AUTOGRAPH PARTY HONORING MARJORIE PIERCE ON THE PUBLICATION OF SAN JOSE AND ITS CATHEDRAL

WEDNESDAY, NOVEMBER 14
4:30 - 7:30 P.M.
FAIRMONT HOTEL LOBBY LOUNGE

In Marjorie Pierce's new book, San Jose and Its Cathedral, the reader is taken on a journey through history: the history of the pueblo, its people and its adobe church. The story is told from the Spanish and Mexican periods to the coming of the Americans when the pueblo became the first capital of the new State of California. The reader then follows the City's progress from an agricultural community to its emergence as the technology center of the world.

Interwoven with the City's history is the drama of its four St. Joseph's churches on the same site: two were adobe and victim of earthquakes; a third was devastated by fire; and finally, the grand 1877 church that is now St. Joseph's Cathedral.

The watercolor painting used for the dust jacket of this beautiful new book is by Robert Moesle, San Jose State graduate and now a resident of France.

Marjorie Pierce, also author of East of the Cabalistas and columnist for the San Jose Mercury News for 30 years, will be honored at a party given by the Fairmont Hotel on Wednesday, November 14, 4:30 - 7:30 p.m. A member of the Museum Association's Advisory Board, Marjorie has graciously offered to donate a portion of the sale price of each copy of San Jose and Its Cathedral purchased the night of the party to the San Jose Historical Museum. The book will sell for $29.95 + tax.

The public is cordially invited. Special invitations have been mailed to Museum Association members and their friends, and the favor of a reply is requested for planning purposes. The party will take place in the Hotel's Lobby Lounge where a no-host bar will be provided and complimentary hors d'oeuvres will be served.

Please join us for a delightful evening and an opportunity to purchase an autographed copy of San Jose and Its Cathedral. Call the Museum Association, 287-2290, for more information.

Photo by Eric Penn.

Join us at Victorian Christmas. Details on page 5
DIR ECTOR’S REPORT

1990 — A New Decade

It’s hard to believe that history has already placed us in the 1990s and the first year of the decade is almost over. For those who are involved with the development of the Historical Museum, 1990 will be remembered as a year of great growth.

This year the Gordon House was completed by the San Jose Rotary Club. When it is landscaped, our entire north entrance area will be very attractive and inviting. The Chinese Historical and Cultural Project (CHCP) broke ground by the construction of Ny Shing Gang, San Jose’s 1990 Chinse Temple. The Gift Shop in the Pacific Hotel was reopened, providing better shopping display space.

Most exciting of all, the San Jose City Council approved funding that will provide 1.17 million dollars for the Historical Museum street and infrastructure system. With all the utilities and a staircase which will be completed this year, the museum will be able to encourage other development.

The City’s Plan for the Past which was approved in October 1989 went into effect. This year two special programs were implemented — Oral History, so that we can capture on tape all the special memories of San Jose, and the development of a San Jose History Curriculum in conjunction with local schools and the County Office of Education.

Another vintage trolley was completed at the Transportation Museum. The Valley Recreation Program received a commitment from the City for personnel costs. This will allow the San Jose Transportation Programs to continue their efforts in sponsoring cars.

Downtown Walking Tours (DWT) were more fully publicized and are now being offered free of charge to lunchtime crowds. In developing the DWT program, the DWT project committee for a variety of school ages encouraged children to get to know their downtown and to learn to look at architecture. Such issues as preservation and demolition by neglect will be explained in the program.

Staff continues to develop professionally with their involvement in many local and national museum organsiations. In October the Western Museums Conference, a regional organisation of the American Association of Museums (AAM), held its semi annual meeting in San Jose. I was participating in the local arrangements as program presenter and as host for the closing night banquet. The program, called “A Hot Time in the Old Town, was a combination of museum tours, costumed interpreters, demonstrations, vignettes, and all events were coordinated to make it the best party and museum location ever.

As 1990 closes, I’d like to thank the Board of Directors of the Museum Association, and volunteers for all their outstanding work. We have some great things planned for November and December to highlight 1990. Please support your local Historical Museum by renewing your membership and visiting with the family and friends during Victorian Christmas. Thank you.

Mignon Gibbon
Museum Director

FROM THE EDITOR

1991 Membership Drive Begins

November 1 marks the beginning of a new museum membership drive. In October the Western Museums Conference, a time when we ask you to renew your support for the Historical Museum. Your membership dollars will be used in a number of ways: to provide for the recognition of Museum volunteers, fund new educational programs, develop the costume bank, acquisition of collection cars, and underwrite new publications.

Your individual or corporate membership is very important to us and we sincerely hope your renewal for 1991. You receive many benefits for your membership, but perhaps the most important is knowing that you are instrumental in preserving our local history and promoting the Historical Museum in the community.

Thank you to Outgoing Board Members

Among the many volunteers who give countless hours to the Museum are the members of the Association’s Board of Directors. I wish to sincerely thank those who served on the Board in 1990, especially John Smithworth who is completing a term of six full years on the Board in December. John has been particularly active on the Personnel Committee and in special events. We will miss his active participation in the monthly meetings! Also leaving the Board after a year of service are Lon Normandin, Chuck Morrow and Anne Louise Heggie. Thank you to each of these people for their contributions to a successful year!

Kathleen Muller
Administrator

FROM THE ARCHIVES

“My Want to Tell the Story”

If you watched the recent television series on the Civil War, you know how important the first-person word is and how alive the experience becomes as conveyed by the individual, whether it is the battlefield, at home, in hospitals, or within the Congress and White House.

Through the means of diary and letters, those individuals left a lasting legacy for us to gain a sense of time and destiny. Unfortunately, today with modem communications devices such as the telephone, facsimile, and modem, the “science” of oral history, the directed and skilled means of gathering information through a structured interview process and capturing it in text, is relatively new.

This year through the City’s “Plan for the Past,” funds have been granted to the Archives to begin a more intense program of oral history. This program will record personal experiences in order to document the technological, cultural, and demographic changes in the Valley.

The City has hired Aletha Johnson to join the Museum Staff. The aim of this program is to complete oral histories and other assignments. The City will be hiring other staff to assist in the various processes with recruiting and training of volunteer interviewers in the early Spring of 1991.

If you are interested in this program to become an interviewer, assist in research and editing, or if you are able to suggest individuals who might be interested, please contact the Archives.

Leslie Massonaga
Archivist

ARCHIVES

Open Saturdays:
November 8 and 17, December 1 and 15,
10 a.m. to 4 p.m.

Please call 297-3290 for an appointment.

STABLE STAMP CELEBRATES" Photo by Betsy Coo.

Stable Stamp Celebrate.

San Jose Historical Museum Association News

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

Kathleen Muller
Executive Editor
Mignon Gibbon
Editor
Carolyn G. Gagnon
Asst. Editor


CONTRIBUTORS: Tom Cumpston, Jack Dodge, Mona Dutt, William Elton, Peter Ettinger, L. Fox, Carolyn Gagnon, Mignon Gibson, Anne Louise Heggie, Franklin Maggi, Leslie Massonaga, Pauletta Bobbe McDonald, Kathleen Muller, Anne Louise Heggie, Nancy Lee Jones, Earline Shible, Judge Mark Tarhin, Jr., Charles Waltem.

San Jose Historical Museum Association News is published by the San Jose Historical Museum Association in the San Jose Historical Museum Association includes subscriptions to the News.

San Jose Historical Museum Association
2590 Blossom Hill Road
San Jose, California 95128
(408) 297-3290

Page 2 November 1990

PRESIDENT’S MESSAGE

This year has been most productive! The Board began 1990 with an all-day planning session in January. At that time we set both long and short-term goals. We were right on target in accomplishing nearly everything to which we committed ourselves.

The orientation for New Members in March introduced various Museum programs to our Association members who had just joined. This is a most informative tour of the facilities, including the Collections and Archives.

Work has continued on the Master Plan for the Museum. An updated plan is in the works and a slide presentation has been created to take us into the community.

Our new fundraising event, the Stable Stomp, was well attended. Everyone got out onto the dance floor and learned some new Western dances. We didn’t make it this year, be sure you put it on your calendar for next fall. This is an event that has been brought back from the earth by the Museum.

Living History Days again drew a large crowd, including some celebrities. This is an event that the Museum has been involved in for 10 years, and every year it gets better.

A goal which the Board had set to accomplish by the end of the second year and a half was to lobby the City for funds to complete the infrastructure project for the streetcar Museum.

After much ado we finally were able to re-open the Markham House, and the DeLus House revaluated.

The work all of the various committees achieved has greatly helped the efficiency of the Association. We would like to thank everyone who has worked toward these endeavors.

Patricia Bobbe McDonald
Association President

VIOLIN LESSONS

Former San Francisco Professional

San Jose Studio
Catherine Mayly
(408) 285-2110

“20 Years Teaching Experience”
MUSEUM AUXILIARY

"Thanks for the memory..."

As the Nation's Thanksgiving approaches and the 1990 Auxiliary year wanes, I am acutely aware of how much I have depended on the stalwart and hardworking Auxiliary Board, and of how much they have contributed to the smooth operation of the Museum during this year.

"Such a deal!" I have said—with area representatives and committee chairs who understood and willingly shouldered their responsibilities, and contributed wise ideas with enthusiasm and great good humor.

The Nominating Committee under Dorothy Anderson has produced an outstanding Board to chart the waters of 1991. I am particularly delighted to have the opportunity to continue working with outstanding colleagues like John Cochran, Virginia Sullivan, Woolie Sharpe, Virginia Hammel, and Beth Buckley. Their accomplishments and enthusiasm bid fair to make next year's prospects very exciting. Watch our smoke—it shows the fire of this Auxiliary's determination to help the Museum go, and grow!

Anna Louise Heiglo
Auxiliary President

MATCHING GIFT COMPANIES HELP FUND OUTREACH PROGRAMS

Westward Ho! enables children to experience the westward trek from Missouri to California. This is accomplished by traveling back in time and becoming a member of a wagon train that is making its way to California.

This is one of the many educational outreach programs that our matching gift companies helped to fund this year.

Museum Auxiliary

MUSEUM STAFF

Mignon Gibson.............. Director
Office
Wanda Foss.............. Senior Steno
Jeannie Kondo.............. Clerk/Typist
Archives
Leslie Masunaga.............. Archivist
Aletha Johnson.............. Steno II
Education
Virginia Beck.............. Curator of Education
Volunteers
Dulce Janzen.............. Volunteer Coordinator
Nancy Freeman (pt)........ Volunteer Projects Coordinator
Events
Monte Duran.............. Museum Events
Collections
Miltia Rios-Martainigo........ Curator
Sarah Heiglo Nunes........ Curator
Nancy Valley.............. Curator
ASSOCIATION STAFF

Kathleen Muller.............. Administrator
Administration
Carol Ouellette.............. Bookkeeper
Earline Shields.............. Membership Coordinator
Sheryl Saito.............. Manager
Anita Kasnuba.............. Schedular/Supervisor
Margaretta Spomer.............. Shop Supervisor

OUTREACH PROGRAMS

Westward Ho! Our newest Outreach Program for fifth and sixth graders.

Many thanks to the following companies:

ATM	BANKAMERICA FOUNDATION	CARTER HAWLNEY HALEY
CHUBB & SON INC.
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L.B.M.
MACY'S	MARTIN MARIETTA
TANDY CORP	TEC SYSTEMS
WESTINGHOUSE

If you are employed by one of these firms, we urge you to obtain the appropriate form from your employer and send it to us with your 1991 membership. Your gift to the San Jose Historical Museum Association will then be increased at no additional expense to you. Your donations to the Endowment Fund and Special Projects Fund may also be matched.

The I.R.S. requires charitable organizations to notify donors that only certain portions of donations are tax deductible or eligible for corporate match. This year the amount above $15.00 of your membership may be claimed. All of your donations to the Endowment and Special Projects Funds will be matched.

Please help us take advantage of this generous corporate support available in our community to benefit the Museum. Check with your employer today to see if a match for your donation to the San Jose Historical Museum Association is possible.

Collection volunteers at work on Ng Shing Guang artifacts.

IN THE COLLECTIONS

Long-range Planning

Long-range planning for the San Jose Histori
cal Museum occurs on a variety of levels. The Kelley-Coyote Creek Park Chain Task Force looked at all the park land-use along Coyote Creek. The Kelley Park Task Force is studying the relationship of areas within Kelley Park, including the Historical Museum. Within the Museum, the Master Plan Committee of the Association's Development Council focuses on overall grounds layout and programming. Two other Development Council committees, Collections and Exhibits, focus specifically on long-range planning involving the Museum's collections.

The mission of the Collections Committee is to be an advocate for the collections and assist in establishing priorities for that program. The committee's current emphasis is on analyzing collection storage needs. As part of that analysis, visits have been planned to other museum facilities to view different types of storage arrangements and equipment. The committee has already been to the Oakland Museum and the DeYoung. Future visits are planned to the Lowe Museum of Anthropology in Berkeley and the Haggan Museum in Stockton. The information obtained will be incorporated into a report detailing recommendations for a new collections facility.

The mission of the Exhibits Committee is to assemble ideas and recommendations relating to the use and development of exhibits. Currently, the committee is reviewing in detail the exhibit concepts depicted on the Master Plan. The review will identify which concepts are supported by documentation and artifact resources and which concepts need further definition. Exhibit groups that would lend themselves to demonstrations and living history activities will also be identified. The results of the committee's review will be presented as findings to be incorporated in future planning documents.

Long-range planning is a complex process. The different levels work together to coordinate a variety of input and provide a check-and-balance system as well. Although the process takes time, the result will be a carefully-crafted plan that provides clearly-defined goals for all Museum programs.

Sarah Heiglo Nunez
Curator

1230 YARD COURT
SAN JOSE, CA 95132
(408) 396-1779
INTRODUCING

VICTOR J. GIACALONE

"In old San Jose nothing was in perfect state. There was transition all the time." This quote from Victor Joseph Giacalone might well apply to the San Jose Historical Museum. Certainly the Museum is in a state of change and growth as it aims toward the goal of reflecting San Jose circa the turn of the century.

"Vic" is serving on the Museum Association's Board of Directors and helping to improve the Museum through the efforts of the non-profit Association. He believes promoting the Museum is extremely important to the community. Love of his native San Jose, along with an invitation from friend Patricia McDonald, has brought the Association another decisive and active community servant to rely on for advice and direction.

Vic is a local businessman, President of The Best Electrical Company. As a youngster, Vic remembers waiting at the side of father, Victor V. Giacalone, to obtain permits at the Old City Hall. It was natural to have an interest in the business his father started in 1939 in the heart of San Jose. Vic-the-senior fondly remembers the years of tinkering and learning firsthand from Victor-the-father.

Even though his father has retired, Vic still enjoys and looks forward to his visits at the business. Vic jokes, "My father rode the trolley when they weren't historic, only to see them torn out and now recently put back." The first Giacalone who came to San Jose, Vic's grandfather Salvadore, came in the 1890s from Sicily and was a "cooper" (barrel maker).

"I might have done something different in life if a business background wasn't there, but it was there. Once I thought of getting an Electrical Engineering Degree, but soon I found Business Administration was more to my liking. I earned my Business Degree at Santa Clara University."

It was at Santa Clara University that Vic met Mariana Pierce, his wife of 22 years. Mariana's family also has a lengthy San Jose tradition: A Pierce great-grandfather nicknamed "Bluestone" prospered in silver mining and then settled in the Santa Clara Valley in the Gold Rush era. Later, his son (Mariana's grandfather) established Pacific Manufacturing, better remembered as the PM Mill which was once located across from Santa Clara University on The Alameda.

The Giacalone family has the tradition of living in San Jose, finding the names of old friends and settlers' families often turning up in conversations. Vic and his wife Mariana recently learned how the family lived in has special historical meaning, since it was once owned by the obstetrician who delivered Mariana.

Mariana and Vic are delighted by their children, Victor, Dominic, Ruth and Nicholas. The older sons have studied at Bellarmine, following Vic's example, and now they are away at college at the University of California at Santa Barbara. Ruth and Nicholas are at St. Patrick's School; and

BOOK REVIEW

By Frances L. Fox

CAMPBELL the Orchard City by Jeannette Watson

The Campbell Historical Museum Association is to be congratulated for publishing an impressive, definitive history of the City of Campbell by

Beginning with the ancestral heritage of Benj

amy Campbell back in Scotland, the Campbell Clan was dissatisfied with Scotland and Ireland. By 1704 these fearless Scots set sail for the colonies of America. At first they pioneered in Virginia, Kentucky and Missouri before heading for California in the famous emigration of 1846.

Benjamin was seven years old when they arrived in the Santa Clara Valley, settling in the Campbell area. His father, William, surveyed the downtown area of San Jose and Santa Clara in 1847 and later that year started the first sawmill in the Valley above Saratoga. Saratoga was first known as Campbell before it was changed to McCartyville and later to Saratoga.

Benjamin married Mary Louise Rucker and together they started their 160-acre farm and later the temperance town, Campbell, in 1887, on land bounded by present day Winchester Boulevard, Lathem Avenue, Sunnyvale Avenue and Los Gatos Creek.

Benjamin was appointed postmaster of the area on November 13, 1888. Neighbors came by horse and buggy to pick up their mail and to take care of postal needs. Meanwhile orchards were being replanted.

Farmers had to travel to San Jose for supplies, which was an all day trip. A railroad district developed and soon the small town of Campbell evolved.

When the railroad came through Benjamin's property, farmers could ship their crops throughout the State of California, the Nation and the world. Many more orchards were planted and the area became a significant supplier of apricot and French prunes to be found. Soon Campbell became known as "The Orchard City." 

Some of the industries of the county developed here for food processing. Leading canneries were J.C. Ainsley Packing Company, George P. Fleming Canners Union, Orchard City Cannery Company and the George E. Hyde 17-acre fruit drying yard to be the largest plant in the State of California.

Henry Watson gives a comprehensive genealogy about the owners of the canneries and why they chose Campbell for their operation. Eventually Ainsley Company was sold to the Dorr Canning Company, and later in 1946 Drew sold to Hunt Foods to the J.C. Ainsley Packing Company officially dissolved.

Ainsley is still a popular name and the Ainsley Manor, on a lovely street of Bonita and Hamilton Avenue, is now being moved to the Civic Center in Campbell. It will be the future home of the Campbell Historical Society.

Besides canneries other industries such as hatcheries were an important local business. Three of the big hatchers were Mission Hatchery, Ohlen Hatchery and Denton Poultry Yards. Millions of chicks left the Campbell depot bound for Arizona, Nevada, Idaho, Oregon, Montana and Washington. Along with the poultry industry additional business came for merchants who sold feed and poultry remedies.

Every community has its share of notoriety, and the brutal massacre of six members of the McClintic family on May 30, 1895, was never forgotten. Details of the atrocity horrified the town and state. The murderer, James Cobb, was never caught. He was never tried and was never convicted.

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San Jose Historical Museum Gift Shop

CHRISTMAS SHOPPING for everyone on your list!

- Notebooks with Museum scenes
- Xmas cards and paper
- Books: Children and adults
- Toys
- Dolls
- Christmas decorations
- Gifts for men, women and children

START EARLY

Members receive a 10% discount

As of November 1, the Gift Shop will accept VISA and MasterCard

Shop Hours
M-F 10:00 A.M. - 4:00 P.M.
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(408) 287-2290

San Jose Historical Museum Gift Shop

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A VICTORIAN CHRISTMAS

December 8 and 9, 1990
10:00 A.M. - 4:00 P.M.

Ashley Ferguson and Bert Smith "Father Christmas"
Photo by Eric Penn.

See, smell and hear the magic of Christmas come alive in the turn-of-the-century city known as the San Jose Historical Museum in south Kelley Park. Victorian vignettes, musical interludes, streetcar trolley rides, horse-drawn wagons, fresh mistletoe, hot roasted chestnuts, and needlecraft demonstrations are but a few of the many sights and sounds.

Children will be treated to free craft-making, holiday ornaments and to a surprise visit by Father Christmas during the Children's Story-telling Hour.

Each day the Museum will come to life from days past with costumed characters and festively decorated buildings. The recently dedicated Gordon House will be open for the first time to public tour for this weekend only.

This year's special donation drawing is a doll lover's delight! The drawing showcases collectible dolls and nutcrackers just perfect for the unique Christmas holiday gift. Refreshments and holiday gift shop will be available.

GENERAL ADMISSION:
$2.00 Adults
$1.50 Seniors
$2.00 Children (6-17)
Children under 5 are FREE

PARKING:
In all Kelley Park lots for $2.00.
Free shuttle bus service is available.

Monte Duran
Special Events Coordinator

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John D. Ulrich & Associates
Valley View Packing Co.
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Willow Glen Travel Agency
Winchester Mystery House

MATCHING FUNDS
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IBM Corporation
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Hugh Stuart Center Charitable Trust
Santa Clara County Community Foundation
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ABC Toys and Gifts, Across the Bridge, Age, Bear and Doll Garden, California Interiors, Chanteclere Bookstores, Daisy Patch, Flower Garden, Granaries Bounties, Hello Doll, IDH Innovations Ltd., Lila's Toy Cupboard, Little Lamb, Los Gatos Porch, Mazy's, Marie's Hallmark, Marlene's Flowers, Nice Twice Doll Shop, Putty's Things, Stoma Luggage, Teens Toys, The Golden Horse, Bea Cruz, Brin, Dean and Joan Helma, Tom and Molly Kirkley, Iggy, Swayne Olsom, Chris Soli-
day, Edith Walter, Gracie and our anonymous friends!

Laurel Perua

Kimberly Clark
Photo by Eric Penn
HISTORIC LANDMARKS COMMISSION CORNER

William Thomas completed a two-year stay at the University of California and stepped down to a regular seat in September. Under his leadership, and with his knowledge of the intricacies of city planning, the Commission made great strides in making historic preservation a relevant part of the City’s planning processes. September was a month of events for archeologist and past-president Jan Whitlow, and historian Gloria Ann Lafaye. Both stepped down after over six years of service. Their contributions to the Commission have been invaluable and they will be missed. The City Council appointed Elizabeth Armstrong and Nancy Layne to fill the vacant seats.

Unreinforced Masonry Buildings in San Jose

The Commission, with great concern, has been following the proceedings of an ad hoc committee appointed to study the safety of boundaries of historic unreinforced masonry buildings in San Jose. The State has enacted the Unreinforced Masonry (URM) Building Law in 1986 which mandates localities to devise plans and processes for addressing the potential dangers of unreinforced masonry buildings.

There have been 211 URM buildings identified in San Jose. The URM Committee will be recommending in the next two months that all URM buildings be retrofitted to a level of seismic resistance between 54 to 72% of the code requirements for new buildings. A five-year time frame for compliance is proposed.

The Commission is deeply concerned that without incentives to help building owners confront very expensive retrofit costs, many of these historic buildings will be lost forever. Possible incentives are being investigated, such as tax relief, relaxed zoning requirements, easing non-seismic building code requirements, and direct assistance through loans and grants. Financial incentives will be competing with other City Program priorities and clearly cannot even begin to impact the magnitude of private sector construction costs involved in bringing these 211 buildings up to the proposed seismic requirements.

The URM list includes such notable downtown historic structures as the Leland and Sobrato Buildings on South First Street and the Odd Fellows Building on East Santa Clara Street. Many structures important to our historic neighborhoods and business districts have been identified as URM’s, such as St. Amigo Restaurant on Lincoln Avenue and Schurr’s Candy on The Alameda. Over 56 structures are currently City Historic Landmarks, or are listed with National Register Districts or the City’s own Historic Resources Inventory. The Commission investigated the listing and found an additional 66 warranted status on the City Historic Inventory. This issue is of monumental importance to our local history community, and the Commission will be involved as it unfolds.

Landmarks Commission Meetings

The San Jose Historic Landmarks Commission meetings are held at 7:00 p.m. on the first Wednesday of each month in Room 204 in City Hall. All are welcome to attend.

Franklin Maggi, President
Historic Landmarks Commission

GIFT SHOP
PAST PREMIUM BOOKS CHRISTMAS SPECIAL

November 15 thru December 31. 3 books for $25.00 or $10.00 each.

The 10% membership discount does not apply to this special book sale.

• San Jose & Other Famous Places
  • Signposts & Signposts II
  • Sunshine, Fruit & Flowers
  • Pen & Inkings
  • Barnstorming

• California Cavalier
• Other "selected titles" on sale
• All jewelry and dolls 25% off

Mailing Service Available
As of November 1, the Gift Shop will accept VISA and MasterCard.

Shop Hours Are:
M-F: 10:00 A.M. - 4:00 P.M.
Sat. & Sun. 12:00 noon - 4:00 P.M.
(408) 287-3290

HOLIDAY TOY EXHIBIT AT THE CUPERTINO HISTORICAL MUSEUM

The Cupertino Historical Museum, located in the Quintan Community Center at 10186 N. Stelling Road, will mark it first holiday with a special exhibit titled "Opening the Toy Box: The Stories Within.”

The exhibit, which opens December 1, 1990, and runs through January 5, 1991, will feature childhood toys (and the stories surrounding them) loaned by Cupertino community members. The suggested admission for this special exhibit is a toy which will be donated, with the help of Cupertino Community Services, to children in the area.

For more information on the exhibit, call (408) 973-1485.
HISTORICAL FOOTNOTES OF SANTA CLARA VALLEY
by Jack Douglas

THE RETURN OF THE DE ANZA HOTEL

The most significant event in the 1990 downtown San Jose redevelopment will be the grand opening, in November, of the restored De Anza Hotel. The result of an intensive (and deep) style skepticism, it was a major addition to the City skyline when it was constructed sixty years ago, and although it has become somewhat obscured by more recent high rises, its unique style and position on West Santa Clara Street assures that it will remain a major City landmark.

Much of San Jose’s recent history is associated with this gem of a building. From the 1930s to the 1960s almost everyone at one time or another attended meetings, parties, dances and weddings there. Some of our finest food and entertainment was offered, along with such services as barber shops, beauty parlors and travel agencies.

The conception and financing of the hotel was an interesting story in itself. During the palmy days of the 1920s the smaller cities unable to attract big investors to build hotels came up with the idea of forming a corporation and selling shares to local citizens in order to construct a hotel building which would then be leased to a professional hotel operator. Included in the strategy was the rule that only local contractors and suppliers would be used. This insured that every one down to the lowliest laborer had a personal stake in the success of the project. In the case of the De Anza this became a critical factor, for shortly after the money was raised, the stock market crash of October 1929 sent the Nation into the Great Depression.

The hotel corporation was headed by Alex Hart whose department store would be in the shadow of the new hotel. Many other West Santa Clara Street businessmen were large investors, including real estate man W.S. Clayton, auto dealers Fritz Camp and George Magruder, and Mercury Publishers. Everis Haynes. Several contractors who worked on the building, such as Carl Swenson, Fred Doerr and William S. Schaffer, also invested in the hotel corporation.

The groundbreaking ceremony for the new ten-

story $500,000 Hotel San Jose took place at 9:30 on the morning of February 26, 1930. The site at Santa Clara and Notre Dame Streets had stood empty since the Sisters of Notre Dame had moved their col-

lege and convent to the site in 1925. In 1929, Carl N. Swenson had the winning low bid of $165,000 to become the general contractor.

The architectural firm of the same name, was selected to design the building. Harold Weeks, son of the founder, did the final design. It had much in common with that of the firm’s Madison Dental building which had been erected two years earlier on East Santa Clara Street. Both buildings were in the same vein with its Mission styling and Spanish and art deco ornamentation and similar height. Each building towered exterior win-

dows in every room for ventilation and views. Both are topped with setback pavilions with rooftop service areas.

The Spanish Colonial motif was carried through the hotel in the form of stuccoed beam ceilings and ornate balconies in the lobby and other public spaces. The furniture, all purchased from L. Lion and Son at Second and San Fernando, was designed specifically for the hotel. The corporation leaders must have been caught up in the enthusi-

asm for things Spanish, for not long before the opening the prosaically named Hotel San Jose became the Hotel De Anza. De Anza, said the Mercury, was the "first explorer to appreciate the possibilities of the Santa Clara Valley."

The De Anza Hotel opened its doors for the first time on February 26, 1931, under the manage-

ment of Will R. Conway who had interests in sev-

eral other hotels around the State. The first guest to sign the register was Horace Eaton, a young member of the furniture family.

Billed as San Jose’s "newest high-rise, fire-proof hotel," the De Anza had 135 sleeping rooms — all with bath, ten sample rooms for salesmen, a lounge, coffee shop and a banquet room off the mezzanine.

When prohibition was lifted in 1933, the hotel responded by adding, in the words of a Mercury repor-
ter: "a unique new tap room, different than anything of its kind on the coast ... in every detail it is modern, from the pressed wood floor to a flesh-colored lounge mirror. The latter is the only one of its kind on the coast, the original being shown at the World’s Fair in Chicago last year. Another creation patterned after the color tower at the Fair is a rhododendron in a corner of the lounge which is made entirely of copper and has eight blossoms, all electrically lighted."

The Will Conway regime was not all flowers, however. The management had gotten into con-
siderable debt and was also being brought before the grand jury on a charge of betting an official to fix a liquor license. It came as no surprise when Conway sold the lease in 1936 to San Francisco hotel tycoon Harry Richmond. Richmond appointed his two sons-in-law Maurice Metcalf and Thomas Fisher joint managers. They and their families moved to San Jose and soon became known throughout the community.

The De Anza came into its own in the late thirties and forties and particularly during the war years when it was the hangout for GI’s on leave. The sharpest image of the De Anza appealed more to young peo-

ple than did the more conservative Sainte Claire. It was at the beginning of the Metcalf and Fisher management that Bilda Keest began her 35-year service at the hotel. She worked her way up to become hostess and arranger of the various meet-

ings and social events. After his death, her daughter Dorothy Anderson, Mrs. Keast had her hands full during the war years when staffing was short and servicemen’s families were sleeping on cots in the hallways. There was also the problem of keeping the hotel from becoming a glorified bordello full of GI’s and their picked up girlfriends.

A number of celebrities stayed at the De Anza during this period. Eddie Bruce, a former bellhop, reminisced in the Mercury that the teenage Mickey Rooney running amok in the elevators and about delivering drinks to Susan Hayward, Fred MacMurray and future President Eisenhower. Eddie’s big moment was getting Eleanor Roosevelt’s auto-

graph during one of her visits to the hotel.

A young woman named Margaret Montgomery, later to become one of San Jose’s most prominent photographers, got her start when the hotel staff photographer asked her if she’d be interested in a local her picture taken with servicemen in the Tahitian "Danabear" by Ms. Montgomery.

San Jose continued to boom during the postwar years as many of the servicemen who had passed through during the war came back to settle in the area. The hotel management changed in 1950 (the original local owners had sold the building to the Handley chain in 1942) and it was now taken over by Dean Itty. His son William became resident manager. Many changes were made, including the restchristening of all the public rooms with Spanish names. The bar became El Capitan, the banquet room El Conquistador, the Flamingo Room the El Pijaro and the Danabear became La Cantina. But the overall character of the hotel kept its basic shape would be a first for a major San Jose hotel, and the much discussed diving lily was emblazoned on the front wall of the hotel.

The Ireland’s moved on during the late fifties and the De Anza Hotel, like downtown itself, began a long slide to deterioration. Used in the early seventies to house low-income tenants, it was later recommenced as a fire hazard. Several attempts to restore the building came to naught until the current developers, Saratoga Capital, were supported from the Redevelopment Agency, put the building back on the track.

Soon history will repeat itself (without the devastation this time) 70 years after the De Anza Hotel will begin a new life. May it be as successful as the De Anza the old-timers knew and loved.

ENDOWMENT FUND DONATIONS

During the months of September and October 1990, contributions were made to the Museum Association’s Endowment Fund/Special Projects Fund in honor of the following individuals:

In Memoriam

Warren Adamson
Archibald Hart-Berry
Marshall Freeman
Adaline Guglielmo
E. F. "Pop" McEachen
Margaret R. Moore
Laura Morrow
Ralph Rambo
Anna Marie Wetterstrom

In Honor

Marion Landge
Leonard McKay
Nancy Valley, Curator

Anniversary

Clifford and Kristine Crane
Richard and Bobbi Lloyd

Happy Birthday

16th Birthday - Gaylord Gagnon
66th Birthday - Joe Vargas
90th Birthday - Bob Senior

Gifts to the San Jose Historical Museum Association to honor someone on a special occasion, or as a memorial, may be sent to the San Jose His-

torical Museum Association, Endowment Fund, 1650 Senter Road, San Jose, CA 95121. A letter of acknowledgement will be sent to the person being honored or the family of the deceased.
"CHRISTMAS AT DUNSMUIR"
WEDNESDAY, NOVEMBER 28, 1990

WHEN: Wednesday, November 28, 1990
WHO: Association members and their guests
HOW: Royal Coach Tour Bus — leaving and returning to the Phelan Avenue parking lot of the San Jose Historical Museum
TIME: 9:00 a.m. to 4:00 p.m.
COST: Members $34.00 (lunch included)
Non-members $30.00 (lunch included)

Located in the Oakland hills, Dunsmuir House is one of the Bay Area’s few Victorians designed in the Colonial Revival Style and the only home of its type open to the public. The estate retains 40 of its original 315 acres and many of its accompanying structures. “Christmas at Dunsmuir” is a Bay Area tradition of many years. The Mansion will be decorated with garlands and fresh-cut Christmas trees adored with nostalgic ornaments that will bring back memories of an old-fashioned Christmas. We will tour the Mansion and enjoy delicious box lunches served in the greenhouse. Then there will be time to stroll the one-mile loop of the 40-acre estate and to shop for gifts, collectibles and decorations that are on sale in many of the buildings.

Reservations for this trip are limited and refunds will be made only when there is a waiting list for the trip. Checks should be made payable to the San Jose Historical Museum Association (SJHMA) and sent (along with the deposit below and a SASE) to the San Jose Historical Museum, 1650 Senter Road, San Jose, CA 95112. Att: Earline Shields.

"CHRISTMAS AT DUNSMUIR," WEDNESDAY, NOVEMBER 28, 1990
(9:00 a.m. to 4:00 p.m.)

NAME: ____________
ADDRESS: ____________
PHONE: ____________
NUMBER OF RESERVATIONS: ____________
RESERVATION CONFIRMED: [ ]

Wear layered clothing — it can be cold in some of the buildings.

MYSTERY PHOTO Solution
The last mystery photo was of a major industrial fire circa 1964 at the Chevron Lumber Company on the Alameda near Rose Street. This fire engulfed not only the Chevron packing shed, but also the old carnage and the Pacific Hardware and Steel Company. It took out 77 fire fighters to contain this blaze. The photo below, also from the Rocky Scatton Collection, shows the aftermath of this fire.

Thanks to Madame Overhouse, Ted Livingston, Joy and Greg Spence, Greg Martin, Carol Vos, Alex Northcutt, and Wendell Tuma for helping to identify this photo.

SAN JOSE HISTORICAL MUSEUM ASSOCIATION

Name ____________________________
Mailing Address ________________________ (Box) Phone ____________
______________________ (Para) Phone ____________
MEMBERSHIP CLASSIFICATIONS
□ Mission Circle ($1,000)
□ Public Circle ($500)
□ Tower Circle ($250)
□ Century Circle ($100)
□ Contributor (less than $50)
□ Family ($40)
□ Individual ($20)
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