



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

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# THE Exchange

HISTORY SAN JOSÉ

FEBRUARY 2005

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## HSJ Joins in Silicon Valley Reads

What if all of Silicon Valley read the same book at the same time and then came together to talk about it? This is the premise of the *Silicon Valley Reads: One Book. One Community* program taking place in February.

Co-sponsored by History San José and Commonwealth Club Silicon Valley, students and adults throughout Santa Clara County will read and discuss *Epitaph for a Peach* by David Mas Masumoto, who was called by the New York Times “a poet of farming and peaches.”

“This book is beautifully written with many passages that are poetic and memorable. It is a wonderful book to help encourage people to read and appreciate literature,” said Colleen Wilcox, Superintendent of the Santa Clara County Office of Education.

Multiple discussion groups and other activities are scheduled at locations throughout Silicon Valley. History San José is actively participating and promoting two of these events.

“Talking about *Epitaph for a Peach* is going to get people thinking about our environment, our agricultural heritage and our dependency on nature. These are universal themes that will appeal to readers no matter their age or life experience,” said Melinda Cervantes, Santa Clara County Librarian.

*Epitaph for a Peach* was selected by the 30-member Silicon Valley Reads Community Advisory Board consisting of librarians, a bookstore representative, a media representative, and the Silicon Valley Reads program coordinator. *Epitaph for a Peach* is available at HSJ’s Museum Store. For more information and a complete list of events visit [www.siliconvalleyreads.org/2005/](http://www.siliconvalleyreads.org/2005/).



Cover of *Epitaph for a Peach*, this year’s selection for Silicon Valley Reads.

## Gallery Dedication Honors the Past

On Sunday, March 6th, we invite you to a very special event—the public dedication of the Leonard and David McKay Gallery in the Pasetta House at History Park. How special is it?

First, the dedication honors the life and contributions of one of San José's most important and least recognized treasures, Leonard McKay. It is literally impossible to overstate what this man has contributed over the years to our understanding of our past. He has written books; he has published books. He has collected, preserved, and saved the documents, photographs, paintings and artifacts that together constitute our shared past. He was one of the founders of what we now call History Park. He organized the effort that saved and restored the Peralta Adobe. And Leonard's son David continued the family's award winning printing business until his untimely death late last year.

Leonard McKay remains one of the giants—but not the only one. Clyde Arbuckle, Theron Fox, Pat Loomis, Harry Farrell, Joanne Grant, Marjorie Pierce, Jack Douglas and others, some still with us, many passed on, join Leonard in the pantheon. By honoring Leonard McKay, we honor them, too. There is a new generation rising, but it stands on the shoulders of these pioneers. In a Valley that always has been focussed like a laser on the future, they were—and remain—our memory. We owe them all.

At the same time, on March 6th we will be dedicating the restored Pasetta House, which a fortuitous combination of very private and very public personalities moved to History Park on less than a week's notice nearly two decades ago. The multigenerational home of an important Portuguese family, the building alone represents the transformation of San José from its agricultural past to its urban present. The structure, itself, has an important story to tell.

And finally, there is the man who brought together the Pasetta House and Leonard McKay in order to preserve and share one of the most important collections of San José art and artists ever gathered by one person. Through the generosity of Pasetta descendant Robert J. Bettencourt, the McKay Galleries are being opened in Bettencourt's restored ancestral home in order to exhibit McKay's unequalled collection of notable Santa Clara Valley artists: Cooper, Hill, Harmon and de Rome to name but a few.

By joining us at the dedication on March 6th, you will honor Leonard McKay. You will honor all who have dedicated their lives to preserving and sharing San José's past. You will honor Robert J. Bettencourt's remarkable commitment. And you will honor your own continuing relationship with the amazing place that we call home.

David Crosson, President & CEO

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**Lynn Crocker**  
Editor

## The Leonard and David McKay Gallery Opens at the Pasetta House

Please join us Sunday March 6th from 1:00 to 5:00 p.m. for the dedication of the *Leonard and David McKay Gallery at the Pasetta House*. The house has been painstakingly renovated to serve as a new changing exhibition gallery for History Park.

Anna and Mateo Pasetta built the home in 1905 at the corner of St. James and Terraine Streets. The Pasettas began a fruit drying business that initially handled about 150 drying trays. The business steadily grew and by 1922 they were moving about 5,000 trays and 400 tons of green fruit. The couple raised nine children in the house (originally there were additional basement rooms). Five of the children are pictured below. The house was saved from demolition when it was moved to History Park in 1987.

History San José extends its deepest gratitude to the Pasetta Family and Robert J. Bettencourt, grandson of Mateo and Anna Pasetta, for donating the house and funding its renovation. The inaugural exhibition will feature the *Leonard McKay Collection* of Santa Clara Valley painters. Shown here is a spectacular painting by Andrew Putnam Hill, just one of over 30 paintings that will be on exhibit.



A. P. Hill, *California Redwood Park (Big Basin)*, c. 1915, was originally painted for the Panama Pacific Exposition.



*Pasetta House under renovation, fall 2004.*

Sarah Fuckitt



*The Pasetta House, c. 1905 at 196 West St. James Street. Note the building next door is the McKay Printing Shop. Pictured (l-r) are Ann, Anna, Peter, John, Mateo, Madeline and Marie.*

## Macau—Universal Heritage Exhibit

April 15th through July 31st the Portuguese Heritage Society of California, in partnership with CASA de Macau USA and History San José, will present *Macau—Universal Heritage*. This photographic exhibition of 52 vibrant images features Macau's historic architecture, and is on loan courtesy of the International Institute of Macau.

The photographs focus on twelve buildings and sites presented by the People's Republic of China to UNESCO in a proposal for Macau's classification as a World Heritage site. Macau's architectural heritage maintains a unique duality ranging from Taoist Temples to Portuguese villas.

Located in Eastern Asia, bordering the South China Sea and China, Macau was the first European settlement in the Far East. Colonized by the Portuguese in the 16th century, today the population of 461,000 are a mix of Chinese, Macanese (Portuguese and Chinese) and Portuguese, speaking Chinese and Portuguese, practicing Buddhism and Roman Catholicism. Macau is a highly urban center striving to preserve and remember its distinctive heritage. Please join us at the member opening Thursday, April 14th from 6:00 to 8:00 p.m.



*Small Chinese Temple (Taipa Island)*

Photographer: Chio Sou Fai



*St. Joseph Church*

Photographer: Sou Chiau Fai

## A.D.M. Cooper

by Jack Douglas

San José's Bohemian artist, Astley David Middleton Cooper, had a national reputation for his portraits, still lifes and authentic scenes of American Indian life, but during the rowdy post-gold rush era in California, his paintings of half-clad examples of feminine pulchritude certainly had the greatest exposure (in more ways than one). These paintings found welcome locations behind the bars of the country's saloons.

Not to be confused with tawdry pornography, the best saloon paintings depicted classic mythological or Biblical subjects: (Cooper, in the example below, has the Christians at peril in the Roman arena). In a real sense, California's saloons were the state's earliest art galleries. In 1853, for example, a German painting of Samson and Delilah was auctioned off for \$20,000 and installed in a San Francisco saloon called the Bank Exchange. A critic at the time lamented that it was due to Victorian prudishness that paintings depicting the human form had to be displayed where women could not view them.

Some said that Cooper dashed off some of his paintings to pay his bar bills. This may have been the case for some, but the time and care he took for those installed in watering holes such as San José's Louvre Saloon belied such rumors.

### BORN ON THE EDGE OF THE FRONTIER

A.D.M. Cooper was born in St. Louis on December 23, 1856. His father was a prominent physician. The family was acquainted with the artist George Catlin, who traveled with exploring parties out on the plains in the 1830's and was the first to paint the American Indians before the white man changed their lives forever. After attending Washington University, where he exhibited exceptional skill in landscape drawing and portraiture, Cooper set out to recreate Catlin's journey through the west, painting the Native Americans and their natural surroundings. From his studio in Boulder, Colorado, he was a regular contributor and illustrator for *Frank Leslie's Illustrated Journal*, which, in the days before photographic journalism, relied on artists to supply a never-ending series of illustrations of life in the American West. These pictures would establish Cooper in art circles in the East, where his paintings would soon command high prices.

In 1880, Cooper settled in San Francisco in the wild Barbary Coast, where he cavorted with the Bohemian artists, writers and characters that inhabited that district. Perhaps fearing that he was burning his candle at both ends, he

packed up and moved south, buying a cottage in the unincorporated area called East San José. Nearby he built an Egyptian-style studio. It is possible that Cooper chose this area for the number of unrestricted saloons, where he raised many a glass with his new friends, the boys of the Knights of the Golden Arch.

### AN ARTIST'S LIFE IN SAN JOSÉ

Cooper soon became a colorful figure in the otherwise staid environment of early San José. He frequently had parties for traveling troupes of actors and performers, or anyone out-of-the-ordinary who came through town. In 1898, Mrs. Leland Stanford, now a widow, commissioned Cooper to paint her fabulous collection of jewelry, which she planned to auction



Postcard of a Cooper painting in the Louvre Saloon

off to support the new Stanford University. A very proper lady who abhorred alcohol, she was not happy with the artist's appearance or the odor of "John Barleycorn," as she put it. Annoyed by her attitude, Cooper exited her mansion in a state of high dudgeon, with the partially finished canvas under his arm. He promptly finished the work from memory and had it placed in the front window of one of his favorite San José saloons, where the common people could appreciate it. Mrs. Stanford had to suffer the indignity of retrieving the painting.

Cooper's saloon paintings were so well known that local saloonkeeper, W.J. Ferguson, who had a number of them displayed, named his establishment Louvre Saloon after the Paris Museum. The hatchet-wielding Carrie Nation might have been just as offended by the nudity displayed in

A.D.M. Cooper continued on page 6

# Heritage 100 Trip: 2,000 Years of History in Santa Clara County

In late October 2004, Heritage 100 members and their guests visited the Isabel Valley Ranch in the Mt. Hamilton area. Purchased in 1949 by Duncan ONeal, a prominent San José attorney, today ownership of the property remains with the ONeal Family. Lou, Shirley, and Jim ONeal extended a personal invitation to the Heritage 100 group to visit the 12,000-acre ranch and share in its beauty and history.

Throughout the day, Jim relayed many stories as told to him by his grandfather, Duncan ONeal, and showed the group artifacts that were discovered on the property.

Thank you Lou, Shirley and Jim. Heritage 100 members were grateful to have had this rare opportunity to visit the Isabel Valley Ranch. All who attended agreed that it was a



*Pictured from left to right: Lou ONeal, Carl Cookson, Sharron Cookson, Paul Lang, Ingrid Lang, Jim ONeal, Bill Cilker, Jr., Brian Cilker, Mark Thomas and Marjolie Thomas*

Shirley ONeal

memorable day and provided an inspirational history lesson and a wonderful opportunity to set foot on the same land as the DeAnza Party and Spanish Explorers.

## Holiday Membership Party

As a way to recognize and thank our loyal members, History San José invites members and donors to an annual holiday membership party. The 2004 event was held on Thursday, December 9th.

Approximately 200 attendees enjoyed festive Greek music and dancing performed by members of the Hellenic Heritage Institute, one of History San José's Affiliate groups. Catered Too provided scrumptious hors d'oeuvres and desserts, including chocolate fondue. To top off the event, all members received a 20% discount in the museum store.



*Constance Langford (left) and HSJ docent Bob Langford get in the holiday spirit.*

John Eric Paulson, Master Photographer



*Holiday party attendees receive a quick lesson in Greek dancing.*

John Eric Paulson, Master Photographer

## History San José's Sponsor's Corner

### Corporate Sponsors

**Cinnabar Commons, LP**  
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**SUMMER HILL HOMES**  
COMMUNITIES OF DISTINCTION

Comcast • Heritage Bank • Vice Mayor Pat Dando

### Corporate Members

Cornerstone Properties

## San José Safari — Week Long Summer Day Camps

It's not too early to start preparing for summer break. The Friends of Guadalupe River Park & Gardens, History San José, Mexican Heritage Plaza, San Jose Museum of Art and Don Edward's San Francisco Bay National Wildlife Refuge are collaborating to present a summer day camp full of unique educational experiences for children ages 7 to 10.

Called San José Safari, these weeklong "trekking" adventures are based out of the Guadalupe Gardens Visitor center.

Campers meet every day at 8:30 a.m. and will be ready for pick up at 5:00 p.m. A sample itinerary is as follows:

**DAY ONE:** See the Guadalupe River through the eyes of birds and bugs. Visualize a watershed and how to make the planet a healthier place to live.

**DAY TWO:** Experience San José's rich cultural heritage through music and art at the Mexican Heritage Plaza.

**DAY THREE:** A morning at Arena Green's carousel of wild animals and awesome play structures is followed by a one-of-a-kind adventure at Don Edward's San Francisco Bay National Wildlife Refuge where the birds, plants and salt marsh put on a different performance each day.

**DAY FOUR:** Go on a grand tour of the San Jose Museum of Art and engage in activities that are woven into the current exhibits at the Museum.

**DAY FIVE:** Take a trip into the past and explore what it was like to travel on the Overland Trail, be part of an 1890's farm family, and participate in San José's agricultural heritage, all at History San José's History Park.

San José Safari is held during the weeks of June 27, July 18, August 1 and August 15. The cost to attend is \$225 per child, which includes all activities, snacks and bus transportation to each participating site. A 5% discount is available for those who register by June 1st. Campers need to provide their own bag lunch each day of the camp. Some partial scholarships are available.

Space is limited—each session has only 15 spaces available! Please contact Education Coordinator Kary Wilson at [education@grp.org](mailto:education@grp.org) or 408-298-7657 for more information—or to sign up.

\*Some activities are subject to change, but the fun is guaranteed!



Children load a covered wagon while participating in HSJ's Westward Ho program.

Sarah Puckitt

## SRI Helps to Restore "Dish" Film

Take a drive along highway 280 towards San Francisco and one can't help but notice the large satellite dish dominating the hillside behind Stanford University. Known simply as the Dish, it was installed during the 1960's to probe the scattering properties of the Earth's ionosphere.

Fortunately, George Durfey documented the installation of the dish. The 16mm film, referred to as the Dish Film was recently donated to History San José by Durfey. With the help of SRI Alumni, SRI International and Gary Price, this important piece of early electronics history is being restored, transferred to a master format and then to DVD, thereby preserving the footage and allowing it to be shared.

Thank you SRI Alumni and SRI International for donating funds to preserve a piece of history. Their generosity is greatly appreciated.

A.D.M Cooper continued from page 4

Cooper's paintings as she was about liquor, when her appearance at the Louvre Saloon in 1903 caused a riot.

Cooper's exploits continued to amuse and offend the citizens of San José until his death in 1924 at the age of sixty-seven. In the years since, he has been remembered more for his eccentricity than for his artwork. The last decade, however, has seen a real interest among art collectors in his work. A number are owned by local museums. History San José has several, including the outstanding ten-by-fifteen foot: *The Blacksmith*.

A few years ago we had a short lived trendy bar on Santa Clara Street named for DB Cooper, the thief who parachuted from a plane with his loot and was never seen again. Maybe it's time some creative entrepreneur opened a bar and art gallery named for our famous saloon painter, A.D.M. Cooper, so that a new generation of men and women can marvel at his ability to capture the human form.

# HISTORY SAN JOSÉ CALENDAR

## FEBRUARY

### History Makers

#### Epitaph for an Orchard

Thursday, February 10th

7:00 – 8:30pm

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

Based on the premise of David Mas Masumoto's book *Epitaph for a Peach*, History Makers will touch on the history of orchards in the Santa Clara Valley and focus on the importance of preserving a diversity of heirloom plants and fruit trees.

*Free*

## MARCH

### Leonard and David McKay Gallery Dedication

Sunday, March 6th

1:00 – 5:00pm

*History Park*

Join the Pasetta family, Leonard McKay and city officials for the dedication of the Leonard and David McKay Gallery.

*Free*

### Join Collector Leonard McKay

Thursday, March 10th

6:00 – 7:00pm

*Firehouse at History Park*

Join Leonard McKay as he shares stories and insights about this unique collection of paintings.

*Free to members;*

*\$5 to non-HSJ Members*

### Meet the Collector and Artists

Sunday, March 13th

2:00 – 5:00pm

*History Park*

The official public opening of the Leonard and David McKay Gallery provides opportunities to talk with Leonard McKay and featured artists.

*Free*

### The Plight of Farm Laborers in the 1960s

Thursday, March 31st

7:00 – 9:00pm

*Firehouse at History Park*

The Academic Film Archive of North America will show two films highlighting the struggle of farm laborers in the 1960s. *¡Huelga!* meaning "strike", shows footage of Cesar Chavez and workers organizing in the fields, and *Harvest of Shame* overviews the plight of migrant farm families. A discussion led by HSJ President David Crosson follows the film presentation.

*Free*

## APRIL

### Between Dirt and Sky: A Musical Inspired by the Life of Cesar Chavez

Thursday, April 7th

7:00pm

See details below.

### Family Day

Sunday, April 10th

Noon – 5:00pm

*History Park*

Explore what it means to be a hero and meet the everyday heroes who

make San José such a great place to live and work.

*Free*

### Macau—Universal Heritage Exhibit Opening

Thursday, April 14th

6:00 – 8:00pm

*History Park*

On loan from the International Institute of Macau, this photographic exhibition of 52 vibrant images features Macau's historic architecture, which maintains a unique duality ranging from Taoist Temples to Portuguese villas.

*Members Only*

### Macau—Universal Heritage Lecture

Sunday, April 24th

2:00 – 4:00pm

*History Park*

Join local architect in a discussion about the unique architecture found in Macau.

*Members Only*

## HSJ SPONSORS MUSICAL CELEBRATING THE LEGACY OF CESAR CHAVEZ

History San José and the Mexican Heritage Plaza are proud to present the only San José performance of *Between Dirt and Sky*, an original children's musical theater production inspired by the life of Cesar Chavez, at the Mexican Heritage Plaza Theater, 1700 Alum Rock Avenue, at 7:00 p.m., Thursday, April 7th. Admission is \$8.00 for adults, \$6.00 for students, and \$25 for a multi-generational family pass.

*Between Dirt and Sky* is produced by the San Francisco Arts Education Project (ArtsEd), a nonprofit organization that places long-term artist residencies within San Francisco's public schools. One of ArtsEd's programs, the *Event Players*, recruits and trains talented 9 – 14 year old students in an after school musical theater program. *Between Dirt and Sky* will premier at San Francisco's Eureka Theater in February.

Comcast is the Presenting Sponsor for the San José performance of *Between Dirt and Sky*. It will culminate a week in which History San José partners with the Mexican Heritage Plaza, Alum Rock School District, the Academic Film Archive of North America and others in exploring the impact and meaning of the life of Cesar Chavez, who spent most of his teenage years in San José. See the Calendar above for specifics.

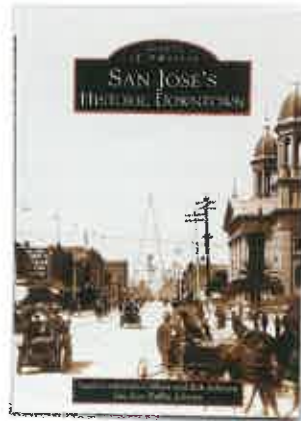
Call 408.287.2290 during normal business hours for reservations. Seating is limited, so call today.

comcast.

## WHAT'S IN STORE FOR YOU?

### San José's Historic Downtown

Co-authors Lauren Miranda Gilbert and Bob Johnson, librarians at the San Jose Public Library, have combed extensive photographic archives to present a pictorial essay of San José's past and the events that shape the character of the community today. The Museum Store carries the Images of America series on the local communities of Campbell, Gilroy, Milpitas, Santa Cruz and Santa Clara.



Photos by Sarah Puckert

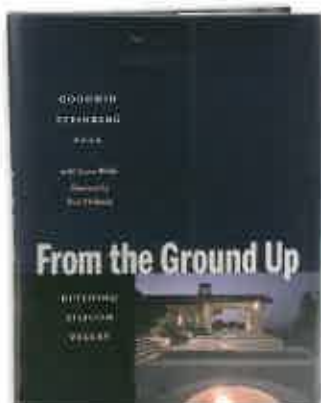
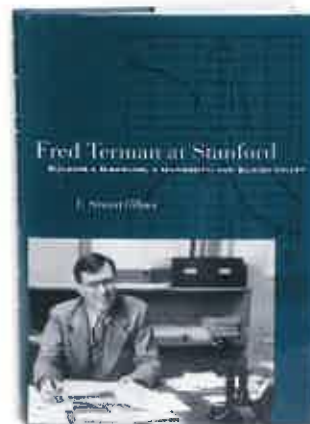


### Signor Marconi's Magic Box

This is a fascinating story of an amateur inventor and his "magic box". One hundred years after the historic first transatlantic radio transmission, this book is a rich portrait of the man and his time—and a captivating tale of science and scientists, business and businessmen, friends and rivals, including Marconi's long time rivalry with Lee de Forest.

### Fred Terman at Stanford: Building a Discipline, a University and Silicon Valley

Terman was a prodigious teacher and adviser to many, including William Hewlett and David Packard. Terman was widely hailed as the magnet that drew talent together into what became known as Silicon Valley.



### From the Ground Up: Building Silicon Valley

Architect Goodwin Steinberg presents an insider's view of the development of Silicon Valley—what went right, what went wrong and how conditions conspired to create the high technology capital of the world. Enlivened by anecdotal brushes with Silicon Valley's influential and famous, this is a richly illustrated story of a man whose fifty-year career helped transform an area of farms

## MUSEUM INFORMATION

### SITES

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

**Peralta Adobe-Fallon House**  
175 W. St. John Street  
San José, CA 95110  
408-993-8300, Fax 408-993-8088

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

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

Rentals and Events 408-918-1055

### FEEES

As of November 1, both History Park and the Peralta Adobe-Fallon House Historic Site are free.

### GROUP TOURS

Groups of 10 or more who are interested in scheduling a custom tour should contact 408-918-1040.

### HOURS

#### SATURDAY & SUNDAY

History Park & Galleries	12 pm – 5 pm
Museum Store	12 pm – 4 pm
O'Brien's Café	12 pm – 4 pm
Peralta/Fallon	12 pm – 5 pm

#### TUESDAY – FRIDAY

History Park & Hotel Gallery	11 am – 5 pm
Museum Store	11 am – 4 pm
O'Brien's Café	11 am – 3 pm

Research Library: Open by appointment only Tuesday afternoon and Wednesday.  
Call 408-918-1054 for an appointment.

Office Hours: Monday – Friday, 9 am – 5 pm

### PROGRAMS

#### PUBLIC PROGRAMS

History Makers  
Family Days

#### OUTREACH PROGRAMS

Portraits of the Past

#### SCHOOL PROGRAMS

All school programs must be reserved.  
Call 408-918-1040

A Child's Life in the 1890s; Experience Adobe Days; Experience Victorian Days; Explore the Peralta Adobe-Fallon House; Gold Rush Adventure Kit; Historic Transportation Experience; History Hike; History Park Tour; Immigration; People at Work; Peralta Adobe-Fallon House Tour; School Days in the 1890s; Valley of Heart's Delight; Victorian Family Life; Westward Ho!