

West Adams Matters

A Victorian Holiday



Many of the things we most love at Christmas started in the Victorian age. For example, the tradition of sending friends printed cards, often using special holiday stamps, began in the middle of the 19th century. During the Victorian era, too, the Christmas tree became popular, as did gift shopping in big stores. In England, the Boxing Day holiday also started in the nineteenth century. Yule logs, mistletoe, and Santa Clause (as we know him today) were all developed, embraced, and widely used in the celebrations of the day. The picture of a fat, jolly Father Christmas or Santa Claus dates from Victorian times (St. Nicholas was rather thinner – perhaps following a South Beach diet).

Moreover, the economy of the times allowed for grand celebration of the holiday like never before. The wealth generated by the new factories and industries of the Victorian age allowed middle class families to take time off from work and celebrate. Families suddenly found the time and reason for decorating their homes and enjoying extravagant dinners. Being much more tied to the Church than society is today, the Victorians began the Christmas Season with the beginning of Advent which is the four weeks before Christmas. Lavish parties and dances filled the social calendar. *(continued on page 6)*

Party in Victorian Style at the Pink Lady

Sunday, December 12

WAHA will be swathed in Victorian Pink (Lady, that is) for our annual, oh-so-festive Holiday Party, to be held, like this year's tour, in North University Park. The event is scheduled for Sunday afternoon, December 12, from 3 - 6 p.m. at the historic Durfee Residence, AKA "The Pink Lady," Los Angeles Historic Cultural Monument No. 273. All WAHA members – plus Holiday Tour volunteers – are invited. Bring yourself, dress up, party! (This soiree is NOT a potluck.) Our hosts are Anne and Ed Dorr. Location: 1007 West 24th Street (on the corner of Toberman, one block east of the Hoover/Union triangle). ●

A History of the Durfee Residence

The Durfee Residence is a remarkable home that began life in 1880 as a farmhouse in Florence, CA (then five miles south of Los Angeles) for rancher and businessman Richmond Durfee. Durfee came to California from Illinois, and, judging from the stature of the house, managed to find his fortune.

In 1899, after Richmond's death, his widow and his daughter moved the house to its present location, at the time one of the most prestigious addresses in Los Angeles. The Durfee family lived here until 1935, when the residence was sold and converted into a rooming house.

In the 1970s, a former USC student, Jim Burgess (who had once rented a room in the house), in partnership with Jack and Bob Deane, purchased the Durfee Residence. The owners spent the next dozen years rehabbing this beautiful Eastlake style Victorian home. By then it was nicknamed the "Pink Lady" – because of the color scheme of its exterior paint.

In the late 1980s, both Deanes died, prompting the probate sale of the residence. The house was purchased in April 1989 by Ann and Ed Dorr. The Dorr's have spent a lot of time, energy, money, and love restoring what had become a once-again neglected Victorian back to its original beauty.

Since this more recent restoration, the Durfee Residence has been featured in magazine, *Romantic Homes*

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The Durfee Residence

continued from page 1

Using period reproduction wallpapers, the ceiling in each public room is covered with numerous patterns, colors and borders, drawing the eye up and giving the space a very dressy feeling. The trim work in the home is exceptional, but was in terrible shape, so it was painted and then antiqued in a rich shade of burgundy. Most of the period furniture in the home was bought over time at auctions.

The front parlor is pure 1890. The moment you step into this room, you step into the past. The parlor has a working fireplace (one of four in the house). The Victorian wallpaper is from Bradbury & Bradbury, and most of the restored vintage furniture was found at local auctions and estate sales. Note the combination gas and electric ceiling light fixture.

The Music Room, as in other rooms of the house, is enhanced by hand stenciling and features wood fretwork. The room is situated at the front of the house, adjacent to the dining room, and offers a warm ambience in which to enjoy classical music played on the vintage Chickering piano. The pine floors in all the rooms had been painted brown and covered with carpet. The Dorrs stripped and sanded the floors and applied a coat of polyurethane to return them to their original, natural luster.

Victorian Homes magazine describes the kitchen as "a real accomplishment in restoration." The kitchen originally was added to the home around 1935. The room was small and dark, with little light. In their renovation, the Dorrs removed a wall separating the room from a tiny butler's pantry, to create a larger space. And, they added the window behind the stove, replaced two small windows over the sink (created during modernization efforts in the mid-1930's), and put in a door to the outside porch.

The Dorrs wanted a functional kitchen but one that harmonized with the rest of the home. They chose white as the guiding color in order to achieve brightness enhanced by natural light. They installed new counter tops of untreated marble, beadboard on the ceiling and island, linoleum with a period look on the floor, and old schoolhouse lights to provide additional character. ●

POINSETTIA HOLIDAY PLANTS

Decorate your home and office for the holidays with beautiful fresh multi-bloom poinsettias while supporting a student fundraiser by a WAHA member. Plants are in 6-1/2" pots and grow to 14.5"-16.5". The plants will be delivered straight to your door. Each plant is \$12.50. To place your order contact Akilah Saunders at 323-735-2600 or by email at holidaypoinsettias@yahoo.com.

A Wealth of Holiday Events

Angelenos may need only a little conjuring to see snow – not to mention ghosts of Christmas past – in the City this holiday season.

Snow Men at South Seas House/Benny H. Potter West Adams Avenues Park

A Winter Wonderland is coming to West Adams on Saturday, December 18, from 11 a.m. to 4 p.m.

Snow – yes, real snow – will cover Benny H. Potter West Adams Avenues Park as part of a day of games, inflatables, toys giveaway, and more. The event helps kick off Winter Camp at the South Seas House. All ages welcome. We are accepting unwrapped toy donations (they can be delivered to the South Seas House up to Friday, December 17). The South Seas House is located at 2301 W. 24th St. (at Arlington). 323-373-9483

Winter Camp (Ages 6-12) will run from December 20, 2004 - January 7, 2005. 9 a.m. - 4 p.m. \$45 per week, 9 a.m. - 6 p.m. \$55 per week.

Counselor in Training Program (Ages 13-16), \$20 per week.

Closed December 24 and December 31



Holiday Heritage: A Southern California Christmas

Join Heritage Square as it chronicles how Christmas was celebrated in the Southland from the late 19th through mid 20th centuries, Saturdays and Sundays, now through January 9, 2005.

Fifty historic images offer a glimpse of the culture, commerce, and art of Christmas in Southern California from 1880 to 1950, capturing the core details of Holiday Celebrations in each era. Examples from the exhibit include the mass of Christmas shoppers in the Los Angeles May Company department store in 1936 to decorations on the Colorado Boulevard Bridge circa 1928. Images in the exhibit are drawn from the collections of the Huntington Library, Pasadena Museum of History, Los Angeles Public Library, USC Specialized Libraries and Archives, Automobile Club of Southern California, Loyola Marymount University, and Bill's Antique Christmas Light Site.

And, back by popular request after a 15-year absence, the museum's historic homes have been decorated to reflect the opulent Victorian holiday traditions of 1876 and 1900 and the wartime distinctiveness of 1941.

Visitors may enjoy holiday shopping and refreshments in the museum store. Admission includes the exhibit and a guided tour of the museum's buildings. Price: Adults, \$10; Children 6-12, \$5; Seniors, \$8. Winter Hours are 11:30 a.m. to 4:30 p.m. Heritage Square is located at 3800 Homer Street in the Highland Park area of Los Angeles, approximately 3 miles north of downtown Los Angeles, on the 110 Pasadena Freeway (exit at Avenue 43).

A Southern California Christmas - Homestead Museum

The six-acre Homestead Museum site dates from the era when California was still part of Mexico through the decade of the 1920s when Los Angeles had become a major American city. The Homestead Museum features the Workman House, an 1870s picturesque country home constructed around an 1840s adobe built by William and Nicolasa Workman; La Casa Nueva, a 1920s Spanish Colonial Revival mansion noted for its architectural crafts, built by the Workmans' grandson Walter Temple and his wife, Laura; and El Campo Santo, one of the region's oldest private cemeteries, containing the remains of Pio Pico, the last governor of Mexican California, and many other prominent pioneer families.

On Sunday, December 12, check out Southern California Christmas traditions from the 1840s, 1870s, and 1920s at an afternoon fair with music performed by Ian Whitcomb and His Bungalow Boys, the Fleet Street Band, festive carolers, and the Artistic Journeys Youth Orchestra; performances of Las Posadas by the Escuela de Bellas Artes de Pomona. 1920's characters, historic house tours, family crafts, food. Santa Claus will also be on hand for the festivities! 1 - 5 p.m. Free. 15415 East Don Julian Road, City of Industry. Directions: One mile north of the 60 Freeway at the Hacienda Boulevard exit (twenty miles east of downtown Los Angeles). 626-968-8492. More information: <http://www.homesteadmuseum.org>

Downtown on Ice

Bring your coats, mittens, and scarves to "Downtown On Ice" in Pershing Square. From now until mid-January, Pershing Square gives Angelenos a rare opportunity to ice skate on a 4,500 square-foot outdoor ice rink.

According to a review at www.LosAngeles.Citysearch.com, "It doesn't have the panache of Rockefeller Center or the coziness of a frozen lake, but Pershing Square's outdoor ice rink is an Angeleno favorite nonetheless. Come November, the pseudo-park in the heart of downtown transforms into a winter wonderland – minus the snow and pines – courtesy the Los Angeles Kings and the Department of Recreation and Parks. Set among palm trees and lunch carts, the 50-by-90-foot rink draws business folks on breaks and busloads of school kids throughout the week; weekends are a family affair. There's a special kids' rink for the wee folk and their parental training wheels. The Kings also occasionally offer free hockey clinics (reservations required). Capping off the festivities, free holiday concerts are offered on Tuesdays and Thursdays at 12pm, and Sundays at 2pm."

Price: \$6 per hour; skate rental \$2; group rates available. Pershing Square Park, 532 S. Olive St., 213-847-4968. ●

Around the House

Resources

by Suzie Henderson, Resources Columnist

Happy holidays to all of you. If you are ready to deck those halls, Mellano & Co. in the Floral District has cedar garland and poinsettias and ready made centerpieces, all at great prices. In that same block you will find Moskatel's, with decorations, artificial garlands and trees and lots of craft supplies.

We always go down to the railroad tracks on Alameda to buy our Christmas trees at the auctions. Look for the United Melon sign. The location along Alameda changes. We have found that the midweek evenings are the best time to get a good deal. The auction prices rise steeply on weekend afternoons. They will also let you pick up discarded pine pieces at no charge for decorating above pictures and mirrors in true Victorian style.

When you are planning your holiday meals, Diana suggests Kosher Club on Pico. They have just revamped the entire store and have added a beautiful produce department. They have exceptional meats, frozen foods, canned items and some new organic products. She says you don't have to be Jewish to frequent this mom and pop grocery store, where service is their motto.

If new siding for your house is on your gift wish list, I have the answer from Jane Harrington, who says that one of her clients had clapboard siding custom made at New Pacific Lumber.

May all of your holiday wishes come true and peace, joy and successful projects fill your New Year. As always, I look forward to hearing from you at WestAdamsGoddess@aol.com. Thank you, Suzanne

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In the Garden

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1. Participate in an online or neighborhood workshop
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3. LADWP will deliver the trees to your home; you plant and care for them.

Note: You must be an electric customer of the Los Angeles Department of Water and Power to receive free trees.

Workshop Options To receive your free trees, you must first learn how to properly plan for, plant, and protect your new trees through one of our workshops. You may either complete the workshop online or personally attend a workshop located close to your neighborhood.

The Neighborhood Workshop calendar is updated monthly. The next one in the West Adams area is: Wednesday, December 8, 7 - 9 p.m. at the Jefferson Library, 2211 Jefferson Blvd.

To attend, you need to make a reservation by calling 1-800-GreenLA (800-473-3652) and select

Trees for a Green LA or e-mail us at

Tree.Program@ladwp.com. Be prepared to provide your:

- Name (and names of others attending with you)
- Address
- Daytime Phone Number
- Requested Workshop Date and Location

For more information, visit <http://www.ladwp.com/ladwp/cms/ladwp000744.jsp> ●

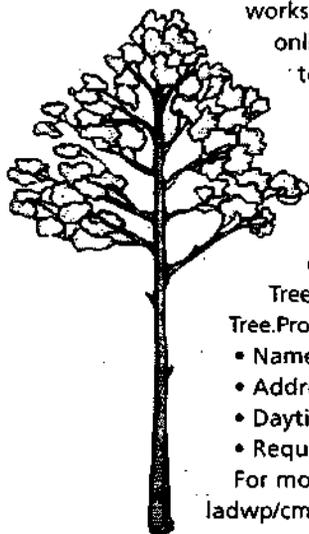


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A Victorian Holiday *continued from page 1*

By the early part of the nineteenth century Christmas had almost died out. The *Times* newspaper, for example, did not once mention Christmas between 1790 and 1835. Charles Dickens with his story "A Christmas Carol" did more than anyone to change all that. His tale of Scrooge, the Cratchits, and Tiny Tim was a smash hit from the start. He wrote the story in just two months, beginning in October 1843. The book was published on December 17, 1843 and immediately sold out.

The custom of sending printed cards was started in England by Henry Cole, who did not have time to write letters to each of his relatives. He asked an artist, John Calcott Horsley, to design a card for him. About 1,000 of these cards were printed, and those not used by Sir Henry were sold by the printer for one shilling. This was not cheap, which may be why they did not sell very well. With the introduction of the "penny post" in 1840, it became cheaper to send mail, and as a result of color printing and the invention of printing machines, cards could be printed faster and cheaper. The first company to print and sell Christmas cards on a large scale was Charles Goodall & Sons of London in 1862. The first charity card was produced in 1949 by UNICEF. Richard H. Pease, a printer from Albany, New York, is credited with sending the first specially printed Christmas card in America, in 1851. It managed to make the first mistake in Christmas card history. The card showed a building on which was hung a banner proclaiming "Pease's Great Variety Store."

In America in 1822, the postmaster of Washington, DC, complained that he had to add 16 mailmen at Christmas to deal with cards alone. He wanted the number of cards a person could send limited by law. "I don't know what we'll do if this keeps on," he wrote. Children began writing letters to Santa. For instance, this letter was printed in the *New York Exchange* in December, 1893: "Dear Mr. Santa Claus, I only want a pair of skates for Christmas and if it ain't cold a sled will do. My old ones bust. If they Anita no snow I would like anything you think of. My mamma says you are poor this year..."

Gift-giving, mainly centered around children, has been an important part of the Christmas celebration since the holiday's rejuvenation in the early 19th century. Stores began to advertise Christmas shopping in 1820, and by the 1840s, newspapers were creating separate sections for holiday advertisements, which often featured images of the newly-popular Santa Claus.

In 1841, thousands of children visited a Philadelphia shop to see a life-size Santa Claus model. It was only a matter of time before stores began to attract children, and their parents, with the lure of a peek at a "live" Santa Claus. In the early 1890s, the Salvation Army needed money to pay for the free Christmas meals they provided to needy families. They began dressing up unemployed men in Santa Claus suits and sending them into the streets of New York to solicit donations. Those familiar Salvation Army Santas have been ringing bells on the street corners of American cities ever since.



A Merry Christmas



The Legend of Santa Claus

Santa Claus hasn't always looked like the jolly old fellow we know today. Like so many other American traditions, he's a product of the great American melting pot - a blend of many different cultures and customs. His earliest ancestors date back to pre-Christian days, when sky-riding gods ruled the earth. The mythological characters Odin, Thor, and Saturn gave us the basis for many of Santa's distinctive characteristics.

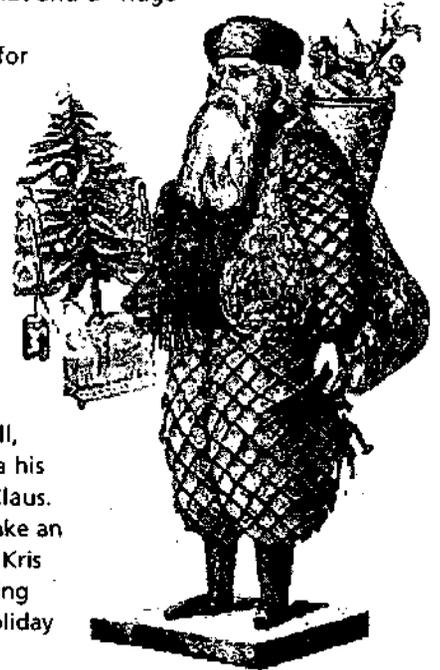
The legend of Santa Claus can be traced back hundreds of years to a monk named St. Nicholas. It is believed that Nicholas was born sometime around 280 A.D. in Patara, near Myra in modern-day Turkey. Much admired for his piety and kindness, St. Nicholas became the subject of many legends. It is said that he gave away all of his inherited wealth and traveled the countryside helping the poor and sick. Over the course of many years, Nicholas's popularity spread and he became known as the protector of children and sailors. His feast day is celebrated on the anniversary of his death, December 6. This was traditionally considered a lucky day to make large purchases or to get married. By the Renaissance, St. Nicholas was the most popular saint in Europe. Even after the Protestant Reformation, when the veneration of saints began to be discouraged, St. Nicholas maintained a positive reputation, especially in Holland.

St. Nicholas made his first inroads into American popular culture towards the end of the 18th century. In December 1773, and again in 1774, a New York newspaper reported that groups of Dutch families had gathered to honor the anniversary of his death. The name Santa Claus evolved

from Nick's Dutch nickname, Sinter Klaas, a shortened form of Sint Nikolaas (Dutch for Saint Nicholas). In 1804, John Pintard, a member of the New York Historical Society, distributed woodcuts of St. Nicholas at the society's annual meeting. The background of the engraving contains now-familiar Santa images including stockings filled with toys and fruit hung over a fireplace. In 1809, Washington Irving helped to popularize the Sinter Klaas stories when he referred to St. Nicholas as the patron saint of New York in his book, *The History of New York*. Irving described the arrival of the saint on horseback each Eve of Saint Nicholas.

As his prominence grew, Sinter Klaas was described as everything from a "rascal" with a blue three-cornered hat, red waistcoat, and yellow stockings to a man wearing a broad-brimmed hat and a "huge pair of Flemish trunk hose."

In 1822, Clement Clarke Moore, an Episcopal minister, wrote a long Christmas poem for his three daughters entitled, "An Account of a Visit from St. Nicholas." Moore's poem, which he was initially hesitant to publish due to the frivolous nature of its subject, is largely responsible for our modern image of Santa Claus as a "right jolly old elf" with a portly figure and the supernatural ability to ascend a chimney with a mere nod of his head! Although some of Moore's imagery was probably borrowed from other sources, his poem helped to popularize the now-familiar idea of a Santa Claus who flew from house to house on Christmas Eve—in "a miniature sleigh" led by eight flying reindeer, whom he also named—leaving presents for deserving children. "An Account of a Visit from St. Nicholas," created a new and immediately popular American icon. In 1881, political cartoonist Thomas Nast drew on Moore's poem to create the first likeness that matches our modern image of Santa Claus. His cartoon, which appeared in *Harper's Weekly*, depicted Santa as a rotund, cheerful man with a full, white beard, holding a sack laden with toys for lucky children. It is Nast who gave Santa his bright red suit trimmed with white fur, North Pole workshop, elves, and his wife, Mrs. Claus.



18th-century America's Santa Claus was not the only St. Nicholas-inspired gift-giver to make an appearance at Christmastime. Similar figures were popular all over the world. Christkind or Kris Kringle was believed to deliver presents to well-behaved Swiss and German children. Meaning "Christ child," Christkind is an angel-like figure often accompanied by St. Nicholas on his holiday missions. In Scandinavia, a jolly elf named Jultomten was thought to deliver gifts in a sleigh drawn by goats. English legend explains that Father Christmas visits each home on Christmas Eve to fill children's stockings with holiday treats. Pere Noel is responsible for filling the shoes of French children. In Russia, it is believed that an elderly woman named Babouschka purposely gave the wise men wrong directions to Bethlehem so that they couldn't find Jesus. Later, she felt remorseful, but could not find the men to undo the damage. To this day, on January

(continued on page 8)

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Season's Greetings to You and Yours from All of Us

A Victorian Holiday *continued from page 7*

5, Babouschka visits Russian children leaving gifts at their bedsides in the hope that one of them is the baby Jesus and she will be forgiven. In Italy, a similar story exists about a woman called La Befana, a kindly witch who rides a broomstick down the chimneys of Italian homes to deliver toys into the stockings of lucky children.

Christmas Decorating in Victorian Style

For the history enthusiast, the holidays offer opportunities to share your love of the past by decorating your home in authentic historical fashion.

For this season, don't be afraid to mix and match styles. On the dining table, try layering different fabrics – perhaps a richly trimmed brocade tablecloth, topped with a sparkling runner or even a square quilt, and finished off with colorful doilies, handkerchiefs and ribbons for panache. Spruce up your table with a combination of plates (they need not be the same pattern). Use gold or silver charger plates to create a formal look, and then mix and match a variety of fancy plates, layered atop one another. Or, for a more subdued and clean look, use tone-on-tone whites this season, and adorn your table with wintry, frosted poinsettias, berries, and snowball candles. Don't forget to lay a few Victorian Christmas crackers on your table for fun after the meal.

No Victorian home is complete during the holidays without a Christmas tree. The symbol of the Christmas tree can, in fact, be traced back to the 7th century. According to tradition, a monk from Crediton, Devonshire, went to Germany to teach the Word of God to the people. He used the triangular shape of the local-grown fir tree to describe the Trinity: the Father, Son and Holy Spirit. Early Christians continued the use of the tree as a symbol of the Christian faith. By the 12th century, fir trees were hung from ceilings at Christmastime in Central Europe as a symbol of faith. During the 16th century, Protestant reformer Martin Luther reportedly decorated a small tree with candles to tell the story of Christ's birth and how the stars twinkled through the dark night. Before long, trees were decorated in houses all across Germany for Christmastime. Real silver was produced into strands of tinsel and hung on the tree along with candles and other small ornaments.

However, it was not until the Victorian era when the Christmas tree truly became a holiday staple, after Queen Victoria and her German husband Albert merged many of the English and German traditions and made Christmas trees all the rage. (However, many were smaller than we use today and displayed on a table, and they sometimes used artificial trees made of feathers!) Young Victorian ladies quilled snowflakes and stars, made paper baskets, and fashioned bead decorations for their trees. Germany also imported lovely angels to top the tree. By the early twentieth century, ornaments were manufactured



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Merry Christmas

and sold to the masses. Garlands, glass tree ornaments, glitter and small toys adorned trees that have become more elaborate through the years.

Decorating with natural greenery and dressing Christmas trees is a Victorian tradition that continues. Victorians strung together nuts (like almonds) and raisins for garland. The Christmas tree was decorated with small toys, candies, cookies, fruit and nuts, paper cutouts, popcorn strings and candles. Before electricity, trees had candles. Lighting the candles was an adult's job and a bucket of water was always kept close by. Candles were probably lit only once or twice.

Victorian families often hung handcrafted ornaments on their trees. Popular ornaments included popcorn balls, gilded walnuts and peanuts. Victorians hung fragrant, spiced pomander balls—traditionally made of dried fruit and fragrant spices—from curtains, in closets, above doorways and on Christmas trees. They were also piled in a bowl as an eye-catching centerpiece. These balls, made from apples or oranges, cloves, cinnamon and orris root, can be traced to the 13th century, when they were first introduced to add fragrance to one's home.

Under the Christmas tree sat the tempting gifts, wrapped in colorful paper and tied with taffeta ribbons. Some were lavishly garnished with the addition of fine flowers and greenery.

The Victorian parlor was transformed into an enchanted winter wonderland for the holiday season. Colored glass lamps and candles throughout the room cast a festive glow. The fire blazed merrily, and stockings dangled from the fireplace filled to bulging with gifts and treats. An army of toy soldiers marched on the mantel above. The fragrance of cedar boughs drifted throughout the house, and arrangements of holly and ivy brought the peace of the winter woods indoors. ●

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- 1651 Arlington -B, S
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- 1002 So. Burnside,#103- S
- 3116-3118 Cazador St. (20 offers) - S
- 3119 Isabel Dr., Mt. Washington -S
- 320-326 S. Kingsley Dr. - S
- 2812 LaSalle-S
- 2482 Loy Lane, Eagle Rock-B
- 871 Lucerne,#9 -B
- 4652 Mascot St.- B
- 2910 S. Norton - B
- 1929 Park Grove-B/S
- 2318 Portland St. - B
- 227 No. Rampart Blvd.-S/B
- 233 No. Rampart Blvd.-S/B
- 1815 S. Ridgeley - S
- 2209 Virginia Rd. - B
- 2520-2522 Virginia Rd. - B
- 4626 4th Ave.* - B
- 2516 9th Ave. -B
- 4370 W. 8th St. - B
- 5432 9th Ave- B
- 2388 W. 21st St. - B
- 1850 W. 22nd St.- S
- 1644 W. 23rd St.-S
- 4468 W. 28th St. - B
- 4073 W. 29th St*. - B
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We support preservation of the West Adams community's architectural heritage and beautification activities, and seek to educate Los Angeles' citizens and others about cultural heritage and restoration techniques.



2263 S. Harvard Boulevard
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The following companies offer discounts to WAHA members. Remember to show your WAHA membership card when you make your purchase.

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 10% discount on lock and safe labor and materials

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 10% discount on sale of new vacuums, and vacuum service & repair

Wholesale Carpet Liquidators
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 Discount of between 5-10% on the purchase of 150 square yards or more of carpet, ceramic tile, wood flooring and/or vinyl floor covering

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If you frequent a local business — retail store, restaurant, service provider, etc. — ask them if they would like to offer a discount to WAHA members. Explain that they would benefit from the increased exposure to many local consumers, and would be listed monthly in the WAHA newsletter. Or, call me at 323-733-6869 and I would be happy to contact them.
 — Steve Wallis

Membership Application

Become a member (or renew)!

Membership through April 2005

Name(s) _____

Address: _____

Phone: _____

E-mail: _____

Membership classification (check one)

- ___ Individual \$ 25.00
- ___ Household \$ 35.00
- ___ Business \$ 50.00
- ___ Patron \$100.00
- ___ Benefactor \$250.00
- ___ Senior/Student \$ 17.00
- ___ Newsletter only \$ 17.00

Please make check payable to WAHA.

Return to: **WAHA**
 2263 S. Harvard Blvd
 Historic West Adams
 Los Angeles, CA 90018

___ Please DO NOT include my name, address, e-mail, or telephone in the WAHA membership directory.

ADVERTISE HERE!

To place a display ad, call Jean Cade 323-737-5034. WAHA classifieds are free to paid members. If you can, please e-mail your classified ad to lauramink@aol.com. Classifieds will be for one month only. If you wish to repeat your ad, please call Jean Cade by deadline. After 3 issues for the same ad, the charge is \$.25 per word.

ADVERTISING RATES

FOR DISPLAY ADS

This Newsletter is published 11 times a year
Full Page: \$175 monthly; \$1,800 annually
Half Page: \$90 monthly; \$950 annually
1/4 Page (4 1/2 x 4 1/2): \$48 monthly; \$500 annually
Business Card (2 3/4 x 2 3/4): \$25 monthly; \$260 annually
The deadline for ad content is the 1st of the prior month.

Please Note: WAHA does not endorse or claim responsibility for any of the services, products or items for sale that advertisers have listed in these pages.

WAHA CLASSIFIEDS

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Roommate Wanted? Vintage Stove for Sale? Garden Plants in Search of New Home? Place your classified ad here to reach preservation-minded readers. Contact wahaclassifieds@yahoo.com NO LATER THAN the first of the prior month.



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Calendar ✓

Jingle Bells, and All That Jazz – Pink Lady Hosts WAHA Holiday Party

Mark your calendars for Sunday afternoon, December 12, for WAHA's festive annual Holiday Party, to be held, like the tour itself, in North University Park at the historic Durfee Residence, AKA "The Pink Lady." All WAHA members -- plus Holiday Tour volunteers -- are invited. Bring yourself, dress up, party! (This soiree is NOT a potluck.) Time: 3 - 6 p.m. Location: 1007 West 24th Street (on the corner of Toberman, one block east of the Hoover/Union triangle).



The WAHA Newsletter is a publication of the West Adams Heritage Association. Members and supporters of WAHA are invited to submit articles to the Newsletter. Letters will be published subject to space constraints and will be cut for length if necessary. Articles will be published subject to acceptance by the editors of the WAHA Board. Advertising is subject to the approval of the publishers. Although the Association appreciates its many fine advertisers, the Association does not accept responsibility for claims made by advertisers. Services and products are not tested and appearance of advertising does not imply, nor does it constitute, endorsement by the West Adams Heritage Association. Copyright 2004. All rights for graphic and written material appearing in the newsletter are reserved. Contact Director of Publications for permission.



ADDRESS CORRECTION REQUESTED

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