

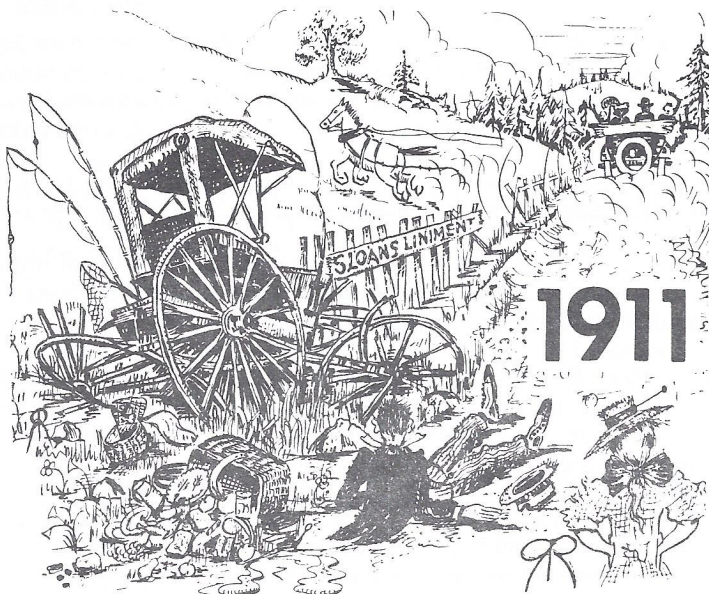
QUARTERLY BULLETIN
OF THE CALIFORNIA PIONEERS
OF SANTA CLARA COUNTY
INCORPORATED 1875

Volume 30

November 1989

No. 4

EXIT HORSE & BUGGY DAYS



According to the Santa Clara County Automobile Club, at the time, the new Motor Vehicle Act would effect some 50,000 automobiles and 10,000 motorcycles in California. One of the most disturbing provisions of the law was the taxation of motor vehicles.

The registration fees for such vehicles was to be collected by the Secretary of State. The new act further stated: "for vehicles of more than 20 h.p. and not over 50 h.p., \$7.50; for more than 60 h.p., \$25 and for motorcycles, \$2.

The Auto Club also reported the Vehicle Act permitted speeds up to 30 miles per hour when and where permitted.

Said to be the first "Auto Depository or Garage in the West" (1900) was claimed by San Jose's Clarence Letcher who also boasted of having the first gasoline station by 1902 with the amazing capacity of 110 gallons which also measured the amount of fuel sold.

Surprisingly, by 1911, Santa Clara County was said to have been in competition with San Francisco County in leading the state in automobile ownerships.

WHALE BLAZERS

NOVEMBER, 1868 — A Santa Cruz booster sent the San Jose Mercury a carefully itemized Santa Cruz business roster proving it was indeed a growing community with a plentiful amount of interests for visitors. The proud eulogizer made it known Santa Cruz contained 47 stores, one private boarding house, two livery stables, two Odd Fellows Halls, one Masonic Lodge, six churches, two public schools, one seminary for young ladies, one foundry, a gas works, a barrel factory, two planning mills, seven barber shops, two photograph galleries, three printing shops, one glue and soap factory, a dancing academy, 27 saloons, two brewers and three temperance organizations all in the town limits.

SANTA CLARA, September, 1903 — The Never Worry Club here held its first outing at Stevens Creek where the group enjoyed over a hundred pounds of beef done in grand style after arriving in an elegant carriage drawn by four handsome grey steeds. While dining the group made plans for a mammoth clam bake at Alviso.

SAN JOSE, 1910 — After numerous suggestions electric heaters were installed on all Peninsular Interurban cars keeping the temperatures at about 70 pleasant degrees.

SAN JOSE, 1910 — The W.C.T.U. sent a letter to the city council urging it to enforce the curfew laws in the city requiring children to be off the streets by 8 o'clock in the winter and 9 o'clock in the summer.

SAN JOSE, 1910 — Due to a maze of ladies' damaged bonnets Chief of Police, George Kidder, and a force of police, including a lady with an ornate 'coal scuttle' sized hat were on a tour of inspection checking out all store merchants' awnings to see if they met with a clearance of 7 feet or more.

October, 1911 — The California Pioneers of Santa Clara County unanimously adopted to censuring the Peninsular Railway Co., for the inadequate transportation facilities provided its members to its annual picnic held at Congress Springs. Many complaints were recited that a goodly number of its members bent with age and infirmed had to hang onto handstraps both going and coming from the resort due to the lack of cars. The Pioneers expressed themselves as being thoroughly upset with the treatment accorded them. It was then voiced another picnic site would be chosen for its future outings.

SUNNYVALE, November, 1913 — Twelve hens here had established a record of laying 2,254 eggs from November 1, 1912 to November 1, 1913. Their owner reported his rose-combed Rhode Island Reds also held the record for large eggs, their largest, a double yolker that measured 7 5/8 x 6 1/2 inches.

CAMPBELL, November, 1936 — A new dial phone was going to replace equipment here reminiscent of the horse and buggy era if the Chamber of Commerce had their way. The long agitated move here would remove the old magneto-type phone which had to be cranked before it performed. Installed some 30 or 40 years previous by the old Campbell Telephone Co., and still retained after that system was acquired by the Pacific Telephone and Telegraph Co.



President's Message

James A. O'Connor

Our December 9th luncheon meeting will be our last major get-together of the 1980s, an occasion to look back at the decade's high-points, and to gaze ahead at the 1990s. In the 1980s we did achieve our greatest membership growth. Many excursions and projects have been our undertaking. May the '90s witness more of the same!

Changes in our Valley have accelerated since the decade began: "Heart's Delight" has yielded more to "Silicon" as an apt designation. New Pioneers have appeared from nations to the south of us and from Asia, and they now are putting down roots here. Some of our younger relatives and friends in search of new and affordable homes are "pioneering" in other areas.

Also, our appreciation to the Calloways for representing us at the Conference of California Historical Societies at Placerville, October 6-8. Laura, as well, is Regional Vice President of this statewide organization. I hear Henry's distribution of extras of *The Trailblazer* was a hit with the conventioners.

Our Mary Lou Lyon, Past President of the Conference of California Historical Societies and Homestead High School history instructor, informed the Conference of the critical lack of California history being taught in our public schools today.



Need a ride? Give a ride?

We will continue to try to co-ordinate this for those members who might like a ride to the meetings and for those members who do drive and are willing to bring someone. A phone call to Mary Wahlberg at (408) 374-5776 will help to get rider/drivers together. We can only try to meet the needs of our members if we know such a need exists. Thank you for your co-operation in this matter.

Bicycle Exhibit

A Century of Cycling in Santa Clara Valley - Velocipedes from 1896 to the present - featuring 1896 woman's bike - highwheelers, medals, trophies, accessories, programs and early racing clothing.

Exhibit on display now through February 17, 1990, California History Center, De Anza College, Cupertino (408) 996-4712.

Victorian Christmas

Our San Jose Historical Museum is about to embark on its annual VICTORIAN CHRISTMAS EVENT, 1890's style ... December 9-10, 1989, 10 a.m. to 4 p.m. There will be gowned ladies, top-hatted gentlemen, musical interludes, trolley rides, articles for unique gifts, mistletoe, tasty treats ... Dolls, Dolls, and Dolls will be a part of a special drawing. Come and enjoy a unique old time Christmas.

JOHN COLPETTS AINSLEY

By: Bill Chivers

J.C. Ainsley is a local legend in the Campbell area, and next to Benjamin Campbell was no doubt the most important man to help develop Campbell into a town. The story of Ainsley's "Washboiler" Cannery which grew to one of the best known packing plants in the State is certainly worthy to put Ainsley on top of the list of one of Santa Clara Valley's most important pioneers.

In 1884, as a youth of 23 from England, Ainsley came to the Campbell area and worked for several fruit growers. He bought seven and one-half acres on the corner of what is now Campbell Avenue and Winchester Boulevard (the old Los Gatos-Santa Clara Road). He built his house and opened a tree nursery dealing in fruit and ornamental trees, where he sold peach, apricot, almond, fig, orange and olive trees.



A trip back to England in 1888 was the deciding factor in Ainsley's decision to enter the fruit business himself. The scarcity of fruit in England and the high prices it commanded, persuaded him that some of Santa Clara Valley products could be profitably disposed of. Using the most meager of homemade equipment, he experimented with canned, jarred and dried fruits, and by 1890 he had a small cannery at his seven and one-half acre tree ranch in Campbell.

The Ainsley Packing Company was originally established as a partnership with T.G. Ainsley, a brother who was a prominent physician and surgeon in Southeast England. It continued as a partnership until 1908 when it was reorganized as a corporation. In the 1891 season, the output was 1,000 cases of fruit, and by 1892 he built his larger cannery on Harrison Avenue at Campbell Avenue paralleling the railroad tracks, and until World War I in 1917 his fruit was exclusively sent to England.

Ainsley had a reputation for high quality products. He was the first in the west to can "compote", a mixture of fruit which was a favorite in England. We call it fruit cocktail today. He also had a special fancy fruit packed neatly in glass jars by hand. Ainsley and his firm enjoyed an excellent reputation for fair dealing with growers, customers and with his employees. Some of his workers that he hired when he first started business were still with him when he retired in 1933 and sold to the Drew Canning Company.

J.C. Ainsley was the first cannery to furnish a nurse for his workers, the first to have a Kindergarten for the workers' small children, and the first to supply hot lunches for workers at low cost. His cannery was steam cleaned thoroughly each week and did not operate on Sunday. It is said that all women of Campbell able to work took part in the season's pack in the cannery. Not to work there was to feel socially left out. Ainsley built cottages for his employees equipped with a stove, table, chairs, beds and electric lights.

Mr. Ainsley was a friend and promoter of many worthy enterprises in his locality. Among them, he was a Director of the Water Company and the Bank of Campbell, a member of the Campbell Fruit Growers' Union and the Santa Clara County Fruit Exchange. He was active in the Grange and the Masons, and a supporting Republican.

When he built his cannery on Harrison Avenue, he also built a new house. He built the first tennis court in Campbell and made it available to the public, at first even supplying rackets and balls. All of this was significant to the public spirit of this man.

He was President of the Campbell Board of Trade (forerunner of the Chamber of Commerce). In 1906, a vote was taken to incorporate Campbell as a city. J.C. Ainsley received the most number of votes for Trustee, but the vote for incorporation failed. Had it succeeded, Ainsley no doubt would have been Campbell's first mayor.

In 1920, Mr. Ainsley moved his house to make way for enlargement of the cannery and installation of a conveyor system by means of belts to make the work in the canning and cutting departments simplified and to speed up the work. His house was moved to 112 N. Second Street in Campbell. In 1925 and 1926, he built his third house on what is now the corner of Hamilton and Bascom Avenues, where he lived until his death in August 1937. On the day of his funeral, every store in Campbell closed during his rites.

Today, there is a small city park next to the railroad where one of Ainsley's cannery buildings was located with the appropriate bronze plaque honoring this man. However, the story does not end here. In May of 1989, the two granddaughters of J.C. Ainsley donated his stately two story English cottage revival home to the City of Campbell for the new home of the Campbell Museum. The donors, Geraldine Hicks and Georgene Bowen, made the offer in writing, and the City accepted the gift. Although the Ainsley house is actually in San Jose, that City cooperated with Campbell fully in getting permits to have the house moved about a mile onto property next to the Campbell City Hall. The moving will take place in 1990, and a three-year fundraising effort will be undertaken to make this beautiful structure and its carriage house an important attraction to Campbell and the Santa Clara Valley. It certainly is a worthy tribute to the memory of this cannery giant, civic leader and Campbell pioneer.



Pre-Publication Orders for Campbell History Book

Orders are now being taken for Pioneer member, Jeanette Watson's book, "Campbell, The Orchard City", the definitive work on the history of Campbell, which will be available early next year. If you would like to order now at the pre-publication price of \$27.50 and pick up the book at the Campbell Museum, when it comes in, send \$29.43 which includes sales tax, to the Campbell Historical Museum Association, 51 N. Central Ave., Campbell, CA 95008. If you want the book shipped, add \$3.50 per book. Gift certificates are available.

SOMETHING TO REMEDY YOU BY!

By: Hank Calloway

"The desire to take medicine," said a noted physician, "is perhaps the greatest feature which distinguishes man from animals." Possibly the good doctor had in mind our intrepid Overland trail wagon mothers who had to improvise. She mashed onions in sugar to create a cough syrup, while gunpowder dissolved in water produced a soothing eye wash.

Elders with cold or fever were rubbed with goose grease and turpentine usually the standard rescue from such upheavals, while onion juice wrapped in tobacco leaves then baked in hot coals became a cure for sore throats. Along this route of too few doctors they devised a multitude of remedies from items near at hand such as warm manure for snake bite or urine poured into one's ear for such aches also said to ward off freckles and sunburn. Overland Trail diaries are non-hesitant on how our Trail mothers utilized their ingenuity to ward off the discomforts of the long trek especially with youngsters. Lard mixed with sulphur became an ideal aid when an itch came on.

Medieval folklore on 'Grandma's Cures' also was an accepted means of getting well. Having a horse breathe into a child's face, drinking stolen milk, or a bowl of cat soup were considered whooping cough cures.

Curtis' Consumption Cure. !!!

GUARANTEED CURE FOR CONSUMPTION.

No. D1516. Our Special Prices:

Small Bottles..... **20c.** Six for..... **\$1.00**
Large Bottles..... **35c.** Six for..... **\$1.75**

**WILL POSITIVELY CURE CONSUMPTION
WHEN DIRECTIONS ARE FOLLOWED.**



'CURTIS' CONSUMPTION CURE is compounded after a

Self-doctoring was a way of life as educated medicine was in short supply. It has been said a doctor who arrived out West via the Overland trail had set up a practice but few ached for his services due to their good health. So, to eke out a living it was made known he was also available as a fiddle player for area dances.

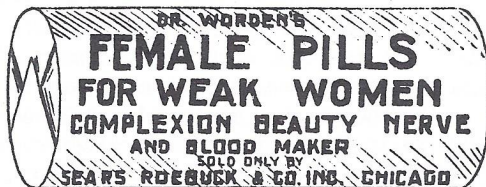
In a Trailblazer quest for the few among us who ambled the last century, we find our beloved Ralph Rambo is among the steadfast to do so. This prolific native son has been our valley's delight since 1894 when the Victoria Era was still in full bloom. Grover Cleveland was President and we claimed just 45 states. The automobile was yet to be invented and keeping up with the Joneses was not yet a fad. It was the introduction of the Sears Roebuck mail order store when medicine became more easily available. In our inquiry regarding household remedies of the day, Ralph readily revealed what the average turn of the century medicine chest was apt to contain.

FOR ALL FEMALE DISEASES.

THIS IS
ACKNOWLEDGED
AS ONE OF

**THE
GREATEST
REMEDIES**

**OF THE AGE.
A GREAT BLOOD PURIFIER AND NERVE TONIC.**



"At least all of the following items," Ralph reveals, "Castor Oil, Carters Little Liver Pills, Doans Kidney Pills, Epsom Salts, Mustard Plasters, turpentine for a hot flannel rag for chest colds and, of course, Sloans Liniment 'good for man or beast.' Dad always kept a bottle in the barn for our boney old nag, always limping. He always believed the automobile would never be perfected. He said, 'damned if he would be caught going down Stevens Creek Road behind nuthin!' "

Ralph also dispatched a number of bizarre drug ads taken from his beloved 1897 Sears Roebuck catalog all hailing the merits of their 'cure alls' such as 'Nerve and Brain Pills', 'The German Sure Cure for the Liquor Habit', 'Female Pills for Weak Women', 'Consumption Cures', 'Scientific Bust Developer and Bust Foods for plump, full rounded bosoms', 'Worm Syrups for Children', 'Pasteurs Microbe Destroyer to ward off attacks of Consumption, Malaria and Blood Poison, all for \$1.75 per gallon', 'Electric Belts for Bandy Leg Prevention' and bottle cures for 'Fits and Epilepsy'.

"It is simply unbelievable the bold assertions, the plain lies!" Ralph adds. "Imagine what our Surgeon General's reaction would be to a publication like this today. Of course in those easy days people believed and bought like crazy but died like flies at 35 and 40. I bought Beef Iron and Wine and it still may be available but carried 25% alcohol. Like 'Peruna', my step-grandad bought it by the case and was half swacked most of the time. We should also mention 'Lydia E. Pinkhams' said to possess a 25% alcoholic content. Then came the W.C.T.U. and A.A.'s, I guess, leaving Grandad high and dry."



With the arrival of 1904-05 the traffic in worthless nostrums came under fire from influential editors such as the Ladies Home Journal and Colliers Weekly with a series of disclosures regarding such 'cures'. By 1906 Congress came to the public's rescue by passing the Pure Food and Drug Act. Sears Roebuck thereafter, among others, carried nothing more powerful than Epsom Salts and aspirin as they also warned their patrons of the dangers of quackery.

"Also," added Ralph, "Santa Clara Valley had a wealth of curative spring waters. The main ones being Alum Rock and Azule Springs. The pioneers traveled regularly to these 'founts of health' to fill their 'demijohns'. Now there's darn few who know the meaning of 'demijohn'! Alum Rock was the most park like and claimed to have from 10 to 15 medicinal springs of gagging flavors!"

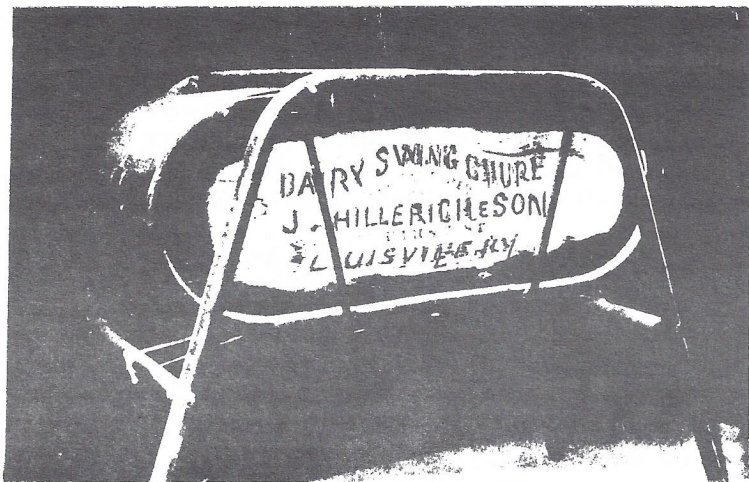
"I forgot to include one old time cure or preventative," revealed Ralph at press time. "It's a seed from a buckeye tree or horse chestnut. My dad always carried one — it cured rheumatism!"

Thanks Ralph. You're a darn good remedy yourself!

'LOUISVILLE SLUGGER'

By: Henry Calloway

This turn of the century San Jose Historical Museum property is a prime hardwood hand operated butter churn manufactured by the Hillerich and Bradsby Co., Louisville, Kentucky.



Coupled with the crack of the bat and the roar of thousands, the long sought "Bay Bridge" World Series showdown has come and gone, but not before the utilization of hundreds of 'Louisville Slugger' baseball bats which have been around for some 105 'play ball' years. When the Series opened this October, a super number of batters were using them, all made by the Hillerich and Bradsby firm, presently located in Jeffersonville, Indiana, across the Ohio River from Louisville.

Here, they have long been devoted in securing good wood. It utilizes, according to the Wall Street Journal, selected ash trees from Pennsylvania and New York all at least 50 years old before harvesting. The 6,600 trees utilized each year for bats are cut into prime chunks then left to air-dry up to eight months. The prime wood is then sorted for grade with the best set aside for professionals with the rest or 90% left to retail outlets.

The bat venture had its start solely because an apprentice woodworker had sneaked off to a baseball game in 1884. This eager ball fan was intent on watching his Louisville Eclipse team play when its star player Pete Browning broke his bat. Almost immediately, the young woodworker, named John Hillerich, invited the down hearted ball player back to his shop where he fashioned him a new bat, the first he had ever turned out. The next day Browning collected three hits with it while his amazed teammates demanded the likes of such a bat as did the opposing team. Browning went on to compile the 10th best career batting average in big league history. John Hillerich's family woodworking shop continued on to become the premier bat maker in big league history. His grandson John A. Hillerich III is president of the company today.

Craftsmen here continue to tailor bats as the firm keeps on file the minute specifications of every order it has ever done on a player.

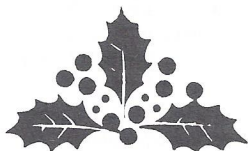
Bats vary in weight and length; so Hillerich and Bradsby place a premium on speed because a player may use up to six dozen bats a season. Bats for big leaguers get the hand-turned on lathes treatment by eight meticulous woodworkers who pro-

duce one bat every 15 minutes, all being calibrated to the players' specifications. By contrast machines will spit them out every eight seconds.

It was said Ted Williams of the Boston Red Sox would come to the plant spending hours sorting through wood-stock piles picking out material he believed best for his bats. He was said to be notoriously finicky even to sending orders back when the feel was not just right.

Santa Clara County also has been generous in contributing 'home town boys' to major leagues, to name a few: Hal Rhyne, Pittsburg Pirates; Hal Chase, Chicago White Sox; Marvin 'Freck' Owen, Detroit Tigers; Charlie Silveria, N.Y. Yankees; and Leo Righetti, Yankees, among others. Nevertheless, it still continues to be Hillerich and Bradsby's task to prevent ballplayers from batting the breeze.

It also can be said that butter churns are no longer a bread and butter item at Hillerich and Bradsby.



OUR NEED FOR A HOME

Helen MacCarthy
California Pioneers of Santa Clara County Archivist

As some of you know, our organization has been the recipient of many artifacts, papers, furniture and paintings over the years. Most of these objects are stored in the warehouse of the San Jose Historical Museum. We have a complete set of fine Victorian furniture: living room, dining room, and three bedroom sets, which is now in a private home in Morgan Hill. Many of the papers are in the home of the archivist of this society.

THE FUTURE OF THESE ITEMS IS IN JEOPARDY! We need a place to put everything under one roof. We need a place for our members to come to see our artifacts, to use our library, and reading room for research and enjoyment. We have a copy of every Trailblazer since its beginning, plus almost every copy of all our essays from our contests. There is a wealth of information there. It would be a place open to all members of the Society and the general public. One could get the information free except the cost of xerox copies.

Our organization was founded in 1875, long before the San Jose Historical Museum. We have dreamed of a fine old Victorian house with some historic significance in the San Jose Metropolitan area. Of course, we realize this is not always possible.

There are about 1200 members in the Pioneers. If each of you told 10 friends, then many people would know of our need.

We are not a wealthy organization. We cannot buy such a home outright. If any of you know of any history-minded person who has such a place or is willing to donate it or negotiate with us, please contact any of our board members at our quarterly luncheon or call Austen Warburton 295-7701 or Helen MacCarthy 578-4485.

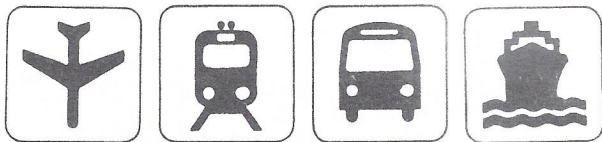
Welcome New Members

Jennie C. Chiovaro
Lois Jewel Harris
Peggy A. Hoshour
Margaret McGowan
Marjorie Elizabeth Myers
Anita Catherine Pasquinelli
Betty G. Ritter
Eleanor Sorenson
Dorothy May Stamper
Patricia Mae Stanford
L. Dale Tyson
Sandy Tyson

Beyond The Sunset



Howard W. Ebert
Loretta G. Gullic
Jeanne A. Postier
Margaret D. Reed
Joseph Stanich



Touring With The Californians

RESERVATIONS by phone begin Monday, December 11, for members only. Call Nancy Hill at 258-3449 Monday through Friday, preferably mornings. After Nancy confirms your reservation, make check payable to THE CALIFORNIANS and send to P.O. Box 32121, San Jose, CA 95152. After the quarterly meeting a Trip Brochure may be obtained by sending a stamped self-addressed legal-sized envelope to the above address. We encourage you to use the waiting list if your desired trip is full.

NEW YEARS IN MONTEREY — December 31 - January 1, 1990. Our departure begins with an unhurried ride toward the lovely Monterey coastline. On arrival we tour the 17 Mile Drive, marvel to the points of interest: Seal Rock, Cypress Point, Spy Glass Hill, along this scenic route from Pacific Grove to Carmel. After our tour we arrive at the Monterey Sheraton for the evening. We dine at Ferentes atop the hotel. Then we motor to California's First Theatre for a very unique old time Stage Review. We then return to the Sheraton for a special get-together with our group to welcome the New Year!

THE BEST OF FLORIDA — February 6-15 — Miami-Key West. We fly to Tampa, then on to the joy and thrills of the Florida west coast to marvel the Ringling Museum Circus complex; Thos. Edison's home, Botanical Gardens, Everglades National Park where we ride a slow boat to explore the beauty and peacefulness of the Everglades; the amazing Epcot Center (the community of tomorrow) and St. Augustine, the oldest city in the United States.

ALSO — May 8-10, 1990 — Yosemite during that beautiful time of the year.
September 11-21, 1990 - Switzerland with the Passion Play in Oberammergau.

DUES become due January 1, 1990 unless you are a Life Member. Dues are \$5 annually, per person; so make out your check to the California Pioneers and send it along with a stamped self-addressed envelope to California Pioneers of Santa Clara County, P.O. Box 8208, San Jose, CA 95155. You will receive your membership card in the mail. Of course, you can pay your dues at the December Luncheon.

NOTICE: At the September Quarterly Luncheon a lovely lady donated some "Bernal Family" historical papers to The Pioneers for documentation and preservation. However, in the commotion at the luncheon we failed to obtain the donor's name which we really need to make the records complete, so if she would please call either Richard Hill at 258-3449 or, Helen MacCarthy at 578-4485, The Pioneers would be most grateful.

BOOK SALE. Our December 9th Luncheon will feature a captivating collection of regional history books by our own Pioneer authors that will be on sale at that time. Authors, please call (408) 294-1786 if you plan to participate.

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9. LOU'S Village

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Assistant Editor: Bill Chivers

Staff Artist: Ralph Rambo

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George Kobayashi, 2680 Shadowvale Way, San Jose, CA 95132 263-8993