



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

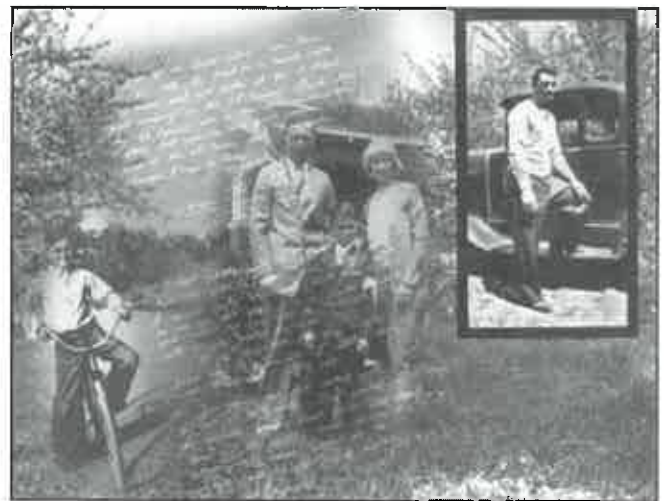
# *The Exchange*

## New Exhibit at History Park

### VALLEY OF HEART'S DELIGHT: From Orchards to Suburbs in Santa Clara Valley

To promote the Santa Clara Valley as an idyllic place to live and to visit in the early 1920s, the San José Chamber of Commerce coined the slogan, "Valley of Heart's Delight." In 1922 there were 80,000 acres of prune orchards in the Santa Clara Valley. By 1997 fewer than 400 acres remained. Today, apart from longtime residents, few people living in the Valley are aware of this urban region's past as the Valley of Heart's Delight. The Valley has shifted from a world-renowned center of food production to a world-renowned center of technology. "Silicon Valley" is the Chamber's new slogan.

How did the Valley of Heart's Delight evolve into the Silicon Valley? The entire story cannot be told in a single gallery, but themes central to understanding the transformation are presented. Two types of images are woven throughout the exhibit: panoramic photographs and digital collages. Early artists such as Andrew



Digital collage by artist Christie Santos.

Putnam Hill documented the Valley as it appeared in the 1890s using a panoramic camera. These spectacular panoramas are shown together for the first time.

Like Hill a hundred years before, artist Christie Santos also documented the Valley, but using a very different technique. Starting with her own mother, Santos interviewed both longtime residents and newcomers, asking each to write a page or two about their experiences living in the Santa Clara Valley. She then gathered photographs from these individuals and from local historic archives and combined them to create digital collages. The result is a

*continued on page 3*

#### Inside The Exchange

History Makers program...page 4

Event Calendar.....page 5

What's In Store For You.....page 8

According to The American Heritage Dictionary, a friend is “one who supports, sympathizes with, or patronizes a group, cause, or movement.” By this definition (or any other) Glenn George was the greatest friend any person or organization in San José could have. He certainly was a special friend of History San José, and he will be missed.

Glenn George died on April 25th, at the age of 70. He was one of San José’s most honored and respected philanthropists, whose life and generosity spanned the transformation of the Valley of Hearts Delight to Silicon Valley. He ran a wholesale liquor business that he inherited from his father. But Glenn’s great community legacy was established in his work for Hope Rehabilitation Services, Red Cross, Camp Fire Girls, Boy Scouts, the American Heart Association, and the Diabetes Society, among others.

In the past two years, Glenn became an active leader behind the scenes for History San José. As a community member of the board resources committee, he identified and recruited new leadership. He contributed the new display cases in the exhibit gallery and helped kick off the new History Makers programs in the fall of 2000. He identified and solicited new donors. He gave generously.

And he always did everything with a style and joie de vivre that was unique to Glenn. “He bought the museum a golf cart to use for events,” recalls CEO David Crosson. “He said that we could use it for anything, as long as I didn’t drive it.” That was classic Glenn George.

According to board chair Steve Cox, “The most important thing Glenn did for History San José was to introduce us-and in some cases re-introduce us-to the many of the community’s long-time leaders.” His influence on the transformation and future of History San José will be felt for years to come.

But, according to Crosson, “The most important thing about Glenn George was how he made everyone he touched feel that, for that moment, he or she was the single most important person in his life. That is a very special gift. And for that, more than anything else, he will be missed.”

David Crosson  
*President & CEO*

## HSJ Board of Directors

2001–2002

### Officers

Steven M. Cox, *Chairman*  
*Principal, HPC Architecture*

Mark Ritchie, *Vice Chair*  
*Principal, Ritchie Commercial*

Mary Ellen Heising, *Secretary*  
*Exec. Dir. (ret), Second Harvest Food Bank*

Tom Scott, *Treasurer*  
*President, Cambridge Management Company*

### Board Members

Bonnie Bamburg  
*Dir., New Development, Community Housing*

Roy Bigge  
*Dir., Client Dev., Management Solutions*

Nicholas Buck  
*Community Volunteer*

Margo Culcasi  
*Exec. Vice President, San Jose National Bank*

John Davis  
*President, Air Systems, Inc.*

Gerry DeYoung  
*President, Ruth and Going, Inc.*

Joe Head  
*V.P., Urban Development, Summerhill Homes*

Arthur Lund  
*Hoge Fenton Jones and Apel*

Patrick Magee  
*Engineer (Ret.), General Electric Co.*

William F. Matthews  
*Station Manager & COO, KTEH*

Patricia Borba McDonald  
*President, McDonald & Moore, LTD*

John McEnery, IV  
*Managing Partner, San Pedro Properties*

Dan Orloff  
*President, Orloff/Williams & Company*

Stephen Pahl  
*Pahl & Gossetin*

Vilma Palette  
*Community Volunteer*

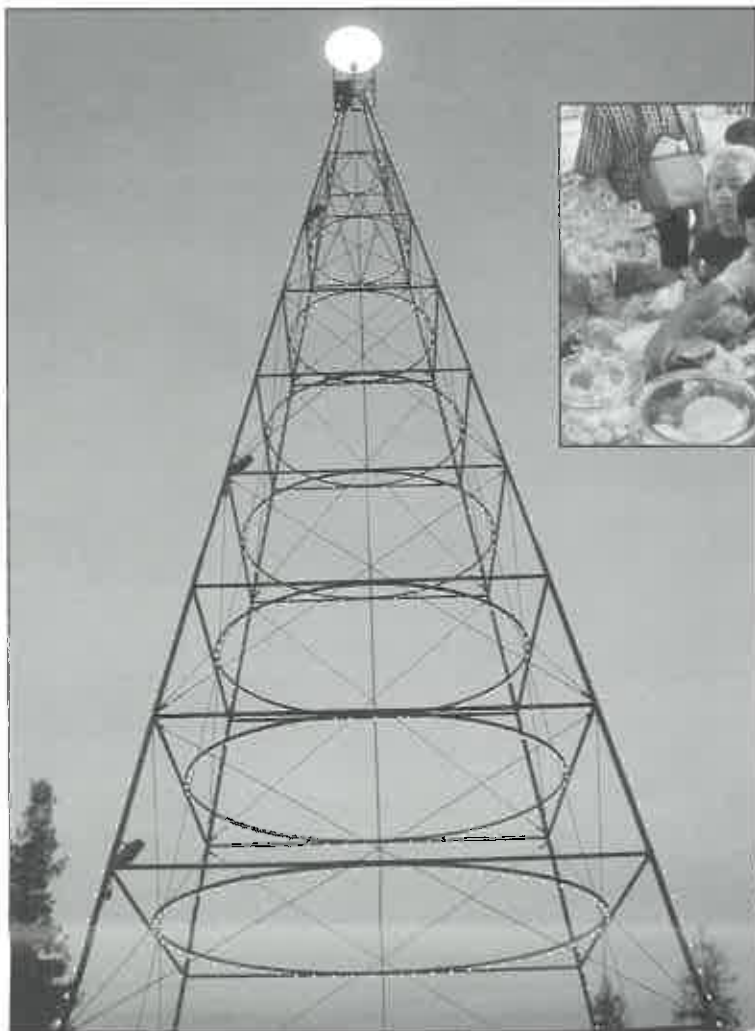
Carl Schmidt  
*Senior V.P., Daniel Silverie III, Inc.*

Joan Shomler  
*Volunteer Council Representative*

Dan Shore  
*President, Shore Associates*

Steve Travis  
*Senior Project Mgr., South Bay Construction*

## Photo Gallery



After four years, the light tower comes alive again.



Happy faces at O'Brien's.



Trolley rides at History Park.

### New Exhibit *continued from cover*

body of work that invites those not familiar with this Valley's history to share in very personal stories.

The exhibit is divided into four sections: The French Plum, A One-armed Inventor, The Transcontinental Railroad, and A Planned Community. Learn how these diverse topics are related. Then visit *Passing Farms: Enduring Values*, curated by Yvonne Jacobson, a permanent exhibition located in the Stevens Ranch Fruit Barn at History Park.

Alida J. Bray  
Senior Curator

## Exciting Partnership

At History San José we are developing new ways to tell the stories which will build bridges among the diverse cultures of our community. We are proud of the many ways in which we accomplish this, including new exhibits, new and updated education programs, reinterpretation of the structures at History Park and new partnerships with organizations that will bring vital programming and energy to HSJ.

Now, we are involved in an exciting collaboration which has increased the use of the History Park site and provided an important community service: Partnership with Camp Fire Boys and Girls for a summer camp program—which eventually will expand into an after school program to serve the neighborhood children.

### Summer Day Camp

History Park hosted a low-cost day camp between June and August 2001 for Camp Fire Boys and Girls. This nine-week activity had the county-wide advantages of being lower-than-average cost, longer-than-average daily hours (7 a.m.–6 p.m.), and was available on a week-by-week as-needed basis. Professional and trained volunteer counselors led 7–11 year-olds in themed activities, outdoor exercises, and reading skills.



Camp Fire's summer fun.

This summer camp was made possible in part by a grant from the City of San José's Healthy Neighborhood Venture Fund, as well as the collaborative efforts of History San José and Camp Fire.



L-R: Michael Chang, Lillian Gong-Guy, Connie Young Yu, Gordon Chan.

History Makers program on May 10th lent little credence to a recent national poll citing over 40% of Americans have negative impressions of Chinese Americans. More than 120 people listened intently and asked questions of three distinguished Chinese American speakers at the fourth program of the successful series.

Local author Connie Young Yu, businessman and longtime flower grower Gordon Chan, and De Anza professor of Asian American Studies Michael Chang, each brought a different perspective to the program. Yu, a third-generation Californian, who writes extensively on the roles of Chinese Americans in the Valley, shared her family's experience in San Francisco and then San Jose's Chinatown, Heinlerville. Citing that, "yes, there was discrimination," Yu also noted there were "remarkable people who stood up to unjust laws." Without people like John Heinlen, a

German immigrant and businessman, who followed a deeper inner creed, and allowed the Chinese to live and work on his land, Heinlerville and Yu's family survival would not have been possible.



Author Connie Young Yu during the book-signing portion of History Makers.

Chan talked about the Chinese Exclusionary Act, which among many things, prohibited the Chinese from growing crops. Surprisingly, the only flower not considered a crop during the 1940s-50s was a chrysanthemum. That is why so many Chinese Americans became successful mum growers and when allowed, later became prosperous nursery owners.

Chang, a recent immigrant from Taiwan, spoke about the "need for Chinese Americans to stand tall," and to "get involved." As a college professor, Chang tells his students that "these are good times we are living in." He's quick to point out

that we have a long way to go toward ending racial inequities, but also seems sincere about recognizing how far society has come. Admittedly, Chang was upset by the recent poll that said many Americans don't "trust" Chinese Americans. But for Chang, Cupertino's mayor and an active community leader, getting involved is the only answer to change.

Discussion ensued around close friends—economic cycles and discrimination. All panelists had personal stories of discrimination. Chan and Yu agreed that economic downturns are often closely related to increased racial offenses. Chang, mildly disagreed, asking the audience if racism went away during this prolonged period of economic boom? "Unfortunately, you can't legislate attitudes," said Chang. "We are a society that is still recovering," he added.

All three spoke of the importance to learn about, and from one another, and to experience different cultures. In jaded Silicon Valley terms the outcome might be to increase business opportunities—but for these informed speakers—understanding one another is a goal unto itself.

Following the program was a book signing by Connie Young Yu and a reception with light refreshments, sponsored by the Chinese Historical and Cultural Project.



Panel discussion.



Audience at Barnes & Noble.

## Ongoing Programs

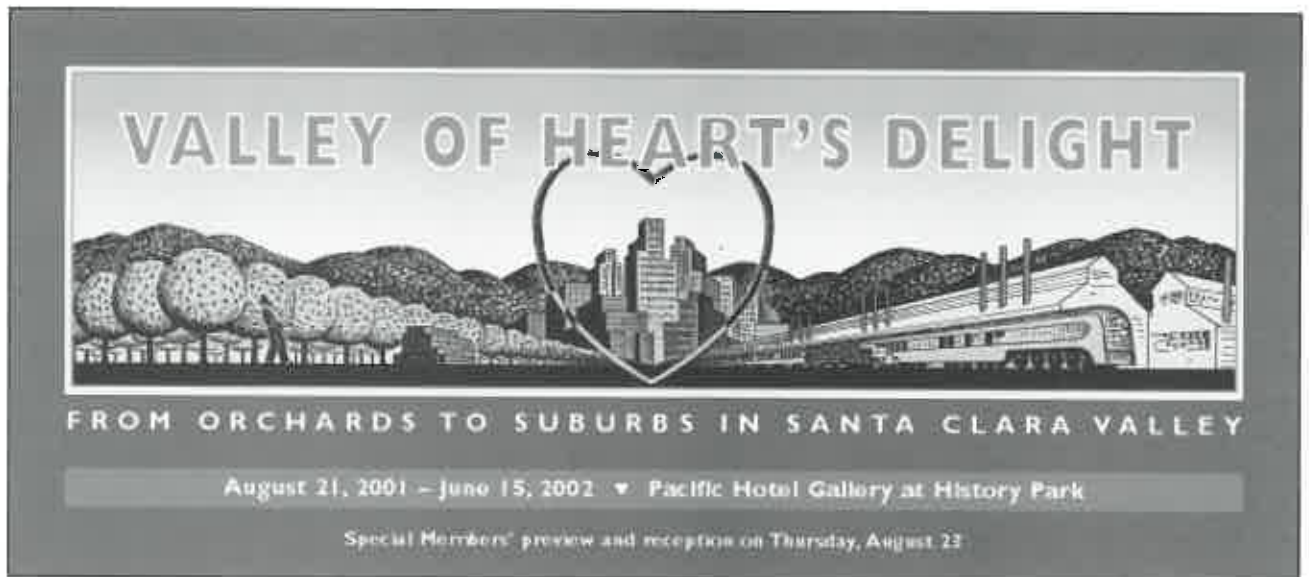
August 21, 2001–  
June 15, 2002

### Exhibit: Valley of Hearts Delight

History Park,  
Pacific Hotel  
Gallery

Valley of Hearts  
Delight is an  
exhibition  
focusing on  
Santa Clara  
Valley's  
agricultural  
history. The  
exhibition  
features the

digital artwork of Christie Santos. Santos interviewed her mother, and her mother's friends, who worked in the fruit industry as part of a project to earn her BFA at San José State. The result is a body of work that exemplifies an experience shared by



many, and at the same time allows people unfamiliar with this history to share in a very personal vision. The exhibit will also include historic photographs and artifacts from History San José's permanent collection, such as the amazing

panorama photographs by local artist Andrew Putnam Hill. Contemporary documentary photography by Gabriel Ibarra and Sarah Puckitt will show what is now located on land that used to be dedicated to fruit production.

## Events and Festivals

### Air Systems Car Show

Saturday, September 8,  
2001 2:00 p.m.–9:00 p.m.

#### History Park

Enjoy a day of fun, laughter and the satisfaction of giving in an old-fashioned country fair atmosphere, including refreshments & full BBQ, celebrities, entertainment, safety demonstrations, live music, a silent auction, and a fireworks finale!



### History Makers: Life in the Fast Lane

Thursday, November 8,  
2001 7:00 p.m.

Barnes and Noble, 5353 Almaden Expressway

Drs. Chuck Darrah and Jan English-Lueck, professors of Anthropology at San Jose State University, have been studying the cultures of Silicon Valley for the last decade

in what will ultimately be a fifteen-year project. They have found that Silicon Valley is not only a site for technical innovation, but also social experimentation and innovation. Their ethnographic fieldwork is the basis of the forthcoming books, *Cultures @ Silicon Valley* and *Remaking Everyday Life*.

History San José is proud to feature selected events presented by our partner:

### BARNES & NOBLE

5353 Almaden Expressway  
San Jose, CA 95118  
(408) 979-0611

### Breaking The Rock: The Great Escape From Alcatraz

Friday September 28th; 7:30-8:30pm

On June 11, 1962, after months of digging through concrete, stealing supplies to make life vests and a raft, four convicts broke "the rock." Three of them were never seen again.

How did they do it? Who helped them? Join author Jolene Babyak as she investigates and exposes the searing story of how the most famous escape attempt in U.S. History caused the prison to be abandoned nine months later.

## President McKinley Comes to San Jose *by Jack Douglas*

It was just 100 years ago that the citizens of Santa Clara Valley played host to their nation's president. Three days in May (the 13th to the 15th, 1901) were set aside to celebrate the arrival of President and Mrs. William McKinley in a lavish festival that made all previous San Jose events pale by comparison. Presidential visits were rare in those days, particularly in the Far West. This was not to be just a whistle stop. McKinley had planned to spend several nights in San Jose, but circumstances made his stay shorter than expected.

William McKinley, the 25th President, had just won a second term when he decided to tour the nation by train, making speeches along the way to promote his new trade policies. Having weathered the Spanish American War during his first term both he and our nation were beginning the new century in an era of optimism. Traveling with his wife Ida and members of his cabinet, including his Secretary of State, John Hay, the President was greeted by crowds as he swept through the South and Southwest. Traveling ahead of him was a party of Ohioans (McKinley was from Ohio) and their governor. In Los Angeles the McKinley party was met with an extended grand fiesta.

Not to be outdone by Los Angeles the social elite of San Jose and surrounding towns spent months planning an all day rose parade and festival which was to be followed by a fancy ball. The visit could not have been better timed, for the roses and flowers of the Garden City were in full display.

### Rose Carnival

The presidential train was met by a long line of horse and buggies, and the guests were transported to St. James Park. The reviewing platform was in the park facing the stately courthouse. From here the President was greeted by Mayor Charles Martin and other local dignitaries including Stanford President David Star Jordan, the presidents of Santa Clara College, San Jose State Normal and the College of the Pacific, the Hayes brothers and numerous other prominent business men.

Mrs. E.O. Smith, the grand dame of local society presented the President with a bouquet of roses made up of contributions of 2,000 Santa Clara Valley ladies. This floral

arrangement was in the shape of a Christmas tree that stood over twenty feet in height. After the speeches the visitors were treated to an early version of the Pasadena Rose Parade. Dozens of flowered bedecked wagons and buggies, marching bands and costumed equestrians paraded down North First Street. A photo collection of this event was presented to the departing President by Amaury Mars, and it was subsequently published in his book: *Reminiscences of Santa Clara Valley and San Jose, California*. (Reprinted in 1976 by Leonard McKay.)



The evening's grand ball was held in San Jose's ornate Vendome Hotel, but an unfortunate circumstance would deprive the local elite of the opportunity to socialize with their President. Mrs. McKinley had become seriously ill from an infected finger which caused swelling and a high fever. She had been rushed to San Francisco earlier in the day, and physicians there thought that she might die. Knowing this, the President must have been sorely distracted during the day's festivities. He tendered his regrets prior to the ball and left for San Francisco to be with his wife.

Secretary of State John Hay and other officials representing the President remained however, so the party was still a great success. Fortunately Ida McKinley recovered (worried aides were preparing a funeral train) and the President followed through with his plans which included launching the

Battleship Ohio from San Francisco's Union Iron Works.

### The President Shot

President McKinley returned to Washington in triumph. The nation warmed to this here-to-fore austere politician when they learned how he steadfastly carried on during his wife's illness. The citizens of Santa Clara Valley were still basking in the afterglow when news reached them on September 5th that McKinley had been fatally wounded by an assassin's bullet while attending the Pan American Exposition at Buffalo, New York. No doubt the people of our Valley felt the death of their President more deeply than most after just having had him in their midst. McKinley Memorial Day was declared for September 19,

*continued on page 7*

## In-kind donors of goods and services

Beth Fontana  
Bruce G. Johnson, Architect  
Carl Chevrolet  
Classic Wines of California  
Coast Engraving  
Diamond Laundry and Cleaners  
Frank R. Iannuci, Energy Consultant  
JCX Expendables, San Francisco  
John Eric Paulsen, Master Photographer  
Lee and Ray Lester  
Mission Glass  
Santa Clara County Office of Education  
Todd Bray  
Willow Glen Coffee Roasting Company  
www.Bayarea.com

## Wish List

A pallet jack for use at History Park  
Linoleum, paint and labor for rest rooms  
Carpet for redecorated Firehouse and new Collection Center  
HVAC unit for summer day camp building  
Mini blinds for eighteen special-sized windows in the Firehouse  
Wallpaper supplies and labor for Pacific Hotel lobby  
Equipment (drill motors, electric saws, battery screw gun, sanders, extension cords, light bulbs, tool chest and cabinet, fiberglass stepladders, etc.)  
Appliances for O'Briens (refrigerator, toaster oven)  
Cash register for O'Briens  
New Truck!

## Santa Clara County History

*continued from page 6*

1901, and a service was held in St. James Park where, only months earlier, the President had spoken. The Reverend Robert E. Kenna, President of Santa Clara College, gave the address, and hymns were sung to the accompaniment of a military band.

### A Lasting Memorial

Perhaps the enthusiasm and cooperation displayed by the many who had prepared the welcoming event carried over into their efforts to memorialize the event and the man. A committee was formed for such a purpose.

Rupert Schmid was commissioned to sculpt the larger than life figure of McKinley in

his studio at 383 West San Fernando Street. It was discovered that no foundry on the west coast could handle so large an order, so the casting was done by the Henry Bonnard Company in New York. The large stone base came from local contractors. The cost totaled \$13,500, a great deal for a small town to raise by subscription, but the Women's Committee of 100 donated \$3,600 which put them over the top.

The impressive memorial to President McKinley was unveiled in St. James Park on February 21, 1903 with a ceremony described by the *Mercury Herald* as "simple and fitting." The site was precisely where McKinley had delivered his address less than two years before. Once again the crowds gathered to honor the President who had found time to stop in San Jose.

## 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 May 31, 2001.

### Corporations

Air Systems Foundation  
The Archon Group  
Cal-Air Inc.  
Cambridge Management  
Channel 4 KRON & BAY TV  
Cornerstone Properties  
Deluxe Corporation Foundation  
Devcon  
Empire Broadcasting: KARA, KRTY, KLIV  
Envelope Product Co.  
General Electric Matching Fund  
HPC Architecture  
IBM Matching Fund  
KBAY 94.5  
Lifelong Learning, Inc.  
Lockheed Martin Missiles and Space  
Nuevo Mundo  
Orloff/Williams & Company  
Pahl and Gosselin  
Ritchie Commercial  
Robert Half International - Accountemps  
San José Mercury News  
Shore Associates, Inc.  
Siemens ICN  
South Bay Construction

Sprig Electric Co.  
Summerhill Homes  
Viet Mercury  
Wells Fargo Foundation  
Western States Oil

### Individuals

Ann and Tom Atkinson  
Bonnie and Marvin Bamburg  
Roy Bigge  
Judith and Kenneth Blasé  
Eric Brandenburg  
Cecilia Clark and Charles Miller  
Sharron and Carl Cookson  
David Crosson  
John and Christine Davis  
Gerry DeYoung  
Glenn and Bobbe George  
Joseph and Yvonne Head  
Mary Ellen Heising  
Art Lund  
Patrick and Sally Magee  
Bill Matthews  
Patricia McDonald  
John McEnergy  
Jim Oneal  
Dan Orloff  
Raymond and Natha Ostby

David Pace  
Dorothy Pace  
Vilma Palette  
Mark and Jill Ritchie  
Dan Shore  
P.B. "Skip" Wall

### Foundations and Government

City of San José  
Charles B. Kuhn Memorial Fund  
Community Foundation Silicon Valley  
The Compton Foundation  
County of Santa Clara-Heritage Commission  
J. Phillip and Jennifer DiNapoli Foundation  
Farrington Historical Foundation  
Luckingham Foundation  
National Park Service  
David and Lucile Packard Foundation  
Silicon Valley Charity Ball Foundation  
The Simons Foundation  
Sourisseau Academy for State and Local History  
Stella B. Gross Charitable Trust  
The Valley Foundation

## Get Your Latest Reads at History San José!

**A Taste of Summer** There's nothing better than taking advantage of a beautiful day and your own garden to provide family and friends a wonderful dinner in your own backyard. Get inspired by one of the many great cookbooks we have in stock and the bountiful collection of sauces, marinades and other wonderful delights from award winning Stonewall Kitchen.

**The Garden Entertaining Cookbook** - each chapter includes informative sidebars on topics such as growing tomatoes, using edible flowers and choosing herbs, as well as mouth watering recipes.



### Instead of cooking - indulge yourself!

The newly revised and updated *More Weekends for Two in Northern California* offers 50 enchanting and romantic getaways—from a picturesque cabin in the High Sierras to a lavish Carmel estate. This beautifully photographed guide offers something for everyone.

### Another summertime activity - gardening!

Bruce & Sharon Asakawa's *California Gardener's Guide* is the new gardening book written just for California gardeners. The name Asakawa is synonymous with gardening expertise in California. On the air for 25 years, Bruce Asakawa is the "Voice of California Gardening."



### Stay cool - read a book to a child.

Proverbs, fables and celebrations from around the world are presented in our newest selection of children's books.

**The Night Has Ears, African Proverbs** - A book to treasure for its rich universal wisdom and glorious illustrations.

**To Swim in Our Own Pond** - Twenty-two proverbs from the countryside of Vietnam are given in Vietnamese along with their English translations. The Western equivalent of each proverb demonstrates the similarities between the people of the East and West.

**Floating Lanterns & Golden Shrines, Celebrating Japanese Festivals** - In Japan people cherish their long history and their shared traditions. At any time of year, there's something to celebrate and this book describes a year of special celebrations in Japan with historical and cultural information, including recipes, crafts and legends.

**Pinatas & Smiling Skeletons, Celebrating Mexican Festivals** - Discover how Mexico's festivals blend the cultures of her ancient people and of Spain. Enjoy the legends, food and holiday activities that make Mexico's holidays unique.

**The Dragon's Tale and Other Animal Fables of the Chinese Zodiac** - Each of the fables in this collection about the twelve animals of the Chinese zodiac contains a jewel of wisdom and richly colored illustrations.

## Museum Information

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

### 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 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.

	<i>One site</i>	<i>Both sites</i>
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

	<i>One site</i>	<i>Both sites</i>
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