



West Adams Matters



A Century of Holiday Cards

WAHA Century of Holidays Tour, Saturday and Sunday, December 1 and 2

Did you ever wonder who sent the first Christmas Card? As WAHA prepares to celebrate **A Century of Holidays** at its 21st Annual Holiday Historic Homes Tour and Progressive Dinner on Saturday and Sunday, December 1 and December 2, we thought we'd share this account of the history of holiday greeting cards.

A relatively recent phenomenon, the sending of commercially printed Christmas cards originated in London 150 years ago, when Sir Henry Cole, a wealthy British businessman, decided to commission an illustrated card he could proudly send to friends and professional acquaintances to wish them a "merry Christmas." Today more than two billion Christmas cards are exchanged annually, just within the United States. Christmas is the number one card-selling holiday of the year.

Before Cole's first artist-produced card, people had exchanged handwritten holiday greetings, first in person, then via post. The task was never easy. In Britain, wrote exasperated holiday greeter Richard Armour, "You cannot reach perfection though you try however hard to, there's always one more friend or so you should have sent a card to." And by 1822 in America, homemade Christmas

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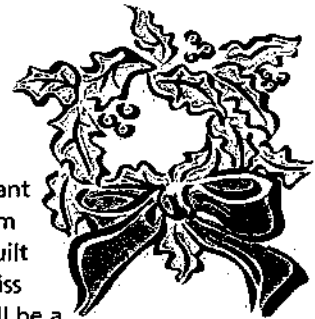


WAHA Holiday Party

Sunday, December 9, 3 to 6 p.m.

at the Historic Benjamin H. Hiss Residence, 215 S. Manhattan Place

WAHA is hosting our annual Holiday bash for members and volunteers at the historic Benjamin H. Hiss Residence (AKA "Pachecingham Manor"), Los Angeles Historic Cultural Monument No. 792. This expansive and eclectic home has a Mediterranean exterior, and an elegant "ultimate" Craftsman interior, with lavish woodwork and a not-to-be-missed paneled dining room with great built-ins. The residence is owned by Rory Cunningham and David Pacheco, and was built in 1915 for B. A. Hiss, who had at one time served as the Mayor in Hermosa Beach (where the Hiss family owned extensive property.) We are planning a swell party for the WAHA family! There will be a great spread and lots of good cheer! As always, we could use some helping hands. If you'd like to volunteer, please contact tours@westadamsheritage.org. We also would appreciate your timely RSVP, so that we can plan a large enough repast. Please e-mail WAHAholiday@aol.com. (Please note: parking is limited, but we are arranging some offstreet parking. Once you RSVP, we will provide you information about where to park.) ●



West Adams Avenues Posada by Gavin Glynn

Several years ago my fellow "Avenuians" and I decided to practice the Christmas tradition of Las Posadas, by opening our doors to our neighbors in a series of open houses in December.

The posada was the "pathway" Joseph the carpenter traveled, leading his donkey to take with his expectant wife Mary upon it. They went from door to door in Bethlehem seeking refuge from the cold December night air (albeit some presumptuous historians say it was really July) only to be turned down by every innkeeper. A simple farmer lent his humble livestock manger for the birthplace of the world's newborn king.

In the Latin culture this is celebrated over the nine days before Christmas, the number nine representing "novena" or special prayers for

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A neighborhood Posada

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The Community Responds to Proposed Mega-Project in University Park HPOZ

by Jim Childs

The owner of a two-acre site at Washington Boulevard and Oak Street has received a second chance to avoid preparing a full Environmental Impact Report (EIR) on its proposed, six-story condominium project in the University Park Historic Preservation Overlay Zone.

At an October 10 public hearing at City Hall, Hearing Officer Maya Zaitzevsky rejected a Mitigated Negative Declaration – an abbreviated environmental document that would have allowed Anastasi Development Corp. to avoid a full environmental study. But she reluctantly agreed to let Anastasi submit a new MND, in which the developer will try to respond to issues raised in public submissions and comments. Anastasi is also seeking approval of a tentative tract map and a zone change for the 142-unit project.

WAHA and other community members joined the HPOZ Board in opposing the project's design for its failure to comply with the HPOZ's Preservation Plan, which requires that new developments be consistent with surrounding historic structures.

Most of the surrounding neighborhood consists of century-old, two-story houses, in contrast with the project's proposed four- and six-story apartment blocks.

At the October 10 hearing, Chair Maya Zaitzevsky of the Planning Department's Expediting Section said planning staff had received voluminous and substantive public-comment on the original MND. She said the issues raised in the extensive written comments had convinced her that a draft Environmental Impact Report would be required to address them.

Zaitzevsky said there was no reason to continue with the hearing and take additional public testimony. She said the administrative procedure would be continued to a future time, after a draft Environmental Impact Report had been circulated.

City Planner Theodore Irving conceded the Planning staff's MND was deficient but said Anastasi now believed a new MND, prepared by an outside source, could respond to the issues raised in public comment. Anastasi's project manager, Chris Zalewski, then formally requested he be allowed to avoid the time and expense an EIR would require by attempting to resolve some of the issues through a revised MND.

Zaitzevsky reluctantly agreed to the request but cautioned that if she found the revised MND is lacking she will still require that an EIR be prepared. Her decision terminates the project's current MND and stays the Zone Change and the Tentative Tract Map actions.

The hearing, in Room 1020 of City Hall, coincided with City Council's hearing in room 340 of a proposed monument designation for Felix Chevrolet (see accompanying story). Many speakers were involved with both issues, so WAHA members Mitzi Mogul and Laura Meyers used cell phones to direct them as they shunted between the two rooms.

President's Message

by Lore Hilburg

Which has the greatest effect on your psyche? Your mother (who loves you and is proud of you) comments on how nice your house looks, even though you know she may not really appreciate old homes. Or a complete stranger who says she can't get over how fabulous your restored and now unpainted old hinges look? The complete stranger, of course.

This lesson was recently brought home to me at a WAHA board meeting. Robbie O'Donnell from Wilshire Park came to thank us for providing support and know-how for her neighborhood's first home tour, which took place June 2. (Lindsay Wiggins, Judi Wheeler, Eric Bronson, and Laura Meyers did most of WAHA's work, but I don't mind taking credit.)

Robbie really surprised us when she said it was a WAHA Coffee Cart Stroll through Wilshire Park, on October 25, 2006, that jump-started the June home tour and also increased interest in efforts to establish a Historic Preservation Overlay Zone.

Not only was the Stroll great fun for the Strollers, but it helped Wilshire Park residents see their homes through the eyes of people who appreciated them. They couldn't help notice this group of 20 to 30 — strangers from afar and neighbors they had never met — lavishing praise and admiration on their delightful area. All of a sudden, many began to understand the value of preserving their neighborhood because they saw these strangers look lovingly at their homes, with no motive other than an honest, rapt interest in their architecture and character.

The Strolls are now being organized by board member Gail Peterson, who plans to issue a schedule of dates and neighborhoods soon. Don't miss these opportunities to influence and educate others, while enjoying the camaraderie and the great neighborhoods you get to see.

*Lore Hilburg can be reached via e-mail,
hilburg@ca.rr.com*

Felix Chevrolet: Preservation on Trial

by Mitzi March Mogul

There will be no cat jokes in this story, although there may be some yowls of protest at the end. Media reports have spent more time trying to be clever than they have explaining what happened.

As previously reported in these pages, Felix Chevrolet was nominated as a Historic-Cultural Monument. Over the objections of the owner, the Council representative, and the Mayor, the Cultural Heritage Commission (CHC) voted to designate the building a landmark. They obviously felt that it met the qualifications required to be a monument and, as such, it is their job to make that determination on behalf of the citizens of Los Angeles. As anyone who has ever been involved in monument designation knows, these decisions are not arbitrary. There are any number of requirements and bases for determination, and the Commission is required to make a "finding," not unlike a judge who must state why he has reached his conclusion.

Often, landmark nominations are fraught with politics. Usually it is an owner who feels that landmark status is a restrictive covenant that will limit his options for selling or developing the property, and often a Councilperson will assist in making that argument. What this does is pit citizen against citizen — which is OK; reasonable people can disagree. What is unfair is when a Council office takes sides, because it is supposed to represent everyone. (And by the way, it is a RARE occasion when they take sides with the preservationists.)

Following its passage at Cultural Heritage, a nomination is sent to Planning and Land Use Management (PLUM), and then on to City Council, usually for ratification.

In Felix's case, the Councilmen on PLUM were divided: Jose Huizar was in favor; Jack Weiss was not only against but derisive about the issue, as though it had never been vetted; Ed Reyes played Solomon, suggesting the "baby" be cut in half — that is, that the Felix sign be designated, but not the building. With no agreement, the issue was forwarded to City Council without a recommendation.

Several people showed up at the Council meeting to speak, including representatives from WAHA, the Los Angeles Conservancy, the city's Office of Historic Resources, and the president of the city's Cultural Heritage Commission. Speaker cards were filled out for the published agenda item. Suddenly, in the blink of an eye, we were told that it was over. We were confused. How was this possible when they had not called the item and we had not testified?

OK — one cat joke: "Felix the Cat...whenever he gets in a fix, he reaches into his bag of tricks..." This time, it was City Council members who reached into their bag of tricks, and the "fix" was in. Using an arcane administrative tool, they removed the item from the scheduled agenda and Councilwoman Jan Perry made a motion to "receive and file" the item, essentially killing it. In other words, they acknowledged receipt of the paperwork but declined to act on it, voting neither yes nor no. In this way, they can say that they did not deny the Felix nomination, but the owner got what he wanted, which was no designation.

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Around the House

West Adams Posada

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the anointed ones. Followers of the Catholic faith would go from door to door in their Pueblas and sing a song, only to have the proprietor close the door in their faces to re-enact the similar fate of Joseph and Mary over a millennium ago. Only in present day the proprietor would immediately open the door and become host for the evening's Christmas fiesta.

We tried to emulate the Posada experience by spreading our intimate celebrations over the same nine days.

Although Miami's South Beach Posada is the largest in America, we in West Adams Avenues appreciated our simpler and very personal fiestas. Eva Anderson's was elegant in her Georgian manse serving champagne brut and haute hors d'ouerves. We enjoyed the Petersens' divine wine tasting and spicy cheeses in their picturesque Craftsman Bungalow, Etchie Mura's extravagant holiday tree worthy of nothing less than Saks Fifth Avenue, and the Barbas family's traditional songs among the wooden beams of their Colonial Hacienda, which made for an authentic Posada experience.

Byron and Mylette Nora's Post WWI Craftsman was aglow with warm candles positioned liked stars in the skies. They served a portion of heaven in the form of Mother Harris's soulful spaghetti. Mylette even had a Christmas store in her craft room of homemade Christmas trinkets and toys. I bought silver earrings for my son's sweetheart. For my appointed evening, I invited my Buddhist contingent over to my 1913 Martha's Vineyard Colonial cottage to share our appreciation of the season of Peace on Earth. We entertained the West Adams Avenues "flock" with a rendition of Imagine (imagine my house restored and painted overnight), accompanied by, antipasto cold cuts, Burrell's succulent ribs (brought by Donna Jones) and New York cheese cakes provided by Margaret Scott.

I told the faux weary travelers of my mother's Christmases in County Mayo in Ireland, where they awoke to find caramels and oranges in their tattered woolen stockings hung to dry on the mantel. We all shared our well wishes for the New Year and took time to learn first names and occupations of our neighbors. It melts the ice of tolerant neighbors minding their own business but wanting to know whom they lived with on the Avenues.

You too can have a Posada in your West Adams neighborhood, just as we did on Seventh Avenue. It is a wonderful way to meet new neighbors and reconnect with friends.

First contact your neighborhood chair (our goddess is Donna Jones). Inform them of your idea to connect the neighbors at Christmastime. According our LAPD senior lead officer, just knowing your neighbors helps reduce the crime rate up to 80%. Keep your plans simple and timed to make it appealing for neighbors to participate in the Posada. Offer the days between Christmas and January 6 and let them pick a good day for them to host a one-hour fiesta.

Plan fiestas to be about three days apart in order to not overdo the holiday event. The best hour is 7 p.m. to 8 p.m. in order to return from work and prepare the house. Make up a calendar with the final Posada dates and place them in all of the neighbors' mailboxes by December 15th.

Each host shares their own family's Christmas holiday traditions and serves a simple refreshment of cookies and punch at the fiesta. The hosts can invite anyone they want including their family or other neighbors from different blocks. The host can also offer more than cookies and punch but it is not required or necessary. When the hour is up please make a courteous departure unless the host encourages folks to stay longer. Remember children are invited so be sure to have a non-alcoholic punch for them.

Keep it simple and your Posada can become a popular annual tradition. Remember, "heritage" is more than houses - it is the people, our neighbors, who live in our wonderful West Adams homes that create traditions that will be celebrated for another 100 years. ●

(Glynn is the West Coast consultant for ABC's "This Week with George Stephanopoulos")

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Volunteers Needed for WAHA Website

We are looking for a few good volunteers to post materials to the upgraded WAHA website. Volunteers should have some computer experience and know a little bit about html. After that there are possibilities for volunteers with web skills at a wide range of levels.

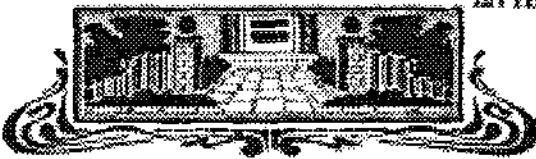
The new WAHA website now runs a full content management system with an administrative back end where articles and photos are routed to different pages and sections. There is an online membership signup, payment system, and database, as well as a databased gallery program for photos, including high res images for print publications. There is a threaded discussion forum. For the technically savvy, the website is running on a Linux server using Apache and PHP. The main pages run under the Mambo content management system. Mambo, the discussion forum, the membership database, and the photo gallery programs all use MySQL databases, as does a shopping cart system for some ticketing events.

Volunteers can be trained at the level they are interested in, from helping to format and post articles to building new content sections or administering parts of the site as it grows. Those who want to can become competent to set up and operate this kind of advanced interactive web-based system.


We are also looking for people who want to contribute written content, such as articles on the history of West Adams and its former residents, photos, and videos. If you are interested please contact our webmaster, Leslie Evans, 323-734-7391, cell: 323-574-5586, or e-mail to web@westadamsheritage.org. ●

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A Century of Holiday Cards

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cards had become the bane of the U.S. postal system. That year, the Superintendent of Mails in Washington, D.C., complained of the need to hire sixteen extra mailmen. Fearful of future bottlenecks, he petitioned Congress to limit the exchange of cards by post, concluding, "I don't know what we'll do if it keeps on."

Sir Henry knew exactly what Armour was complaining about. The founder of the Victoria and Albert Museum in London had so many Christmas greetings to send that handwriting them was impossible. Yet he wanted to make his friends aware of the need to help the destitute on that holiday. Sir Henry was a prominent innovator in the 1800s. He modernized the British postal system, and managed construction of the Albert Hall. Cole sought to "beautify life," and in his spare time he ran an art shop on Bond Street, specializing in decorative objects for the home. In the summer of 1843, he commissioned London artist John Calcott Horsley to design an impressive card for that year's Christmas.

Horsley produced a triptych. Each of the two side panels depicted a good deed: clothing the naked and feeding the hungry. The centerpiece featured a party of adults and children, with plentiful food and drink. Horsley also painted sprigs of holly and ivy on the cards. The first Christmas card's inscription read: "merry Christmas and a happy New Year to you." "Merry" was then a spiritual word meaning "blessed," as in "merry old England." Of the original 1,000 cards printed for Henry Cole, twelve exist today in private collections.

Printed cards soon became the rage in England, then in Germany. Holiday cards designed by Kate Greenaway (the Victorian children's writer and illustrator), Frances Brundage, and Ellen H. Clapsaddle were favorites in the late 1800s and early 1900s. Most were elaborate, decorated with fringe, silk, and satin. Some were shaped like fans and crescents; others were cut into the shapes of bells, birds, candles, and even plum puddings. Some folded like maps or fitted together as puzzles; other squealed or squeaked. Pop-up Cards revealed tiny mangers or skaters with flying scarves, gliding around a mirrored pond.



It required an additional thirty years for Americans to take to the idea of holiday greeting cards. In 1875, Boston lithographer Louis Prang, a native of Germany, began publishing the first line of U.S. holiday cards, earning him the title "father of the American Christmas card."

Prang's high-quality cards were costly, and his initial creations featured birds and floral arrangements of roses, daisies, gardenias, geraniums, and apple blossoms, unrelated to the Christmas scene. By 1881, Prang was producing more than five million Christmas cards each year. His Yuletide greetings began to feature snow scenes, fir trees, glowing fireplaces, and children playing with toys. His painstaking craftsmanship and lithographic printing have made his cards a favorite of collectors today. But although Americans took to Christmas cards, they turned away from Prang's. He was forced out of business in 1890. It was cheap penny Christmas postcards imported from Germany that remained the vogue until World War 1.

By war's end, America's modern greeting card industry had been born.

Joyce Clyde Hall had arrived in Kansas City in 1910 with a couple of shoeboxes filled with postcards. With these, Hall planned to develop a mail-order program by sending packets of postcards to dealers all over the Midwest. Although a few of the dealers simply kept the cards without paying and some sent them back, enough sent money to get the new business off the ground and Hall was on his way.

In a matter of a few years, his postcard business had grown large enough that he asked his older brothers, Rollie and William, to join him and open a specialty store, the Norfolk Post Card Company, selling both postcards and stationery. Although they were doing well, by 1912 he worried that postcards



were losing their appeal and thought that selling higher end greeting cards, Valentines, and Christmas cards with envelopes might be more profitable. His intuition proved correct, and the business grew.

He decided to rename the company "Hallmark," a play on his name and the word for quality which dated back to the 1300s, where gold and silver were "marked" for quality at Goldsmith's Hall in London (hence, a Hall mark for coins, sterling dishes, jewelry and such.) The first Hallmark card appeared in 1916. It featured the greeting, "I'd like to be the kind of friend you are to me." His new line of greeting cards were so popular that in 1923, Hall, his two brothers, and their 120 employees moved into a new six-story plant.

Over the years, Christmas cards have reflected the traditions and trends of society. Hallmark Christmas cards of the 1920s were often hand-painted and the Art Deco influence of the decade was evident in the more stylized cards. During the 1930s, many Christmas cards poked fun at poverty and prohibition. One card from 1932 wishes the recipient "your favorite brand of holiday cheer." Movies were becoming a major form of entertainment and some of the new animated stars, like Popeye and Mickey Mouse, began appearing on Christmas cards.

Snowmen also first appeared on Hallmark cards in the 1930s. Accessories such as black hats, corncob pipes and coal buttons were part of the snowman image from the beginning. "Snowmen traditionally evoke childhood memories, thoughts of playing with family and friends, and snow days off from school," says Jeff Smith, Hallmark historian. "They have staying power throughout the winter months – perhaps in part because friendly snowmen icons and images help to keep the holiday spirit alive even after the holiday season has ended."

The custom of exchanging Christmas cards with faraway friends and relatives was boosted during the years of World War II. Christmas cards with patriotic messages and flags were in demand. Cards portrayed Santa Claus and Uncle Sam carrying flags. Messages like "Missing You" and "Across the Miles" were created especially for servicemen fighting overseas. The cards of this decade also reflect advances in printing technology, such as the use of four-color printing.

Christmas cards turned modern in the 1950s with more varied artwork, colors and themes. Hallmark Christmas cards introduced the work of many popular artists such as Andrew Wyeth, Norman Rockwell, Grandma Moses and Winston Churchill. Some cards echoed the language and style of the jazzy beat generation. Big cars were the rage and Santa was pictured driving them. Studio cards, with their often-cynical humor, came into being. An early Hallmark Contemporary card showed Santa with cold war jitters as nuclear missiles loomed over his head. The message read "Peace on Earth." Another card showed Santa relaxing in his easy chair watching television. Humor had been used in a limited fashion on Christmas cards of previous decades, but the 1950s established humor as a specific category of Christmas cards.

Day-glow poster art and the psychedelic colors that were so popular in the '60s spawned many Christmas cards with decidedly untraditional colors. Traditional symbols like Santa Claus were also fair game for artists like Saul Steinberg and peace cards were popular. And reflecting advances in production technologies, cards from the 1960s made extensive use of gold foil, intricate embossing and other sophisticated production techniques.

This article was adapted from material on Hallmark's website, www.hallmark.com.

To sign up to participate in WAHA's Holiday Tour, as a volunteer or by attending the Sunday afternoon Walking Tour, please contact tours@westadamsheritage.org or WAHAholiday@aol.com. ●



Preservation Matters

Felix Showroom and Sign

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At this point in the story, your faithful correspondent took a central role in the effort to save the Felix nomination, so forgive me this first-person account. I saw Councilman Herb Wesson enter Council chambers and as he walked up the aisle, I ran over and quite literally grabbed him and asked for his help. I told him we should have been allowed to speak on a publicly noticed agenda item, and that we were being denied our due process. Whether his attention was due to the risk of this overlooked legal snafu, or because he really "felt our pain," or because he recognized me as one of his constituents is not important. What is important is that he made a rather heroic effort to help. He told me to wait, while he went into some huddled conversations with Eric Garcetti and Jan Perry. In the end, he made it possible for us to be heard, and while it made no difference to the outcome, at least our comments are on the record. Councilman Wesson has my personal thanks.

There are many arguments that refute the claims made by the owner, and supported by his (your) political representatives, but the time for those was past. The only question before the City Council was whether or not the structure in question had met the qualifications for landmark status, based on the findings. The decision has to be based on merit, not on arguments of "potential, possible, likely, maybe, or someday" – those do not constitute a finding or legal argument. Unfortunately, the Council opted to use a mechanism which would, in their eyes, absolve them of responsibility. What they did not realize was that they revived a loophole which will haunt them and the preservation movement for years to come.

It is the hope of this writer that WAHA readers grasp the seriousness of what happened, because the Council's action opens a Pandora's Box the likes of which preservation hasn't seen for quite some time. As preservationists have become more sophisticated in dealing with politics, bureaucracy, and planning regulations, the opposition has also become more clever. Be prepared for big developers and others who are well financed and/or well connected to lobby their representatives to use this same legislation to circumvent and subvert preservation ordinances. Perhaps you don't feel any aesthetic or emotional connection to Felix, so it's easy to ignore what happened. Don't be complacent; this is coming to a landmark near you. ●

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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.



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Los Angeles California 90018

323-735-WAHA (323-735-9242) www.WestAdamsHeritage.com

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The WAHA Board meets on the fourth Thursday of each month.

Contact Lore Hilburg for meeting location

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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. The deadline for ad content is the 1st of the prior month.

ADVERTISING RATES

FOR DISPLAY ADS

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 (3 3/4 x 2 1/4): \$25 monthly, \$260 annually

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

ESTATE SALE - No junk. SUNDAY, December 2, 9 a.m. to 4 p.m. Collector's dream. Antique furniture, antique glassware, books, period paintings, collectibles. 4621 West Washington Blvd. 90016.

SAVE \$\$\$'s with "GET CLEAN," a very special line of non-toxic household cleaning products that really work and are concentrated. So, save the environment and lots of money. Make your home clean & safe...you will absolutely love these products. Call Mary at 818-752-2185 or e-mail: maryanton@earthlink.net

BEAUTIFUL STICKLEY MISSION STYLE DINING SET FOR SALE. 72" Harvey Ellis table with inlay at corners, 2 15" leaves, 2 arm chairs and 6 side chairs. All in Oak with Onondaga 32 finish. Call Laura at 323-931-9502.

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Decorate for the holidays in vintage style. Antique Christmas balls and ornaments, some made in the U.S. some in Germany. Unusual shapes/colors. Prices vary but nothing more than \$5. Call Mitzi @ 323-734-9980.

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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 lauramink@aol.com, NO LATER THAN the first of the prior month.

MEMBER DISCOUNTS

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

Best Lock and Safe Service contact: David Kim
2203 W. Venice Blvd., Los Angeles, 323-733-7716
10% discount on lock and safe labor and materials

Washington Dog & Cat Hospital
1692 W. Washington Boulevard, Los Angeles, 323-735-0291
50% off office exams

Meyers Roofing
5048 W. Jefferson Blvd., 323-733-0188
10% discount

Lighthouse Stained Glass
5155 Melrose, 323-465-4475
20% discount off regular class prices with WAHA membership card

Cafe Club Fais Do Do
5257 West Adams Blvd., 323-954-8080
No cover charge at door, and 20% discount on all meals.

Durousseau Electric
2526 W. Jefferson Blvd. 323-734-2424 or 323-734-6149 (cell)
10-15% discount on electrical services

Lady Effie's Tea Parlor
453 East Adams Boulevard, 213-749-2204
10% discount on all food purchases

Los Angeles Stripping & Finishing Center
1120 N. San Fernando Road, Los Angeles, 323-225-1073
5% discount on any single service order over \$1000.00.
No special discount on materials.

Lucky Chimney Sweep Contact: Susan and Alfredo Johnson
11433 Ruggiero Ave., Sylmar, CA, 91342, 323-258-0828
10% discount on: masonry repair and restoration, chimney cleaning

Magic Care Termite Service
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www.pasadenaarchitecturalsalvage.com
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Boulevard Vacuum & Sewing Machine Company
5086 W. Pico Boulevard, 323-938-2661
10% discount on sale of new vacuums, and vacuum service & repair

A CALL TO MEMBERS

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

Calendar ✓

WAHA December Calendar

Last Call: A Century of Holidays --

- WAHA's Annual Holiday Historic Homes Tour & Progressive Dinner, Saturday & Sunday, December 1 & 2
- Holiday Walking Tour, Sunday, December 2, Noon to 3 p.m.

There's still time to get involved with WAHA's annual holiday festivities! If you would like to volunteer, contact tours@westadamsheritage.org. Volunteers take the Walking Tour for free on Sunday afternoon. Or, simply plan to purchase tickets for and attend the Walking Tour. \$30. RSVP to WAHAHoliday@aol.com. (See page 2 for details)

WAHA's Annual Holiday Party, Sunday, December 9, 3 to 6 p.m.

Members and volunteers are invited to WAHA's annual Seasonal Bash, to be held at the historic Benjamin H. Hiss Residence, 215 South Manhattan Place. Good food, good cheer -- It won't be a party without you! Please DO help us out by RSVPing to WAHAholiday@aol.com. (See page 1 for more information.)



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 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 2007. All rights for graphic and written material appearing in the newsletter are reserved. Contact Director of Publications for permission.



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