

Cupertino Historical Society & Museum presents

Cornerstone

Summer 2010

Volume 20. Issue 4

IN CELEBRATION OF CUPERTINO PART 4 OF 5

II BY GAIL FRETWELL HUGGER

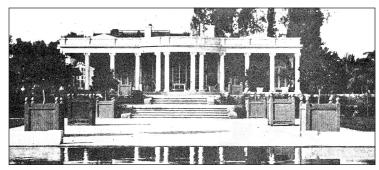
Many of the people pouring into California during the Gold Rush era were smart enough to see that the real "gold" lay in the land, especially the rich and fertile Santa Clara Valley. During the mid to late 1800's, the Westside turned from vast ranchos to family farms, small ranches, vineyards and orchards. Captain Elisha Stephens picked up and moved away from his namesake creek, saying the area had become "too durn civilized!"

Churches were established - for the Catholics, St. Joseph's of Cupertino in 1873. The first Protestant mission was built in 1883 near the intersection of Stevens Creek Road and old Highway 9 (De Anza Blvd.). The Protestant church was named the Union Church (non-denominational) in 1888. Both churches still serve the Cupertino community.

Schools were built. The first post office was on John T. Doyle's winery property on McClellan Road. Later the P.O. moved to the Union Store at the Crossroads. The first lending library was also at the store. In the 1880's and 90's, the Westside was for the most part an unpretentious area with the exception of the large winery estates - Doyle's Las Palmas Winery, Henry Farr's Grandview, Richard Heney's Chateau Ricardo and the J.B.J. Portal estates. However, in 1892 the Westside saw the arrival of its first millionaire

"Rear Admiral" Charles A. Baldwin was a member of that era's social elite. He married Ella Hobart of the Comstock Lode silver fortune and decided he needed a country estate in addition to homes up the Peninsula. He bought 137 acres of land where De Anza College stands now and commissioned architect Willis Polk to build a winery and estate, part of which is still in use today by the college. In the late 1800's, the social activities of the upper crust revolved around grand estates in the Burlingame / Menlo area, where the rich and famous amused themselves with golf, horseback riding, racing, fox hunting and polo. When Baldwin built his "Beaulieu" estate, architect Polk designed "le Petit Trianon" modeled after "Le Grand Trianon" at Versailles, a 17th century French Pavilion. Baldwin's estate had the many

outbuildings necessary to the winery operation and the socialite guests who visited. There were servants' quarters, guesthouses, the area's first swimming pool, first polo field, electrical generators to power machinery on the estate (the Westside did not have any electric lines) and acres of formal gardens, pools and fountains. The Baldwins and their "country retreat" that was only visited on weekends astounded early farmers.



II THE HOUSE FROM THE POOL

Locals recalled their astonishment at Baldwin's imported French automobile (believed to be a Renault). The "stiff-backed Baldwins sitting straight as ramrods" were driven around by a French chauffeur. They were dressed in goggles, dusters and caps because the roads were dirty and dusty. The automobile was a bright yellow and was known around the countryside as the "Yellow Devil." The THING was an awful shock to the driving horses, leaving a dusty aftermath of bucking, snorting runaways, upturned buggies, surreys and hay wagons including irate farmers and their scared kinfolk. Fortunately, on the chuckhole-dotted Stevens Creek Road, the Yellow Devil's speed was limited to 20 mph. Its explosive noises could be heard a mile away. This gave others ample time to drive their trembling steeds into orchards or blindfold them. A father was heard to say smugly, "These abominations never will be perfected. They're just a passing whim of the idle rich." The Renault also caused problems for the Baldwins. Sometimes it would go and sometimes it would not. On occasion, it would reach its destination but be unable to

Continued on pg. 5...



Cupertino Historical Society & Museum

MISSION STATEMENT

We preserve and illuminate Cupertino's past to inspire youth, strengthen the sense of community, and shape a better future by making Cupertino history relevant and available to all.

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The Cornerstone is published quarterly by the Cupertino Historical Society, a private, non-profit organization.

PRESIDENT'S CORNER



BY DARRYL STOW

CHANGING OF THE (OFFICE) GUARD

Lydia Veale, who has served as our Office Manager for just a few months, has resigned for personal reasons and moved to the Sierra foothills. Replacing Lydia as Office Manager is Ragini Sangameswara, a 23 year resident of Cupertino. Ragini has been our website designer and does consulting for website and graphic designs. She and her husband have two children, both graduates of Monta Vista High School.

We are very pleased to welcome Ragini to our organization.

CITY GRANTS \$5,000 TO CHS

The Cupertino City Council voted to allocate \$5,000 in this year's budget to the Cupertino Historical Society& Museum. These funds will be applied towards our consulting contract with Julie DeVere, Collections Registrar, to design and curate a new museum exhibit concept. The new design will feature a five multi-themed exhibit vignettes utilizing items from the museum's collection of Cupertino artifacts. We thank the Cupertino City Council for this generous grant.

CITY COUNCIL ALLOCATES FUNDS TO DEVELOP STOCKLMEIR PROPERTY

As part of the current budgeting process, the Cupertino City Council allocated \$50,000 in this year's budget for a study to determine the type of infrastructure needed for a legacy farm on the Stocklmeir Property, located south of Stevens Creek Blvd. along Stevens Creek. A legacy farm would preserve the present orange grove and provide vocational education opportunities for our local schools. The Cupertino City Council also put a place holder in the 2011-12 budget of \$400,000 to develop the legacy farm concept recommended by the Cupertino Historical Society and the city's Stocklmeir Task Force. These funds would be considered "enterprise funds" for the use of the Parks and Recreation Department and require that fees be collected by those using the facilities, as is done at the Sports Center, Blackberry Farm and for all recreation classes. The City is also looking to secure \$1.1 million dollars in park dedication fees from the proposed retail/residential development at the Rose Bowl area on Wolfe Road, to fund the extension of the Stevens Creek Trail. However, the development project is on hold at this time.

THE TRAVELING TRUNK EDUCATIONAL PROGRAM

Since 1978, the Cupertino Historical Museum has been actively presenting a 'mobile collection' of items to the community via the Traveling Trunk Educational Program.

Loretta Bassman, Sonja Cook, and Kay Roberts are the dedicated docents on this endeavor.

Sharing the story of life in Cupertino through memorabilia, from horseshoes to high-button shoes, helps students and adults to understand the tremendous changes that have occurred in the valley and to develop a deeper appreciation of Cupertino's own unique history and its role in the development of California.

The Traveling Trunk Educational Program has proven to be one of the Cupertino Historical Museum's most successful outreach activities. During the 2009 - 2010 season, the Trunk made 20 presentation, serving 772 students and 163 adults in the Cupertino area.

Students are wonderful listeners and their questions are compelling, e.g. "When did they invent pencils?" The Trunk docents see many

surprised faces when explaining that the horse muzzle is not an egg basket, and that Brownie box cameras require film! Another popular Trunk item is the 1920s-era man's bathing suit that Phil Bush, former Trunk docent, donated. It especially captures boys' attention for it doesn't look anything like what men wear today.

Besides visits to local schools, the Trunk was presented to the Optimist Club, the Sunnyside Gardens Retirement Villa in Sunnyvale, the Live Oak Senior Center in Los Gatos, and the Cupertino Senior Center. The older generation also provides astute observations: flour sack dresses were really not all that soft and the potato masher from the Trunk closely resembles one used in Sicily.

Whether presenting to 6 year olds or 80 year olds, the Traveling Trunk has something for everyone.

To initiate a visit from the Traveling Trunk Educational Program, please contact Loretta Bassman at *lorbass@comcast.net* or visit the CHS&M website at *www.cupertinohistoricalsociety.org* (Traveling Trunk tab).



SPOTLIGHT: THE TRAVELING TRUNK DOCENTS



LORETTA BASSMAN

Loretta and her husband moved from rural Petaluma to the Cupertino area 48 years ago, first to Sunnyvale, then to a Cupertino neighborhood that was part of San Jose territory. They were happy when their neighborhood was annexed into Cupertino because they knew the city had a great recreation department for their three children. Loretta now has 10 grandchildren, ranging in age from one year to 22 years and one great-grandson.

After receiving an AA degree from DeAnza College in Early Childhood Education, Loretta enjoyed working as a Teacher's Aide. She has always had a love of California history and for over 30 years has participated in the California History Center classes at DeAnza College.

Loretta joined the Cupertino Historical Society to support its efforts to preserve history and to learn more about the local community. Being a Trunk docent allows her to share her love of history and spark an interest in young people to learn more about their own family and community histories.



SONJA COOK

Sonja grew up mostly in the wilds of Cornwall, England. While attending Southampton University she met her future husband, Mike. Their first daughter was born in England, followed by the birth of two more daughters after moving to Seattle. The family finally settled in Cupertino in 1972. Sonja has watched as the area grew and changed, orchards sprouted housing developments, Mariani's apricot drying yard moved away, and Apple Computer took off

In 1976 Sonja became involved with the De Anza re-enactment, helping install a display in the De Anza Library. She took her entire family to camp at Mission San Antonio when the soldats de cuirass passed through on their way north, walked the last mile with them up Stelling Road, and on to the De Anza campus. An event she and the family will not soon forget!

Sonja feels it is important to keep history alive for the newer generation and immigrants to our area. Being a Trunk docent allows her the opportunity to share with school children & ESL adults the history that has been packed into this area over the past 200 years.



KAY ROBERTS

Kay has been a happy teacher for most of her life. She started teaching in a small two room school house at the age of eighteen. Her favorite grades were kindergarten through fourth.

Upon retirement, Kay discovered the world of traveling, reading, and volunteering. After a visit to the Cupertino Historical Museum and learning about the Traveling Trunk, Kay thought "how perfect for

me – visiting a different school each week". She enjoys watching the puzzled look on the students' faces as strange looking items are pulled out of the Trunk and then seeing those faces light up as items are explained and they better understand how their parents and grandparents lived.

Kay proudly displays a Certificate of Appreciation presented to the Traveling Trunk docents by Regnart Elementary 'Discovery Day' on her refrigerator at home.

EXHIBIT GALLERY OPENING

III BY CORINNA DIXON. VP - MUSEUM COLLECTIONS

This August the Cupertino Historical Society Museum will open its doors to a newly designed exhibit space. Julie DeVere, Collections Registrar, provided the concept and curated this dynamic set of exhibits.

The new "vignette" floor plan design enables the Museum to display a variety of themes to best present our diverse and extensive collection to the public.

The advantage of the vignette design is that one exhibit area at a time can be easily rotated – reducing exhibit curating and design expenses, and eliminating future museum closures.

Currently on display are exhibits about Early Cupertino, the Valley of Hearts Delight, Cupertino's One Room School Houses, the General Store, and the Crossroads.

Future vignette themes will focus on the Ohlone period, early pioneers, the wineries, the floral industry, decorative arts, historic costumes, domestic scenes, Cupertino's churches, and the residents and businesses that have made Cupertino.

Come visit the "new" Cupertino Historical Society Museum!

Located in the Quinlan Community Center, the Museum is open to the public Wednesday through Saturday from 10 a.m. - 4 p.m. Admission is free.

COLLECTIONS CORNER

II BY JULIE DEVERE. COLLECTIONS REGISTRAR





One of the new exhibit spaces in the Museum gallery focuses on Cupertino's agricultural period; a time when the Santa Clara Valley was known as the Valley of Heart's Delight. Beginning in the late eighteenth century with the Spanish, waves of people began to immigrate to the Valley from the eastern and southern regions of the United States, Mexico, Europe, and Asia. When they arrived, they found an ideal combination of temperate climate, fertile soil, and available

land. By the mid 1850's the valley floor was covered with grain crops.

However, grain crops were quickly replaced by orchards of prunes, apricots, cherries, peaches, pears and acres of vineyards.

Fruit drying and processing became a major local industry and helped fuel development in the Valley. The fruit industry remained a vital player in the Valley's economy until the late 1950's. By the 1970's the Valley of Heart's Delight was quickly becoming known by a new name, the Silicon Valley.

Join us and learn more about Cupertino's early history.



MAKE YOUR FIRST VISIT TO SEE THE "NEW"

CUPERTINO HISTORICAL SOCIETY MUSEUM

ON TUESDAY, AUGUST 24
THE MUSEUM WILL BE OPEN LATE
4:00 PM - 7:00 PM
PRIOR TO THE MEMBERSHIP MEETING





CUTTING 'COTS, C. 1913. MANY FAMILIES SUPPORTED THEMSELVES, QUITE LITERALLY, ON THE FRUITS OF THEIR LABOR. COME HARVEST TIME, EVERYONE WORKED IN THE ORCHARDS AND DRYING YARDS; WOMEN, MEN AND CHILDREN.

IN CELEBRATION OF CUPERTINO CONTINUED

Continued from pg. 1...

make the return trip under its own power. Due to their vast social and economic differences, encounters with the Baldwins and the Yellow Devil were about all that locals ever saw of the couple.

Unfortunately, around the turn of the century, there was a water shortage in the Westside area and Baldwin lost the supply to run his large estate. It was also at this time that disaster struck the area vineyards a devastating blow in the form of the phylloxera (a root louse). In the period between 1895 and 1905, almost every vineyard worldwide suffered decimation or severe damage due to this blight. Along with the local lowering water table, revenue agents, government regulations and taxes, almost all of the large and small family wine operations disappeared from the Westside. Another era was over.

Resources: The Trianon Waits by the California History Center. Cupertino Chronicle by the Cupertino Museum

In Celebration of Cupertino: Pt. 4 of 5 was originally published in the June 2005 issue of The Scene.

ANNUAL MEETING REVIEW

|| BY DONNA AUSTIN, VP - MEMBERSHIP

The Cupertino Historical Society& Museum held its annual meeting on Wednesday, May 19th, 2010. A good time was had by all!

Ice cream sundaes were provided by board member Mike Mansch's Alotta's Deli. Thanks Mike! And thanks to Jane Alvarado, Helene Davis and Lydia Veale for scooping!



DARRYL STOW AND JIM WALKER PREPARING TO GIVE THEIR REPORT.

The Town Square Harmonizers provided wonderful entertainment – a capella singing in the barbershop quartet style. Their harmony and enthusiasm was enjoyed by all.

Darryl Stow, CHS President, provided an overview of recent CHS&M activities and Jim Walker, Nominating Committee Chair, presented the slate of officers for the 2010-2011 term. The slate was approved by unanimous voice vote. (See page 2 for current board roster.)



THE TOWN SQUARE HARMONIZERS: PETER, GORDON, BOB, AND DAVE FOR MORE INFORMATION, PLEASE VISIT WWW.TOWNSQUAREHARMONIZERS.COM

ANNUAL SUMMER FUNDRAISER

III BY DONNA AUSTIN. VP - MEMBERSHIP

Our Annual Summer Fundraiser, Back to the 50s, was a resounding success! Held on June 27th at the Picchetti Ranch, guests of the Cupertino Historical Society& Museum enjoyed a delicious barbecue dinner catered by Outback Steakhouse, refreshing root beer floats provided by Alotta's Deli, and spirited 50's music sung by Julie Davis, Cat Shieh, Christina Yglesias, and Leah Davis, and DJ'd by Mike Malone.

The event was well attended by over 120 guests. In addition to our loyal Historical Society members, board, and staff, Henrick Wesseling from Lehigh Southwest Cement Co. and John Zirelli from Los Altos Garbage Co. were there in support of our endeavors. Former mayors, John Gatto, Sandy James, Orrin Mahoney, Barbara Rogers, and Dolly Sandoval, and former city council member Kathy Nellis were our political stars.

A 1956 sheriff's car, on loan from Captain Terry Calderone of the Santa Clara County Sheriff's Dept. greeted guests as they arrived - some were able to honk the car horn and buzz the siren. Many guests dressed the part in 50s style clothes, bid on auction items and some went home with door prizes. Thank you all for making our Summer Fundraiser a great success!



JULIE DAVIS, CHRISTINA YGLESIAS, AND CAT SHIEH WITH 1956 CAR

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THE CUPERTINO HISTORICAL SOCIETY & MUSEUM WISHES TO EXTEND A SPECIAL THANK YOU TO THE ANNUAL SUMMER FUNDRAISER SPONSORS AND SUPPORTERS

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SPECIAL CONSIDERATION

Brian White - Outback Steakhouse, Cupertino Leslie Pantling - Picchetti Winery, Cupertino Mike Mansch - Alotta's Deli, Los Altos Captain Terry Calderone - Santa Clara County Sheriff's Dept.

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Donna Austin BJ's Brewhouse

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Blue Pheasant Restaurant

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Coffee Society at the Library

The Cypress Hotel

Fellom Ranch Vineyards

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Park Place Restaurant

Potsticker King

Recology Cupertino (formerly Los Altos Garbage Company)

Santa Clara County Fire Department

Santa Clara County Sheriff's Department

CUPERTINO HISTORICAL SOCIETY & MUSEUM



CUPERTINO HISTORICAL SOCIETY & MUSEUM MEMBERSHIP APPLICATION

NEW MEMBER RENEWING MEMBER				
 ☐ INDIVIDUAL \$35 ☐ SPONSOR \$250 ☐ PRESIDENT'S CIRCLE \$2500 	_	\$50 Dr's Circle \$500 Ctor's Cile \$5000	☐ PATRON \$125 ☐ COLLECTOR'S CIRCLE \$1000	
□ \$I¹	D LIKE TO DO N	MORE! ENCLOSED IS MY	TAX DEDUCTIBLE DONATION	
NAME			please make checks payable to The Cupertino Historical Society & Museum 10185 N. Stelling Road Cupertino, CA 95014	
ADDRESS				
CITY	STATE	ZIP CODE	If you would like to charge your membership fee to your credit card, please contact the museum at (408) 973-1495 with your credit card information. We accept Master Card, VISA, American Express and Discover.	
PHONE	EMAIL		The Cupertino Historical Society & Museum's Federal ID number is 94 2694547.	

MEMBERSHIP NEWS

A CALL FOR VOLUNTEERS

The time a volunteer spends at the Cupertino Historical Museum is often just as rewarding to him or her as it is to us. If you have a love for the community, please help show off Cupertino's past and present.

Our volunteers help keep our museum open!

If you are available to volunteer for a two-hour shift, **Wednesday through Saturday** between the hours of

10 a.m. – 4 p.m., please contact the Cupertino Historical Museum at 408-973-1495 or email us at:

cuphistsociety@sbcglobal.net

THE TRAVELING TRUNK

Looking for a Unique Experience? The Traveling Trunk Educational Program is **in need of a substitute docent** to fill in when one of the regular docents is not able to attend a presentation (perhaps one morning a month).

Our show-and-tell program teaches the history of many items used in homes and orchards around 1900 to young audiences in local schools. No public speaking experience is required. We work in pairs so there is always the support of another docent. Feel free to come and observe for several sessions to get acquainted with the program.

Please contact the museum or **Loretta Bassman** at *lorbass@comcast.net* for additional information.

MEMBERSHIP GIFTS

Membership Gifts to the Cupertino Historical Society & Museum provide a base of support for programs, services and general operating costs. We appreciate the support and generosity of new and renewing members.

The benefits of being a member of the Cupertino Historical Society & Museum are many:

- · Store discounts
- · Quarterly potluck
- · Quarterly newletter
- Special events invitation
- · Access to museum library

FEBRUARY 2010 THRU MAY 2010

NEW MEMBERS

Dave & Claire Christensen Jeannette Mohammed Mary Egan Daniel Nguyen Joanne Longoria Donald Parsons

RENEWING MEMBERS

Jim and Jane Asher Jim & Pat Jackson
Harvey & Cec Barnett Marion Alice Jarrett
Diane & Gino Benedetti Francis & Margaret Keeler
Ray & Ellie Bortner Mark McKenna

Patricia Bustamante Kathy Nellis
Andy & Audrey Butcher Martin Sorensen
Patricia & Welko Gasich Darryl & Dorothy Stow
Gail Hugger Steve & Jeannie Ting



CUPERTINO HISTORICAL SOCIETY & MUSEUM

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> > Cupertino Historical Society & Museum

Interstone

Samuelle.

IN THIS ISSUE

The Traveling Trunk:

In Celebration of Cupertino:

By Gail Fretwell Hugger



MUSEUM HOURS:

Wednesday through Saturday from 10 a.m. 4 p.m. Admission is free. Located in the Quinlan Community Center, the museum is open to the public

Wednesday, August 18th **BOARD MEETINGS**

5:30 p.m., CHS Museum

5:30 p.m., Quinlan, Conference Room Wednesday, September 15th

5:30 p.m., CHS Museum Wednesday, October 20th



MEMBERSHIP MEETING: **PATCHWORK HISTORY**

Cupertino, CA Quinlan Community Center Cupertino Room Tuesday, August 24, 2010 10185 N. Stelling Road,

Presentation at 7:00 pm Potluck dinner at 6:00 pm

HOLIDAYS CLOSED Columbus Day - October 11 Labor Day - September 6 Quinlan Community Center Veterns Day - November 11

Workers and the student movement. the railroad, Trail of Tears, United Farm resented in history - Chinese labor on have been ignored, hidden or misrepof the 45 quilt squares depicts events that American history through a quilt. Each that came together in 1976 to portray which tells the story of a group of women tory: The People's Bicentennial Quilt, Join us in hearing about Connie Young Yu's latest publication, Patchwork His-

You can now view all of our events, as well as receive our newsletters www.CUPERTINOHISTORICALSOCIETY.org on our website a