CORPORATE MEMBERSHIP DRIVE GAINS MOMENTUM

Under the able leadership of Bruce Pohle, President of Southern Lumber Company and member of our Board of Directors, the Museum has launched its first annual Corporate Membership Program for support of the Museum.

Our Corporate Membership Program is an annual giving program with memberships available at various levels. The minimum goal of the 1984 Drive is $25,000, which will be used to fund educational programs, collection care, and exhibit maintenance.

Members of the Corporate Membership Committee, including Ann Atkinson, Dwight Bettle, Jean Buckley, Doug Carlson, Taylor Clayton, Colleen Cortese, Bob Doerr, Cathy Graff, Paul Jacobs, Jean Jensen, Bill Leonard, Marty Lison, John Luckhardt, Duncan O'Neal, Mark Pierce, Ernie Renzel, George Starbird, Cliff Swenson, and Austen Warburton have worked diligently soliciting memberships from local corporations. It is their enthusiasm and commitment that will make this first annual campaign a success.

In addition to receiving our annual membership premium, San Jose—And Other Famous Places and the other membership benefits available to individuals, Corporate Memberships give local businesses an opportunity to contribute on a regular basis to the development of the Historical Museum.

We welcome the support of the following association of local business community and encourage them to become active participants in the future growth and development of the Museum. Corporate Memberships as of July 1, 1984 include:

- Patron: Rootsiann Press
- Benefactor: Southern Lumber Company
- Associate: Muller Construction Supply Company
- Pacific Bell

Sustaining:
- Beauxay, Hammer, Eggar, Bledsoe & Sprenkle
- Blossom Floral Shop Inc.
- Jensen's Scales, Inc.
- Keystone Company
- Main Hardman
- O'Brien Travel Service, Inc.
- Western States Oil Company
- Willow Glen Travel Agency

VISIT THE BANK OF AMERICA ARCHIVES, THE WELLS FARGO HISTORY ROOM, & THE HAAS-LILIENTHAL HOUSE

WHEN: Tuesday, July 31, 1984
WHO: Association Members & their Guests
HOW: Royal Coach Tours
TIMES: 8:00 a.m. - 4:30 p.m.
COST: Members: $20.00 - Non-Members: $25.00 (Price includes lunch)

Join us for a special private look at the Bank of America Archives in San Francisco. This Archives houses an extensive collection of materials documenting the history of the Bank of America and its predecessor, the Bank of Italy. In particular, we will see photographs and materials relating to the history of the Bank of Italy in San Jose.

In addition, we will visit a working branch of the Bank of America which was built in 1909 and has been restored to its original beauty. Located in the heart of San Francisco's financial district, this small branch has been declared a National Historic Landmark.

We will then walk down Montgomery Street to the Wells Fargo Bank's History Room which contains a collection of western artifacts dating from the Gold Rush days to the San Francisco earthquake and fire of 1906. Focal point of the collection is an authentic Concord stagecoach. There are also displays of gold, treasure boxes, and other mementos important in the history of Wells Fargo and the West.

After lunch at Schroeder's, well-known German restaurant in San Francisco, we will enjoy a day-long tour of the Haas-Lilienthal House. This stately wooden residence of the late Victorian era is still furnished with all the family furnishings that were collected by the Haas and Lilienthal families through the years from 1886.

Reservations are limited. Checks should be made payable to the San Jose Historical Museum Association and sent along with the reservation form below to: San Jose Historical Museum, 635 Phelan Avenue, San Jose, CA 95112. Attn.: Kathy Muller. You will receive the reservation form by return mail as a confirmation.

San Francisco Trip 7/31/84

Name: ____________________________

Address: __________________________

Phone Number: ____________________

Number of Reservations: __________

Reservationconfirmed: [ ]

San Jose Historical Museum
635 Phelan Avenue
San Jose, California 95112
ASSOCIATION PRESIDENT'S MESSAGE

ISSUES CALL FOR HELP

Our Association is extremely fortunate to have the Board of Directors and the Museum Association to support its work. It is my pleasure to report the activities of the Development Committee which consists of David Budin, co-chairman, Jane Keenan, Cherry Brache, Chuck Buckney, Pat Loomis and Museum Director Mignon Gibson, ex-officio.

The consensus of their meetings of April 25 and May 15 was that our projects are now too numerous and too complex to be adequately followed by any single person or committee. The committee recommended that volunteers be sought to work on, supervise, and follow through on the following projects: The Chiechi House, The Zanker House, the Joss House, and a proposed future development. (A general need for more volunteers is surely needed not only because it may be sorely needed by you or I somewhere, but also because otherwise development of the installations of such facilities in each of the new structures that may shortly be obtained for the Museum grounds. The centralized facility would be more convenient for the public and more efficient for the Museum.

Anyone willing to be a part of subcommittees on any of the above-suggested projects is requested to leave his or her name and phone number with the Museum Association office. Your name will be indicated in our future project report if you would be available to work on one to be assigned. Many thanks!

Chairman Bamburg's group also made a number of suggestions along the lines of "Let's cut the red tape and get on with it." Their recommendations culminated in the following resolutions adopted by the Association Board on May 16:

1. That the City of San Jose develop a speedy, efficient system for receiving donations as its approval of donations of structures to the Museum.

2. That the approval of the Board of Directors of the Museum Association for the acceptance of donations of structures provided, however, that in a time/emergency situation such donations may be accepted by the Director of the Historical Museum with the assistance of the Development Committee.

3. That the Development Committee be authorized to encourage appropriate commercial development on the park premises to achieve a balance of self-sufficiency.

4. That the Historical Museum Association follow the project development procedures usually followed for private development rather than that required for City-owned property and that the Chairman of the Development Committee be authorized to negotiate the sale.

5. That a high priority be given to the development of a toilet facility to be incorporated in an appropriate theme building to be located along the fence line separating the picnic areas from the house.

6. That a Grant Development Committee be appointed to write for and obtain grants to appropriate sources of public funding.

7. That the floor plan of the eastmost section of Kelley Park between the Museum high grounds and Coyote Creek (of the park would be preserved for Museum use.

8. That the Historical Museum Association take a more active position in lobbying for money with the City at budget time, and that we seek to develop some policy whereby we are rewarded for increasing our revenues.

9. That, in order to define working relationships, there be an agreement between the City of San Jose and the San Jose Historical Museum Association and that the president of the Museum Association be appointed to act as an agent for the purpose.

10. That the San Jose Historical Museum Association accept the donation of the Zanker House subject to receipt of sufficient funding for its relocation and to the installation of a commemorative plaque.

We are all extremely grateful to the members of the Development Committee for their excellent work. If we can now translate these good words into actualities, we will have accomplished our task.

Judge Mark Thomas, Jr. Associate President

The San Jose Historical Museum is part of the City of San Jose Parks and Recreation Department.

The San Jose Historical Museum Association News

The purpose of the San Jose Historical Museum Association is to support or further the San Jose Historical Museum through Association membership, fundraising, educational and volunteer services, and the development of the Kirkwood Museum in the community. 


DEVELOPMENT COMMITTEE: Marvin Bamburg (Chairman) Jim Arbuckle, Eric Braucher, Chuck Buckney, Patricia Loomis, Leonard McAllister, J. Dean Ross, John Shepler, Fred Varet, William K. Wood, Thomas (Chairman) Dwight Bentel, Barbara Center, John Clark, Gerry DeYoung, Jack Douglas, Theron Fens, Joe Gamber, Linda Keenan, John Nease, Patricia Newfarmer, Duncan Ossai, Marjorie Pierce, Renee Bensel, George Starkford, Cliff Swenson, Austin Warbandon, Kathy Muller

EXECTIVE EDITOR Mignon Gibson... 

Contributors: Betty Brown, Wanda Foss, Mignon Gibson, Alice Dugan, Julia Tanno, Carol Veasey, Joyce Lewis, Barbara Leed, Patricio Loconstructed, Leslie Masunaga, Kathy Muller, Marc Newfarmer, Greg Ohsahas, Mark Thomas, Jr., Nancy Valhy.

DIRECTOR'S REPORT

EMPIRE FIREHOUSE DEDICATED

On June 9, 1984, the long awaited dedication of the Empire Firehouse took place. The grounds and stage were decorated in Association Chairman John Buckley, Ann Lindsay and Kathy Muller organized the entire day which began with formal ceremonies. The Joe Fire Department Museum Team hosting a mini-muster, a series of competitive programs, with local fire companies and a demonstration by the San Jose Fire Department Museum Team. The event included a presentation of the award for the most creative display of the Empire Firehouse dating from the 1880's. It was presented by fireman John Alman of San Jose.

Judge Mark Thomas, Jr. Museum Association President, presented a plaque for the exterior of the firehouse and the inscription "Empire Firehouse". The closing benediction was made by Rev. Joseph Geary and Councilmember John Williams closed the day with the final benediction.

The crowds enjoyed the muster activities that included demonstrations of the antique firehose, ladders, and fire fighters. The opening of the Empire Firehouse Museum was made complete by fire fighting demonstrations, the opening of the Empire Firehouse Museum was made complete by fire fighting demonstrations.

We are all extremely grateful to the members of the Development Committee for their excellent work. If we can now translate these good words into actualities, we will have accomplished our task.

Judge Mark Thomas, Jr. Associate President

MUSEUM SERVICE COUNCIL

This is an exciting time for the Museum Service Council. Volunteers have been helpful in sharing the responsibility of the ever growing program. We are grateful for over 800 volunteer hours each month.

The Administrative Committee for this year is: Mary Holland, General Chair; Doris Goodfellow, Recorder, Lynda Bell, Public Relations. Service Areas Chairs and their assistants are: Ethel Reininger and Velma Harris, Lobby Desk; Carol Colacchio and Elizabeth Sears, Gift Shop; Maxine Fries and Ida Raby, St. Claire, Gift Shop and Dee Colacchio and Cathy Pickart, O'Brien's Ice Cream Shop. We have celebrated this new organization with a Champagne Brunch on June 9th.

Do you have one of the new sets of fancy aprons being worn by the O'Brien's staff? Many thanks to Helen Hansen, Velma Harris and Joan Smith for our new aprons and adding a Quantitie to the shop!

Business is growing and O'Brien's is a busy shop in the Museum. We will continue to need our old fashioned soda fountain. We offer good work experience for the younger students. The museum is open at least one day a week to donate for a worthwhile community service. Please call 287-2720 if you are interested or know of someone we could contact.

Dulcie Jansen Volunteer Coordinator

SUMMER IS VACATION TIME

Remember to bring guests to the Historical Museum and Kelley Park when looking for a place to visit this summer. The San Jose Historical Museum and Kelley Park are a quiet, peaceful place to spend an afternoon. Please call the Recreation Department at 289-7485 for information on events for the next few months.

Becky Buckney, City of San Jose Recreation Department will be operating the Kelley Park Train, the Happy Hollow Concessions and the Japanese Teahouse by last summer. We look forward to your visit.

Mignon Gibson Museum Director

FROM THE EDITOR

I would like to welcome all of our new and old friends to our newsletter. The San Jose Historical Museum Association is a group of volunteers who work together to make our museum a success. We are all very proud of our museum and we want to share that pride with you.

The San Jose Historical Museum Association News is published six times a year. Members of the Association are notified of each issue of the News. The San Jose Historical Museum Association News is a bimonthly publication that includes news, events, and articles about the museum.

The San Jose Historical Museum Association News is published once a month in the San Jose Historical Museum Association Newsletter. The Newsletter is available to all members of the Association at least one day a week to donate for a worthwhile community service. Please call 287-2720 if you are interested or know of someone we could contact.

Dulcie Jansen Volunteer Coordinator

Kathy Muller

Edit
HISTORIC LANDMARKS COMMISSION CORNER

BANK OF AMERICA BUILDING

The most recently designated city landmark is one of San Jose’s most prominent structures, the Bank of America Building at the corners of First and Santa Clara Streets. Built in 1927, during a surge in skyscraper construction in the downtown, the thirteenth-story structure is still one of the tallest in central San Jose. The building is made of steel sheathed in brick and terracotta with many fine details. Betwixt 1969 and 1971 it was the headquarters for the Bank of America in San Jose. San Jose A.P. Giannini, founder of the banks which later became the Bank of America, organized the bank in San Jose. The headquarters were later established in San Francisco and the 13th floor branch office was moved to another location. This building received landmark status when it was added to the National Register of Historic Places. It is now zuo attributed to the dynamics of the area.

ALAMEDA GUIDELINES

The general design guidelines for the Alameda were adopted by the City Council on April 20, 1984. This overall guidance covers structures, trees, street furniture, zoning, and development criteria. A new series of “Alameda Guidelines” marks the clear interest in maintaining the ambiance of this beautiful boulevard and will assist in directing compatible building in the area.

REHAB FEASIBILITY SURVEY OF REDEVELOPMENT AREAS

One of the results of last fall’s presentation to the City Council was the award of a grant to do a feasibility survey for several possible rehabilitation building code issues, earmarking specific structures in the area for historic and/or architectural significance. Such a survey is a first step toward the feasibility of maintaining and incorporation of these structures into the development of the downtown. The survey report will be done by the firm of Page, Anderson & Turnbull, Inc.

Leslie Masunaga, Commission President

PRINTING OFFICE BUILDING CELEBRATES 100TH BIRTHDAY

The small blue house on the Museum grounds which serves as our Print Shop is one hundred years old this year. Originally an 1884 residence on the corner of North San Pedro and St. John Streets in downtown San Jose, this structure was moved to the Museum in 1972. It was donated by the James B. Perazzo Family of Saratoga and is considered architecturally significant because of the homes which are a large, facade of a building (usually one-story) designed to make it appear much larger and more impressive than it really is.

When this building became a part of the Museum, its interior was modified to include a print shop area and it was furnished with such printing equipment as a Liberty Style Hand Press, a Liberty Challenge Roller Flat Press, and a Kolten Engraving Press. The Liberty Platen Press (c. 1875, 1880) was originally owned by the Note Dame Guild in San Jose for printing report cards and school forms.

A “birthday party” for the Print Shop building will be one of the highlights of our Museum Association’s old-fashioned 4th of July celebration. The featured guest will be Theron Fox, Commissioner of the Commission on Historic Landmarks of the County of Santa Clara, and the man whose leadership and drive originally convinced the City of San Jose to allocate the space, the funds, and the personnel for an Historical Museum. Mr. Fox, a third generation Californian and a native of San Jose, is today a valued member of our Museum Association Advisory Board.

DOCENT REPORT

As the 1983-84 Docent Council year draws to a close I want to say that my tenure as president of the Docent Council has, indeed, been enjoyable. The dedication and commitment of our Docent Board has made it possible for us to know and appreciate those people who give impetus to the growth of our Museum.

June 4th was our general meeting at which we elected the following docent members to our Board for 1984-85:

President — Betty Myers
Tour Coordinator — Artline Vetek
Secretary — Janey Sanders
Creative Programming — Sylvia Greveling
Community Relations — Jane Hoffman
Admissions — Eva Jenson
Continuing Education — Doc Near
Evaluations — Clare Helmman
Newsletter Editor — Ming Hsueh
Nominating Committee — Ellen Garboske, Chairman

Past President — Betty Brown

Following the business meeting we adjourned to the Friendship Garden for a preview of the tour to be offered to the public. Allen Wise and Ellen Garboske have done a superb job researching and developing a guide for this tour.

June 11th was the date of our annual Recognition Luncheon acknowledging the 10,000 hours of service provided by our docents. In addition to research and develop new services, work in the archives, and conduct guided tours, docents have also performed numerous tasks to help care for the artifacts in the buildings. The Creative Programming Committee, chaired by Ellen Garboske, and the Museum’s Gift Shop, have been prodigious amounts of work this year developing new areas of interest for the public. Future events will be held in conjunction with the Indian and Mexican Heritage Society, the Japanese Friendship Garden and the San Jose Historic Downtown Walking Tour.

The Community Relations Committee, chaired by Sylvia Greveling, has helped to provide high visibility for our Museum. They participated in the Willow Glen Parade last fall, did large mailings to area schools and set up a public relations table in the Eastside Mall tended by docents in costume. It is exciting to know that our Docent Council really makes a difference.

In addition, the luncheon is an opportunity to meet socially with those with whom we work so hard and at times, so very well. It is a time to share with each other the pride of having heard Judy Stabile, a member of the Landmarks Commission, tell us about the fascinating history of landmark designation, particularly in relation to Downtown San Jose.

There were also several new faces and new members which brought fresh energy and ideas to the Council for another coming year. The Museum archives will be closed to the public during July and August.

The Museum archives will be closed to the public during July and August.

IN THE COLLECTION

1984 has seen over 50 additions to the Museum’s collections. These donations represent a wide range of activities. Each is special. Among them are the entry archway and two lovely stained glass windows from the Century House. They are the generous gift of Dr. Joseph Pace. Other donations include a table saw, wood lathe, and other wood working equipment powered by belt and small engine given by John Wilbur; various manuscripts from Brey’s, Seara, Lahum, Rayley and Joyce Spence; textile items from Ann Kadoch, Elizabeth Oehlerl (46 star flag), Kristina De La Luz, Linda Larson, and Beaula Santa (braided rug). Forest Crambly brought in a complete and operating Vartotypers. This machine represents the "state-of-the-art" in typesetting for offset printing during the 1930s. The Minutes of the Indian American Society from 1986 to 1986, in a beautiful leather bound volume, have been entrusted to our care by George Alton, Secretary of the Society. Donations have been received from Margery Epperson, Esther Talbot, Mrs. James Payton, Joann Smith, Lee Gehman, William Hill, Olga Wrona, James Holloway, and Harold Lantos.

Thank you to all.

Collection care and display depends upon the help of some very special volunteers. The textile care group has created a new exhibit of handkerchiefs in the Pacific Hotel lobby. These beautifully crafted bits were an essential part of every lady’s costume. Special thanks for this exhibit goes to Grace Townsend and Kristina De La Luz.

Next time you have business at the Museum during the week, be sure to take time to enjoy and study the very interesting exhibit of school diplomas in the upstairs hall. Unfortunately these fine examples of the printer’s art can only be viewed during weekday business hours. This fine exhibit is the work of Helen Kuesel who carefully restored, photographed and mounted the diplomas.

Questions regarding the collections and donation procedures should be directed to Nancy Valby, Registrar, at the Museum.

Nancy Valby
Registrar

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P.O. BOX 5669 • SAN JOSE, CA 95115

KEYSTONE COMPANY
BRINGING TROLLEYS BACK

San Jose, CA. A very exciting project is now underway at the San Jose Historical Museum. The project involves the actual restoration of three historic trolleys (later to grow to six). The cars are presently housed in the recently completed San Jose Trolley Barn on the Museum grounds. Many of our volunteers volunteer to help with the cars and the hope is that this resource will continue to grow. Fred Bennett, the Project Manager, is on the job ready to work with and direct the volunteers.

There are countless tasks to be done including stripping many layers of paint, repainting, varnishing, removing parts, preparing parts such as hardware and seats, designing, making and assembling brake levers, sand blasting, and even buying or building trucks (wheels) for the cars.

Much of the work includes researching the various elements that go into restoring the old cars. All the various areas — roof, interior, exterior, hardware and seats, air brakes, brake drum, control wires, trucks and motors require additional examination. Many parts will be built and designed by volunteers.

Some of the work may seem tedious, but anyone who has stripped paint off an old chair, and discovered the beautiful wood underneath, can understand the thrill of working on these old cars and uncovering layer after layer of the trolley's past. The cars are primarily of wood — mahogany, ash and oak — and are ready to come back to life.

People of all ages and walks of life are welcome and encouraged to volunteer. Craftsmen with special skills or training are especially needed. Herb Schrader, the Volunteer Coordinator, can be reached at 293 BARN (either in person or on a recording). He can answer your questions, schedule your time, and let you know what jobs are available. Volunteers are hard at work on Thursdays through Mondays. Feel free to drop in.

Trish Neufarmer
Museum Advisory Board

ROBERTA JAMISON WINS SOURISSEAU ACADEMY LOCAL HISTORY AWARD

Robertas Jamison, a member of the Advisory Board of the San Jose Historical Museum Association, has been selected as a co-recipient of a new award announced by the Sourisseau Academy. James C. Williams, a local historian of Gilroy, has also been selected to receive the award.

The Sourisseau Academy at San Jose State University is dedicated to expanding the appreciation and understanding of California state and local history, with particular emphasis on the history of the Santa Clara Valley.

Mrs. Jamison was chosen for her long-standing active leadership in many of the historical organizations of the Santa Clara Valley. She has served as Chairperson of the Santa Clara County Historical Heritage Commission, the Forbes Mill Regional Museum Association Advisory Board, and the Junior League Peralta Adobe Educational Project. She is a member of the Advisory Board of the New Almaden Quicksilver County Park Association and the Los Gatos Centennial Committee. Mrs. Jamison is a previous winner of the Rosalie M. Stern Award given to a graduate of the University of California, Berkeley, for unusually significant volunteer contributions, and the Individual Award of Merit from the Conference of California Historical Societies for distinguished contributions to the Conference and to California history.

Jan & Bill Hunter are the first recipients of the 50-hour service T-Shirt. T-Shirts are awarded for volunteer service in the Trolley restoration project. Photo by Wanda Foss

PARK BENCH PROGRAM

One of the newest commemorative benches decorating the grounds at the San Jose Historical Museum honors a man who made the Museum complex and all of Kelley Park possible. The bench bears a plaque with the names Emily and Ernie Renzeli, a couple whose generosity allowed the City of San Jose to acquire not only the Kelley Park land, but the Lewis (Trader Lew) Bohmert collection of carriages and other relics, forming the basis for the Museum's large display of memorabilia.

Ernie Renzel, former city councilman and member of a pioneer wholesale grocery firm, was one of the men who put up the money for the park purchase, and in 1965 agreed to put up about $230,000 to buy the Bohmert collection.

Another new bench which has been placed beside the Doctor's Office on the Museum grounds is in memory of Dr. William Clay Drennan, a founder of the San Jose Medical Clinic who died last October after 30 years of practice in internal medicine and gynecology. The bench was donated by Drennan's wife, Doris.

Another of the sturdy oak and iron benches bears a plaque "In Memory of Leonard F. and Clara Donlon Edwards" donated by their son-in-law and daughter, Pete and Patty Twist.

Leonard F. Edwards was president of the San Jose Abstract and Title Co., who married Clara Donlon, a school teacher in San Jose in 1909. Carl's mother, Flossie Edwards is their son.

Bob Maxwell Sr., San Jose City electrical inspector for 27 years, has been honored with a bench donated by his daughter, Mrs. Richard Boshard.

Maxwell, who came to San Jose from Ohio in 1921 was with the Fred Doer (father of Museum Association Vice President Bob Doer) Electrical Co. and became city electrical inspector in 1927, serving until 1964.

He died in 1978 at the age of 94.

Florence McClay Wolf "descendant of local pioneers" was instrumental in Santa Clara County's early agricultural history.

Mrs. Wolf, who died last summer, was born in Evergreen where her ancestors settled in the 1860s after crossing the plains and Sierra in covered wagons. Her great-grandfather was William McClay who came out from Missouri in 1833. His son, Henry S. McClay, who was 16 when the family arrived in the Santa Clara Valley, married a daughter of James Rea, who came overland with his family in 1854. Some members of the Rea family settled in the Gilroy area.

Other descendants of Mrs. Wolf were Isaac B. McClay, a lawyer who practiced in Gilroy in 1860, and Orville Cottle, who arrived in 1853. Mrs. Wolf's father was Arthur McClay, one-time county supervisor. Donor of the bench is Eugenia McClay, Mrs. Wolf's sister.

Patricia Loomis

D DELIVERING PROFESSIONAL SERVICE AND QUALITY MATERIALS SINCE 1904.

1402 S. FIRST ST. PHONE 294-1487
DONATE A PARK BENCH TO THE MUSEUM

There is a great need to supply more comfortable resting places for our visitors! Currently the number of park benches on the Museum grounds is small and the number of visitors is continually increasing.

To remedy this situation, the Museum Association is undertaking a program to sponsor the sale of decorative oak and iron park benches for the grounds. Members and friends of the Museum may purchase a bench for $200 apiece. The price of the bench includes a durable metal plaque on which the donor’s name or a short memorial message, can be written.

If you are interested in donating a park bench, as an individual or group gift, or as a memorial, we would greatly appreciate your contribution! Your wishes will be considered when placing the bench in one of our suggested locations on the grounds.

Please call the Museum if you have questions about this program, or fill out the form below and return it to us with your tax-deductible donation.

Enclosed is a $200.00 donation to your Park Bench program.

NAME
ADDRESS
PHONE NUMBER
MESSAGE ON PLAQUE SHOULD READ

Check should be made payable to: San Jose Historical Association
Send to:
San Jose Historical Museum
638 Phelan Avenue
San Jose, CA 95112

HALES TO HARTS

In these days, so filled with activities, there are times when shopping for necessities becomes a chore. Progress is wonderful, but there were many advantages to shopping in San Jose before World War II. The major stores and offices were all centered in a few blocks on South First Street between Santa Clara Street and San Carlos Street.

At the south end of this three block area, at the corner of San Carlos and South First Street, were Hales Department Store, Appleton’s for ladies wear, Nathan Dorman for fine china and housewares, and The Boys’ Store for boys and young men. Down in the next block was O’Brien’s for food and candy. This was a place to go for a special lunch or dessert with friends.

At the other end of the shopping area, and around the corner, was Hart’s Department Store at Market Street and Santa Clara Street. In between Hales and Harts were all the shops one needed for anything he desired.

Of all the stores I loved as a child, my favorite was Penney’s at its first location, South First and Fountain. What a fascinating store for children who had to accompany their parents! The counters were of dark wood as were the floors, but overhead was where my eyes always turned. There were wire cables that went from each cash register to a glass-in room in the back of the store, overlooking all the sales areas. On those cables were tubes in which the clerk placed the sales slip and money. She would then pull a chord and the tube flew up to the cash room. In a few minutes it would return with change for the customer. As a child, I stood and watched these tubes fly back and forth in wonder. Some stores later installed pneumatic tubes, replacing the hand-powered ones, but they never were quite as fascinating as those in Penney’s. Later Penney’s moved into a new building, all modern and nice, on the corner of Santa Clara and First Street.

The middle block between the major department stores had shops such as Montgomery Wards, the National Dollar Store (which is still in the same location today) and the Owl Drug Store. The Owl Drug Store seemed as big as the modern Payless stores of today, and carried all kinds of merchandise not carried in the usual pharmacy of the day. In the back was a lunch counter where one could sit and rest and have a bite to eat at a reasonable price. When it went out of business, it seemed as if something important had disappeared.

Another of my favorite spots was the San Jose Creamery where you could get the thickest, richest milk shake in town. Only the brave or the foolish would order the “Doctor’s Delight” – a concoction of many kinds of ice cream, topping, and at least three kinds of nuts, topped with whipped cream and a cherry. It was large enough for four people. The college students would come in and order these and we would watch in utter amazement as they devoured this monstrous sundae.

The San Jose Creamery was also a place where one bought fresh eggs, butter, cheese, or the makings for candy. The older women would iron their tables and chairs, painted white, and a counter with high stools where you could sit and watch the “soda-jerk” prepare the goodies.

In the next block south was Norris Silk House, the place my mother used to go for fabric to make our clothes. I loved the feel of the different materials and the rows of slanted tables where one could sit and choose patterns. It seemed as if they must have all the fabrics in the world in this long, narrow shop. Even today, I remember the unique smell of that store, created by all the different natural materials that we used then. Probably the best-known clerks, besides Mr. Norris himself, were “the twins.” That was all we knew them by, but if you mentioned “the twins” everyone knew whom you meant. They were beautiful women who knew their business, but for the life of me, I could never tell them apart. I was fascinated by their beauty and efficiency and they were very much a part of my childhood memories of San Jose.

And then there were the banks! There was the Bank of America, and The American Trust Co., whose lovely old building has been torn down in the line of redevelopment. The banks not only served the banking needs of the community, but their large buildings housed many offices. Lawyers, doctors, dentists and accountants could be found in these three blocks of downtown San Jose. You did your shopping and your business all at the same time.

Thinking back about the shopping and the stores of the 1930s and 1940s, I am struck by the changes that have occurred not only in the physical appearance of San Jose but in the small-town atmosphere as well. As a child, I often walked around through the stores, alone, and in perfect safety. I even did the banking for my parent’s store. As a ten-year-old I carried the bank’s deposits to the American Trust Co. and the tellers all knew me and treated me as an adult on an adult mission. No hurry to get the child out of the way and on to the next customer! Today, downtown San Jose has become huge urban San Jose, no longer centralized in the few blocks still known as “downtown.” It is too bad that we could not keep the small-town feeling we once had, even though we are now such an enormous community, scattered so far and wide.

Wilma Virgo Lea

First Street and Santa Clara, c. 1940. San Jose Historical Museum Photo #2212.
A LETTER HOME
FEBRUARY 21, 1850
Cook Matheny, a young man from Springfield, Illinois, came to the San Francisco gold rush. After he had been here for awhile he wrote a letter home to his family which was printed in the Daily Journal on April 21, 1850.

The first half of the letter told about the drawbacks of life and business in San Francisco; the second half told of the life and people in Santa Clara. He mentions blacksmith Hiram Miller, Robert Cudde Keyes and misspelled his last name and Puss, who is Virginia Beckham Reed.

I think you will enjoy reading excerpts from his descriptive letter.

Joyce Link

Puebla, de San Jose, Dec. 18, 1849
Dear Brother —

After a considerable long spell of silence, I commence with the purpose of writing to you.

At this time, as you will see by the above, I am living in Puebla — and in the enjoyment of most excellent health. This is the country for which I started in search, that I found it. And in no other country, would I now, under any consideration, make my home. O that you and all the friends that I know, in San Francisco and Sacramento are, either of them, better places of business than the Reform. I can any one, liveth with any kind of certainty, in comfort.

Here a man can live. Most of the old inhabitants say that Sacramento City will be entirely overgrown in the next ten years — and the general appearance of things would certainly convey that idea. San Francisco is the most business-like place I ever saw, and the quietest.

But, away with San Francisco...This is the place, not only for living, but for business...This you know, is J.F. Reed's place of residence, and he has become what we would consider in the States somewhat wealthy; here he is one of the many...R.C. Keys and Miller, both of them, easily worth $30,000 or $40,000.

Keys is now acting as Sheriff of San Jose district — an office he selected for $5,000 per month. Miller does not work hard, yet averages $10 a day. They are all well pleased with the country, and the climate and fresh air induce any of them to think of ever going back to Illinois. Reed's family are perfectly contented and laugh heartily at Kansas, and think they will be comfortable and accomplished young people.

But this is not the only family of gentee folk here — I have already become acquainted with several. The place is rapidly growing up American, and the two-thirds are Spanish, with plenty of money; and the people buy more goods than at any place I was ever in.

I can say nothing of those that crossed with me, or rather that started. I have heard, however, that they all got through, but had a much harder time after we left them, and got in about a month behind us; and all went to the different mines...

As you are aware it is now winter, yet, I am working in a room where there is no fire and very open, yet I am perfectly comfortable. Another fact, as regards the mildness of the climate, makes me think of the coldness we have any fine.

The election of Col. Fremont and Dr. Gwin, as United Senators, pleases the California people well.

In this country the women have finer dresses and more of them, than any other in the world. So, if you see any miliners or mantua-makers, who want to leave Springfield, send them out here. (sic)

Carpenters are getting $16 per day, and other laborers is in proportion; and $6 only is the price per dozen for washing. Wages, however, to some extent must go down when things become more settled.

You wished me to write you in relation to the climate, country, etc. In answer, I say that you could not imagine a better climate nor country.

Robert Boyles, the manager, is providing training for persons wishing to donate an afternoon each week or every other week. The phone number at Best Friends Books is 275-1515. The proceeds go to support library programs citywide.

HISTORICAL NEWS ITEM
Evening News, February 1, 1900, p. 5, col. 1
WILL NOT COLLAPSE
Electric Tower Examined by an Engineer

The examination of the big electric tower at the corner of Market and Santa Clara streets has been completed by the mechanical engineer from San Francisco. The report shows that the tower is in no danger of a collapse and the engineer expressed surprise at the strength of the tower and the remarkable construction at a time when there was little knowledge of the exact science of building such a structure.

The strength of the tower is pointed out to be due chiefly to its flexibility. With the exception of a few stays it is made from wrought iron tubing, and could easily sway back and forth six feet or newspapermen danger of a collapse or other serious result. The tower is stronger and safer constructed as it is than if all the supports and other portions were of the same size and made of solid cast iron.

C.W. Quilty, President of the San Jose Light and Power Company said: "The top of the tower, where a few braces have become twisted and loose is really the strongest part of the structure. Great strength and durability of the tower is that it is not generally known that at each point where a coupling was made in the tubing the coupling was made and sold and milled by an iron plug several feet in length."

The Light and Power Company assumed a $3000 indebtedness on the construction account and spent a considerable amount for completing the tower, painting, repairing and paying taxes for five years on the assessed valuation of $1200. The city derived a revenue from taxes and had the use for decorative and illuminating purposes at celebrations, etc. for years.

The removal would undoubtedly be greatly to the financial benefit of the company and to the advantage of the people who own it.

(researched by Leolo Hawes)

Book Review

Those of you spending some vacation time in the Santa Cruz area this summer may enjoy reading this little book, available for purchase in our Museum Gift Shops:


This little book, featuring forty-two structures chosen for their traditional and architectural importance, is a small book available for purchase in the Museum Gift Shops.


Designed to be used both as a guide for walking and driving tours and as an introduction to the history of Santa Cruz, it includes much more detailed volume. It is considered to be the most complete and authoritative survey of the development of Santa Cruz. A unique feature of The Sidewalk Companion is its attention to historical sites as well as existing buildings.


This book is a collection of four small histories of Santa Cruz County written by Santa Cruz County. Leon Rowland in the 1940s. It details the story of Santa Cruz's mission, the rise and fall of the pueblo founded for theprofitable trade with the Indian settlers and the County's development in the early 20th Century.

INTRODUCING FRANCES FOX

A wonderful new member of the 1984 Board of Directors of the San Jose Historical Museum Association is Parliamentarian Frances Fox. Frances, a native of Los Gatos and the wife of Theron Fox, is well-known in local history circles as an author, lecturer, and the recipient of many prestigious awards for community involvement. She and Theron have been supporters and promoters of this Museum since its inception.

Frances is a graduate of Notre Dame High School and San Jose State University. She is the author of Land Grant to Landmark and Luis Maria Peralta and His Acadia. She has authored numerous booklets of local historic interest and magazine articles that have seen national circulation. She is a former President of the San Jose Landmarks Commission and the O'Connor Hospital 89'ers, a group concerned with the recognition of pioneer activities in the valley.

In 1980-82 Frances was the guest speaker on a series of historical subjects for Community Spotlight, a radio program on KRAY and KEEN, and from 1979 through 1983 she taught courses in local history at the DeAnza College History Center. In 1974 and 1975 Frances received Honor Certificates as a "Woman of Achievement" from the San Jose Mercury-News. She was also cited in Who's Who in California for activities in the historical field and was a recipient of the highly prestigious Award of Merit from the California Heritage Council in 1977.

We are most fortunate to have Frances, with all of her expertise and enthusiasm, as a member of our Working Board this year! Among the most important of Frances' current duties as Parliamentarian is serving as the Chairman of the Nominating Committee for next year's Board. She is gathering the names of those interested in serving and would welcome any suggestions from the membership. If you would be interested in seeking a position on the Board of Directors of the Museum Association in 1986, you may write to Frances in care of the Museum.

NOTICE

The Friends of the San Jose Public Library need help in their new bookstore at the Main Library on San Carlos Street. The store, called Best Friends Books, opens on Monday 27th. Tuesday through Friday afternoons, except when the library is closed for holidays.

Robert Boyles, the manager, is providing training for persons wishing to donate an afternoon each week or every other week. The phone number at Best Friends Books is 275-1515. The proceeds go to support library programs citywide.
5. Continue out St. John Street to N. 12th Street and turn left. Drive up North 12th a block and a half. Between E. St. James and E. Julian on the north side of the street is 521 N. 12th St. Frank Atherton moved to this house (still standing in 1984) shortly after his marriage. Jack London and his bride of 1908, Sophia, stayed overnight with Frank at this address also.

6. Turn left on N. Julian and drive back downtown for some lunch. Turn left on Santa Teresa St., (south), which becomes Almaden Blvd. after crossing Santa Clara Street. Continue for a block or two to Carlos St. at which time Almaden becomes Vine St. and one way only. Continue 5 more blocks to W. Virginia St. at which time Vine St. dead ends. In the next block on your right is The Troy Tavern (722 W. Virginia St.) opened in 1895. Jack London is reputed to have worked and lived in this laundry for a short time possibly in 1896. The building is still in use and is in a state of considerable disrepair.

7. Continue up Almaden until you reach Santa Clara Ave. and turn left. You are now back on that street which eventually becomes The Alameda. After about 1.5 miles you will come to the stoplight at W. Virginia St. Turn right at this traffic signal. Your address is Asbury. Turn onto Asbury and proceed 2 blocks until you come to Elm. At this point turn left onto Elm. Elm was located the first San Jose home of Mabel Applegarth. Jack London’s adolescent sweetheart and mentor. Both of Oakland and in San Jose. The Applegarth home was located to this location in San Jose in 1897. Although Jack was living in Oakland during this time, he frequently rode the train from there to San Jose in order to be with Mabel and her family.

8. He occasionally did some of his early writing (1899-1901) at the Applegarth’s, for the butterfly’s presentation copy Jack wrote: “The first charges of The Call of the Wild was written at the Applegarth’s residence at College Park.”

9. No one seems to know the exact address of this residence, and it has not been torn down to this day. However, there are several “turn of the century” residences in the neighborhood, which will help to duplicate the atmosphere.

8. Continue up Asbury to Stockton Ave. Turn left and turn 1 block to Emory Street. On your right is Emory Street School. Because of its proximity to the Applegarth residence it is likely that on some occasions Jack rode the train and then took the school bus to and from his frequent visits. Also, in Call of the Wild, College Park is named; there is a street corner by which Buck, the dog is dispatched to Alaska.

9. Retrace your path back to The Alameda and continue right on that street toward the city and mission. Shortly after passing the mission you will come to Franklin St. on which you will turn right. After 4 blocks Franklin deadends at the border of the Mission and the old Southern Pacific Railroad. Jack used to disembark here when he visited his Judge Bond residence in Santa Clara.

10. Bear left on Railroad Ave., passing the old station on your right. After 1 block, turn left on Emery Ave., and continue, now on that street 13 blocks until you reach to Lincoln Ave. Staying at the intersection, on the southwest corner, is the site of The Emeryville Inn which, in The Call of the Wild, Buck the dog was spirited away to the Klondike. It is now the fenced in location of a Carmelita Monastery.

Continue on Benton to the end of the fence and park your car near the gate into the Monastery grounds. Some of the buildings have been walled off to create the cloistered Carmelites. However, much of the grounds and some of the buildings may be visited by means of walking paths. You will find an old carriage house (1886) and water towers (1886); as well as an olive grove, rose arbor and other exotic plantings. While through the grounds you should easily recapture the spirit of the ranch when Jack London frequented it at the turn of the century.

11. Continue on Benton Ave., which will take you back to the Monastery grounds. It is now the fenced in location of a Carmelita Monastery. A few of the grounds have been walled off to create the cloistered Carmelites. However, much of the grounds and some of the buildings may be visited by means of walking paths. You will find an old carriage house (1886) and water towers (1886); as well as an olive grove, rose arbor and other exotic plantings. While through the grounds you should easily recapture the spirit of the ranch when Jack London frequented it at the turn of the century.

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14. On Saturday, August 11, 1894, Kajala’s Champagne and Wine Festival, originally scheduled to be held on May 5, will take place on the Museum grounds. Slated to be an enhancement of the previous events will be a different beneficiary each year. This year the San Jose Children’s Shelter will receive the proceeds, which will be divided among the different beneficiaries for the next year. A $25 ticket will be accepted, and there will be live musical entertainment as well as performances by many local groups. The festival will be held from 11 am until 4 pm, the ticket price is $6.00 for adults, with a dollar off for seniors.

A festival of wine and food tickets will also be sold, and there will be live musical entertainment as well as performances by many local groups. The festival will be held from 11 am until 4 pm, the ticket price is $6.00 for adults, with a dollar off for seniors.

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DIREKTIONAL
Kelley Park
San Jose Historical Museum
655 Fith Avenue
San Jose, CA 95112
(408) 287-2290
San Jose Parks & Recreation Department
TOURS OF HISTORIC BUILDINGS
For current times call (408) 287-2290
HOURS
10 a.m.-4:30 p.m. Tue-Fri
12 p.m.-4:30 p.m. Sat & Sun
ADMISSION
Adults $5.00
Children (2-18 years) $2.50
Groups (12 or more)
Fee per child $2.50 per adult
Seniors Free

DATES TO REMEMBER
July 4, 1984
4th of July Celebration
Museum Grounds
5:00 PM
July 18, 1984
Rotary Club Luncheon
Pacific Hotel Meeting Room
11:30 AM
July 31, 1984
Trip to San Pescie
Departure at 8:00 AM
August 11, 1984
Art & Wine Festival
Children's Auction Fundraiser
11:30 AM - 4:30 PM

Jaxon Beck on high wheel bicycle with Fireman David Wood assisting. Photo by Wanda Foss.

Planning An Event?
RENT-A-MUSEUM
For information call
287-2290

PACIFIC HOTEL
City Historian Clyde Arbuckle spoke on the Empire Volunteers at the Empire Firehouse Dedication, June 5, 1984. Photo by Sandra Foss.

Places To Visit
LOCAL HISTORICAL MUSEUMS
American Museum of Quilts & Related Arts
765 S. Second Street
San Jose, CA 95112
971-9923
Open T-Sat.
10:00 - 4:00
Free Admission

California History Center
DeAnza College
22880 Stevens Creek Blvd.
Cupertino, CA 95014
996-4712
Open M-P
8:00 - 12:00 & 1:00 - 4:00
Free Admission
Call for Group Reservations

Campbell Historical Museum
Civic Center Dr. & First St.
Campbell, CA 95008
379-5050
Open T-Sat.
1:00 - 4:00
Free Admission

Forbes Mill Museum
73 Church Street
Los Gatos, CA 95030
395-2735
Open W-Sun.
12:00 - 5:00
Free Admission

Gilroy Historic Museum
195 Fifth St., Corner of Church
Gilroy, CA 95020
847-2885
Open W, Th, F
9:00 - 12:00 & 1:00 - 5:00
Sat. 1:00 - 5:00
Free Admission

Los Gatos Museum
4 Tait Avenue
Los Gatos, CA 95030
354-2946
Open T-F
10:00 - 4:00
Sat-Sun.
10:00 - 1:00

New Almaden Mercury Mining Museum
21570 Almaden Road
New Almaden, CA 95042
562-7696
Open M-Th, F
1:00 - 4:00
Sat-Sun.
1:00 - 5:00
Admission:
Children — up to 1.00
Adults — 3.00
Seniors — 2.50

Saratoga Historical Museum
20540 Saratoga-Los Gatos Rd. & Oak St.
Saratoga, CA 95070
867-4311
Open W-Sun.
10:00-4:30

Sunnyvale Historical Museum
Martin Murphy Jr. Historical Park
N. Sunnyvale Ave. at California
Sunnyvale, CA 94086
728-0040
Open M-Th, F, Sat.
12:00 - 3:30
Free Admission
Please call — staffed by volunteers

SAN JOSE HISTORICAL MUSEUM ASSOCIATION
1984 Renewal
New Member

Name ________________________________
Mailing Address _________________________
(R.U.) Phone __________________________
(Res.) Phone __________________________

Individual Authorizing Contribution
MEMBERSHIP
CLASSIFICATIONS
□ Pioneer Circle ($5,000)
□ Petrine Circle ($2,000)
□ Mission Circle ($1,000)
□ Pueblo Circle ($500)
□ Tower Circle ($200)
□ Century Circle ($100)
□ Half-Century Circle ($50)
□ Quarter-Century Circle ($25)

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than the costs of our membership program.
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San Jose Historical Museum Association
655 Fith Avenue, San Jose, CA 95112
Book sent on 3rd
1984

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