



**history|san José**  
silicon valley from a to z  
1650 Senter Road, San Jose, CA  
9 5 1 1 2 - 2 5 9 9

# The Exchange

**Celebration 150: Saturday, September 9, 2000**



Generations of California school children once celebrated "Admission Day" annually, but the anniversary of California's admission as a state goes largely unnoticed today. In addition, how many people know that San José is California's oldest city or that it served as the new state's first capital? That is about to change.

On Saturday, September 9, 2000, the City of San José and History San José jointly will host **Celebration 150**—a festive family celebration of California's Sesquicentennial—its 150th birthday as a state. The day long, downtown event will celebrate the rich and diverse tapestry of cultural heritage that continues to redefine our city and state today.

**Celebration 150** will run from 10:00 a.m. to 5:00 p.m. on Saturday, September 9th, radiating a block each way from the intersection of San Pedro Square and St. John Street downtown. This is one of the most historic areas of the city, which includes the 1797 Peralta Adobe, one of the oldest remaining structures in California, and the Victorian home of Thomas Fallon.

**Celebration 150** will be filled with music, performances, games, pageantry, family activities, food, and history. There will be at least two performance stages, and the Peralta Adobe grounds will teem with hands-on family activities. Many San José city departments will be present to introduce their services (fire engines, police K-9 demonstrations, and much more) and give people a chance to get to know today's city better. The day will feature a 150-year, two-block *Walk to the Future*, concluding with a replica space capsule.

As a highlight, representatives of the National Park Service, along with state, local, and city dignitaries will join in dedicating the Peralta Adobe as the first historic site to be listed on the Juan Bautista de Anza National Historic Trail. The Anza Trail is the first in the National Historic Trail system to recognize and honor America's Spanish and Mexican roots.

**Celebration 150** is an official city event. The city has contracted with History San José to manage the event in partnership with the Department of Conventions, Arts and Entertainment and the Office of Cultural Affairs.

An event like this only happens every 150 years—Don't miss **Celebration 150!**

## Inside The Exchange

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## Board Approves New Direction and Name for Kelley Park Site

In 1998, the History Museums of San José (now History San José) Board of Directors identified securing “the programmatic and physical viability of the museum in Kelley Park” as one of its four major strategic initiatives. To this end, it established the Kelley Park Initiative Task Force in April 1999, co-chaired by board members Gerry DeYoung and John Davis.

In order to identify the best options for expanding public use of the Kelley Park site, the Task Force asked staff to collect, review, and analyze a huge amount of research from comparable institutions in California and throughout the country. After thorough discussion the task force presented the analysis and draft recommendations to community and interest groups (including volunteers, affiliate organizations, and city commissions), before making final recommendations to the HSJ Board of Directors.

In the next few months, the recommendations will be presented to several public bodies and eventually to the Mayor and City Council. You may pick up a full copy of the 28-page report, plus the 19 appendices, by contacting the administrative offices at 408-287-2290.

The first major change will be the site’s name. The board unanimously approved changing the name of the San José Historical Museum to *History Park*, which more accurately describes what already is there as well as the new direction. We will announce the implementation schedule for this and other steps as they are developed.

The analysis and recommendations present a set of programmatic guidelines for development of the site in the south end of Kelley Park. As *programmatic guidelines*, these recommendations are intended as neither revisions to nor replacement of the 1994 site master plan. Rather, this report recommends the programmatic priorities, restrictions, opportunities, and guidelines for future development *with* in the existing site master plan.

The Task Force used two criteria in evaluating the site’s programmatic options: (1) How can the site be used to accomplish the institution’s mission and expand public service, and (2) how will the effort be sustained financially?

**Community Theme.** Six separate programmatic options were considered as if they were mutually exclusive. The final recommendation integrates elements from several of these options around a comprehensive interpretive theme of “community.” The following options were considered.

1. Continue the status quo.
2. Adopt a living history interpretation.
3. Focus on rentals and events, festivals, and other large scale, income-producing uses.
4. Become a children’s education center.
5. Create a community cultural campus.
6. Serve as a corporate conference center.

Two of these options—status quo and corporate conference center—were determined unacceptable in themselves. Elements from the other options were integrated into a viable program on which to expand public service and increase the income potential of the site, which were organized into six basic recommendations.

1. Build site activities, interpretation, and development around the story line of “community.”
2. Increase public access and use.
3. Expand service to families and children.
4. Expand on-site cultural partnerships around the interpretive and programmatic theme of community.
5. Improve the value of the site as a neighborhood resource.
6. Build on the potential of the site to meet its operational and capital costs through commercial activities and sponsorships.

To begin implementation of this framework, the Task Force has recommended immediate as well as long term steps that History San José take. There is a lot of work yet to be done, but these recommendations constitute a new framework on which to increase public access and improve the financial viability of the treasure in Kelley Park.

## HSJ Board of Directors

1999–2000

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## HSJ Receives an Historic Gift

Last month brothers Steve and Jeff Lopes donated not only a 1927 Kleiber oil truck to History San José but the funds to restore the vehicle.

**Grandfather Worked for Signal Oil.** Steve and Jeff's grandfather, Frank Lopes, began working for Signal Oil Company as a distributor in 1918 and ran a service station (shown above) on the main road to Santa Cruz, north of Los Gatos. Frank's son, Tom, also worked in the oil business for Signal Oil Company, but he left in 1956 to found Western States Oil Company in San José. Using a 1936 Dodge tank truck and some five-gallon buckets, he began supplying fuel to the Valley's growing construction and agricultural businesses. In 1985, Tom's sons, Steve and Jeff, took over operations of the Western States Oil Company. It is still located in San José, not far from Kelley Park, and is one of the leading independent oil marketers on the West Coast.

The Lopes family bought the Kleiber "Signal" oil truck several years ago. Although the truck was made in San Francisco, it was used to deliver oil to merchants in the Santa Clara Valley. The Kleiber Motor Truck Company was founded in 1913 by Paul Kleiber, a San Francisco blacksmith. By 1914 the company was the largest truck plant west of Chicago. When it was first offered in 1927, the truck would have sold for around \$5,000. The Kleiber Company stopped production in 1937, making this truck a rare find. HSJ volunteers are actively restoring the vehicle, and progress will be highlighted in *The Exchange*.



Above: Frank Lopes is third from right, c. 1921, Photographer, unknown.



At left: Volunteer Louis Tambini works on the truck. Photographer, Linda Poe.

## Learning to Look, Looking to Learn

**New School Programs.** History San José will introduce new school programs this fall based on the upcoming *Object Obsession* exhibition. *Object Obsession* will explore the history and nature of collecting while featuring more than two thousand collectibles (such as salt and pepper shakers and ceramic dog figurines) from HSJ's permanent collection as well as numerous objects borrowed from private collections. The new school programs will expand HSJ's student audience to include middle and high school classes.

A teacher advisory group will assist HSJ education staff in developing hands-on and interactive programs to enhance students' visual literacy skills (the ability to investigate and learn from objects and other visual materials) and provide inspiration for practicing language arts. Drawing from their observations in the exhibition as well as their own personal experience with collecting, students will write poetry, conduct and transcribe interviews with collectors, and write essays and short stories based on objects and collections. Special workshops will also be offered for teachers of English, language arts and social studies who plan to bring classes to the exhibition and program.

**For more information** about this new program and other HSJ school and teacher programs, please call 408-918-1040 to join our mailing list or visit our web site at [www.historysanjose.org](http://www.historysanjose.org).

## Mark Your Calendars!

On September 16, 2000 HSJ will open two new exhibitions—*Object Obsession: Collecting the Extraordinary and the Ordinary* and *Re: Collection* photography by David Pace.

### Members-Only Exhibit Preview Party

Thursday,  
September 14, 2000

*Object Obsession*—the new exhibit on collecting from HSJ's own extensive collection of collections!

and

*Re: Collection* photography exhibit by David Pace

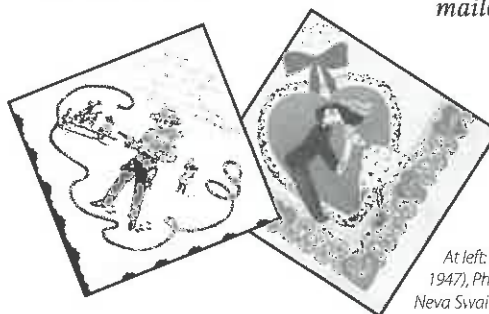
Private curator-led tour of the new exhibits.

### Special guests

Steven Gelber, History Department Chair at Santa Clara University and author of *Hobbies: Leisure and the Culture of Work in America*, and co-curator of *Object Obsession*.

David Pace, professional photographer and lecturer at Foothill College and Santa Clara University.

Watch for invitations to be mailed the end of July!



At left: Paper napkin, c. (Cowgirl 1952, Couple 1947), Photographer, David Pace, Donated by Neva Swain, History: San José Collection.

## Third Annual Portuguese Festival Marks Opening of New Exhibit

The Portuguese Historical Society of California celebrated its new exhibit, *The Portuguese Fraternal Benefit Societies of California*, at its third annual Portuguese Festival on April 29.

The festival was filled with live music, dancing, plenty of food and a parade. The Portuguese Imperio and its new basement exhibit is now open to the public.



At left: New exhibition gallery at the Portuguese Historical Museum with the exhibit, "The Portuguese Fraternal Benefit Societies of California."

Below: Parade at the Portuguese Festival at San José Historical Museum, April 29, 2000.

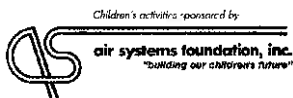


## Walk into San José's History

History San José is pleased to partner with the San José Redevelopment Agency (SJRA) in continuing to offer free 45-minute walking tours of downtown San José beginning at 12:15 p.m. every Thursday and the first Saturday of each month starting in July through October.

Reservations are not required—simply meet the guide at the starting point listed for each tour in the *Walk into San José's History* brochure. Brochures are available at the San José Historical Museum and the Peralta Adobe & Fallon House Historic Site. Call 408-918-1040 to request a brochure in the mail, or visit our web site at [www.historysanjose.org](http://www.historysanjose.org).

## Thanks to our Gold Rush Festival 2000 Sponsors



## We'll Customize a Tour for Your Group

### School and Club Outings to the Park

Large groups of young visitors are welcome at the San José Historical Museum in Kelley Park where they can enjoy customized tours and outdoor activities designed for their group's age level and interests. In April, 80 Brownies from Milpitas Service Unit 20 spent three hours on a Saturday morning touring exhibit buildings, panning for gold, loading a wagon to prepare for a mock journey west, and playing old-time outdoor games. All of the eighth graders from Steinbeck Middle School had a similar experience on May 1 when they came to the park for an end-of-year event. Six second grade classes from Anne Darling School descended upon the Trolley Barn, Dashaway Stables, and Empire Firehouse on May 9th for a special Historic Transportation Experience program.

**For more information** on customized tours and programs for larger groups, please call 408-918-1040.



*Upper right: A young Brownie shows her "gems" from gold panning.*

*Lower right: Visitors prepare food for a mock journey out West.*

## Have the Best Event in History!

### History San José Offers Unique Venues for All Types of Events

We believe events should be fun, stress-free and affordable. Our three sites offer a selection of venues that are unique and charming like no other place in the Bay Area.

From corporate and family picnics, festivals, car shows, reunions, birthday parties and weddings—History San José can accommodate practically any event design, large or small.

As the perfect outdoor, gated facility on 14 acres of beautifully landscaped grounds, the San José Historical Museum is ideal for summer corporate picnics. This charming historic town setting, complete with paved streets and running trolleys, offers a unique site for any type of event. Small meeting rooms also are available for rent.

The Peralta Adobe and Fallon House site has two lovely and different locations for small to medium events and receptions. The Victorian garden at the Fallon House is ideal for small receptions and parties and the Peralta Adobe is perfect for themed events and fiestas.

**We do it all.** Whatever your event needs are, we'd love the opportunity to help you have the best event in history! Call 408-287-2290 for more information about rentals, or visit our website at [www.historysanjose.org](http://www.historysanjose.org).



*Above: A Volkswagen Bug is displayed during the annual VW Car Show.*

## The Civic Center That Might Have Been *by Jack Douglas*

With the plans for a new city hall and public library going forward it is probable that we are on our way to having a new civic center. This is not the first time a new city hall has been used to revitalize a neighborhood. During the boom years of the late 1920's our city and county fathers set out to build a civic center complex that would have been the pride of the City Beautiful Movement.

**Support.** The movement was supported by such luminaries as Frederic Law Olmsted, whose plan for New York's Central Park was a model for many of these concepts, and Daniel Burnham, the designing architect of the Chicago's World Columbian Exposition.

The practical aspects of rebuilding whole cities dampened the spirits of many City Beautiful enthusiasts, but the principles were put into practice in groupings of public buildings which were to become civic centers. During his term as mayor of San Francisco, James D. Phelan promoted the City Beautiful concept, and in 1901 he commissioned Daniel Burnham to draw up plans for San Francisco. In spite of the ideal conditions for re-planning the entire city after the 1906 quake and fire, the only part of the Burnham plan that emerged was the magnificent Civic Center.

**San José Planning.** In 1926 San José's civic leaders felt that they should do some serious city planning, and they hired Harland Bartholomew and Company, top experts in their field, to do a city survey. Bartholomew recommended that the city adopt strict zoning laws so that development could be controlled more effectively. He also cited numerous ways to alleviate the traffic tie-ups caused by the railroads.

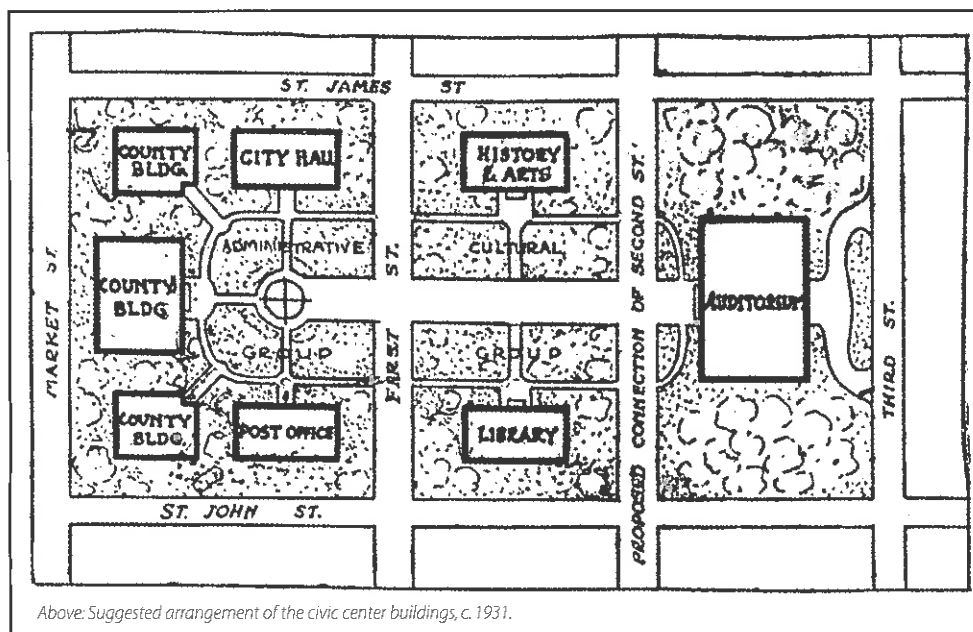
In 1931 Bartholomew was again approached to do plans for a major civic center which would include cultural as well as administrative buildings. Bartholomew came up with four possible locations for the civic center. The one most favored was St. James Square. The square had the advantage of being publicly owned, and several important civic buildings were already in place, such as the Courthouse, Hall of Records and Hall of Justice. Much of the landscaping could be integrated into the new plan as well.

One might think that such grandiose planning in the middle of the Great Depression was folly, but a curious set of circumstances made the project a possibility: the old St. James Hotel was being razed, opening up a large part of the First Street

frontage; in May 1931 a major fire almost destroyed the adjoining County Court House; Senator Phelan, owner of the Sainte Claire Club on St. James Street, died, offering, through his executors, the building as a possible museum; the late Catherine Dunne, through the efforts of her attorney Victor Scheller, had left a sizable sum to San Jose for an auditorium; the federal government was planning a new WPA built post office for the city; and last but not least, close political connections with Governor "Sunny Jim" Rolph promised subsidies from the state. With this wind-fall of opportunities falling into place one might see why the Civic Center Planning Committee, under the chairmanship of John D. Crummey, might have been excited when Bartholomew

introduced his new plan at a meeting in O'Brien's Pompeian Room on August 6, 1931.

The rectangular park would be divided in the center. The western half would comprise the cultural buildings: auditorium, library and museum. The administration group to the east would include county buildings, city hall and post office. All would face an impressive fountain. The central mall would be lined with trees, walkways and



Above: Suggested arrangement of the civic center buildings, c. 1931.

gardens. There were, of course, no plans for parking.

Enthusiasm for the Bartholomew Plan was not universal however. The conservative County Board of Supervisors opted to restore the damaged Courthouse, and the new Post Office was slated for the St. James Hotel site. After that the whole plan unraveled. The Dunne bequest fell far short of the money needed for an auditorium and the Library Committee decided that they could make due with the old post office building. St. James Park itself fell into disrepute internationally when it became the site of the brutal lynching of the alleged Hart kidnapers. The momentary idea of a beautiful civic center in St. James Park seemed to be engulfed by the hard luck of the 1930's.

Other civic center plans would arise soon after World War II and again in the 1950's when San Jose's first city planner Mike Antonacci proposed an intriguing design for the area where Park Center Plaza is now located. Both plans sank into oblivion.

**Least Expensive Option.** In the end the city decided to take the least expensive option and build on donated land on North First Street. The uncoordinated collections of buildings there became a far cry from the City Beautiful inspired plan for St. James Park—a plan that would have combined the business of government with the arts in uplifting and aesthetic surroundings.

## We're Counting on You

History San José is approaching a critical date—June 30.

The organization's fiscal year is July 1 to June 30; therefore, we are nearing the end of the second budget cycle in our formative period as a new private, non-profit organization.

This is significant as we face the challenge of reaching our income goals, including membership and contributions—you can help us now.

**Exciting Progress.** We have made exciting progress in many areas including improved education programs, new collection and exhibit activity, upgraded technology and community partnerships. Also, we have successfully begun the process of expanding our base of support in the community. New corporate, foundation and government grants have been received, and collaborative projects have been undertaken.

As a member and friend of HSJ, you have been instrumental to all these achievements. Now, you can help us make that year-end surge to reach our June 30th year-end goal. Have you made your membership gift this year? If not, can you do that *now*? If so, can you make an *additional* contribution now to support History San José?

Among the many benefits of giving are participation in the programs coming in 2000/2001—including invitation to the exclusive “members-only” preview party for *Object Obsession*.

Please help now—there are *thousands* of good reasons!

- More than 40,000 school children annually participate in HSJ education activities.
- More than 500,000 objects in the HSJ collection.
- Scores of community partnerships in programs as varied as children's voting, adult literacy, the arts, computer science.

History San José is counting on you!

Yes, I would like to help HSJ by June 30!

Name \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Home Phone \_\_\_\_\_

Work Phone \_\_\_\_\_

Employer \_\_\_\_\_

Email \_\_\_\_\_

Fax \_\_\_\_\_

Yes, renew my membership.

Yes, I'd like to become a new member.

Yes, I would like to make a year end gift: \$ \_\_\_\_\_

### Membership Levels

- Mission Circle \$1000
- Pueblo Circle \$500
- Tower Circle \$250
- Century \$100
- Family \$50
- Senior \$35

### Method of Payment

- Mastercard
- Visa
- Credit Card # \_\_\_\_\_  
Expiration Date \_\_\_\_\_
- Personal Check Made Payable to History San José

Please mail this form to: Attn: Membership, History San José, 1650 Senter Road, San Jose CA 95112-2599  
For more information, please contact membership services at 408-918-1042.

## Store Up for Summer

### Creative Writing for a Lazy Summer Day

From O'Keefe to Thiebaud—You can jot down your thoughts in these artistic journals.



### Activities for the Happy Campers in Your Family

Campers can explore nature, sing campfire songs and enjoy the outdoors with camping guides for kids and their parents. These booklets provide a fun and informative introduction to the pleasures and rewards of camping.

### Activities for a Relaxing Summer Day at Home

*The Relax Deck*—Calm your mind, body and spirit with these beautifully illustrated cards, each containing an inspirational image and a meditative exercise.



### Simple Feng Shui, The Little Zen Companion, and Incense To Go

These books provide a different way of looking at the world and creating harmony and a sense of well-being in your life.

When you're on the go, don't forget your *Incense To Go* kit. Original, hand painted incense bowl by Davis Studio and all the necessary accessories are included in this clever gift kit.

### Luxuriate in Fine Handmade Soaps

Made by Skyland Bay in Los Gatos

These soaps are made with pure natural essential oils. No artificial colors or fragrances are used and they are beautifully wrapped in handmade paper. Sweet Orange Joss, Luxury Lavender, Gardener's Bar and Silk Road are available at the museum store.

### Make a mobile!

Elegant, airy, delicate sculptures are easy to make. The *Interactivity Kit* provides all the information and inspiration you need to create your own kinetic masterpiece.



## A World of Gratitude

History San José is grateful for the support of all its members. Listed below are gifts of \$1,000 or more received between April 1, 1999 and April 30, 2000.

#### Corporations

Air Systems Foundation  
Devcon  
Empire Broadcasting  
Envelope Product Co.  
General Electric Matching Fund  
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HPC Architecture  
IBM Matching Fund  
Joseph George  
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Lockheed Martin Missiles and Space  
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Gerry De Young  
Peter Doyle  
Joe Head  
Mary Ellen Heising  
Patrick Magee

#### Patricia McDonald

Raymond Ostby  
Dorothy Pace  
Vilma Pallette  
Tom Scott  
Steve Travis

#### Foundations and Government

City of San José  
Charles B. Kuhn Memorial Fund  
Community Foundation  
Silicon Valley  
National Park Service  
David and Lucile Packard  
Foundation  
Stella B. Gross Fund  
The Valley Foundation

## Museum Information

Please call 408/918-1040 for reservations and current program prices.

### Sites

San José Historical Museum  
Kelley Park, 1650 Senter Road  
San José, CA 95112  
408-287-2290, Fax 408-287-2291

Peralta Adobe Et Fallon House  
175 W. St. John St.  
San José, CA 95110  
408-993-8182 Fax 408-993-8184

Administrative Offices  
1650 Senter Road  
San José, CA 95112  
408-287-2290, Fax 408-287-2291  
www.historysanjose.org

### Fees

#### General Admission Fees

A ticket for both sites is valid two weeks from date of purchase.

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

#### Group Tour Fees

10 or more individuals who have pre-scheduled a tour

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

### Hours

Both sites are open  
12:00–5:00pm, Tue–Sun

Kelley Park: self-guided tours, guided tours at 12:15pm and 2:00pm

Peralta/Fallon: last tour leaves at 3:30pm

Office hours at both sites  
9:00am–5:00pm, Mon–Fri

All school programs and group tours must be reserved. School programs and group tours are offered Mon–Fri, 9:00am–5:00pm. Group tours are also offered Sat–Sun, 12:00–5:00pm, by reservation only, call 408-918-1040.

### Programs

#### Public Programs:

Downtown Walking Tour

#### School Programs: Experience Adobe Days

~ Experience Victorian Days ~ Explore Peralta/Fallon ~ Explore San José's Past ~ Gold Rush Adventure ~ Historic Transportation Experience ~ History Hike ~ School Days in the 1890s ~ Victorian School Kit ~ Voices of Gold Interactive Program ~ Voices of Gold ~ Self-Guided Tour ~ Westward Ho! ~ Women Who Made A Difference

#### Outreach Programs:

Portraits of the Past