1996 Membership Drive Begins

The San Jose Historical Museum Association is pleased to announce the start of its annual membership drive. This year the Association's very special membership premium will be a video titled "On the Banks of the Guadalupe," the story of early San Jose told through two families and their homes, the Peralta Adobe and the Fallon House. The 1996 membership premium will be available to all new and returning members.

The Association is very excited to present to our members, copies of the award winning video presently shown at the Peralta Adobe and Fallon House Historic Site. Winner of an American Association of Museums video award, "On the Banks of the Guadalupe" will surely be a video you will want to watch over and over again. Produced by Tam Communications, the video tells the story of San Jose from the early Native American period to Victorian America. Using vintage photographs from the Historical Museum's archives, other archival resources, and new photographs of the recently restored Peralta

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Founding of the Pueblo Celebration

Celebrating "Firsts" in San Jose History

The third annual celebration of the Founding of San Jose will begin with a civic ceremony to be held on Wednesday, November 29, 1995, at 11:30 A.M., at the Peralta Adobe, the city's oldest structure, located at 175 W. St. John Street. The purpose of the celebration is to commemorate the founding of the Pueblo de San Jose de Guadalupe in 1777 as the first civil settlement in present-day California.

The event will feature a short program emphasizing the importance of the Pueblo of San Jose and highlighting other "firsts" in San Jose's history. KNTV's Maggi Scura will be M.C. for the celebration, which will feature San Jose City Councilmember Alice Woody and other local dignitaries, and remarks by Jose Coto, Superintendent of the Eastside High School District. Entertainment will be provided by Arte Flamenco and the children of Schallenberger Elementary School. Complimentary refreshments will be served. In the case of rain, the ceremony will be moved to the lobby of City Hall.

This event, sponsored by the San Jose Historical Museum Association and partially funded through a grant from the City of San Jose, has been declared an Official City Event by the Mayor and the City Council. This committee which has planned the week's activities has been ably chaired by Edward M. Garcia, a member of the Board of Directors of the Museum Association.

On Thursday, November 30, 1995 at 3:30 P.M. a lecture entitled "The Founders of San Jose: A Personal Perspective" will be presented free to the public by Dr. George Vasquez, a member of the

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A VICTORIAN CHRISTMAS

The San Jose Historical Museum celebrates its tenth annual Victorian Christmas Saturday and Sunday, December 9 and 10, 1995, 10:00 AM to 4:00 PM. Celebrate the holidays in California's first city with fun for the entire family.

The Museum, resplendent in true Victorian spirit, will shine as visitors enter the festively decorated historic house and businesses. Elegantly costumed entertainers and enchanting musical groups will take you back to the time when Queen Victoria reigned.

Each day children can look for surprise visits by Father Christmas, be treated to complimentary craft activities, and hear stories of yesteryear told by enthusiastic storytellers. Take a step back in time by riding the historic trolley cars, see horse-drawn wagons, and taste hot-roasted chestnuts. Over forty dolls and nutcrackers will be on display for the donation doll drawing in the lobby of the Pacific Hotel (see related article on p. 5.)

The Museum grounds and seventeen historic exhibit buildings will be decorated for the holidays from December 1 through January 2. Admission to the Victorian Christmas event is $6.00 for adults;

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This Issue Of The
ASSOCIATION NEWS

IS SPONSORED BY:

Bob and Marjorie Pierce
and

Mark J. Pierce

SAN JOSE HISTORICAL MUSEUM ASSOCIATION
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SAN JOSE, CA 95112-2599

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SAN JOSE, CA.
In 1983 the San Jose Trolley Corporation was formed for the purpose of restoring historic trolleys for use in downtown San Jose and the Museum. With donations from many sources the Trolley Barn was built and the first test track was constructed here at the Museum.

Since that time the Trolley Corporation has performed many services for the Historical Museum in addition to renovating and restoring eight trolleys. Many of the trolleys can be seen operating downtown and here at the Museum.

Most all work is done by volunteers. In a typical week there may be 55 or 40 volunteers. Some are part of a regular crew; others will come in and do a specific job in their area of expertise.

They have recently completed the restoration of their first horse car (circa 1863). The main body of the car was originally discovered in San Francisco. It was nothing more than a pile of wood and some metal parts that had been tugged away in storage on one of the piers. There were many missing parts, the most significant being the wheels (wheels and axles). Fred Bennett and the volunteers set out to work to restore what remained of the body and to locate or manufacture the missing parts. The correct trucks were ultimately discovered in Melbourne, Australia. The beautifully restored Horse Car #7 is on display in the Trolley Barn and can occasionally be seen operating at the Museum.

Recently, the San Jose Trolley Corporation merged with the Santa Clara Valley Railroad Association and the new entity is called the California Trolley Railroad Corporation. San Jose Trolley Corporation, now the C.T.R.C., is negotiating the final agreement with the City of San Jose to build a new section of trolley track that we hope will ultimately go from the Barn along Senter Road to Happy Hollow. The project has been two years in the making. It is an enormous expensive and the people involved have been especially busy with the labor and materials donated. C.T.R.C. expects the agreement to be signed very soon so that construction can start.

A special thanks to those who had such foresight back in 1983 and who have worked so long and hard to make these projects come together.

Tim Starbird, President

DIRECTOR'S REPORT

You May Find It In The Archives

The San Jose Historical Museum Archives collects, preserves and makes accessible for public research the city of San Jose's unique history in the form of library records and manuscript materials. The collections are currently housed in a portion of the second floor of the Pacific Hotel building and on the entire second floor of the Bank of Italy.

The materials have been collected since the early 1960s and continue to grow regularly. There are many treasures of local materials that document the unique history of San Jose and the Santa Clara Valley. The need to provide property for these archival materials with appropriate space and staffing is the current subject of much discussion.

Leslie Masunaga, Archivist for the Historical Museum since 1986, recently attended a conference given by The Society of American Archivists in Washington D.C. This was their annual meeting and Leslie was able to attend a special two day training session on “Planning for New and Renovated Archives Facilities.” Leslie came back with a lot of ideas and information to share with those interested in the Archives being further developed.

In order to meet the needs of the Archives and the public, Leslie coordinates the support of many volunteers who give over 2,000 hours in this program annually. Any average year can include over 700 public research requests with the public visiting the Archives, telephoning or writing for information. Leslie manages the historical photographs collection with reproductions available for a service fee.

The Archives continues to collect materials of local significance and each year many unique items are added to the collection that already includes the Pueblo Papers, Semiprecious Stones, Blueprint Collections, Sanborn Fire Insurance Maps, Alice Hare Photograph Collection, local newspapers dating from the 1880’s to the 1940’s, San Jose Street Improvement Maps and more.

Leslie Masunaga is considered outstanding in the field of archives and museums. She is a past President of the San Jose Historic Landmarks Commission, supports many local historical and arts related organizations, and coordinates many Historical Museum events and programs.

A very special holiday gift may be a photograph from the San Jose Historical Museum Archives reproduced and framed for those who enjoy the history of our community. You may just find it by calling the San Jose Historical Museum Archives.

Mignon Gibson, Museum Director

FROM THE EDITOR

Adopt-a-School Program Grows

For the past three years the San Jose Historical Museum Association has had a wonderful working partnership with Schallenberger Elementary School in the Willow Glen area of San Jose. The Association “adopted” Schallenberger as part of San Jose Unified School District's Adopt-a-School program.

As the partnership has developed, the Association has ensured that each classroom teacher from the 2nd through the 5th grades has an opportunity to sign up for the program free of charge each year with the Museum underwriting the cost. These programs include History Hikes downtown, the Historical Transportation Exposition for third and Indian Schoolkit presentations, as well as the traditional Museum tour.

This year one of the Schallenberger classes was fortunate enough to be selected in the lottery for a Westward Ho program and we also had a Fourth Grade class from Schallenberger participating in the new Adobe Day experience at the Peralta Adobe in October.

In addition, one of the more enjoyable events the Association sponsors each year is a Halloween Party for Schallenberger students and their families on the Museum grounds. This year the party was held on October 30 and included traditional trick-or-treating at the various historic homes and a parade of the students in their costumes. It is a wonderful opportunity for us to mingle with the Schellenberger community and continue to make them feel welcome at the Museum.

Throughout the year the Association’s relationship with Schallenberger continues to be strengthened in other ways. We provide funds for their fundraising events, for instance, and the students participate in activities sponsored by the Museum and the Association. When you attend the Fourth of July Festival on November 29, for example, you will surely enjoy a poetry presentation by Mrs. Olivo’s 4th-grade class.

For information on how you might share your talents with Schallenberger students or assist in supporting any of these programs, please call me at 287-2290.

Kathleen Muller, SJHMA Executive Director

DOCTOR'S REPORT

The 1995-96 year is in full swing as 175 weekday and weekend Docents fill in the slots for the number of programs and tours offered at the Museum. Docents have responded to the interest and needs of the schools by expanding the number of presentations of Westward Ho, Indian School Kit, and Victorian House programs. In meeting the needs of the public, Docents have introduced an Historical Museum Armchair Tour and are expanding the downtown walking tours as well as presentations to community organizations. Of particular interest to the members and their out-of-town guests would be the Historic Downtown Free Noontime Walking Tours scheduled every Thursday in keeping with this theme of community involvement, the new education addition, Portraits of the Past, has been giving monthly presentations, in September at the Triton Museum and in October at Villa Felice.

Not only are Docents volunteering to teach classes, conduct tours, and give presentations, but they join with the Auxiliary members and Association members in working at special events. These groups certainly contributed to making the Air Systems Car Show such a success. Docents volunteer at their time Docents, Auxiliary Volunteers, and the Association Board sponsored cars at this event. Several Docent classes are also collecting money, buying a doll, and donating it for the drawing at Victorian Christmas.

This year promises to be an exciting one with organizational changes, beginning construction on the Portuguese Imperial, restoration of the Markham House, and the addition of new programs. Members of the Membership Task Force have held many meetings to formulate a framework for the union of the Auxiliary and Docent groups. The Creative Programming Committee has set a target date of March, 1996.
for presentation of their project Women of Distinction, which promises to be an exciting addition to our educational program.

Why do Docents give so much of their time to the Museum without pay? The simple reason is that it is rewarding. You get more out of volunteering than money can buy.

Richard Sachen, Docent Council President

AUXILIARY REPORT

Fall is here and also are the many, many children on the grounds for their educational tours of the Museum and for programs such as Westward Ho (a student participant program involving the western movement) and the Historic Transportation Recreation. These tours and programs are conducted by the Docents, but they also impact Auxiliary service areas such as the Lobby Desk, the City Store and definitely O'Brien's. And just around the corner is Victorian Christmas. The volunteers do keep busy.

And speaking of busy, our newest service area, the Garden Club, added to the Auxiliary Board just this year, has done a marvelous job on the Museum grounds this year. If you haven't been to the Museum recently you have missed the wonderful flower and garden beds. I think having flowers around the Fruit Barn has changed the personality of that building immensely. Over 2,000 bulbs (donated by San Jose Beautiful) will have been planted. This will sure add to the recorded hours.

Since January of this year, we have lost only 17 Auxiliary volunteers. And when I reviewed the reasons for leaving, I'm happy to report that only a couple said the tasks were not rewarding. We welcomed 43 new volunteers to the Auxiliary during this same period. I'm extremely proud of this growth. As the old sayings go: "There is always room for one more" and "The more the merrier." Why not join us and become part of a happy family?

Dean Helms, Auxiliary President

MUSEUM STAFF

Mgnon Gibson, Director
Wonda Forbes, Senior Steno
Jeanne Kondo, Clerk/Typist
Leslie Masunaga, Archivist
Virginia Beck, Curator of Education
Beverly Blockie, Volunteer Support (P/T)
Fawna Ferguson, Volunteer Support (P/T)
Carol Provenzano, Volunteer Support (P/T)
Mary Anne Schroeder, Volunteer Support (P/T)
Al Spivek, Volunteer Support (P/T)
Beverly Tranakle, Volunteer Support (P/T)
Monte Duras, Museum Events
Sarah Heigho Nunez, Curator
Nancy Valby, Curator
Fred Bennett, Trophy Barn Manager

ASSOCIATION STAFF

Kathleen Muller, Executive Director
Barbara Johnson, Development Director
Robert thea, Peralta-Fallon Site Director
Carol Ouellette, Bookkeeper
Judi Henderson, Membership Coordinator
Toni Evans, Shops Manager
Susan Miller, Shops Scheduler/Supervisor
Marge Lentricchia, Shops Supervisor
Judy Peck, Shops Supervisor
Julie Peterson, Vintage Reflections Manager

IN THE COLLECTIONS

Construction is underway on the San Jose Historical Museum's newest exhibit project, the Portuguese Imperio. The Imperio replicates a building constructed about 1915 on E. Santa Clara Street at the present site of the I.E.S. Hall. It served as a chapel until the construction of the Five Wounds Portuguese National Church in 1919. The Imperio's primary role, however, was as the center for the Portuguese community's most important annual event, the Holy Ghost Festival.

The Imperio exhibit building will be one story wood frame structure with a full basement. In front of the building are eight hand-hewn oak stumps, forming a plaza area. The plaza will be decorated with a tile mosaic depicting the "Rose do Ventos" or compass rose, symbol of Portuguese leadership in the Age of Exploration. The project is being completed in several phases. Phase I, completion of the building, is estimated to occur by June 1986. The estimated completion date for Phase II, the bandstands, plaza and exhibit, is October 1986.

The first floor of the building will house exhibits focusing on the history and culture of the Portuguese in the Santa Clara Valley. Displays will include Portuguese and the dairy industry, building of the Five Wounds Church, history of the Holy Ghost Festival, the Benevolent Social Club and the many individual stories of Portuguese immigrants. One exciting feature is the proposal for an interactive computer display on family history. Visitors will be able to access information on relatives, see their pictures or read letters and diaries. Visitors can add their own family history to create an on-going record of the Portuguese community. The basement floor will initially serve as a multi-purpose area. Long-range plans for the space include a small theatre and changing exhibit space.

The Imperio exhibit building is a partner project of the Historical Museum and the Portuguese Heritage Society of California (PHSC). PHSC is a non-profit organization established in 1993 to support this project and promote the history and culture of the Portuguese in the Santa Clara Valley. Funds for the project come from grants from the Santa Clara County Historical Commission, the Gulbenkian Foundation of Lisbon, the Luso-Americana Foundation, the Camões Institute and the Portuguese government as well as numerous individual contributions. The Historical Museum is pleased that this project representing an important part of the history and culture of San Jose is being developed and donated to the citizens of San Jose by the Portuguese community. The Imperio exhibit building will add a significant attraction to the Museum grounds.

Sarah Heigho Nunez, Curator

INTERIM EXECUTIVE DIRECTOR APPOINTED

Stabilization Board Begins Work

On September 6, 1995 City Manager Regina Williams announced the appointment of Adriana Garza, Deputy City Manager for the City of San Jose, as the Interim Executive Director for the San Jose Historical Museum.

Ms. Garza was hired for the Deputy City Manager position in July 1995, coming to San Jose from the position of City Manager of Douglas, Arizona. Ms. Williams appointed her to the Museum post after searching for an Interim Director from outside the City.

Ms. Garza met with the City Council-appointed Stabilization Board for the first time on Wednesday evening, October 11, to begin the task of planning the eventual transition of the San Jose Historical Museum to non-profit management. The Board will meet twice a month in mid-December, with meetings open to the public. Members of the Museum Association interested in attending the meetings should call the Museum for a current schedule.

CORPORATE DOLLARS BENEFIT MUSEUM ASSOCIATION

Corporate matching funds will result in approximately $5,000 in contributions to the San Jose Historical Museum Association in 1995. If your employer has a Matching Funds Program, it may match or even double your contribution to the Museum Association. Companies provide varying amounts of matching funds; whatever the program the Association benefits. Please check with your personal residence office or call the Museum Association Office, 408-277-3780 for further information.

At the present time, we are qualified with the following companies:

AT&T, Macy's, Adobe Systems, The St. Paul Company, Apple Computer, Sun Microsystems, Bank of America, TRW, Cirrus Logic, United Technology (UTC), General Electric, United Parcel Service, IBM, Westinghouse

There are many other companies that have matching gift programs. Please check with your employer if they are not on this list. Thank you for all your support.

Employment Opportunity

The SJHMA will soon have an opening for a retail salesperson at The City Store, Peralta Adobe & Fallon House Site. We are looking for a responsible individual who enjoys meeting the public and is available to work 30 hours per week, Wednesdays through Sundays. For an application and salary information, please call Kathleen Muller, 408-287-2209.

Garden City Pottery Co.

Information or documents wanted for research project.

Jim Pasquali
(408) 861-4184

408-279-7050
1230 Yard Court San Jose CA 95133
MUSEUM ASSOCIATION AWARDED KNIGHT FOUNDATION GRANT

New Educational Programs at Peralta-Fallon Site

In late September the San Jose Historical Museum Association became the recipient of a $20,000 grant from the John S. and James L. Knight Foundation for the development and promotion of educational programs at the Peralta Adobe & Fallon House Historic Site. In particular, the Knight Foundation grant will be used to promote the elementary level educational programs already established at the Peralta-Fallon Site, including the hands-on Adobe Day experience funded through a grant from The Valley Foundation and developed initially by Association member and volunteer Bonnie Sublett.

The grant will also support the development and training of a corps of living history interpretive characters who will make the Site "come alive" on a regular basis in the future, and the development of an educational program for students at the secondary level. Both of these programs will be launched within the next year.

Established in 1950, the John S. and James L. Knight Foundation makes national grants in journalism, education, and the field of arts and culture. It also supports organizations in communities where the Knight brothers were involved in publishing newspapers, but is wholly separate from and independent of those newspapers. In 1994, the Foundation paid out $34 million in grants.

The Association is proud to be the recipient of this prestigious and generous grant and is particularly grateful to Dolores Moore, Assistant to Jay Harris, Publisher of the San Jose Mercury News, Mayor Susan Hammer, and Councilmember Margie Fernandes for their support of our grant proposal.

VALLEY FAIR PROMOTES THE MUSEUM FOR THE HOLIDAYS

When you receive the 1995 Valley Fair Holiday Brochure in the mail, don't put it aside. Take a closer look. You will notice some familiar sites. Valley Fair is featuring the San Jose Historical Museum in Kelley Park and the Peralta Adobe & Fallon House Historic Site for their 1995 brochure. Stephen Palm, a member of Association's Board of Directors, pointed us in the direction of Valley Fair's Marketing Department. Stephen's contacts, as Valley Fair's legal counsel, provided the means for us to pursue this project. You'll undoubtedly recognize some of the photos and even some of the Museum's collections in the magazine. The Museum and Association staffs worked closely to make this project come together.

Thank you Stephen Palm and Valley Fair for presenting this promotional and marketing opportunity to the Museum.

PLANNING AHEAD

Remembering SJHMA in Your Estate Planning

"The be-all and end-all of life should not be to get rich, but to enrich the world." — B.C. Forbes

OPPORTUNITIES FOR YEAR-END GIFTS

As 1995 draws to a close, people become aware of what they did and did not accomplish during the year. Perhaps some feel regret that the year has passed less productively than they would have liked. Some begin to plan ahead, while still others are determined to accomplish more before the year ends.

Thoughtful gifts to the San Jose Historical Museum Association are not only possible yet this year but also practical for many donors. These gift suggestions are sensible strategies to consider beyond this year.

- Give cash...nothing is as simple and direct as giving cash, unrestricted or designated.
- Solicit your employer's matching gift...you can increase your gift of cash if your employer offers a matching gift program.
- Transfer appreciated assets...stocks or other investments that have grown in value and that you have held for more than one year can become a substantial gift at a low net cost to you.
- Take a capital loss yourself...if you own securities worth less now than when you purchased them, sell them and contribute the proceeds to us. Then you can take a capital loss on your tax return - a tax break that is not available to us should you give us the securities directly.
- Give insurance...as you review your year-end financial status, remember that a no-longer-needed life insurance policy is a viable gift.

This information is of general nature and not intended as legal advice. You should consult your legal advisor about the best way to provide for SJHMA in your estate planning. If you choose to include SJHMA in your Gift and Estate Giving Plans, her is some sample language to use:

"I give, devise, and bequest to the San Jose Historical Museum Association, located at 7050 Senter Road, San Jose, CA 95112, ______% of my estate; OR $________, dollar amount of gift or description of property; OR ______% of the residuary of my estate."

Call Barbara Johnson, Development Director, SJHMA for further information at 287-2290.

The Peralta Adobe Day hands-on activity program for students in grades 3, 4, and 5 was introduced to teachers at an Open House co-sponsored by the County Office of Education and the SJHMA on October 11, 1995. Teachers had an opportunity to try various experimental learning stations such as roping a "steen" grinding corn, making a corn husk figure, dipping candles, and making an adobe brick. They also viewed the collection of clothing the students will put on for tableaux photos. The teachers had an opportunity to visit the Fallon House, as well, and preview materials for the walk-through tours of both the Peralta Adobe and Fallon House.

The Living History days that were initiated in August, September, and October have ended for the season. The program was enthusiastically received by those attending. Visitors had an opportunity to see spinners, dancers, costumed interpreters, take garden tours, have tea in the Fallon House Gardens and even talk with General Naglee (aka Jack Douglas).

A Civil War Family Historic Christmas will be presented again this year during December. The Fallon House will be re-occupied in season finery by the Garden City Doll Club of Santa Clara Valley, making this a wonderful destination for a before or after lunch visit by groups doing Christmas get-togethers. The Peralta Adobe will also be festooned in appropriate decorations.

A unique collection of 1800s period quilts on loan from the American Museum of Quilts and Textiles can be seen displayed throughout the Fallon House bedrooms. Quilts dating from 1840 through 1880, with intriguing names such as Rabbits in the Woods, as well as a contemporary star sampler quilt, will be on display through December.

The City Store will be open Wednesday through Sunday from 11:00 AM to 4:00 PM for holiday shopping. Looking for a unique gift, or a book on San Jose? Come to the City Store adjacent to the Fallon House to fill your special shopping needs.

The Peralta-Fallon Site will be closed to the public on December 24-25 and on December 30-January 1.

ENDOWMENT FUND DONATIONS

From August 22, 1995 to October 23, 1995, the Endowment Fund of the San Jose Historical Museum received the following donations:

In Memoriam: Edwin Mitchell
Helen Thomas
Irene Matthews
Dorothy Beasley
Mary Regina
Henry (Hank) Calloway
Fred O. Garcia
Daniel Epstein
Helen D. Muller
Bill Lamb
William Dobs
Susan B. Reed

In Honor of: Sylvia Grevechild O'Brien's Volunteers
Tony & Laurel Perusa's Twenty-Fifth Wedding Anniversary

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 Historical Museum Endowment Fund, 1650 Senter Road, San Jose, CA 95112-2599. A letter of acknowledgement will be sent to the person being honored or the family of the deceased.
How Much Is That Dolly In The Window?

Have you noticed the new exhibit in the lobby of the Pacific Hotel? By November 13 it will be showcasing the many dolls donated for the Victorian Christmas. Drawing, Big dolls, Little dolls, dolls that grow on corn, old dolls, young dolls, and even dolls just barely born. They all need love. Come buy a chance. Nutcrackers and teddy bears will abound, along with fine porcelain and huggable treasures. There will even be a doll that’s in its first year of production.

Tickets will be available at the Lobby desk in the Pacific Hotel from November 13 to the time of the drawing. They will also be sold at the Association Members Holiday Party on December 7. A donation of $1.00 is requested for each ticket or $5.00 for a book of six tickets. Each doll will have a number so you can select the prize of your choice by placing your ticket in the box with the corresponding number. To receive tickets by mail, call the Museum at 408-287-2290.

The drawing will be held on Sunday, December 10th, 5:00 PM at the conclusion of the Victorian Christmas. You do not have to be present to win.

Many thanks to the following donors: Across the Bridge, Storybook Heirlooms, Twice Nice Doll Shop, Queen’s Chest, Fawna Ferguson, Joan Helms, the Duran Family, Kathy Earnshaw, Edith Walters, Eleanor Territo, Carolyn Sinclair, and the Docent Classes of 1985 & 1990. Carolyn Sinclair Chairperson

Reminiscing with Gottschalk

World-renowned pianist Louis Moreau Gottschalk made a triumphant tour of the Far West in 1865, just after the Civil War, including two concert performances in San Jose. On November 5, 1995 at 2:00 PM, Barbara Greary, Gottschalk enthusiast and pianist, will recreate mementos of those performances with historic commentary and readings in the Victorian parlor of the Fallon House. Admission is $15.00 per person and seating is very limited. Please call 995-8182 for ticket information.

Archaeological Society Lecture

Over a seven-week period this summer, Stanford University conducted a precise laser-based mapping project at the Early Ceremonial Site (900-200 B.C.) of Chavín de Huántar, Peru. On Thursday, November 9, Dr. John Rick, professor of Anthropology at Stanford, will present a slide-illustrated lecture which will be the first discussion of this project in the Bay Area. The program is sponsored by Santa Clara University and the Santa Clara County Archaeological Society and will be held at 7:30 PM in Daly Science Center, Room 207, SCU.

County Prepares Exhibit on History of Education

A Committee established by the Santa Clara County Office of Education is in the preliminary stages of producing an exhibit on the history of public education in Santa Clara County. Anyone with information to share or memorabilia to contribute is encouraged to contact Susan Choi, Santa Clara County Office of Education, 408-455-6670.
We tend to take for granted the rich horticultural largesse that surrounds us, so it is only in the drought years that we realize that we are really living in a semi-arid region which, 150 years ago, was an entirely different landscape than the one we know today.

The Mexican War and the gold rush brought thousands of Americans and other migrants to California, and most of these newcomers wanted to create an environment similar to the places from which they came - idealized places they had known or read about. Wealthy landowners hired the best talents they could find to design their lavish estates and institutions. Early practitioners such as the great Frederick Law Olmsted, John McLaren and Rudolf Ulrich all left their mark in Santa Clara County. The following is a brief history of how the land was changed.

The Missions and Ranchos

The mission fathers were the first settlers to impose a pattern of order on the California landscape. Father Serra, on his long trip from Mexico City to San Diego in 1769, carried seeds of the caster oil plant, wheat and dates to create sources of food and medicine. He also brought seeds from European grape stock to grow for fruit and sacramental wine. Later, trees were imported - palms from Mexico and the pepper tree from Peru in 1825. These mission gardens were the first cultivated areas in this new world, and in addition to medicinal herbs and food, they provided a cool and aesthetically pleasing environment within the mission walls.

The first major landscaping project that extended beyond the missions was accomplished by Father Maguín de Catala in 1799. Under his supervision Indians from the mission gathered slips of Black Willow from nearby creeks and planted them in three rows along the trail which was to become The Alameda. For 100 years these trees provided a shady bower to those traveling between the Mission and the Pueblo de San Jose.

The colorful flower-laden ranchos as depicted in Helen Hunt Jackson's Romona did not exist in our part of the state. Local ranchos were cattle raising operations which were crude and functional. The Pueblo itself was described in 1847 by surveyor Chester Lyman as a place "consisting of a few miserable houses with one or two exceptions."

The Americanization

As gold fever waned the new settlers began to explore the possibilities of agriculture in the Valley. A local horticultural society was formed in 1853 by the pioneer nurseryman Louis Prevost. Little thought was given in those early years to planting for purely decorative purposes. The eucalyptus tree, for example, was mistakenly imported from Australia as a source of lumber.

James R. Lowe Sr., English Landscape Gardener

James R. Lowe Sr. (1808-1874), reputed to be the West's first landscape designer, was trained on the great estates in England prior to coming to the U.S. in 1852. After designing several eastern estates, Lowe was enticed, in 1854, to come to San Jose by Major J.S. Hensley to work on his North First Street property. Lowe must have been impressed with the climate and growing conditions, for he settled here and did designs for many of San Jose's wealthy landowners.

His greatest achievement, however, was the development of the 140 acre estate of General Henry M. Naglee. The General, who was probably the first major San Francisco capitalist to envision a country estate down the peninsula, wanted his property to rival those on the eastern seaboard. Lowe, like many of the early horticulturists, wanted to see how many plant species could thrive in this area, and to his surprise almost everything did. The General's landscaped estate, with plants from around the world, became, along with his Naglía Brandy, famous throughout the country.

Rudolf Ulrich

Rudolf Ulrich (1861-1906), the noted Bay Area landscape architect, was trained in Saxony prior to coming to the U.S. in 1867. His most notable achievements were the Del Monte Hotel in Monterey and resort hotels in San Rafael and Pasadena. It was Ulrich who was called upon to finally landscape the grounds around San Jose's State Normal School on Washington Square. He was to make this scruffy area a beautiful park which was enjoyed by all.

Ulrich was also hired in 1890 to bring order to San Jose's St. James Park which, thanks to earlier over-eager horticulturists, had become a jungle of trees and shrubs. In addition, he originated the idea of the desert garden which was featured at the 1893 Columbian Exhibition in Chicago.

Frederick Law Olmsted

America's foremost landscape designer, Frederick Law Olmsted (1822-1903), was involved in most of the major 19th century landscape projects in this country. He created New York's Central Park, developed the Mall in Washington D.C. and designed Chicago's Columbian Exposition in 1893.

It should be no surprise, therefore, that he was brought to California by the Stanford's to design their university grounds. Seeking to create something consistent with this area's dry climate, he convinced his clients that their new campus should reflect a Mediterranean character which emphasized dry climate plantings. The result was arcaded buildings and gravel and flagstone courtyards which were shaded by palms. Olmsted was at the forefront of the drought tolerant - native plant movement that still thrives today.

A Continuing Tradition

Over the years our valley has been served by some of the country's most distinguished landscape designers. In 1927 John McLaren, of Golden Gate Park fame, advised the planners of our noted Rose Garden, Lawrence Halprin, who was responsible for San Francisco's Ghirardelli Square and Levi Plaza, designed the short-lived Paseo de San Antonio project. More recently, the San Francisco firm of Hargreaves and Hargreaves designed our Plaza de Cesar Chavez. They have also done the plans for the five mile long Guadalupe River Park.

The soil and climate of the Santa Clara Valley have encouraged some of the most talented designers in the landscape profession. As the Valley becomes more crowded with people, homes and freeways we will need such landscape visionaries to maintain the natural beauty of our region.
GARDEN CLUB NEWS

Museum’s Garden Club has had a very successful year. Over 1,200 hours were donated by our dedicated volunteers and fourteen projects were started and maintained. Becky Regan, a junior at Los Gatos High School, landscaped the gardens at the Pasetta House in order to earn the Girl Scout Gold Award. Becky did an outstanding job! She took on quite a project and we at the Museum appreciate all her efforts.

Many people have commented on the bright color in the gardens and grounds and the overall beauty of the Museum this year. Each and every volunteer in the Garden Club should be congratulated for making this possible.

The next Garden Club business meeting will be held on Wednesday, November 15, 10:00 - 11:30 AM in the Pacific Hotel meeting room. If you are interested in joining the Garden Club, or attending the meeting, please call Laurel Perusa, 354-7153.

AIR SYSTEMS CAR SHOW & FAMILY FUN FEST
-UPDATE-

The 10th Annual Air Systems Car Show was presented on Saturday, September 9, 1995 to a crowd of over 2,000 people. The San Jose Historical Museum Association would like to take this opportunity to say THANK YOU to all who volunteered their time to help make this event a success. Those in attendance enjoyed music, entertainment, food and refreshments, activities and much more...the evening ended with fireworks; the children as well as adults were in awe. We owe a big THANK YOU to John & Christine Davis and Air Systems, Inc...without the generosity, perseverance and leadership of John & Christine, the 10th Anniversary Car Show would not have been the success it was.

We Buy and Sell California Paintings

We are buying and selling important examples by major California artists. To receive a complete listing, please call the gallery.

In the Fairmont Hotel • 170 South Market Street • San Jose, CA 95113
TEL. (408) 993-1066 • FAX. (408) 993-0735

Bingham GALLERY
Membership Drive from Page 1
Adobe & Fallon House, the video beautifully depicts the early history of our city. The audio portion of the tape artfully complements the visual scenes.

The video is almost 14 minutes in length and will be packaged in a specially designed cover. The original video was funded by the City of San Jose’s Redevelopment Agency with contributions from Tam Communications and the San Jose Rotary Club, as part of the Fallon House and the Peralta Adobe restoration project. Funding of the reproductions of On the Banks of the Guadalupe to be used as the Association’s 1996 membership premium was provided, in part, by a major grant from the Stella B. Gross Charitable Trust and a grant from the Sourisseau Academy of San Jose State University.

Membership renewal information will be sent to all present members of the Association in November. Memberships will once again begin at $35 for individuals and senior citizens, and $45 for families and grandparents. All 1995 members, individual and corporate, will receive the premium gift, as well as a subscription to the Association News, free admission to the Peralta Adobe & Fallon House Historic Site and the San Jose Historical Museum, invitations to special events, a 10% discount in both City Store gift shops, and discounts in Vintage Reflections. Memberships at the $250 level and above will receive some new benefits for 1996 including a $20 gift certificate towards any purchase in the City Store gift shops, a pass for an Association bus trip, and complimentary admissions to an Association special event.

With your membership support, we look forward to another year of growth and accomplishment for both the San Jose Historical Museum and the Peralta Adobe & Fallon House Historic Site. In addition to renewing your own membership, we encourage you to consider Museum memberships as an excellent gift idea for relatives and business associates. A membership application is available below for your convenience. For more information on 1996 memberships in the San Jose Historical Museum and the Association, call the Association office at (408) 277-3780 or the Museum at (408) 287-2290.

THANK YOU to the following individuals and businesses who have sponsored the Association News in 1995:
Air Systems, Inc.
Mieger, Minnewasc & Associates
An Anonymous SJHMA Member
Pahl & Geselius Attorneys
Hammer, Jacobs & Trogmorten Attorneys
Southern Lumber Company
Keystone Coffee Company
Bob, Marjorie & Mark J. Pierce

DATES TO REMEMBER
November 5, 1995
Gottschalk Concert
2:00 P.M.
Fallon House Parlor

December 3, 1995
Membership Tea
1:00-4:00 P.M.
Peralta-Fallon Site

December 7, 1995
Members’ Holiday Party
7:00-10:00 P.M.
Pacific Hotel

December 9 & 10, 1995
A Victorian Christmas
10:00 A.M.-4:00 P.M.
Museum grounds

December 14, 1995
Membership Tea
1:00-4:00 P.M.
Peralta-Fallon Site

VICTORIAN CHRISTMAS FROM PAGE 1
$5.00 for Seniors (65+); $4.00 for Youth (4-17); and Children three and under are free. Free admission is not available to members during this special event weekend, but advance tickets may be obtained by calling Fawna Ferguson, Staff Chairperson, at 287-2290 or 277-4017.

FOUNDERS WEEK FROM PAGE 1
History Department, San Jose State University. The lectures will be held in Room 109, Washington Square Hall, on Fourth Street between San Fernando and San Carlos streets, on the campus of San Jose State. This event is wheelchair accessible and a sign language interpreter will be provided. For other accommodations, please contact Dr. Elizabeth Van Beek, SJU, 924-5530.

In conjunction with these activities, the County Office of Education will be unveiling new curriculum at both the elementary and the high school levels emphasizing the significance of San Jose’s early history and the founding of the Pueblo of San Jose. The curriculum will be presented at a press conference on November 30 at Terra Bella Elementary School, San Jose Unified School District.

The founding of the Pueblo celebration has been declared an official city event by Mayor Susan Hammer and the San Jose City Council. This series of events for Founders Week is sponsored by the San Jose Historical Museum Association, San Jose State University, the County Office of Education, and partially funded through a grant from the City of San Jose. For more information on Founders Week activities, call the San Jose Historical Museum Association at 408-287-2290.

Holiday Events Kick Off Association’s 25th Year
Watch your mailbox for an invitation to the Association’s annual Holiday Party and Membership Taxis. These events will launch a year of activities celebrating the San Jose Historical Museum Association’s 25th year of supporting the Museum.

The Holiday Party is scheduled for Thursday, December 7, 1995 from 7:00-10:00 P.M. in the Pacific Hotel at the Museum in Kelley Park. The Membership Taxis will be held on Sunday, December 3, 1995 from 1:00-4:00 P.M. and Thursday, December 14, 1995 from 1:00-4:30 P.M. at the Peralta Adobe & Fallon House Historic Site.

On the evening of the Holiday Party we will be honoring individuals and families who were among the original members of the Association back in 1971-72 and who have continued to support the Museum through their membership for 25 years. The festivities will include the traditional hors d’oeuvres and wine, entertainment, and the opportunity to renew your membership and collect your copy of the 1996 video premium. Please mark your calendar now and plan to join us!

SAN JOSE HISTORICAL MUSEUM ASSOCIATION
Mr./Mrs./Mdn
Mailing Address (Bus) Phone
Zip +4 (Res) Phone
MEMBERSHIP CLASSIFICATIONS
☐ $1,000 Mission Circle Gift of:
☐ $500 Pueblo Circle Please indicate method of payment: ☐ Check ☐ Cash
☐ $250 Tower Circle ☐ Mastercard ☐ Visa ☐ Expiration Date
☐ $100 Century Circle ☐ $50* Contributor Circle Credit Card #
☐ $45 Family/Grandparents
☐ $35 Individual Signature
☐ $35 Senior Citizen (1 or 2)

☐ 1996 Renewal ☐ New Member

*Help us if you can! Membership of $35 or more enable us to cover more than the cost of our membership program.

If you are employed by a matching gift company, please obtain the appropriate form from your employer. Unsure? Give us the name of your employer and we will check for you.
Your gift may then be doubled—or tripled—if no response to you.
Make checks payable to: SJHMA, 1650 Senter Road, San Jose, CA 95112-2599

Saban House
1600 Senter Road
San Jose, CA 95112
(408) 287-2290

TOURS OF HISTORIC BUILDINGS
HOURS
10:00 A.M.—4:30 P.M. Monday—Friday
Noon—4:30 P.M. Saturday and Sunday

ADMISSION
Adults $4.00
Children (4-17 years) $2.00
Seniors $5.00

PERALTA-FALLON SITE
Corner of San Pedro & W. St. John Streets
San Jose, CA 95110
(408) 993-8182

HOURS
11:00 A.M.—4:30 P.M. Wednesday—Sunday

ADMISSION
Adults $6.00
Children (4-17 years) $3.00
Seniors $5.00

Preservation Interests Restoration

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