

CALIFORNIA THE ORNIAN

Magazine of the California History Center/De Anza College
A Foundation Supporting the Study and Preservation of State and Regional History



The
NEW
MODELS

Technology, Toys and Sex Roles

EXHIBITS~PUBLICATIONS

Another Part of the Dream

If you visited the Trianon during the past several weeks, you saw a part of the California dream expressed through the skills of commercial and fine artists who so marvelously celebrated our agricultural bounty. But the agricultural richness of California, especially in Santa Clara Valley, has been replaced in recent decades by another part of the dream.

Today and every day we are bombarded by advertising messages. We are told that the good life can be attained if we buy the right products, if we accept our role as loyal consumers. The spender, not the saver, is extolled. The mall, not the orchard, is the center of our landscape. The steady, rhythmic patterns of life in a farming community have been replaced by the urging, go-ahead life of an urban, consumer society.

Continuing the quest to better understand ourselves, the CHC is proud to present "California Consumer Products," opening April 18th. An exhibit organized by California history student, Kim Darby, it is built around the California State Archives presentation of nineteenth century consumer product trademarks. "California Consumer Products" displays the evolution of products which we buy and use by focusing on everyday things and everyday life.

To more deeply understand the effects of consumerism for our society, this Spring's exhibit is accompanied by two special classes, "California Consumerism" and "Work, Culture and Ethnicity in the Bay Area." We also are pleased to present a feature essay in this issue of *The Californian* by Carroll Pursell, a historian at the University of California at Santa Barbara, who investigates the complex role of toys in the consumer society. We hope you will join us in our continuing exploration of the California dream.

California Women's Lives Subject of Fall Exhibit

Working with the Palo Alto Women's Heritage Museum and scholars from the Center for Research on Women at Stanford, the CHC is designing an exhibit celebrating California Women's Suffrage. Scheduled to run from October 1986 to April 1987, the exhibit will commemorate the day 75 years ago when California became the sixth state to give women voting rights. This is a wonderful extension of the brown bag lecture series presented in celebration of this year's Women's History Week, and it will be accompanied by many special activities.

We would like to invite you, as a member of the CHC Foundation, and your friends to participate in the development of this fine project. Exhibit funding is now being sought, including a large matching grant. If we are successful, your financial contribution to the exhibit will be matched by a major donor. We also need researchers, special event planners and coordinators, and fund raisers. Later there will be construction, docenting, mailing, telephoning and other jobs. Please join us in this exciting project to further document our past by volunteering and making a financial contribution.

James Williams

CHC Director



COVER:

Front cover of Auto-wheel Coaster Co. catalog, 1921.

Well-known local artist Margaret O'Keefe, center, welcomes two of her friends to the opening of the Winter Quarter exhibit, "Visualizing the California Dream: The Art of California's Agricultural Industry." O'Keefe's paintings and drawings depicting the everyday working lives of early Santa Clara Valley orchardists and cannery workers figure prominently in the exhibit. Photo by David Fox.

CALENDAR

4/4 *Volunteer meeting, 10 a.m., CHC*

4/7 *Spring quarter classes begin*

4/18 *"California Consumer Products" exhibit reception, 4-6 p.m., CHC. No charge.*

4/20 *Saratoga Heritage Home Tour*

10 a.m. to 4 p.m. Tours of three restored historic houses and a self-guided walking tour highlighting historic sites in downtown Saratoga. \$12.



4/26 *Historic Benicia*

8 a.m. to 6 p.m. Led by curator of the Benicia Camel Barns Museum, Harry Wassman, you'll tour this historic town on the Carquinez Strait. Cost to members \$32 and non-members \$40 includes bus, continental breakfast, tour booklet, fees, and honorarium.

5/3 *CHC open, 10 a.m. to 2 p.m.*

5/10 *Ardenwood Farm*

10 a.m. to 3 p.m. Bruce MacGregor leads a special exploration of this 200-acre restored 19th century working farm and Queen Anne farmhouse. Cost to members \$12 and non-members \$16 includes honorarium and entrance fees. (Individual transportation.)

5/17-18 *Wines of the Anderson Valley*

Travel with author Charles Sullivan to the interior valleys of Mendocino County for a tour of several wineries and points of historic interest. The bus leaves at 8 a.m. Saturday and returns at 7 p.m. Sunday. Cost to members \$125 and non-members \$140 includes bus, lodging, one dinner, honorarium, and all fees.

5/26 *CHC closed for Memorial Day holiday. No classes.*



5/30-6/1 *Lake Tahoe*

Lee Van Fossen takes you to legendary Lake Tahoe for an exploration of its natural and cultural history, including a cruise to Emerald Bay. The bus departs at 3 p.m. Friday and returns by 9 p.m. Sunday. Cost to members \$165 and non-members \$185 includes bus, lodging for two nights, breakfasts, cruise fare, honorarium, and fees.

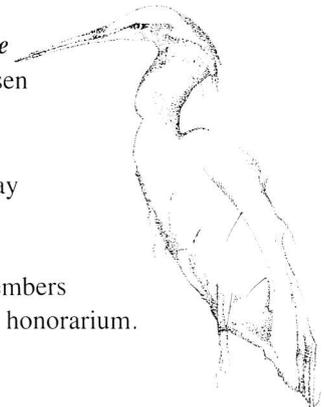
6/1 *De Anza Day*

10 a.m. to 4 p.m. open house at the CHC Trianon Building. Special authors' reception and book sale 11 a.m. to 2 p.m.

6/7 *CHC open, 10 a.m. to 2 p.m.*

6/7 *Discovery Voyage*

7:45 a.m. to 4 p.m. Lee Van Fossen offers a rare and spectacular opportunity to explore the resources of the San Francisco Bay on a four-hour cruise and visit to the Bay Model in Sausalito. Cost to members \$30 and non-members \$35 includes boat fare, fees, and honorarium. (Individual transportation.)



6/14 *Legacies of Woodside*

9:15 a.m. to 2:30 p.m. Tours of the beautiful Filoli mansion and gardens and the restored Tripp Store with special gourmet picnic. Cost to members \$25 and non-members \$35 includes admission fees and lunch. (Individual transportation.)

6/23 *Spring quarter classes end.*

6/27 *CHC closes until September 3.*

Consumer Products of the California Dream

by Mickey Karpas

The exhibit looked and felt so much like a souvenir shop that the two grey-haired ladies, after rummaging through the rotating postcard rack on the PROMOTING THE DREAM exhibition platform, and making their selections, turned to ask the museum security guard where they could pay for the items. The guard gently removed the artifact postcards from the ladies' hands, returned them to the exhibit and explained to the surprised and embarrassed visitors that the museum shop where they could purchase postcards was down the stairs one level and to the left.

What these visitors had come upon was not meant to be an optical illusion, but a realistic interpretation of the power of 20th century California consumer goods to sell aspects of the good life to those seeking the California Dream.

The exhibition platform, PROMOTING THE DREAM, is one of the major components of a remarkable and exciting new permanent exhibition on 20th century life in California, entitled: **The California Dream**, at the Oakland Museum.

The story behind the genesis of the California Dream exhibition, which opened in November 1984, is its incredible realism, Californiaesque hyperbole and extravagance of complexity. It began with a team of museum curators and exhibition designers steeping themselves in the unique traditions of California history. In 1982, faced with the finite size of The Cowell Hall of California History, and the necessity of telling the story of the second half of the 20th century in California, Chief Curator of History, Tom Frye, looked for a new concept and solution.

Through the distillation of important writing about California, most notably Kevin Starr's "Americans and the California Dream", and the ideas of the museum's curatorial staff, exhibit designer Gordon Ashby conceived of an exhibit which would be topical in nature, rather than chronological. The exhibit would tell California's recent history, pivoting on the central theme of the California Dream. It would tell the story of the people who came in successive waves to California, pursuing the dream.

Of the four subthemes within the PROMOTING THE DREAM platform, three involve vast arrays of products manufactured in or brought to California. All of these products are evidence of the diversity and abundance of the dream, and the dreamers. The Newcomers area showcases steamer trunks, backpacks, and handwoven basketry cases from Vietnam, which symbolize the thousands of newcomers who came to California from all over the world in search of the dream. A World War II Navy duffle bag and Vietnam era camouflage hat attest to those men who returned from the military and decided to settle in California. The lure of higher education in a delightful climate is symbolized by sweatshirts and sportsbags emblazoned with famous California college's initials and mascots.

Sports gear, hiking shoes, bicycles, and snow skis all contribute to the notion that California, with its inviting climate, is a wonderful place to settle. The bounty of California's agriculture is also fully represented. Crates filled with exquisite wines, glistening boxes of grapes, oranges nestled among green excelsior tell the splendor of California's rich earth.

The California Boosters and Welcome Wagons, and the Hucksters and Souvenirs subthemes are grouped together on the other side of the exhibit platform. Artifacts spanning the century are nestled in and around a souvenir counter and piled on produce crates. A plastic palm tree from the Coconut Grove, Starline Tours signs advertising trips to Hollywood star's homes, real estate brochures promoting the buying of your own piece of paradise demonstrate the "good life" by those who made it in paradise. Garishly colored plastic cable car cookie jars from San Francisco compete with finely made china plates with designs of California's 21 missions.

All of the people who came in successive waves to California came in pursuit of the dream, and the coming was deliberate and destined, not an accident of fate. From the earliest prehistoric peoples crossing the land bridge from Asia, the Spanish explorers seeking new land and gold, and the gold rush argonauts to migrants looking for work in the depression, blacks finding work in the shipyards during World War II and more recently immigrants from Asia, Mexico and South America, all have consciously pursued a dream and come to California to realize it.



Promoting the California Dream is just one of the subthemes of the recently opened exhibit at Oakland Museum on 20th Century California, entitled "The California Dream." Wines, glistening grapes, plastic palm trees, souvenir postcards and many other wonderfully "California" artifacts are on display. Photo by Tom Curran, courtesy The Oakland Museum.

Once stated through words and artifacts of all kinds, the California Dream concept seems so obvious, so right, that we all nod our heads in instant recognition. It is, though, a landmark in museum exhibition conception and development. It is a beacon that will be followed by many museums seeking to interpret contemporary and recent history in the years to come.

The Oakland Museum, 1000 Oak St. is open Wednesdays through Saturdays, 10 a.m.-5 p.m. and noon to 7 p.m. Sundays. Admission is free. For more information, phone (415) 273-3402.

Karpas is the Curator of Technological History at the Oakland Museum.

Technology, Toys and Sex Roles

by Carroll W. Pursell
University of California, Santa Barbara

The decades between the two world wars were filled, in the United States, by the marketing of a large number of consumer durable goods which, in conjunction with contemporary innovations in credit and marketing techniques, transformed the way most people lived. From the automobile, through the radio, to the electric iron, mass production was matched by mass consumption of new technical marvels.

With surprising rapidity, the new adult technology was scaled down for children. Toy vehicles, tools, appliances and construction sets quickly introduced children to the marvels of owning and using modern technology. Not surprisingly, the anti-feminist ideology of the adult world — which dictated which devices were to be used by which sex — was equally pervasive in the child's world of toys.

In the United States, studies have indicated that “by the age of three or four, boys and girls show decided preferences for appropriately sex-typed activities, toys, and objects.” It has been pointed out further that among those cultural artifacts of our society which help to form and strengthen patterns of children's play — the media, formal education, direct parental instruction — “none is so constant and concrete in its impact upon children's play as children's toys.”



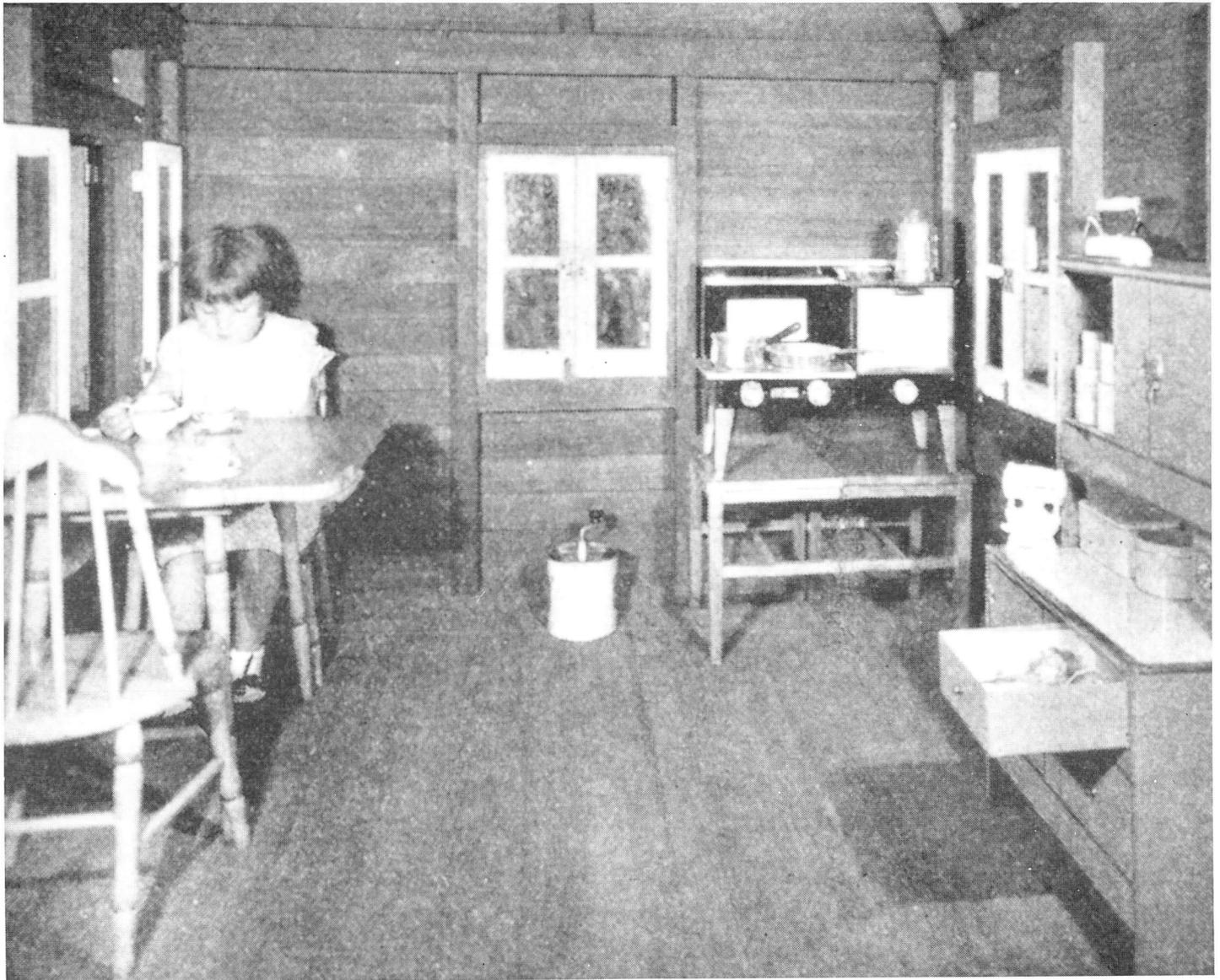
**The electric climate can give you more than
more time to enjoy your family...**

“Come Live in the Electric Climate,” Saturday Review, 1971.

A look at American toys marketed during the decades of the 1920s and 30s leads to the conclusion that the use of toys to socialize children into what was considered appropriate sex roles was nearly universal. This is especially obvious when one looks at those toys which were thought to embody the principles of modern science and technology.

During these two decades contemporary observers commented on three basic changes which influenced the world of toys in America. First was a dramatic change in technology itself, especially in the familiar terms of durable consumer goods. The airplane, automobile, gasoline tractor, radio, and a host of electrical appliances became common adjuncts of modern life. Second, it was widely asserted that formal education was becoming not only more widespread but more practical as well. Learning by doing and the great democracy of experience were hailed as ushering in a new generation of bright, pragmatic, flexible, and innovative Americans. And third, there was a burst of growth within the toy industry itself. Before the Great War, hand-made German toys had been prominent on the American market, and toy sales had been largely seasonal, concentrating on the Christmas trade. By the end of the twenties, a highly mechanized, aggressively merchandised American toy industry had grown up to successfully challenge the imported German product, and the selling season had been somewhat smoothed out.

In terms of the new technology, girl's toys are most easily described because they were simpler, fewer in number, and concentrated in the areas of cooking and cleaning. Such toys were, of course, not new. A toy kitchen, now in the Metropolitan Museum of Art, was probably made in New York in the late eighteenth century, and the Museum of the City of New York contains a toy stove, utensils, and doll which in 1884 reinforced racially as well as sexually stereotyped roles.

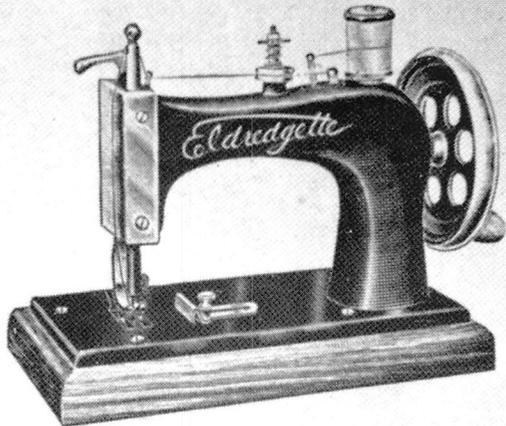


Grown-up accessories for small people, from American Home, 1928.

During the 1920s, however, many household tasks were electrified: between 1924 and 1930 the number of users of electrical household appliances more than doubled. Mother's new appliances were quickly scaled down for daughter, so that she too could get used to the joys of living electrically. An article in the December, 1928 issue of *American Home* featured "Grown-up accessories for small people," and referred to little girls as "young housewives" or "small housekeepers." According to the author, "Mothers will welcome a new and interesting development in toys to gladden the heart of the little girl. Boys always have been liberally supplied with outfits and playthings which moved and worked, and which they could use constructively. Such practical gifts have brought boys much fun, because in playing with them

they could imitate the many admired activities of 'Father' and other grown-ups. But until recently the small girl has been forced to remain satisfied with tiny dishes, pots, and pans, and with toys of Lilliputian size which she could only pretend were 'just like Mother's.' "

The "young housewife," sitting in her rather isolated (but color-coordinated) kitchen, had a "small scale range [which] is as perfect in detail and operation as that in her mother's own kitchen. It may be plugged safely into any outlet, and is guaranteed to bake, brew, and brown everything from a cake for her father's birthday to a fairy feast for the doll's party." The various tools and appliances, we are told, "bring happiness because they enable the small girl to exactly counterpart her mother's industries." Such



SEWING MACHINES

“Eldredgette” Sewing Machine, (as illustrated)
height 6½ inches, length 7¾ inches, black...\$6.00

No. 5—A fine grade machine with excellent movement, sews any length of stitch; height 6 inches; length of base 6 inches.....\$1.75

No. 10—Larger, height 7½ inches, length of base 8 inches.....\$3.00

Occupations

FOR GIRLS ABOVE 6 YEARS

F.A.O. Schwartz Catalog, Christmas 1929.

toys, in the words of the article, “satisfy the little girl’s natural love of home activities.” Since “all little girls love to arrange and rearrange furniture and room furnishings,” these too were available, especially “the popular ‘dresser’ which every true woman adores, no matter her age be six or sixty.”

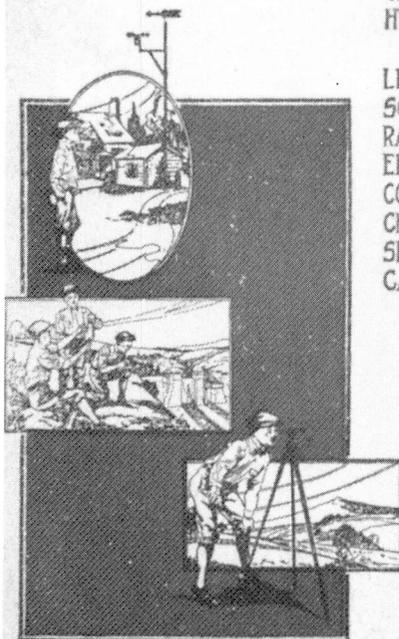
Science and technology toys for boys were much more varied, and can be divided into four rough categories: tools, vehicles, science outfits, and construction sets.

Carpentry tools remained the standard item in that field, representing a craft still resistant to change. In 1920 the A.C. Gilbert Co. offered thirteen such sets, ranging from the No. 701 Gilbert Carpenter’s Outfit for Boys, at \$3.50 to the No. 760 Special Tool Chest. This last item, “built especially for the Government to be used in France by General Pershing’s Air Force mechanics during the great war,” sold for \$50.00. “Extremely well built,” according to the catalog, “it makes a chest that any boy can well be proud of.”

GILBERT

REG. U.S. PAT. OFF.

BOY ENGINEERING



CIVIL ENGINEERING
WEATHER BUREAU
HYDRAULIC & PNEUMATIC
ENGINEERING
LIGHT EXPERIMENTS
SOUND EXPERIMENTS
RADIO ENGINEERING
ELECTRICAL ENGINEERING
CONSTRUCTIONAL ENGINEERING
CHEMICAL ENGINEERING
SIGNAL ENGINEERING
CARPENTRY

The **A.C. Gilbert**
NEW HAVEN, CONN., U.S.A.

Price 25 Cents

Gilbert Boy Engineering pamphlet, 1920.

The category of vehicles was varied and in some ways very traditional. Wagons, sleds, scooters and bicycles were still popular, but small cars such as those made by the Wolverine Co. represented, in 1924, “the latest in juvenile automobile design.” As the firm declared, “we conceived the idea that the most outstanding mode of transportation in a modern child’s mind was an automobile.” Although such vehicles might appear to be relatively free of sex-orientation, in fact wagons and such were usually pictured either with girl being pushed or pulled about, or in some cases, subordinate in perspective. The Auto-Wheel Coaster in 1921 was the subject of a concerted sales campaign aimed at boys. As the catalog predicted, “if Tom has an ‘Auto-Wheel,’ you may be sure that Dick and Harry want one too!” Auto-Wheel Clubs were said to have enrolled “25,000 boys,” all of whom received copies of the *Auto-Wheel Spokes-man*, “a lively little publication full of good live stuff that every boy likes to read.” In addition, reflecting the rise of credit buying among adult consumers, the clubs “help the boys to buy their ‘cars’ and often actually advanced club funds for this purpose.”

Science kits, sets, or outfits were also popular with boys during the twenties and thirties. The 1920 catalog of the A.C. Gilbert Co., entitled *Gilbert Boy Engineer*, listed numerous kits, such as that for civil engineering. "With an outfit of this kind," Mr. Gilbert wrote, "you are doing something real — something every boy wants to do." The traditional chemistry set probably remained the most popular, but others dealt with hydraulic and pneumatic engineering, magnetism, sound, meteorology, machine design, signals and electricity.

Among all categories of toys, those dealing with construction were said to be the most American. Actually, the American toys appear to have been antedated by the Meccano sets of Frank Hornby in England, but several created in the United States at about this same time have remained popular. The Chicago architect John Lloyd Wright (son of Frank Lloyd Wright) introduced the Lincoln Logs for building frontier forts, cabins, and other structures. Wright claimed that "a real American boy with a keen brain is just about the smartest and most original thing alive." The Lincoln Logs stimulated that trait, but presumably were not of interest to girls. Another invention, dating from 1914, was the famous Tinker Toy, the parts for which, in typically American fashion, were made up of identical, interchangeable parts mass-produced by machines.

The leading American construction toy, perhaps, and the one most like Meccano, was the Erector Set. The toy was the invention of the remarkable A.C. Gilbert, who was described as blending "the familiar qualities of Frank Merriwell, Theodore Roosevelt, Peter Pan and Horatio Alger." Throughout his life he appears to have been obsessed with the virtues of manliness and the need for competition, qualities often associated with science and especially engineering. Years after making his first patterns for the Erector Set, Gilbert remarked that "I've remained a boy at heart and only introduced items that appealed to me. I figured they would appeal to all boys."

Some flavor of Gilbert's thought can be gotten from the introduction to his 1920 catalog: "I feel," he wrote, "that every boy should be trained for leadership. It is only the bright-eyed, red-blooded boy who has learned things, done things, dared things beyond the reach of most boys who will find the way open to really big achievements My toys are toys for the live-wire boy, who likes lots of fun and at the same time wants to do some of the big engineering things — things that are real — things that are genuine."



This education for the modern world of science and technology was, of course, different for the two sexes. Household toys, often replicas of the latest electric appliances, were directed at girls. Unlike the boys who were given Erector Sets, chemistry sets, or juvenile vehicles, the girls were not urged to learn things, do things, and dare things, in Gilbert's phrase. Indeed, it is difficult to see how they could have. Little irons really ironed, but did little else. Perhaps this is one reason that our society fails so signally to make use of the technical talents of half its population.

Pursell is director of the Public History Program at U.C. Santa Barbara, and presently serves as chairman of the California Committee for the Promotion of History.

*A fuller version of this article first appeared in *Dynamos and Virgins Revisited: Women and Technological Change in History*, an anthology edited by Martha Moore Trescott.*

Historical Profile of Orchard Supply Hardware

by **Laura K. Marshall**
with assistance by **Kevin Crawford**

Orchard Supply Hardware (OSH), presently a multimillion dollar business with 21 Bay Area locations, opened in 1931. Founder, Stanley Smith, was inspired to create the co-op of farmers, charging a \$30.00 membership fee, to fulfill the needs of Santa Clara Valley fruitgrowers. The first store opened in a small rented warehouse adjacent to the Southern Pacific Railroad passenger depot near Bassett Street in San Jose. Later they moved to larger rented premises on Vine and San Fernando Streets.

Dedicated men who nursed the business, the early Board of Directors included Leon Athenour, Wayne Mabil, Weller Curtner, W. W. Lester, Sandy Wool, Lloyds Edwards, and Wilson and Stanley Smith. Stanley was also the first general manager. Over a period of years, they gradually were succeeded by their sons or other relatives. Al Smith, Ken Lewis, Burrel Leonard, Herman Gerhst, Frank Meiss, Wilbur Fair, Christopher Walter, Will Lester, Leon Athenour and Herbert Mabil were among later directors.

During OSH's formative years, the Smith family played an important role. They were well educated, bright, and possessed solid know-how. Even though supplies were difficult to get during the Great Depression, OSH prospered, first under Stanley's leadership, and after his death, under that of his son Albert and co-general manager, Ken Lewis.

By 1940 the firm had accrued modest capital and decided to buy land and build their own premises on West San Carlos Street, today's headquarters for the Santa Clara area. Seemingly a sound move, the resulting capital investment and a weak inventory method based on estimate rather than actual physical counting procedures, led to errors in financial statements and brought OSH to the edge of bankruptcy. Then, although short of cash, the directors declared I.O.U. dividends based on estimated profits, and this increased the firm's poor liquidity and hampered growth.

During these years, however, there was a sharp increase in valley population, and Ken Lewis saw opportunity in an expanding market for homemaker's goods. As this new market boomed, reflecting the postwar population explosion of the 1950s, OSH began to prosper. At the same time, Burrel Leonard and Herman Gehrst joined the firm as acting directors. Both previous growers with accounting backgrounds, they proved to be key persons in salvaging OSH from financial disaster.

First, they proposed that a Building Company be established and \$250,000 of stock be issued to the public at large. They then proposed that the stock company should swallow up its parent co-op, converting all memberships to stock holder equity. Although farmer members were reluctant, in part because they would have to pay Federal Income Taxes, the move led the firm toward real financial soundness. OSH could now borrow money from banks or directors or patron/owners. Inventories expanded with newly found financial support, sales and profits expanded, and more branches were opened across the valley. OSH's first era ended.

Following the postwar years, what in the 1930s was a business solely for farmers became a consumer's haven, carrying 60,000 to 70,000 different items for the homemaker, garden enthusiast and general factory and office maintenance person. Fewer and fewer farm supplies were stocked, reflecting the changing character of Santa Clara Valley.

During the 1960s OSH grew rapidly, in large part thanks to the financial streamlining and aggressive merchandising of Ken Lewis, Al Smith and, later, Loren Smith. More locations and larger sales and profits marked the 1970s as well, and the directors and their families, who controlled about 45% of the stock, profited nicely. By 1975, when W. R. Grace Company acquired the firm, OSH was a classic example of local entrepreneurs bootstrapping a small equity base into a very sound and profitable business.

Acquisition of OSH by Grace Company marked the end of a second era. All original directors, except Loren Smith, left the firm, and after 1975 the Grace Company capitalized expansion beyond the existing nine area outlets. Under Smith's direction, new stores appeared in Livermore, the San Joaquin and Sacramento valleys, Marin County, and on the San Francisco peninsula. Today OSH consists of 21 stores, employs more than 2,000 people and has a sales figure of over \$150 million. Loren Smith retired recently, succeeded by Thomas Thornton as president and chief executive officer.

Marshall and Crawford are Winter Quarter History 10 students.

EDUCATION

State and Regional History

Members: For more detailed information on the classes, including days/times met, master numbers, fees required and how to register, see the front portion of the De Anza College Spring Quarter Schedule of Classes.

Preservation Through Oral History: *Barbara Norris*

Focusing on the history of cannery workers in Sunnyvale, this course will cover all aspects of oral history; its history and development, techniques of research and interviewing, indexing, editing and transcribing. Students will interview those people who worked in the canning industry, capturing their history before it is too late. Held at Sunnyvale Senior Center.

Bodie - The Legend and Reality: *Bill Palmer*

Students will be introduced to the people, places and events which shaped the history of the Bodie area beginning with the movement eastward over the Sierra in search for gold after the discovery of gold at Coloma and the "Rush" of 1849. Students will learn about underground mining, ore processing, the Bodie-Benton Railroad and the lumber industry at the Mono mills. Field trip to Bodie planned for May 30-June 1.

Yugoslavs of California: *Elsie Matt*

Students will explore the unique history of Yugoslav Americans through lectures, slides, research and field trips. They will study the immigration patterns into California; the rationale for movement from the homeland and major points of settlement; manifestations of their culture and contributions to the economy of California. Field trips to Watsonville and Jackson planned.

History of Monterey County: *Kent Seavey*

This class will study the development of Monterey County including the nature of Spanish-Mexican occupation, American conquest and subsequent agricultural development, growth of Salinas and the "long valley", re-emergence of the coast through fishing and the introduction of tourism. Field trips to Monterey and San Juan Bautista are planned.

Trails and Parks of the Santa Cruz Mtn.: *Tom Taber*

A first-hand study of California's natural history, this class will focus on the general topography, climate, plants, animals and spring wildflowers of Western Santa Clara, San Mateo and Santa Cruz counties. Three Saturday walking tours are planned.

Geography of California: *Mary Lou Lyon*

Students will explore the fascinating variety of geomorphic provinces, their unique aspects and the effect the land has had on the settlement and history of California. Included will be the San Andreas and other faults; the volcanic and geothermal zones; coastal mountains and valleys; the great Central Valley and its agriculture; the Sierra Nevada and the desert areas. Three field trips included.

Historic Archeology: *Bob Cartier*

This course is aimed at introducing students to the nature of archeological interpretation, recording techniques of field survey and excavation. Special emphasis is placed on local field trips to various archaeological sites in the community. Classroom lectures and slide presentations will supplement the field activities. Class is held on Saturdays.

Celebrated Californians: *Betty Hirsch*

This course will trace the lives of Californians spanning the worlds of the arts, industry and government. Included will be Adolph Sutro, William Randolph Hearst, William Ralston, James Phelan, Sam Brannon, Leland Stanford, Willis Polk, William Bourn, Emperor Norton and Julia Morgan. Two field trips included.

California and the Wine World: *Charles Sullivan*

An introduction to the major wine styles and types of Europe, tracing the historical development of these types and the development of their counterparts in California. The thrust of the course is historical, with special emphasis on the evolution of California wine types and the use of specific grape varieties. After each major unit there will be a comparative evaluation of the wines studied, both current and older examples.

California and the Civil War: *Chatham Forbes*

This class focuses on the significant role this state played in the North-South drama that dominated much of the last century in America. California was important in several ways - enormous gold and quicksilver wealth, strategic Pacific seaports and trade, the future transcontinental railroad terminus, great agricultural potential and a growing, vigorous population.

California in Literature: *Fernando Levy*

Students will study the fictional works in which California figures prominently as setting or symbol. These works will be drawn from different periods and genres, and focus on different areas of California. Ranging from Helen Hunt Jackson's "Ramona" through the detective stories of Hammett and Chandler, to the presentations of valley life in Saroyan and Steinbeck, this course will examine how the landscapes and history of California are used in fiction.

EXHIBIT PROGRAM

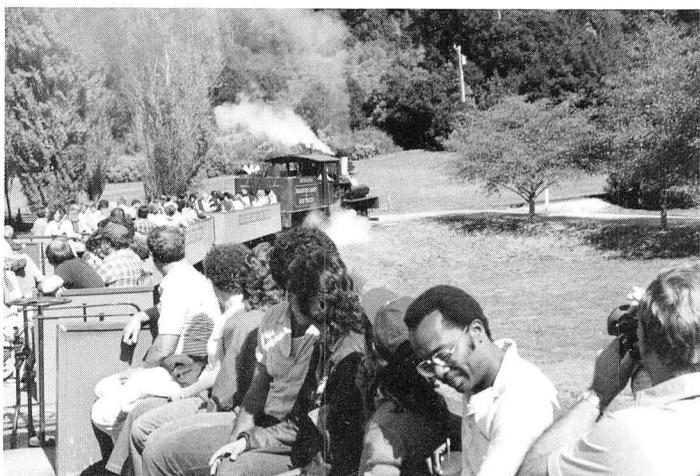
The history center's spring exhibit, California Consumer Products, which runs from April 23 through June 13, reflects a fascinating aspect of California's past. Colorful displays of trademarks of the late 19th century show an important part of the commercial history of the state and are designed to illustrate how an exhibition was presented 100 years ago. Artifacts from the old Joshua Hendy Iron Works of Sunnyvale, now owned by Westinghouse Corp., and other local products, personalize the exhibit. The following two courses are offered to enhance the exhibit for students.

Work, Culture and Ethnicity in the Bay Area: *Joel Franks*

Students will examine the world of immigrant working people in the San Francisco Bay Area and be introduced to the social and economic structure prevailing in the area during that period, the diverse immigrant communities inhabiting the Bay Area, the role immigrants played in manufacturing a variety of consumer products and the political, social and cultural experiences of immigrant working people. Four lectures only.

California Consumerism: *Jim Williams*

California Consumerism presents a brief overview of the sale and use of everyday consumer products available in California since the turn of the century. Class sessions will focus on types of products and the technological environment from which they stemmed, the advertising of products and evolution of advertising techniques and the relationship of products to Californians and their lifestyles.



Students in fall quarter's History 10 classes took a field trip one beautiful Saturday up into the Santa Cruz Mountains, where they rode the Roaring Camp and Big Trees Narrow-Gauge Railroad. This train is one of the few remaining narrow-gauge railroads in the country.

FOUNDATION NOTES

Holiday Thank You

A new friend of the California History Center, Tim Walsh, ensured that many of his friends and family will enjoy the gift of history throughout the coming year, by giving 26 memberships, both individual and family, in the California History Center Foundation as holiday gifts. A special thanks is extended to Tim for his interest in and support of center activities.

Another thanks is in order to Mr. and Mrs. Enzo Santucci, who responded to the CHC Wish List in the last edition of *The Californian*. They kindly donated the requested typewriter table on wheels, an antique typewriter, which we will be able to use in the spring exhibit, and two plants, which are presently adorning the exhibit room.

Women's Suffrage Exhibit Slated for Fall

California will be celebrating the 75th anniversary of women's suffrage in the state during 1986, and the history center is planning an exhibit, to open in the fall, tracing the evolution of the suffrage movement. Co-sponsored with the Palo Alto-based Women's Museum Without Walls, initial planning, fundraising, and research has begun.

Five states gave women the right to vote prior to 1911 when women won the right to vote in California: Wyoming, 1869, Utah, 1870, Colorado, 1893, Idaho, 1896 and Washington, 1910. Using the dates of the five previous ratifications as focal points, the CHC exhibit will trace the history of California women's lives in relation to this state's suffrage movement efforts.

Information on the opening date and the special members' preview will be included in the fall issue of *The Californian*.

Two Trustees Leave Board

With a combined service record of almost 10 years on the history center's Board of Trustees, Carole Pavlina and Molly Malovos resigned from the board late this fall. Carole, a resident of Los Altos, joined the board in January 1980. During her tenure she served on the membership committee and was very involved with the Saratoga Home Tour held in April 1985. Molly, also a resident of Los Altos, came on the board in July of 1981. She chaired the center's public relations and publicity committee. The center appreciates the time, effort, and support both Carole and Molly gave to the history center and hope they will continue to participate in history center activities.

Saratoga Home Tour

Sunday, April 20th the California History Center and the City of Saratoga's Heritage Preservation Commission will co-sponsor their second Saratoga Heritage Home Tour. This year, three restored historic homes will be open, including a Victorian, a 1912 Italian villa, and a unique craftsman-style. In addition, a map will be provided for a self-guided walking tour of historic downtown Saratoga, where the Chamber of Commerce, the library, and museum will be staffed especially for this event. A special point of interest is the old Madronia Cemetery, burial ground of many pioneers of the area.

The home tour is self-guided; homes will be open from 10 a.m. to 4 p.m., and visitors will be able to begin and end the tour at any time and at any of the specified locations. Docents will staff each of the homes, and leaflets describing the architecture and history of the houses will be available at each house, the Chamber of Commerce, and the museum. Complimentary refreshments will be available. Cost per person is \$12, payable to the Saratoga Heritage Tour, P.O. Box 2463, Saratoga, CA 95070. Reservations are limited. For additional information, please call the history center.

Research Paper Files Evaluated

The California History Center's Library houses a small but impressive collection of materials for research in the history of the area around the Santa Clara Valley. One of the library's important but underused subcollections is the Student Research Paper (SRP) file. Occupying six double file drawers these papers contain a great deal of painstaking research which other historians can use as a springboard to extend their own explorations.

Since the quality of the papers varies widely, however, it is sometimes difficult to find the gold hidden in the gravel. The papers are partially indexed in the center's card catalog; they also have their own subject index in a separate card file. However, these indexes give no indication of a paper's quality. Perhaps 5% of the papers have evaluation sheets at the front of their folders. Where present, these sheets give the reader some idea of the paper's content and methods.

The SRP file contains papers written between the late 1960s and the present, mostly as term papers for History 10, De Anza's course in California History. They are numbered consecutively, approximately according to when they were written.

The first five drawers of the file would benefit from a systematic culling of repetitive or carelessly done papers. On the other hand, most of the papers in the last file drawer are of higher quality because shrinking file space in recent years has enforced greater selectivity in choosing student papers for the file.

Most researchers will find the following research procedure fruitful:

1. Search the subject card file for topic.
2. Check through any large grouping of papers which seems relevant.
3. Read the papers with higher numbers first; generally they will be more recent and of higher quality.

Throughout the SRP file, papers of statewide and national scope appear occasionally, and many papers deal with local history in other areas of California. But from 80-90% of the papers have to do with the southern Bay Area, and about half of the whole collection deals with some aspect of Santa Clara County history.

by Robert Carlton

Carlton worked with the Student Research Paper files to fulfill a research assignment for a class he was taking fall quarter, 1985.

Members have access to the SRP files as a benefit of their membership.

Two CHC Books Released

Two new books published by the history center, have been released within the past two months. The first is *Milpitas - The Century of 'Little Cornfields', 1852-1952*. Written by retired San Jose News reporter, and well-known local author, Patricia Loomis, the book chronicles the 100 years preceding the city's incorporation in 1954. Loomis's curiosity about Milpitas was piqued when she conducted interviews of the descendants of the early settlers for the San Jose News. Roads were just beginning to be built during that time. Named after the more prominent settlers - Abel, Weller, Evans and others Loomis wrote about in a series called "Signposts". After her San Jose "Signposts" were published in a book by the San Jose Historical Museum, she was approached by the Milpitas Historical Society to do a similar book for Milpitas. But this book goes beyond "Signposts." Her reporter's instincts for facts led her on to find little-known diaries and newspaper writing during the time and set it in a framework of the major state and national events of the time. Decade by decade, the story of Milpitas is played out. The book may be purchased from the history center for \$12.95, which includes tax and shipping.

The second book to be released is *San Francisco - The Spirit of the City, 1935-1985*. This book, which was funded by a grant from San Francisco Federal Savings and Loan Association, is a pictorial essay of the last 50 years of San Francisco's history. The center was first approached by San Francisco Federal in November 1984 about publishing a book to commemorate its 50th Anniversary in 1985, and the opening of its new corporate headquarters on the corner of Post and Kearny. The project evolved over the ensuing months from a history of the financial district, to this 32-page pictorial, which captures the wonderful ambience and flavor of the city through both historic and modern photographs. Members will be receiving a copy of this book in the mail.

New Members

Family

The Kocir Family, Karla Mitchell Family, Ralph Chiapello, Arthur and Edith Clark, Schneider - Silzer Family, Maria Griffiths, Karolyn Highsmith, Allen Kenison, Chris Kenison, Fay and Arn Massolitti, William and Margaret Nagel, Sunter James Walsh, Patrick Joseph Walsh, John Walsh.

Individual

Randell Kent Bishop, Bob Bridge, Kevin Chiapello, Carol Chiapello, De Danna, Sally Edmonson, Ted Faravelli, Sara Freeman, Nancy Jones, Karen Kennison, Charles Kilbourne, Gregory King, David Laws, Ilse Lebach, Duane Miller, Richard Oderio, Nancy Phillips, Theodore Pitzer, William Ray, Judi Reitz, Diane Ross, Stuart Sadick, Donna Samsel, Harlen Sanford, Joan Slattery, John Randell Solaegui, Betty Unger, Patricia Ann Walsh, Melinda Ann Walsh, Genevieve Ziegler.

Renewing Members

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Individual

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The book signing and author's reception held in December to celebrate the release of Japanese Legacy: Farming and Community Life in California's Santa Clara Valley was a wonderful success. CHC members and members of the Japanese community turned out to hear authors Gary Okihiro and Timothy Lukes, as well as Congressman Norman Mineta, who wrote the foreword for the book. The books may be purchased at the history center for \$12.95 (softbound) and \$14.95 (hardcover), plus tax and shipping.



Members and community residents enjoyed the opening of the label exhibit on January 17th. The old packing and canning labels brought back memories for many of those in attendance. Photo by David Fox.

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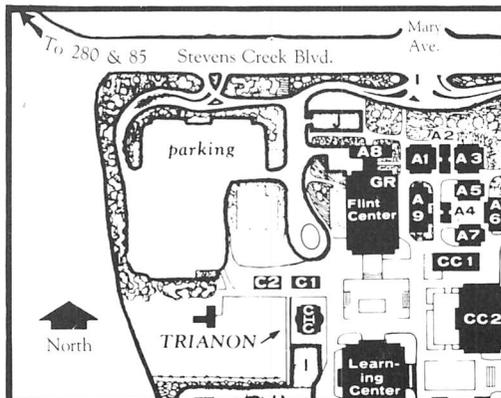
21250 Stevens Creek Blvd., Cupertino, Calif. 95014 (408) 996-4712

Trianon Bldg. Hours:

Monday–Friday:
8:00 am–noon, 1:00–5:00 pm

Exhibit Hours:

Monday–Friday:
9:00 am–noon, 1:00–4:30 pm
Docent Tours may be scheduled
by calling 996-4712.



The Californian Staff

Editor

Kathi Peregrin

Printing/Production

Composite Artts

David Lippenberger

Cheryl Kiehlbauch

Contributing Writers:

Mickey Karpas

Carroll Pursell

Laura Marshall

Kevin Crawford

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