home at 3525 Seventh St., which was built in 1905 and is one of the few large residences designed by William Hebbard and Irving Gill that is still standing in near-original condition.

The Marston House is managed as a museum by the Save Our Heritage Organisation (SOHO), and is open for tours year-round Friday through Monday.



You know your mink is the finest quality if it has The Marston Company label. (Photo by Katherine Hon)



Imagine George Marston "sweating over the matching of carpet patterns" after hours in the narrow building in the middle on Fifth Avenue between G and H streets. This was the Marston Store location from 1878 to 1882. (Photo by Katherine Hon)



During the 14 years from 1882 to 1896, Marston expanded his store from an original salesroom measuring 25 by 70 feet to four rooms in this building at Fifth Avenue and F Street. (Photo by Katherine Hon)

SOHO is creating a permanent exhibition on the second floor of the Marston House to honor the family and celebrate the department store. They want to feature memories, anecdotes, and Marston Store items from the community. Do you own or know someone who owns memorabilia, ephemera or correspondence about the Marston family? SOHO would welcome your donations of Marston Store clothing, goods, memorabilia, menus, bills of sale and other items with a Marston label such as hat boxes, shopping bags, and dress boxes. The donated items can be dropped off at the SOHO office in Old Town at 2476 San Diego Ave.



These dapper young gentlemen served customers seeking Ivy League-style men's clothing in the department store's University Shop. The mid-1960 photograph is an early color Polaroid. (Courtesy of Randy Sappenfield)

They also want to preserve your memories of shopping, lunching, or working at Marston's. Your memories and anecdotes can be mailed to SOHO at 2476 San Diego Ave. in the 92110 ZIP code or emailed to [sohosandiego@aol.com](mailto:sohosandiego@aol.com) with "Marston Collection" in the subject line. If you would prefer to speak with someone about your memories or possible donations, call 619-297-9327 and a member of the curatorial team will get back with you.

Visit the SOHO website at [sohosandiego.org](http://sohosandiego.org) for more information about the Marston House and this worthy project to honor a San Diego pioneer and philanthropist who was rightly known as "the best man we ever had."

—Katherine Hon is the secretary of the North Park Historical Society. Reach her at [info@northparkhistory.org](mailto:info@northparkhistory.org) or 619-294-8990.