

Vol. 60, Issue 1
June 2019

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San Jose's First Commercial Photographer

John Calvin Gordon (1887-1967) was identified in a San Jose newspaper obituary as, "San Jose's First Photographer, Dies at 80."



John C. Gordon

Gordon started his career in San Jose around 1911 by riding his bicycle to the scenes of auto accidents and selling the photos to insurance companies. A year later, he started his photographic studio at 97 S. First Street (above Lean's Jewelry) with only \$15, his equipment and lots of business smarts.

Gordon's first documented job as a photographer was taking photos for the 1912 Campbell High School yearbook, the *Oriole*. (The Sourisseau Academy at San Jose State University has Gordon's personal copy of the yearbook with his hand-written note on the first page stating that he shot the photos.)

He was known for taking photographs of schools, school children and large picnic crowds throughout the county. In 1915, he began a long association with the Mercury News.

By 1916 Gordon's business ads appeared in the Evening News and the San Jose Mercury Herald. His "San Jose Commercial Photograph Studio" was said to "photograph everything—everywhere." Ads further informed that they did not do sittings at their S. First Street location—instead, the client's home was their

studio. Other advertising details of Gordon's business listed use of the highest quality paper and chemicals, the latest makes of color screens, and the best type of lenses. Work performed at the studio included making Lantern Slides and transparencies, copying and enlarging photos, and taking photos for catalogue illustrations and newspaper work.

One of Gordon's favorite photography tales when speaking to various clubs was as follows: When San Jose's Electric Tower (237 feet high), located at Market and Santa Clara Streets, started to buckle after a heavy storm with sixty-knot winds, Gordon stationed himself at the intersection in a second floor office building with his movie camera. He patiently waited for hours and hours. Finally Gordon decided to leave his post and packed up his gear. A few minutes later on December 3, 1915, the 15-ton Tower "jack-knifed and crashed to the street in a tortured knot of pipe and metal."¹



San Jose Electric Light Tower (1881-1915)

By late 1923, Gordon's commercial photography business was thriving and a full-page ad in the 1924 San Jose City Directory described "motion pictures" and "picture framing" as its newer services.

(Continued pg. 3)

Pioneers Quarterly Luncheon

Saturday, June 1st, 2019

11:00 AM to 2:30 PM

THREE FLAMES RESTAURANT

Banquet Room—1547 Meridian Ave. in San Jose

Luncheon Presentation

The Light Between Two Towers

A film presented by

Tom Wohlmut

Tom Layton

Make Reservations by Wednesday, May 29th

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 \$35

Pioneers do not make any profit from these charges.

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

Breast of Chicken Sauté

Boneless breast with white wine & mushroom sauce

[Both above served with red potatoes & fresh vegetables]

Pasta Rose

Penne Pasta, tomato-Alfredo sauce, mushrooms,
green onions and fresh basil

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 the separate banquet room entrance.*

About the Lunch Presentation

The luncheon film presentation follows the trail of building the San Jose Electric Light Tower (1881) and the relationship it has to the building of the Eiffel Tower (1889). The film features the many links between the people of San Jose and Paris including Pedro de Saisset who arrived in California in 1849.

The light tower stood at the corner of Market and Santa Clara streets, 237 feet tall with a flagpole. Suspended at its top were six arc lights, glowing at 24,000 candlepower. Visible for miles, it was bright as the moon—thus the nickname, "the Moonlight Tower."

Tom Wohlmut's documentary, *The Light Between Two Towers*, uncovers new evidence that the Eiffel Tower—built eight years after San Jose's Moonlight Tower—might have been based on ours. Gustave Eiffel's engineers were certainly familiar with models

in "certain American cities" of iron towers bearing lights.

Not only was the San Jose tower potentially a model for the Tour d'Eiffel, its iron structure may also have solved the problem of building the core structure of the Statue of Liberty.

Thomas Wohlmut is a producer/director/writer at San Jose History, LLC. For over 40 years, his WMS company has been bringing quality and creativity to media productions in the Bay Area.

Tom Layton, a Pioneers member, is retired from SJSU after 25 years. He presently seeks out and purchases historic photographs for Sourisseau Academy housed in the King Library. The Academy has over 20,000 images. ❖

Trailblazer

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Gayle Frank, Editor

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non-profit organization

Photographer (Continued)

In 1950 he moved his photography studio from 97 S. First Street to 395 S. First Street, remaining there until his retirement in 1963.

Besides his love of photography, Gordon proudly owned five acres of primarily walnut trees in east San Jose. He belonged to Orchard City Grange No. 333, was past master of Pomona Grange-Santa Clara County No. 4, and served as an honorary deputy master of the state Grange.

Gordon's other interests and involvement included the First Methodist Church, Knights of the Round Table, Chamber of Commerce and the Stamp Club.

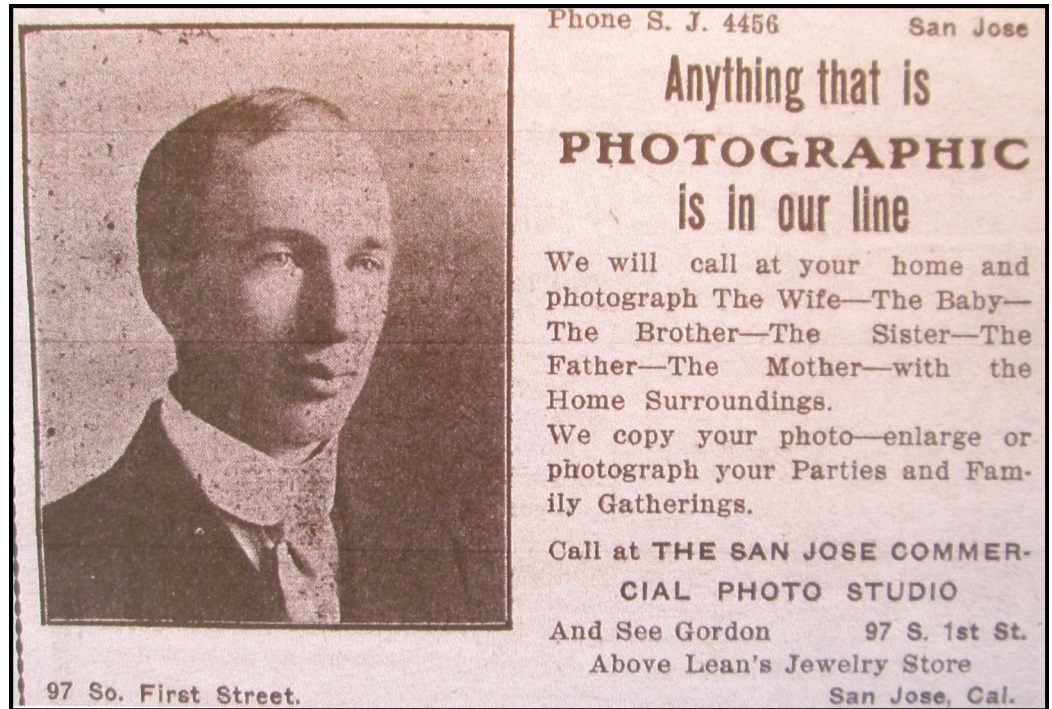
John Gordon's Early Days

John Calvin Gordon was born in Wisconsin in 1887, but moved to Michigan with his family a few years later. In 1910, Gordon and Mina Schneckenberg (1888-1950) married and soon settled in Campbell, CA

Around 1913, John Gordon's in-laws followed their daughter and son-in-law to California from Michigan and bought a 5-acre farm a few blocks south of Alum Rock Avenue on Florence Avenue. The Gordon family lived with Gordon's in-laws until their new house was built on the property with help from father-in-law Henry Schneckenberg. In time, John and Mina Gordon had three children: Ronald H. Gordon (1912-1999), Doris E. Gordon Herschbach (1915-2004), and Wilbur C. Gordon (1918-2009).

Gordon's Photographic Collection

After Gordon's death, eldest son Ron Gordon stored his father's archive of



Phone S. J. 4456 San Jose

Anything that is
PHOTOGRAPHIC
is in our line

We will call at your home and photograph The Wife—The Baby—The Brother—The Sister—The Father—The Mother—with the Home Surroundings.

We copy your photo—enlarge or photograph your Parties and Family Gatherings.

Call at **THE SAN JOSE COMMERCIAL PHOTO STUDIO**

And See Gordon 97 S. 1st St.
Above Lean's Jewelry Store
San Jose, Cal.

97 So. First Street.

An early ad for John Gordon's San Jose Commercial Photo Studio

(Photo: John and Linda Herschbach)

negatives and prints. After discussions with the late historian and SJSU Special Collections Librarian Jack Douglas and Tom Layton from Sourisseau Academy, Ron was persuaded to sell the collection to San Jose State University—after some prints were already sold to a dealer. SJSU Special Collections finally purchased about 10,000 glass plate and film negatives and around 6,000 prints from Ron Gordon. After these remarkable items were received, they were not dated or identified for 15 years, but are now being catalogued.

In 2005, Sourisseau Academy purchased a smaller Gordon collection from the dealer who had originally bought some photos and negatives from Ron Gordon years ago. That collection presently contains 620 catalogued images.

Doris Gordon Herschbach's son, John Herschbach and wife Linda have been members of the California Pioneers of Santa Clara County since 1991. They have donated over 80 of John

Gordon's panoramic prints to the Pioneers Film Archive from their private collection. These photographs cover a wide range of subjects, from family reunions and real estate developments to funeral processions and union meetings. They show the changes in fashion, society, and architecture over the course of the early 20th century, all in incredibly high detail.

The Pioneers Film Archive has had all of the 80 donated prints scanned in high definition and will soon make the images available online for researchers, genealogists, and those curious about our valley's past. The original prints will be conserved through a partnership with the Sourisseau Academy and will enable the two collections to be reunited under the stewardship of Tom Layton, ensuring their survival for the future.

The Pioneers thanks Tim Peddy for working with a vendor to professionally scan the panoramic photos in

(Continued p. 4)

Photographer (Continued)

high resolution and Tom Layton for donating funds for the cost of the scanning.

And the Pioneers especially thanks John and Linda Herschbach for their generous donation. ❖

—Gayle Frank

¹ www.sanjose.com/underbelly/umbelly/Sanjose/Tower/tower9.html

Sources:

—*San Jose Mercury Obituary*, Aug. 28, 1967.

—*"John Calvin Gordon, Photographer,"* by Thomas N. Layton, June 18, 2013.

—Bill Foley



Pioneers members in Suñol House Library from left, Tudy Johnson, Tim Peddy, Rick Helin, and Jim Zetterquist reviewing the panorama photos that John and Linda Herschbach donated to the Pioneers. (Photo: Bill Foley)

What's in the Roberto Adobe & Suñol House



Under the floorboards (pictured left) at the Suñol House, belonging to the California Pioneers of Santa Clara County, there are several floor cut-outs covered with plexiglass that enables visitors to see the original 1847 floor installed by Antonio Suñol. These original 2 feet wide and 2 inch thick boards likely came from Suñol's lumberyard which was stocked with whip-sawn wood from San Mateo forests.

Stefano Splivalo added the raised floor after he bought the house in 1853. Splivalo also added a second floor to the main structure, encased the exterior brick in wood, added three rooms to the east, and connected the Roberto Adobe to make an interior entrance. ❖

“When San Jose Was Young—Days of the Dons, Part I”

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

Part 1

“Until 1816 only two Anglo-Saxons had come to Santa Clara Valley. They were John Gilroy, a Scotsman, and Robert Livermore. Gilroy landed at Monterey in 1815¹ from a Hudson Bay company’s ship. Ill with scurvy, he was cast upon the shore and left to die. But Gilroy did not die; the climate cured him. He settled on a ranch near the town bearing his name, married a Spanish heiress, had his day of prosperity and power, and died old but poor. Robert Livermore came to San Jose in 1816² and went to Livermore valley. His wife was a Miss Higuerra.

At this time the white population of San Jose and its vicinity was only a few hundred. They were mostly Spaniards living on widely separated ranches, acquired through Spanish grants. They came to California by way of Mexico. Among the families of the early part of the nineteenth century, best known in San Jose, were the Picos, who lived on the site of the present Post Office³ and whose garden extended to First Street. The de Narvaez, now called Narvaez, were other great landowners. The first Narvaez was a Spanish officer, and later the Alcalde [mayor] of San Jose. At that time, the ancestors of the today’s Narvaez in San Jose owned the San Juan Bautista ranch.



Sketch of Don, Secundino Robles
(By Ralph Rambo)

It extended from Edenvale to the Willows and beyond. It included the Lone Hill Vineyard ranch.

The Arguellos of Santa Clara owned the Pulgas ranch, of which the famous El Quito olive ranch is a part.

In what now is called Hall’s Valley, the Bernal were lords of property that has made several men millionaires. Their ranch bore the name of the Cañada de Pala. The Berryessas had a great domain in the Almaden country. The Alvisos, for whom the Embarcadero⁴ was named, were owners of a vast estate which now includes the town of Milpitas. Their property was also in the Half Moon Bay country. The Chaboyas owned the great Yerba Buena ranch at Evergreen, which joins the Bernal ranch.

Among the first Spaniards to come to this valley were the Ortegas, who owned the San Ysidro ranch near Gilroy, and the de la Rosas,

who had vast property near Milpitas. The Suñols, who were both Spanish and French, owned Los Coches⁵, [and property] near the Mission San Jose.

Most of these families were of Castilian origin and their social importance was determined not so much by the extent of their domain, as by the freedom of their blood from any taint of the Mexican or Indian.

Much has been written of the dazzling luxury of the days of the Dons, but this is somewhat exaggerated. The houses were simple, one-story buildings with tiled roofs and a porch in front. Some of the great families had their houses built around a court or patio, but there were only a few of these in California. Even the de la Guerra house at Santa Barbara (pictured below) today would be considered merely a substantial bungalow for a well-to-do man.

The splendid raiment [apparel] of the Spaniards is also considerably exaggerated. People bought rich, substantial clothing, the richest silks, heaviest cloths, but changing fashions did not greatly influence the Dons. In 1790 there were three pairs of scarlet silk stockings sold in San Jose. This means that there were three women of fashion in the Pueblo. At that time scarlet as well as blue silk stockings were greatly in vogue among the Spanish women. (Continued pg. 6)



Days of the Dons (Cont'd)

The wives and daughters of the Dons did their shopping when the great Russian, English and Yankee vessels came into harbor at Monterey and traded on the sands for hides and tallow, the currency of the day. Occasionally the captain and some of his officers came over to San Jose with pack trains. They brought beautiful laces, shawls, fans, furniture. A few of these are now in possession of the Spanish families, but the collectors have bought most of them.

The furniture of the Dons was not luxurious. Much of it came from England, France and China. The beautiful old Spanish chests, for instance, as well as the beautiful Spanish shawls were made in China.

They had very little silver and few fine porcelains. The one extravagance of the Dons was the silver saddle. A Don has been known to give a league of land for one saddle.



A silver saddle of the West.

The Spanish Californians' most destructive extravagance was gambling—mont⁶, cock-fighting, bull-

fighting, horse-racing. They gambled all night. Children gambled buttons off their clothes. These early gambling debts were the foundation of many a Yankee fortune.

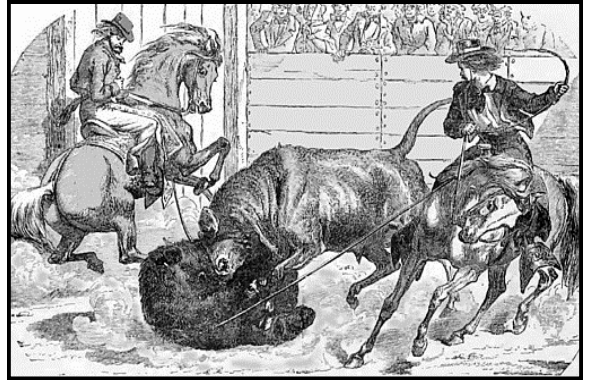
The Spaniards borrowed of the Gringos. The Gringos were always ready to lend—at from one hundred to one hundred and fifty per cent interest. One of the Castros gave a party. He borrowed five thousand dollars from a Gringo and paid ten per cent a month interest. As a usual thing the Gringo was paid in land. The Gringo was honest; everyone was honest. The Don was a friend of everyone, everyone was a Don's friend. The Gringos surveyed the land. He gave himself good measure. Some ranches near San Jose were surveyed by Americans for themselves so that ten thousand acres were taken when only one thousand were paid for.

The law? Litigation was expensive and troublesome. After the American occupation, law was against the Spaniards. Still the Dons borrowed from the Gringo. He had no fear of the sharp-eyed, fair people from the Atlantic coast. The Don's motto was, "Tomorrow never comes."

And so, today in San Jose you will find the smallest houses occupied by the descendants of the Dons. They often occupy humble positions, but many of the younger generation show talent for music and all the arts.

.....**To be continued.**"

—Evening News, Oct. 5, 1916



¹ Many resources say John Gilroy (formerly John Cameron) arrived at Monterey in 1814 to become California's first citizen of non-Hispanic culture. He arrived on the British North West Fur Company's ship 'Issac Todd.'

² There are conflicting sources but several agree that Englishman Robert Livermore (1799-1858) spent some time in the U.S. Navy and by 1822 reached California aboard the English trading ship Colonel Young. He was employed at various ranches between Monterey and San Jose, converted to Catholicism in 1823, married Josefa Higuera Molina in 1838 and settled in Sunol. In 1839, he was granted Rancho Las Positas.

³ Writing this in 1916, the author probably is referring to the San Jose Post Office, built in 1892 at 110 Market Street, now part of the San Jose Art Museum. The building was the first Federal building in San Jose and most likely the best and perhaps only example of Richardsonian Romanesque-style architecture on the West Coast.

⁴ Embarcadero de Santa Clara was the Bay's most southern port near where Alviso is today. It was much deeper at that time.

⁵ Rancho de los Coches--where the Pioneers' Roberto Adobe & Sunol House sits.

⁶ Monte (or mont) is a gambling card game of Spanish origin; 3 or 4 cards are dealt face up and players bet that one of them will be matched before the others as the cards are dealt from the pack one at a time.

Highlights of March Luncheon Presentation

At the California Pioneers of Santa Clara County Luncheon on March 2nd, 2019, Darlene Tenes spoke on the Castro Women. Here are just some of the interesting topics she talked about.

- In 1656, California was shown on a map as an island. A missionary, Eusebio Francisco Kino, suspected in the 1690s that it was not an island, proving it by 1702.
- Not only were there 21 missions erected in Alta (what we know now as California) beginning in 1769—there were also 27 missions constructed in Baja (beginning in 1697). Many of those in Baja have been reduced to rubble.
- Spain allowed no private land ownership in Alta California, only leased property. Once Mexico broke with Spain and was its own country, property could be owned. Hence, the granting of the ranchos which changed the political and economic environment.
- **Joaquin Isidra de Castro** (1732-1801) was a soldier as part of the ethnically diverse De Anza party traveling to Alta California in 1776 and reaching what we know as the Bay Area. Accompanying his father was his 6-years old son, **Jose Joaquin Castro** (1768-1838).
- **Martina Castro Lodge** (1807-1890) was the daughter of Jose Joaquin Castro. She was the first woman to receive a land grant (1668 acres) which became Rancho Soquel. She applied for and received an additional grant of 34,370 acres, making it the largest rancho grant in Santa Cruz County.



- After the death of her second husband, Irishman Michael Lodge, Martina married a younger Frenchman, Louis De Peaux who deserted her later.
- Martina's sons-in-laws, including Thomas Fallon, sued her for her land. She ultimately divided it up into 9 sections, 8 of them to each of her children's families.
- Martina's daughter **Carmel (Carmelita) Castro Lodge** (1827-1923) married Thomas Fallon of San Jose in 1849. She received 3,400 acres from her mother, Martina. Carmel had seven children who survived. After 27 years of marriage, Carmel divorced her husband after catching him with the maid, Maggie McBride. Carmel moved to San Francisco after leaving Fallon, was an astute, wealthy business woman, supported the opera and built two hotels. Carmel is buried in Colma. ❖



Carmel Castro Fallon

The presentations made at the Pioneers luncheons are audio recorded and transcribed for future research. These documents are kept in the Mary Lou Lyon Library at our Roberto Adobe & Suñol House. Thank you to Dr. Michael Shea who chairs this project.

Left, Darlene Tenes (luncheon speaker) and Paul Bernal at the March 2nd Pioneers luncheon at the Three Flames restaurant.

(Photo: Gayle Frank)

San Jose's Narrow Gauge Railroad—A Sketch By Jim Campbell



The Southern Pacific monopoly on rail traffic in Santa Clara Valley was challenged in 1874 by local strawberry growers who built the Santa Clara Valley Railroad from San Jose/Santa Clara to Dumbarton.

Two years later, multi-millionaire James G. Fair purchased the narrow gauge line with plans to extend it through the mountains to Santa Cruz and north to Alameda and Oakland ports. Fair and his three partners made their fortunes in the Comstock Lode silver mines of Nevada.

Renamed the South Pacific Coast Railroad, it took over two years to complete the rail line at a cost of \$110,576 per mile. The railroad connected the ports of Oakland by way of Newark, San Jose and Los Gatos. From there, the line to Santa Cruz traveled through the mountains with stations at the

small towns of Alma, Wright, Laurel, Glenwood and Felton.

The little station at 65 Cahill in San Jose (pictured above), known to old-timers as “the Narrow Gauge” was called the West San Jose station. It was overshadowed by the larger Southern Pacific depot originally located on North First Street at Bassett Street.

After owning the line for 11 years, Fair sold his system to Southern Pacific Railroad in 1887.

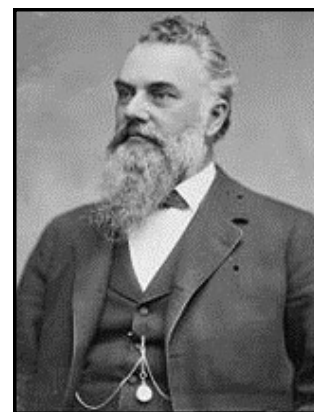
The 1906 earthquake destroyed some of the tunnels, tracks and trestles on the Santa Cruz line so that route was out of commission for three years. By 1909 Southern Pacific's Santa Cruz line, now standard gauge, was back in business until 1940 after a devastating storm.

The West San Jose Station was replaced

by San Jose's current railroad depot, first called Cahill Station and now known as Diridon Station. The new depot opened at 65 Cahill Street in December, 1935 after the City of San Jose determined that too much rail traffic clogged the center of the city.

From:

—“Down Memory Lane” by Jim Campbell and
—abandonedrails.com/South_Pacific_Coast_Railroad



**James
Graham
Fair**

(1831-1894)

Plucking Day at San Jose Ostrich Farm

The first plucking of ostrich feathers at the San Jose Ostrich Farm was held on Saturday, April 2, 1904 from 2-5 pm. The event was advertised in the local newspaper (*Evening News*, 4/1/1904), and an enthusiastic crowd of spectators was expected to view feather gathering "from ten of the gigantic beasts." Ostrich antics were notable for great entertainment value. Arrangements were made for the Santa Clara streetcars to carry visitors to the farm that Saturday.

A 1904 news article (*Apr. 1, SJ Daily Mercury*, pg. 12) assures us that plucking of the feathers causes no injury to the birds—but they do somewhat object. Their strength makes the process a challenge. When the plumes are ready for plucking they are defined as ripe. First the ostrich is driven into a small confined corral and then a black bag is placed over its head because when blindfolded, ostriches are more docile and are more easily handled.

The large feathers are taken from the wings and are not really plucked but cut off three inches from the base. After several weeks, the stub dries, loosens and is easily removed. Some



San Jose Ostrich Farm (Photo: History San Jose)

smaller feathers are plucked from the tail and wings. The bird often roars during the process. Care is taken to leave enough feathers to protect the smaller feathers that will ripen by the next scheduled plucking. This feather collecting process took place every eight months for each bird with a yield of about one pound of feathers per bird, valued in 1904 at about \$40/lb.

After the ostrich feathers were collected, they were sent to experts in New York where the feathers were processed to preserve their appearance and condition.

In addition to watching the feather plucking, visitors could view and purchase feathers, feather goods, and the "largest Easter eggs" on exhibit in the Ostrich Farm showroom.

After a few prosperous years, the showroom moved to the Hotel St. James in downtown San Jose and was known as the San José Ostrich Company where shoppers could purchase a variety of dyed plumes, boas, eggs and novelty items.

Arrival of San Jose Ostrich Farm

The five directors of the San Jose Ostrich Farm, including owner Colwell P. Leitch, filed its articles of corporation on March 7, 1904 after 25 of their ostriches arrived at the Alum Rock Avenue site near King Road. Leitch, a man of substantial means, was an experienced cattle rancher and ostrich farm operator from Arizona. *(Continued page 10)*

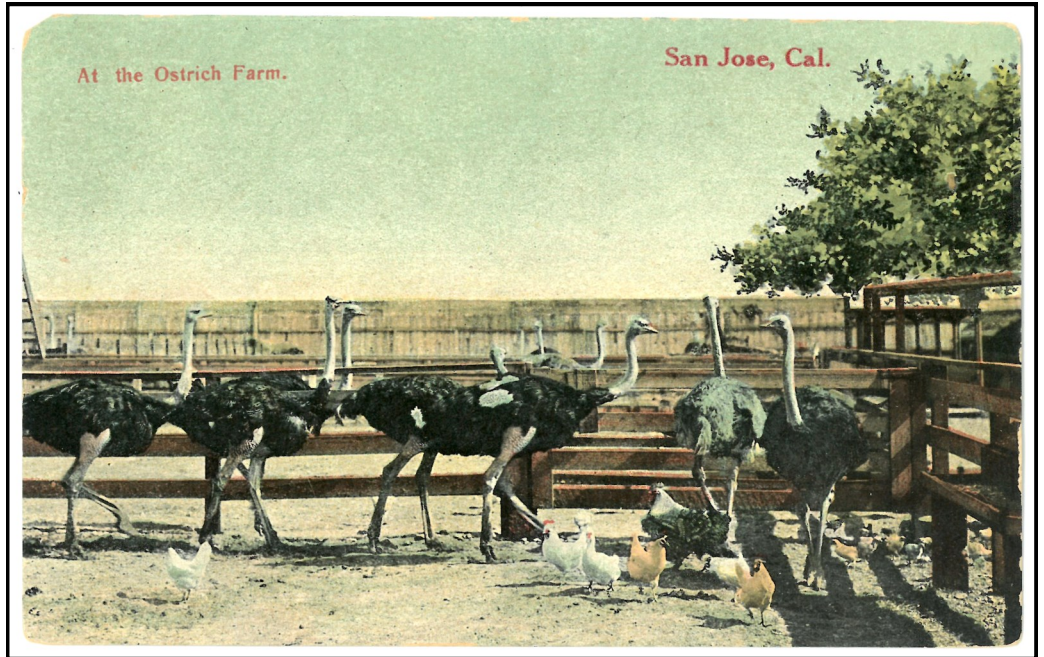
Plucking Day at the San Jose
Ostrich Farm
Saturday, April 2,
2 to 5 p. m.
See the Beautiful Feathers taken from the Big Birds.
An Interesting and Novel Sight.
Santa Clara street and Alum Rock cars run direct to the Farm.
ADMISSION 25c - CHILDREN 10c

Evening News Ad, April 1, 1904

(Continued)

Ostrich Farm in the News

In July, 1905, a spectator, Mr. Munson, a druggist, was taking pictures of the ostriches at the San Jose Ostrich Farm. He climbed into an ostrich pen for a better view through his camera and was nearly kicked in the face, missed by an inch by the ostrich named "Maud." She gave a second kick but it didn't connect either. Ostriches are capable of lethal kicks with their strong legs and two sharp toes on each foot. (*Evening News, July 18, 1905*)



San Jose Ostrich Farm Post Card (Photo: History San Jose)

At the end of April, 1907, the aggressive kingpin of the Farm's ostriches, called "Frank Heney" and weighing 450 pounds, let loose his wrath on two younger ostriches who made the mistake of entering the corral where Heney's two favorite female ostriches, "Nellie Bly" and "Carrie Nation," resided. "Feathers, hide and blood were flying through the air with cyclonic force" resulting in serious wounds to the two young ostriches named "Ruef" and "Schmitz." The ostrich names "Heney," "Ruef" and "Schmitz" were copied from the names of participants in a high-profile criminal case in San Francisco around that time. (*San Jose Mercury News, May 1, 1907*)

Soon after, C. P. Leitch moved his Ostrich Farm to a larger site near the Catholic cemetery in the fall of 1907.

Ostrich Farm leaves San Jose

By May of 1909, representatives from Sacramento offered Leitch \$7,000 to move his ostrich farm of several dozen ostriches to four acres in their city. Leitch had turned down earlier offers from various cities (i.e., Santa Cruz and

Denver) but was always persuaded by the San Jose Chamber of Commerce to stay in San Jose. After all, it was good for business and good for tourism. Many an out-of-town visitor reported the fascinating experiences at the ostrich farm. But this time Leitch accepted Sacramento's offer. By then, the San Jose Ostrich Farm was reported to be the second largest ostrich farm in the country.

About that same time, ostriches and their eggs were more valuable than ever now that Africa terminated the export of their ostrich feathers.

Early Details on Ostriches

The first ostriches (30) were brought to America from Capetown, S. Africa in 1882. Eleven died at sea and only six were alive after one year. Profits from ostrich farming were not made for years until improvements were developed in their care, using egg incubators for breeding, and adjustments made for their exposure to the cooler climate.

(Continued pg. 11)

**Trimmed
Hats**
—
The Leon
46 South First

*Ad in Evening News,
April 1, 1904*

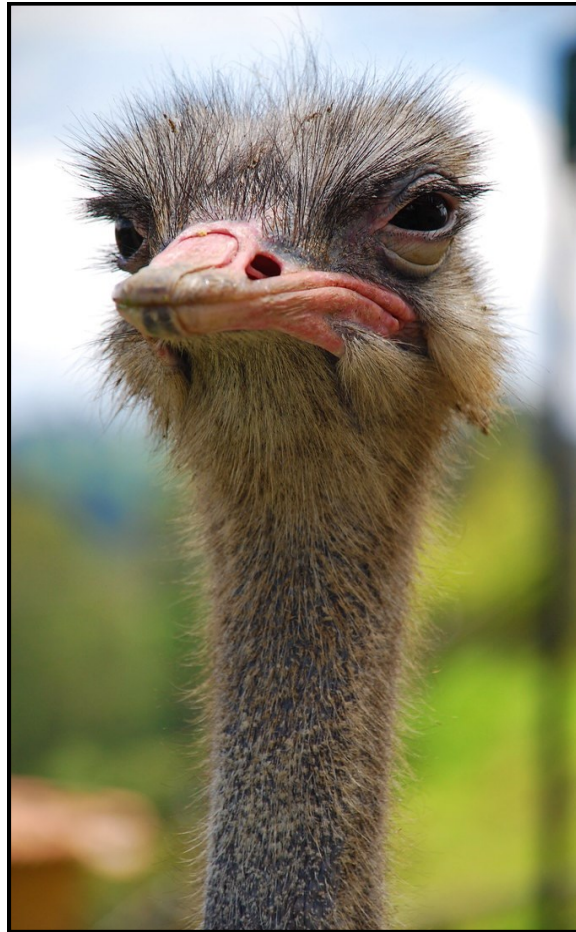
Plucking Day (Continued)

An ostrich owner in 1902 noted that ostriches could be good substitutes for horses. They could pull a carriage or wagon but not a heavy load. They could run as fast as a horse, sometimes beating the horse when it unfurled its wings. Ostriches ate less than horses, never shied or ran away, and traveled with a good pace without tiring.

However, if one rode an ostrich it was rather disconcerting when the ostrich, with its long flexible neck, turned his head to stare at its rider while traveling.

A 1914 news article stated that an ostrich was worth \$500 and on up depending on the quantity of feathers yielded.

Ostrich feathers experienced waves of popularity in fashion.



They were used on hats, collars, cuffs, dresses, fans, boas and even jewelry. By 1916, feathers of more beautiful colors, small, large, curled or uncurled, were again decorating garments and hats. ❖

— Gayle Frank

Ostrich Fans For Evening

The right shades to match your party frock—jade, tangerine, Mohawk, black, white, tomato and the fashionable black and white.

9.75 to 24.50

Ad in *San Jose Mercury*,
Oct. 24, 1922

At Fashion Headquarters--- Blum's Millinery Day

Millinery Day! Presenting hundreds of authentic Parisian reproductions, at a cost much less than the originals. You will find the color assortments exceptionally complete and varied—including Wood, Brown, Toast, French Blue, Sand, Gray, Rosewood, Brick, Purple, Navy and the wanted Black. Novelty trimmings of Cire Braid, Ribbons, Feathers, Bows, Coque, Tinsel, and startling or nature of true originality.

Millinery Day Prices
\$7.50
\$10.00
\$12.50



Ad in
San Jose Mercury,
Oct. 20, 1922

Example of the
uncurled ostrich
feathers.

To read how to clean
ostrich feathers in
1916, see the bottom of
page 15.

CA Pioneers of SCC Essay Contest Update

The Pioneers wish to thank and acknowledge the scholars who submitted their entries to our 2019 Historical Essay Contest. The entries will undergo judging and winners will be announced soon—and we will be adding these and all of our previous essay contest entries into an online database that will be available to the public later this year. Thinking about entering next year? Start considering possible subject matters now. The 2020 essay contest rules and prizes will be announced soon!

Conference of Calif. Historical Societies

2019 ANNUAL MEETING * JUNE 20-22, 2019 * PLACERVILLE, CA

Historical societies play a vital role in preserving the records of the past. Through limited funding and the tireless efforts of volunteers, they keep the story of the surrounding communities alive. CCHS (Conference of California Historical Societies) helps connect historians, and others who are interested in California history, to connect and share information—joining efforts to preserve records, artifacts, sites and buildings throughout the State. Whether you're interested in celebrating California's history or strengthening your ability to preserve it, the Annual Meeting is for you.

Hotel accommodations and workshops will be held at the historic Cary House Hotel in Placerville. With antiques dating back to 1857, this hotel was visited by

figures such as Buffalo Bill, Mark Twain, Elvis Presley, Bette Davis and many more legends of history.

Two workshops will be offered on Friday on the two most critical areas of assistance requested by CCHS members. 'Social Media for Membership Growth' and 'So You Want to Publish a Book?' will be presented in informative and interactive workshops.

Tours will visit Boeger Winery, Marshall Gold Discovery State Historic Park and Gold Bug Park. The Awards Luncheon will be held at the beautiful and historic Sequoia Mansion with an amazing view. For more information visit: www.californiahistorian.com.

Santa Clara Californio Community

Prior to the 1846 arrival of American immigrants, Santa Clara was more than just the site of a mission. It was the home of a vibrant **Californio** community, many of whom had ancestors who had arrived in 1776 with the Juan Bautista de Anza party. Who were these first settlers to live in Santa Clara. Where did they live? What were their lives like?

May is National Historic Preservation Month and as the California Office of Historic Preservation says: "Historic preservation is not only about preserving buildings and sites, but also the stories and traditions connected to those places. Preserve the history, tell the

stories!" Join us and meet Santa Clara's first residents, hear their stories and learn how their contributions made Santa Clara the City we have today. Presented by Lorie Garcia, City Historian, City of Santa Clara.

WHEN: May 18, 2019, 1-3:00 P.M.

**WHERE: Santa Clara Woman's Club Adobe
(The Peña Adobe),
3260 The Alameda, Santa Clara.**

Free Admission; Free parking in garage across street on weekends.

Sponsored by the City of Santa Clara Historic & Landmarks Commission. Co-sponsored by the Santa Clara Woman's Club.

Can You Guess What and Where This Is?



Can you identify what and where in Santa Clara County this photo is?

Tell us your guess on our Facebook page at www.facebook.com/SCCPioneers.

The answer will be given on our Facebook page on July 1st and in the next Trailblazer.

Hints: This photo was taken circa 1910. The relatively new facility moved from San Francisco to the South Bay after the earthquake. The company was originally established many decades earlier.

(Photo Courtesy of Sourisseau Academy for State and Local History, San Jose State University)

MAY
is
HISTORIC
PRESERVATION
MONTH

Contact our Sunshine Chair
if you know of a Pioneers member who
is ill or needs cheering up!

Madeline Streight: 408-259-4422

History San Jose Events

June 8: Dia de Portugal Festival 10am—5pm

June 22: Valley of Heart's Delight Annual
Dinner. Big Band & BBQ, 5pm—10pm

August: Spirit of '45 Festival & Dance Party

Ongoing Exhibits

Breaking the Mold: San Jose's Oldest Foundry.
Through July 21 at Pacific Hotel, Clyde Arbuckle
Gallery.

A Collector's Passion: 100 Years of Paintings Inspired
by the McKay Collection. Through Dec. 15 at the
Pasetta House, McKay Gallery.

More Renewed Pioneers Members for 2019*



THANK YOU!!



Abney, Timothy
Annable, Greg
Behringer, Lu Anne
Bjerkhoel, Jo Ann
Boulland, Michael
Campbell, Jim
Corcel, Lucille
Davis, Helene
Faulkner, Linda

Foster, Adrienne
Green, Gloria
Halberstadt, Hans
Highley, Bill
Jordan, Veronica
Lechner, Diane & George
Leonard, Jeffrey
Lynch, Audry
Moellering, Jan

Pappanastos, Lisa
Patnude, Gordon
Smestad, Greg
Smith, Adele
Souza, Joanne
Toeniskoetter, Charles
Walicek, Jenny
Wool, Jennifer

* Renewals between Jan. 23, 2019 through April 28, 2019.

California Pioneers of Santa Clara County

June Luncheon is also Annual Membership Meeting

The June Luncheon and annual general membership meeting will include the presentation of the annual fiscal report. If anyone wants a copy of the report, contact the Treasurer, Tom Kearney, at his email, tpkearney35@att.net.

The slate for Board of Directors positions will also be presented for a vote by the membership.

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

Docent or Greeter Opportunity for Roberto Adobe & Suñol House

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

Join Us As a Greeter or Docent for the Paulson House at History San Jose

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

Membership Report

The membership dues for the California Pioneers of Santa Clara County are **due on January 1st every year**. Basic dues are only \$35.

If you haven't renewed your membership for 2019 please do so. Dues for 2019 will be accepted at the June luncheon or you can mail your check to CA Pioneers of SCC, Membership Chair, P.O. Box 8208, San Jose, CA, 95155.

Check your mailing label on your Trailblazer

and it will indicate when your dues have expired. For example, if after your name it says, Dec-19, your Pioneers membership is up-to-date until the end of 2019.

Additional donations or higher membership levels are always appreciated. Visit www.CaliforniaPioneers.com for more details. And please, don't forget the Pioneers in your estate planning and consider donating from your IRA's required minimum distribution. ❖

For Questions
contact
Membership Chair
Walt Gil

If you have questions about your membership status, contact
Walt at
wgil@cpi-re.com
or 408-978-1090.

Pioneers Gone to the Golden Hills

ALFRED CARL (BUD) HANSEN

Time Travel (Past News from Newspaper Archives)

San Jose, Jan. 26, 1885: Turn Verein [German Club] Masquerade Ball. The eighth annual masquerade ball by the San Jose Turn Verein will be given at the California Theater on Saturday, February 14th. This will be a strict invitation ball and the committee will be very careful to see that no objectionable parties are permitted to enter the ball. (*Evening News*)

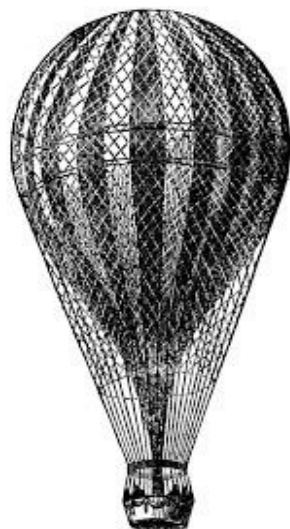


quart of gasoline. Screw on cover and shake gently back and forth about a dozen times. Take out, shake well and put into an airy place to dispel the odor. Doesn't take out the curl. Also can hold over heat but be sure the gasoline is all gone. Brings out the fluffiness and curls the ends. (*Evening News*) ❖

San Jose, April 3, 1904: At a meeting of the Pioneer Society yesterday arrangements were perfected for the part the society is to take in the blossom festival which is to be held here Thursday. It was definitely decided to put a float in the parade and that every member who has a carriage, or other serviceable vehicle, decorates it and participates in the parade. Members must report to 75 S. Fifth Street by 10:00 am. (*Sunday Mercury & Herald*)

foot of San Carlos Street followed by a public ball at Princess Rink. Admission free.

Also, Balloon ascension and illuminated parachute drop, first ever seen in San Jose, at Cedar Brook Park at 10 pm by Chet Baldwin, dare-devil aeronaut. (*San Jose Mercury*)



San Jose, June 29, 1907: Grand display of fireworks at Naglee Park tract,

San Jose, July 14, 1916: To clean ostrich feathers, coil feathers to fit into a half gallon jar and pour in a

CALIF. PIONEERS of SANTA CLARA CO.

Established 1875

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San Jose, CA 95155

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California Pioneers of Santa Clara County 2019 Board of Directors

Jim Zetterquist, President; thewoodencrown@att.net

Bill Foley, Vice President, SCCPioneers@gmail.com

Tom Kearney, Treasurer; tpkearney35@att.net

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

Mary Berger, Parliamentarian; marsieberger@yahoo.com

Ken Machado, Immediate Past President;
7m.kenmachado@gmail.com

Paul Bernal, Member-at-Large; PBernal411@gmail.com

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

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

Russ Robinson, Member-at-Large;
russ1011@ix.netcom.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.