National Register of Historic Places Continuation Sheet

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SUPPLEMENTARY LISTING RECORD

NRIS Reference Number:89001045Date Listed:8/16/89Wrigley, William, Jr., Winter CottageMaricopaAZProperty NameCountyState

<u>N/A</u>

Multiple Name

This property is listed in the National Register of Historic Places in accordance with the attached nomination documentation subject to the following exceptions, exclusions, or amendments, notwithstanding the National Park Service certification included in the nomination documentation.

gnature of the⁰Keeper

anended Items in Nomination:

The areas of significance, "Entertainment/Recreation" and "Other:Tourism" should be added to correlate with Criterion B.

Discussed and concurred in by the Arizona SHPO on August 16, 1989.

DISTRIBUTION: National Register property file Nominating Authority (without nomination attachment)

National Register of Historic Places Registration Form

JUL 05 1989

NATIONAL

This form is for use in nominating or requesting determinations of eligibility for individual properties or distREGSTERS functions in *Guidelines* for Completing National Register Forms (National Register Bulletin 16). Complete each item by marking "x" in the appropriate box or by entering the requested information. If an item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, styles, materials, and areas of significance, enter only the categories and subcategories listed in the instructions. For additional space use continuation sheets (Form 10-900a). Type all entries.

1. Name of Property	<u></u>			
	am Wrigley, Jr. Wi	nter Cottage	9	
other names/site number La Co	olina Solana; Wrigl	ey Mansion		
	East Telawa Trail			
street & number				
city. town Phoer	المحاد الماجي مربطي عيدي ويتباع والمناكر والمتكر والشائلين	Manicona	01	
state Arizona code	AZ county	Maricopa	code 01	3 zip code 85016
3. Classification				
Ownership of Property	Category of Property		Number of Reso	ources within Property
X private	Duilding(s)		Contributing	Noncontributing
Dublic-local	district		1	1 buildings
public-State	site			sites
Dublic-Federal	structure			structures
	object			objects
-			1	Total
Name of related multiple property lis	ting:		Number of contr	ributing resources previously
· · · ·				ional Register
4. State/Federal Agency Certifi	antion			
4: Staterredetar Agency Certifi				
National Register of Historic Place In my opinion, the property X m				
Signature of certifying official Arizona State Historic F	Preservation Office			Date
State or Federal agency and bureau				
In my opinion, the property	eets Lidoes not meet the	National Registe	er criteria. 🛄 See	continuation sheet.
Signature of commenting or other offi	cial			Date
State or Federal agency and bureau				
5. National Park Service Certifi	cation			
I, hereby, certify that this property is	متبهيج يبعد بني يجنئها بيوادينكا بوزيها تناام يعالمان يصجك فاعادها	······································		
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See continuation sheet.	any	Julag	al -	8/16/89
determined eligible for the Nation				
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determined not eligible for the			<u></u>	
National Register.				
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removed from the National Regis	ter.			
other, (explain:)				

Current Funct	ions (enter categories from instructions	
Priva	te Dining Club	
······		
Materials (enter categories from instructions)		
foundation	concrete	
walls	stucco	
roof	Terra Cotta [roof tile]	
other	-	
	-	
	Priva Materials (ent foundation walls roof	

SUMMARY

The William Wrigley Winter Cottage, "La Colonia Solana", consists of a rambling 24 room mansion situated on top of a 100 foot knoll overlooking the entire Salt River Valley. It is located adjacent to the Arizona Biltmore Hotel in what is now the north central portion of the city of Phoenix, Arizona. Commonly called the Wrigley Mansion, the residence was originally nine miles outside of the city limits at the time of its completion in 1931. The mansion is a three story structure exhibiting a blend of the Spanish Colonial Revival and California Monterey architectural styles. Sensitive rehabilitation and minor additions to outdoor garden areas have not impacted the integrity of the architectural design or the hilltop setting of the property.

OVERALL FORM

The Wrigley Mansion is a sprawling three level structure built on a hilltop site. While there are only two main stories, the house contains a full basement level which functions as a third story and is visible on the rear (north-facing) elevation. The mansion also has several subordinate levels that correspond to the slope and configuration of the hillside. From the main facade (facing southwest) the building appears as primarily two stories, and the overall massing and scale of the structure give the house a sense of horizontality.

INTERIOR DESIGN AND FEATURES

The design and floorplan is also somewhat irregular, again in relation to the site. The interior layout is based around a symmetrical V-shaped plan oriented around a central entry rotunda. The entry rotunda features a circular staircase and balcony accessing the east wing. The balcony is supported on massive console brackets. The rotunda also features a coffered wood ceiling. The wing to the west contains a library and a formal sunken living room on the main level, and the wing to the right contains several smaller service rooms and the original kitchen area. The main formal dining room projects from the rear (north) wall of the rotunda, opposite the main entry. Both wings have a series of bedroom suites on the upper level.

The main level of the interior is the most highly detailed, with several significant spaces, primarily located in the west wing. The living room, which is sunken from the main entry level, is a 1,144 square foot space with a pegged oak floor. Due to the lower level of the room, it was designed with a peaked ceiling, which is coffered and has a painted stencil pattern. The library, also in the west wing, is fully panelled with

(see continuation sheet)

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Philipine walnut. Other interior walls are all painted plaster. The decorative wood and plaster ceilings in the rotunda, living room and dining room were painted by Italian artist Giovanni Battisti Smeraldi. The rotunda ceiling is 30 feet high and features pineapple designs highlighted with gold leaf. The living and dining room ceilings are of similar calibre, with different patterns. Many of the original furnishings, carpeting, and other decorative arts remain in the building.

EXTERIOR

The main facade of the building is organized around the central entry, which is slightly recessed within a central frontispiece projecting from the main block of the building. Two story wings extend to the east and west at a slight angle from either side of this frontispiece. There are also smaller one story wings extending from both of the primary wings. The entrance features a Classically detailed concrete surround consisting of projecting pilasters supporting a projecting cornice. The cornice is topped by a wrought iron railing around a small balcony opening from a second story doorway opening. Windows contain original metal casement sash.

The exterior walls are plaster and unornamented, except for recessed rectangular window openings on the second story, and arched windows on the first story. The building has a shallow pitched hip roof sheathed with terra-cotta tiles. There are five major projecting stuccoed chimneys at various locations.

On the east and north elevations, there are numerous small projections. The most prominent feature is a second story loggia, with a roof supported by four lonic columns. The loggia is now enclosed with glass which is set inside the columns. This area was originally a sleeping porch for the servants, and is located above the dining room wing extending from the rear of the central rotunda. There is also an open balcony extending along the northern wall of the west wing, providing a connection between the two bedroom suites on the second floor. Also prominent on the north wall at the lower level of the east end of the complex is the arcade of the former six-car garage. The garage openings have been infilled with glass and the garage is now a large conference room.

The rear of the house is the most elaborately landscaped area of the site. The garden area consists of a four tiered stairway flanked by masonry retaining walls. The stairway leads through landscaped formal gardens to a circular fountain.

SITE AND SETTING

The immediate area surrounding the Mansion today is residential with single dwellings and townhouses. There is a section immediately to the north which is zoned and used as commercial office buildings and to the east, the Arizona Biltmore Hotel.

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The landscaping surrounding the Mansion includes large bougainvillea plants outside the front door area and hedges of oleander surround the terraces. There are pine trees and palm trees on the property. A small cactus garden is located outside the servants' entrance next to a ramp by the entrance. The flowers are changed seasonally according to variations in the weather.

ALTERATIONS AND INTEGRITY

In 1979, the Wrigley Mansion was rehabilitated for use as a private dining club. All rehabilitation was completed under the supervision and instruction of Cornoyer-Hedrick Architects & Planners of Phoenix. They have taken great care to stay true to the original concept and design of the building.

The rehabilitation took place from 1979 to 1982 and included extending the terraces and covering them with awnings, and remodeling the six car garage area into a meeting and conference room. Heating and cooling systems were also installed within the walls and out of sight. The exterior modifications did not intrude on the main facade or elevated portions of the building.

The six car garage, or Garden Room as it is called today, is located directly below the Loggia area. The original six arches remain, the doors are now glass with stained glass above in the arch and along both sides of each of the french doors. The driveway has been converted to a terrace with a covered awning and Mexican tile floor. The indoor area has a wooden floor, walnut paneling on the walls halfway up, and cloth wallpaper above. A tiled ramp and stairway winds down from two lion fountains on the west end of the terrace to a circular fountain and the driveway.

There was an addition in 1983 to the north which houses the bakeshop. The gardeners' tool room was once the Wrigley family's laundry area. This section has been remodeled to conform to the architecture and style of the rest of the house. The kitchen has been enlarged twice to accommodate staff and guests and a storage area was built underneath the kitchen. A garden terraced patio was added in 1984 to provide a lovely setting for weddings and parties. This was built on a former grassy landscaped hillside north of the home facing Squaw Peak and the Arizona Biltmore Hotel. A small guard house was built on the edge of the driveway in 1984 (it is counted as a noncontributing resource within the property).

8. Statement of Significance									
Certifying official has considered the								0 \$:	
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Applicable National Register Criteria	A	⊾в	⊾c	D		•			
Criteria Considerations (Exceptions)		□в	□c	D	Ē	F	G		
Areas of Significance (enter categorie	s from i	nstructio	ons)		Period 193	of Signi 193	f icance 2		Significant Dates 1932
Architecture									
					Cultura	I Affiliati	on		
						N/A			
Significant Person William Wri	gley,	Jr.			Archited	ct/Builde		<u>1 T. H</u>	leitschmidt

State significance of property, and justify criteria, criteria considerations, and areas and periods of significance noted above.

SUMMARY

The Wrigley Mansion is significant under criterion "b" for its association with William Wrigley, Jr., chewing gum magnate and businessman of national repute, and under criterion "c" as an excellent example of the California Monterey variation of Spanish Colonial Revival architecture. Its period of significance dates from the beginning date of construction in 1930, to 1932, the year of William Wrigley Jr.'s death.

WILLIAM WRIGLEY, JR.

Mr. William Wrigley, Jr. was born in Philadelphia, Pennsylvania, on September 30, 1861. He was the eldest son of William and Mary Wrigley. His father was the founder of the Wrigley Manufacturing Company, soap manufacturers. William Wrigley Jr. died on January 26, 1932 in his winter home in Arizona (La Colina Solana).

William Wrigley, Jr. was the eldest of nine children. He had a dislike of school, a mischievous spirit and restless disposition which made him run away to New York at 10 years old. After being disappointed with his own business (selling newspapers), he returned to school in Philadelphia only to be expelled shortly thereafter. At thirteen, he went to work for his father for \$1.50 a week, and soon talked himself into a sales position at \$10.00 a week. In March, 1891, he opened his own sales office in Chicago for his father's soap company. In order to give the dealer a better margin of profit, Wrigley decided to double the price of a cake of soap from .05 cents to .10 cents and give the dealer an umbrella for every box he bought. This policy ultimately made him the largest distributor of premiums in the world. In 1892 he started selling baking soda and offered gum as a premium. Gum was so popular he decided to manufacture it. With gum he offered indispensable items as premiums such as cash registers, scales, etc.

Small profits with quick and large returns was his motto. In 1902 he began heavy expenditures in advertising with his secret to successful advertising being "tell 'em quick and tell 'em often." By this time there were Wrigley factories in Chicago, Toronto, London, Frankfurt and Sydney.

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In 1915 William Jr. began buying stock in the Chicago Cubs and bought the team in total in 1925, later building Wrigley Field. In 1921 he also bought the Los Angeles Angels. William Wrigley, Jr. retired from his company in 1925, succeeded by his son, but retained his position as Chairman of the Board. In 1919 he purchased Santa Catalina Island. He constructed roads and water systems, a casino, set up excursion steamers and transformed the island into a resort. Besides his home on Catalina, Wrigley also maintained residences in Chicago, Illinois; Lake Geneva, Wisconsin; Pasadena, California and later Phoenix, Arizona.

In the 1920s and 1930s, Wrigley became involved in hotels, acquiring substantial interest in the New York Biltmore, New York Commodore and Los Angeles Biltmore Hotels. At the same time, three brothers named McArthur were promoting a new resort in Phoenix. William Wrigley, Jr. invested in the Arizona Biltmore Hotel only to find out it was in financial trouble, but Wrigley was committed to carrying out many plans that made the Arizona Biltmore a unique institution. William Wrigley, Jr. was entranced by the desert and, as a gift to his wife, built a house overlooking the desert atop a sunny hill - "La Colina Solana".

Mr. Wrigley set an example for others of his class to follow, thereby contributing to the pattern of seasonal tourism and growth in Phoenix. His home in Phoenix was significant beyond its recreational aspects however. It also represented his business interest in the Biltmore and attested to the national scope of his investments and financial influence. (His Pasadena home was probably connected to the Los Angeles Biltmore in the same way.) Thus, the Wrigley Mansion was one of several "outposts" from which Wrigley managed his business empire.

HISTORICAL CONTEXT

In 1925, Phoenix, Arizona, was being discovered by the wealthy families of Chicago as a winter retreat. Its popularity grew quickly and, being one of the more prominent members of this society, Mr. William Wrigley, Jr. decided to build there, too. In the process, he became enchanted with the desert landscape.

He was a major investor in the Los Angeles Biltmore Hotel when word came to him that another Biltmore was being constructed in the desert outside of Phoenix. After investing in this project, it soon became apparent that there was a need for increased capital. Mr. Wrigley was happy to oblige and in 1928 became the owner and director of the project.

Mr. Wrigley put all of his considerable energies into the project now that his son, Philip, was president of the chewing gum company and now that construction on Catalina Island was completed. He had time to devote to this project and complete construction.

(see continuation sheet)

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While working on this, he was also looking for a location to build his own winter cottage to keep up with the new homes being built by other wealthy Chicago families. He and his wife, Ada, began construction of one home on the Biltmore Estates for their children, Dorothy and Philip, and their families. They enlisted the help of a man who was instrumental in the design and construction of the Los Angles Biltmore Hotel. Architect Earl Heitschmidt was the manager of the Los Angeles office of Schultz and Weaver of New York. This was the firm that designed and built the Waldorf Astoria Hotel in New York and then was commissioned to work on the Los Angeles Biltmore and the Jonathan Club in Los Angeles.

Mr. Heitschmidt designed one home for the Wrigley's children and a servants' house on the Biltmore Estates (which are no longer standing), then was asked to design a home on top of a sunny hill to the west of the Arizona Biltmore. This sunny hill had captured Mr. Wrigley's eye and the home was intended to be a gift for his wife, Ada.

Being one of the wealthiest men in Chicago, as well as the world, Mr. Wrigley chose a hilltop above the rest of the world with breathtaking views and no close neighbors for his own private home. Again, he enlisted the help of architect Earl Heitschmidt. They began work in April, 1930 and completed it in September, 1931. Mr. Heitschmidt brought an Italian artist, Giovanni Smeraldi, over from Los Angeles to design and paint the ceilings. These ceilings, which are hand painted and designed, are found in the rotunda, the formal dining room and the living room. (This same artist had hand painted the ceilings in the Los Angeles Biltmore and the Jonathan Club.)

La Colina Solana was used by the family frequently during the Christmas and New Year's holidays and for a few weeks in January. The family traveled by train, adding their own four railway cars to the train for sleeping, dining, staff and horses. They would stop in Phoenix for the above mentioned period of time and then move on to their other homes in Pasadena, California, and on Catalina Island. The house on Catalina is now a bed and breakfast inn and is listed on the National Register. A summer home was owned by the family on Lake Geneva, Wisconsin. It has been demolished and the land parceled out for new single dwellings. This home was the largest and was called "Green Gables". The family had a primary residence in Chicago, which is now privately owned.

ARCHITECTURAL CONTEXT

The Wrigley Mansion is a significant example of the Spanish Colonial Revival and California Monterey architectural styles. The mansion blends characteristics of both styles to create an eclectic transitional design. The detailing and ornamentation of the mansion, notably main entry surround and the interior ornamentation, depict the Spanish Colonial style, while the multi-level massing and integration of the house with its site and landscape are suggestive of the Monterey style.

(see continuation sheet)

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The Monterey style was emerging in coastal California by the late 1920s as an updated variation of the Spanish Colonial Revival style. It is primarily associated with the resort and seaside setting of Monterey, California and other areas of northern California. Stylistically, Monterey style houses feature stuccoed walls and Spanish tile roofs, and are often of a low profile giving the illusion of being integral with the landscape. When present, ornamental details are Spanish Colonial Revival, reflecting the strong architectural influence of the Spanish Missions of California. In many respects, the Monterey style represents a simplification of the urban examples of Spanish Colonial Revival found in California and other Southwestern cities. This shift is also related to the informality of the coastal setting and the lifestyle of Monterey, combined with the trend to more open floorplans. The contemporaneous growth of Monterey into a resort area for the wealthy, just as the Spanish Colonial Revival movement was waning in the 1920s, also contributed to the rise of the Monterey style.

In Phoenix, isolated examples of the Monterey style are found in more prestigious neighborhoods, such as Country Club and the Encanto-Palmcroft Historic District. Other examples can be found at the base of Camelback Mountain. Both areas developed in the late 1920s, generally after 1928, and are characterized by elaborate residential architecture in a variety of eclectic styles of the period, including many Spanish Colonial Revival residences. The Monterey examples in these areas are more restrained in their overall form due to their neighborhood setting and lot size, but otherwise feature the characteristic stuccoed walls, tile roofs and a moderate amount of Spanish Colonial Revival detailing.

The Wrigley Mansion, taking advantage of its hilltop setting, is typical of the relationship of house and landscape that is characteristic of Monterey style architecture. The architect, Earl Heitshmidt, from Los Angeles, was responsible for numerous major structures in California. There are no other identified examples of his work in Phoenix. His use of the Monterey design is not surprising, as it reflected the current vogue of architectural design that a client like Wrigley would have demanded. The fact that Wrigley also had a mansion on Catalina Island suggests that Wrigley may have been aware of the stylistic trends of coastal architecture in California.

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	X See continuation sheet					
Previous documentation on file (NPS):						
preliminary determination of individual listing (36 CFR 67)	Primary location of additional data:					
has been requested	X State historic preservation office					
previously listed in the National Register	Other State agency					
previously determined eligible by the National Register	Federal agency					
designated a National Historic Landmark	Local government					
recorded by Historic American Buildings	University					
Survey #	Other					
recorded by Historic American Engineering	Specify repository:					
Record #						
10. Geographical Data						
Acreage of property3.38 acres						
UTM References A 1 2 4 0 4 7 2 0 3 7 0 9 5 1 5						
A 1 2 4 0 4 7 2 0 3 7 0 9 5 1 5 Zone Easting Northing	Zone Easting Northing					
	See continuation sheet					
Verbal Boundary Description						
	X See continuation sheet					
Boundary Justification						
(a) the second s second second s second second sec second second sec	and the second					
	X See continuation sheet					
11. Form Prepared By						
name/titleMary Lydic/Administrative Manager						
organization Mansion Club	date Jan. 24, 1989					
street & number_2501 East Telawa Trail	telephone (602) 955-4079					
city or townPhoenix	state Arizona zip code 85016					

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BIBLIOGRAPHY

1.	Angle, Paul M., <u>Philip K. Wrigley: A Memoir of a Modest Man</u> Chicago, Illinois: Rand McNally & Company, 1975, pgs. 48-49
2.	Arizona Real Estate Press, December 1982; Vol. 1 No. 1, pg. 10
3.	The Arizona Republic, March 28, 1982 (Sun Living) SL1 and SL2
4.	The Arizona Republic, February 21, 1985 (High Profile)
5.	The Arizona Republic, November 2, 1978; Forum Section, pgs. D-1, D-6
6.	McAlester, Virginia and Lee, <u>A Field Guild to American Houses</u> New York, New York: Alfred A. Knopf, 1984
7.	The Phoenix Gazette, January 26, 1932; Vol. LII, No. 74, pg. 1 and 8
8.	The Phoenix Gazette, April 28, 1980; Todays Living, Section C, pg. 1-2
9.	"Splendor Above the Desert Floor", Designers West, (December, 1984)
10.	St. Jacques Miles, Candice, <u>Arizona Biltmore Jewel of the Desert</u> Phoenix, Arizona: Sequoia Communications, 1985, pg. 22
11.	Zimmerman, William, Jr., <u>William Wrigley Jr. The Man and His Dream</u> Chicago, Illinois: R.R. Donnelly and Sons, 1935, pgs. 271-275

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VERBAL BOUNDARY DESCRIPTION

Parcel 16, ARIZONA BILTMORE ESTATES, according to Book 183 of Maps, page 35, records of Maricopa County, Arizona; together with an easement 20 feet in width for ingress and egress over that portion of Lot 115 of TALIVERDE ESTATES UNIT 3, according to book 196 of Maps, page 39, records of Maricopa County, Arizona; described as follows:

BEGINNING at the point common to the Southerly right-of-way line of the Arizona Canal, the Northeasterly most point of Parcel 16, ARIZONA BILTMORE ESTATES, as recorded in Book 183, page 35, Maricopa County Recorder, and a point on the Northerly line of said Lot 115, said point being the TRUE POINT OF BEGINNING: thence South 58 degrees 15 minutes 00 seconds East along the common boundary of said Lot 115 and the Arizona Canal a distance of 149.32 feet to a point; thence continuing along said common boundary South 42 degrees 10 minutes 00 seconds East a distance of 117.85 feet to a point of intersection of 25th Place (Tract "A") of said Taliverde Unit Three and the Arizona Canal; thence South 47 degrees 50 minutes 00 seconds West along the Westerly boundary of said Tract "A" a distance of 20.00 feet to a point; thence North 42 degrees 10 minutes 00 seconds West a distance of 117.85 feet to a point; thence North 58 degrees 15 minutes 00 seconds West a distance of 178.70 feet to a point on the boundary of said Parcel 16; thence South 87 degrees 53 minutes 15 seconds East along the line common to said Parcel 16 and said Lot 115 a distance of 40.44 feet to the TRUE POINT OF BEGINNING.

BOUNDARY JUSTIFICATION

The property is located on Lot 115 of Taliverde Estate Units and is bounded on the north by the Arizona Canal, a distance of approximately 150 feet, east 118 feet to the intersection of 25th Place, south 20 feet, then north 117 feet and northwest a distance of 178 feet to the point of beginning.

- 1. The boundary includes the entire city lot, Lot 115 Taliverde Estates, that has historically been associated with the property.
- 2. The boundary includes the house, which has been historically called the Wrigley Mansion, and which maintains historic integrity. That parcel north of the house which housed the horse stables has been excluded because it has been developed into a corporate center and convention center for a major savings and loan association. Commercial property.

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Photo	ographs	; The Wrigley Mansion 2501 East Telawa Trail, Phoenix, Arizona, 85016
Date Nega	of phot tives lo	r: Dan Vermillion tographs: 1980 ocated at Western Savings Corporate Center, h 24th Street, Phoenix, Arizona, 85016
#1	View 1	Looking north
#2	View 1	Looking southwest
Date Nega	of phot tives lo	r: Paul Markow tographs: 1979 ocated at Western Savings Corporate Center n 24th Street, Phoenix, Arizona 85016
#3	View 1	Looking west
 Date	of pho	r: Gary Cormany tographs: February 1989 ocated at Mansion Club, 2501 East Telawa Trail
#4	View:	Looking south towards Dining Room and Mr. Wrigley's sleeping porch.
#5	View:	Looking south to Dining Room.
#6	View:	Looking south towards Loggia Patio and servants bedrooms.
#7	View:	Looking east at Garden Room (garage).
#8	View:	Looking west inside Living Room.
#9	View:	Looking northwest into Dining Room.
#10	View:	Tooking unused toward coiling in Detund.
#10	view.	Looking upward toward ceiling in Rotunda.
#10 #11	View:	Looking west towards fireplace inside Library.

