

THE

TRAILBLAZER

QUARTERLY BULLETIN
OF THE CALIFORNIA PIONEERS
OF SANTA CLARA COUNTY

INCORPORATED 1875

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Number 3



A Fiesta Courtship

▼ ▼ ▼ WHALE BLAZERS ▼ ▼ ▼

SAN JOSE 1889: - The Johnstown, N. Y. flood of May 31, 1889 which resulted in a great loss of life and property had the people of San Jose responding nobly to the call for relief -- over \$1500 had been collected.

SAN JOSE 1899: - Saloon protests were at fever-pitch in ridding Alum Rock Park of drink. Church and civic groups declared, "We come here to breathe its pure air, drink in its mineral waters as they flow from its many springs, to enjoy its sheltered nooks and sunny walks without being smeared by the immoral nastiness of a saloon!"

SAN JOSE 1902: - Dr. McDougall, secretary of the Board of Health, was recommending the city propose a garbage crematory as they had "Back East " The doctor said modern chemistry created ways to utilize the ash as a productive fertilizer and that the oils extracted could be used for tanning. McDougall said it should have been built long before to rid the city of dump sites. "Now that our garbage wagons are covered; let's continue to improve the garbage service," pleaded McDougall.

SAN JOSE 1916: - A protest against the practice of the city in permitting the relocation of numerous old houses from other parts of the city to the Willow Glen area was being pushed.

SAN JOSE 1918: - The lowly horsebean, used mostly as a cover crop, was being canned here commercially by the new Contadina Canning Co. Until war time the bean had been imported from Greece and Italy where they were a favorite dish.

SARATOGA 1922:- The shrieking of the air whistles on the interurban cars operated by the Peninsula Railway Co. would no longer arouse the sleeping populace during the hush of night. Through efforts of the Saratoga Improvement Association, the railway folks consented to extend the limits to which the rousing toots could blast.

SAN JOSE 1934: - A complaint was aimed at the California Health League, a nudist colony in the Santa Cruz Mountains, for non-payment of their laundry bills amounting to \$215. The labor commissioner here handled the scrub-dud fret.

H.C.



Fiesta Queen

The dazzling San Jose May days of 20-21-22, 1926 was the heralded get away for Santa Clara County's first annual Fiesta de las Rosas. "Other rose carnivals and parades had passed through the streets during the history of the historic city," states a 1926 Fiesta de las Rosas souvenir publication, "but never before had such a spectacle of beauty and craftsmanship greeted the eye of the spectator."

The memorable festivity was under way on that Cinderella night of May 20 when hundreds of 'loyal subjects' attended the Coronation Ball at Horn's Hall on North Third Street. Here stunning Juanita Hughs, sponsored by the San Jose postal employees, was crowned queen of her kingdom, Santa Clara Valley, by Wendall Thomas, director of the San Jose Chamber of Commerce as Elwood Hart's Palm Garden Dance Orchestra added to the regal setting.

Abiding with the fiesta whirl was the crack and glitter of fireworks touched off at the Santa Clara County Fairgrounds Speedway on Alum Rock Avenue at King Road by Fred Hite and his Pacific States Fireworks Co. of Los Gatos.

In town the carnival spirit prevailed as scores of merry-makers were involved in fandango contests at St. James Park and the Market Street Plaza where foot music had them dancing on a washed down street. Revelers in gay Spanish garb were in tune. Straw sombreros brimmed with colored tassels were sported by all ages.

"The Nightingale and the Rose," a dance drama was staged by fifteen hundred student actors at the San Jose State Teachers College. A flower show and an unique Shakesperian Garden were just a few of the activities packed into an elated Fiesta Day. From the Market Street Plaza one hundred fifty homing pigeons were released to fly to their lofts in dozens of California cities bearing welcome messages. "All a huge embrace; all a gala love affair," said the San Francisco Call.

May 22nd was to prove the magnitude of the Fiesta de las Rosas Parade as thousands, from house tops, tree tops, office buildings and curbstones, waited in a state of excitement. Estimates as to attendance was reported as being two hundred thousand and this was said to be a conservative one. Movie reel and newspaper photographers hovered about their property anticipating the ideal shot that would be relayed to a nation showing the role Santa Clara Valley was contributing as a radiant slice of America.

Sounding the parade's arrival was a mounted American Legionnaire bugler, Chris Vitale, of San Jose Post 399. First in line was the picturesque platoon of Spanish Dons who were the parade escorts; then came the Stanford University Band opening the way for county and city officials. On handsome spirited horses advanced Grand Marshal Louis Oneal, civic leader and former state senator, with his chief aides: James 'Jimmie' Rolph, mayor of San Francisco, and his chief of police, Daniel J. O'Brien.

Following was a near acre of blazing American flags. This partiotic and solemn segment was viewed as a nice thing to happen during a post war lull when guns were silent.

In colorful pursuit mid an extravaganza of blossoms, musicians and equestrians came the official banner introducing Her Majesty Queen Juanita. In full regalia, together with continuous applause, she paid homage to her subjects from the splendor of her throne-float embellished with massive sprays of roses, carnations, gladiolus, marigolds and fern. Her eight lovely maids of honor were the Misses Lucretia Hall, Eleanore Messe, Mary Vasconcellos, Anna Barbarez, Bernice Meyer and Mozelle Schwartz all attired in royal styled white satin gowns.

Queen Juanita was robed in white satin, embroidered in jewels, with her headpiece a pointed crown of clustered jewels. From her shoulders trailed a ten

foot train of crimson velvet embroidered in gold edged with ermine. Six pages in white satin with gold trim and plumed headdress attended to the queen's train. Fringing the queen's float were her lively stepping honor guards all adding sparkle to the royal occasion.

Backing up this majestic unit came the City of Pasadena, awarded second prize among civic floats; it being a pergola covered in pink roses and gladiolus in which the Rose Queen and her attendants dressed in white Grecian gowns held forth. A banner in flowered letters spelled out "Greetings - Tournament of Roses - Pasadena."

Santa Clara's entry earned third place in the civic group, a Spanish garden scene enhanced by pretty señoritas. The City of San Jose presented a giant shield of Shasta daisies bearing a sheaf of wheat bordered with marigolds and lettered in lavender violas was "Los Infantes." From this civic division unfurled the grand sweepstakes winner, the City of San Francisco, with its presentation of an eventuality - "Bridge the Bay."

Among the fraternal groups, first place went to the Japanese Association with a butterfly theme. It was composed of cute pocket-sized Japanese maidens all flowered as butterflies. American Legion Post 89 of San Jose captured second place in the fraternal group with its plea for a civic auditorium.

The Temple Laundry made off with first award in the business firms division for its clever float. It was a huge collar made of white sweet peas with a necktie of blue corn flowers and a stick-pin of white carnations.

Over seventy floats participated. Many of the local floats were constructed by San Jose Technical High School students while a tent on the Santa Clara University athletic field sheltered another building site.

Morgan Hill, Sunnyvale and other cities in the county and in the neighboring counties received commendations from the judges. Schools were especially hailed along the parade route. Woodrow Wilson Jr. High took first place in this division with its "El Progreso" float. Second place went to Evergreen School and third to Santa Clara High.

The stirring cavalcade from Santa Clara to the circled heart of San Jose was reported to be three hours and 4.2 miles long.

With heartfelt grief the annual "hit parade" ceased to be following 1933 - a victim of the the Great Depression.

Today, 'Queen' Juanita Hughes Mettler makes her home in Livermore, California. Her late husband, Herman, who excelled as a football performer and coach at the University of Santa Clara, is on the Athletic Hall of Fame of his Alma Mater. Mettler also coached at Bellermino and Livermore High School,

later becoming Director of School Construction for the Livermore School District. Juanita, a bright-eyed mother, grandmother and retired educator brims with wit and spirit. The Trailblazer asked if she ever looks back on her Fiesta reign of fifty-six years ago. "Oh, of course I do," she beams. "It was the greatest thrill of my life except, she adds hurriedly," for marrying my husband. Everyone was so wonderful and the trip to New York, Philadelphia and Washington, D.C. with which they presented me will live forever."

To many, like Juanita, the spectacle has never ended.

— Henry Calloway



BONE-DRY CAMPBELL

BY BILL CHIVERS

After the repeal of the 18th Amendment making the sale of beer and liquor legal, the first person in Campbell to get a license to dispense beer was Harry White, proprietor of the Busy Bee Restaurant, on April 7, 1933. He began selling beer in his restaurant. Immediately, J. Henry Campbell protested, stating that all deeds to land hereabouts, issued by Benjamin Campbell, founder of the Village, carry a clause that provides for a bone-dry town, inasmuch as the sale of hard liquor on any premises owned by Benjamin Campbell would cause the land to revert to his heirs, who are now represented solely by J. Henry Campbell, 82. His attorneys gave him very little encouragement when they told him that Congress had officially declared brew to be non-intoxicating. Having to accept Congress's declaration about beer did not deter Mr. Campbell, for he said in November 1933 "that hard liquor ever being available in Campbell is just a pipe dream" and that he would fight to the last ditch any attempt to sell booze in the community.

The next information we have is in the Campbell Press July 11, 1934. Harry White, proprietor of the Busy Bee, Restaurant was arrested for violation of the State Liquor Laws. He was taken to the County Jail and released on \$500 bail.

Then in the Campbell Press of September 5, 1934, the following article appeared. Harry White, proprietor of the busy Bee, was sentenced to four months, but it was suspended except for 10 days in jail and two years probation, and after serving 10 days to remain out of the County for the duration of his probation.

This writer does not know what the liquor law violation was that Mr. Harry White was arrested for, but it is my strong suspicion that Mr. Campbell and his dry friends never gave Mr. White a peaceful moment. Mr. James Henry Campbell died the following year in February 1935, and I have heard of no other protest since then on the sale of hard liquor in Campbell. On the date of this writing (November 1980), there are 109 liquor licenses in the city of Campbell.

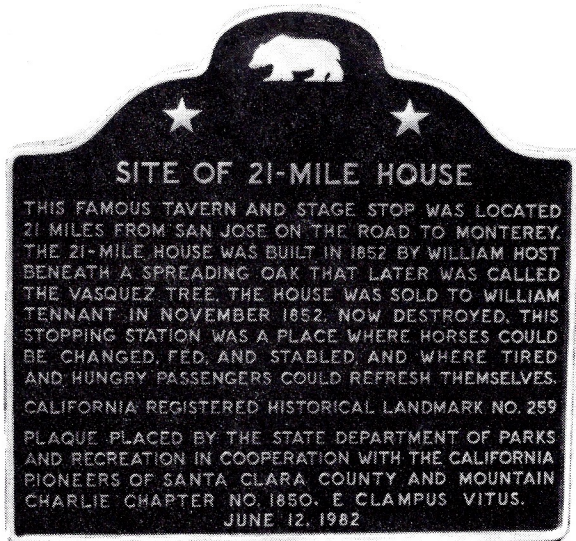


President's Message

John W. Clark

The annual election of the Board of Directors was held at the June 1982 Quarterly Meeting and in accordance with the By Laws the Board filled the offices. The names of the Board Members and the offices to which they were elected will be found on the back page of this issue of the Trailblazer. I do feel honored that I will continue to serve as President and I pledge to do my best to maintain the high standards of the California Pioneers of Santa Clara County.

Once again I was pleased to represent the Society at the dedication of the historic marker which was placed at the site of the 21 Mile House in Morgan Hill. By dedicating these historic markers we continue to link history of the past with the present and to preserve it for future generations.



HISTORICAL ESSAY WINNERS ANNOUNCED

Helen Arbuckle, our Essay Contest Chairman, reports this year's contest attracted twenty contestants, the greatest number to ever participate in our annual event since the program began in 1963.

Three high school students and three adults were awarded cash prizes.

Winners in the student category were:

First prize of \$200 - Dane Beezley - Blaney High School of Cupertino

TITLE: "My Part in the De Anza Expedition"

Second Prize of \$50 - Penny Pugh - Leland High School

TITLE: "Governor Rolph and the San Jose Lynching of 1933"

Third Prize of \$25 - Jennifer Bowman - Leigh High School

TITLE: "The History of Forbes Mill"

Winners in the adult category were:

First Prize of \$200 - Ms. Linda Larson - San Jose

TITLE: "Delphin Delmas, Napoleon of the Bar"

Second Prize of \$50 - Rose Draper - Fremont

TITLE: "The Apricot Valley Bunch"

Third Prize of \$25 - Elfrieda Tavernier - Mountain View

TITLE: "Famous Fiesta de las Rosas of the '30's"

Winning copies are kept at the San Jose Historical Museum and in the California Room of Main Library - San Jose.

The go-ahead for next year's contest is now in effect as this will offer the interested more time for the necessary research required for a winning essay.

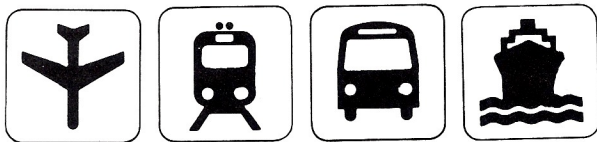


TRAILBLAZER GOES CALLING

Bravo to our Phoebe Gould Kayser who claimed her 100th birthday on the 4th of July. Phoebe's maternal ancestors were among the first settlers to come overland to California from Sonora Mexico in 1776 with Juan Bautista de Anza.

Evelyn Medici Osborn says, "My great-grandfather, Andrew Mohr, came to California in 1847 with the New York Volunteers during the Mexican War. He settled here, buying property on the Monterey Road where Coyote is today. His wife was a sister of Liberata Fisher, and they were neighbors on the Laguna Seca Rancho."

Our traveling Californians had the good fortune to be entertained by Dr. Cecil Todd while on their recent tour through the British Isles. Dr. Todd, who has authored books on the Cornish miners in America including New Almaden, is an honorary member of our Society. Dr. Todd extended the group a delightful tour of historic Coventry and its beautiful cathedral.



Touring With The Californians

Reservations for trips can be made by calling Ruth Gross at 294-9830 between 9 a.m. and noon, Monday through Friday. Members of the California Pioneers of Santa Clara County are given preference over guests with reservations taken on first-come, first-served basis. Reservations for **Members Only** will be accepted for the first week after each quarterly luncheon meeting; thereafter, non-members will be welcome. Subject to this rule, anyone may sign on a waiting list. The right is reserved to decline or accept any person as a member of any tour.

New Address for The Californians: Effective September 4, 1982

The Californians, P.O. Box 32121, San Jose, CA 95152

Change of Credit Policy: Effective September 4, 1982

A. One day tours require 17 days notice of cancellation prior to departure of tour.

B. Overnight or long tours require 24 days notice of cancellation prior to departure of tour.

C. **Credit** resulting from a member's cancellation of a trip will be given **Only** if the total amount (of the cancelled trip) can be applied to another trip (for the same member) which is listed on the current brochure.

D. Any refund made will be less unrecoverable expenses incurred in your behalf.

E. A \$3 bookkeeping charge is made on *all refunds*.

Dec. 30 - Jan. 1, 1983: - A New Year's of Champagne and Roses: Dinner show, visit to float construction sites, New Year's dinner, entertainment, dancing to Big Band sounds and above all, grandstand seats for the Parade. Space is still available. Call now!

June 12-26, 1983:-Tour the Scandinavian Countries of Norway, Sweden, Finland and Denmark.

Flash! As we go to press, we are planning a cruise on the **Sun Viking** in the Caribbean Sea, Feb. 1-13, 1983 at a great price! Ports-O-Call: St. Thomas, Caracas, Curacao, Ocho Rios, Port Au Prince.

Several interesting one day trips are planned for your pleasure.

Welcome New Members

Sal E. Conte
Dorothy Dance

John P. Smothers
Beverly Taxera

Alfred S. Testa
Doris Testa



Beyond the sunset

Laura C. Bertlesen
Marguerite Coe
Alice V. Cornelius
Clarence R. Dorsey
Albert Figoni

Erma H. Larson
Allen P. Lindsay
Leonor C. Malott
Genevieve A. Manning

Florence G. McIntyre
Mary F. Saitta
Ruth L. Turner
Gene E. Vennum
Mary Zimmerman

MUSEUM HELP URGENT! The depletion of positions by City Hall has created a hardship at the San Jose Historical Museum at Kelley Park. More than ever, at this crucial stage, the complex will be dependent on the staunch Museum Volunteers who continue to popularize local history in and for the valley through documentation and preservation of historical information and objects. Most important, of course, is providing tours to visitors, however, help in all areas is needed. If you can spare just a few hours anytime, PLEASE call 287-2290. Training will be provided.

SAY! DUES HAS A NEW ADDRESS: Yes, and it's Meta Huber, our new Financial Secretary; to keep her from fretting, please send payment of \$3 to P.O. Box 8208, San Jose, CA 95155.

Don't forget to let us know when you are moving!



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