

FEBRUARY 2004

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THE Exchange

HISTORY SAN JOSÉ



Lights, Camera, Action!

Silicon Valley's premier tech historian, Mike Malone, in partnership with Bob Grove, presented to History San José an idea to film the 25th anniversary of the show *Connections* using artifacts from HSJ's Perham Collection of Early Electronics to surround the set.

Called *Re-Connections*, the one-hour PBS special, scheduled to air in spring 2004, commemorates the 1979 debut of James Burke's groundbreaking PBS series, *Connections*. As the show's creator and host, Burke used his insights to humorously portray incredible historical coincidences such as how the popularity of underwear in the 12th century led to the invention of the printing press or how the arrival of the cannon led to the development of movies.

The Perham Collection was a key draw to Malone and Grove in their search for the right feel for the show. The filming schedule was short and History San José staff had to move quickly to make everything ready for the shoot. Under the supervision and handling of museum staff, a variety of objects from microphones to mainframes to horse-drawn carriages were arranged to create a unique backdrop. And, thanks to the hard work of a team of set designers, sound



Sarah Puckitt

Mike Malone (seated left) and James Burke (seated right) receive final instructions from members of the Malone-Grove Productions film crew.

Lights, Camera, Action! continued on page 3

The FY 03 Annual Report Quiz

- Total General Admission to History Park and the Peralta Adobe & Fallon House Historic site has changed how much since History San José assumed management in 1998?
 - 33%
 - 10%
 - +33%
 - +153%
- How many artifacts did History San José acquire with the Perham Collection of Early Electronics?
 - 500
 - 20,000
 - 5,000
 - 50,000
- HSJ partnered with what institution to process the Market Street Chinatown archaeology collection?
 - Santa Clara University
 - San José State University
 - Stanford University
 - De Anza College
- Total visits to HSJ's web site increased how much between FY 2002 and FY 2003?
 - 20%
 - 30%
 - 50%
 - 60%
- Full-time, non-grant supported staff changed how much from FY 2000 to FY 2003?
 - 5 (-22.8%)
 - +5 (+22.8%)
 - No change
 - +2 (+9%)
- How many historic maps were restored in the Map Conservation Project?
 - 18
 - 180
 - 280
 - 1,800
- Total public use of HSJ programs and services in FY 2003 was?
 - 160,965
 - 111,237
 - 86,722
 - 54,101
- HSJ's first successful fundraiser celebrated what San José watering hole?
 - Watering Hole
 - Manny's Cellar
 - Bini's
 - Sam's Log Cabin
- What was the name of the exhibit from September 2002 – June 2003?
 - Silicon Valley
 - Valley of the Oaks
 - Valley of Heart's Delight
 - Overland to California
- If you want to join Heritage 100, your family must have lived in Santa Clara County since when?
 - 1777
 - 1850
 - 1917
 - 1950

* See answers on page 3

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Lynn Crocker e.g. communications
Editor Layout

Celebrating Innovation and Technology in San José

On November 14th over 80 technology enthusiasts gathered at History San José's Collection Center for a special preview and reception featuring the Perham Collection of Early Electronics. The November event marked the one-year anniversary transferring the collection to History San José, and was a chance for people to see the progress museum staff and volunteers have made processing this enormous collection.

Guests spent the afternoon socializing with other enthusiasts, reuniting with old friends, browsing mini-exhibits in the Collection Center, and previewing a future online exhibit of the Perham Collection. The true behind-the-scenes look, however, was a visit to the warehouse where the majority of the 20,000 Perham artifacts were neatly sorted into rows, filling most of the 16,000 sq ft space. The tour through the warehouse was the first time the Perham artifacts have been on public view in over 10 years.



Bob and Fran Sneed enjoy the first public viewing of the Perham artifacts in 10 years.

Lights, Camera, Action! continued from page 1

engineers, and lighting designers, the storage space was transformed into something almost unrecognizable to staff. HSJ Museum Staff Matt Isble and Monica Tucker stayed on the set throughout the day to supervise the shoot and oversee the use of the artifacts. Filming at any museum can be a daunting task for both the staff and film crew, but thanks to the professionalism of everyone involved, the entire production was a success.

Check HSJ's website at www.historysanjose.org for updates about the premier date of this show. To learn about James Burke's most recent KnowledgeWeb Project, an online database of historic connections, go to www.k-web.org

In addition, guests were treated to a special signing of the newly released book: "Charles Herrold, Inventor of Radio Broadcasting," which clearly documents how radio pioneer "Doc" Herrold engineered the first regularly scheduled radio broadcast station in San José. Authors Mike Adams and Gordon Greb were on hand to speak about early radio history and sign copies of their book, which quickly sold out.

To celebrate the November 16th birthday of this radio pioneer, a cake was served and Jim True, grandson of Charles Herrold, did the honors of cutting the cake. Jim and Mary True were also very generous in loaning their personal Herrold memorabilia and artifacts, which were on view for guests to enjoy.



Authors Mike Adams and Gordon Greb sign books for an enthusiastic crowd.

ANSWERS TO FY 03 ANNUAL REPORT QUIZ

1-d; 2-b; 3-c; 4-d; 5-a; 6-b; 7-a; 8-b; 9-c; 10-d

GRADE YOURSELF

1-4 correct.

Where have you been? You need to increase your involvement and learn more about Santa Clara County's largest history museum.

5-7 correct.

You've been reading *The Exchange*. Come volunteer and learn even more!

8-9 correct.

You're already involved with HSJ and know what we have accomplished over the past 5 years. Now it's time to increase your membership level and help secure the museum's future success.

All 10 correct.

Would you like to join the Board of Directors?

Carry Nation Descends Upon San José

by Jack Douglas

In early March of 1903, the notorious hatchet wielding saloon smasher, Carry Nation, stopped in San José on her tour of California cities. Mrs. Nation declared that this was just a lecture tour and that she had left her hatchet at home. Before the weekend was over, however, a riot had ensued, the Louvre Saloon was damaged, and blood had been spilt.

Weighing 175 pounds and standing six feet in height, Carry Nation was a formidable woman. She had grown up on the frontier under difficult circumstances. Her first husband died of alcoholism, and she had to struggle to keep her ineffectual second husband and their extended families together. A deeply religious woman, she felt that God had given her a message to strike out against the demon rum.

She started her crusade in her hometown of Medicine Lodge, Kansas. Kansas had laws prohibiting the sale of alcohol, but speakeasies operating out of restaurants and drug stores—referred to as “joints”—were everywhere. The irony, of which Carry must have been aware, was that the destruction of illegal liquor operations was not an illegal act. As a consequence, Carry and the Women’s Christian Temperance Union (WCTU) had the purveyors of booze on the run. The news of her exploits were front-page copy in papers throughout the western world.

Carry was ahead of her time in exploiting the media for her crusade. She used quotable expressions, such as calling Kansas politicians “Rum-soaked Republican Rummies.” She helped finance her travels by selling small souvenir hatchets, and she referred to her attacks in saloons as “hatchetations.” The term was later used as a title of a play in which Carry played herself so convincingly that she destroyed all the company’s sets and props on opening night. In her *Hatchet Magazine* she wrote of the evils of alcohol and tobacco.

Carry was not above using show business methods to spread the message, so she contracted with the vaudeville promotion agency, Chutes, to manage her California tour. With this advance publicity she was awaited—with eagerness by the Christian women, and with trepidation by the saloonkeepers.

RIOT AT THE LOUVRE SALOON

Carry’s San José stay began pleasantly enough when she checked into the St. James Hotel. She signed the register: “Carry Nation, your loving home defender.” The reporter for the *San José Morning News* described her thusly: *The smile is winning and motherly and makes her plain face attractive. Otherwise she is bright, alert and interesting – a woman of ideas and a ready fluent tongue.* Probably unbeknownst to Carry, her advance agent, Mr. G. R. Ray, had approached local saloon keepers and offered money to them if they would allow Mrs. Nation into their premises. This bit of subterfuge was accomplished successfully the week before in San Francisco where Carry was arrested for throwing a



Satirical cartoon depicting Mrs. Nation’s reform crusade.

bottle of whiskey, handed to her by a willing bartender, to the barroom floor. Though hardly the destruction she had wreaked on New York City saloons, the publicity brought on the ticket-buying customer for her speeches.

Apparently such a ploy was offered to Louis Hobbs, the proprietor of San José’s Louvre Saloon. Mr. Hobbs, later said that he had warned Ray not to bring Mrs. Nation into his place, as he didn’t serve women and he made no exceptions for celebrities.

Carry’s first speech at San José’s Victory Theatre on Saturday evening had a rather low attendance, accounted for perhaps by the fact that there had been, so far, no violent confrontations. The *Mercury Herald* reported: *Since Carrie (sic) Nation has abandoned honest hatchet throwing for the spurious mercenary kind, people have turned away from her in disgust. In fact, at the Victory last night, where the Kansas lady held forth, only about a hundred persons were curious enough to pay to see her.*

On Sunday afternoon Carry gave a lecture at the Willey B. Allen Music Hall on West Santa Clara Street. After the meeting a crowd of curious onlookers followed Carry, Mr. Ray and Mr. A.W. Lewis as they walked back to the St. James Hotel. Along the way the trio entered the Azurais Hotel saloon where Carry exhibited her disdain for liquor by knocking glasses of whiskey from the hands of some of the men. She then mounted a box and gave a temperance lecture. Proceeding up North First Street she was followed by an even greater crowd of onlookers who were hoping to see the Hatchet Lady in action. As they approached the Louvre Saloon, famous for its many paintings of half-clad ladies by our own A.D.M. Cooper, Carry stood by the door where her manager, allegedly, warned her not to go in. The crowd now took over, taunting and cheering, and shoved her through the

Carry Nation continued on page 6

HISTORY SAN JOSÉ HAPPENINGS

*Richard
June 26 Virginia*

Membership News

CHANGES IN MEMBER BENEFITS

During the upcoming year, readers will be alerted to additions and changes in History San José's membership program. Already, two focus groups have met with the purpose of discussing and making recommendations to membership benefits, member-related events, and ways to increase participation. Membership updates will be included in upcoming issues of The Exchange.

MEMBERSHIP UPGRADE INCENTIVE EXTENDED

During the month of December, those who renewed memberships with an upgrade (applicable at the \$100 and above levels) were offered a special gift, a signed copy of the Greg MacGregor book, *Overland: The California Emigrant Trail of 1841-1870*. Since there are still a few copies left, the offer will be extended until the books are gone. We hope you will consider upgrading your membership in support of HSJ programs.

THANKS FOR YOUR SUPPORT

It is widely known that more and more nonprofit groups are seeking individual contributions to help support their efforts. History San José wishes to acknowledge and thank you for choosing to support History San José. Your financial contributions are greatly appreciated.

Matching Gifts Programs

Looking for a way to double your donation to HSJ? If you are a currently employed or a retiree, find out if your company has a matching gifts program where individual donations to nonprofit organizations, like History San José, are matched dollar for dollar. A number of companies including Adobe, Alza, Bank of America, Chevron, General Electric, IBM, National Semiconductor, UPS, and United Technology participate in a matching gifts program. If you are an employee or retiree from one of these corporations or another company with a matching gifts program and currently do not participate, please contact the company and make your giving dollars go farther. The process is quite simple, but you must take the lead by: 1) obtaining the application form, 2) completing the form, and 3) submitting the form to HSJ. If you're unsure of the process and need some guidance, call the HSJ development office (408) 918-1053 for more information.

SINCERE THANKS TO THREE RECENT DONORS

History San José wishes to acknowledge the following donations:

Victor Arranaga, Jr. and SBC for a generous grant of \$12,500 to support HSJ's Online Collections and Exhibit Project

Bank of America for a \$10,000 donation to support HSJ's education programs

The Sorci Family Foundation for a \$10,000 donation for the production of a film documenting one of the last surviving apricot orchards owned by the Sorci family



Barbara Johnson (left) and Cinda Olsen staff the membership renewal table at this year's member holiday party.

John Eric Paulson, Master Photographer

HELP US MAKE HISTORY

New Membership

- \$35 Basic/Senior \$250 Associate \$2500 Leader
- \$50 Family \$500 Partner \$5000 Sustainer
- \$100 Donor \$1000 Advocate

Additional gift \$ _____ Total \$ _____

Check enclosed (payable to History San José)

Charge my Visa MasterCard

Card # _____ Exp _____

Signature _____ Date _____

Name _____

Address _____

City _____ State _____ Zip _____

Phone _____ email _____

Mail to

History San José
Attn: Membership
1650 Senter Road
San José, CA 95112

Happy Birthday San José

The rain did little to dampen the spirits of the crowd who braved the weather to help History San José, Preservation Action Council-SJ and Los Lupeños celebrate the 226th anniversary of the founding of *El Pueblo de San José de Guadalupe*. The Founder's Day celebration took place on Saturday, November 15th on the grounds of the Peralta Adobe.

Built in 1797, the Peralta Adobe is the last remnant of the Mexican-ruled *Pueblo de San José de Guadalupe*. It was rescued and preserved for the people of San José by a dedicated team of preservationists, including Tom McEnery, Leonard McKay, E. Clampus Vitus, the Rotary Club of San José, Orchard Supply Hardware, the Stella B. Gross Charitable Fund, the Junior League of San José, Inc., and Californian Pioneers of Santa Clara County, to name a few.

The program was set to begin at 11:00 a.m. with Los Lupeños de San José performing dances of the Californios, but poor weather forced the troop to cancel. City dignitaries including Cindy Chavez and Chuck Reed were in attendance. Marco A. Alcazar, Consul General of Mexico made an inspiring presentation in honor of Founder's Day. Free custom tours of the Peralta Adobe and Fallon House Historic Site were given following the presentation.



Chuck Reed leads the Founder's Day crowd in singing Happy Birthday to the City of San José. Pictured left to right: Marco Alcazar, Consul General of Mexico; Jim Zetterquest, Vice President PAC-SJ; City Council Members; Cindy Chavez, Judy Chirco and Chuck Reed.

Dennis Thomatos

Learn About Online Resource for Arts and Cultural Events

Artsopolis is a project of the Collaborative Arts Marketing Partnership (CAMP), a nonprofit program of Arts Council Silicon Valley. As an online resource, Artsopolis offers the largest database of Silicon Valley Arts and Cultural events, as well as additional listings of classes and workshops, jobs, auditions, organizations, schools, venues, and individual artists.

Originally established in 2000, the site has grown both in the number of site visitors and in the services and information it provides. Acquired in 2003 by Arts Council Silicon Valley, Artsopolis continues to grow in its service to the community.



By providing comprehensive information about Arts and Cultural events, organizations, individual artists, venues, job opportunities, education, and more, Artsopolis hopes to inspire greater participation in the Arts. Silicon Valley is much more than technology. It's a vibrant region of Arts, Culture, and Community. Visit www.artsopolis.com and see what's happening around town.

Carry Nation continued from page 4

door. The infuriated Louis Hobbs broke through the crowd, cursing Carry and assaulting Ray. Carry bravely threw herself between the two men, but not before Ray was struck several times in the face, breaking his nose and causing much bleeding. The crowd, caught up in the spirit, proceeded to break up the bar, and it was left a mess. Carry took her wounded manager next door to Love's Pharmacy where his broken nose was attended to.

Mrs. Nation was reported in the *Mercury Herald* as being very indignant over the affair. She called Hobbs a coward and said that no one who was a man would make such an assault. *He used obscene language in speaking with me, she said, and I am going to have him arrested.* There would be little time for such action, as Carry's schedule required her to leave for Sacramento where she would harangue the lawmakers for condoning the manufacture and distribution of alcohol.

Making enough money to continue her campaign was important to Carry and her management, but they made little profit before or after the San José riot. It appeared that the crowds were more concerned with causing trouble than hearing her message. It is also interesting to note that the lengthy minutes of our local temperance organization made no mention of the famous reformer's appearance here.

Carry Nation would continue to bring attention to her cause. A fighter to the end, she died on June 2, 1911. Eight years later prohibition became the law of the land.

HISTORY SAN JOSÉ CALENDAR

FEBRUARY

History Enthusiasts Social & Overland Exhibit Reception

Sunday, February 1st
2:00 – 4:00pm

Pacific Hotel at History Park

Reception for members of OCTA, Argonauts, Daughters of the American Revolution, Questors, Pioneers of Santa Clara Valley, and New Almaden Museum. This is an opportunity to socialize and visit the exhibit *Overland: The California Emigrant Trail of 1841-1870* with Bill and Jean Watson, charter members of the Oregon-California Trail Association.
Invitation only

History Makers

Yes, I Can: Remembering San José's Canneries

Thursday, February 12th
7:00 – 8:30pm

Barnes and Noble Booksellers at the corner of Almaden Expressway and Blossom Hill Road.
History San José President and CEO David Crosson moderates a panel discussion of the history and significance of the canning industry in San José. Panelists include Martin Marshall, Jim Zetterquist, Christine Francisco and Joe Melehan.
Free

Docent Training

Saturday, February 28th
9:00am – 5:00pm

History Park

This class will teach tour techniques, communication skills, storytelling, and more. For more information, please contact Kristin McCaman at (408) 918-1047 or visit our website, www.historysanjose.org.
Advance registration required

MARCH

Docent Training

Saturday, March 6th
9:00am – 5:00pm

History Park

This class will teach tour techniques, communication skills, storytelling,

and more. For more information, please contact Kristin McCaman at (408) 918-1047 or visit our website, www.historysanjose.org.
Advance registration required

Poetry Workshop

Saturday, March 20th
10:00am – 5:00pm

Markham House at History Park

Poetry as Play: Lively Ways of Generating New Poems – Join poet Elizabeth Robinson as she explores this intriguing topic in a 7-hour workshop. Robinson's work has appeared in *The Best American Poetry of 2002* and is author of *Pure Decent*, a national poetry series winner for 2001 and *Apprehend*, winner of the Fence Modern Poets Series for 2002. Visit www.pcsj.org for more information.

LES VIP Reception

Tuesday, March 30th
Collection Center

Attendees will have the opportunity to view artifacts and technological memorabilia including the Perham Collection of Early Electronics. This event, which is co-sponsored by History San José and the Commonwealth Club, precedes an all day event honoring the past, present and future of Silicon Valley presented by the Licensing Executives Society, Silicon Valley Chapter. For more information, call Monica Tucker at (408) 521-5022.
Invitation only. Advance registration required

APRIL

19th Annual VW Car Show and Swap Meet

Sunday, April 18th
8:00am – 3:00pm

History Park

Hundreds of classic Volkswagen cars and memorabilia will be on display and for sale at this annual event hosted by the Golden Gate Chapter of the Vintage Volkswagen Club of America.
Admission fee

SPRING DOCENT TRAINING

Share your love of history by becoming a History San José docent! We need docents for several of our innovative school programs, including the award-winning Westward Ho! We also need more weekend docents to give tours to the general public at both History Park and the Peralta Adobe & Fallon House Historic Site. By joining our fantastic docent corps, you will have the opportunity to increase your knowledge, work with great people, and provide a valuable service to your community.

Our popular docent training class will be offered on consecutive Saturdays, February 28 and March 6, 2004 from 9:00am – 5:00pm at History Park. The class will teach tour techniques, communication skills, storytelling, and more. For more information, contact Kristin McCaman at (408) 918-1047 or visit our website, www.historysanjose.org.

HSJ HOSTS LES VIP RECEPTION

On March 31st, Hewlett-Packard will host the 4th Anniversary of the Licensing Executives Society, Silicon Valley Chapter with an all day event honoring the past, present and future of Silicon Valley. Speakers will include some of the original Silicon Valley founders as well as those futurists who will be revealing their vision of the Valley and its effects on the entire world.

This event, which is co-sponsored by History San José and the Commonwealth Club, will be preceded by a VIP reception at HSJ's Collection Center on the evening of March 30th. Attendees will have the opportunity to view artifacts and technological memorabilia including the Perham Collection of Early Electronics. For more information, call Monica Tucker at (408) 521-5022.
Invitation only. Advance registration required



WHAT'S IN STORE FOR YOU?

Classic American Pottery

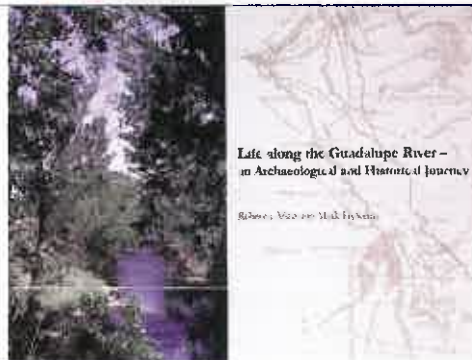
Bauer Pottery was a staple in homes for many decades. Today the work of J.A. Bauer has been reintroduced to the home by a ceramics studio based just minutes away from the original plant. The new Bauer line is being reproduced using some of the original pieces and models, with an emphasis on items that were manufactured by Bauer during the 1930s and 40s.



photos by Sarah Puckitt

Life Along the Guadalupe River – An Archaeological and Historical Journey

Archaeologists Rebecca Allen and Mark Hylkema have studied life along the Guadalupe River. Their book tells of the Indians that lived near the riverbanks for thousands of years, the settlement of the Woolen Mills Chinatown and the creation of new suburban residential areas. This is a story of the endurance and the importance of the Guadalupe River.



The Music Maker

Anyone, regardless of prior experience, can play beautiful music with this popular instrument. Just slide a song sheet under the strings and pluck the string above each note – it's that easy! The Music Maker represents an excellent opportunity to introduce children to the joys of music because it lets them immediately play.



Gastronomical & Visual Delights

The Museum Store presents cookbooks offering the very best of exquisite culinary traditions. Complementing these cookbooks is a selection of equipment and ingredients to take you from appetizers through dessert.



MUSEUM INFORMATION

SITES

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

Peralta Adobe & Fallon House
175 W. St. John Street
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.

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

Group Tour Fees

10 or more individuals who have pre-scheduled a tour.

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

HOURS

SATURDAY & SUNDAY

History Park & Gallery 12 – 5pm

Doesn't include tours; regular admission fee.
Last tour leaves at 3pm.

Museum Store 12 – 4pm

O'Brien's Café 12 – 4pm

Peralta/Fallon 12 – 5pm

Doesn't include tours; regular admission fee.
Last tour leaves at 3:30 pm.

TUESDAY – FRIDAY

History Park & Gallery 11am – 5pm

Self-guided tours; admission is free.

Museum Store 11am – 4pm

O'Brien's Café 11am – 3pm

Research Center Wed 1pm – 4pm

Office Hours Mon.- Fri., 9am – 5pm

PROGRAMS

All school programs and group tours must be reserved. School programs and group tours are offered Mon. – Fri., 9am – 5pm. Group tours are offered Tues. – Sun. by reservation only. Call 408-918-1040.

Public Programs History Makers

Outreach Programs Portraits of the Past

School Programs 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, Westward Ho!, Women Who Made A Difference