



CORNERSTONE

THE NEWSLETTER OF THE CUPERTINO HISTORICAL SOCIETY & MUSEUM

MAY/JUNE 1994

MEMBER'S NEWSLETTER

VOL. 5, NO. 3

New Exhibition Opens!

"Cupertino Crossroads: The Core of a Community" *now at Museum!*

On the evening of March 31, the Cupertino History Museum (and the Quinlan Center itself) was teeming with people who came to enjoy the opening reception of the Museum's latest exhibit "*Cupertino Crossroads: The Core of a Community*". Amidst the artifacts, photomurals and engaging text, members and non-members alike enjoyed seeing acquaintances both old and new as they consumed the hors d'oeuvres and drinks supplied by Museum volunteers. A good time was had by all!

The exhibit itself explores the area traditionally known simply as "The Crossroads," where present-day De Anza Boulevard intersects Stevens Creek Boulevard. In the not-so-distant past, the intersection was the real "core" of the West Side community that would become known as Cupertino. The exhibition focuses on the Crossroads of the 1930s, when streetcars rumbled down Stevens Creek Road, bound for San José, Los Altos or Saratoga, and the now ubiquitous automobile was just beginning to proliferate.

The Crossroads of the 1930s were slowly starting to reflect changes that were beginning all across the Santa Clara Valley and the entire nation. The Industrial Revolution was firmly entrenched in the American way of life, and even agricultural communities like Cupertino were feeling the effects. Charlie Baer, whose father had run a blacksmith shop for years at the Crossroads, began to service the many automobiles that began to clatter through the intersection on their

Save the Andersen Home!!!

This home is the last of its age and style in Cupertino!
Write or fax the City Planning Commission, c/o City Planner Michelle Bjurman, 10330 Torre Avenue, Cupertino 95014; fax # (408) 777-3333
or attend the Planning Commission Meeting
Monday, May 23 @ 6:45pm
City Council Chambers
Cupertino City Hall
10300 Torre Avenue
for further information, call the City Planning Dept.
(408) 777-3308

A Message from the President

by Phil Bush

We are fortunate that John and Peggy Kimball saved the 16mm film called "*The Valley of the Heart's Delight*" about early 1900s Santa Clara Valley and shared it with us at our April member's meeting. We need to be aware that there are still historical facts and artifacts relating to Cupertino that need to be archived so they may be accessible to future generations. The speaker for the May 24 meeting will be Linda Davis, the granddaughter of Thomas Kerwin, an early Cupertino settler.

Be sure to mark June 28 on your calendar for our Cupertino Historical Society annual barbecue to be held right behind the Quinlan Community Center in the picnic area. This will provide a perfect way to wrap up the 1993-94 year's activities. Be sure to bring your friends – hope to see you there!

Also, don't forget our annual Flea Market Sale at De Anza College on Saturday, June 4. Kathy Nellis

Museum Hires New Coordinator!

Meet Roberta Zentner, whose spirit of volunteerism has paid off in the form of a part-time position at the museum! Roberta will be responsible for coordinating volunteers and membership (no small task!) Stop in and introduce yourself if you haven't met her already - her office hours are noon-4pm on Thursdays and Fridays, and 10am-4pm on Saturdays (the regular Museum hours remain 10am-4pm, Wed. through Sat.) Welcome aboard, Roberta!

New Exhibit Opens! *(cont. from pg. 1)*

way to picnics at Congress Springs above Saratoga, or shopping sprees in downtown San José. The Cali Brothers of Cupertino, recent immigrants from Italy, had started to establish their feed mill business near the intersection. Business was booming, thanks to the Cali's uncanny business acumen and just plain hard work! The Cupertino General Store, by this time run by Arch Wilson, was still the social center of the burgeoning village. Here, the orchard families of the area could gather to share ideas (both agricultural and domestic); buy clothes, groceries and other important merchandise; pick up or drop off mail at the post office in the store; and even browse for books in the store's lending library that relied on the honor system!

A lot of long hours and hard work went into this exhibit. Members of Cupertino's present-day community unselfishly donated their artifacts, time and strong backs to make the annual exhibition a very special one. A sincere thank you goes out to Linda "I can do that!" Schultz, Roger Schultz, Ian Lindsay, Jeannie and Hamilton Ryder, Mathilda Sousa, Joe Adamo and his trusty "steed" Mariah, Genevieve Ziegler, Henrietta Marcotte, John Allan, Aline Ravizzi Pelosi, Julia Lamy, Ruth Deveraux, Saint Joseph's Church, The Cupertino Parks and Recreation Department.

The exhibition was made possible through the generosity of the Edward Cali family, the Alfred Cali family, and the Cupertino Historical Society and its members. Thank you!

Message from the President

(cont. from page 1)

and Sharon Blaine are working very hard on this important fund-raiser for the Society, and Sharon has just finished negotiating with the Oaks Shopping Center for storage space for articles collected for the sale. A thousand thanks to Kathy, Sharon and The Oaks! If you have items to donate to this important event, please call Sharon at 257-6410 to find out when the storage space will be open for delivery. Don't forget the special Member's Preview Sale on Thursday, June 2, from 1pm to 5pm - another example of the privileges enjoyed by Cupertino Historical Society members!

Welcome New Volunteers!

- Klare Whitman
- Alice Winkler

Don't miss the
CUPERTINO HISTORICAL SOCIETY'S
ANNUAL FLEA MARKET!
Saturday, June 4
De Anza College
Special Members Pre-sale on June 2!
For more info or to donate items,
please call Sharon at 257-6410

Recent Donations:

The following items have been approved by the Collections Committee for accession into the Museum:

Warren and Yvonne Holt- Wringer, ca. 1900s

Frances Bush- various Christmas artifacts

The Woodruff Family- various Cupertino artifacts

Miriam Stelling- lace pieces, whisk brush (*marked "C.M. Baer, Cupertino"*)

Tish Pichetti- various Cupertino and family artifacts

Ron Schmele- Monta Vista Post Office sign and cage

Cray Foley- various Cupertino artifacts

Jeannie Ryder- balls and jacks, ca. 1950s

Kay Peterson- sunglasses, ca. 1940s

Myrna Jelesko- apricot cutting knives

Nancy Hertert- pencils in box, ca. 1930s-40s

Museum Volunteers Needed!

The Cupertino History Museum needs your help! If you can commit to a mere two hours per week, then you can join our dynamic museum volunteer staff! We need gallery/museum store attendants at both museum sites - the Quinlan Community Center and the Vallco Shopping Center. Call Roberta Zentner at the Museum- 973-1495. Join us and get involved with local and regional history!

We are also looking for Curatorial Assistants to work with the Museum Director in Public Outreach and Educational Programs, and a Retail Store Manager. If you are interested in these challenging museum volunteer opportunities, call Jim Gilmore at 973-1495.



In Memoriam

James Taylor Fretwell, a resident of Cupertino for 46 years and an important member of the Cupertino Historical Society, passed away on Good Friday, April 1. He is survived by his wife, Hazel Regnart Fretwell; daughters Gail Hugger of Cupertino, Lenore Peck of Washington, Shelley Burts of Redding; seven grandchildren and eight great-grandchildren. Thus far, memorial contributions to the Cupertino Historical Society have been made in Mr. Fretwell's name by the following friends:



James Taylor Fretwell

- Warren and Yvonne Holt, Cupertino;
- Judith and Glenn Mason, Spokane, Washington;
- Herbert and Mae Regnart, Cupertino;
- Mathilda Mariani Sousa, Sunnyvale;
- Miriam Stelling, Cupertino;
- Genevieve Ziegler, Cupertino

Museum Docent Mathilda Sousa Wins CREST Award!

The city of Cupertino will honor Mathilda Sousa of the Cupertino History Museum at an awards ceremony for community volunteers on Friday, May 20, at 7pm in the Quinlan Community Center at 10185 N. Stelling Road.

CREST (Cupertino Recognizes Extra Steps Taken) Awards are presented to community volunteers who have made outstanding contributions to the community. Mathilda is one of ten Cupertino volunteers selected for this prestigious award. A tireless and hardworking docent, she embodies the spirit of volunteerism at the Museum. This marks the second consecutive year a Museum volunteer has been honored with a CREST Award – last year Museum docent and Traveling Trunk lady Henrietta Marcotte won the award! Nice work, ladies - we're so lucky to have you with us!

Local History Videotape!
"A Place Called Cupertino"
available only at the
Cupertino History Museum

Jeannie's Corner

by Jeannie Ryder

As program chairperson this year, I have had so much help from so many Society members that it would be impossible to list them all! I do want to thank everyone who helped with the monthly meetings, and supported the Society in general. A special thank you goes out to the Telephone Committee, headed by Yvonne Holt. A great big cheer for all of their work! They are the ones who really keep us in touch with one another. Please give them information about members who may be ill, so we can send them messages of cheer.

The Society is looking for program ideas for next year – please give us some input as to what you would like to have!

THE CUPERTINO HISTORICAL SOCIETY

is a private non-profit organization dedicated to the preservation and interpretation of the history of Cupertino and the surrounding region. We operate our main museum in the Quinlan Community Center, along with a satellite museum at the Vallco Shopping Center on Wolfe Road. Museum hours are 10-4pm, Wed. through Saturday. Our Vallco site is open on Tuesday and Saturday from noon-3pm. Both museums are open to the public, and admission is free. For additional information on the Society or the museums call (408)973-1495.

Wish List

The Cupertino History Museum seeks the following items for tax-deductible donation:

- Apple Macintosh, system 7 compatible, minimum 5 megs RAM;
- External Fax/Modem for above (*prefer 9600 baud*);
- Black & white scanner for above
- Photographs of people, places and things relating to Cupertino and the surrounding area;
- Artifacts relating to Cupertino's past

BOARD OF DIRECTORS

1993-94

Phil Bush, *President*

Don Allen
Don Frolich
Charles Liggett

Jeannie Ryder
Martin Sorensen
Don Steele

MUSEUM STAFF

Jim Gilmore
Roberta Zentner

Museum Director
Museum Coordinator

Don't Forget:

CHS Annual Member's BBQ!

Tuesday Evening, June 28

Quinlan Community Center

• **Special Individual Achievement Award**

• **Corporate Award Winner**

Enjoy dinner and show your support

for only \$12

call Jeannie Ryder @ 257-9363

reservations must be made by June 24!

THE CUPERTINO HISTORICAL SOCIETY

Quinlan Community Center

10085 N. Stelling Road

Cupertino, CA 95014

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