1995 Membership Drive Begins This Month

THE San Jose Historical Museum Association is pleased to announce the start of its annual membership drive and the limited edition of Scenes Along the Line of the San Jose & Los Gatos Intercity Railroad, the 1995 membership premium soon to be available to all new and returning members.

The twenty-second in a series of books published annually by the Museum Association since 1973, Scenes Along the Line of the San Jose & Los Gatos Interurban Railroad is a reproduction of a photograph album compiled by Andrew P. Hill, noted artist, photographer, and conservationist. The album is a collection of photographs of the construction of the railroad, scenes along its route, and other images taken at the turn of the century. The album was originally presented to the San Jose Chamber of Commerce by Andrew P. Hill. It was donated to the Museum by a man from Ohio in 1990. In reproducing the album, additional captions were included to provide more information about the subject matter.

This soft cover book is over 100 pages in length and contains 47 photographs reproduced from the original album. Funding for the publication was provided, in part, by a major grant from the Stella B. Gross Charitable Trust and a grant from the Sourisseau Academy of San Jose State University. (Please see 1995 MEMBERSHIP DRIVE, P. 8)

Peralta Adobe & Fallon House Historic Site Receives Educational Grants

In the past two months the San Jose Historical Museum Association has been the recipient of major grants and services from a variety of sources for the development of educational programs at the Peralta Adobe & Fallon House Historic Site. These gifts not only enable the Association to leverage funds for additional program development, they also represent the broad base of community support that is available for the project.

At their September meeting, Directors of The Valley Foundation granted the sum of $10,000 to the Museum Association as seed money for the development of a comprehensive educational program. In particular, this grant will be used to research and develop a hands-on educational program for elementary school children at the Peralta Adobe within the next year. This is the second grant the Association has received from The Valley Foundation in the past three years.

Tam Communications Inc. of San Jose, working closely with Association staff and the Peralta-Fallon Advisory Board, just completed the production of an introductory video that tells the story of San Jose’s early history and sets the stage for the visitor’s tour of both the Peralta Adobe and Fallon House. Tam Communications donated over $11,000 in in-kind services to this project and produced the video that is both educational and highly professional. Tam staff members took a personal interest in making this video the best it could be.

The San Jose Rotary Club Endowment Fund Directors approved a grant of $3,000 to further underwrite the cost of the video as part of their Downtown Committee’s adoption of the Peralta Adobe & Fallon House Site as a project. Members of the Downtown Committee, under the chairmanship of David Neale, are currently working with Association staff to determine other areas, such as marketing and education, where Rotary Club members can assist by sharing their expertise and resources.

In addition to this support, the Peralta Adobe & Fallon House Site was the beneficiary of the second annual Brew Ha Ha festival sponsored by the San Jose Downtown Association in early October. This proved to be a very successful event that provided exposure for our complex and resulted in more than $2,000 income for Peralta-Fallon programs.

Official Founding of the Pueblo Celebration

Human settlement in the Santa Clara Valley began over 10,000 years ago when ancestors of the Muweke/Bayonoe people called this area home. In the late 18th Century, European expansion brought new immigrants to Alta California. On November 29, 1777, sixty-six settlers from the Sonora and Sinaloa regions of what is now Mexico entered the valley under the flag of Spain to found a new settlement. The community was named El Pueblo de San Jose de Guadalupe.

Located on the banks of the Guadalupe River, the Pueblo constituted the first civil settlement in Alta California and was the precursor of the current municipal government of the City of San Jose.

The City of San Jose, in conjunction with the San Jose Historical Museum Association and the San Jose Historical Landmarks Commission, is officially celebrating the Founding of the Pueblo the week of November 27, 1994. Events and activities relating to the history of San Jose will be offered during this week. (Please see FOUNDING OF THE PUEBLO, P. 7.)

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E.N. Richmond Trust

THIS ISSUE OF THE ASSOCIATION NEWS IS SPONSORED BY:

SAN JOSE HISTORICAL MUSEUM ASSOCIATION
1605 BRITEN ROAD
SAN JOSE, CA 95112-2689

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**Trolley Car No. 129 Comes Home**

ALL the volunteers in the trolley barn were thrilled when Car No. 129 was returned to the Historical Museum after being on loan to the City of Sacramento. This car had originally run in Sacra- mento as a streetcar, then as restored, can be referred to as the big yellow one with open sides. The car was a restoration project of the San Jose Trolley Corporation and was sponsored by the Fairmont Hotel and dedicated on November 18, 1988, in the downtown Transit Mall. The historic trolley service in downtown San Jose was reduced in hours due to budget constraints, but it allows the opportunity to loan the car to Sacramento for the past year.

Returning it to the Historical Museum allows our volunteers to have the fun of operating it on our property on the trolley line linking the Historical Museum and Happy Hollow along Senter Road can start soon. This additional track is also a donation from the San Jose Trolley Corporation and is a key element of the Kelley Park Master Plan.

Visit the Historical Museum Over the Holidays!

The holidays are a great time to visit the Historical Museum with family and friends. Come and share the many memories that are stirred by history. Our Victorian Christmas event on December 10 & 11 is a wonderful opportunity to visit the decorated buildings, shop in the City Store and boutiques, ride the trolley, and experience many of our volunteers in costume. Memberships in the Historical Museum Association make great holiday presents and include a volume of history to be enjoyed year round. This year, the Museum Association premium features Andrea P. Hill's guide of early San Jose trolley line and interurban railway lines. It should be a fun resource to remind us of our early valley.

Plan to visit us and enjoy the many programs offered by the San Jose Historical Museum. Happy Holidays and may 1995 be a great year for all!

MIGNON GIBSON
MUSEUM DIRECTOR

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**Docent Report**

Docent Council Working With the A.A.U.W.

The San Jose Historical Museum volunteers who are involved with educating the public are members of the Docent Council. For the past year, the membership elects a board to carry out certain duties beneficial to the functioning of the Council and to the education of enhancing educational services offered to the community. Two of these positions are specifically called Creative Programming and Community Relations.

This year, the Creative Programming Chairperson, Myrl Metcalf, and her committee are working with the A.A.U.W. (American Association of University Women) to compile biographies of local women who have made a difference in the history of the Santa Clara Valley. This project is titled “Her Story”.

The typical role and the hardships endured by the pioneer wife and mother has been conveyed in many of our programs, we have highly documented the roles and contributions of many women in the fields of medicine, business, literature, etc. The purpose of this project is to provide a resource for teachers and to develop an educational program to present to fourth graders and up.

The Community Relations Chairperson, Evelyn Uович, and her committee are seeking to interface with downtown merchants. Recently, we sponsored the Downtown Walking Tour Docent and personally involved with many merchants, she sees many opportunities to reach out and provide benefits for all parties involved.
HISTORICAL MUSEUM STUDY UNDERWAY

The Wolf Organization, the consulting firm hired by the City of San Jose to study the organizational structure of the San Jose Historical Museum and draft a strategic plan for the future, has begun its work of gathering information. Under the direction of a Core Committee of City staff and citizens, the consultants have already conducted numerous interviews, reviewed pages of documents, and outlined the course of their study.

The next meeting of the Core Committee and The Wolf Organization is scheduled to take place from 7:00 to 9:00 a.m. on Tuesday, November 8, in the San Pedro Lounge at the Center for Performing Arts. This meeting is open to the public. The early hour was set to accommodate the schedules of members of the Core Committee and the consultant team.

A second meeting has been tentatively set for Monday, December 12, 1:30-3:30, also in the Rieder Lounge. Entrance to the Rieder Lounge is from the San Carlos Street side of the Center for the Performing Arts.

Please call Monica Attazano at the Office of Cultural Affairs (277-5144) or Kathleen Muller, San Jose Historical Museum (277-2929) to confirm the dates and times of the meetings.

Thomas Wolf, President of The Wolf Organization, has also issued a letter requesting comments and opinions on the future of the Historical Museum that might assist in the current study. You are welcome to share your thoughts in writing. Please include your full name and your connection to the Museum. Also indicate if you would have an objection to being listed as a participant in the study. Mail or fax your letter to:

FAX: (617) 492-7525.

PUBLIC MEETING WITH THE WOLF ORGANIZATION

Monday, November 7
7:00 p.m.
LeMing Center at Kelley Park
1300 Senter Road

THE COLLECTIONS

Today's news is tomorrow's history. As a local historical museum, we are collecting for the 21st century by documenting the events and current events. The Museum is a repository for the preservation of objects which can be used to illustrate the history of San Jose and the people who have lived here. Each donation that comes with complete documentation. Such is the case with a recent donation from Martha Small. The centerpiece of her gift is the original cut silk velvet gown which she wore to the ball for the opening of the Fairmont Hotel on October 24, 1987. The elegant gown was designed by the internationally known textile designer Marion Claydon of Los Gatos. Claydon's textiles and clothing have been exhibited throughout the world. They are included in the permanent collections of many museums, including the Smithsonian, The Victoria and Albert in London, Dromes Museum in France, and Nagoya City in Japan. We are particularly indebted to Martha Small for this gift not only as documentation of an important event, but also for the example from the work of this local artist. As part of the supporting documentation of the event, Mrs. Small also presented us with invitations and tickets, the favors designed by John Anden, and her own notes, menu and receipts, and copies of the newspaper coverage. First day of business promotional materials were also included. In total, these materials represent a complete story of a significant event in the recent history of our city.

Another recent example of a well-documented donation came from Melba Hardtke. She gave to the Museum's textile collection the complete ensemble from her 1933 wedding to Del Harrod Hitchcock. The announcement party dress, wedding dress and trousseau outfits were purchased at Hale's Department Store in San Jose. On March 19, 1933 (the day before they closed), Melba and Del hugged along and Harrod Hitchcock announced their engagement. They were married in the chapel at Stanford on July 6, 1933, in a private ceremony with Melba's sister Hazel and Robert Thomas. The bride wore matching dresses in different colors. Following the brief ceremony the party proceeded to the St. Francis Hotel in San Francisco for a wedding luncheon. That evening they boarded the H.F. Alexander and sailed to Long Beach. They had shipped their 1926 Ford on the Alexander. Following their stay in Long Beach, the newlyweds motored to Colorado via the Grand Canyon and Mosse Verde. They took the "direct route home" through Nevada. This story is a wonderful example of the human element which gives life to our understanding of local history. These items are currently displayed in the Chinese House in keeping with our textile theme of wedding finery.

MUSEUM STAFF
Mignon Gibson........ Director
Wanda Foss........ Senior Steno
Jeanne Kondo..... Clerk/Typist
Leslie Masunaga.... Archivist
Virginia Beck ....... Curator of Education
Beverly Blockie ....... Volunteer Support (P/T)
Fawna Ferguson..... Volunteer Support (P/T)
Carol Provenzano..... Volunteer Support (P/T)
Mary Anne Schreier.... Volunteer Support (P/T)
Al Spivak........ Volunteer Support (P/T)
Beverly Trenclite..... Volunteer Support (P/T)
Monte Duran.......... Museum Events
Nancy Higa-Nunes .... Curator
Nancy Valby.... Curator
Fred Bennett..... Trolley Barn Manager

ASSOCIATION STAFF
Kathleen Muller........ Administrator
Barbara Johnson........ Development Director
Judy Arzutla/Fallon Director
Judith Henderson...... Administrative Assistant
Dan Bingham........ Public Relations & Programs
Carol Ouellette...... Bookkeeper
Margaret Anderson....... Membership Secretary
Toni Evans........... Shops Manager
Susan Miller........ Shops Scheduler/Supervisor
Marge Lentricchia.... Shops Supervisor
Jule Peterson...... Vintage Reflections Manager
Mayra Diaz........ Peralta/Fallon Shop Supervisor

SANTA CLARA HISTORIC HOME TOUR

Five restored historic properties, including the 1885 Italianate style Hamilton House Museum at 1889 Market Street in Santa Clara, will be open to the public to tour during Santa Clara's Historic Home Tour, on December 10 and 11. The public will be open 9 a.m. to 5 p.m. on Saturday, and Noon-5 p.m. on Sunday. Tickets are cheaper in advance; $10 General or $9 Seniors. Tickets bought at the door are $12. To order advance tickets, call the museum at 287-2787, and ask for the self-addressed long envelope to: Historic Home Tour, P.O. Box 331, Santa Clara, CA 95052. For more information, please call (408) 248-2787.

CHRISTMAS DECORATIONS AT S.F. BAY AREA HISTORIC HOMES

The charm of Christmas in an old-fashioned setting may be experienced at many San Francisco Bay Area homes museums this holiday season. Visitors may step into the past and capture the festive Christmas spirit of great-grandmother's day. Victorian decorations, antique toys, music boxes and vintage Christmas customs may be enjoyed in a cozy farmhouse or an elegant mansion. For a complete listing of Christmas festivities, send $1 and a self-addressed stamped envelope to Bay Area Home Historic Museums, 22701 Main St., Hayward, CA 94541.

FIREIGHTER'S BELL DEDICATION

San Jose's old Firemen's Bell, located for many years at the south end of Plaza de Cesar Chavez will soon find a new home in St. James Park just west of the fountain. The historical elements of the Bell will be preserved on a new base and setting that will provide a more prominent area for civic ceremonies and memorial services. The San Jose Fire Department and the City Redevelopment Agency, in conjunction with the Fire Department and the Firefighter's Association, will dedicate the new location in a civic ceremony on December 9. The public is invited and refreshments will be served.

BUY TOUR VICTORIAN CHRISTMAS TICKETS IN ADVANCE.

By popular demand, advance admission tickets will be available for the Victorian Christmas event to be held at the Mission San Jose grounds on December 10 & 11. (See story, p. 4). Advance tickets can be purchased in the Museum offices. These tickets may be given to friends, family members, or as a Christmas card insert or early holiday gift. Tickets are $6 for adults, $4 for youth (4-17) and a special senior rate of $3.

DOLL DONATION TICKETS SALES CONTEST

This contest is open to everyone. The two contest winners each receive a lunch valued at $50 at Biaggio or another noted downtown San Jose restaurant. Simply put your name on the back of any tickets that you sell and after the donation drive is completed, the winners will be公布. The two winners will be notified by December 13, 1994 and be able to enjoy their lunch for the holidays. (See article, P. 4)

News & Notes

In the Collections

TODAY'S news is tomorrow's history. As a local historical museum, we are collecting for the 21st century by documenting the events and current events. The Museum is a repository for the preservation of objects which can be used to illustrate the history of San Jose and the people who have lived here. Each donation that comes with complete documentation. Such is the case with a recent donation from Martha Small. The centerpiece of her gift is the original cut silk velvet gown which she wore to the ball for the opening of the Fairmont Hotel on October 24, 1987. The elegant gown was designed by the internationally known textile designer Marion Claydon of Los Gatos. Claydon's textiles and clothing have been exhibited throughout the world. They are included in the permanent collections of many museums, including the Smithsonian, The Victoria and Albert in London, Dromes Museum in France, and Nagoya City in Japan. We are particularly indebted to Martha Small for this gift not only as documentation of an important event, but also for the example from the work of this local artist. As part of the supporting documentation of the event, Mrs. Small also presented us with invitations and tickets, the favors designed by John Anden, and her own notes, menu and receipts, and copies of the newspaper coverage. First day of business promotional materials were also included. In total, these materials represent a complete story of a significant event in the recent history of our city.

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From the Archives

WEEV and the San Jose Historical Museum have determined that it is in the public interest to make available photographs, copies of the San Jose Weekly and any other document that may relate to the history of the city. Some of the material in the archives includes:

- A collection of newspaper articles about the history of the city, including interviews with residents and historians.
- A collection of letters from various sources discussing the history of the city.
- A collection of photographs of historic buildings and landmarks.

Given this information, we believe it is in the public interest to make this material available for research and educational purposes. We encourage anyone interested in the history of San Jose to contact us for more information.

Lestie Masunaga
ARCHIVIST

Given the circumstances, often creating a more alive than people they know.

What has this "projected" reality got to do with archives? If one thinks of archives only as mudly depositor of old documents and papers, then it is understandable that the time and expense needed only add up to preserving some mystic artifact. If archives are a component in the reality continuum, then the importance of its evolution and future is more clearly understood.

Like Highway 85, our future information highway will link us to a greater degree than ever before. Archives can be a stage to launch our own virtual realities.
Celebrate “A Victorian Christmas” Dec. 10-11

The San Jose Historical Museum will present “A Victorian Christmas,” December 10 and 11, from 10 a.m. to 4:30 p.m. on the Museum grounds. See, hear and smell the magic of Christmas. Celebrate the Yuletide season through the innocence of childhood. Visit the turn-of-the-century Historical Museum. During this annual holiday event, families can experience Victorian vignettes, musical interludes, trolley car rides, horse-drawn wagons, and hot-roasted chestnuts.

This year, a special emphasis will be placed on grandparents, encouraging them to re-experience the wondrousness of the season with their grandchildren. As a special incentive, the Museum has reduced its admission prices for seniors (65 and older) to $3. Adult tickets are $6, and youth (4-17) tickets $4.

Each day children can look for surprise visits by Father Christmas and will be treated to free craft making, including Christmas ornaments, and hear stories of yesteryear by enthusiastic storytellers.

For the entire month of December, the Museum grounds will be decorated for the holidays, including 18 of the historic exhibit buildings. In the Pacific Hotel lobby, visitors can view over 40 dolls and nutcrackers on display for the donation doll drawing. Partake in a light repast, sip on flavored coffees and watch as the ambiance of a Victorian holiday unfolds.

Doll Donation Drawing

It’s that time of year again to start thinking about Victorian Christmas. Once again, there will be that much anticipated Doll Donation Drawing. Outstanding nutcrackers along with beautiful porcelain dolls created by local doll makers will be showcased in the lobby of the Pacific Hotel. We hope to have over 40 items from which to choose.

The dolls are on display, starting the first weekend in November. Tickets will be available at the lobby desk in the Pacific Hotel from now until the time of the drawing at the conclusion of Victorian Christmas. Donations are $1.00 for each ticket or $5.00 for a book of 6 tickets. Each item has been numbered so you will be able to select the prize of your choice by placing your ticket in the box with the corresponding number.

To receive tickets by mail, call the Museum. Each Museum volunteer has received one book of tickets with the issue of the Light Tower Press. The tickets were attached to a flyer that should answer most of the questions regarding the drawing. However, if you need additional information, please call Barbara Steffin at (408) 266-8476. Additional tickets will be available at the lobby desk. Tickets will be sold at the Museum Association’s Holiday Party on December 8 and through the Victorian Christmas Celebration. Come and see the glorious display in the lobby and invite your friends to attend as well as take a chance on winning a treasured gift to start your holidays off with a bang!

Many thanks go to the following donors: America’s Handcrafts, Cottage Expressions, Willow Glen Trading, Dodds, San Jose Collectibles, The Wooden Horse, Across the Bridge, California Interiors, P.M. Collectables Unique Dolls by Valerie Perrigo, Los Gatos Porch, Twice Nice Doll Shop, Lin’s Toy Cupboard, Morgan Hill Seed Company, D&J Hobby and Crafts, Stern’s Luggage and the Macku Pichiu Gallery of the Americas. Individual donors include Cora Staley, Pauwua Ferguson, Joan Helms, Laurel Peruta, Mignon Gibson, Leslie Masunaga, Gail Moffitt and the Duran Family.

The drawing will be held Sunday, December 11 at 3:00 at the conclusion of Victorian Christmas. You do not have to be present to win.

BARBARA STEFFIN
DOLL DONATION CHAIRPERSON

Holiday Decorations During December

Two centuries of Christmas celebration will be showcased at the Peralta Adobe & Fallon House during the month of December. Both homes will be decorated to their respective periods by the Garden City Doll Club of Santa Clara Valley. The Adobe will feature a “California” style Christmas, while the Fallon House will once again present “A Civil War Family Christmas.” If you visited the Fallon House during the holidays last year, you are aware of the unique and beautiful decorations the Doll Club provided. Decorations in both homes will be in place by December 2. Don’t miss this one-month opportunity to visit Christmas Past.

Introductory Video Completed

The production of the Peralta-Fallon Introductory Video has been completed (See related story, p.1). Thank you to the San Jose Redevelopment Agency, Tam Communications, The San Jose Downtown Rotary Club, and The Sourspace Academy of San Jose State University for making this video possible. We are still looking for additional sponsors to help offset the production costs of the video. If interested, please call Kathy Muller at (408) 287-2290.

Basement Exhibit Construction Underway

The long awaited historical exhibit in the Fallon House basement is currently under construction. When completed, the exhibit will trace four different periods of San Jose’s history. The exhibit will help to set “t. e. stage” for visitors before they begin their house tour.

Brew Ha Ha T-Shirts Still Available

Thank you to all of our volunteers for your time and effort during the Brew Ha Ha. If you poured beer or staffed the Peralta Adobe or Fallon House, you are entitled to a T-shirt. We have several available for those who have not yet received one.

VOLUNTEER THANK YOU PARTY

The San Jose Downtown Association invites all Brew Ha Ha volunteers to a party Wed., Nov. 9, 7-9 p.m. at the Phoenix Jazz Club (335 S. First St., located 30 feet south of Original Joe’s). Come join in the food and fun. Please RSVP by Nov. 4 to SJDHA, 279-1775.

1994 Association Membership Year Ends

Thank you to all new and renewing 1994 members. As the membership year comes to an end, there are approximately 1,850 individual current memberships on our books. We’re always trying to recruit and retain memberships that have lapsed, so if you are one of those we haven’t heard from in a while, please consider renewing in 1995.

Membership Contest Winners Chosen

During 1994, we had a membership contest, our way of promoting and encouraging new memberships. The drawing took place at the annual members meeting on Tuesday, October 25. The following individuals are the winners, with their respective prizes:

Winner: Patricia Ohanian
One night at the historic Hotel DeAnza Dinner for two at Bellino’s Restaurant Two tickets to a production of the San Jose Repertory Theatre

Winner: Antoinette Collins
Two tickets for a production at the Euphoria Light Opera

Winners: Steve & Frances Rosenberg
Two tickets for a production at the San Jose Civic Light Opera

Congratulations to all of the winners! Also, a BIG THANK YOU to all who participated.
PLANNING AHEAD
Remembering SJHMA in Your Will

"No person was ever honored for what he received. Honor has been rewarded for what he gave." —Calvin Coolidge

Including a provision in your will, insurance policy or living trust for the San Jose Historical Museum Association allows you to make a substantial contribution to the Museum with lasting impact. Here is some sample language to use, should you choose to include SJHMA in your Estate Planning.

"I give, devise, and bequest to the San Jose Historical Museum Association, located at 1650 Senter Road, San Jose, CA 95112, ___% of my estate; OR $ ____ dollar amount of gift or description of property; OR ___% of the residual of my estate."

Estate Planning is needed to arrange for the careful handling and disposition of what you own. Without a plan, your loved ones are forced to pick up the pieces of a confused financial puzzle when illness strikes or an accident occurs. The toll in added grief and expense is immeasurable. We urge you to take the first step to activate plans for your loved ones.

You should consult your legal advisor about the best way to provide for SJHMA in your Estate Planning. If you choose to include the Museum Association in your Gift and Estate Giving Plans, please let us know so we may acknowledge your generosity. Call Barbara Johnson, Development Director SJHMA for further information at (408) 287-2290.

The Hatman & Normandin Pacific Carriage Factory, taken from A Commercial History of San Jose, CA, 1892. Originally established in 1875, Normandin Chrysler & Plymouth is one of the oldest family-owned businesses in San Jose. Photo courtesy of San Jose Historical Museum Archives.

Businesses in History
Normandin Chrysler & Plymouth

Today's Normandin Chrysler & Plymouth is a far cry from the original family business established in 1875. Founder Amable "Amos" Normandin traveled from Canada to California using the money he earned as a blacksmith's apprentice. When he arrived in San Francisco in 1870, he opened a blacksmith's shop. Five years later he joined skilled woodworker F.D. Hatman in establishing the Pacific Carriage Factory, a San Jose buggy and harness business.

In the spring of 1882 the partners began building a ferry for T.C. Colombet, who returned it many years later. The ferry was eventually parked on the roof with a weathervane, and the vehicle became the dealership's trademark.

In 1906, after the carriage firm was purchased and renamed Normandin-Campen, the business began selling horseless carriages. As partners for twenty-eight years Peter Maloney, Fritz B. Campen and Amos' son Louis watched the business grow to eventually become the Hudson and Essex distributor for four central coast counties. Louis eventually bought his partners' interests and removed "Campen" from the company name.

Louis' son Irving became sales manager in 1940, six years after a devastating company fire that caused massive damage. Later Irving's brother Clair joined as co-manager.

The familiar Capitol Expressway location was acquired in 1969. Lon Normandin, the great grandson of the founder, currently heads the dealership with his sons and managers, Dave, Mark and Paul.

We started this series to feature local businesses that have sustained and prospered in the community. The businesses featured in this series have been identified for at least 75 years of service to the community as well as the active role each business family has played in local history. This month focuses on Normandin Chrysler & Plymouth, established in 1875 and a loyal corporate member of the San Jose Historical Museum Association since 1984.
**Historical Footnotes of the Santa Clara Valley**

**‘Dud’ DeGroot: The Knute Rockne of San Jose State**

By Jack Douglas

SAN JOSE State will celebrate its first one hundred years of collegiate football in 1995. In their first game in 1895 the State Normal School squad held the University of the Pacific team to a 6-6 tie. This was an auspicious beginning for the local teacher’s college where female students outnumbered the men by about ten to one. It also heralded the beginning of a rivalry with Pacific (then also located in San Jose) that continues to this day. In those early years the “Normies” filled out their schedule by playing San Jose High and other secondary schools.

The earthquake of 1906, the period of campus rebuilding, World War II and the 1948-49 football team put a damper on sports activity until the 1920s. By then the Normal School had become a four year liberal arts college with an almost equal compliment of male & female students.

The athletic programs did not begin to hit their stride until the regime of President Thomas McQuarrie in the early 1930s. During this time the then-state-of-the-art men’s gym was built, and Spartan Stadium was constructed a mile south of the Washington Square campus. President McQuarrie now needed an athletic director who could create a modern athletic program and a winning football team. He found both in Dudley S. DeGroot.

**De Groot Takes Charge**

To say that Dudley DeGroot was not your typical athletic coach would be a gross understatement. As a small boy he was a mascot for Amos Alonso Stagg’s champion University of Chicago eleven.

As a student at Stanford he won letters in football, basketball, water polo, swimming and rugby. He was captain of the Stanford football team and its first All-American in 1922. He was also a member of the All-American swimming team for three years and a member of the United States Olympic Games football team which won the world title in Paris in 1924.

Equally at home in the classroom, DeGroot graduated from Stanford as a Phi Beta Kappa. He may have been the original “egghead,” as he was collecting eggs. When interviewed in 1936 he had a collection of 10,000, including rare eagle’s eggs.

De Groot came to San Jose State in 1932 after coaching stints at Santa Barbara College and Merced Junior College. During his first season he made the traditionally underdog Spartans Far West Conference champions with seven wins, no losses and two ties. During those early years the rival teams were not too impressive. They included San Francisco State, Chico, Pacific, Fresno, Cal Aggies, Nevada, Weber, and the Sacramento and Marin county junior colleges.

De Groot wanted to extend the season to fourteen games, including such formidable schools as Stanford, Santa Clara, Arizona State, Loyola, San Diego and Texas A & M. Also on the schedule were Redlands, the Cal Rambler, University of Hawaii and the U.S. Marines at San Diego.

**Unbeatable Spartans**

By the 1937 season De Groot had launched a juggernaut that would be almost unbeatable. In that year the Spartans won eleven games with a total score of 296 points over their collective opponents’ 79. In 1938 their only loss was to Hawaii: 12-13. The total point margin was even greater that year: 322 to 56. During the 1939 season they won all their games with a season score of 324 to 29. The high scoring was impressive, but the fact that, in 14 of 25 games played (1938-39), the opposing side was scoreless indicates that the Spartan defense was doing its job.

**Pop Warner Comes Aboard**

During the 1939 season Glenn S. “Pop” Warner came out of retirement to become “advisor-coach” for the Spartans. De Groot assigned this legendary figure, who had at one time been coach at Stanford, to perfect the Spartan offense. Perhaps Warner was inspired to get back into the game by that other all-time football great Alonso Stagg who, after being retired by Chicago, became coach of the U.O.P. Bengals. Dud De Groot must have had mixed emotions about consistently defeating the Pacific team of his youthful idol. A good coach has to spot good potential players as well as train them, and De Groot developed some outstanding players such as LeRoy Zimmerman and Lloyd Thomas, as well as Bob Titchenal, Bob Bronzan, Dave Titchenal, Bud Ngren and Walt McPherson. Bob Tichenal and Bronzan were both San Jose State athletic directors in the 1950s and Walt McPherson spent his entire career on the coaching staff.

**De Groot Moves On**

The Spartans reached their peak during the 1939 season. The American Football Statistical Bureau ranked them as the leading defensive team and the third highest in the nation on the basis of team performance. The team set records for total points scored in one season and for the first time the Spartans were given serious consideration to play in one of the nation’s post-season bowl games. Perhaps sensing that he had done as much as he could at San Jose, De Groot accepted the athletic directorship at the University of Rochester. After successful seasons there he went on to coach the NFL’s Washington Redskins. In later years he coached West Virginia, the University of New Mexico and the Los Angeles Dons, always to good effect. He would end up his career (1953-62) as recreational supervisor for the U.S. Armed Forces in Europe. Dr. De Groot, who by this time had earned a Ph.D., was successfully managing the world’s largest athletic program of its kind.

**Spartan Prevail**

The Spartan momentum created during the De Groot era was to continue for the next several seasons. In 1940, under Ben Winkelman and Pop Warner, the Spartans lost only their opening game with Texas A & I and went on to score a total of 263 points to their opponents’ 62. In 1941 they dropped games to Nevada, San Francisco and the Navy at Moffett Field. The team was in Hawaii for their annual season windup game when Pearl Harbor was bombed. They volunteered for emergency service in the days following the attack and all returned safely when order was restored.

**De Groot Feted**

Old friends and colleagues elected to honor Dudley De Groot during the 1962 homecoming festivities. He led the homecoming parade and was feted at a banquet in the Hawaiian Gardens restaurant. DeGroot, who had recently been named to the Helma Football Coaches Hall of Fame, modestly discounted this honor and said: “The greatest satisfaction to me personally has been the devoted loyalty shown to me by so many of my former players and students and the wonderful satisfaction of seeing so many of them successfully carrying on their adult careers. I cannot help but feel that participation in winning football during their college careers at San Jose State had much to do with this later success in their chosen professions.”

**Endowment Fund DONATIONS**

From June 28, 1994 through August 22, 1994, the Endowment Fund of the San Jose Historical Museum received the following donations:

**In Memoriam:**
- Pat Cordone
- Charles Abrahamson

**In Honor of:**
- Laurel Perusal

**A Gift from:**
- Bulahia C. Jones

Gifts to the San Jose Historical Museum Association to honor someone on a special occasion, or as a memorial, may be sent to the San Jose Historical Museum Association Endowment Fund, 1650 Senator Road, San Jose, CA 95112-2559. A letter of acknowledgement will be sent to the person being honored or the family of the deceased.

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Introducing STEPHEN PAHL

WITH an office on the 14th floor of the 160 West Santa Clara building, Stephen Pahl has a bird’s eye view of downtown San Jose. From this vantage point, reflecting back on the history of the city must be a daily occurrence for Stephen, who admits he has always had a natural curiosity of how people lived long ago.

“How did people go about living? What was it like to be here fifty, eighty, or one hundred years ago? That is what interests me most,” explains Stephen, a self-appointed “history buff.”

Stephen brought his love of history and his professional law skills to the Museum Association’s Board of Directors in January. As a first-year Board Member-at-large, Stephen has readily accepted the responsibility of working with the City regarding Association contracts and negotiations, including the upcoming Museum governance issue.

Interestingly, Stephen and his wife Louise have been members of the Association since the late 1970s, back when membership was below 500, but it wasn’t until 1993 that Stephen gave any thought of becoming directly involved at the Museum. It was at that time that Louise met Kathy Muller at a Junior League meeting and the two discussed Stephen’s interest in local history. Louise returned home and convinced Stephen to become involved. Since then, Stephen says he has learned a great deal both at the Museum and with the Association.

Stephen’s law practice, Pahl & Gosselin, specializes in three areas of law: employment law, commercial litigation, and real estate law. Pahl & Gosselin has a strong reputation in the community. The firm now represents most of the major shopping malls in the county, including Valley Fair and the Great Mall in Milpitas. Moreover, Stephen is currently serving as Vice-Chair of the Ninth Circuit Judicial Conference, which governs federal court rules, practices and policies for eleven western states. He is the first person ever from San Jose to hold this position. Previously, Stephen had been serving as the Chair of the Conference’s Northern California District of California. Next year, Pahl will be named the Chairman of the Conference.

“Every year, one of the Chairs moves up to be the Vice Chain, and then ultimately the Chairman,” he explains.

Sometimes, Stephen’s occupation leads him into interesting historical conversation. For instance, a few years ago, Stephen represented a man who was a good friend of Brooke Hart, the San Jose man murdered in 1933 and featured in Harry Farrell’s book, Swift Justice. Because of the controversy surrounding the hanging of the suspects and the governor’s threats to pardon anyone connected with the hanging, most of those involved denied ever being in St. James Park. However, says Stephen, this man never denied being there.

“He said I was there. I won’t hide it,” explains Stephen.

Stephen grew up in Los Altos Hills, attended the now defunct Awaft High School, and went to college at UC Santa Barbara. After graduation, Stephen headed back to Santa Clara and attended law school at Santa Clara University. His first job out of SCU was as a clerk for the Presiding Judge of the County Superior Court. Today, Stephen serves on the Board of Visitors, Santa Clara University Law School.

The Association welcomes Stephen to its Board and looks forward to his continuing contributions.

DAN RINGHAM

Founding Of The Pueblo Celebration (Continued from P.1)

Much of the leadership for celebrating the Founding of the Pueblo on an annual basis has come from Vice-Mayor Blanca Alvarenga. She has spearheaded the Museum Association’s application for Official City Event status for this celebration and her office has worked with us to organize the various activities.

On Tuesday, November 29, a civic ceremony will be held at Noon on the grounds of the Peralta Adobe, the last remaining structure from the Spanish pueblo period and the City’s oldest landmark. This event will include remarks by Mayor Susan Hammer and other dignitaries, entertainment, and light refreshments. It will be hosted by members of the Historical Landmarks Commission and has been made possible, in part, through funding from the City of San Jose. It is free to the public.

OPEN HOUSE

On Wednesday, November 30 at 7:30 p.m., the Museum Association is sponsoring a panel discussion on the controversy surrounding the statue of Thomas Fallon that was commissioned by the San Jose Redevelopment Agency in 1990 to be placed downtown. This program, offered in conjunction with the Mexican Heritage Corporation and San Jose State University, is supported by a grant from the California Council for the Humanities, a division of the National Endowment for the Humanities. The panel will feature scholars from San Jose State University and Santa Clara University who will discuss the statue from the perspective of various academic disciplines including History, Political Science, Art, and Communications. Consuelo Killins, Director of the Institute of Arts and Letters in the College of Humanities, SJCU, will serve as moderator. Following short presentations by the panelists, the public will be invited to join the discussion.

This program will take place in Washington Square Hall on the San Jose State University campus. Washington Square Hall is located on Fourth Street, between San Fernando and San Carlos Streets. The program is free to the public.

For information on Founders Day events, please call the Museum Association at (408) 287-2290.

FORTY YEARS AGO...

In September of 1954, San Jose was experiencing the post-war boom and prosperity was shared by everyone under the moderate President Dwight D. Eisenhower and V.P. Richard M. Nixon. "Prune" Pomponio, mayor of the city, was promoting San Jose as a major business center and as a community to a high technology center. Its population had increased from 95,440 in 1950 to about 138,705 in 1954 under new Mayor George Starbird (1954-56). To accommodate its growth, San Jose had six high schools, including Wilson, Lincoln, and San Jose in the S.J.U.S.D., James Lick as the first and only school in the Eastside Unified District, and Bellarmine and Sacred Heart as a parochial, and Notre Dame as the only private Catholic schools.

For entertainment, residents could go to the Hardtop Races on Tully Road for the main event (a 20 lap race) for $29. Dazzling visitors visited the Palomar Gardens or Santa Cruz’ Coconut Grove. Local baseball fans experienced rookie Don Drysdale, who pitched for the Boston Braves, Indians against the San Jose Red Sox in the California League. Movie fans watched Danny Kaye in "Knock on Wood" at the Moonlite Drive-In, Burt Lancaster in "Apache" at the Garden Theatre, and Dean Martin and Jerry Lewis in "Living It Up" at the El Rancho Drive-In.

San Joseans bought the daily San Jose Mercury for 50 cents and the Sunday edition for $1.5. Readers learned about local sports heroes like Stanford quarterback John Brodie, San Jose State quarterback Benny Pierce, and San Francisco 49er quarterback Y.A. Tittle.

Forty years ago, San Jose was on the verge of becoming a modern city with an ever-growing population of residents and businesses.

ALEX RODRIGUEZ

Mystery Photo

Help us identify the musicians in this photo. The man at the left is F.G. Thoms, conductor of Iversen’s String Quartet of San Jose. If you have any information about the identity of the other four, please call Leslie Macune at (408) 287-2290.

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HOLIDAY BUS TRIP

Villa Montalvo's Holiday House, Lunch at La Hacienda Inn Restaurant, and a Tour of the historic Ainsley House in Campbell

WHEN: Thursday, November 17, 1994
WHO: Association Members and their guests
HOW: Royal Coach tour bus leaving and returning to the Japanese Friendship Garden lot
TIME: 9:00 A.M. to 5:00 P.M.
COST: $55 Association Members
$55 Non-members
(Cost includes lunch)

Our first stop will be Villa Montalvo. Located in the Saratoga foothills, the estate of the late Senator James Duval Phelan, built in 1912, now serves as a center for the arts. We will have the opportunity to tour thirteen of the Villa’s rooms which have been furnished and decorated for the holidays by local interior designers. The Montalvo Billiard Room décor was designed by Association Board Member Patty McDonald’s firm, McDonald & Moore. We will also have time to browse and shop in Pastelé, Villa Montalvo’s renowned holiday boutique.

We will lunch at La Hacienda Inn Restaurant in Los Gatos. Incorporated into the restaurant is the historic Nippon Mura Inn, a turn-of-the-century, reconstructed Japanese inn. (Note: A photograph of Nippon Mura by Andrew P. Hill is included in the Association’s 1995 premium book, Scenes Along the Line of the San Jose & Los Gatos Interurban Railroad).

Our last stop will be at the newly restored, just opened Ainsley House in Campbell. Built in 1925 by J.C. Ainsley, a pioneer in the valley’s canning and packing industry, the house originally stood at the corner of Hamilton and Bascom Avenues, but was moved to downtown Campbell in 1990. The twelve-room house has been restored and furnished to the period and is now serving as the Campbell Historical Museum.

Reservations for the trip are limited and refunds will be made only when there is a waiting list for the trip. Checks should be made payable to the San Jose Historical Museum Association (SJHMA) and sent with the coupon below to: San Jose Historical Museum Association, 1650 Senter Road, San Jose, CA 95112. Attention: Judi Henderson.

NAME:
ADDRESS:
PHONE:  
NUMBER OF RESERVATIONS:
LUNCH:  
Chicken Sautéed Sec  
Chicken alla Romana  
Caesar Salad with shrimp

1995 Membership Program, from P. 1

Membership renewal information will be sent to all current members of the Association in November. Memberships will once again begin at $35 for individuals and senior citizens, and $45 for families. All 1995 members, individual and corporate, will receive the premium book, as well as a subscription to the Association News, free admission to the Peralta Adobe & Fallon House Historic Site and the San Jose Historical Museum, invitations to special events, a 10% discount in both City Store gift shops, and special rates in the Association’s costume shop, Vintage Reflections. Membership at the $250 level and above will receive some new benefits for 1995, including a $20 gift certificate towards any purchase in the City Store gift shops.

With your membership support, we look forward to another year of growth and accomplishment for both the San Jose Historical Museum and the Peralta Adobe & Fallon House Historic Site. In addition to renewing your own membership, we encourage you to consider Museum memberships as an excellent gift idea for friends, relatives and business associates. A membership application is available below for your convenience. For more information on the San Jose Historical Museum Association’s membership program, please call the Association Offices at (408) 277-3780 or the Museum at (408) 287-2290.

SAN JOSE HISTORICAL MUSEUM ASSOCIATION

DATES TO REMEMBER

November 7  
Public Meeting With the Wolf Organization  
7:00-9:00 P.M  
Lettinger Center at Kelley Park

November 17  
Holiday Bus Trip  
Villa Montalvo, La Hacienda & Ainsley House  
9:00 A.M. - 4:00 P.M  
Meet at Japanese Friendship Parking Lot

November 29  
Founders Day Opening Ceremony  
12 Noon  
Peralta Adobe  
175 W. St. John Street

November 30  
The Fallon Statue Discussion  
“Historical Perspectives on a Controversy”  
7:30 P.M  
Washington Square Hall, San Jose State Univ.

December 10 and 11  
“A Victorian Christmas”  
10 A.M. - 4:30 P.M  
Museum Grounds

SAN JOSE HISTORICAL MUSEUM ASSOCIATION  

1995 Renewal  
New Member

MEMBERSHIP CLASSIFICATIONS

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Please check one of the following:

I will [ ] include $5.00 for mailing of my book.  [ ] pick up my book at the Museum.  [ ] NOT be obtaining my 1995 book.

*Help us if you can! Memberships of $50 or more enable us to cover more than the costs of our membership program.

If you are employed by a matching gift company, please obtain the appropriate form from your employer. Unsure? Give us the name of your employer and we will check for you.

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Make checks payable to: SJHMA, 1650 Senter Road, San Jose, CA 95112-2599