

THE CORNERSTONE

Cupertino Historical Society & Museum
Members Newsletter

Vol. 8 Issue 3
Spring 1998

From the Ground up-How business grew in Cupertino

"Looking around Cupertino today, it is hard to imagine a time when there were orchards, vineyards, and fields of flowers covering what is now the center of a city. Cupertino was once known throughout the Bay Area as a center of agriculture and farming. Today it is the city of corporations and high tech industry. When you think of Cupertino you may think of Apple Computer, but it was first the home to grapes, apricots, prunes and cherries.

Cupertino's businesses have always been rooted in strong families. Some businesses have belonged to families for generations. People more than any other resource, have made the difference in growing a strong and prosperous economy in the area. The city has benefited from the combined efforts of early settlers and recent immigrants. This spirit of cooperation has continued into the twentieth century, when business people still support each other and work to build Cupertino's future." LM

Our new exhibit will formally open on May 2, 1998 with a small reception honoring the families whose businesses were among the first in Cupertino. Among those will be descendants of the Cali family who operated the Cali Feed and Grain Mill, Marianni family whose Apricot Orchards were famous, the Dixon family who ran the General Store and the Picchetti grape growing family.

This exhibit will help our visitors understand how early businesses were established and

provide a foundation for a better understanding of Cupertino History.

Our special exhibit donors are **Kaiser Cement Company, Burrel Leonard, and Gordon Beckstrom**



IOMEGA Corporation awards museum Zip Drive

Through the generous support of the Iomega Company the Cupertino Historical Museum now has state-of-the-art database storage. We received the zip drive and enough zip discs to effectively store the complete collection. Many thanks to **Mr. Fred Forsyth, President, Professional Products Division**, who made it possible for us to have this important piece of equipment to accompany our PC and Macintosh systems.

MEMORIAL ENDOWMENT FUND

has received donations in memory of Nicholas Glogovac, Mike Goleb, Gunnard Johnson, George Mendoza, Gladys Stocklmeir, Clara Perusina.



DATES TO REMEMBER

April

- 3 thru June, Childrens Art of the Sesquicentennial, Calif. History Ctr.
- 8 Board Meeting 6:30 pm QCC
- 25 Sunnyvale Historical Society BBQ 749-0220
- 28 General Meeting 6:30 pm QCC,

May

- 2 Volunteer Meeting 9am at QCC
- 2 Santa Clara Arts Fest'98, 248-2787
- 2 Grand Opening of From the Ground Up-How Business Grew in Cupertino, 973-1495
- 6 Williams House Ribbon Cutting, Palo Alto, 650-321-1004
- 13 Board Meeting 6:30 pm at QCC
- 26 General Meeting 6:30 pm at QCC
- 30 Saratoga Walking Tour, 864-8712

June

- 6 Volunteer Meeting 9 am at QCC
- 10 Board Meeting 6:30 pm at QCC
- 23 Annual BBQ at Senior Center Call 973-1495

ANNUAL FUND DRIVE

FOUNDER: Mathilda Sousa

PATRON: Richard and Sharon Blaine, Cupertino Host Lions Club, Gordon Frolich, Warren and Yvonne Holt, Gail Hugger, Beez Jones, Martin and Lauralee Sorensen, Rose-Marie Twu

FRIEND: William & Virginia Guengerich, Marshall & Roberta Hollimon, Jeffrey B. Johnson, Marie Moore, Peacock Lounge, Hector C. Picchetti



Lifetime Members:

Joe & Doris Adamo
Audrey M. Breeding
Gordon W. Frolich
Ruth Jackson
Marty Mathiesen
Miriam Stelling

Welcome, New Members

Mr. & Mrs. D. L. Bates, Irene C. Coon, Cay Horstmann, Angela Hung, Wayne J. Lee, John & Nilofer Statton, Connie Young Yu, Wei-Lien Yang

And our thanks to renewing members

John Allan, Jr., Mary F. Mariani Bigler, California History Centner Foundation, Cupertino Host Lions Charities, Norman M. Damico, Gordon W. Frolich, Hsing Kung, William W. Lester, III, Archie M. Lobrovich, Mrs. Margaret A. Martin, Hilles Y. Parrish, Kathleen Peters

VOLUNTEER NOTES Roberta Zentner

Everyone is busily involved in the production of our next exhibit, *From the Ground Up, How Business Grew in Cupertino*. But while the doors to our main museum will be closed to the public until April 25th, volunteers will be busy. Our Vallco Museum (Sear's end, downstairs) still remains open on Tuesdays and Saturdays. Thanks to Yvonne Holt and Dorothy Mantor, Tuesdays are always covered. Keeping the museum there open on Saturdays is still not always easy. We do have a grand group of loyal Saturday volunteers: George and Loretta Bassman, Charles and Kathleen Calhan, Dorothy Cunningham, Joan Furusho, Virginia Guengerich, Bob and Louise Levy, Florence Lindsey, and Mathilda Sousa; but we still need more people. Our hope is to have so many volunteers that we can even keep it open on another day of the week!

On March 21st, the Society volunteers are taking part in the Seventh Annual Audubon Day at McClellan Ranch Park. Greeting visitors will be Jo Brown, Phil Bush, Lillie Reutlinger, and myself. Supplying cookies for us to sell are: Loretta Bassman, Sharon Blaine, Phil and Frances Bush, Donna Grce, Aileen Hertweck, Gail Hugger, Charles Liggett, Janet Meyers, Paula Quinterno, Jane Reed, and Lillie Reutlinger.

President's Corner;

I wish to talk about issues vital to the Cupertino Historical Society.

First; our membership is almost the same as a year ago. Why? Do we need better advertising? Better programs? Is there a premium we can offer with a new or renewed membership? Why did you join?

Second, we are running out of volunteers. All the work required to staff the museums, the exhibit booths and the traveling trunk are performed by the same few members. This does take time but less time for each if there are more of you. Why are you not signing up?

Now our funding. Your Board of Directors has been seeking, unsuccessfully so far, new sources of operating funds. Today these funds come from your dues, the B-B-Q, museum sales and donations and are used to pay our wonderful staff, our operating expenses, insurance on the collection, etc. Did you contribute generously to our Fund Drive? Did you upgrade your membership? I'm asking only those who can afford it.

The yearly exhibit is our contribution to our community just as the BBQ is our own party. The exhibit is paid for by the generous grants from many of the local industries. This year however we were unable to find the key person needed to produce a luncheon or mixer or dinner for the Grand Opening. Is there such a person in our membership?

My goals for the Society are; to be financially stable, retain a permanent staff, have a larger, permanent home, a new, yearly exhibit. What are your goals for the Society?

If you have answers to any of these questions, please contact me, another Board member or member of our staff. My number is 408 996 8542 and the Museum is 408 973 1495. Thank you.

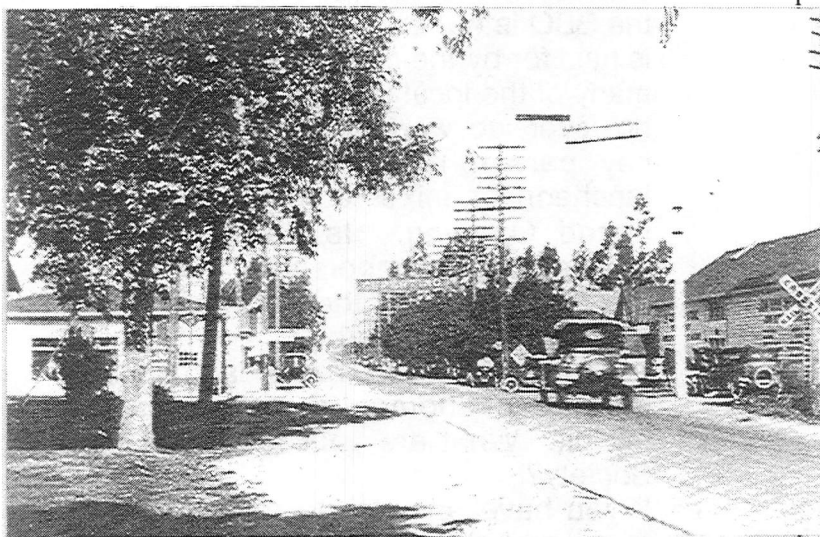
***Crossroads* to be aired by the Better Part**

On Tuesday, March 24th at 6:00 & 8:00 PM the Cupertino Society and Museum will be shown on local cable TV, Channel 26.

In March 1994 the Museum mounted an exhibit entitled *The Crossroads*. The Better Part, a TV filming group part of the Senior Center and De Anza College, taped the exhibit. Unfortunately it was not shown at the time and has now been brought back to life with some additions. Mathilda Mariani Sousa is featured.

For more than a century, the intersection at what is now Stevens Creek and De Anza Boulevards has been the heart of Cupertino. The names of the roads have changed, buildings have risen, fallen or been moved, people have come and gone, but *The Crossroads* continue as the center of an ever-changing Cupertino.

Please take time to watch the show



Matching Grant Opportunity

Matching Grant programs are provided by many companies. As an employee or retiree of any of the listed companies, your Cupertino Museum Membership and donations may be matched dollar for dollar and provide the maximum amount of support. Please check this list and let us know if your company participates in this valuable service, or ask your company's public affairs office for instructions.

Your extra efforts in support of your Museum are greatly appreciated.

Adobe Systems, Inc.	K Mart
Allstate Insurance Co.	Eli Lilly & Co.
ARCO	Levi Strauss & Co.
Armco, Inc.	McKesson
Avon Products	McDonald's Corp.
A T & T	Microsoft, Corp.
The Bank of California	Montgomery Ward
Bank America Corp.	Mutual of America
Becton Dickinson & Co.	NCR Corp.
Best Products, Co	United Motors Mfg.
Black & Decker Corp.	New American
Exp.	
Borden, Inc.	Orchard Supply Hardware
CIGNA International Inc.	Pennzoil Corp.
Carter Hawley Hale Strs	R.J.Reynolds, Inds.
Circuit City Stores, Inc	Rolm Corp.
Consolidated Foods	Safeway Stores
Chevron Corp.	Sprint
Del Monte Corp.	State Farm Ins.
Sun Microsystems	
Digital Equipment Corp.	
Eaton Corporation	Travelers, Corp.
Exxon Corp, USA	Sara Lee, Corp.
First Interstate Bank of CA	Sherson Lehman
The Gap Stores	
General Electric	TRW
Hewlett-Packard Co.	United Tech. Corp.
Intel Foundation	Wells Fargo
Westinghouse Corp.	Xerox Foundation

Did you pay too much in taxes to the IRS this year?

Have you thought about investing for your future?

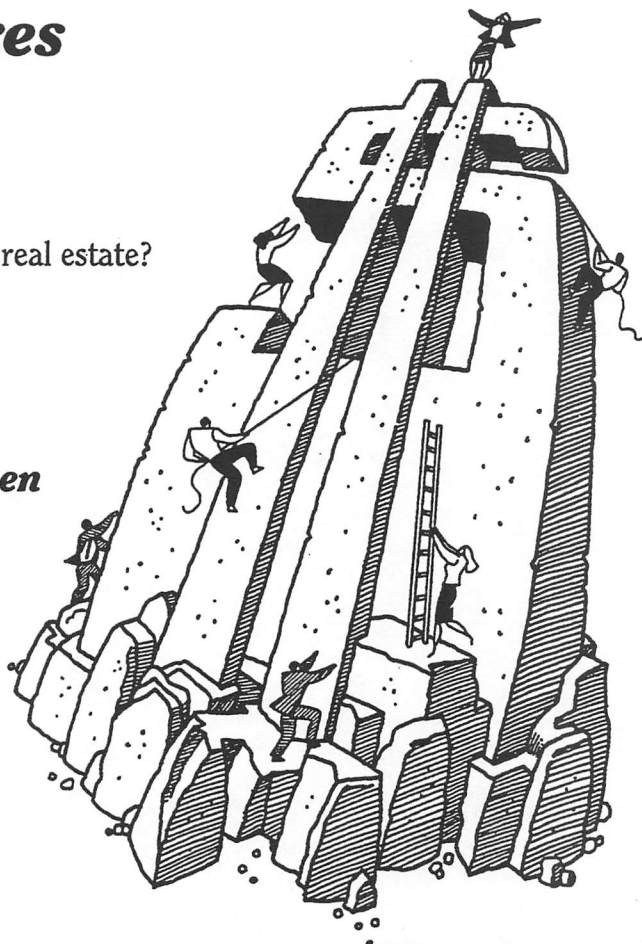
Do you face capital gains taxes on appreciated stock or a piece of real estate?

Are you interested in learning more about estate planning?

Have you ever wondered if a living trust is a viable option?

If you answered yes to any of these questions, then this **FREE** seminar is a must!

Help your community and increase your deductions at the same time!



Cupertino Area Planned Giving Council presents:

Estate Planning and 1997 Taxpayer Relief Act Seminar

Saturday, April 18, 1998

8:30-11:00 a.m.

(Continental breakfast served)

Quinlan Community Center
10185 North Stelling Road, Cupertino

Speakers: Jim Jackson, ESQ., Jackson & Abdalah
David G. Wheeler, CPA, Wheeler & Company

***Register now! Space is limited.
Please RSVP by Monday, April 13.***

Phone registration: (408) 864-8500

Fax-in registration: (408) 864-5454

Council members: California History Center • Cupertino Community Services • Cupertino Educational Endowment Foundation • Cupertino Historical Society • The Cupertino Library Foundation • Cupertino Senior Day Services • De Anza College • Fremont Union High Schools Foundation • Northwest YMCA • Rotary Club of Cupertino Endowment • Sunny View Retirement Home • Allied Professionals: James E. Jackson, ESQ., Jackson & Abdalah; Robert Koppel, CLU, AIG Insurance; James J. Rodriguez, ESQ., Valley Law Center, Inc.; John Wedgwood, Asset Strategies & Management, Inc.; David G. Wheeler, CPA, Wheeler & Company; Betsy Wood, Wood & Associates

Please complete this form and fax to (408) 864-5454.

Please print.

Name: _____

Address: _____

Phone: _____

Number of persons attending: _____

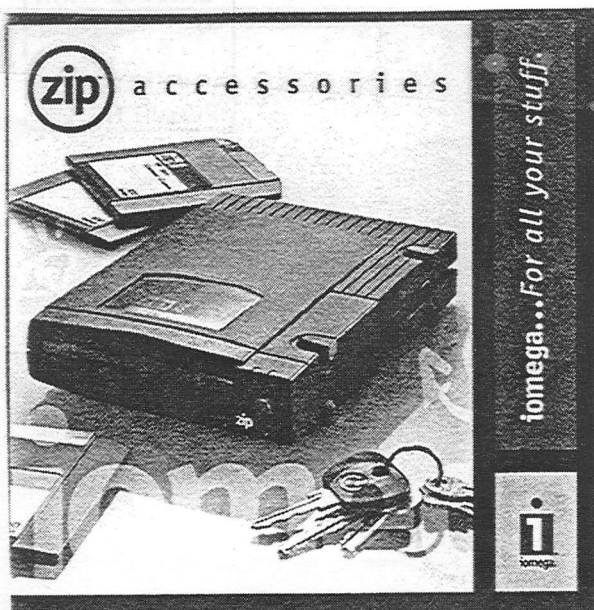
Fax-in Seminar Registration Form

Trunk Preview

The Cupertino Historical Museum is closed until April 25, 1998 in order to mount a new exhibit. The *traveling trunk* is continuing its travels to the local schools. Henrietta, Phil and Frances will be visiting many local schools this spring. Recently, the trunk visited the Garden Gate School at the request of the teachers and staff. This gave the teachers a chance to see what the museum has to offer and allow them to fit our program into their curriculum. The Garden Gate School generously contributed \$25.00 toward our educational project. Thank you, Sylvia Machamer.

Wish List Contribution

Mr. Gordon Frolick responded to our wish list and donated \$125 for a Zip drive. In the meantime a Zip Drive was donated to us by IOMEGA. We are using Mr. Frolick's contribution for collection management. Thank you.



THE CORNERSTONE

Board Report Jan, Feb,

A new member drive will start in early April by the membership committee, Sharon Blaine, Beez Jones and Rose Marie Twu. If you know of any prospective members please call one of these board members.

The CHS website will be expanded

Fund Drive figures low for 1997/98, down 40% from last year at this time.

Photography of collection has been halted because of the cost.

Charles Newman, board representative for planned giving seminar. (see flyer)

Steve Haze leaves the Board of Directors

Due to a complicated travel schedule, Steve Haze regretfully resigned from the Board of Directors of the Cupertino Historical Society. Preservation and the appreciation of the history of the community will continue to be his personal philosophy.

Locations/Hours/Admission

Society Office & main Museum

10185 N. Stelling Road
(in the Quinlan
Community Center)
Cupertino, California
Wednesday-Saturday
10:00 am-4:00 pm
Free Admission & Tours

Satellite Gallery Museum

Vallco Shopping Center
Cupertino, California
Tuesday & Saturday
12:00 noon-3:00 pm
Free Admission & Tours

Traveling Trunk Presentations

Available upon request.
Call the Society office for
information.

For further information
on the Cupertino
Historical Society &
Museum, call:

408/973-1495

THE CORNERSTONE IS PUBLISHED
QUARTERLY BY
THE CUPERTINO HISTORICAL SOCIETY

The Society is a private non-profit organization dedicated to the preservation and interpretation of the history of Cupertino and the surrounding region. It operates a main museum in the Quinlan Community Center, along with a satellite museum at Vallco Fashion Park on Stevens Creek Blvd. Museum hours are 10-4pm, Wednesday thru Saturday. The Vallco site is open Tuesday and Saturday Noon-3pm. Admission is free and the public is invited. General meetings are held the 4th Tuesday of the month and are preceded by a potluck dinner. For additional information call 973-1495.

BOARD OF DIRECTORS

Dennis Cunningham, *President*

Sharon Blaine, *Vice President*

Itsuo Uenaka, *Treasurer*

Gail Hugger, *Secretary*

***Trustees: Beez Jones, Charles Liggett,
Charles Newman, Kathy Nellis, and
Rose-Marie Twu***

MUSEUM STAFF

Ethel S. Worn, *Director*

Roberta Zentner, *Volunteer Coordinator*

CUPERTINO HISTORICAL MUSEUM

Quinlan Community Center

10185 N. Stelling Road

Cupertino, CA 95014

408-973-1495 (FAX 973-1495)



ANNUAL BBQ - JUNE 23, 1998

CUPERTINO SENIOR CENTER

5:30 TO 9 PM

CALL 973-1495 FOR TICKETS

NON-PROFIT
ORGANIZATION
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