“OLD VALLEY LABELS” EXHIBIT CONTINUES THROUGH JANUARY

“Old Valley Labels”, an exhibit of selected Santa Clara Valley fruit canning and packing labels, will be on display in the Meeting Room of the Pacific Hotel at the San Jose Historical Museum through January 31, 1985.

This special exhibit, which has already been enjoyed by many, is sponsored by the Museum Association to complement the publication of the 1985 premium book Ralph Rambo’s Pen & Inklings. Many of the labels on display were actually designed by Ralph Rambo during his many years of employment at the Muirson Label Company.

Labels in the exhibit were drawn principally from the collection of Fred Wool, Jr., former manager of the Muirson Label Company and a member of the Wool Packing Company family. Additional labels came from the personal collection of Ralph Rambo, the Archives of the San Jose Historical Museum, and local canning and packing companies.


The labels on display are a representative sampling of the companies that once formed a huge local industry. The exhibit has proven to be of interest to old-timers who remember “The Valley of the Heart’s Delight” and want to reminisce, and to newcomers who gain an insight into what this Valley once was.

“Old Valley Labels” is open to the public during all regular Museum hours. Entrance is through the lobby of the Pacific Hotel and admission is free for Museum Association members.

WINTER HISTORY NIGHTS

Three evening programs on the Trolley Restoration Project will be offered to Museum Association members and guests during the months of January and February. Each program will consist of a videotape showing and a speaker on some particular aspect of the Trolley Restoration Project.

The programs will be held in the 2nd floor meeting room of the Empire Firehouse at 7:30 PM. Reservations should be made by phoning the Museum at 287-2250.

A donation of $2.00 is requested from all Association members and $2.00 from non-members at the door each evening. Refreshments will be served.

Thursday, January 17: “San Jose — Back on Track”
Introduction to the San Jose Trolley Project
Interviews with Charles McCaleb, Mignon Gibson and Fred Bennett
Overview of the San Jose Historical Museum grounds

Thursday, January 31: “Trip to Rio Vista to View Restored Trolleys”
Close look at restoration process going on at Trolley Barn
Information on the Trolley Barn
Interviews with Ernie Renzel, Joe Kirby, Mary Vivian Snow
Volunteer Program

Thursday, February 14: “Look at the Guadalupe Corridor Project”
Where is it located?
What does it involve?
What are Lightrail Vehicles?
Downtown Transit Mall & Redevelopment Projects
How does the Trolley Restoration Project fit in?
CORPORATE MEMBERSHIP PLAQ UE UNVEILED

One of the highlights of the Association’s 1984 Holiday Party was the unveiling of the new Annual Corporate Membership Plaque in the hotel lobby. 1984 was the first year for this new Association fundraiser and it was chaired by Bruce Pohle. A total of 50 local businesses and professional organizations joined the Association with donations totaling $10,000. The concept for the plaque was suggested by the committee and designed by Association Secretary Kathy Orlik. Bruce Pohle donated a solid oak piece that Hank Culloway embellished with a silkscreening of Museum image and lettering on the back. Names are engraved on individual plates that can be added to or moved up in categories. The unveiling was performed by Special President Judge Mark Thomas, Bruce Pohle and San Jose City Councilmember and Association liaison Joann Williams. The list of corporate members can be seen in each issue of this Association News.

IMPROVEMENTS TO MUSEUM PICNIC AREA

The San Jose Parks and Recreation Department solicited and received State grant funds to make some basic improvements to the Monterey Botanical Garden. Another aspect of the funding went to the planting of trees within the area, purchase of picnic tables and portable bar-b-que pits. The Department is now in the works on updating the Kelley Park Master Plan, the necessities of parking, restrooms, night lighting and other basic accommodations will be addressed.

FAN MAIL FOR RAMBO

For those who have joined the Association for 1985 and received their membership premium, Ralph Rambo’s Pen and Pencil, I’d like to encourage comments and fan mail to be either addressed to Ralph Rambo at his home or sent to the Museum for forwarding. Ralph is 90 years old, very proud of this publication, and would love to hear from his readers. This particular Association premium is selling very fast and was printed in a limited edition. It is a unique nostalgic history of the Santa Clara Valley and most entertaining.

SPECIAL ASSOCIATION ISSUE

So many Association members and interested citizens are unaware of the organization of the Museum, its funding, background history and future plans. To provide some basic information the first pages of this issue of the Association News were designed as a tip or fact sheet. While not every aspect of the Museum is covered, it is a good description of how the Museum operates. The dedication of the San Jose Historical Museum and the concern and direction of the San Jose Parks and Recreation Department are revitalizing all phases of the Museum with good results. In 1985 we plan to keep up the good work and promote and improve the San Jose Historical Museum for the citizens of San Jose and the Santa Clara Valley.

Mignon Gibson
Museum Director

ASSOCIATION PRESIDENT’S MESSAGE

The leadership of Museum Association Board members such as Bruce Pohle has been a huge factor in the Association’s success in 1984. Bruce is chair of our first-ever Corporate Membership Committee which raised the sum of $10,000. What an accomplishment!

Bruce is the third individual who doesn’t talk a lot - he just gets out and does things. In addition to owning and managing the Southern Lumber Company, he is involved in the San Jose Rotary Club, the San Jose Chamber of Commerce, the Lomart Ventures Association and the San Jose Christmas in the Park program. Bruce is on the Montalvo Board of Directors, as well as serving on the Museum Association Board and as a member of the Fee Arbitration Committee of the Santa Clara County Bar Association. Last but not least, he put in time as a member in good standing of the Los Gatos Pigmy Goatherders and Beer Drinkers Association. He and his wife, Sheri, also active in the Museum Association and a Board member, live in Monte Sereno with their three children.

Bruce is a graduate of Los Gatos High School and San Jose State University.

Members of the Corporate Membership Committee this year were Ann Aikins, Wright Bentel, Joan Buckley, Doug Carlson, Colleen Cortese, Bob Jernigan, Cathy Graff, Paul Jacobs, Joan Jensen, Bill Leonard, John Lackhardt, and Ernie Renzel. The names of the donors are listed on page 3 of this newspaper and are also inscribed on the beautiful plaque residing in the Hotel Lobby.

To our generous donors, Bruce Pohle, and the members of the Corporate Membership Committee, the Association wishes to express a very sincere “Thank You”.

Judge Mark Thomas, Jr.
Association President

DOCTEN REPORT

The docents scored a coup in December by winning the first prize trophy for the best float in the Los Gatos Christmas Parade. An enthusiastic committee, headed by Jane Hoffman, decorated our animal Leigh with ribbons and greens, then dressed themselves in period costume on the day of the parade to add to the charm of the float. Now that we’ve set this precedent, we’ll have to keep up the good work for next year’s parade! Incidentally, the same float rode in the “San Jose in Christmas in the Park” parade on December 15.

At the Docent General Meeting in November our guest speaker, Richard Beecher, presented a unique slide show and accomplishments. Further our education in that area. Coming up on January 14 we will have a presentation of the Trolley Project by General Manager. We have a field trip planned to Moffett Field for January 28.

The subcommittees of the Docent Board have been working on such projects as a poster contest for elementary age children, a Museum presentation for the primary-age child, and an armchair tour, to name only three. If you are interested in helping on any of these subcommittees, please contact me through the Museum.

Last but not least, our Docent Training classes begin on February 25. We still need recruits for the 15 week training. Please spread the word.

Peace to you in 1985.
Betty Myers
Docent President

FROM THE EDITOR

As we look back over the past few years, and forward to 1985, I think we can be proud of our unique slide shows and accomplishments. The efforts of the Museum Association to fill in the gaps left when City funding was cut have included tremendous membership growth, activities, and community support.

In mid-January 1985 the Museum has the opportunity to appear before the San Jose City Council to appeal for increased operating monies and all important long range development funds for the Historical Museum.

We want and need your help! Pages 4 and 5 of this issue of the Association News contain factual information on the Museum, Association, and our many and varied programs. We hope that you will find this information interesting and helpful, and will use it to contact the Mayor of San Jose or your representative on the City Council and voice your support for increased funding for the Museum.

Let’s make 1985 the year we begin to regain our fair share of financial support from the City of San Jose!

Kathy Muller
Editor

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TWO PAGES OF THE SAN JOSE HISTORICAL MUSEUM ASSOCIATION NEWS THE SAN JOSE HISTORICAL MUSEUM IS PART OF THE CITY OF SAN JOSE PARKS AND RECREATION DEPARTMENT.
MUSEUM SERVICE COUNCIL

We are grateful for the new volunteers joining our program and can still use more, particularly in O’Brien’s Ice Cream Shop.

There are fewer visitors through the winter months but we try to keep each area fully staffed to serve the public well. Volunteering three 5-hour days in November, and December recorded about 550.

In Memory of Doris Izuami

Doris was more than a dedicated Volunteer and Docent, she was a member of our “family of special people” who have come together to serve our community through the various Museum programs.

Her soft German accent, clear blue eyes, and ready smile emphasized her caring commitment in all she did. She was eager to serve wherever needed.

Doris will be missed by her many friends and each of us have been blessed for having shared a part of her life.

Dulcie Janzen
Volunteer Coordinator

HISTORIC LANDMARKS COMMISSION CORNER

Greetings from the new President of the Landmarks Commission! I hope to continue in the footsteps of previous Presidents in leading the Commission in the preservation and enhancement of San Jose’s historic character. As an owner of an 1888 Queen Anne/Eastlake style house of 41 years, and a knowledge of several blocks of the historic Italian neighborhood for replacement with “glass towers,” I have first-hand knowledge of what "Urban Renewal" can mean to an area. I am not fond of the glass towers. I appreciate that development has existed since the first adobe was constructed here and will continue long after we are gone, but I firmly believe that a balance of old and new is possible and necessary for a connection with the past — our roots. So much for philosophy.

The Commission has been developing a Work Plan in which we have been able to appoint the following members to complete the plan:

A. Complete the Historic Resources Inventory.
B. Prioritize historic structures and sites for future City landmark designation.
C. Review the options for disposition of the historic artifacts in warehouses. A program will be formulated with the Historical Museum staff.
D. Develop final St. James Park Design guidelines.
E. Coordinate the development of the St. James Marker program.
F. Compile for distribution the background information for the San Jose Preservation Plan and reformat the Slide Show to accommodate a larger viewing audience.
G. Establish a program to recognize outstanding contributions to Historic Preservation.
H. Update the “Handbook for Preservation of Landmarks in San Jose.”
I. Continue formal information exchange with the Historical Museum.
J. Recommend state Historic Landmarks designated City Landmarks.

The first new item we have acted upon is to:

1. Obtain local landmark designation for all of the structures in San Jose that are on the National Register of Historic Places and State Landmarks. We began with the local designates.

The process for two reasons: National Register designation does not itself protect local landmarks, as witnessed in the demolition of the Eagles’ Hall on Saint James Square; and the paperwork for local designation has already been done on the National Register forms, therefore, we are relieved of the time-consuming process. Once the National Register buildings have been designated, we plan to continue designating local landmarks as a conservation measure to ensure the survival of historic structures for the future.

Investors, developers, and other people interested in rehabilitating rental structures more than 50 years old, in accordance with the Secretary of the Interior’s Standards to take advantage of the 25% ITC tax advantages, are encouraged to present their plans to the Commission.

We are most encouraged by projects such as the Mohr Building (St. James Hotel) rehabilitation recently completed by Archie Robinson and Barry Swenson and would like to see more of this fine work. Mr. Robinson was kind enough to allow us to show the Commission our December meeting /social in the foyer of his building, and he conducted tours of the rehab work. I was able to glean in his eye he told me he was not at all proud of the work.” I responded that I could tell.

Several other projects are underway downtown: the New Center Block and the Dolan Building come immediately to mind that promise to bring a much-needed restoration to the heart of our city. The blend of fine old buildings with the exciting new architecture will contribute to San Jose’s unique identity. If we get the High Tech Museum here too, then San Jose will have something for everyone. Hopefully the City Council will pay as much attention to the old as they are planning to do with the new. A hearty congratulations and thank you to the people who are reinvigorating in San Jose’s rich architectural heritage to the delight of we who love it.

The Inventory continues to be a regular item on our agenda. We thought it was completed until some discrepancies were discovered in the “Final Draft.” One more rechecking and word processing should enable us to submit the final “Final Draft” to the City Council. Hopefully it will be the Commission’s Valentine’s Day gift to the City. For those of you with long memories, this has been an item for more than 20 years. Some important history down on paper becomes history in itself.

Since Commissioner Judy Stabile was recently elected to the San Jose City Council, there will be a vacancy in January and one has tendered her resignation, and we are looking for a replacement who will be as hardworking and dedicated to the work of the Commission as she has been. Thank you Judy, and it’s nice to know we have an inside connection at City Hall.

Happy Holidays to you all from the members of the Landmarks Commission!

Jan Whitlow
Commission President

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HOW THE MUSEUM WAS FOUNDED

The San Jose Historical Museum dates back to 1949, when a replica of California’s first State Capitol was erected in the backyard of the Duley residence. The collection of local historical artifacts to celebrate the centennial of the 1849 Gold Rush and California’s first legislature was a collection of various items such as a horse buggy, an oil lamp, and a cannon. The Duley residence was also known for its beautiful gardens and a large pond with a fountain. A large tree shade was front of the house. The Duley residence was a popular attraction for tourists and a symbol of the rich history of the area.

In 1963, the San Jose Historical Museum was founded to preserve and display the history of San Jose. The museum was located at the corner of San Carlos and North Market Streets. The museum was initially housed in a small building and had a limited collection of artifacts. Over the years, the museum has expanded its collection and improved its facilities.

FUNDING FOR THE MUSEUM

The funding for the operation and development of the San Jose Historical Museum is provided by the San Jose Parks & Recreation Department. While the San Jose Historical Museum Association was formed in 1971, it was not until the 1982-83 fiscal year when the museum was threatened with closing due to a lack of funds. Therefore, the association became a viable source of funding. Due to the efforts of the association and the San Jose City Council for the operation of the museum. This cooperative effort has kept the museum alive.

THE VALUE OF THE COLLECTIONS

Many of the collection items are unique and irreplaceable. The collection is one of the largest and most important local memorabilia in the State of California. The collection includes photographs, letters, diaries, maps, and other documents that provide insight into the history of San Jose.

MUSEUM STILL RECEIVES DONATIONS

In calendar year 1983, 70 major collection donations were received, including a camera collection donated at $12,500. Estimated value of the 1983 donations is $50,000.

THE SAN JOSE HISTORICAL MUSEUM ASSOCIATION

The San Jose Historical Museum Association is a nonprofit organization incorporated in 1971 to financially and socially assist the San Jose Historical Museum. The purpose of the Association is to provide active community support and to provide special activities and project funds. The Association’s Board of Directors is responsible for the operation and direction of the museum.

NEW DIRECTION FOR THE ASSOCIATION

With the severe budget cuts that occurred in the San Jose Parks & Recreation Department in the 1982-83 fiscal year, the funding to the museum was reduced. This became the motivation for the Association to work with the City and change their operation and direction. The Association has become a larger source of funding for some basic museum operations. In 1984 the Association contributed over $80,000 to Association Services including staffing, newsletter production, membership book...
publication, lecture and tour programs, dedications, special events, exhibitions and other activities. The Association also funds the operations of the Teen Center, which supports many basic program costs. The only current position involved with the care of the collections is also funded by Association money.

To improve the Museum image and provide better public service the Association also funds the operations of the San Jose O'Brien's Ice Cream & Candy Store at the Museum site. In order to promote the Museum by providing a public service from within the downtown, the Association made arrangements to operate the Gift Store at the Saint Claire Hilton. As these activities develop, additional sources of income for the Association with any profits becoming available for Association activities. Of the most significant contributions of the Association to the community is the publication of guidebooks on Santa Clara Valley history, which are given away as annual membership premiums. Over the years the Museum has published and distributed 12 high-quality books which form a library of material on our local history. The 1982 Museum Association's pamphlet book is Ralph Rambo's Pen & Inklings.

COOPERATIVE EFFORTS

The Association is currently working with the San Jose Joint Recreation Department in developing a contract of co-sponsorship in the best interests of the Museum. The two organizations will work closely together to maintain, develop and promote the San Jose Historical Museum for the preservation of the history of Santa Clara County for the enjoyment and benefits of its citizens.

The Association sponsors two major groups of volunteer programs, lie gardens and boards, who serve the Museum in a variety of ways. These groups are the Docent Council and the Museum Service Council.

THE DOCENT PROGRAM

The term "docent" comes from a Latin word meaning "to teach" and is used by museums for their trained interpretive tour guides. The Docent Program at the San Jose Historical Museum is 115 volunteer men and women strong. The creative talents and deep communities for the public are evidenced by the 10,000 volunteer hours they contributed to the Museum in 1984. The Docent Coordinator, Karen Langmeier, is currently funded by the Museum Association.

EDUCATIONAL PROGRAMS

Providing tours at the Museum complex is the primary function of the Docent Council, but this is only the beginning. The docents also give tours of the Museum to interested groups, which is an important structure the oldest historic landmark in San Jose and is the only building which remains of the original town. Guided tours are given to 4th grade children and above and include a walking tour of the Adobe and a lecture on its history.

Beyond this exciting service, the Docents create new educational programs for children and adults. The Docent Council is a popular educational program developed by the docents for 3rd grade children and is designed for high school students. A similar educational program designed by teams of 70 every two years, this unique hands-on educational program attracts raves from teachers and parents alike.

The newest tour created by the Docent Council is called "Afternoon at the Market." This tour, which takes place at the Market, is free and is a popular educational program developed by the Docents themselves and currently available for school groups of kindergarten through 4th grade ages. This is the first of many educational programs for children and adults aged 100 years ago.

STATISTICS

Not only has the Docent Council itself doubled in size to a membership of 115 in the last two years but the number of public served through purchased tickets, drop-in tours, and Victoria Schoolkitts has doubled to over 40,000 individuals. Although primarily from Santa Clara Valley, we have visitors from all over the world. We have the largest group of visitors from March to June. During the three month period in the summer of 1984 represented 32 states and 34 foreign countries. Docents are available for tours during all hours the Museum is open: Tuesday - Friday: 10:00 a.m. - 4:30 p.m. and Saturday and Sunday: 12:00 - 4:30 p.m. In 1984, the Docents gave tours and Victorian Schoolkitt presentations to over 300 preschool groups and classes.

CREATIVE ACTIVITIES

Giving tours is only part of the Docents' outreach efforts. The Docents also perform a wide variety of functions including research and maintenance of exhibits through the building and staff support of the Museum as well as contributing to the publicity of the Museum and the tour program through participation in the Los Gatos Old Time Fiddlers' Festival, the Christmas in the Park parade with a prize winning float; appearance in Victorian period costumes at public events; and leading and promoting tours through a volunteer scheduling program.

LIVING HISTORY

The Docents along with other Museum staff and volunteers are scheduled on two Living History Days each year. This exciting family-oriented event turns the clock back one hundred years and recreates the life of the 1880's. Members of the general public attending this educational event enjoy demonstrations by such groups as bakers, weavers, quilters, spinners, printers, and many more view such entertainment as dancers, vaudevillian acts, a musical show, and a bank robbery. Over 200 people in costume populate the Museum town. Even Capt. Thomas Fallon, San Jose's mayor in 1850, along with his wife Isabella Langmeier, visit San Jose on Living History Day.

NEW EDUCATIONAL PROGRAMS

A very important part of the Docent Council is the Creative Programming Committee which each year develops new educational programs. At the present time, work has been completed on seven new educational programs including an Oholne Indian Schoolkit, a walking tour of historic homes and a craft activity for kindergarten and 2nd grade children.

DOCENT TRAINING AND CONTINUING EDUCATION

Docents attend thirteen-hour training sessions and complete an evaluation tour before actually giving tours at the Museum. They also receive training in their tours, which are completed on several new educational programs including and Oholne Indian Schoolkit, a walking tour of historic homes, a craft activity for kindergarten and 2nd grade children.

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FUTURE PROJECTS

As the Docent Council continues to grow in membership and in the public programs it offers, we as well as many other communities are finding that the growth of the program. In 1980, the Museum is often open during the off-hours and the services of O'Brien's and the Gift Shop are required to cover extra hours. O'Brien's and the Gift Shop staff work extra hours to meet these needs and require 36 hours a week at the Museum site and another 29 at the Saint Claire Hilton site. The programs of historic preservation and education can still happen under these conditions with major goals and these facilities and volunteers help spread our support. As with O'Brien's, it is true that there is no pool of cash that can be applied back to Museum programs. Without the many volunteer hours, these operations could not function. They are the key to the success of the Museum and we must work to increase it.

ALWAYS ON CALL

While volunteers in the Museum Service Council commit to a certain monthly schedule, they are always on call to help out when needed. With the increase in visitors due to the new program, the Museum is open during off-hours and the services of O'Brien's and the Gift Shop are required to cover extra hours. O'Brien's and the Gift Shop staff work extra hours to meet these needs and require 36 hours a week at the Museum site and another 29 at the Saint Claire Hilton site. The programs of historic preservation and education can still happen under these conditions with major goals and these facilities and volunteers help spread our support. As with O'Brien's, it is true that there is no pool of cash that can be applied back to Museum programs. Without the many volunteer hours, these operations could not function. They are the key to the success of the Museum and we must work to increase it.

COMMUNITY USE AT THE MUSEUM

San Jose Historical Museum offers a unique setting for special events. Visitors can relax in the museum's patio area and enjoy the setting and return in minutes to the convenience of a modern metropolis. Our grounds are extensive and can accommodate groups as large as a Chill coffee shop or as small as a church function.

Our rental program helps defray the cost of running the Museum and provides the opportunity of thousands of new visitors, and it provides a valuable community service. Our Pacific Hotel function room allows for seminars, lectures, and educational presentations in 1984. On our grounds we have hosted social events such as weddings and receptions as well as picnics and $100 a plate BBQ dinners. We have assisted dozens of nonprofit organizations in raising money through auctions, jazz festivals, art shows, wine & cheese tastings, garden parties, chill coffee shops and other creative endeavors. In addition to the existing income for the City, we also provide service by giving free use of our facilities to the City and to community service organizations.

THE MUSEUM SERVICE COUNCIL

The Museum Service Council was formed to coordinate the efforts of the volunteers who serve the Museum in areas other than the educational programs and Association board activities. These volunteers are the backbone of the daily Museum operations and perform the most basic services. Without these volunteers our doors would be closed.

LOBBY DESK ATTENDANTS

These volunteers are the first people the public sees when they visit the Museum, and are in charge of a host for a tour, an appointment, or just dropping in, the desk attendant will welcome the visitor and provide information about the Museum. The desk attendant volunteers coordinate all the public traffic, check groups in for tours and also answer questions relating to Museum programs. We only employ the Historical Museum and Kelley Park, but answer questions relating to the entire site. Our Volunteer staff would like to know where to go and what to do in our city. A lot of action occurs in the lobby, and we enjoy serving our guests with a smile.

O'BRIEN'S ICE CREAM & CANDY STORE ATTENDANTS

Once the San Jose Historical Museum Association signed the contract to operate the ice cream and candy store at the Market Center, we became obligated to staff O'Brien's 6 days a week. This becomes 36 hours a week of volunteer service in order to provide lunches, shakes, and souvenirs to the Museum visitors. Museum guests always comment on the clean and comfortable atmosphere provided by our volunteers and these excellent volunteers take the time to get to know their customers. They make goodies with special thanks to it, and be a valuable service in the years to come will generate revenue for the benefit of the Museum.

TWO MUSEUM GIFT SHOPS

The Association operates a gift store at the Historical Museum that opened in 1983 opened a second store in the downtown at the Hotel St. Claire Hilton. Both were opened with the urging of the public and by community by making quality local historical gifts, cards and publications available. These facilities also are maintained by volunteers who staff the stores and require 36 hours a week at the Museum site and another 29 at the Saint Claire Hilton site. The programs of historic preservation and education can still happen under these conditions with major goals and these facilities and volunteers help spread our support. As with O'Brien's, it is true that there is no pool of cash that can be applied back to Museum programs. Without the many volunteer hours, these operations could not function. They are the key to the success of the Museum and we must work to increase it.

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INTRODUCING EDNA SCHMIDT

Edna Schmidt, our Museum Association Treasurer, was born in Idaho but came to California in 1930 and has called it home ever since.

Edna has a background in photography and journalism as well as retail sales and accounting. She worked in commercial banking for 5 years and for 3 years was employed by the Federal Reserve Bank in San Francisco. For 12 years Edna worked as a para-professional accountant in industrial manufacturing. She is also the mother of three grown children and looks back on her years of child-rearing as the most satisfying of her life.

Edna visited the San Jose Historical Museum once early in the 1970’s, when it was still housed in two metal warehouses. She then read an article in the newspaper about three years ago which said that the Museum was seeking new volunteers. Edna’s love of history brought her out to speak to Volunteer Coordinator Dulcie Janzen, and she quickly became involved.

Edna has already served one year as Treasurer of the Museum Association and is now becoming a second term. She has put in many, many hours here at the Museum guiding us in the setup of a new bookkeeping system that will work for our growing and expanding organization.

Her real love, however, is the history of costume and fashion design. Edna is anxious to spend more time working with and developing our Museum’s Costume Bank. She sees this growing collection of reproduction period clothing as a source of reference and information for schools and individuals interested in the costume field. Edna also foresees a day when we might have a number of period costumes available for rental.

Away from the Museum, Edna is an avid tennis player. She enjoys reading, especially historical novels, and furniture refinishing.

We are very fortunate to have Edna on our Board of Directors again this year and hope she will remain involved here at the Museum for many years to come.

DOCENT TRAINING TO BEGIN FEBRUARY 25

The members of the San Jose Historical Museum Docent Council act as interpretive tour guides and teachers to over 30,000 children and adults each year at the Museum complex in Kelley Park, at the Peralta Adobe in downtown San Jose, and in the school classrooms. The creative talents and deep commitment of these 115 men and women is evidenced by the thousands of volunteer hours they contribute to the Museum.

Providing tours at the Museum complex is the primary function of the Docent Council, but this is only the beginning. Beyond this exciting service, the Docents create new education programs for children and adults. The Victorian School Kit is a popular educational program developed by the docents for 3rd grade children and above. Presented in school classrooms over 70 times a year, this unique hands-on educational program receives raves from teachers and children alike.

In the past year the Docent Council has designed a new tour of the Japanese Friendship Gardens in Kelley Park which highlights the symbolism of the rocks, trees, lanterns, and Koi fish. At the present time, work is being accomplished on several creative projects including an Ohlone Indian School Kit, a walking tour of historic downtown San Jose, an adult outreach kit highlighting the years 1919-1939, an armchair tour for mobility-impaired individuals, and a touch and tour experience for kindergarten through 2nd grade children.

Docents continue to learn and grow through their association with the Docent Council. Monthly meetings include speakers on such informative topics as antique furniture, the San Jose trolley restoration project, and antique children’s books. The Docents also have the opportunity through field trips to visit such interesting places and exhibits as the New Almaden Quicksilver Mine Park, the DeYoung Museum’s Vatican Exhibit, San Juan Bautista, and the restored state capitol in Sacramento. Docents also enjoy social gatherings such as a Christmas party and an appreciation luncheon in June. As Glenni Bramer, long-time Docent and fourth-generation Californian, says, “I enjoy being a Docent at the Museum for the growth experience, sharing Santa Clara Valley history with children, and the education of myself.”

Each spring the Docent Council conducts a training session for those individuals interested in becoming a Docent. This year’s training classes begin on February 25th and continue each Monday morning until May 20th. During these thirteen sessions, Docent trainees will hear lectures on California and Santa Clara Valley history, learn tour techniques and communication skills, as well as receive training in the Museum buildings and exhibits.

 Individuals interested in becoming a Docent are invited to one of two Get-Acquainted coffees at 10:00 a.m. on Thursday, January 31 or Wednesday, February 13 at 1:00 p.m. in the Meeting Room of the Pacific Hotel. At that time information will be presented on the Museum, the Docent Council, and the training program. Anyone wishing to attend the coffee or to learn more about the Docent Council may call either the Docent Coordinator at the Museum (287-2290) or Eva Jamrus, Docent Council Admissions Chairperson (227-1938). We look forward to hearing from you!

SELECTED DOCENT TRAINING LECTURE SCHEDULE

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Topic</th>
<th>Presenter</th>
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<tbody>
<tr>
<td>March 4</td>
<td>9:30 a.m.</td>
<td>Spanish Era — Phil Grasser, Museum Association Board Member, History, MA</td>
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<td>March 11</td>
<td>9:30 a.m.</td>
<td>Mexican Ranch Era — Phil Grasser</td>
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<td>March 18</td>
<td>9:30 a.m.</td>
<td>Peralta Adobe, the History and Restoration — Frances Fox, Museum Association Board Member</td>
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<td>March 25</td>
<td>10:00 a.m.</td>
<td>Ohlone Indians — Winston Dines, Coyote Hills Regional Park Naturalist (ocean history)</td>
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<td>April 1</td>
<td>9:30 a.m.</td>
<td>Statehood, Migration to California, Early Valley Agriculture — Dennis Moynihan, History M.A.</td>
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<td>April 8</td>
<td>9:30 a.m.</td>
<td>Victorian Daily Life — Caroline Garrett, Lecturer on Americana</td>
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<td>April 15</td>
<td>9:30 a.m.</td>
<td>Walking Tour of Downtown San Jose — Museum Docents</td>
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<td>April 22</td>
<td>9:30 a.m.</td>
<td>Pre-Technology, 1900-1920 — Dennis Moynihan</td>
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<td>April 29</td>
<td>9:30 a.m.</td>
<td>Oral Presentation Skills</td>
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DELIVERING PROFESSIONAL SERVICE AND QUALITY MATERIALS SINCE 1904.
DOWNTOWN MOVIE MEMORIES

On May 18th, Camera Three became the first new theatre to open in downtown San Jose in 35 years. As Mayor Tom McEnery remarked at the dedication, it was good to see San Jose regain a little of its former reputation as a theatre town.

A brief look at the historical records affirms the Mayor’s statement. When the last previous downtown theatre was opened (the Studio in 1950), there were six other movie houses operating on First Street, two on Second Street, and another on Market. For those who didn’t want to come all the way downtown, there were the neighborhood theatres: the Garden on Lincoln Ave., the Mayfair on E. Santa Clara, and the Towne on the Alameda.

As in other cities, San Jose’s moving picture houses evolved from the local theatrical stage. Due to its strategic location on the main railroad line running along the coast, San Jose was on a major theatrical circuit and, according to Theron Fox, most of the traveling theatrical troupes played in San Jose prior to opening in San Francisco. At the turn of the century the first movies began to make their way to San Jose and a few local film moguls got their start here in San Jose with the opening of his Unique Theatre on E. Santa Clara.

Although Grauman was to have theatres in several other northern California cities, it was here that he discovered Fatty Arbuckle, who was working at a local restaurant as a singing waiter. Grauman immediately signed Fatty up as a performer at the Unique Theatre, where the young actor performed one day per week. Always the showman, Grauman arranged to have Fatty displayed in the front window of a local Greek restaurant so that the local populace could catch a glimpse of the new discovery engorging the equivalent of ten normal dinners. At Jolson, another Grauman find, also began his long and dance career on the stage of the Unique.

Perhaps San Jose’s most venerable stage and film house was the Victory Theatre which was located near the First Street Theatre and near the Fleishman’s store. The Victory, built by Senator James D. Phelan, opened its doors on February 2, 1900. A production of Sheridan’s “A School for Scandal,” Oliver Morroco, of San Francisco’s “Morroco Grand Opera,” ran theatrically in the Victory Theatre during the early months of 1900 and in the latter parts of 1920 you could see such diverse entertainments as, David Belasco’s “Daddies,” and Ibsen’s “Ghost.” By 1890, the city, now known as the Victory Vitaphone, was showing such different types of entertainment as the Millionaires, with Clara Bow, “Near the Rainy End’s” with Bob Steele, and, “A Murder Case” with Laurel and Hardy. The Victory Theatre remained relatively successful and made its mark in the city as a premier attraction.

Name changes were a common occurrence in the history of our local theatres. The Joe Theatre, built in 1904, is the only one of the older generation to have kept its original name.

For a little trip down memory lane, let’s see how many of you old-time movie buffs can remember these theatres as we move south on First Street: The Victory, the Phoenix, the North Pacific, the Lumina (1910-15) later called the Class A. A movie house called the Scenario opened in 1910 and 1912. By 1913 it had reverted to retail as Bloom and Sons. James Beatty, San Jose’s first movie theatre owner, owned the Beatty’s on South Second, and the Liberty on South Market, had a theatre called the American at 141 South First. Beatty later moved to the 1500 block in San Jose where he sold all of his theatres to the National Theatre Syndicate. The Liberty Theatre was the called the National for a number of years following the sale.

In 1905, the Padre Theatre opened at almost the same time as the American. The Padre, later called the Fox Padre, was noted for westerns, and supplied a steady stream of actors starring the likes of Randolph Scott and Johnny Mack Brown. One of the most popular showplaces in town was the Theatre Deluxe which opened in 1915 at 230 South First. The name Theatre Deluxe was too much of a mouthful for San Jose moviegoers and it wasn’t long before it was known as the “T & D.” The “T & D” was in attendance at every theatre, and even later the Fox California. (Things get complicated here.) At that point the Fox channel built their station on Pico Street which they christened the California Theatre. The old Fox California was renamed the Miss Leon, later the Fox California.

Vising with the T & D for the customers admissions was the Leowe’s Hippodrome at 261 South First. There first customer was a man who came in and asked for a ‘no talks, no time, and a “umpire vaudeville show” for 30 cents adults and a dime for kids. In a typical evening the customers might see such routine players as “His Temporary Wife,” or, “The Soul of Youth,” and on the same bill, the Hippodrome offered Pique and Powers, Magicians, Richard Hill and Coo, and the Meryl Price Girl’s Quartet, Dan McLean — Baritone, and Francis Owen and Co. doing a skit entitled “Grandpa.” The Hippodrome later became the State Theatre and then finally the U.S. Theatre until it was destroyed in the early 70’s.

The California, rechristened the Fox after the war, remained the City’s stellar movie house until 1950 and the opening of the Studio Theatre across the street. The Studio’s reign was shortlived, for by the mid-fifties television and the numerous drive-in theatres were drawing away the family-oriented generation of the post-war period. Unlike the Fox, the Studio has remained open as a Spanish language theatre.

A few of the old-timers made their appearance on First Street in the 70’s. The Pussycat (now Camera I) was originally a shoe store and later became a theatre. Shortly after the old Gey Theatre at the corner of First and San Salvador became an adult theatre and then the San Jose. Presently, the Studio Theatre at the corner of First and San Salvador.

Any recounting of downtown theatres would be incomplete without mention of the old Lyric Theatre which stood for almost 50 years across the street from the Fox California. The neon sign from this long gone theatre resides in storage in the San Jose Historical Museum in Kelley Park. The Liberty Theatre, opened in 1914 and torn down in 1982, should also be remembered. It was the City’s first edgy language movie house. The salvaged remains of its ornate ceilings can be appreciated in the large new dining room at Teak’s German Inn on North Pacific.

The list of lost theatres, the Victory, the Lyric, the Liberty and the Hippodrome form a ghostly pendant of pleasurable memories for a fading few who recall the Saturday matinees, bank nights, door prizes (wouldn’t you like to have a complete set of the depression glass dinnerware now?), the cheesy confectons (Walnetoes, Black Crowes, Jaffrey, Holloway suckers), and the tears and the laughter of an innocent time and place.

The opening of the new Camera 3 theatre is just one more indication that downtown will live again as the center for the City’s entertainment.

This new addition joins the San Jose Repertory, Camera 1, the Center for the Performing Arts, the San Jose Symphony and Opera, and several building amateur theatrical groups in helping San Jose to become the South Bay culture capital. Perhaps soon that sleeping giant, the Fox California Theatre, will be lit again and a whole new generation can wonder at the grandeur and opulence of the Golden Age of the movie palace.

Jack Douglas
San Jose Historic Landmarks Commissioner

January Sales
in our Gift Shops

Museum: Tues. - Fri. 10-4
Sun. - Sat. 12-4
St. Claire: Open Daily

Exterior of the Victory Theatre of San Jose. Photo taken from Reminiscences of Clara Valley and San Jose, California by A. Marx.

MULLER CONSTRUCTION SUPPLY
1277 OLD BAYSHORE HIGHWAY
SAN JOSE, CALIFORNIA 95112
PHONE (408) 288-7277
PARK BENCH PROGRAM

The last of the commemorative benches have been purchased and, come warm sunny days, there will be lots of resting places for visitors to the San Jose Historical Museum complex in Kelley Park.

Besides individuals and families, organizations are among the latest purchasers of the decorative benches. These include the California Pioneers of Santa Clara County, founded in 1875, and honoring those "beyond the sunset"; and the San Jose Clara Foundation, founded in 1856, the bench dedicated to all deceased brothers.

The Kiwanis International and East San Jose Kiwanis Club are two other organizations donating benches, along with VAL League, a philanthropic women's group which sponsors an annual melodrama and a silent auction to raise funds to "adopt" and maintain the charitable organizations selected by its members.

There is now a bench in memory of Frank W. Branhall, first and second president for the City of San Jose. Mrs. Branhall donated the bench in memory of her husband who died in 1969. He was hired when the Department was established in 1942.

Mr. and Mrs. John Hamilton, long members of the San Jose Historical Museum, have a bench dedicated to their 19-year-old son, David, who died in a boating accident in 1970.

Jane Brownston is donor of a bench in memory of her husband, Dr. Leighton P. Brownston, civic leader and San Jose dentist for 62 years prior to his death.

Two Museum docents joined the list of bench donors. Arlene Teets gave a bench in memory of her parents, Gastento and Rosina Camperici, Los Angeles residents, and Ming Hecht also gave in memory of her husband and a sister, Geraldine Citron Berman and Maurice (Don) Berman. Citron was an insurance agent in San Jose. His widow, Rose, donated the bench in memory of her jeweler, Don Berman.

Jean Jensen, who has been involved with the Museum for 15 years, serving as a docent and currently heading up a task force to work on setting a replica of San Jose's historic Chinese Jose House built at the Museum, has donated a bench for the entire family...husband Darrell, daughter Marlena and sons Brad, Scott and Matthew "who grew up with the Museum and feel they are a part of it".

Mr. and Mrs. Charles Kuhn, Evergreen area ranchers and civic leaders, have purchased one of the last benches. Kuhn's parents were ranchers in San Jose, the daughter of George M. Bowman, banker and early cannery executive. G. Wendt and Company meat market which stood on N. Market Street for nearly a century has been honored with a plaque on a bench donated by Wendt and her sister, Rhoda Stuthe. Lorraine Vick has donated a bench in memory of her mother, Helen Cheney Adams, long-time member of Neighborhood Group whose ancestors came over on the Mayflower. Mrs. Adams, according to her daughter, was interested in history. She also appreciated finding a bench which to rest on the long walks to town when she was up in her 80s.

Mr. and Mrs. Richard H. Silva have donated a bench honoring their parents, Mr. and Mrs. Richard B. Silva. Mr. Silva was a founder of the Gordon & Silva appliance store in San Jose in 1933.

Finally a bench honors Mr. and Mrs. William A. Headley Sr., and was donated by their eight children.

This concludes our Park Bench Program for the time being, at least. Where more streets are added to the Museum grounds we will resurrect this very successful program and provide our members with opportunities to donate additional benches!

Patricia Loomis

HAPPY HOLLOW UPDATE

The spirit of Hallowe'en radiated throughout Happy Hollow Park and Zoo on the weekend of October 27 and 28. Customers were treated to a special treat in the way of a carriage ride and in addition to an appearance by Mr. Pumpkin himself. Blessed by good weather this year, children of all ages tricked-or-treated throughout the park. The staff of Happy Hollow joined in the festivities by wearing some very interesting and original costumes for the occasion.

Tours of the Happy Hollow Puppet Theatre highlighted the month of November. In conjunction with the newspaper KIDS, KIDS, KIDS, family groups made reservations for a behind-the-scenes tour of the puppet theatre. Visitors were treated to a private showing of our current show as well as a close look at how puppets and marionettes are constructed and operated. Because the response to this program was so enthusiastic, Happy Hollow will definitely repeat the program again in the near future.

In December, some of the staff at Happy Hollow Park and Zoo were involved with Christmas in the Park Display which is held annually in downtown San Jose's Park Center Plaza. This display opened on December 15, at 7 p.m. and runs through December 27, 1984. Part of the opening ceremony included a parade. Happy Hollow's own Danny the Dragon appeared in the parade. Happy Hollow Park and Zoo is open daily from 10-5. For current information regarding admission prices, group rates, etc. please call 229-8188.

The following recipe was served at our Holiday buffet. Many of you requested that it be printed in the newspaper.

Jaan Buckley

SPINACH DIP

1 cup of low fat brown n' serve sour french bread 1 1/2 cup package of frozen, choped spinach (thawed)
1/2 cup pearl barley flakes
1 cup chopped green onions
1 tsp. garlic powder
1 tsp. pepper
2 cups mayonnaise
Mix spinach and all other ingredients in a food processor or blender. Cut low fat french bread. Serve dip in the hollowed-out loaf and use the bread for dipping.

ANTIQUE PHONE BOOTH ACQUIRED

A new addition has arrived in the lobby of the Pacific Hotel! The Association has just acquired an antique booth that was delivered and on hand for the annual Christmas party.

The idea of the phone booth goes back several years to when someone mentioned the lack of a public phone on the Museum grounds. All the present phones are on the city's expense. With the increase in activities on the grounds, the need for a public phone has become even greater.

During a local antiques fair, a dealer had several booths for sale. When the idea was presented to the Museum's Board of Directors to acquire one, the funds were voted for the purchase of a suitable booth. What we were able to acquire was a 1907-era double panel oak booth. The booth is in excellent condition and looks brand new. The dealer didn't have much background history, but indicated it came from an old hotel in Wisconsin. As soon as it is permanently situated, a pay phone will be installed for the use of our public.

The Board, in continuation with the donor recognition program, is soliciting any interested persons who would be willing to underwrite the cost of the booth with a donation. Donors who give $500 or more will have the honor of their name on a plaque mounted on the booth.

Eric Bracher