Celebrate History in September

Celebration 150: California’s Birthday Party in San José
September 9, 10:00 a.m. - 5:00 p.m.

Come party with us at California’s 150th birthday party in San José. This FREE, FAMILY festival celebrating San José’s rich, cultural heritage, its unique role as the first state capital, and its historic contributions to the state of California is co-sponsored by History San José and the City of San José. The event features two stages of lively music, dance and theatre performances from many local arts groups as well as street entertainment. Children of all ages will enjoy hands-on pioneer activities such as adobe brick making, campfire cooking, corn grinding and tortilla-making. There will be gold panning and old-fashioned games in the yard of the Fallon House.

The Peralta Adobe will be dedicated in an official ceremony at 1:00 p.m. as the first historic site on the Anza trail. The Anza trail is the first Latino component to the National Historic Trails Program.

Celebration 150 takes place at the Peralta Adobe & Fallon House Historic Site at the end of San Pedro Square and on San Pedro and St. John Streets.

This historic event happens only once — don’t miss it!

Two New Exhibitions Open at History Park!
September 16, Object Obsession: Collecting the Extraordinary and the Ordinary and Re:Collection open at History Park

History San José opens two new exhibitions on Saturday, September 16 exploring the history of collecting: Object Obsession and Re:Collection. Both exhibits will run through April 2 at History Park (formerly San José Historical Museum).

The urge to collect is universal, timeless, and has no gender, race, age or economic restrictions. Through over two thousand objects from History San José’s permanent collection, Object Obsession will give an historic overview of individual and institutional collecting and examine why, what and how we collect, and the connection between individual collecting and a capitalist society. The exhibition is co-curated by Steven Gelber, history professor at Santa Clara University, and author of Hobbies: Leisure and the Culture of Work in America.
Collecting in American Culture
An Interview with Steven Gelber

Collecting has long been a hobby and leisure activity in the United States. Steven Gelber, history professor at Santa Clara University and co-curator of HSJ’s Object Obsession, explores collecting and how it reflects the ideological foundations of market capitalism in his book Hobbies: Leisure and the Culture of Work in America. Here are some excerpts from a discussion about collecting and the upcoming exhibit at HSJ.

Why were you interested in researching and writing a book about hobbies and collecting? Years ago I wrote several articles about amateur baseball in the 19th century and made an argument which was somewhat controversial. The argument was that baseball became popular among urban workers because it was similar to the kind of activity that took place in their factories and offices. It was organized, it was teamwork, and there was specialization. My question was — Why did adults begin to play organized sports in the 1840s? My argument was that people would do in their spare time, activities that are similar in structure to activities in their work. And this was the period of American industrialization.

As I was writing this I was thinking where else does this apply? Where else do business and the capitalistic market system express itself outside of the economic arena? Hobbies seem to be an area that this was done, so it is a continuation of an idea that goes back a long time. My interest is less in hobbies per se than in the effect of our economic system on broad American culture. Baseball was one aspect of this idea and hobbies and collecting are another.

How does collecting differ between economic classes? The easy answer to that question is the more money you have the more expensive items you collect — so very rich people collect fine antiques or fine art. Where people of modest means collect Beanie babies or some relatively inexpensive object. But otherwise, I would argue that the differences are fairly small. That is, everybody plays the game by the same rules and collects for the same psychological, social, and economic reasons. I think there are very few differences between collecting Beanie babies and Renoirs.

Could you explain some of the gender differences in collecting and how will these be incorporated into the exhibit? There seem to be two sets of differences. One is the nature of the object. Some objects are fairly neutral. For example the eyeglass collection in the exhibit – Would a man or a woman collect eyeglasses? But most objects are clearly feminine or masculine. People tend to collect the objects associated with their gender in society. So the wrench collection in the exhibit is a man’s collection used in their work. The pepper shaker collection, a domestic item, is more feminine.

The second difference is much more subtle and more interesting. Historically women tended to collect things for aesthetic reasons. They would collect things that are pretty or that had sentimental attachment. One of the greatest stamp collections ever assembled was by a woman who collected only blue stamps. A man would never have thought to arrange a collection in this manner. Boys seem to collect things very systematically and are very concerned with the market value. My sense is that this is changing. As more and more women in the last 25 to 30 years are part of the business world, they are probably starting to collect things in a systematic and for the market value rather than only for the emotional and aesthetic value.

With the popularity of shows such as the Antique Road show, do you think the collecting of objects is increasing? My impression is that collecting is certainly as popular as it has ever been among adults, perhaps more popular. It seems to be less popular among children. The nature of collecting seems to have changed somewhat. For example, not as many people seem to collect stamps and coins. There is obviously a tremendous growth of primary collectibles, and we have some of these in the exhibit. Primary collectibles are objects that are mass-produced to be collected – Christmas Plates or Franklin Mint coins or Lladro figures. Another form of primary collectibles is premiums — such as baseball cards. Both premium and non-premium primary collectibles seem to be increasing dramatically, and I think that would be an indication of the market and the market values. One of the reasons collecting maybe doing so well versus other hobbies such as handicrafts is that it doesn’t take as much time. Handicrafts seem to require more time and are labor intensive.

The exhibit will end asking the visitor — What do you think History San José should be collecting? What is your answer to that question? I think they should collect a cross section of material of our culture that will give us a sense of where we have been. This would include the important things as well as the unimportant. It may be the unimportant that will tell others in the future about our everyday lives.
Taking Care of Business

Over 140 Artifacts Conserved. In less than a year, 134 fruit crate and canning labels, nine maps and one manumission (emancipation) document have been professionally conserved. Paper Conservator Janice Schopfer from the Western Regional Paper Conservation Laboratory supervised three conservation interns who worked on HSJ’s artifacts. The laboratory specializes in paper conservation and is part of the Fine Arts Museums of San Francisco located at the California Palace of the Legion of Honor.

Third-year intern Katrina Newbury concentrated on the maps and manumission document. She removed old non-archival repairs and backings, repaired tears and areas of loss, and archivaly matted the maps. The manumission document, which freed Samson Gleaves in 1854, and two of the 18th century maps were the first pieces completed and were on display in the museum gallery exhibit Voices of Gold: Santa Clara Valley and the Gold Rush.

Interns Martin Salazar and Catherine Betz focused on an album containing 134 fruit crate and canning labels collected by local author and artist Ralph Rambo. The album was thoroughly photo-documented to preserve the sequence that Rambo intended. The labels were then detached, acidic tape was removed, and tears and losses were meticulously repaired and impainted.

Rambo’s Donations. Rambo’s son William and his granddaughter Katherine donated the album of 134 labels in 1998. The donation added to the museum’s existing collection of Rambo’s labels, which Rambo donated ten years earlier. The labels from the 1988 donation are all from Santa Clara Valley and are on display in the Fruit Barn in History Park. The recently conserved labels are from areas outside Santa Clara Valley and will be featured in the museum’s new exhibit Object Obsession: Collecting the Extraordinary and the Ordinary, which opens to HSJ members on September 14th.

New Multidisciplinary High School Program

A new collaborative program between History San José and the San Jose Museum of Art based on the theme of collecting will allow high school students to explore the human urge to collect in both historical and contemporary perspectives, and share their own ideas about what museums should collect to represent their communities.

Through guided tours at both museums and interactive lessons, students will analyze objects and collections to understand collecting trends through the lenses of aesthetics, economics, sociology and politics. Students will practice public speaking, writing and research techniques called for in California history and language arts curricula. Selected classes will have an opportunity to interview collectors and collect oral histories for History San José’s research collection.

Sign Up Now. Please call 408-918-1040 to enroll in this program or for more information.

Mark Your Calendars!

September 9, 10:00 a.m. – 5:00 p.m. Celebration 150! Peralta Adobe & Fallon House Historic Site at the end of San Pedro Square – Downtown San José.

September 14. HSJ Members’ Preview of Object Obsession and Re:Collection exhibit opening at History Park.

September 15. Gypsy Cinema, Magnificent Seven, History Park. Gypsy Cinema is a free outdoor movie series that is ideal for: summer evenings.

Call 408-286-1313 for exact movie time.

September 16. Object Obsession and Re:Collection exhibit opening at History Park.

October 8, 10:00 a.m. – 5:00 p.m.
Chinese Dragon Festival at History Park. Celebrate the rich Chinese heritage of Santa Clara Valley through music, dance, hands-on activities, fabulous food and much more.

Call 408-287-2290 for more information.

October 12, 7:00 p.m.
History Makers is an enlightening and entertaining panel moderated by HSJ President & CEO David Crosson. “What Changed When California Became a State?” Join us for a new series of dialogues about themes of regional interest. HSJ members free. Call 408-286-1313 for exact movie time.

November 9, 7:00 p.m.
History Makers is an enlightening and entertaining panel moderated by HSJ President & CEO David Crosson. “Valley of Hearts Delight: Perspectives on the Agricultural Industry”.

It's a Wash!
Peralta Adobe Gets Whitewashed Through Community Project

The Peraltadoes is new white, brighter and protected for another year from the rain, wind and sun. On Monday, July 17, 10 youth from the Summer of Service (SOS) project donned work clothes, grabbed brushes and applied the age-old whitewash's recipe of lime, linseed oil and water to the historic 203-year home.

Our Third Year. This is the third year History San Jose's sites have been chosen for SOS community work. Summer of Service is an eight-week program coordinated through Children's Discovery Museum. The program engages young teens in community service projects.

Whitewashing the adobe was one of two projects completed for HSJ by SJS teens. On July 10, a group of teens toured History Park and then painted and resealed the faux board-and-batten Miners' Shack, used for HSJ's popular Gold Rush school program.

The young teens have fun, develop friendships and are introduced to teamwork, camaraderie and civic pride. And that's never a wash.

Campfire Boys and Girls Summer Fun Camp at History Park

History Park was home to over 50 campers a day this summer. Campfire Boys and Girls used the park as home base for its Summer Fun Camp geared for children age 6-11 from June 19-August 18. The park worked well for the recreational camp, which needed both indoor and large outdoor space and to be centrally located for parents throughout the Valley who dropped off children on a daily basis. History Park met all of these criteria beautifully.

"Having summer camp here gave the kids a truer camp experience -- with all the trees, grass and natural surroundings, the kids felt like they were at camp, as opposed to being on school grounds, which is where we were last year," said Camp Counselor Mindy McCraken.

Kids Love It. "The open grass and room to play is perfect and amazing," concurred camper Miranda Hodges, 10. "There's lots of places to hike, play, and having lunch in the park is great," said camper Justin.

This first time use of History Park as a summer campsite will serve as a prototype for future camps. It marks the beginning of the implementation of recommendations by the Kelley Park Task Force to redefine and expand public use of the site. To inquire about using the site as a camp location or as a camp field trip destination, please call 408-918-1047 or 408-918-1046.

KTEH Petpourri
a Success at History Park

Near right: Pigmania entertains audience with trained pot belly pigs. Middle right: Habee mania, far right: There was something for everyone -- man or beast!
Books and Badges

The Red Badge Project. Every year, first-year members of the Rotary Club of San José perform a community service project, called the Red Badge Project in recognition of the color of badges the first year members wear. One component of the 1999-2000 Red Badge Project provided literally hundreds of books specifically for classroom use in San Antonio School in east San José's Alum Rock School District. Both Hicklebee’s book store in Willow Glen and History San José provided books for the project.

History San José's Retail Manager Pam Schmidt and President David Crosson (a member of the 1999-2000 Rotary Red Badge class) worked with San Antonio School principal Mildred Arellano to identify history-related books for use in the school's classrooms. Teachers from the district also selected titles from thousands of books at Hicklebee's. On June 15th, the last day of school, History San José presented Principal Arellano with 213 books chosen by the teachers, all paid for by the Rotary Club Red Badge Project.

"This is just one example of the many ways that the Rotary Club of San José helps improve the community," Crosson said. "History San José is delighted to participate in the project, and we hope that the books will provide a sense of historical community to generations of students at San Antonio School."

Special thanks to the Compton Foundation and the Sharks Foundation for graciously underwriting the 1999-2000 Red Badge project.

Continued Investment in History Park

Empire Firehouse. The Empire Firehouse, a stately and recognizable building on the grounds, is undergoing major reconstruction and repair. Tucker Construction, hired by History San José and the City of San José, began what was to be a minor repair and paint job. After initial work began extensive dry rot was discovered, and for safety reasons the building has been temporarily closed. HSJ and the city are working with Tucker Construction to complete the repair work and reopen the firehouse as soon as possible.

Historic Houses. The Chiechi House has new steps and a porch, and the popular Umbarger House has beautifully refinished hardwood floors. HSJ staff replaced the Chiechi steps and porch and refinished the floors in the Umbarger this summer as part of an ongoing facility maintenance plan. Look for more exciting facility updates regarding work on the Hill House project and the Markham House.
Governor "Sunny Jim" Rolph's Love Affair with Santa Clara County  by Jack Douglas

Sunny Jim Rolph may have been a five term mayor of San Francisco but for many in Santa Clara County he was considered one of us. He owned a ranch in the north part of our county, and he was guest of honor at most of our public events. His long association with Santa Clara County's political kingpin Louis O'Neal assured the dapper Rolph of an honored place at any important table.

The doughty San Francisco politician seemed to lead a charmed life until, as California's governor, he publicly spoke in favor of the mob that lynched the alleged murderers of Brooke Hart, the popular son of San Jose's leading businessman. Many thought that he was only venting the anger felt by the Californians who wanted to set an example for potential kidnappers, but others attributed more sinister motives and a direct culpability in this incidence of lawlessness.

The Politician's Politician

The rise of James Rolph Jr. from San Francisco's Mission District parallels that city's rise from the ashes of the earthquake and fire of 1906. The young businessman's brilliant handling of the refugee problems in his neighborhood brought him public recognition, and his jovial personality won over the voters who had grown tired of the corrupt machine politicians who had run the city since the gold rush.

Though not a reformer Rolph would seek a balance between the temperance crowd and those who wanted to preserve the city's wide open reputation. Perhaps ex-madam Sally Stanford best described him thus in her memoir Lady of the House: Say what you will for New York's Jimmy Walker or Boston's Jim Curley, Jimmy Rolph wore San Francisco like a tailor-made plaid suit and on him it looked wonderful.

During Rolph's five terms (1911-1930) San Francisco rose to become one of the most beautiful cities in the nation. Most of its more important buildings and monuments were constructed during this time, including the Hetch-Hetchy water project, a modern transportation system and the beautiful Civic Center with its domed City Hall which Rolph repeatedly reminded people was larger than the Capitol in Washington. He postponed the grand opening until he had the stone cutters inscribe his name above the rotunda – not totally inappropriate considering his contributions.

For relaxation the Mayor preferred rural surroundings, and as a result bought a large acreage next to the O'Neal Ranch in the northwestern corner of our county. The "cowboy attorney" as O'Neal was dubbed and the cowboy mayor were often seen riding together over the hills. They never missed a parade in downtown San Jose, riding their fancy mounts in our famous Round-Up Days (1915-1918) and, a decade later, in our Fiesta de los Rosas parades. Rolph also officiated during Santa Clara County Day at the Panama Pacific International Exhibition in San Francisco in 1915. Although he made a campaign promise as governor not to spend funds on State College buildings, he was present to dedicate San Jose State's new men's gymnasium and break ground for a new science building in 1931. He was a prominent figure at the funeral in San Jose of his friend Clarence Letcher.

Condones Lynching

When the news of the Hart kidnapping reached the Governor he was making plans to attend a governor's conference, but he stayed in Sacramento to keep abreast of the happenings. Harry Farrell, in his definitive book on the tragedy (Swift Justice), relates that Governor Rolph kept an open line to the O'Neal ranch during the crisis, and O'Neal had an open line to the jail. When rumors of a lynch party began circulating Sheriff Bill Emig spirited the prisoners to San Francisco for safety, but he brought them back again, presumably at O'Neal's order. When crowds became menacing, Emig sought support from the National Guard, only to be denied by Rolph. The San Jose police were conspicuous by their absence, and only a handful of sheriff's deputies made a half-hearted effort to protect their charges. If the county leaders, who were monitoring every moment of the lynching, and the Governor were not actively managing the mob, they certainly were not going to make any effort to stop them.

When Governor Rolph declared he would pardon anyone convicted of participating in the lynching, it was no vague pronouncement as the public may have thought. Rolph must have known that some of his closest friends were involved. The ACLU attempted to charge the Governor, but by the time the hearings were set Rolph was dead. The strain of campaigning for a second term brought on pneumonia which weakened his heart. He died at age 66, not in San Francisco, but on a friend's ranch just north of San Jose.
Board of Directors Annual Meeting and Reception

The historic and recently restored Letitia Building, home of law firm Hopkins and Carley in downtown San Jose was the scene of the HSJ Board of Directors’ Annual Meeting on June 27.

*Elections.* At the meeting, officers for 2000/2001 were elected: Steven M. Cox, Chairman; Ann Atkinson, Secretary; and Ray Ostby, Treasurer.

Following the board meeting, a reception was held to introduce and welcome HSJ’s newly formed Council of Advisors and Emeritus Board.

John Hopkins, founding partner of Hopkins and Carley, welcomed approximately 150 guests who enjoyed light refreshments by Café Primavera as they inspected the remarkable restoration of the building. A presentation by Chairman Steve Cox and President David Crosson included highlights from architect Mark Cavagnero as he described the organization’s vision for a downtown history museum and program facility, demonstrated by drawings and a model.

*Venture Fund.* Also introduced was a new “Venture Fund” for leadership gifts of $2,500 or more as “seed money” to support the organization’s move into this new phase of development. Details will be announced as the fall campaign progresses.

Challenge Grant Success!

June 30th ended HSJ’s fiscal year with exciting growth of community support.

In early June, Chairman Steve Cox reported that three challenge grants totaling $25,000 had been received from the following generous donors: The Compton Foundation, Glenn and Bobbe George and John Luckhardt.

These donors issued a “challenge” to the board of directors to achieve its fundraising goal by June 30 – only then would the additional $25,000 be released.

*Goal Far Exceeded Expectations.* We are pleased and gratified to announce that their confidence has been more than justified. The board far exceeded its year-end goal by giving and/or raising $40,000 over its goal, three times the amount raised by the board in FY 98/99.

Tremendous thanks go to the Comptons, Georges and Luckhardts for their generosity and leadership, and to the HSJ Board for its stellar effort. And, of course, to ALL who responded to our appeal for support and membership throughout the year. Without you, we would not be able to continue to provide the programs which we all value, and to continue to develop meaningful partnerships in the community.

Thank You To Our Supporters!

*Benefit.* Enclosed in this issue of The Exchange is a $10 certificate good at any one of the fourteen downtown San José restaurants listed, courtesy of the Downtown Arts & Dining Committee and the San Jose Downtown Association. The Arts Patrons certificate is valid for a one-time use at each restaurant. After you dine, the restaurant will stamp your certificate and return it for further use.

We pass this along to you as a special, additional benefit of your support of History San José.

A World of Gratitude

History San José is grateful for the support of all its members. Listed below are gifts of $1,000 or more received between April 1, 1999 and June 30, 2000.

**Corporations**
- Air Systems Foundation
- Archon Group
- Cambridge Management
- Deluxe Corporation Foundation
- Devcon
- Empire Broadcasting
- KARA, KRTV, KUV
- Envelope Product Co.
- 94.5 KBAY
- General Electric Matching Fund
- HPC Architecture
- IBM Matching Fund
- KPIX
- Lockheed Martin
- Missiles and Space
- Orofio/Williams & Company
- Pacific Bell
- Pahl and Gosselin
- Ritchie Commercial
- Robert Half
- International Accountemps
- San José Mercury News
- Shore Associates, Inc.
- Siemens ICN
- South Bay Construction
- Symantec
- Wells Fargo Foundation
- Western States Oil

**Foundations and Government**
- Arts Build Community program of the Arts Council Silicon Valley
- City of San José
- Charles B Kuhn Memorial Fund
- Community Foundation
- Silicon Valley
- The Compton Foundation
- National Park Service
- David and Lucile Packard Foundation

**The Simons Foundation**
- Stella B. Gross Fund
- The Valley Foundation

**Individuals**
- Ann and Tom Atkinson
- Bonnie and Marvin Bamburg
- Roy Bigge
- Judith and Kenneth Blase
- Cecilia Clark and Charles Miller
- David Crosson
- Gerry DeYoung
- Glenn and Bobbe George
- Joseph and Yvonne Head
- Mary Ellen Heling
- John Luckhardt
- Art Lund
- Patrick and Sally Magee
- Patricia McDonald
- Dan Oreal
- Raymoned Ostby
- David Pace
- Dorothy Pace
- Vilma Palleto

**In Kind Donors of Goods & Services**
- Beth Fontana
- Carl Chevrolet
- JCC Expendables, San Francisco
- John Eric Paulsen, Master Photographer
- Lee Lester
- Mission Glass
- Santa Clara County Office of Education
- Todd Bray
- Willow Glen Coffee Roasting Company
New Logo! New Merchandise!
Brighten your days! New and colorful merchandise with History San José proudly displayed is now available.

Collections, Selections and Recollections
From clocks to radios to paperweights to eyeglasses to cameras to trains — whatever your collection selection, we have a book for you.

Original Postcards from the Early 1900's
Beautifully matted and framed, depictions of downtown San Jose, Valley of Heart's Delight and other Santa Clara County scenes are available. A great gift idea as a remembrance of things past.

Hobbies, Leisure and the Culture of Work in America
Written by Steven Gelber, history professor at Santa Clara University and co-curator of Object Obsession. Drawing on a wide array of social and cultural theory, Hobbies fills a critical gap in American cultural history and provides a compelling new perspective on the meaning of leisure.

Aggies, Immies, Shooters and Swirls
An exquisitely photographed collection of more than fifty different types of marbles, from machine-made varieties to handmade masterpieces both antique and contemporary. When you finish reading this colorful book you can pick up a suede pouch filled with a classic childhood toy — marbles — and enjoy a game or two.

Commemorative Silver Medallion
Nevada City Mint has struck a custom designed silver medallion in commemoration of San José as the first state capital. The richly designed medallion is distinctively packaged and includes a written tribute by Mayor Ron Gonzales. The medallion is now available in the museum store and will be featured at Celebration 150.

This Is My Wish For You
These special gift books are created to be given. Images to accompany each wish are made by a great variety of painters and illustrators.

New Name and New Hours
History San José Board of Directors and the San José City Council unanimously approved changing the name of San José Historical Museum to History Park, which more accurately describes what is on-site and helps to redefine the new uses for the site.

This was the first step in the implementation of the Kelley Park Task Force's recommendations. The next step is an increase in public hours by two hours daily. Starting September 5, History Park will be open Tuesday through Sunday from 10:00 a.m. to 5:00 p.m. On Tuesday through Friday the admission will be free to the public and on weekends the regular admission rate will be in effect.

Over the next six months staff will be changing the ways visitors can experience the site through increased interpretative signage, descriptive hand-outs and planned programs on the weekends. As of September 5, History San José will no longer offer docent-led tours, except for pre-arranged groups and customized tours. This will allow HJSJ to target its marketing efforts and better utilize staff and volunteer resources.

Visitors during the week are welcome to walk the grounds and enjoy the exterior of the buildings and interpretive signage at no charge. Visitors can also view the exhibit gallery in the Pacific Hotel. On weekends, visitors are invited to explore a number of open buildings at their own pace, hop a trolley or stop in O'Brien's for some of the best ice cream around. Regular admission will be charged on Saturday and Sunday.

Museum Information
Please call 408/918-1040 for reservations and correct program prices.

Sites
History Park
Kelley Park, 1550 Senter Road
San José, CA 95112
408-287-2290, Fax 408-287-2291
Peralta Adobe E Fallon House
176 W. St. John St.
San José, CA 95110
408-993-8182 Fax 408-993-8184
Administrative Offices
1650 Senter Road
San José, CA 95112
408-287-2290, Fax 408-287-2291
www.historysanjose.org

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

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Group Tour Fees
10 or more individuals who have pre-scheduled a tour

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Hours
History Park:
10:00am–5:00pm, Tue–Sun, self-guided tours
Peralta/Fallon: 12:00–5:00pm, Tue–Sun, last tour leaves at 3:30pm
Office hours at both sites
9:00am–5:00pm, Mon–Fri
All school programs and group tours must be reserved. School programs and group tours are offered Mon–Fri, 9:00am–5:00pm. Group tours are also offered Sat–Sun, 10:00am–5:00pm at History Park, 12:00–5:00pm at Peralta/Fallon, by reservation only 408-918-1040.

Programs
Public Programs: Downtown Walking Tour
Outreach Programs: Portraits of the Past