



**history|san José**  
silicon valley from a to z

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# THE Exchange

HISTORY SAN JOSÉ

MAY 2004

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## HSJ Announces Annual Fundraiser

Join History San José as we celebrate 150 years of wine making in Santa Clara Valley hosted by the Mirassou family at La Rochelle Winery, formerly Mirassou Winery, on Aborn Road.

This exciting event takes place on Thursday, June 24th from 5:00 – 9:00 p.m. and features music and humorous entertainment, silent and live auctions, wine tasting and an elegant dinner prepared by David Page, La Rochelle's *Chef de Cuisine*. The cost is \$125.00 per person. The proceeds benefit History San José's education programs.

To add even more to the festivities, Materworks Fine Art Institute is providing original fine art to be auctioned at the event. A portion of the proceeds from the sale will be donated to HSJ.

"We are still working through the details," said HSJ President and CEO David Crosson. "But, those who attended last year's fundraiser, *Manny's Cellar – Open One Night Only*, know HSJ doesn't miss a beat in details and surprises, and this year will be no different."

Look for your invitation in the mail or call our reservation line at (408) 918-1046 to reserve your seat at the event today!

If you would like to contribute to the auction or become a financial sponsor, please contact the Event Committee at the web address below or call Barbara Johnson at (408) 918-1053.

For a list of auction items, directions or more information visit: [www.historysanjose.org/larochelle](http://www.historysanjose.org/larochelle).



Historic photo of La Rochelle Winery, formerly Mirassou, site of this year's HSJ Annual Fundraiser.

Photo courtesy of La Rochelle Winery

## What Preservation Means to Me

Amanda McClay, a sophomore at Pioneer High School, is required to spend the year researching a world problem. Amanda chose to research the need for historic preservation and emailed me a series of questions as part of her study. Perhaps Amanda and I are the only two people on earth who think that historic preservation is a world problem, but, here are my answers, anyway.

### 1. Please list several frustrations and rewards of being involved in this type of work.

#### Frustrations

- An American citizenry who prefers to preserve history 3,000 miles from home.
- People who look at the past with a sense of nostalgia and loss, but put the burden of caring for that past—and paying for its preservation—on everyone but themselves.
- The tendency of those who care about history to either include in the story line only those people who have been here for a defined number of generations or to include only those who share a cultural heritage that is identical to their own.
- The preservation logic that at some point buildings stopped living.

#### Rewards

- A child's face when (s)he sees herself/himself as part of history.
- Every now and then saving something worthwhile.
- The people I work with.
- The stories that are saved, told and experienced.
- Strengthening community by bringing together different historical experiences and expressions.

### 2. Would you say that the need for historic preservation is greater now more than ever?

Yes, but it cannot be based on a catechism that turns structures into holy shrines that are preserved and worshiped for and of themselves. What matters, is how they represent local expressions of universal values and the stories they tell. If they do not or cannot bridge the past to the present, in the words of a famous book, *The Past is a Foreign Country*, and remains so.

### 3. Over the past ten years, how has the field of study changed?

For over a decade, Richard Moe, of the National Trust for Historic Preservation, has been changing the face of preservation to something that is an integral part of planning successful, comprehensive, human-scale communities.

### 4. As you look five, ten, or fifteen years into the future, what changes do you see developing in this area of study?

There has to be less time spent on studying the science(s) of preservation and much more time spent on the sociology, culture, and values of preservation.

### 5. How do you think your job affects the world?

My job is to help the community redefine who is included in Santa Clara Valley's History. If I can do this, it will help citizens redefine the world and their individual and collective relationship with it.

Preservation continued on page 4

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*The Exchange* is published four times a year by History San José.

Lynn Crocker  
Editor

## *Artists For Hire:* Painting for the Market in Santa Clara Valley

**SAVE THE DATE!** Members-only opening July 15. Look for your invitation in the mail.



Sarah Puckitt

*Sarah Puckitt, Curator of Art and Photography, and Alida J. Bray, Director of Collections and Exhibitions survey the paintings.*

*Artists For Hire* is an exhibition of over 35 paintings featuring Santa Clara Valley artists. The most celebrated painters include the flamboyant Astley David Middleton Cooper, the multitalented Andrew Putnam Hill, and Louis O. Lussier who is undeniably one of the finest California portraitists. Marques E. Reitzel, founder of the San José State University art department, and Campbell artist Francis Harvey Cutting are also included in this exhibition, as is Lee De Forest. De Forest is known as the physicist who made the first electronic amplifier and put sound on film, but few know he was also an accomplished painter.

This exhibit explores primarily portraiture and landscapes that 19th century artists were commissioned to paint for their wealthy patrons, and contrasts it with 20th century work of the same genre.

*Artists For Hire* marks the beginning of an ongoing program at History San José to explore artwork created in the Santa Clara Valley and its importance to the historical record. Through the generous support of Robert J. Bettencourt, 27 paintings are being conserved in preparation for the exhibit. The show runs through January 8, 2005.

## *Leonard McKay Gallery to Open at the Pasetta House*

For the past 60 years, local historian Leonard McKay has assembled a distinctive body of work comprised exclusively of historic paintings by Santa Clara Valley artists. Last year, McKay began searching for a permanent home for his collection, with the strict criteria that the collection be kept in tact and exhibited publicly. Simultaneously, Robert J. Bettencourt began the process of renovating his Pasetta family home that was relocated to History Park in 1985 and designated for a future art gallery.

Bettencourt, sharing a long-time interest in local art, purchased the McKay Collection for public display in the Pasetta House, and is transforming the house into the Leonard McKay Gallery. This creates an exciting opportunity for History San José, which ultimately benefits the public. By combining the Leonard McKay Collection with the Museum's existing art collection, a dialog about the history of Santa Clara Valley artists can commence. Select paintings from the Leonard McKay Collection will be featured in HSJ's upcoming exhibit *Artists For Hire*, and the entire Collection will be shown publicly for the first time when the Leonard McKay Gallery at the Pasetta House opens in 2005.



Photos by Sarah Puckitt



*(above) Leonard McKay with his collection. (far left) Floor plan for the future Leonard McKay Gallery. (left) The Pasetta House exterior, before renovation.*

# University of California at San José

by Jack Douglas

As odd as the above designation sounds, our city was the site chosen, in 1849, by the founders of the University of California for its first campus. The concept of the University was the idea of the members of the American Home Missionary Society, which was made up of Congregationalists and Presbyterians. They hoped to establish a West Coast version of Yale University.

Raising funds and securing a site became a necessity in 1850, so Captain Henry M. Naglee and his partner Mr. Pedro Sansevaine offered the committee forty acres in San José for the purpose of establishing the University. This gift was subject to the following conditions: 1) The said institution shall be free of all religious distinction; 2) The plot shall be fenced and 1,500 trees shall be planted there within a year; 3) The buildings shall be commenced in good faith within two and one-half years. Having a solid commitment for the land allowed the trustees to issue a subscription for funds to apply to the State Supreme Court for a charter.

Unfortunately for San José,

conflicts over land claims (which were carried on for decades, thereby enriching the lawyers) led the Supreme Court to reject the Trustee's application. The University was not chartered until 1868 when it was established in Oakland as The College of California. It moved to Berkeley in 1873.

Had it been incorporated in San José, it would have joined the University of the Pacific, The College of Santa Clara, The College of Notre Dame and the State Normal School to make our city the citadel of higher education in the Nation.

Henry Naglee must have had an appreciation of publicly financed higher education, for he himself was a product of what was the earliest of such institutions, West Point. It is interesting to note that by 1850, only three years after his arrival during the Mexican-American War, Captain Naglee had extensive land holdings around San José. The shrewd businessman must surely have realized that a budding college or university would add value to his adjoining properties. Perhaps he even had dreams of it becoming NAGLEE U.



Courtesy of History San José

Portrait of Captain Henry M. Naglee.

Preservation continued from page 2

6. What might some consequences be if this world problem were allowed to continue without resolve?

The ethos of American democracy will continue to decline at a rate, which we accept because we do not notice it.

7. What do you foresee happening, positively or negatively, in regards to the historic preservation movement?

This is one field that has always been able to walk the walk, but not talk the talk. We either will learn to speak the language spoken by contemporary audiences thereby adding meaning to our lives today, or we will become

totally marginalized and irrelevant.

8. In your opinion, what is the best solution for the need for historic preservation?

Instead of focusing on why people should care about the past, we must focus on needs, as perceived by the communities we live in.

Thank you, Amanda, for your questions.  
David Crosson,  
President & CEO

# HISTORY SAN JOSÉ HAPPENINGS

## New Membership Structure Begins in July

You, the members, have spoken and we have listened. Beginning July 1, 2004, membership benefits for individuals will be even better. New features include a subscription to *California History*, journal of the California Historical Society, for all Partner Members and higher levels, and free or reduced admission to over 120 participating Time Travel museums throughout America for all Associate Members and higher levels. We have also upgraded our membership database to better serve you. Here is how the new membership categories will work:

### Individual/Senior \$35

- Free admission to all HSJ sites for 1 adult or 2 seniors
- Invitations to member-only previews and events
- 10% discount at the museum store
- HSJ quarterly newsletter

### Dual/Family \$50

- All of the above, plus
- Free admission to all HSJ sites for adults (total) and all household children or grandchildren under 18
- Annual membership premium upon joining and renewal
- 2 Downtown Arts Discount gift packets

### Associate \$100

- All of the above, plus
- Free or reduced admission to over 120 participating Time Travel museums throughout America

Now, joining and renewing your membership in History San José is easier than ever, and the benefits have never been greater. So, don't let that renewal letter sit. Send it in. And, bring some friends with you.

### Partner \$250

- All of the above, plus
- Annual subscription to *California History*, journal of the California Historical Society

### Advocate \$500

- All of the above, plus
- Complimentary portrait by photographer John Paulson

### Patron \$1,000

- All of the above, plus
- Non-exclusive use of History Park or Peralta-Fallon site for a 4-hour event for up to 100 people

## Ways to Remember and Reflect

Individuals and families interested in paying tribute to someone special or commemorating a momentous occasion may do so with a monetary gift to History San José. Send your donation (in any amount) to HSJ with the person's name(s) and the occasion being celebrated or remembered. HSJ will send out a letter informing the individual or family that a donation was made in their name. Remember to include the address of the person you would like to receive acknowledgement. If you need additional information, call the development office at (408) 918-1053.

## Thank You!

Thank you to the sponsors of the March 11th History Park Open House.



Events to last a lifetime.



Special thanks to: AMB Designs, Al Dutra, Fire Muster Team, Lillian Gong-Guy, History San José Staff, Linen Lady, Magnolia Jazz Band, Stacy and Friends, Janna Standridge, Trolley Barn Volunteers, Williams Rental, Emily Yu.

## HELP US MAKE HISTORY

### Membership Categories

- \$35 Individual/Senior     \$250 Partner  
 \$50 Dual/Family         \$500 Advocate  
 \$100 Associate          \$1000 Patron

### Additional Gift

\$ \_\_\_\_\_

### Total

\$ \_\_\_\_\_

Check enclosed (payable to History San José)

Visa     MasterCard

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### Mail to

History San José  
1650 Senter Road, San José, CA 95112

## HISTORY SAN JOSÉ HAPPENINGS

### Barnes & Noble Book Fair Benefits HSJ

Coinciding with the next installment of the History Makers series, *San José Underground: Archaeologists Dig Into San José's Past*, Barnes & Noble Booksellers, on the corner of Almaden Expressway and Blossom Hill Road, is offering a fundraising opportunity to benefit History San José. By presenting the Barnes & Noble Book Fair Voucher included in this newsletter, a percentage of net sales on all merchandise\* purchased on May 13, between 5:00 and 10:00 p.m. will be donated to History San José. We hope you will participate in this fundraising opportunity while continuing to enjoy History Makers presented by Barnes & Noble and History San José. If you have any questions, call Barbara Johnson at 408-918-1053.

*\*Valid on all merchandise except consumable goods, gift cards, and readers' advantage memberships.*



*Kids participate in History San José's Westward Ho! program at History Park.*

### HSJ Participates in New Summer Camp

If you are searching for a full week of fun and adventure for your child or grandchild this summer, check out San José Safari Day Camp. Your child will "trek" through San José on an adventure of discovery at several of our city's premier cultural institutions, and be treated to a full week of unique educational experiences right here in our own city!

History San José is participating in this exciting, new summer partnership with five other institutions. Under the leadership of The Friends of Guadalupe River Park & Gardens (GRPG), campers will visit a new site each day to learn about their hometown from several different perspectives. Places the Safari campers will explore include the Mexican Heritage Plaza, San Jose Museum of Art, the San Francisco Bay Bird Observatory, Don Edward's San Francisco Bay National Wildlife Refuge, Guadalupe River Park and Gardens, and History Park.

Campers will meet every day at 8:30 a.m. at the Guadalupe Garden Center in downtown San José, take a bus to one of the sites and return to the Center, ready to be picked up at 5:00 p.m. Campers need to provide their own bag lunch each day.

The camp is offered three times this summer—during the weeks of July 12, July 26, and August 9. Space is limited! Contact GRPG Education Coordinator Kary Wilson at 408-298-7657 or [education@grp.org](mailto:education@grp.org) for more information or to register. Some partial scholarships are available.



### Silicon Valley History Online Goes Live

Silicon Valley History Online (SVHO), Silicon Valley's first multi-institutional history website, announced its formal, public debut at a press conference on Thursday, March 25 at 10:00 a.m. at the King Library. The heavily attended press conference drew attention from local historians, educators, arts organizations and public officials, including Mayor Ron Gonzales and several San José City Council members. "The website will provide a gateway into Santa Clara County's past," said Paula Jabloner, HSJ Senior Archivist and Project Director for SVHO. "We're hoping that the website helps users recognize and understand our past." The site is located at [www.siliconvalleyhistory.org](http://www.siliconvalleyhistory.org). An exhibit of selected historic items to be included on Silicon Valley History Online is on display on the 5th Floor of the King Library.

SVHO is funded through a generous \$144,000 grant from the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian. Project staff includes Heather Arnold, SVHO Project Archivist and Mike Powers, Metadata Cataloger. Other partners include: Santa Clara University Archives, San José State University Special Collections Department, California History Center at DeAnza College, Intel Museum, San José Public Library California Room and the Santa Clara City Library Heritage Pavilion.

### Support HSJ by Touring the Great Lakes

Over the years, History San José has been the recipient of a portion of proceeds from trips booked through LifeLong Learning. Hosted by INTRAV, LifeLong Learning offers vacation packages to historically significant destinations. This summer's trip, The Great Lakes by Land and Sea, is scheduled for August 9 through August 20, 2004. The Great Lakes by Land and Sea itinerary begins with two nights in Niagara, then on board the Nantucket Clipper in Buffalo for a seven-day Great Lakes cruise. If you are interested in receiving a brochure with itinerary and tour costs, call Barbara Johnson at History San José, 408-918-1053.

# HISTORY SAN JOSÉ CALENDAR

## MAY

### Olympic Legacy Cultural Events

#### Socrates' Apology

Monday, May 3rd, 7:00pm

Le Petit Trianon Theater

#### Spring Concert –

#### A Journey Through Greek Song

Thursday, May 6th, 7:00pm

Concert Hall, San José State University

#### Traditional Greek Wedding

Sunday, May 9th, 3:00pm

History Park

For more information on these and other events hosted by the Hellenic Heritage Institute, visit [www.olmay2004.net](http://www.olmay2004.net).

## History Makers

### San José Underground:

### Archaeologists Dig Into

### San José's Past

Thursday, May 13th

7:00 – 8:30pm

*Barnes and Noble Booksellers at the corner of Almaden Expressway and Blossom Hill Road*

History San José President and CEO David Crosson moderates a panel discussion on the archaeological discoveries in San José. Panelists include: Dr. Rebecca Allen, Mark Hylkema, and Dr. Russell K. Skowronek.

Free

### Family Day – Archaeology: Digging Your Past

Sunday, May 23rd

Noon – 5:00pm

Children assume the role of archaeologists by digging, sifting, sorting and reassembling artifacts from the past.

Free

## JUNE

### Community Resource Fair

Sunday, June 6th

10:00am – 5:00pm

History Park

Fair provides information on a variety of community resources for families

and individuals. Food, entertainment.  
Free

### Dia de Portugal Festival

Sunday, June 13th

10:00am – 6:00pm

History Park

Celebrate Portuguese heritage at this annual festival. Entertainment, great food. Sponsored by the Portuguese Heritage Society of California.

Free

## JULY

### Artists For Hire:

### Painting for the Market in

### Santa Clara Valley Opening

Thursday, July 15th

6:00 – 8:00pm

Join us for the opening of HSJ's newest exhibit of over 35 paintings featuring Santa Clara Valley artists.

Members only

### Chinese Festival

Sunday, July 18th

10:00am – 5:00pm

Festival features Chinese cooking, acrobatics, dancing, and food booths. Sponsored by the Chinese Heritage and Cultural Project.

Free

## SUMMER FAMILY FUN AT HISTORY PARK

Based on the success of last year's Family Sundays, History San José will repeat its efforts to attract and engage family audiences again this summer. Much of these efforts are tied in to the popular festivals presented by HSJ Affiliates (see Calendar for additional details). In addition, HSJ is the exclusive host of two Family Days.

On Sunday, May 23rd, History San José will repeat its very popular program **Archaeology: Digging Your Past**. This is a chance for children to experience first-hand what it's like to be an archaeologist. Hands-on stations allow children to dig, sift, sort and reassemble archaeological artifacts. Those who complete all four stations will be awarded certificates as Junior Archaeologists. New this year is a booth hosted by Stanford University archaeology students who are cataloging and identifying artifacts unearthed several years ago at the Market Street Chinatown site in downtown San José.

A brand new Family Day will be held on Sunday, August 22nd. **Hidden Treasures** will help children and their families discover how much fun delving into the past can be. A Treasure Hunt will guide children on a hands-on, discovery tour of History Park and its diverse buildings. They will also have the opportunity to learn how different kinds of historical treasures, such as old documents, photographs and objects can reveal secrets from the past. Kids are invited to bring a treasure of their own to show to museum staff and they will be able to make their own personal treasure chest to take home.

Thanks to Bank of America and Air Systems Foundation for their support of this year's Family Days.

The museum staff is also working on ways to extend informal educational and interpretive opportunities to visitors who are in the park on weekdays during the summer months. These ideas include having select buildings open, new self-guided activity sheets for children and new content signage in the park. Plan to visit History Park this summer and join in the fun. Visit [www.historysanjose.org](http://www.historysanjose.org) for more information.



Youngsters discover and sort "artifacts" at last year's Archaeology day.

## WHAT'S IN STORE FOR YOU?

### Sorbets and Ice Creams

An elegant little book of the most ravishing of desserts: ice creams, sorbets, frozen yogurts and their delicious cousins, parfaits and mousses. The perfect containers for these delights are ceramic ice cream cones available in white or a rainbow of pastel hues. The ultimate toppings for your ice cream extravaganza are the award-winning dessert sauces from The King's Cupboard.



### Summer Day Refreshment

A cool drink on a hot, summer day tastes better when using these Depression style glasses and pitcher. The coordinating cake stands complete the refreshment break ensemble. Glasses are available in clear, blue, amber and green.



### The Chinese in America

Best selling author Iris Chang chronicles the many accomplishments of Chinese immigrants and their descendants in America. Interweaving political, social, economic and cultural history, Iris Chang offers a view not only of what it means to be Chinese American, but also of what it is to be American.



Photos by Sarah Puckett

### Little Big Gifts

These beautifully illustrated books are brimming with many classic and favorite fairy tales, songs, poetry and nursery rhymes. This chunky package is a great gift for very special people. One-of-a-kind adorable bunnies, bears and dolls are made with vintage chenille, buttons and handkerchiefs. This Oregon artist welcomes special orders.



## MUSEUM INFORMATION

### SITES

**History Park**  
Kelley Park, 1650 Senter Road  
San Jose, CA 95112  
408-287-2290; Fax 408-287-2291

**Peralta Adobe & Fallon House**  
175 W. St. John Street  
San Jose, CA 95110  
408-993-8182; Fax 408-993-8184

**Administrative Offices**  
1650 Senter Road  
San Jose, CA 95112  
408-287-2290; Fax 408-287-2291

[www.historysanjose.org](http://www.historysanjose.org)

### FEES

#### General Admission Fees

A ticket for both sites is valid two weeks from date of purchase.

	One site	Both sites
Adult	\$6.00	\$10.00
Senior (age 65+)	\$5.00	\$8.00
Youth (age 6-17)	\$4.00	\$6.00
Child (5 & under)	Free	Free

#### Group Tour Fees

10 or more individuals who have pre-scheduled a tour.

	One site	Both sites
Adult	\$5.00	\$8.00
Senior (age 65+)	\$4.00	\$6.00
Youth (age 6-17)	\$3.00	\$4.00
Child (5 & under)	Free	Free

### HOURS

#### SATURDAY & SUNDAY

**History Park & Gallery** 12–5pm

Docent-guided tours; regular admission fee  
Last tour leaves at 3pm.

**Museum Store** 12–4pm

**O'Brien's Café** 12–4pm

**Peralta/Fallon** 12–5pm

Docent-guided tours; regular admission fee  
Last tour leaves at 3:30 pm.

#### TUESDAY – FRIDAY

**History Park & Gallery** 11am – 5pm

Self-guided tours; admission is free.

**Museum Store** 11am – 4pm

**O'Brien's Café** 11am – 3pm

**Research Center** Wed 1pm – 4pm

**Office Hours** Mon.–Fri., 9am – 5pm

### PROGRAMS

All school programs and group tours must be reserved. School programs and group tours are offered Mon. – Fri., 9am – 5pm. Group tours are offered Tues. – Sun. by reservation only. Call 408-918-1040.

**Public Programs:** History Makers

**Outreach Programs:** Portraits of the Past

**School Programs:** Experience Adobe Days, Experience Victorian Days, Explore Peralta/Fallon, Explore San Jose's Past, Gold Rush Adventure, Historic Transportation Experience, History Hike, School Days in the 1890s, Victorian School Kit, Westward Ho!, Women Who Made A Difference