1997 Membership Drive

The San José Historical Museum Association is pleased to announce the kick-off of its 1997 membership year. As in the past, a membership premium will be given with each new and renewing membership.

We are very excited about the 1997 premium: it is very different than anything we have published in the past. *Then, A Photo Picto of Mrs. Alice Hare Photographs* is a collection of twelve, suitable for framing, reprints of Alice Hare photographs from the Museum’s archives. These wonderful photographs were part of the personal collection donated to the Museum by City Historian Clyde Arbuckle.

Continued on page 8

Founding Of The Pueblo Celebration

Unity In Diversity

The third annual celebration of the founding of San José will begin the week of November 18, 1996, ending with the civic ceremony on Tuesday, November 26, 1996. The theme of this year’s celebration, Unity In Diversity, gives us an opportunity to acknowledge the diverse community of people who live and work together in San José.

The activities of the week are sponsored by the San José Historical Museum Association, the San José Historical Museum and the History Department of San José State University, and is partially funded through a grant from the City of

Continued on page 7

Inside the Association News

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Victorian Christmas

A Continuing Celebration

The San José Historical Museum presents its eleventh annual “Victorian Christmas” Saturday and Sunday, December 14 & 15, 1996, 10:00 A.M. to 4:00 P.M. Celebrate a Christmas Fantasy at the largest “Victorian Park” in California.

The Museum grounds will be decorated, as well as the 17 historic exhibit buildings, from December 1 through January 2, in the true Victorian spirit. Peart your eyes on the festooned light posts, and the elegantly decorated dining room table at the Gordon House as you tour through the re-created historic Museum town and watch the several hundred costumed volunteers portray lively folks from days gone by.

Enjoy trolley car rides, horse-drawn wagons, and hot-roasted chestnuts. Entertaining musical groups and historic theatrical vignettes will take you back to the turn-of-the-century Santa Clara Valley.

Each day children can look for surprise visits by Father Christmas, participate in six different complimentary children’s crafts, including making Christmas ornaments, cards and small treasures and hear stories of yesteryear told by enthusiastic storytellers who will bring the magic of Christmas to life in the historic Zanker House.

If you visit the Pacific Hotel Lobby after November 1, take a peek at the many wonderful dolls, teddy bears, trains, boats, turn-of-the-century toys and nutcrackers on display for the donation drawing.

Proceeds from the Donation Doll Drawing go into the Museum’s Activity Fund.

Handcrafted assorted gift items will be available for purchase at “C & C’s Curiosity Shoppe”, and in the Hotel meeting room you may partake of a light repast, sip on flavored coffees and watch as the ambiance of the Victorian era unfolds before you. There is no better way to celebrate the Yuletide season.

Many volunteer opportunities are still available, please contact Fawna Ferguson, Victorian Christmas Chairperson for more information, or sign up on the sheets located in the Volunteer Room. Help make this year’s Victorian Christmas the very best!

Advanced tickets are available. (See p.8) For information call (408) 267-2290 or (408) 277-4017.

Admission:
Adults .......... $6.00  Seniors (65+) .......... $5.00
Youths (4-17) .......... $4.00  Children (0-3) .......... Free
Parking .......... $3.00

Continued on page 8
The annual meeting article in the September Association News stated that the initial phase of the San Jose Historical Museum from a city-operated facility to a nonprofit-operated facility would occur early in 1997. Fortunately, the process has moved much more quickly than anticipated and the initial phase is now underway. By the time this issue of the Association News has arrived you should have already received your voting ballot in the mail and a letter from me explaining the items the Association is asking you to consider.

We have tried our best to keep you informed of the progress made during the transition phase. Now is the time when your interest in the Museum is vital to the transition process. This voting process is a major step toward the goal of nonprofit operation which will put the Museum under nonprofit management. As a current member of the Association, it is critically important that you understand and vote on the following issues:

1. Approve Name Change - the Association will change its name from the San Jose Historical Museum Association to "History Museums of San Jose."

2. Approve New By-Laws and Articles of Incorporation - the existing Association by-laws and articles will be replaced by a new set of by-laws and articles that will be more appropriate for an organization responsible for the future day-to-day operation of a museum.

3. Approve New Board of Directors - current officers and directors of the Association Board will step down and the Governing Board (formerly the Stabilization Board) will become the new Board.

The attorney for the Governing Board has advised us that a quorum is necessary in order to pass the above measures. We need at least 850 members to cast their votes with a majority voting to approve. I encourage you to cast your vote and mail it in your ballot today. The ballot is addressed and pre-stamped for your convenience. You may also hand-deliver it to the Museum by November 15, 1996. There will be ballot boxes in the Pacific Hotel Lobby, the Association Office and at the Peralta/Palio Site. Copies of the by-laws and articles of incorporation and the Board of Directors biographies will be available in the Association Office and at the Peralta/Palio Site, or will be mailed to you upon request. A copy will also be available in the Volunteer Room, at the Lobby Desk and at the Peralta/Palio Site.

Thank you in advance for your vote on these important matters. As the president of the Association Board (and chair of the governing board), I look forward to the Museum's new future and I know you will be well served by the changes that are occurring.

* STEVEN M. COX, PRESIDENT

D I R E C T O R ' S  R E P O R T

A GREAT CELEBRATION OF 25 YEARS

I am still reflecting on the wonderful celebration of 25 years the Museum Association and the Historical Museum held here in St. Claire Hall on September 27. It truly was a gala evening with memories of all the people and organizations that have contributed to making the Historical Museum a great institution. I feel so fortunate to have been a part of the history of the Historical Museum and for being honored for my leadership and contributions. I look on my years as the Museum Director, which began in 1982 with the celebration of 13 birthdays of opportunity and creativity. In particular, I am proud of developing partner organizations for the Museum which have resulted in the Trolley Barn operating, the Old Shining, Chinese Temple, the Gordon House sponsored by the Rotary Club, the Portuguese Imperio, the commitment for a one-room schoolhouse by San Jose State University College of Education Alumni Association and the Memorandum of Understanding to include the Perham Foundation Electronics Museum as par of our complex.

I'd like to thank Barbara Johnson, Museum Association Archivist and Director, for all of her hard work she did on behalf of the celebration, Barbara ensured that so many of the details were well coordinated and executed. The video documentation of our past is a special moment and one that Barbara guided so well.

WE MAY HAVE THE ANDREW P. HILL HOUSE

Scheduled on the San Jose City Council Agenda for October 29, 1996, is authorization to execute an agreement with the Victorian Preservation Association to move and renovate the home of Andrew P. Hill. This is a unique opportunity to acquire the home of the man who helped found the independent city of San Jose and was a life-long photographer and painter. (Two of Hill's paintings are on exhibition in City Council chambers.) After the City Council action, and as this project progresses, we will report on the details.

T H E  N E X T  2 5  Y E A R S

For the next 25 years the Historical Museum will continue to need the support of the community for growth and viability. Your membership contribution, donations, participation and ideas are always welcome. This is an exciting time in the future of the Museum. I encourage all of you to visit: the Museum is expecting large holiday crowds between Christmas and New Years. Stop by and try to imagine our Museum town in the year 2001? when it will be an even more special place.

* MIGNON GIBSON, MUSEUM DIRECTOR

F R O M  T H E  E D I T O R

The presidential election is behind us (as of this writing the outcome is not known, but I suspect Socks will still be roaming the White House), and the holidays are fast approaching. Before I depart for a much needed break, I want to catch up on the stress and activities of the approaching holiday season, please take your time to vote and send in your Association ballot. This election is very important to the future of the Museum and we want you, our members, to feel you had an active role in the decisions which are made.

For the past year and a half, a group of authors, a photo editor and I, serving as editor, have been working on a new history (is that an oxymoron?) book - San Jose: Reflections of the Past. A copy will also be available in the Volunteer Room, at the Lobby Desk and at the Peralta/Palio Site.

Reflections of the Past will be available for holiday giving. An anthology, the contributing writers, Phil Grasser, Charlene Duval, Ellen Garbowski, Mary Jo Ignoffo and Terry Christiansen each put their own spin on the history of a period on San Jose's history. Glory Anne Laffey served as photo editor for Reflections of the Past and uncovered many previously unpublished photographs, which are included with each page. The latter half of the book will contain histories and profiles of Santa Clara Valley businesses. Published by Heritage Publishing Company, Reflections of the Past is surely a book you will want in your library. The book will be available in The City Stores the second week of December and will retail for $49.95.

Please scan the Dates to Remember column on page eight for holiday entertainment ideas. It is a particularly busy time of the year, but the Association would like to extend a special invitation to you to attend Victorian Christmas, The Association's Holiday Party or Tea and the special living history events at the Peralta/Pallio Site.

One of the measures on the Association ballot is a request to change the name of the Museum to the History Museum of San Jose. If the measure is approved, the next newsletter will most likely be titled "History Museum of San Jose News. We will, however, continue to bring you the same topical information about the San Jose Historical Museum. Happy Holidays.

* JUDI HENDERSON, EDITOR

V O L U N T E E R  R E P O R T

Have you been saying to yourself? "I should get out of the house more often." "I should find a way to meet new people." "I should find something that would make life more interesting." "I should support my community in a more positive way." The answer to each of these comments is: become a San Jose Historical Museum Volunteer.

Talk to some of our volunteers and you will hear comments like "I love to be out here because you never know what you will find." "You are treated to wonderful stories from the old days of life." "It feels good to think that I am contributing something to my community." "It's great to get out and do something because it's something that is so interesting." These are only a few of the positive comments heard daily at the Museum.

There is a very wide variety of volunteer opportunities at the Museum. Some are: O'Brien's - our very popular soda and candy store where you work behind the counter. Training is on the job and if you enjoy working with the public, this is a great job. City Store - if you can handle cash, stock and general store work, please bring your questions and work in an environment filled with pretty things, the store is for you. Training here is also on the job. Collections - currently needed are (1) data entry clerks, (2) care and preservation workers who help keep our
exhibits in the best condition and (3) individuals who help process incoming donations. This last task is a great job for people interested in old stuff. These are only a few of the many interesting activities that could be found at the Museum. Check us out to see where you would best fit.

As the old advertisement said: "Try it, you'll like it!

- DIAN HELMS, PRESIDENT, VOLUNTEER COUNCIL

IN THE COLLECTIONS

San Jose's Attic:
As the Museum celebrates its 25th anniversary in Kelley Park, we are showcasing the Museum and its collections in several special exhibits. Collections are the heart of the San Jose Historical Museum and as an institution of learning, our collections are the core around which we build our exhibits and educational programs. Our collection began nearly 50 years ago as part of the City's centennial celebration of statehood. (The San Historical Museum actively collects works of various media documenting the growth and development of San Jose and the surrounding valley. Major emphasis is on the period from Spanish exploration and colonization (circa 1769) to the present.)

To augment the San Jose Historical Museum's anniversary dinner at the St. Claire Hotel, a special exhibit, "San Jose Historical Museum, A Scrapbook Celebrating 25 Years in Kelley Park," was developed. This portable tabletop exhibit is a visual essay on the Museum history. It will be displayed at the Museum during the next few months. So next time you are visiting, be sure to look for it and enjoy the temporary memory space.

During October and November, exhibits throughout the Museum will begin to feature special highlights from the Collection. Our changing exhibit in the Pacific Hotel will be "San Jose's Attic: A Collections Retrospective." The first section will be installed at the beginning of November and the rest after Victorian Christmas. The "Retrospective" will include items from the early collecting period up to more recent times. Artifacts have been chosen to tell a particular story or to represent various aspects of our valley's history.

A sword cane which belonged to Secundino Robles was collected at the old Statehouse Museum. Robles held a land grant which originally included much of today's Palo Alto. The grant was confirmed by the United States after California statehood. Other items from this early period include John Kortinger's fencing foil (he emigrated from Austria and arrived by sea in 1849), a candle mold, a butter churn and several trophies.

"A Key to San Jose," which was donated by the Greater San Jose Chamber of Commerce, illustrates the early promotion of our city. A more recent donation includes promotional materials from the opening of the Fairmont Hotel in 1989. Celebrations have long been a part of city life, Memorabilia from the 1986 Carnival of Roses and the later Fiesta de Las Rosas (1927) illustrate this aspect. Fruit labels and dairy bottles remind us of the valley's agricultural heritage.

O'Briens Ice Cream and Candy (be sure to visit the replica at the Museum and enjoy the best ice cream and cake) and Schoenheit Drugs were downtown San Jose institutions.

The Nelson-DeLuz House will showcase highlights from our textile collection. The "Coin King" suit will be featured along with special-occasion clothing worn by San Jose residents. These include the dress worn by Marjorie Pierce to the Nixon Inaugural Ball, and the dress worn by Margaret Small to the ball opening the Fairmont Hotel in 1987. Also on display will be a costume worn by local vocal star, "Shorty Joe" Quartuccio of the Red Rock Canyon Cowboys. The group, organized in 1941, regularly performed locally during the 1950s. Several quilts from the collection will also be displayed. These include a quilt made by a Cub Scout troop honoring the mayors of San Jose, another celebrating valley agriculture and a signature quilt made as a fund raising project.

The San Jose Historical Museum collections illustrate the rich heritage of our valley. As a local history museum we endeavor to collect and preserve materials from our past that will help tell the stories of yesteryear in the future. We hope that you will enjoy these special things found in the Museum collections.

- NANCY VALBY, CURATOR

HONOREES

O
N October 17, 1996, Gerry De Young, past president and Advisory Board member of the San Jose Historical Museum Association, was honored at a dinner hosted by the San Jose Chamber of Commerce and the Tech Museum of Innovation. One of the attractions of the evening was the after-dinner speaker, Colby Powell.

Gerry was recognized for his many years of volunteer service to the community. A video presentation, featuring the Museum as the backdrop, highlighted his many accomplishments, foremost among them was this: As most of you know, Gerry was very instrumental in acquiring space at Beech Nut for the Museum's collections and archives.

Editors note: Did anyone recognize Gerry playing one of the jurors in the San Jose Repertory Theatre's production of the Gable Mutiny?

Steve Cox, the Association's current president, will be honored at the National Society of Fund Raising Executives (NSFRE) 1996 Philanthropy Award Celebration on November 19 for his volunteer work at the Museum. Steve is serving as both Association president and as a member of the Governing Board. In his spare time, he is president and principal architect of HPC Architecture.

Tickets to the NSFRE luncheon are still available if you would like to join us in thanking Steve for the time and commitment he is giving to the Museum. Please call Barbara Johnson at 287-2290 for more information.

Thank you Gerry and Steve for making room in your lives for the San Jose Historical Museum. Your contributions are many and your honors deserved.

HOLIDAY GIFT GIVING IDEAS

CAn't think of what to buy that special someone? Have an entire list of "but they have everything" people? Well maybe we can help.

This is the time of the year when we remind you about the San Jose Historical Museum Association's Wish Book. The Wish Book is a collection of requests people have submitted to the Museum for funding. Items large and small can be found in the book. Wouldn't purchasing one of these items in support of Marion Cunneen's helpful gift? Not only have you honored someone you care about, you have made a meaningful donation to the Museum.

You might also want to consider a contribution to the Endowment Fund in someone's name. The name of the person you honor will appear in the Endowment section of the Association News. Only the interest from the Fund is spent each year (on Wish Book items), so your Endowment gift is truly lasting. Please see Barbara Johnson in the Association office if you would like to look in the Wish Book for ideas. You can also submit funding requests to Barbara.

SPONSOR OUR NEWSLETTER

San Jose Historical Museum Association is seeking sponsorship for its six bi-monthly issues of the Association News. Through sponsorships and advertising, we are able to provide the Association News to our members and to visitors at our Museums. Organizations or companies interested in sponsoring an issue of the newsletter or purchasing advertising space should contact the Association offices at 277-3780.

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Wanda Ford - Sc Steno
Jeanne Kondo - Clerk/Typist
Leslie Masunaga - Archivist
Virginia Beck - Curator of Education
Monte Dunn - Museum Events
Sarah Heighgood Nunes - Curator
Nancy Valley - Curator
Fred Bennett - Trolley Barn Manager
Rebecca Block - Volunteer Coordinator
Pawna Ferguson - Volunteer Support (P/7)
Jim Goggin - Volunteer Support (P/7)
Michael Knowe - Volunteer Support (P/7)
Carol Provencio - Volunteer Support (P/7)
Mary Ann Schreier - Volunteer Support (P/7)
Alli Spina - Volunteer Support (P/7)
Beverly Trenke - Volunteer Support (P/7)

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Tedd Pile - Assistant Manager/Shows Manager
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SAN JOSE HISTORICAL MUSEUM ASSOCIATION
Page 3

November 1996
Association's 25th Anniversary Party

The San Jose Historical Museum Association's 25th Anniversary party held at the Sainte Claire Hotel on September 27 was a wonderful success. More than 225 people enjoyed an evening of fun, food and memories. A video, highlighting the Association's history was shown, and plaques were presented to distinguished honorees, including former Congressman Norm Mineta who traveled from Washington, DC to be with us. Clyde Arbuckle, Theron and Frances Fox, Mignon Gibson, Mayor Susan Hammer, Janet Gray Hayes, Pat Loomis, Tom McEnery, Kathy Muller, Ernie Renzel and Judy Stable were the other recipients of the awards.

Jean Barrett, Special Events Chair, was responsible for the decorations and she did a beautiful job. Light towers, constructed by volunteers from the Trolley Barn and festooned with tiny lights, were used as centerpieces, and chocolate light towers, wrapped in silver foil were placed at each setting. A very special thank you to Jean and her committee members, Jo Biggee, Alleen Thompson and Evelyn Uccovich, and to Linda Herschbach who arranged for the chocolate souvenirs from Schurra's Candy Factory.

Steve Cox, the Association's current president, served as master of ceremonies. Leslie Masunaga and Nancy Valby developed an exhibit for the event titled San Jose Historical Museum - A Scrapbook Celebrating Twenty-Five Years at Kelley Park which was enjoyed by all.

Underwriters for the event were: E. N. Richmond Trust, Mariani Packing, Valley View Packing, John and Carol Luckhardt, Sobrato Development Company and San Jose National Bank. In-kind donations were received from Henry Down, Jr., Keystone Coffee Store and Joseph George, Distributors. Everett Coes produced and edited the video.

A party guest enjoying the "Scrapbook" exhibit. (below)
Historic Trip
Ride the Rails...Sail the Seas...

The San Jose Historical Museum Association is pleased to once again announce a LifeLong Learning, Inc. "By Rail and Sea," 14 days/13 nights a trip to New Orleans, Yucatan and the Western Caribbean departing from San Jose to Los Angeles Union Station on April 29, 1997. Trip transportation is via Amtrak's Sunset Limited and the cruise ship Enchanted Isle. The last time this trip was offered was in April 1996 and the 41 people who booked the trip with LifeLong had a wonderful time.

The trip begins with a gala reception and dinner on Olvera Street across from the Los Angeles Union Station. Then you board the SUPERLINER, Sunset Limited to begin your private sightseeing trip to New Orleans which includes accommodations for 2 nights at a superior hotel in the French Quarter. After spending two days in New Orleans, you set sail for seven days on the Enchanted Isle, one of the most scenic cruise lines at sea. Your floating resort follows the course of the Mississippi through the Delta into the Gulf of Mexico to four ports of call, Playa del Carmen, Cozumel, Key West, Grand Cayman and Montego Bay, Jamaica. You will have a choice of organized sightseeing excursions from each of these ports or have time on your own.

A preview outlining the exciting "Rail To Sea" itinerary will be scheduled in January 1997. We are working on another spring trip in 1997 - a cruise to Alaska with an optional excursion consisting of a one-day charter flight around Mount McKinley and to Ketcheuse, from either Seward or Valdez. Condé Nast Travel Magazine has voted this trip the best cruise itinerary in Alaska. The Alaskan cruise is scheduled for August 1997. For further information on either trip, please call Barbara Johnson, 287-2290.

Victorian Christmas Doll Drawing

And visions of sugar plums...

The Santa Ana one-room school house may be the feature attraction at the Victorian Christmas Doll Drawing. An American Girl doll, with school desk and accessories, and a model of the Santa Ana School in all its glory is the joint venture of the docent Class of 1990, the Collections service area and the Trolley Barn crew. It will be used to promote the newest project at the Museum.

At present, donations have been received from Across the Bridge, Adopt-A-Doll, California Interiors, Los Gatos Porch, Nice Twice Doll Shop, Queen's Chest, Stern's Luggage, The Granary, Yesteryears Antiques & Collectibles, the San Jose Historical Museum Garden Club, The San Jose Historical Museum Association staff, the Duran family, the Ferguson family, the Helms, Barbara Steffin and Edith Walter.

Not into dolls, teddy bears or nutcrackers? Well, how about trains, boats or vehicles. Take a chance on winning the toy of your childhood dreams.

The dolls are on display in the case in the lobby of the Pacific Hotel. Tickets can be purchased at the lobby desk or from special ticket sellers during Victorian Christmas weekend. The drawing for the toys will take place on Sunday, December 15. You need not be present to win.

Endowment Fund Donations

From August 28, 1996 to October 22, 1996, the Endowment Fund of the San Jose Historical Museum received the following donations:

In Memoriam:

Vera Linton
Diane Holmes Mitchell
Robert E. Tompkins
Kay Shimizu
Barbara Johnson's special birthday

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 Senter Road, San Jose, CA 95112-2599. A letter of acknowledgment will be sent to the person being honored or the family of the deceased.

San Jose 1778

The first official census of the Pueblo de San Jose de Guadalupe was conducted in 1778. A copy of the census is included in the pre-visit materials sent to all school scheduling field trips to the Peralta Adobe & Fallon House.

An analysis of the census reveals some interesting data. The population totaled 68 people, 15 men, 15 women, 27 boys and 13 girls. Of the adults, seven were listed as Spaniards, two as mulatto, one as a Basque mulatto, three as mestiza, three as mulatto and one as an Apache Indian. San Jose had a multicultural population right from the beginning.

Manuel Gonzales, the Apache Indian, was later elected alcalde (mayor). His home, built in 1797, was bought by Luis Maria Peralta in approximately 1804. When Peralta became comisionado in 1807 he moved into the house and remained there until his death at age 91 in 1851.

The largest family, according to the census, was that of Philipe Tapia, a mulatto, and his wife Juana Cardenas, a mestiza. They had eight children, five boys and three girls. Valerio de Mesa, and his wife Maria Ilorvea, both Spaniards, had the second largest family consisting of six boys and one girl, who was the youngest.

Not only were people counted in the census, but animals were counted as well. There were 21 horses, 21 mules, 45 mares, 29 oxen, 57 cows, 18 calves, 5 burros, 31 ewes, 31 goats and 11 pigs. There are probably not many oxen left in San Jose, but the other species of animals are still well represented.

An additional day each week was added for the Adobe Day school program and the reservations were quickly filled. The program is now offered Tuesday through Friday. The entire site is now open to visitors on Tuesday. Additional days require additional docents; interested persons are invited to call 995-8182 to arrange for docent training.

Holiday Decorations

Once again the Santa Clara Valley Doll Club will be transforming the Fallon House and the Peralta Adobe into beautifully decorated homes for the holidays. The Fallon House will reflect the early Victorian Christmas style which featured materials such as seeds, shells and flowers and the Peralta Adobe will have the traditional Posadas table. Come and visit the Christmas holidays of the past, Tuesday through Sunday, 11:00 AM to 4:00 PM.

Refrigerator Needed

Don't know what to do with that refrigerator out in the garage? The Adobe Day program needs a refrigerator with a freezer to keep its perishables. Call 995-8182 if you can help.

Up Coming Events

November 9: Civil War Recruiting Rally (1:30)
San Jose sent men to save the Union and Thomas Fallon helped to rally the troops. Members of the National Civil War Association will hold a re-enactment of an1860 recruitment rally at 1:30 to help commemorate Veterans Day December 21; Christmas at the Falls (Noon to 4:00 PM)

Join costumed characters from historic San Jose as they gather to celebrate the holiday season with song, dance, games and various Victorian diversions which will include a stirring reading of Clement Moore's 1822 classic 'A Visit from St. Nick.'
JAMES BEATTY:
SAN JOSE'S MASTER SHOWMAN

BY JACK DOUGLAS

There has been much in the news lately about the new United Artists eight screen movie complex at Second and San Antonio Streets. It is fine that we once again have a major first run movie house in downtown San Jose, but old timers will remember when we had at least ten single screen theaters on Market, First and Second Streets. Each theater had its own character, style and audience, and each created a seemingly endless stream of entertainment for generations of townsmen who, in the days before television, found the cinema the most congenial and inexpensive form of entertainment.

It seems difficult now to imagine how the old silent films could be so popular, but a great percentage of San Joseans made it a practice to attend them regularly. Along with the films, one could expect a live orchestra, singers, dancers and comedians. There were also prize drawings, contests, bank nights and special performances by local organizations.

James Beatty was the first local entrepreneur to realize the potential of this new medium. There had been movie theaters in San Jose since the turn of the century when Sid Grauman operated the Unique Theatre in a renovated store front on Santa Clara Street, but it wasn’t until 1913-14 that the first theaters built expressly for films were constructed. The first was the Theatre DeLuxe on South First and the second was James Beatty’s Liberty Theatre on Market.

Beatty had an unusual background for a theater man. He was born in England in 1868, was brought by his parents to America as a baby, grew up in Philadelphia and was apprenticed into the tailoring trade. He rose quickly to the position of manager in one of that city’s better haberdasheries. James and his wife Henrietta saved their earnings, then came west and set up their own “Merchants Tailor” establishment in San Jose, but this was to be a short-lived concern. Always interested in new business ideas, Beatty eventually gave up the clothing trade and became hooked on show business.

On October 2, 1914 the Liberty Theatre opened with Beatty as manager. The inspiring first feature was “The Christian” starring Edith Storey. Tickets were ten cents for adults and a nickel for children. Silent films caught on dur-
Stitch and Tell Tea

Vintage Reflections is pleased to invite you to the Second Annual Stitch and Tell Pot Luck Tea to be held Saturday, November 23, 1996, 12:30 to 3:30
Upstairs, Empire Fire House

Come and be inspired by the many wonderful projects completed by Vintage Reflections students over the past year. See what fellow students achieved during the 1996 class season. Add your input and suggestions to next year's class schedule. Most importantly, come and enjoy the company of old and new friends.

If you took a class through Vintage Reflections this past year, please bring your completed class project and any project made using the skills learned in class. On display will be examples of HAts, Coetses, Burdah, Victorian Lingerie and Costumes.

Please RSVP to Julie Peterson, (408) 993-8136. Let her know if you will be bringing handmade projects or if you need anything special to display your projects.

Please bring a plate of "tea treats" to share and $1.00.

Founder's Week from page 1

San Jose. The Founding of the Pueblo Celebration has been declared an official city event by Mayor Hammer and the city council.

On Thursday, November 21, 1996 at 7:30 p.m., a lecture entitled The History of Alta California will be presented free to the public by Robert M. Senkewicz, an associate professor and chair of the Department of History of Santa Clara University. The lecture will be held at the San Jose Historical Museum, Pacific Hotel Meeting Room.

The History Department of San Jose State University is presenting a teaching symposium, San Jose and The West, to be held at the university on Saturday, November 23, 1996, 9:00 - 11:00 a.m., Washington Square Hall, Room 109. A panel, composed of representatives from all educational levels, and a local historical museum professional will launch a discussion of how they successfully incorporate local history into their lesson plans. This symposium is intended to be a sharing experience for educators from every grade level.

Founder's Week Celebration ends with the civic ceremony on Tuesday, November 26, 1996, 12:00 noon on the grounds of the Peralta Adobe, 175 W. St. John Street, San Jose. The short program will emphasize the significance of San Jose's diverse population. The event will feature San Jose councilmembers and other dignitaries. Entertainment will be provided by local schools, and cultural community groups. Complimentary refreshments will be served.

For more information on Founder's Week activities, call the San Jose Historical Museum Association at (408) 287-2290.
SAN JOSE HISTORICAL MUSEUM
Kelley Park
1600 Senter Road
San Jose, CA 95112
(408) 287-2290

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HOURS
10:00 A.M. – 4:30 P.M.   Monday - Friday
Noon - 4:30 P.M.   Saturday and Sunday

ADMISSION
Adults $4.00
Children (4-17 years) $2.00
Seniors $3.00

Museum will be closed 12/24, 12/25 & 1/1

PERALTA-FALLON SITE
Corner of San Pedro & W St. John Streets
San Jose, CA 95110
(408) 993-4182

HOURS
11:00 A.M. – 4:30 P.M.   Tuesday – Sunday

ADMISSION
Adults $6.00
Children (4-17 years) $3.00
Seniors $5.00

One-Pay site will be closed 12/24, 12/25, 12/31 & 1/1

The City Store
The City Store will carry San Jose: Reflections of the Past, the book on San Jose’s history written by local authors and edited by Association staff member, Jodi Henderson. Reflections of the Past will retail for $49.95 and should be available in the City Store, December 7. Your 10% membership discount will, of course, apply to your purchase of this exciting new book.

History of San Jose by Clyde Arbuckle has been reduced to $24.95.

On the Banks of the Guadalupe, the 1996 membership premium will be for sale in the gift shop after December 1.

Be sure to visit The City Store for other gift items while you are at the Museum and the Peralta/Fallon Historic Site during the holidays. The store at the Museum will, as usual, be open seven days a week, and will be open during the Association’s Holiday Party the evening of December 12. The City Store at the Peralta/Fallon Historic Site will be open Tuesday - Sunday, 11-4.

DATES TO REMEMBER
November 9, 1996
Civil War Recruiting Rally at Fallon House
November 12, 1996
Final Fall Heritage Council Historical Architectural Lecture
Jack Douglas, Binder and Curtis Architects
November 18-26, 1996
Roundup: Week Activities
December 5-15, 1996
Holidays at the Athey House, Campbell
December 8, 1996
Association Holiday Tea at Fallon House
December 12, 1996
Association Holiday Party at the Museum
December 12, 1996 1-7 PM
San Jose Museum of Art Open House
December 14 and 15, 1996
Victorian Christmas
December 21, 1996
Christmas at the Fallons

Victorian Christmas from page 1

VICTORIAN CHRISTMAS
December 14 and 15, 1996
ADVANCE TICKET SALES OPPORTUNITIES
Advance admission tickets will once again be available for the Victorian Christmas event at the San Jose Historical Museum, December 14 and 15, 1996. This is a wonderful way to share the Museum and the holiday spirit with friends, family or other acquaintances. It is a thoughtful gift or holiday card insert. Or use them yourself and bypass the admission lines!

Advance tickets can be purchased at the Museum or by mail order using the form below. Tickets are $6.00 for adults, $5.00 for seniors (over 65) and $4.00 for youths (6-17). Please include 50¢ postage for each mail order. Mail to San Jose Historical Museum, Victorian Christmas, 1600 Senter Road, San Jose, CA 95112, Attention: Nancy Valley.

Victorian Christmas, December 14 & 15, 1996

Name
Address
Phone
Zip

Number of Adults @ $6.00
Number of Seniors @ $5.00
Number of Youths @ $4.00
Total
Postage & Handling $0.50
TOTAL Enclosed $ Thank You!

Membership Drive from page 1

A turn-of-the-century woman photographer, Alice Hare captured an enchanting period of Santa Clara Valley’s history on film. Working out of her home in Santa Clara, Mrs. Hare enjoyed both commercial and artistic success. Often featured in Sunset Magazine, Alice Hare also won several awards for her artistic compositions.

Then is a representation of Mrs. Hare’s works. Scenes from Santa Clara, San Jose and beyond are included in the photo folio. We are sure you will enjoy this visual stroll down memory lane.

The art work for Then was done by Michael Kotowski. Funding for Then, A Photo Folio of Mrs. Alice Hare’s Photographs was provided, in part, by a major grant from the Stella B. Gross Charitable Trust and a grant from the Sourisssac Academy of San Jose State University.

All current members will be receiving membership renewal information in the next month. Memberships will once again begin at $35 for individuals and senior citizens, and $45 for families and grandparents. All 1997 members, individual and corporate, will receive the premium gift, as well as subscription to the Association News and free admission to the Peralta Adobe & Fallon House Historic Site and the San Jose Historical Museum. Members are entitled to a 10% discount in both City Store gift shops and discounts in Vintage Reflections costume bank. With your continued membership support, we look forward to a year of growth and accomplishments for the Museum and Peralta-Fallon Historic Site. Your approval of the by-laws and articles of incorporation, the board of directors and the name change will not affect membership. Make sure you read the President’s Report on page 2 explaining the issues we are asking you to approve.

Your interest in the San Jose Historical Museum has been evident through years of membership support. As we look forward to future development and progress at the Museum your continued advocacy, interest and enthusiasm will help to build and strengthen the ‘History Museums of San Jose.’

SUN JOSE HISTORICAL MUSEUM ASSOCIATION
Mr. Mrs. Mise
Mailing Address (Bus.) Phone
Zip + 4 (Res.) Phone

MEMBERSHIP CLASSIFICATIONS
$1.00 Mission Circle Gift of:
$500 Patron Circle
$250 Tower Circle
$100 Century Circle
$500 Contributing Circle
$45 Family/Grandparents
$35 Individual
$35 Senior Citizens (1 or 2) Credit Card:
Please check one of the following:
[ ] I will include $4.00 for mailing of my premium [ ] Check [ ] Cash
[ ] pick up my premium at the Museum [ ] Mastercard [ ] Visa [ ] Expiration Date
[ ] NOT obtaining my premium.

*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.
Your gift may then be doubled—even tripled—so no expense to you.
Make checks payable to SJHMA, 1600 Senter Road, San Jose, CA 95112-2599

SAN JOSE HISTORICAL MUSEUM ASSOCIATION
1996 Renewal New Member

Membership Drive from page 1

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Mr. Mrs. Mise
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