



history|san José
silicon valley from a to z
1650 Senter Road, San Jose, CA
9 5 1 1 2 - 2 5 9 0

The Exchange

Don't Miss Gold Rush Festival 2001

May 27, 28, 2001 • 10:00 a.m. – 6:00 p.m.

Experience first-hand what life was like during the mid-1800s in California. Some of the old favorites are back, plus, we've added new performers, stage acts, and activities to bring you prospectors back!

- Peer into a gold miner's tent to discover the rough life of prospectors
- Stake a claim and pan for gold
- Dip a candle, chum butter and help with camp chores
- Taste sourdough biscuits, hoecakes and hardtack
- Make old-fashioned toys, adobe bricks, and corn husk dolls
- Play town ball, hoops and graces, shoot marbles, roll tops and ride a pony
- Watch a blacksmith transform metal
- Visit an old-time print shop and take home your own broadside newspaper
- See Native American traditional crafts
- Tap your toes to lively music from Ireland, Mexico, Portugal, and other cultures of the Gold Rush
- Enjoy swirling costumes of dance traditions from Chile, Hawaii and China
- Meet Gold Rush era characters and participate in live performances



Festival Prices

- \$8.00 adults
- \$7.00 seniors (65+)
- \$6.00 youth (age 5 and above)
- Free child (age 4 and under)
- \$25.00 family pass (includes two adults and all children in the household)



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Beat the Rush! Call now for ticket information.

(408) 287-2290 • www.historysanjose.org

Board Gets History Lessons

He began his presentation by writing these three phrases on the board.

- George Orwell
- Dog food
- Holy water

And all of us at the January board retreat wondered, "Has he gone over the edge?" But, no, Skip Wall, director of West Coast operations for CarrAmerica Development, Inc., and chair of HSJ's Museum Project Committee knew exactly what he was doing. And in the end, we all understood much better what we are doing, also.

Lesson number one: History matters. In his classic book, *1984*, Orwell created a horrifying world in which individuals were controlled and manipulated largely by prohibiting their access to their past. To know the past is to open the possibility that things have not always been this way and, therefore, can be different. To understand the past is to know for certain that individuals can affect their lives and their futures. Therefore, control of the past is a prerequisite of a totalitarian society, and access to the past is an absolute necessity of a democracy.

Lesson number two: The key to a successful museum is to focus on the customer. A particular brand of dog food may shine the coat, kill worms, strengthen the bones, and kill parasites, but if the dog won't eat it, none of the rest matters. The point is not to denigrate our audiences, but that museums must start with what our customers are interested in, rather than what we think is good for them. We must attract people to serve them. Thus, we must do things in a way that appeals to and attracts contemporary audiences with contemporary lifestyles and values.

Lesson number three: Simply put, if you throw enough holy water over enough people, someone is going to be saved. Translated, we have no idea how a visit to a history museum is going to affect any individual. But, if we understand the power of our purpose (remember George Orwell) and pay attention to our audiences (the dogs want to eat the food we provide), someone—hopefully many—will be deeply moved or positively affected by what we do.

That is the catechism according to board member Skip Wall. And that is what we are trying to do at History San José.

David Crosson
President & CEO

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2000–2001

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Collections on the Move...

With the help of Atthowe Fine Arts Service, collection staff and volunteers have moved over 25,000 artifacts from the old warehouses at History Park to the new Collection Center. The Native American baskets shown here have been vacuumed, cataloged, entered in a database, and given a bar-coded location. The next step is to take digital images of the artifacts. We'll keep you updated on the progress.

Umbarger House Grand Upgrade

In September, the Umbarger House closed for renovation, cleaning and reorganization. In the past four months, the floors have been repaired and refinished, the interior painted, the rugs cleaned and new drapes installed. The piano was conserved, the original furniture cleaned, and additional furniture from HSJ's permanent collection was added. HSJ staff and volunteers are busy developing new hands-on educational materials to be used in school and public tours that involve the house.

Look for a Member's Open House in the spring.



Clockwise from the left, Richard Hill, Nancy Hill, Carol Ketchum, Joan Helms and Don Ostrander.

Pueblo Papers— Exciting and Significant Project

The Pueblo Papers are the official correspondence between Spain and El Pueblo de San José de Guadalupe, California's first civilian settlement. Dating from 1789, the papers are the oldest municipal documents in the state of California. Volunteers Patsy Castro Ludwig and José Pantoja have been translating the papers from Spanish to English for over six years. In 1998, the Spanish Translation class at Santa Clara University (SCU) translated the papers of 1809—during the Spanish period. The result was a published manuscript that is available in the museum store. A larger SCU class just began translating the years 1821 through 1825—during the Mexican period.

Despite all this work, there was never an official tally of the Pueblo Papers. Recently, collection volunteers spent the day counting the papers. The final count of 3,975 documents written in Spanish and 976 documents written in English, total 4,951 documents. In addition, there are 1,252 related Court of First Instance documents dating from 1847 to 1852—during the American period.

Knowing exactly how many documents there are will help immensely in preparation for writing a major grant for digitization and translation of the documents. The ultimate goal is to make the Pueblo Papers available to the public via the Internet.

HSJ Receives Grant from Healthy Neighborhoods Venture Fund

History San José received a one-time grant of \$57,000 from the City of San José's Healthy Neighborhoods Venture Fund (HNVF). The HNVF was created by the City of San José to administer, through a competitive process, an estimated \$250 million that San José will receive over the next 25 years from the national settlement with tobacco companies.



HSJ applied for the grant to modify a portion of the south warehouse on the History Park site to accommodate a Summer 2001 Day Camp for Camp Fire Boys and Girls, and also to create much-needed indoor program space for other educational activities. In summer 2000, the Camp Fire organization conducted a nine-week day camp for 6-11 year olds. The children, supervised by Camp Fire counselors, attended Monday-Friday, from 7:00 a.m.-6 p.m.

A drawback to the activity was the facility's well-known shortage of indoor program space. This grant allows HSJ to continue to build upon the Camp Fire partnership with long-term significance and also will create other opportunities to better serve the needs of the community. Renovation will begin soon to make space



available by June 2001.



This grant award and budding partnership addresses the Kelley Park Initiative Task Force recommendations of expanding service to families and children, creating a summer camp, improving the value of the site as a neighborhood resource, and expanding on-site partnerships. In the next few years, the partnership with Camp Fire Boys and Girls will expand to include history curricula, camp programs throughout the year during sessions when schools are on break, and after school programs for neighborhood children.

HSJ Receives \$20,000 Grant from Farrington

History San José received \$20,000 from the Farrington Historical Foundation to upgrade signage at History Park. The grant will focus staff's efforts on the beginning of a large-scale signage program that will be implemented in stages. Additional funding will be sought for the program.

To improve customer service and enhance visitor experience, the project will include new directional signage within and outside History Park and Kelley Park, and new interpretive signs within History Park. These signs will be researched, tested, designed and produced over the course of the project with the goal of making History Park more accessible and relevant to visitors.

Interpretive signage will appear in three languages—English, Spanish and Vietnamese. This will increase the accessibility

of History Park, particularly for the immediate neighborhoods where the primary languages spoken are Spanish and Vietnamese. Culturally-specific exhibits, such as the *Portuguese Imperio* and the *Ng Shing Gung Temple* (Chinese temple), will have additional signage in the appropriate language. Interpretation emphasizing the theme of "community" will encourage ownership of Santa Clara Valley by diverse groups who do not presently identify with or are not yet included in the histories told at History Park.

New signs will draw heavily from HSJ's research collection and include maps and photographs in addition to text. This contextual information will allow visitors to take a self-guided tour of the buildings beyond scheduled tours, and add to students' and teachers' experiences when participating in History Park programs.

Model T Day

Cruise over to History Park on Saturday, May 5, 2001 from 12 noon to 5:00 p.m. when Santa Clara Valley Model T Ford Club and its vintage automobiles will grace the park grounds. Model T Fords from 1909 to 1927, along with some additional makes and models from that era, will be parked on the grounds complementing the vintage buildings at the park.



The Model T Ford has been credited as *"the car that changed the world."* Often referred to as the *"Tin Lizzie,"* over 15 million were produced during 18 years of production. At its prime, over half of the world's automobiles were Model Ts. One of the main reasons for the Model T's popularity was its cost. The first Model T sold for around \$850, but by 1925, the cost of the basic roadster was reduced to just \$250, well within reach of many buyers. Production plants opened in England, France and Germany.

Model T Factoids: From 1914 to 1925, the car only came in black. There were only two forward speeds and one reverse. Three pedals—one for forward, one for reverse, and one brake—made the Model T unique to drive. Braking took place in what we might call the transmission, although there was an emergency brake that was applied to the back wheels. Several body styles were available, notably the roadster, touring, coupe, sedan and a truck.

See these fine automobiles and talk to the owners and drivers on May 5.

Changing Landscape of the Guadalupe River

Members' Program

You can never step in the same river twice wrote Greek philosopher Heraclitus, twenty-five hundred years ago. This has certainly been the case for our own ever-changing Guadalupe River. Just what kind of changes has the Guadalupe River undergone in the last 15,000 years? Curious to know the latest research on this fascinating and once life-sustaining link to our past?

On Thursday, March 29, the Guadalupe River Park & Gardens, in partnership with History San José, Commonwealth Club Silicon Valley and the Chinese Historical & Cultural Project, hosts the third in a series of

informative and engaging presentations on archaeological excavations along the river.

Sonoma State University geoarchaeologist Jack Meyer will present findings from a recent study of the Guadalupe River. The program begins at 7:00 p.m. in the Empire Firehouse upstairs meeting room at History Park, 1650 Senter Road.

Admission is free for members of the sponsoring groups and \$3.00 per person for all others. Space is limited and reservations are requested. Call 408-277-8845 or mail your check, payable to GRPG, to Guadalupe River Park & Gardens at 50 W. San Fernando, Suite 1100, San Jose, CA 95113.

San José's Two Chinatowns: Heinlenville and the Woolen Mills

History Makers May 10th Program

San José must be the only city in the country whose historic Chinatown was named after a German immigrant Heinlenville. A second, less well-known, Chinatown concentrated around the city's woolen mills along the Guadalupe River. Connie Young Yu has been central to documenting both sites and will be the featured guest at the fourth **History Makers** program on May 10th at Barnes & Noble Booksellers on Almaden Expressway at Blossom Hill Road at 7:00 p.m.

No one knows San José's Chinese history better than Connie Young Yu. She will be joined by several other members of the Chinese community with family connections to the historic Chinatowns. Like all other **History Makers** programs, the evening will follow a discussion format, moderated by History San José CEO David Crosson.

This spring, History San José will be issuing the third edition of Yu's seminal book on Heinlenville, *Chinatown, San Jose, USA*, including new photographs that have never been shared with the public. Yu has also been involved in research of the Woolen Mills Chinatown, which recently was excavated to allow for widening Highway 87 north of downtown San José. History San José is entering into an agreement with CALTRANS to house and curate the artifacts discovered in that excavation.

Admission to **History Makers** is FREE. Call (408) 918-1052 to R.S.V.P. The quarterly program is a partnership between History San José and Barnes & Noble Booksellers.

The Great Auto Show of 1909

by Jack Douglas

The first automobile show in San José in 1909 was an indication of the degree of interest shown by San José's citizens in this latest form of transportation. The relative wealth of the average citizen, the central location of the town with its roads leading in all directions, and our moderate climate all combined to make San José a hot bed of automobile enthusiasm.

From the early 1900's up until World War II, downtown was dominated by auto related filling stations, repair shops, rental garages and dealerships. Boss Charlie Bigley controlled city politics from his garage on Market Street - conveniently across the street from the old City Hall.

The four-day auto show was held in the newly constructed Auditorium Rink that stood on Market Street between San Carlos and San Antonio Streets. Ironically this early version of an auditorium/arena lasted only a decade before it was razed to make way for new garages.



Auditorium Rink of San Jose, circa 1909.

The show included most of the latest models of autos available from local dealers, as well as booths and exhibits relating to automobile accessories, publications and even insurance. The makers of the Indian motorcycles were also present. The major dealerships included W.F. Hunt with their Thomas Flyer (winner of the Great Race from New York to Paris the previous year), Buick and Oldsmobile, and Letcher's Garage (the first in San José) and its Cadillac, Pierce, Peerless and Apperson models. The recently established partnership of Normandin and Campen (former buggy makers) featured the Franklin. The Osen and Hunter Auto Company had their Mitchell and Baker Electric. The Holmes Brothers, who had recently moved the Victory Motor Car Factory from San Francisco to San José, had their popular two cylinder, 10 horsepower Sunset on display. This car, reputed to carry five people to the summit of Mt. Hamilton without shifting gears, was a bargain at \$800. The first Victory autos were steam powered, but by 1909 steam had given way to internal combustion and electric motors.

The Big Parade

This big event was to be preceded by a grand auto parade and a series of auto speed trials between San Francisco and Monterey. The show officials hoped that as many as 200 cars would join the parade, and they promised a trophy to the most lavishly decorated vehicle. The final day of the show was billed as "San Francisco Day," and it was expected that a large contingent of autos (as many as 200)



San José Auto Show

Tucker Photo courtesy of John Mitchell

from that city would descend on San José after being ferried to Oakland so that the drivers could take advantage of the superior east bay roads.

The typical rainy February weather curtailed much of this outdoor activity. First prize for the best decorated car in the parade went to L.W. Bush, who decorated his Rambler as a battleship from Teddy Roosevelt's "White Fleet" (it had visited the previous year). The second prize went to an electric car, which was adorned with yellow bunting and covered with electric lights. Hayzlitt Pelton was just about to break the record time from San Francisco to Monterey and back when he was arrested for speeding in Salinas and fined \$5.00.

The bad weather did not affect the attendance at the auditorium - however, as thousands of visitors marveled at the building's gaily decorated exterior, which was surrounded by numerous potted palms and illuminated with colorful Japanese lanterns. The ubiquitous Brohaska Orchestra was on hand all four days to add musical accompaniment to the proceedings with such favorites as: *Stubborn Cinderella*, *Some Day When Dreams Come True*, *Down in Jungle Town*, *Sweet Sixteen*, and the *Merry Widow Waltz*. The Santa Clara County Automobile Club provided refreshments in their "Rest Room." This club, with its 150 members, advocated auto safety, lobbied for better roads, and worked to counteract prejudice against "those infernal machines."

By all standards the first auto show was a great success. Many machines were purchased off the floor, and the public got a close-up view of the latest miracles of the modern age. What would these early autoists, as they were called, have thought if they could have seen the impact of the automobile on our modern valley? They may not have been quite so quick to sell their buggies.

In-kind donors of goods and services

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of Education

Todd Bray

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Roasting Company

Chinese Historical and Cultural Project Fund Reprint of Popular Book

The Chinese Historical and Cultural Project (CHCP), History San José's longtime partner, has awarded HSJ with an \$8,500 grant to reprint the popular *Chinatown, San Jose, USA* by Connie Young Yu. CHCP and HSJ will work together to distribute a copy of each book and accompanying curricula (on CD ROM) to every school in Santa Clara Valley. The curricula for 3rd, 4th and 5th grades complements the California State History-Social Science Framework. Efforts also will be made to increase distribution through independent bookstores and local stores of national chains, and to identified Bay Area museums, historical organizations, and Chinese museums and organizations in California.

"History San José is thrilled to be the recipient of this generous grant and to partner with CHCP on this project, so together we can continue to expand and promote the public's appreciation and understanding of Chinese heritage in Santa Clara County," said HSJ's CEO David Crosson.

The third reprint of *Chinatown, San Jose, USA* will be available in HSJ stores by early April.

Members' Holiday Party



Carolers in the Pacific Hotel



Printers Guild volunteers Jim Gard and Jonathon Yan; and friend with Senior Curator Alida Bray



Sue Kemp, of Palo Alto, led the caroling

Volunteer at the Gold Rush Festival

The mother lode
of opportunities

May 27 & 28, 2001

10:00 a.m. - 6:00 p.m.



Join our team of volunteers and have fun bringing history to life at this

year's Gold Rush Festival. Opportunities range from part-day to all-day shifts as ticket takers, arts and crafts helpers, gold pan demonstrators, ice cream sellers, and more. We also need help with pre-event preparation. Students can earn required community service hours. Sign up early for the best shifts and stations.

CALL 408-918-1047 TODAY!

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 January 1, 2000 and December 31, 2000.

Corporations

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Get Your Latest Reads at History San José!

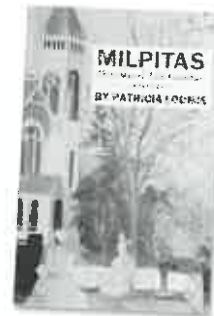


The Sempervirens Story, A Century of Preserving California's Ancient Redwood Forest

The officers of the Sempervirens Fund pledged to complete and connect California's first state park, Big Basin, with the spectacular Castle Rock State Park. The connection was accomplished by the building of the "Skyline-to-the-Sea Trail" in 1969. Nearly 20,000 acres have been preserved since 1900 and the story continues today as documented in this pictorial and historical narrative. History San José and Archivist Paula Jabloner are acknowledged for their assistance in the production of this book, dedicated to the preservation of the Coastal Redwoods.

Milpitas, The Century of 'Little Cornfields' 1852-1952

Pat Loomis drew upon her Mercury News reporter's instincts for facts. Loomis used diaries and newspaper articles against the backdrop of major state and national events of the past 100 years. The result is a book on the history of Milpitas' incorporation.



Serving the Intellect, Touching the Heart examines Santa Clara University, California's oldest institution, pausing to celebrate its 150th anniversary. The new volume is richly illustrated with nearly 400 images tracing the university's history. It includes many never-before-published photographs, firsthand written accounts, excerpts from letters, diaries, interviews and newspaper reports.

A Child's California What is California like for a child? Author Dan Harder and photographer Lawrence Migdale have teamed up to explore, from a child's perspective, the fantastic land of contrasts—California. One reviewer said, "This has a whiff of required reading about it—the reference book for a 4th grade state report—but darned if it isn't fun reading about the place that has so many superlatives to brag about."



Arriving in April—Reprint of a Classic!

Chinatown, San Jose, USA by Connie Young Yu. Many thanks to the Chinese Historical Cultural Project for their generosity in funding the total cost for reprinting this illustrious book. This edition features three rare, never-before published photographs dating from the 1890's of a parade in Heinlenville.



Museum Information

Please call 408-918-1040 for reservations current program prices.

Sites

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

Peralta Adobe Et Fallon House
175 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.

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

Group Tour Fees

10 or more individuals who have pre-scheduled a tour

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

Hours

Both sites are open Tues.-Sun., 12:00-5:00 p.m.

History Park: Tues. - Fri., self-guided tours. Gallery, museum store and O'Brien's café are open. Admission is free.

Sat. - Sun., guided tours. Gallery, buildings, museum store and O'Brien's café are open. Regular admission fee.

Peralta/Fallon: last tour leaves at 3:30 p.m.

Office hours at both sites:

Mon.- Fri., 9:00 a.m. - 5:00 p.m.

All school programs and group tours must be reserved. School programs - group tours are offered Mon. - Fri., 9:00 a.m. - 5:00 p.m. Group tours are offered Tues. - Sun. by reservation only. Call 408-918-1040.

Programs

Public Programs: Downtown Walking Tour

School Programs: Collecting Mania ~ Experience Adobe Days ~ Experience Victorian Days ~ Explore Peralta/Fallon ~ Explore San José's Past ~ Gold Rush Adventure ~ Historic Transportation Experience ~ History Hike ~ School Days in the 1890s ~ Victorian School Kit ~ Voices of Gold Interactive Program ~ Westward Ho! ~ Women Who Make A Difference

Outreach Programs: Portraits of the Past