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Museum Opening a Huge Success

Saturday, August 27th, was an exciting day for members of the California Pioneers of Santa Clara County. Our just-completed Roberto Adobe & Suñol House Museum was open to the public for all to enjoy beginning at 10:30 am and ending at 2:30 pm. Guests met on the large patio behind the structures and heard welcoming remarks and introductions from Pioneers President Ken Machado.

Before the visitors entered the interior of the Museum, special guests spoke to the crowd. One of the goals of this museum is to honor the tremendous culture of the Natives who lived here before occupation. Gloria Gomez, a Muwekma Tribal Councilwoman, was present to bless the museum.

Because Roberto Balermينو, the Native American who owned the rancho that this museum sits on, was named after Saint Robert Bellarmine, it was significant that Father Jerry Wade and Father Dick Cobb from Bellarmine College Preparatory were in attendance.

The guests were reminded by Pioneers President Ken Machado that Antonio Suñol, who built the brick addition to the adobe, was once mayor of San Jose and then our present mayor, the Honorable Sam Liccardo, was introduced.

Next, the Pioneers were pleased to introduce Naomi Torres, the superintendent of the Juan Bautista de Anza National Historic Trail of the National Park Service. We are proud to be a node on this international trail.

(Continued page 2)



The Roberto Adobe & Suñol House Museum at 770 Lincoln Avenue on Opening Day, August 27, 2016.

Museum Opening (Continued)

Finally, Paul Bernal, who chaired the project and worked very hard with many others to complete the exhibits and develop the program, thanked all the many people who made this Museum a reality.

The Pioneers estimates there were around 400-500 visitors throughout the day with the heaviest crowd at 10:30.

Docents were on hand in each room to answer questions and point out the highlights about one of the home's past occupants, whether it was Roberto Balermينو, Antonio Suñol, Captain Stefano Splivalo, the Basuini family or the Bruzzzone family. The Museum exhibits themes include the Native Americans, Spanish settlers, Mexico's rule, early United States, and finally Willow Glen in the 20th century. Visitors will see how the people who lived in this home affected the history of our valley, and how the history of our valley affected the occupants of this home.

The Museum is divided into three sections: the Adobe home, the brick home attached to the Adobe, and the gardens with a self-guided tour of heritage plants and artifacts.



Gloria Gomez from Muwekma Tribe.

The California Pioneers of Santa Clara County and the Museum Chair, Paul Bernal, thank the following for bringing the House Museum to a reality:



Paul Bernal addresses the crowd on the patio under the magnificent fig tree.



Pioneers President Ken Machado.

- **John Bruzzzone, Jeannette Bruzzzone and Joyce LoFranco**, the three siblings who donated this property to the Pioneers.
- **Ken Machado and Jim Zetterquist** who joined Paul Bernal in conceiving of the idea of this museum.
- **Helen Stevens**, who generously left her estate to the California Pioneers of Santa Clara County, and enabled us to receive such a fantastic gift from the Bruzzzones.
- **Farrington Foundation** who gave us a substantial grant to paint the Suñol House.

- **Mel Basuini**, who was born here and shared his fabulous stories, his infectious humor, and many of his treasured artifacts from this home.
- **John Grafton** - blacksmith, woodworker, leather craftsman. If there is something you see in this museum that was made by hand, chances are John Grafton made it. With encyclopedic knowledge of all things Californio, and his amazing handiwork skills, John was and is priceless.

(Continued on page 4)



Mayor Sam Liccardo.

President's Message

On August 27, 2016 I was privileged to open to the public, our new museum, the Roberto Adobe & Suñol House. Three years prior, when the California Pioneers acquired this property, I asked Judge Paul Bernal to take on the formidable task of creating a unique and informative museum showcasing the history of the Santa Clara Valley and the people who inhabited this land that now has more recently become a birthplace of technology and innovation. I am very thankful that he accepted this challenge and all that it entailed. Through the tremendous effort, dedication and knowledge that Paul contributed to this project, we are now proud to present this gift to the neighborhood of Willow Glen, the City of San José and to all those who seek to discover the stories behind the people who lived here before us and whose reasons for choosing this place live with us still.

The following is an excerpt of my opening day remarks to those who helped us to baptize our new museum on that summer day a few months ago.

As you will see when you walk through this home, your museum is a time capsule of our past. It tells the story of California.

—of Ohlone natives who inhabited this land for generations;

—of the early settlers who traveled with the De Anza party up from Mexico in 1775 to establish a series of outposts to support the missions. One of those outposts, San Jose, becoming the first civil settlement in what was later to become California;

—of the early Californios of Spanish and mixed races who settled this land and established vast ranchos and small businesses and farms;

—of the Mexican period of California and the secularization of the mission system that resulted;



(Photo: Tim Paddy)

Ken Machado, President California Pioneers of Santa Clara County

—and finally to the American period, the early settlers, gold seekers and farmers who followed, all seeking a better life in California and more particularly in the Santa Clara Valley, this land of tremendous fertility and opportunity.

As you will see from our exhibits, the Europeans and others who came here as well as the native tribes that inhabited this space, did not choose the area randomly. They came for what the area could provide them, the abundance of water, fertile soil, a plentiful hunting and gathering ground that could feed their families and support their lives.

Much as today, people come to this valley from all over the world seeking the abundance of knowledge and fertile opportunity that Silicon Valley provides.

It is a little hard to imagine the scene from this space, under this ancient fig tree, and what it would have been like 180 years ago when Roberto built his adobe home here on this spot for his family. If we close our eyes and shut out the sound of the highway passing next to us and the private jets approaching

the runway at San Jose International Airport, we can almost envision that scene...the tranquility of this space...the smell from the fields of grain which grew here...the sound of the Los Gatos Creek trickling over the boulders as it passed to join forces with the Guadalupe River downstream.

It is a different world than what we live in today and we hope that by visiting our museum this morning and in the years to come, you and others will get a glimpse into that world, the world of Roberto and all those who followed him onto this land.



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Gayle Frank, Editor

Contact us at
info@CaliforniaPioneers.com
P.O. Box 8208, San Jose, CA
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of Santa Clara County

The Pioneers is a 501(c)3
non-profit organization

Museum Opening (Continued)



Naomi Torres, National Park Service.

- Santa Clara University and **Father President Mike Engh.**
- **Linda Hylkema's** sharing of her knowledge and artifacts. We could not have had such a first class museum without Linda.
- History San Jose for images, artifacts, ideas. Thank you **Alida Bray, Jim Reed, Ken Middlebrook, Cate Mills, Nadine Nelson and Barbara Johnson.**
- Sourisseau Academy for sharing from their outstanding collection of still photos of Santa Clara County. Thank you, **Tom Layton and Charlene Duval.**
- De Saisset Museum for a religious relic on loan from this museum's collection. Thank you, **Rebecca Schapp and Stephanie Battle.**
- National Park Service. Our museum qualified to be an interpretive node and passport stamping station on the international Juan Bautista de Anza National Historic Trail. Thank you, **Naomi Torres and Hale Sargent.**
- **Mike Imwalle**, archaeologist at Santa Barbara Presidio Trust for many plant clones.

- **Linda Yamane**, a Rumsien Native, helped with interpretation, signage, and made the beautiful Native necklace on exhibit.
- The **Board of the Pioneers** for courage and vision to take on this herculean task for the benefit of the community.
- The **Pioneers Museum Committee** who helped shape the museum.
- **Gordon Chun** of Gordon Chun Design, the museum designer who led us through the last three years with great ideas, great patience, and an eye for building a first rate museum. It was a pleasure to work with Gordon and his team.
- **Fran Burnett Allen** for her generous loan of Governor Burnett's desk and personal items.
- Special thank you to ALL the volunteers who worked many weekends for three years to make this possible.



Paul Bernal, Chair of Museum Project.

- **Tim Peddy and Rick Helin** for producing our Museum videos.
- The awesome **docents** who studied hard and are ready to assist in the visitors experience. ❖

Below, the interior of the Roberto Adobe with furniture, cooking apparatus and tools.

(Photos: Tim Peddy)



Pioneers Quarterly Luncheon

Saturday, Dec. 3rd, 2016

11:00 AM to 2:30 PM

THREE FLAMES RESTAURANT

Banquet Room—1547 Meridian Ave. in San Jose

Luncheon Presentation

San Jose's First Manufactured Auto

presented by

Dan Erceg

Make Reservations by Wednesday, Nov. 30th

Email to sccpioneers@aol.com

or call 408-554-7587 with your menu selection

If, after reserving, you cannot attend the Luncheon
PLEASE call or e-mail to cancel your reservations.

We have to pay for no-shows !

Luncheon cost is \$30

Please make checks payable in advance to
California Pioneers and bring to Luncheon.

Menu Selections

Three Flames Special Steak
tri-tip steak topped with sautéed mushrooms

Chicken Parmesan
Both above served with Red Potatoes & Fresh Vegetables

Grilled Salmon with Dill Sauce

Pasta Rose
Penne Pasta in creamy Tomato-Alfredo Sauce

All of the above served with Salad, Coffee and Dessert
No-Host Bar for soft drinks, beer and wine

*Parking is limited in front of the restaurant; however,
ample parking is available in the rear and close
to a separate banquet room entrance.*

Luncheon Presentation

Dan Erceg is a local antique car restorer who works for the Bertolotti Collection in Santa Clara. He will share his knowledge of the early George Osen and William Hunt partnership and their building of the first automobile manufactured in San Jose in 1899.

Erceg will then tell us how their first auto was discovered three years ago after being stored in a garage for over 50 years. Finally, he will reveal how this important piece of the past is now at History San Jose.

Erceg, who lives in San Jose with his wife Cindy, is a local history buff and an expert on antique and vintage cars. He co-authored the book, "Touring Historic Willow Glen," published in 2007.

5th Annual Photography Exhibit "The King's Highway" A selected look at Santa Clara's El Camino Real By Gabriel Ibarra

Santa Clara Senior Center, 1303 Fremont Ave.
Exhibit in display case at book reading area
Monday-Thursday; 7am-7pm;
Friday 7am-5pm; Saturday 9am-12pm
The exhibit runs from Nov. 1st to Dec. 30th

This exhibit will have a twist!
Question: Would you rather have this or that?
A feed back form will be available for your input.

*Gabriel Ibarra Light Catcher
Architectural Historical Photographer
gubtypix@yahoo.com*

“When San Jose Was Young -The Alameda,The Beautiful”

This is a reprint of a 1916 series about local history written for San Jose's *Evening News* and attributed to Cora Older.

When you walk on the Alameda, or when you drive there, remember that the vision of the Beautiful Way between the Mission and the Pueblo was born in the brain of Father Magin Catala, the Holy Man of Santa Clara.

Not as a pleasure grove of large trees which its name signifies was the Alameda laid out, but as an act of devotion, a religious rite. In 1799 already the Mission of Santa Clara had existed for two and twenty years. Father Catala had quitted his home to carry the light into the far wilderness. Here in Santa Clara he had pleaded with sinners, he had lashed his bare back long days and nights, he had remained at the foot of the Cross in prayer. Still, among the gentiles there was polygamy, infant murder, worship of the god “Cooksuy.” In the Pueblo soldiers cursed and rioted in soldiers’ way. And the Pueblo was only one league distant. Father Catala felt that his voice did not carry far.

Even when the dull Indians listened and understood, even when the soldiers half-heartedly repented of their evil ways, they did not go often to the Mission. In the winter the excuse was the mud. In the summer it was the mustard. And indeed the mustard was like a great yellow forest. Sometimes even the devout were lost therein. And so, in order to make the Holy Way the easy way,

Father Catala became the first road-builder in Santa Clara County. For two years the Padre had nursed the willow cuttings. He saw them root and grow into young trees. Early in the spring of 1799 with two hundred Indian converts he began the Alameda. In his eagerness, he himself uprooted the first mustard. The Indians leaped to their task.

Other Ohlones, trained as plowmen, stirred the ground for the road. Father Catala marked the place where the trees should be planted. When the road was finished, an irrigating ditch was dug through the center extending the full way.

With a prayer and a blessing, Father Catala dug the first hole for the planting. Fired by the padre’s zeal, the Indians outdid even their leader. Three rows of trees, numbering thousands, were planted between the Mission and the Pueblo. The

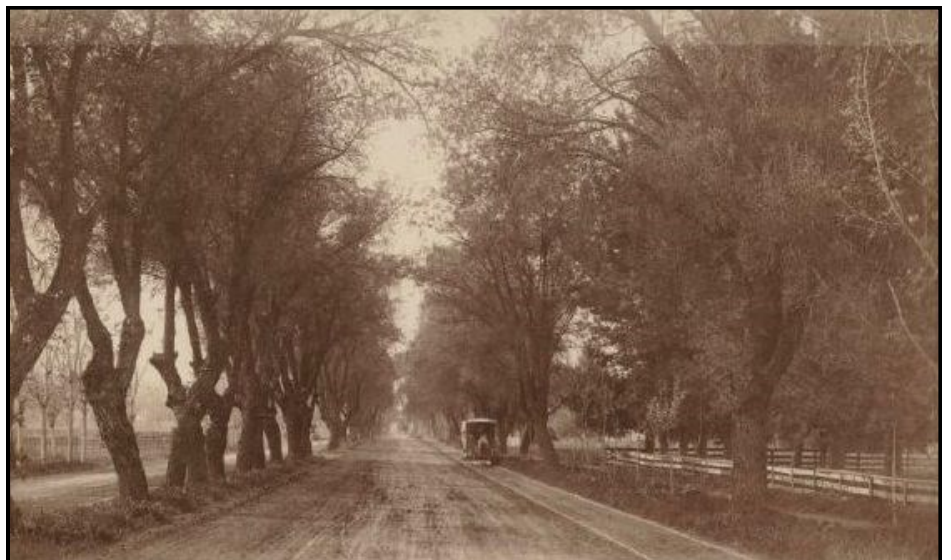
mustard trail became the Beautiful Way.

In the early years Father Catala and the neophytes watered the trees, shaped them, protected them from the sun and wild animals, replaced them when one was destroyed. The willows grew to great height, their branches interlaced.

Long after Father Catala and the nameless redmen had gone up above, and long after the Mission decayed, and long after people forgot who had given them this wide, leafy way, it was the pride of the Pueblo.

A rickety omnibus once ran down the Alameda between San Jose and the Mission. Then a crude, little horse-car took its place. A modern electric company had planned a road in the middle of the Alameda. The people protested; the trees must be spared.

(Continued page 7)



The Alameda, the Beautiful Way in the late 1800s.

(Photo: Courtesy of History San Jose; Photographer: Andrew P. Hill)

The Alameda (Continued)

The men of progress said that the car-line should run through the center of the street.

Unexpectedly the supervisors granted the privilege. That night, like the old highwaymen on The Alameda who chose darkness for their deeds, a force of men massacred the trees in the center of the Alameda. In the morning San Jose, stunned, looked at the crime. The company's excuse was, "Progress. The trees would have fallen soon. They were old."

Some furrowed, knotted, black old willows remaining on either side of the Alameda wept over their fallen brothers. "We, too, are old. Almost at the beginning of the new civilization we were here. We have communed with all that passed this way, the simple, naked red man, the dark, slow-moving Don, the pale thin-lipped Gringo. They have sat in our shade. They told us their secrets. We gave everything and asked nothing. While we lived the Saint came from Santa Clara, our padre who watered us and cared for us, who prayed here, who set up the stations of the Way of the Cross, and who barefoot in winter worshipped here. There was that other saint, less humble, Father

Junipero Serra. He journeyed this way as he went from the Pueblo to the Mission. And the great captain of the king came, and rulers themselves passed this way. And sinners came. Sometimes red with murder they asked us for shelter. We gave. We always gave to all.

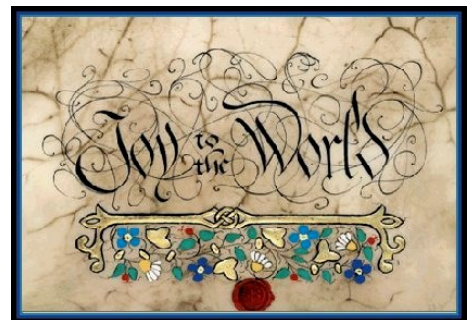
That great sinner, Vasquez scarcely noticed us. Proud and haughty, surrounded by his friends, he passed us by, riding like a Don. But we saw him drawn back from the Pueblo, lifeless and limp, his neck scarlet red and black. He was alone. The wagon rattled past without stopping, but we gave him our blessing.

Best of all we liked the lovers;

those who came in the moonlight, those who came in the dark. But lovers in the dark, lovers in the light, no matter what their tongue or age, they spoke the same words, they looked the same glances, they had the same hopes, the same belief in the eternity of their love. Always them we understood. We ourselves were planted with love. That is why ours is the Holy Way." ❖



Oil painting of "The Alameda" in 1883 by Andrew P. Hill (1853-1922). This painting belongs to the California Pioneers of Santa Clara County and hangs in the parlor of the Paulson House at History Park.



Portal Mansion, Cupertino—A Sketch By Jim Campbell

This was the home of the pioneer Portal family that helped make Cupertino important as a grape-growing section of the county. The Portal Vineyards came into being in the 1880s about the same time that Cupertino was emerging as a thriving west valley village.

The 18-room mansion was surrounded by nearly 200 acres of vineyards on the north side of Stevens Creek Road where Portal Avenue is today. The house with its tower and captain's (or widow's) walk was at the end of a long lane of black walnut trees.

Jean Baptiste Jules Portal (known as Louis) was a native of France who came to Santa Clara County via San Francisco in

1870. He became a U.S. citizen the following year in a San Francisco court and gave his age as 29.

Portal was in the real estate and insurance business in San Jose from 1875 to 1880. In 1882, he bought 179.26 acres on Stevens Creek Road from Abram King. This became the famed Burgundy Vineyards of Cupertino. Portal was one of the first pioneers to

use underground irrigation pipes and the first stationary steam engines for pumping water. He served as President of the Viticultural Society for several years.

In 1889, Portal traveled through Europe as the California Viticultural Commissioner and to the Paris Exposition to introduce California wines and fruit. He reported that he heard

“only compliments and expressions of surprise that our wines have made such great progress.” (*Evening News*, 6/25/1889)

In 1893, Portal abandoned his family and returned to France. Mrs. Mathilde M. Portal was left to raise seven children and run the vineyard and winery. After debt piled up, she lost the ranch by 1904. The house was demolished in 1959. ❖



Portal House

Campbell

Meet One of Our Docents

Joe Coughlin moved to San Jose in 1987 from Chicago to be closer to family. He lives near Delmas Street that was once part of Roberto Balermينو's land grant, Rancho de los Coches (ranch of the pigs). Joe tells people he "lives on the old pig farm."

Coincidentally, Joe now serves as a docent at the California Pioneers of Santa Clara County's new Roberto Adobe & Suñol House Museum, built on the Rancho de los Coches. Joe has also provided tours at the Pioneers' Paulson House since 2015.

Joe joined the Pioneers about three years ago when he met Pioneers member Bob Carter, a friend from his pre-



Joe Coughlin

Docent at

**Roberto Adobe & Suñol House
and
Paulson House, History Park**

retirement days at Safeway. Remembering Joe's interest in history, Bob suggested that Joe enroll in Mary Lou Lyon's class, "History of Santa Clara Valley." In that class, Joe met Tim Peddy who directed him to the Pioneers website. Joe downloaded the application, sent in his two box tops and *voilà!*

Joe majored in history in Chicago and still is fascinated with historical events and people. He is very well versed in Chicago and Illinois history as well as our local stories. He enjoys reading, especially about history. ❖

-Jonna Baker

Docent Opportunity for Paulson House at History San Jose

For more information or to
volunteer, contact Jonna Baker at
(408) 533-3256 or
J234belle@yahoo.com

Docent Opportunity for Roberto Adobe & Suñol House Museum

For more information or to
volunteer, contact Sylvia Hew at
408-265-5371 or
hewmum@gmail.com

Roberto Adobe & Suñol House

770 Lincoln Avenue, San Jose

FREE TOURS Saturdays 12 to 2

Not open on major holiday weekends

Gratis tours en Español con cita previa

CaliforniaPioneers.com

Charles Herrold, Father of Radio Broadcasting

San Jose's Charles D. Herrold (1875 - 1948) and his contributions to early radio were long forgotten by many broadcasting historians until Gordon Greb and Mike Adams researched the Herrold history, made a video (1995) and wrote their book, *Charles Herrold, Inventor of Radio Broadcasting* in 2003. The members of the California Pioneers of Santa Clara County were honored to hear a presentation on Herrold given by Mike Adams at the September 3rd luncheon.

As early as 1909, Herrold was sending out music and the spoken word to San Joseans who had receivers. He pre-announced his programs on a regular basis, played music and took requests from the audience. In the book by Greb and Adams (page 114), a 1910 catalogue page from the New York-based Electro Importing Company (E.I. Co.) contains the notarized testimonies from Charles Herrold, his young assistant, Ray Newby, and Rear Admiral Osterhaus from Mare Island, stating that wireless transmissions were received at Mare Island from San Jose. Reception was clear over the 70 miles. Herrold added in his testimony that he had "given wireless phone concerts to amateur wireless men throughout Santa Clara Valley."

Herrold came to San Jose with his parents at about age 12-14 and attended San Jose High School at 7th and San Fernando. His mother, a music teacher, taught Herrold to play the piano, and his father, who was an inventor, inspired Herrold's interest in science and experimentation.

Charles attended Stanford with a major in his primary interest, astronomy, but changed his major to physics after the astronomy professor left the campus. Herrold eventually dropped out of Stanford, moved to San Francisco and patented an electrical device. After the 1906 earthquake, he left San Francisco for San Jose and started his *College of Wireless and Electricity* in the fourth or fifth floor of the Garden City Bank at S. First and San Fernando Streets in January, 1909. Here in San Jose, Herrold developed and patented the Arc Transmitter.

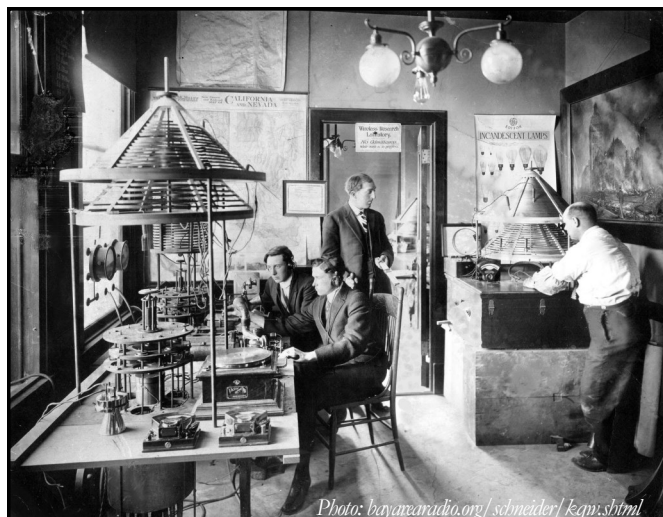
In 1913, Herrold, nearing 40, married an 18-year old girl, Sybil Paull, who

attended San Jose Normal School. The next year they had a son, Robert, who was heard crying over the radio airwaves in 1915. Robert's son, Jim, attended our Pioneers luncheon on September 3rd.

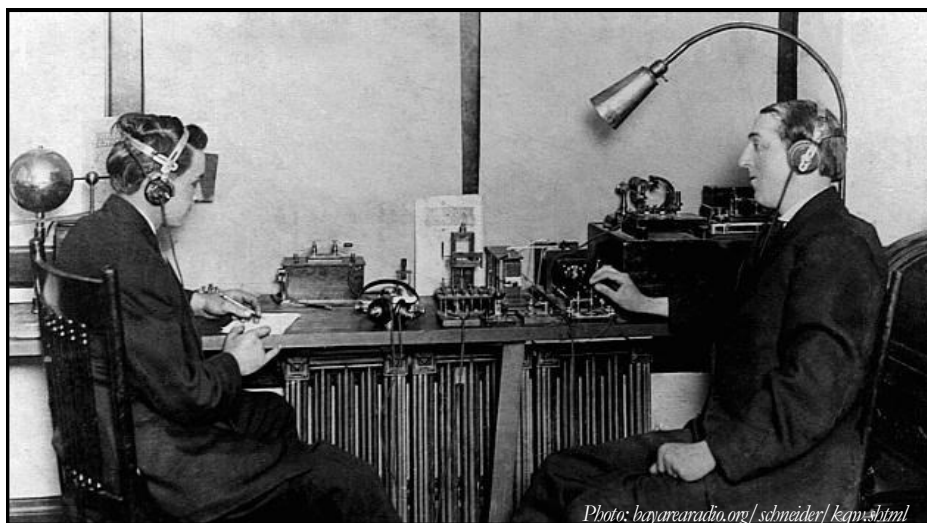
Radio broadcasts, scheduled every Wednesday at 9:00 pm for a half hour, became routine with news, music, contests and requests while attracting students by advertising Herrold's school. Youngsters built their own wireless kits and made up a large portion of the radio audience. Sybil Herrold played records lent to her from a local music store, Wiley B. Allen Company, where about two dozen telephone earpieces were connected to a receiver in the store to listen to Herrold's broadcasts for those without receivers. Sherman Clay music store was also mentioned as lending records for broadcasts. The day after broadcasts, the music store had an increase in record sales for the music played the evening before. Sybil most likely could be called the very first lady disc jockey.

(Continued page 11)

Ray Newby, left, and Charles Herrold, right, working their radio equipment.



Charles Herrold's Laboratory.



Herrold (Continued)



*A young
Charles
Herrold*

(Photo: www.radioworld.com/article/opinion-radio39s-real-founding-father)

Charles and Sybil called their scheduled radio program, "The Little Hams Radio Program." Early on, when beginning a broadcast, Charles or Sybil announced, "This is San Jose calling."

According to Herrold's students, who were interviewed later by Greb and Adams, Herrold was a great communicator, spoke well and was an inspiring teacher.¹ Herrold's early student and long-time assistant, Ray Newby, later offered much information to Gordon Greb in 1958 about Herrold's early days of experimentation and broadcasting.

A model of Herrold's early equipment was fabricated by members of the Foothill College Museum, but now belongs to History San Jose. Included in the collection is at least one original microphone developed by Herrold that was saved by Clyde Arbuckle. It looks similar to the telephone of that time and was water-cooled due to its high heat when in use (hence, the term, "hot mic.")

By 1915, a newspaper editorial complained that radio concerts would reduce attendance at live performances and live entertainment would suffer. But radio popularity grew until war

loomed. As World War I progressed and America became involved, the government required all ham radio operators and broadcasters to stop sending and receiving by April of 1917. By then, Herrold's lab and school had moved to 475 S. First Street. Herrold was praised in the newspaper for training over a dozen local expert radio operators who contributed to the war effort.² Herrold continued the training of wireless operators and when the ban was lifted, Herrold was back on the air with his arc phone.

Herrold Laboratories proceeded to operate under his experimental license acquired in March, 1920. Herrold's earlier "station" call letters, FN, became KQW after he was granted an official commercial broadcasting license on Dec. 9, 1921. Being a competent musician, Herrold's broadcasts included his piano playing. But soon his Arc Transmitter was deemed obsolete, unable to transmit at the required new frequencies. His radio equipment was now replaced with vacuum tubes in the early 1920s.

About this time, Herrold found that making a living at broadcasting was

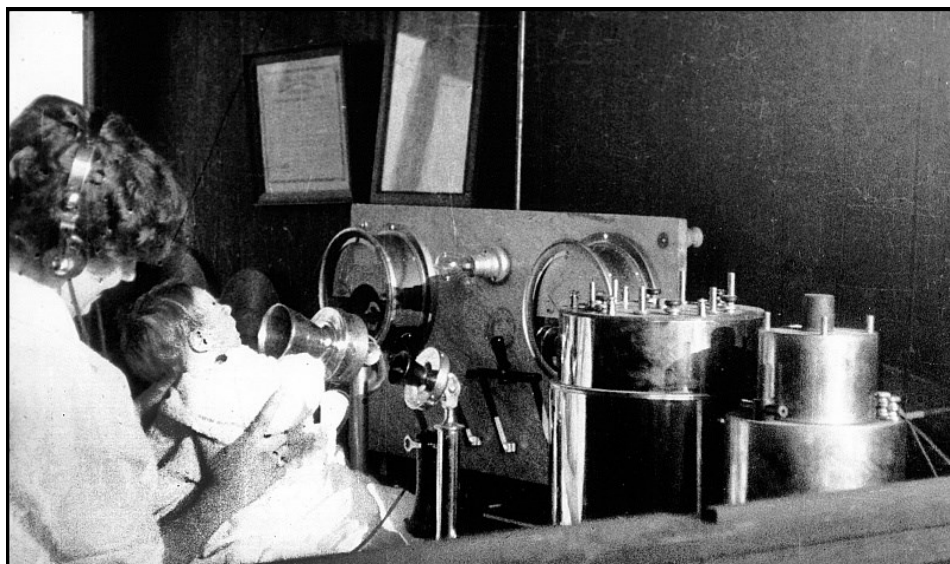
difficult so he moved into sales of radios, ads and parts. Then his marriage failed and Sybil divorced Charles in 1924.

At the end of 1925 Herrold turned over his radio license to the local Baptist Church with the understanding that he would operate and manage the station. This plan only worked for a short time, until the Baptist Church discharged Herrold because they had no money to pay him. Herrold's school was dissolved and he was left to read ads and sell radio time to advertisers in the late 1920s and 1930s.

As a side note of interest, KQW in 1930s, owned by Ralph Brunton and managed by E. L. McCarthy, hired Theron Fox, who was a renowned member of the California Pioneers of Santa Clara County, as the station's first sportscaster. KQW joined CBS in the 1940s.

By 1935, Herrold ran the audio visual department for an Oakland school. In the 1940s Herrold worked as a janitor for the shipyards. He died in 1948 at the age of 72 and

(Continued page 12)



Sybil Herrold with infant son Robert, broadcasting in 1915.

(Photo: theradiohistorian.org)

Herrold (Continued)

LEARN WIRELESS

We take pleasure in announcing a complete course in Radio (wireless) now being given at our new location.

Our new course, completely revised up to the minute, is given under the *personal* instruction of the best instructors. Regular school work is not interfered with. We require no outside study.

All of the most modern Radio equipment is on hand at our school and for the use of our students.

The time and conditions are right for taking up this most fascinating of sciences NOW! Why not enroll with us and fit yourself for the future "VIA WIRELESS"?

HERROLD

COLLEGE OF ENGINEERING

Courses in Engineering and Wireless.

467 S. First St. Phone S. J. 3616

Herrold ad, San Jose Mercury News, 3/13/1921

Sources:

http://sfppc.blogspot.com/2009_06_01_archive.html

<http://bayarearadio.org/schneider/kqw.shtml>

www.charlesherrold.org

www.radioworld.com/article/opinion-radio39s-real-founding-father/16955#sthash.q8jxI81u.dpuf

San Jose Newspaper Archives, Santa Clara City Library

was forgotten for his amazing contributions to radio broadcasting until Gorden Greb first wrote an article about Herrold for the "Journal of Broadcasting" in the winter of 1958-59 after interviewing Ray Newby in Stockton.

A plaque appears at the corner of First and San Fernando Streets in San Jose, the location of the former Garden City Bank, to commemorate Herrold's College of Wireless and Engineering and the early scheduled

broadcasts. Herrold's final location at 467 S. First Street is a city landmark but soon is to be enveloped in a high-rise residential tower. An exhibit is planned to honor Herrold's contributions to radio at this site. ❖

-Gayle Frank

¹ One of Herrold's early student assistants and instructors was Emile A. Portal, grandson of Louis Portal (see page 8). Portal later operated an early broadcast station and became VP of Kennedy Corp.

² San Jose Mercury Herald, May 17 & May 31, 1917

*Plaque for
World's
First Broad-
casting Sta-
tion at the
corner of
First and
San
Fernando
Streets.*

*Photo:
www.mountaincharlie
1850.org/pl_first-
broadcasting.html*



Santa Clara 2016 Historic Home Tour

Friday, Dec. 2, 6 -10 p.m.

Saturday, Dec. 3, noon - 5 p.m.

The 38-year tradition of the Santa Clara Historic Home Tour continues this year with tours of four private residences that feature architectural styles such as Gothic Revival, Queen Anne Cottage, Craftsman Bungalow, and 1950s Mediterranean. The public building featured this year is the 1860's era Italianate Harris-Lass House celebrating its 25th anniversary as a City

museum. A bonus venue on this year's tour will be Mission Branch Library, which will have a photo exhibit of both its historic past and its planned renovation project.

Tickets are \$30 for general admission and \$25 for seniors (60+) or youths (6-21). Tickets may be purchased at City Lights Espresso, 1171 Homestead Rd., Santa Clara and Antiques Colony, 1881 West

San Carlos Street, San Jose, or ordered online at sc-hometour.com/tickets.html.

Day of tour tickets may be purchased for \$35 at the door of the Harris Lass Museum, 1889 Market St., Santa Clara. No children under the age of 6 will be admitted.

For information, call (408) 355-5944 or visit sc-hometour.com. ❖

CA Pioneers of SCC New Members—Welcome!

LaVerne Aguirre-Parmley lives in Cupertino and worked in education. She is interested in becoming a docent at the Roberto Adobe & Suñol House. Her Lopez family arrived in California in the 1840s from Spain and Mexico.

Robert Edwards lives in Santa Clara and was an electronics engineer. He is a native of California. His pioneer ancestor was Walter A. Edwards who was born in Los Gatos in 1907. Robert is interested in local transportation history and printing history.

Phil Johnson lives in San Jose and is a painter. His family came to California in 1912, originally from Illinois. His maternal grandfather came to Santa Clara County from Marin in the 1930s and worked at the Kaiser Cement Plant until retirement in 1976.

Phil is interested in becoming a Pioneers docent. His interests include San Jose history, Native Americans, plants and birds.

George Midwin lives in San Jose and his occupation was a manager.

He is interested in California history. His family arrived in California in the 1950s from Italy.

Juliana M. Midwin lives in San Jose and worked as a registered nurse. She is interested in California history. Her family arrived in California in the 1940s from Italy.

Mary Keith Osborn lives in Los Gatos and is interested in Indian culture and food. One of her ancestors, Albina Farrington Sedgwick, arrived in California in 1849 from Bangor, Maine. ❖

NHA (National Heritage Area) Update

Santa Clara County's short-term Heritage Commission, created to initiate an effort to apply to Congress for our county's eligibility as a NHA (National Heritage Area), is composed of 23 members and includes two Board members of the California Pioneers of Santa Clara County, Paul Bernal and April Halberstadt. Pioneers member Larry Ames is also on the Commission.

This activity was initiated by Supervisor Dave Cortese's office and is being coordinated through his staff in conjunction with two paid consultants. Former supervisors Rod Diridon, Dan McCorquodale and Dianne McKenna are also part of this effort.

To date, the Commission has selected the overall theme for our area as "Valley of Vision." From there, sub-themes will be developed. This effort

will include public outreach meetings and eventually a public hearing.

At the present time, there are over 80 languages and dialects spoken in Santa Clara Valley, according to the County's Office of Immigration Services. We are an area that has grown so fast that we have great difficulty preserving our past. We are unable at this time to present a cohesive story about our heritage to our many newcomers. Our growth affects our natural history as well, with serious encroachment of urbanization on our water resources.

The NHA program is operated in conjunction with the National Park Service, which has a major interest in restoring our natural resources

and preserving our history. Santa Clara Valley is a cohesive watershed, but it is one with endangered aquifers badly in need of recharge and with many creeks that are no longer suitable habitats for wildlife.

If Santa Clara County is chosen as an NHA, there is grant money available from Congress to help create educational programs that will tell the story of how San Jose became Silicon Valley. We will need the support of all heritage organizations in the Valley if we are to be successful. ❖

-April Halberstadt

For more information about NHAs, go to our last issue of the Trailblazer, September, 2016, page 4, or to www.nps.gov/heritageareas.



National Heritage Areas

San Jose's First Street—1940; A Pioneer's Memories

By Ethel Reinegger

In 1940, San Jose's South First Street was a bustling, vibrant area filled with myriad retail stores, multi-story buildings containing offices of various professions and businesses, banks, restaurants and entertainment venues. My mother (Bessie MacLean) and I often met downtown to shop, browse, enjoy a treat and generally have a great time.

Neither of us drove at that time and since I lived in Willow Glen while my parent's house was on North Fifth Street, our husbands would drop each of us off at Hale's Department store on the corner of South First and San Carlos Streets. After checking out their new offerings we would start on our slow meandering walk down the busy thoroughfare.

Across First Street from Hale's stood the St. Claire building that housed numerous professional offices including the medical offices of my doctor and my very young daughter's pediatrician. I fondly remember the embarrassing time when, fearing possible vaccine shots, my daughter began to howl as we entered the foyer, before reaching the elevator and long before we entered the doctor's office on an upper floor. I appreciated the friendly, understanding glances from those nearby.

As Mom and I made our way down the street we had amazing choices of large and small retail shops including some that carried specialty merchandise. One of our favorites was locally owned Norris' Silk Shop where in 1938 I had chosen the fabric and patterns for my wedding dress and received a referral to a dressmaker. Here you could find almost any type of fabric, patterns and helpful advice offered by the "McTwins," twin sisters who had unlimited knowledge of all things pertaining to dressmaking and sewing.

Another fine specialty store was Nathan Dohrmann, a large store that

carried a complete inventory of dining and cooking merchandise and where I chose my china, silver and crystal patterns before my wedding in 1938.

Appleton's and Prussia's were local establishments that dealt in women's quality clothing while J. S. Williams Clothiers catered to men. I remember the excitement of shopping at Prussia's with my dad to buy a nice coat for my mom's Christmas present.

Anyone needing a delicious treat could choose between O'Brien's Ice Cream Parlor and Candy Shop that offered its locally made fine chocolates and ice cream or San Jose Creamery that featured towering hot fudge sundaes along with other ice cream treats. While still in high school (San Jose High) I had my first taste of a lime coca cola at O'Brien's.

Three movie theaters dotted South First Street: The ornate California movie palace that opened in 1927 with an elaborate premier, Mission theater which featured first run movies and whose manager was a neighbor of ours in Willow Glen and the American that offered free dishes with the purchase of a ticket. Prize drawings were held during intermission between double bill movies. A great bargain - two movies, dishes and possible prizes all for the price of a movie ticket.

Many other diverse businesses lined the short distance between San Carlos and Santa Clara streets. Among them, Stackpole's Jewelry sold and designed fine jewelry; the owner's son was my classmate at Horace Mann Grammar School. Owl Drug store and Long's drugs faced each other at the corner of First and San Antonio Streets. Mimi's Hats designed and sold women's hats. Madera Linen Shop offered linens from around the world and although the name implied goods from Portugal, many of the offerings came from China. Herold's and Bloom's shoe stores carried quality footwear for

adults and children. At Bloom's, I usually bought my Spaulding saddle oxfords during my earlier school days. I remember the son of Herold's owner dated a friend of mine.

National chain store branches also had a presence on First Street. Montgomery Ward and Sears Roebuck Department stores offered extensive merchandise choices at moderate prices. National Dollar Store carried an even less expensive inventory. The two main "five and dime" variety stores were Kress, where a school friend of mine worked as cashier, and Woolworths which included an in-store soda fountain where Mom and I often stopped for a quick refreshment during our shopping walks.

The tallest building in San Jose stood at the intersection of First and Santa Clara streets. It housed the San Jose branch of Bank of America which had been founded in San Francisco by San Jose native A.P. Giannini after the 1906 earthquake and had originally been named Bank of Italy. The opposite corner was occupied by the First National Bank building where my family did their banking. In the lobby of this building a free-standing scale invited the public to step on and check their weight without charge. Mom and I always accepted the invitation. The upper floors of the building held professional offices one of which was the office of my dad's attorney, Louis O'Neal, who in addition to being a prominent lawyer was a powerful influence in San Jose politics.

The last stop of our downtown walk was Hart's Department Store on the corner of Market and Santa Clara Streets. Hart's was owned and operated by the prominent Hart family and had been a mainstay in San Jose for many years. Their exceptional customer service attracted shoppers from all over San Jose. Legend has it that Mr. Hart himself carried

(Continued page 15)

Time Travel *(Past News from Newspaper Archives)*

July, 1905: "Congress Springs Park was sold to a corporation known as the Congress Springs Improvement Co. headed by Judge J.R. Welch as president. This transaction went on to stress the sale and consumption of the far-famed Congress Spring water which scooped up first prize at the St Louis Exposition in 1904 as the best mineral water in the U.S."

May 25, 1909: "The erection and dedication of the first series of El Camino Mission Highway Bells in northern California took place at the corner of The Alameda and Morris Avenue under the auspices of the Santa Clara Women's Club. Mrs. Alice Hare headed the committee which raised funds for the bell and signpost, aided by Mrs. William Fleming, Mrs. John Steinhart, Mrs. A. E. Osborne and Father Gleason."

San Jose, July 24, 1912: "Herman & Son just completed painting the Court House. As a climax to their work, flag pole painter Lee Jensen shimmied the 65 foot shaft for its share of paint. With paint pot and brush he scaled the pole from the dome to the tip. The task nearly proved disastrous for Jensen when the huge glass ball that capped the pole broke, scattering glass in all directions. Within a few days fearless Jensen was back to complete the job, installing a non-glass gilded ball while giving the pole its final coat."

San Jose, Aug. 1912: "Lights to Make City Shine! An electrical firm had a force placing electric light bulbs outlining the entire northern front of the City



Hall. The lights ran from the ground to the roof at the northeast and northwest corners and extended along the cornice of the entire north front and also outlined the central tower. Five hundred bulbs were required at a cost of \$700." *[This brick City Hall at Park and Market Streets was demolished in 1958.]* ❖

Membership Report

The membership dues for the California Pioneers of Santa Clara County are **due on January 1st every year.**

You can pay your annual dues for 2017 at the Dec. luncheon or by mailing them to CA Pioneers, Membership Chair, P.O. Box 8208, San Jose, CA, 95155. Basic dues are still only \$25.

Check your mailing label on the Trailblazer and it will indicate when your dues have expired. For example, if after your name it says, Dec-16, your Pioneers membership is up-to-date until the end of 2016.

Additional donations or higher membership levels are always appreciated.

Visit www.CaliforniaPioneers.com for more details. Please don't forget the Pioneers in your estate planning and consider donating from your required minimum distribution.

If you have questions, please contact April Halberstadt at 408-293-2860 or email her at aprilhalb@gmail.com. ❖

First Street—I 940s (Continued)

merchandise out to the reclusive Sarah Winchester's car when she was unable or unwilling to enter the store. Unfortunately, Hart's is remembered today for the tragic kidnapping and murder of their son Brooke, which triggered the infamous St. James Park lynching of his two killers in 1933.

After a satisfying afternoon of checking out San Jose's offerings, Mom and I would catch the independently run Luna Park Bus which took us to North Fifth

and Washington Streets one block from Mom's house.

Looking back over those good times, I cherish the mother-daughter fun we had and how much we enjoyed our walks through the concentrated, friendly downtown, where you might see the kindly face of a friend or neighbor passing by on the street.

How different was San Jose's South First Street in the early 1940s from

today's high rise buildings that dominate the skyline, from the present day clattering of light rail bisecting our downtown streets, from the chance of seeing a familiar face, and to the scarcity of small, locally owned retail shops. The 1940s are long gone but precious memories keep it alive for some of us who lived here then. ❖

Ethel Reinegger, a long-time Pioneers member and native San Josean, will be 97 years old in November and enjoys writing her memoirs. She is the mother of the Trailblazer editor.

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California Pioneers of Santa Clara County 2016 Board of Directors

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Jim Zetterquist, Vice President; thewoodencrown@att.net

Tom Kearney, Treasurer; tpkearney35@att.net

Walt Gil, Business Secretary; wgil@cpi-re.com

April Halberstadt, Membership; aprilhalb@gmail.com

Melita Kelly, Parliamentarian; melikel@pacbell.net

Paul Bernal, Immediate Past President;
PBernal411@gmail.com

Jonna Baker, Member-at-Large; J234belle@yahoo.com

Mary Berger, Member-at-Large; marsieberger@yahoo.com

Gayle Frank, Member-at-Large; gaylefrankCA@gmail.com

Michael Shea, Member-at-Large; md6996@sbcglobal.net

Tim Peddy, Member-at-Large; miltpeddy@aol.com

Bill Foley, Film Archives; film@californiapioneers.com

Jim Campbell, Resident Artist for Calif. Pioneers of SCC

Madeline Streight; Sunshine Chair; 408-259-4422 or
madeline.streight@att.net

Our Mission is to promote, preserve, and celebrate the history of Santa Clara County and the heritage of its past generations. We collect, archive, educate and encourage research and scholarship.