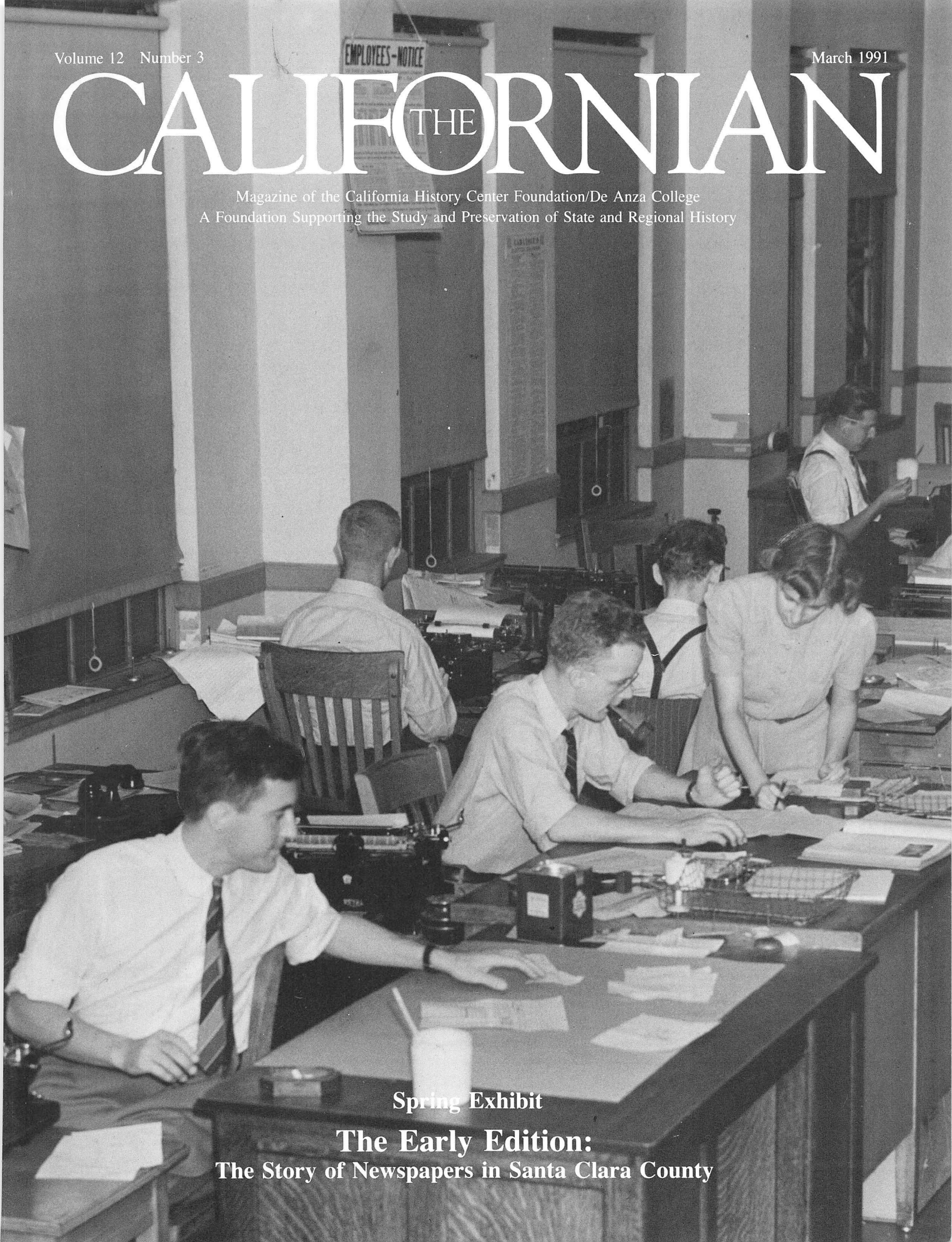


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CALIFORNIA THE ORNIAN

Magazine of the California History Center Foundation/De Anza College
A Foundation Supporting the Study and Preservation of State and Regional History



Spring Exhibit

The Early Edition:
The Story of Newspapers in Santa Clara County

Extra! Extra!

History Center Launches 1991 with Newspaper Exhibit!

The Early Edition: The Story of Newspapers in Santa Clara County, a year in the making, opens with a gala reception on Sunday, March 10, at 2 p.m.

The history of Santa Clara County's newspapers unfolds in the California History Center exhibition room from March to June. Almost a century and a half of newspapers will be represented, from San Jose's *Weekly Visitor* and the *Palo Alto Times*, through *Der San Jose Beobachter* and the *Los Gatos Mail-News*, to the *San Jose Mercury News* and *Nguoi Viet Tu Do*. The ins and outs of how newspapers work, deal with the news, and participate in the community — all this and more comprises our story. Here's a glimpse of **The Early Edition**.

IN POLITICS, newspapers sometimes have remained above partisanship, but on other occasions they've identified plainly with political parties and causes. J. J. Owens and Charles Shortridge, early publishers of what is today the *Mercury News*, held state political offices while running their papers. While serving both as chair of the County Board of Supervisors and editor of the *San Jose Herald*, H. H. Main founded the *Los Gatos Mail* to counteract the staunch Republicanism of the *Los Gatos Weekly News*.

Franklin Hichborn twice tried publishing in the 1890s — the *Semi-Monthly Letter* and the *San Jose Spectator*. Both were put out of business by his opponents, on one occasion a mob of his enemies dumping him in a horse trough. E. A. Hayes and his brother J. O. Hayes bought the *San Jose Herald* and the *Mercury* at the turn of the century specifically to "carry out the objects" of the county Republican reformers' Good Government League. And they succeeded.

AS COMMUNITY BOOSTERS, newspapers have helped shape our lives. At the start of this century, the Hayes brothers' papers cheered San Jose annexations and the town's effort to build "The Port of San Jose" at Alviso. As World War Two came to a close, E. L. Hayes, who then ran the combined *Mercury-Herald* plus the *San Jose News*, convinced Chamber

of Commerce manager Russell Pettit to launch a nation-wide campaign which succeeded in replacing the county's orchards with industry and housing. And, after Joe Ridder took over the *Mercury and News* in 1952, his position on growth was simply: "Trees don't read newspapers."

AS MONEY-MAKERS, few papers have succeeded remarkably well, whereas most have fallen flat. The *San Jose Mercury News* is a rare success, the most profitable in Knight-Ridder's national chain. But, over 325 newspapers have been published in Santa Clara County since 1850. Most have lasted no longer than a handful of years, either going broke or merging with other small papers. Just how does that advertising work?

IN NEWS COVERAGE, some have won good reputations while others have been panned. Hiland Baggerly's "independence in political action" and "honest and fearless reporting" made its mark with the *San Jose News* between 1916 and 1927, then did the same with the *Los Gatos Mail-News*. During the 1960s, the *Palo Alto Times* won state awards for "General Excellence" and was recognized as one of the Bay Area's best, "well-edited, involved and serving its community." Yet, during the same years, the *Mercury News* rated an evaluation that there was an editorial side to its commercial operation, and that was where the problems were, while some local residents of Gilroy referred to their paper as the *Gilroy Disgrace*.

IN PRODUCTION, papers have experienced an evolution, some might say revolution, of technical change. The changes have been immense, from Washington hand-presses and hand-set type, through cylinder and rotary pressures, Linotype ("hotel metal") and stereotype plates, to photo-offset ("cold type") and computers. Workers lives have been changed, unions have adjusted, papers have grown in complexity.

Come smell the ink, listen to the presses, see the news in the making. It's **The Early Edition!**

James Williams

Director

The Early Edition is made possible through donations by Portola Valley Publishing Co., Inc., the Knight Foundation, *Palo Alto Weekly*, *Peninsula Times-Tribune*, *San Jose Mercury News*, San Jose Newspaper Guild Local 98, Sourisseau Academy for State and Local History, De Anza Associated Student Body and California History Center Foundation members.

Cover:

The newsroom is a hub of activity as reporters meet their deadlines. Photo circa 1939, courtesy San Jose Mercury News.

CALENDAR

4/3 Southern Australia Illustrated

7:00-8:30 p.m. at the California History Center Trianon. Visiting historian Susan Marsden offers a slide presentation of the history of southern Australia. Free for CHCF members; non-members, \$3. R.S.V.P. to 408/864-8712.

4/8 De Anza College classes begin

4/11-14 "The Desert in Bloom: A Weekend in Palm Springs"

4:00 p.m. Thursday - 5:30 p.m. Sunday. Experience the beauty of the California desert in early spring with naturalist Donna Zetterquist. Visits to Palm Springs Desert Museum and the Living Desert Wild Animal Park and Botanic Garden. Cost for members \$350; non-members, \$385. Includes double-occupancy lodging, transportation, three meals, tramway tickets, all fees and honorarium. Reservation and payment due 3/11.

4/20 "Redwood Gold: California's Lumber Industry"

8:30 a.m. - 5:30 p.m. Offered jointly by CHCF and San Jose State University's Sourisseau Academy and led by SJSU assistant professors Dan Cornford and Grey Osterud, this visit to the Big Creek Lumber Mill in Davenport provides an in-depth look at California's redwood lumber industry. The bus departs from and returns to San Jose State with a stop at De Anza College. Bring your own lunch (sodas provided). Cost to CHCF members and Sourisseau Board members \$20; non-members, \$30. Cost includes transportation, beverage and fees. Reservation and payment due 4/5.

4/20 "Hollywood and the Myths of the West: A Film Series"

1:00-3:30 p.m. on the De Anza campus. "Stagecoach" is the first of a series of six films presented by the CHCF and the Institute for Historical Study in an exploration of the role movies have played in our understanding of the history of the American West. Introduction and follow-up discussion by local historians. Per film admission for CHCF and IHS members \$4; non-members, \$5. Series price for members \$20; non-members, \$25. Advanced ticket purchase is recommended.

4/27 "Hollywood and the Myths of the West"

1:00-3:30 on the De Anza campus. Film two of six. (See 4/20.)

4/28 "A New Twist on an Old Tradition: Ranching and Farming in Southern Santa Clara County"

9:00 a.m. - 5:00 p.m. Spend a day discovering some unusual farms and ranches in the Morgan Hill/Gilroy area. Included

are visits to Silver Oaks Ostrich Ranch, Pack-a-Llama, and Aviva Designs Dried Flowers. Bring your own lunch. Transportation on your own or by chartered bus. Cost for members choosing to ride on the bus \$42; non-members, \$50. Cost for members providing their own transportation \$12.50; non-members, \$15. Reservation and payment due 4/15.

5/11 "Hollywood and the Myths of the West"

1:00-3:30 on the De Anza campus. Film three of six. (See 4/20.)

5/17-19 "Exploring the Mendocino Coast"

4:00 p.m. Friday - 5:30 p.m. Sunday. De Anza instructor Lee Van Fossen leads this trip to Mendocino which features visits to the Forest Tree Nursery, Mendocino Coast Botanical Gardens, Kelley House Museum and Ford House. Mendocino Art Center's performance of "I'm Not Rappaport" and an excursion on the Skunk train are also included. Cost for members \$260; non-members, \$290. Includes double-occupancy lodging, transportation, tour fees, two meals, train and play tickets, and honorarium. Reservation and payment deadline 4/15.

5/18 "Hollywood and the Myths of the West"

1:00-3:30 on the De Anza campus. Film four of six. (See 4/20.)

5/27 Memorial Day observed. CHC closed.

6/2 De Anza Day

10:00-4:00 p.m. The history center is open during De Anza College's annual community event. Special activities planned.

6/8 "Hollywood and the Myths of the West"

1:00-3:30 on the De Anza campus. Film five of six. (See 4/20.)

6/9 "Gilroy's Old City Hall"

9:00 a.m. - 4:30 p.m. CHC Director Jim Williams leads this tour of Gilroy's architectural heritage. Russ Hendrickson, involved with the restoration plans of the old city hall, presents a history of the building. Also included is a visit to Fortino's Winery for a tour and tasting. Bring a picnic lunch. Transportation on your own or by chartered bus. Cost for members choosing to ride on the bus \$40; non-members, \$48. Cost for members providing their own transportation \$10; non-members, \$15. Reservation and payment due 5/24.

6/15 "Hollywood and the Myths of the West"

1:00-3:30 on the De Anza campus. Film six of six. (See 4/20.)

6/27 Spring quarter ends

State and Regional History

As a benefit of membership in the California History Center Foundation, the center provides registration assistance to members who are taking only history center classes. All other students wishing to take history center classes — or members taking classes in other departments — must register through the De Anza College Admissions and Records Office. CHCF members who would like registration assistance must come to the center to register. The center will register member 8 a.m.-noon and 1-4 p.m., Monday through Friday beginning Monday, March 11. For complete course details, including times, dates and fees, please see the De Anza College spring schedule of classes.

Machine in America: *Jim Williams*

The Machine in America studies this country's romance with technology and the role of the machine and engineering in American life, with a special focus on California's contribution to the national experience. Technology is not just machines that have shaped our culture. It is all methods of achieving a practical purpose. Technology is a tool in the miner's skilled hand and the astronaut's first step on the moon. It is the computer and the quick retrieval of information as well as the speed by which distances have been shortened and people tied together in spite of terrain. Technology is technique, the means we use for evolving purposes of being. Further emphasis will be placed on the interrelationship of technology and social values.

Bridges of Northern California: *Brian Smith*

Bridges of Northern California will explore the major effects the construction of bridges has had upon the lifestyle, economy and social development of the Greater Bay Area. Students will learn about important events and dates, as well as the people who shaped the history of this industry. Two Saturday field trips, one to the San Francisco area and the other to the Monterey area are included.

Parks and Trails of the Santa Cruz Mountains: *Tom Taber*

Parks and Trails of the Santa Cruz Mountains is an overview of the ecology, geography, climate, plants, animals and spring wildflowers of the Santa Clara, San Mateo and Santa Cruz counties. Walking tours to Edgewood and Uvas Canyon County parks, and Purisima Creek Open Space are included. Taber is the author of *The Santa Cruz Mountains Trailbook* and *Where to See Wildlife in California*.

San Francisco Bay: *Betty Hirsch*

San Francisco Bay has been variously called "the Eighth Wonder of the World," "the Bay Where Magic Islands Float," and "the Western Gate" among other names. The Bay is two trillion gallons of salt water covering four hundred square miles. It contains subsidiary bays including Richardson, San Pablo and Suisun. It encloses 10 islands and is spanned by the world's greatest bridges. Students will have the opportunity to view this historical treasure through two lectures and two field trips that will view the bay and surrounding areas from various angles, altitudes and vistas.

The Story of Marin: *Chatham Forbes*

The Story of Marin is a lively record, one of seadogs and smugglers, soldiers and foreign intruders, Indians, missionaries and rancheros. Railroads, the U.S. Army and Navy, and high jinks in Sausalito feature the American period. The deep, swift moat of the Golden Gate has always protected Marin County and the north, hence the region has its own distinctive history and lifestyle. Two field trips included. Lectures: May 16, 30

Four Cathedrals: Century-Old Centers of Community Life: *Chatham Forbes*

Four Cathedrals takes the student into the history of four cathedrals: San Jose's Trinity Episcopal and Saint Joseph's Catholic, and San Francisco's Saint Mary's Roman Catholic and Grace Episcopal. Students will learn about the significance the cathedrals played in the life of their communities as well as the traditional and current functions of the cathedrals as centers of worship, political power and the arts. Two field trips included.

Drake in California: *Hugh Thomas*

Drake in California traces the general background of European exploration and expansion in the 16th century; the development and growth of England during the Tudor period; antagonism between England and Spain; the English privateers and personal career of Drake, who circumnavigated the world, landing in California. One Saturday field trip to Drake's Bay included.

California's Delta: *Brian Smith*

California's Delta is a look at the 1,000 miles of this waterway that provided much to California's history, economy and lifestyle. Students will investigate this unique area from the arrival of the

Native Californian, the Spanish, Mountain Men like Jedediah Strong Smith, and founding fathers such as John Sutter and Charles Webber, through the Gold Rush, the era of the steam powered paddle-wheelers, up to the present day navigation and agriculture. Three field trips included.

Bodie — A Legend That Soon May Be Lost: *Bill Palmer*

Bodie — A Legend That Soon May be Lost provides a memorable experience of our California and Western heritage as specific studies center on the ghost town of Bodie and other eastern Sierra camps. These will be discussed in depth, enabling students to become knowledgeable of the people, places and events which shaped the history of this ruggedly beautiful area. Students will have the opportunity to visit Bodie on a long weekend trip and learn about places like Dog Town, Mono-Diggings, Lundy and Monitor; people such as Jedediah Smith, Snowshoe Thompson, the “Bad Man from Bodie” and Mark Twain; and events such as the finding of the Comstock Lode, the Pony Express, and the U.S. Camel Corps.

California and the Wine World: *Charles Sullivan*

California and the Wine World introduces the student to the major wine styles and types of Europe and traces their historical development there. It also identifies their counterparts in California, with glances at the Pacific Northwest. The wines that have developed in California since the 1850s have their counterparts in Europe. These European wines have also acted as models for the wines of other modern countries, particularly Australia, New Zealand, South Africa and Chile. The thrust of the course is historical, with special emphasis on the evolution of California varietal and generic wines and the use of specific grape cultivars. After each major unit there will be a comparative evaluation of the wines studied. Field trips included.

Victorian Homes of Santa Clara County: *Mardi Bennett*

Victorian Homes of Santa Clara County will be a “building watcher’s” survey course of the existing Victorian-style homes built in Santa Clara County from 1850 to 1905 — their variety of styles, building materials and their locations. On-site inspection of Victorian neighborhoods in Los Gatos, San Jose and Santa Clara will provide practical experience in identifying various local examples of Victorian architecture.

California in the '30s: *Ken Bruce*

California in the '30s — the stock market has crashed, the boom has turned to bust, unemployment is everywhere — brother can you spare a dime? The '30s brought a parade of personalities to the limelight of California and the decade ended with a view of the future at the 1939 World’s Fair on Treasure Island.

The California Legislature: *Julia Silverman*

The California Legislature provides a nuts and bolts overview of how the legislative process works. Taught by a former senior Assembly committee staff person, the class will visit Sacramento to observe the legislature in action and meet with some key players. Topics covered in class will include the evolution of the legislative process, major issues shaping policymaking in Sacramento today, how an individual can effectively participate in the process, and what variables influence the passage and outcome of a bill. Instructor Silverman has a degree in politics from UC Santa Cruz and an M.A. in Administration and Policy Analysis from Stanford. Most recently she served on the State Assembly Subcommittee on Higher Education.

James Lick and His Observatory: *Jerry Ifft*

James Lick and His Observatory focuses on this eccentric California millionaire and philanthropist. Lick grew up in Pennsylvania, spent years as a piano maker in South America, and made a fortune in San Francisco real estate. He lived many years in San Jose where he built a mansion and planted orchards. It was Lick’s will that brought his lasting fame. He bequeathed money for an observatory on Mt. Hamilton, just east of San Jose. The telescope was the largest of its kind in the world and occupied the first ever mountain-top observatory. Two Saturday morning lectures precede afternoon field trips.

The Bay Area Transportation Story: *Betty Hirsch*

The Bay Area Transportation Story covers the various forms of transportation available in the Bay Area, past, present and future; shows how new vistas and living areas opened up as the transportation modes expanded; and addresses today’s problems of congestion and the new options opening up in the future. One day-long Friday field trip to the United Airlines Maintenance Terminal at the San Francisco Airport and BART headquarters in Oakland.

Gilroy's First Newspaper: *The Advocate*

by Michael E. Melone

Newspapers have had a long and important place in towns throughout America, particularly in the days before radio and television. They were the essential media. Every small community had at least one newspaper, usually published weekly by a printer who actually made a living doing commercial printing. In Santa Clara County, it seemed as if a newspaper were established shortly after every individual town was founded. In Sunnyvale it was the Standard, in San Jose the Weekly Visitor. Los Gatos had the News, Morgan Hill the Sentinel, and Mountain View the Courier. In Gilroy the Advocate was one of eight papers that competed with each other prior to the 20th Century in that small community. It alone survived the many transformations of the town as well as the changing technology of printing before 1900.

The *Advocate* started publication on Saturday, September 12, 1868, in the second story of what is now Hall's Clothing Store at Sixth and Monterey Streets. "In presenting the *Gilroy Advocate* to the public," announced publishers C. F. Macy and G. M. Hanson in their first issue, "we doff our *sombrero* and make a polite bow; after which, in accordance with custom, it is meet and proper that the intended character of our journal should be made known." Since the Civil War had ended only three years before and many pro-Union immigrants were finding their way to California, it was appropriate that they announced their advocacy of the Union Republican Party in the community. Equally appropriate was their commitment to act as a booster for the town, and Macy and Hanson expressed their interest in the prosperity of Gilroy and the "agricultural, mechanical, mercantile and commercial interests of our county generally." A long history of community support and activism was thus launched.

The method of producing the *Advocate* was simple, as were most "country" papers' methods of the time. The staff consisted of no more than four people, depending upon the prosperity of the paper. According to Paul Matulich, who worked with the *Gilroy Dispatch* between 1939 and 1950, the editor and publisher — often the same man — were located in the "front shop" with "maybe one reporter." These men were responsible for writing all of the articles, covering births and deaths, and other news. In



British born F. W. Blake purchased the Advocate in 1877 and owned it for 30 years. Photo courtesy John White.

the "back shop," the printer would take the copy and, during the week, set the type into sticks of type which were made into page form and finally printed.

Herbert Fahey, also a former printer in Gilroy, describes the rest of the process of printing in the preface of his 1956 book, *Early Printing in California*. After setting the type, the paper was "put to bed" on Friday nights. "A few hours before press time we used to sprinkle the newsprint with water to make it more receptive to the inked impressions of the type forms on the Washington hand press. We locked the type pages in the chase, two at a time, with long, tapered, wooden quoins (wedges), and a shooting stick and mallet." After printing the first side, the chase was changed to the backside of the paper, and the backside was then printed.

The hand press was replaced by an electric drum cylinder press in 1920, and still later by a continuous roll cylinder press. While large city dailies adopted such presses at the turn-of-the-century, they were too expensive for smaller newspapers such as the

GILROY ADVOCATE.

VOL. XII—NO. 14.

GILROY, SANTA CLARA COUNTY, CAL., SATURDAY, FEBRUARY 7, 1880.

WHOLE NO. 640

THE ADVOCATE.

PUBLISHED EVERY

ATURDAY MORNING,

—BY—

F. W. BLAKE,
Editor and Proprietor.

—AT—

GILROY, SANTA CLARA CO., CALA.

Terms of Subscriptions:
One Year, strictly in advance.....\$3 00
In Carrier's District, " " " " " " 4 00
Six Months, " " " " " " " " 2 00
Three Months, " " " " " " " " 1 00
Subscriptions not paid in Advance, \$1.00 per Annum.

Rates of Advertising:
Transient, first insertion, per square.....\$1 50
Each subsequent insertion....." " " " 1 00
All bills payable in U. S. Gold Coin.

Reading Notices:
Per Line, nonpareil, first line, 1000.....\$0 15
Each subsequent insertion....." " " " 10

EVERY VARIETY OF JOB WORK
Done neatly and cheaply, on short notice.

OFFICIAL DIRECTORY.

Gilroy Township Officers.
Justices of the Peace—Perry Doody and J. H. Robb.
Constables—Geo. E. Bennett and A. G. Hinman.
City Council—John Healy, Mayor; Jacob Reiber, L. A. Whitehurst, Wm Fitzgerald, D. Thomson, W. L. Blake and M. Casey—E. D. Solt
Clerk, G. E. Hayes, Treasurer; L. M. Christy, Marshal.
School Trustees—L. A. Whitehurst, H. W. Briggs, and Wm. Bane.

GILROY CHURCH DIRECTORY.

Calvary Church—Monterey street. Rev. Father Hudson, pastor. Services every Sunday. Pastor's residence near the Church.
St. Brennan's Episcopal Church—Corner of Main and Forest streets. Divine service every Sunday at 11 A. M. Seats free.
Presbyterian Church—corner of Fifth and Church streets. Rev. T. Oviatt, Pastor. Services at 7 1/2 A. M. and 7:30 P. M. every other Sabbath. Sunday school at 9:30 A. M. Prayer meeting, Thursday evening.

SIGN OF THE "BIG BOOT."

JUST RECEIVED.

The Largest and Best Assortment of

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MEN'S BOYS' AND YOUTH'S Boots, Shoes AND GAITERS, AND ALEXIS TIES



Direct from Philadelphia.
At R. COBB'S,
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Boots made to Order from \$8 to \$13 per pair. Repairing Promptly and Neatly Done. PRICES REASONABLE.

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The Great Carriage Manufacturing House of the World.

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CINCINNATI, OHIO.

TOP BUGGIES PHAETONS,

Best material, good workmanship, handsome styles, strong and durable vehicles in every respect.

70,000 CARRIAGES

Manufactured by EMERSON, FISHER & CO., are now in use in every part of the American Continent.

They give unflinching satisfaction. All their work is warranted.

INSTITUTIONS OF GILROY.

SCHOOLS.

MISS SEVERANCE'S SCHOOL.
Gilroy Feb., 2 1880.

Mr. Blake, I have just received a note from you, asking me to give the history and progress of my School, and statistics in reference to course of study, number and names of those pupils who have received State and County certificates to teach, and any information that I may deem best to present. Thank you for the invitation. The following facts I am pleased to furnish you: Miss Severance's School was established August 1868 under the following circumstances: I had taught in San Jose Institute, with Freeman Gates six years. In 1868 he sold the school to a company of gentlemen and went to San Diego for his health. This company proposed to rent the school, the management was uncertain, and I thought it an opportune time to escape a boarding school and obtain a much needed change. Julia Martin, Page Reeves and Benjamin Thomas were Gilroy pupils at the Institute; they said that if I would open a school in Gilroy they would stay home and come to me. Their families scorded the proposition, thought the outlook hopeful, volunteered their influence, and so I came to Gilroy. Their judgment proved sound, and their friendship staunch; to them I owe much for whatever success I have achieved. I secured a room of Dr. Huber, the only hall in town, in the building now occupied by Mr. Ward and it was used

leaving me and before they were examined: Leonidas Burchard, Zilpha James, George Farley, Mary Gray, Julia Martin, Nellie Hoydon, Mary Rea, Juliet Duncan, Lizzie Harris, Josephine Wright, Annie Burton, Ada Curtis, Emma Wilson, Josey Morey, Annie Thomasson, Lou Wright, Clara Ousley, Mrs. Ann, Fannie Doane, Jennie Hartshorne, Louisa Wentz, Mrs. Laird and Fannie Morey. Several of these have received State certificates on their county examination papers. I am glad of this opportunity of testifying to the unending kindness and appreciation of my Gilroy patrons. In twelve years one ceases to be a novelty, but never had teachers more sympathy and goodwill. Our Gilroy patrons have given full credit to our good intentions, and kindly condoned our mistakes and faults. For patrons and scholars we feel an attachment, that makes the monotony of school duty a pleasant service. With thanks to the Advocate for its interest, I remain
Yours respectfully
S. M. SEVERANCE,

THE PUBLIC SCHOOL OF GILROY.

The Gilroy public school has for years held high rank among the schools of the State. There are few public schools under better management. It has fortunately been under the prudent watchcare of trustees who have sought the interest of the school by selecting teachers of good qualifications. Under the training and discipline received, the pupils have progressed and many have become sufficiently advanced to secure certificates.

the future prospects of so many of our boys and girls.
The school is large, as will be seen from the following statement: Number enrolled in a single year—465. Number attending the present term—300 average of 43 to a teacher.

Our Legislators.

The Sacramento Ledger recently published the following brief biographical sketches of the present Legislators of Santa Clara County:

HON. D. FRISK,
One of the Assemblymen from Santa Clara county in the present Legislature, is a republican and resides at Mountain View.

HON. J. L. YORS,
One of the Assemblymen representing Santa Clara County in the 23d session of the Legislature, is a native of New York, 49 years of age, a married man; has resided in California since 1860. He is a professional lecturer on scientific and liberal topics; is an old line Republican. This is his first session in the Legislature. He is accustomed to addressing public assemblies, and will take an active part in debate.

HON. GEO. F. BAKER,
Senator from Santa Clara in the twenty-third session of the California Legislature, was born in 1849 in Cincinnati, Ohio, came to California in 1857, received a collegiate education in the University of the Pacific at San Jose. Mr. Baker is a lawyer of ability for his age, is a staunch Republican, and has the confidence of his party to such a degree as to be elected President pro tem. of the Senate; he is unmarried; has been Superintendent of Schools

Advocate. Other machinery in the back shop included a saw for cutting and trimming the metal type, a "huge stereotyping pot" where hot metal was poured over the matrices in curved form for the cylinder press, and Linotype and Monotype machines were likely added soon after 1900. Additionally, an Elrod was used to cast spacing material separately.

Simply because the early newspapers could not afford more employees, the press man and printer (who ran the actual press) also did maintenance and mechanical work on the shop and press. Furthermore, they did janitorial work, delivered papers, and sometimes collected bills. Employees ultimately learned the entire business.

Typically the articles carried by the *Advocate* were either political or social in nature. The paper rarely left its readers ignorant of its support for the Union Republican Party, while stories of national events, state events, and fictional stories, often in serial, made up the bulk of the article space. Local events, from weddings and family gatherings to anecdotes and the price of crops, were listed in column form on the third and fourth pages of the typical four-page paper. Advertisements were plentiful for all the local businesses as well as for establishments in San Jose and San Francisco.

Revenue for the paper came from three major sources: newspaper sales and subscriptions, sales of advertising space, and

commercial printing. Although in the early days of newspaper printing, notes Paul Matulich, "just about anyone could start a newspaper," sales alone often could not cover the rising costs of materials. Commercial or "job" printing filled the gap, but advertising soon became the principal form of revenue. The *Advocate* began publication after this major change had taken place in the newspaper business, so advertising was quickly solicited. Its first issue carried the announcements of restaurants and businesses along with the advertisements for a physician, attorney and a dentist.

Subscription rates per year for the *Advocate* began at \$5 in 1868. By 1879, however, the price per year had declined to \$3 at the inclination of changing owners and increased prosperity for the business through advertising and job printing. Throughout the *Advocate's* history, publishers sought to make the paper as available as possible to readers and low subscription rates certainly assisted in this.

Although the *Advocate* eventually prospered, its early years were marked by frequent displacement of proprietors and heavy competition with other newspapers. Between the time of the paper's inception in 1868 and its purchase by F. W. Blake in 1877, the *Advocate* experienced eight other changes in ownership.



Sketch from F. W. Blake's 1885 Map of Gilroy.

It had managed to absorb its major competitor, the *California Weekly-Leader*, on December 24, 1875, and for several months was published as the *Advocate-Leader*. In July, 1876 it reassumed its original name.

Its early competitors did not fare as well: the *Gilroy Union* lasted only from March to perhaps July, 1872; the *Gilroy Telegram* from late May, 1871 to no later than May, 1872, discontinuing after the town political campaign; and the *Gilroy Independent* from September to December, 1876.

After F. W. Blake purchased the stock of the *Advocate* held by a number of citizens, the paper remained in his hands for 30 years. Born in London, England, he had taken passage as a seaman to New York at age 23. Moving westward as part of the work crew which strung the first transcontinental telegraph across the Great Plains during the 1860s, he arrived in California. Thereafter he gradually entered into the printing game, becoming publisher

The Gilroy Advocate

<p>WE PRINT</p> <ul style="list-style-type: none"> Billheads Letterheads Statements Cards Envelopes Announcements Tickets 	<p>==</p>	<p>WE PRINT</p> <ul style="list-style-type: none"> Posters Hand Bills Books Shipping Tags Briefs Transcripts Hunting Notices?
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and anything in the printing line you desire
at reasonable prices

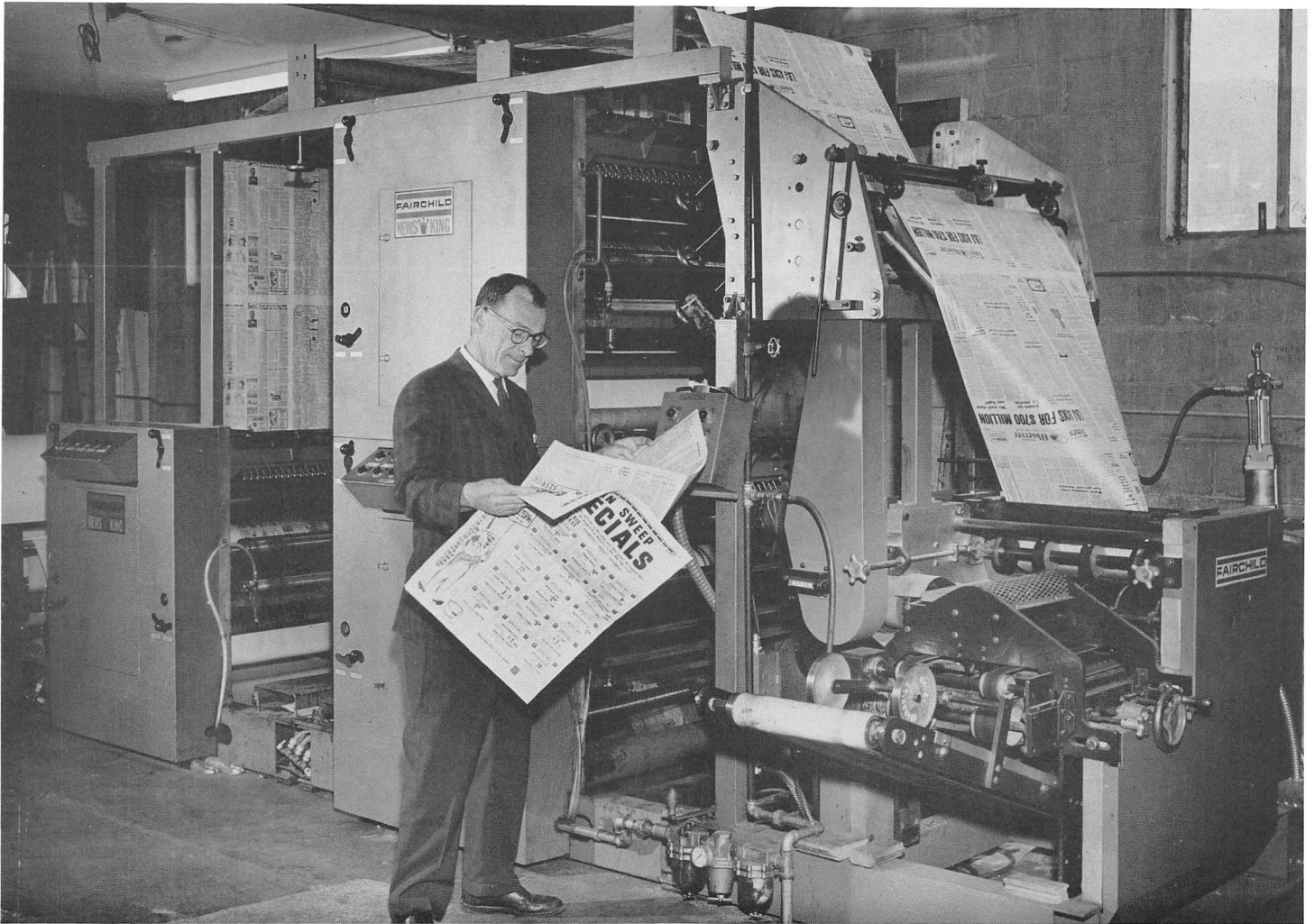
The Advocate Job Department

SIXTH ST.PHONE 223

An advertisement in an early issue of the *Advocate* reminded readers of the newspaper's job (commercial) printing capabilities.

of the San Benito *Advance* south of Gilroy, and then Gilroy's *Advocate*. Blake became an active civic leader, greatly enhancing the circulation as well as the reputation of his paper. An 1881 history of the county reported "the *Advocate* has grown up with the town, and is to be found in a majority of the houses of the township. It is highly esteemed as a home paper, and stands well among independent and conservative papers."

As Gilroy grew, a second and more liberal newspaper was able to rival Blake's *Advocate*. *The Valley Record* began publication in 1881. Without four years it was sold, resulting in a name change to the *Gilroy Gazette*. As Gilroy gradually became a more liberal — in the word of the time, progressive — community, the *Gazette* gained strength. By 1929 it was absorbed by the *Gilroy Dispatch*, started a year before. But the *Advocate* had remained the principal conservative newspaper in the town, watching its rival from 1889 to 1890, the *Gilroy Crescent*, flounder and absorbing the *Gilroy Evening Telegram* in 1897.



Dispatch owner George R. Kane, who also published other Santa Clara weeklies, reviews the latest edition of one of his papers. In 1967 he introduced the first offset press to newspaper publishing in the county. Photo courtesy George Kane.

Upon his father's death in 1907, Will Blake took over the role of *Advocate* editor and publisher. But the newspaper business was slowly making it difficult for small, independent papers to survive. The Great Depression marked the end of the *Advocate* as an independent. Lloyd E. Smith, the second publisher of the *Dispatch*, bought the *Advocate* in 1934. He continued to publish both papers until May, 1949, when it was finally discontinued and absorbed by the new *Evening Dispatch*.

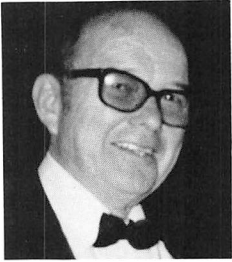
The new masthead read "Gilroy Evening Dispatch and the Gilroy Advocate, Established 1867," but the absorption ended the history of Gilroy's reigning conservative newspaper. Just two months later, in July, the *Dispatch* was purchased by George R. Kane, Patrick Peabody and Joseph Hoetelling. With an increasingly more liberal bent, it continued under their ownership for over 20 years, and *Gilroy Advocate* was dropped from the masthead. Since Kane also published the *Los Altos News*, *Sunnyvale Standard* and, eventually, the *Los Gatos Times Observer*, he ultimately saw ways to gain efficiencies in the business. In 1967 he combined printing of the *Dispatch* and *Times*

Observer in the Los Gatos office and also introduced the first offset press to newspapers in the county.

In 1972 the *Advocate's* successor, the *Dispatch*, was sold to Millard Hoyle, long-time publisher of the *Hollister Free Lance*, and Jerry Fuchs, former *Dispatch* business manager. They in turn sold it in 1978 to the McClatchy chain centered in Sacramento. By then a solidly liberal paper, it dominated the local market and continues to do so under McClatchy's present publisher Fuller Cowell. Yet, all its many publishers and editors would probably admire the slogan of C. F. Macy and G. M. Hanson, announced in the first 1868 *Advocate* issue: "Our aim: to fear God, tell the truth, and make money."

Melone, who works for the U.S. Internal Revenue Service District Council in San Francisco, wrote this article while a student at Gavilan College in Gilroy. He is a graduate of the UCLA Law School.

Looking Back on Journalism in the Santa Clara Valley



Willys Peck, left, worked as a writer and editor for the San Jose Mercury News over a period of more than 40 years. Below he reflects on those years in the newspaper business. Peck, who is a new CHCF board member, was interviewed for this piece by Bob Bewley, a recent History 10 student at De Anza College.

My parents moved to Saratoga in 1922 (the year before I was born) after my father bought what was then the town's weekly newspaper — the *Saratoga Star*. The paper was actually printed in Los Gatos; when my dad took it over, he set up a printing plant in Saratoga.

About 1925 he established a paper called the *Los Gatos Star*, which at that time was in competition with the existing Los Gatos paper — the *Los Gatos Mail News*. My dad published the two newspapers, the *Los Gatos Star* and the *Saratoga Star* in the same plant, which he moved to a building on East Main Street in Los Gatos. (It was badly damaged in the October 1989 earthquake and shortly thereafter torn down.) The two papers were essentially the same publication with the exception of the flag (nameplate) at the top of page one.

When I was very small — I couldn't have been more than three or four years old — my dad would bring my brother and me over to his newspaper office. That was my first introduction to a newspaper. And, of course, this was at a time when the old Linotype machine was used to set hot type for news stories, and headlines were set by hand. My dad also did job (commercial) printing there.

About 1929 my father sold his newspapers to the other Los Gatos paper, the *Mail News*. The new paper became known as the *Los Gatos Mail News and Saratoga Star*. The next year he went to work for the publisher of that paper as the editor. About 1931 that publication built a structure for the entire operation on Bean Avenue in Los Gatos. The editorial staff was made up of my dad and one or two part-time employees who wrote articles. There was also a business manager. The publisher (owner) had his own little office.

I used to work occasionally in the back shop on press nights when a particular issue had a single-sheet insert. It would take about two or three hours to insert the sheet in 2,500 copies. The

pay was fifty cents — a fair amount of money. Ten cents of that would go for a hamburger at the Los Gatos Grill just up the street.

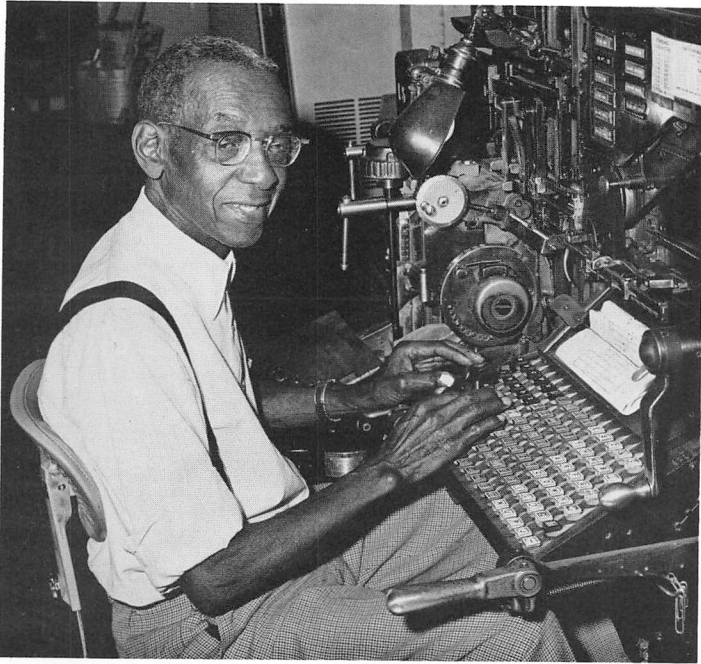
I became quite familiar with the operation of newspapers — including the pressures that my dad was subjected to as editor and reporter.

When I was in grade school, my dad had me write school news that was printed in the paper. I got my first by-line when I was in the eighth grade. I felt I had grown up in the newspaper business vicariously through this experience.

My dad left the newspaper job in 1943 to become Saratoga postmaster, and that was about the time I went into the Army during WW II. When I got out of the Army in 1946 I resumed college and went to the University of California at Berkeley and majored in journalism. I graduated in 1949. That summer I tried to revive a defunct shopping news (a newspaper with a large amount of advertising) in Sunnyvale, which then was a very small town, but I didn't have much success. Meanwhile, that same summer I worked as a stringer for the *San Jose Mercury Herald*, which is now the *Mercury News*. At that time the *Mercury Herald* used local news to a much greater extent than it does now mainly because the population was so much smaller than it is now, and the paper circulated in the surrounding towns like Saratoga, Campbell and Los Gatos. So in each of these towns the *Mercury Herald* had a correspondent. Usually correspondents were housewives or persons who had an interest in digging up and writing local news. Of course what qualified for news then was very minor compared to what it takes to get into the paper today.

So that summer while I worked on the shopping news, I was a *Mercury Herald* stringer for the town of Saratoga. I would put my news stories into an envelope and take it down to the Peerless bus station in Saratoga, and the bus driver would take it into San Jose. At that time the *Mercury Herald* office was just about a block away from the bus depot. So someone from the newspaper office would pick up my material. There were other correspondents from cities throughout Santa Clara County.

In September of 1949, one of the two weekly newspapers in Los Gatos went daily. This was the *Los Gatos Times* which had been established in 1936 in competition with the *Los Gatos Mail News* and *Saratoga Star* where my dad worked. In the intervening years, the fortunes of the *Los Gatos Times* prospered while those of the *Mail News* didn't. So the *Times* was the one that went to five-day-a-week publication in 1949. Since I had worked as a stringer for the *Mercury Herald* that summer in Saratoga I had



Steve Moss worked as a Linotype operator at the San Jose Mercury News during the 1940s and '50s. Photo courtesy San Jose Mercury News.



In today's newsroom, the computer has replaced the Linotype machine in daily production operation. Photo courtesy San Jose Mercury News.

an inside track on a new job — that of a full-time west valley reporter when the *Mercury Herald* decided that it would meet the local competition by having someone on the scene.

I should point out that the term stringer had a sort of a functional derivation. In early newspaper days, a stringer was someone who sent in material to a paper and it was published. Stringers would clip out their published items and paste them together on a string. They would be paid on the basis of newspaper column inches. The rate in 1949 was fifteen cents per column inch.

So my stringer job developed into my first full-time newspaper job. I covered the west valley communities of Los Gatos, Saratoga, Campbell and occasionally Cupertino. At that time these towns were extremely small. Los Gatos' population was something like 4,500 and the town was almost exactly a square mile in area. Saratoga wasn't incorporated yet; neither was Campbell nor Cupertino. Of course, most of the area between these towns consisted of orchards. But there was still enough going on to make it worthwhile for the newspaper to have a reporter out in the communities. Most of the news, of course, came from Los Gatos because it had a police department, a town council, a planning commission — and these were all sources of news stories.

My ambition was to join the regular city-side staff and work out of the office downtown. And four years later (1953) my dream came true. I became a general assignment reporter on the city desk.

At that time the *Mercury Herald* was located at 211 W. Santa Clara St. at the corner of Almaden Avenue. There's now a vacant lot there — next to the old De Anza Hotel that has been refurbished. If reporters had to go to a city or county meeting of any kind, they could walk from the newspaper office. (Many of

the functions that are now carried out at the government offices on Hedding Street were formerly downtown.)

A couple of years after I had been working as a general assignment reporter I was drawn into what is known as desk work, that is editing, headline writing and page make-up. Now again this was in the days of hot type when the system was entirely different than it is now. Everyone used typewriters and when you corrected your copy, you were working with a sheet of paper and you would make marks on it. This copy would go back to the composing room where it would be set in type by a Linotype operator. Then a proof of the type would be made. This would go to the proof room where there were people who did nothing but check for errors. The proofs would go back to the composing room where the Linotype operator would correct the errors. So reporters almost never saw the finished typeset paper until the first papers came off the press. Today with the so-called cold-type process, electronic word processors and all, a proof of every page is sent to the newsroom before the paper's printed.

As a matter of fact, much of the printing function is concentrated in the newsroom itself rather than the composing room. A copy editor, for instance, will write a headline on a word processor which is programmed so that he or she can test the headline for length and determine whether it's going to fit in the space allocated. If it fits, a copy is pulled up on the computer printer; it plays out on a big sheet of paper and this is what is then cut out and pasted onto the page form. So it is much simpler than in hot-metal days. Cold-metal production cuts out the function of the printer, the proofreader, and shifts those functions to the newsroom copy editor and whoever is checking the proofs.



The San Jose Mercury Herald was located at 30 W. Santa Clara St., circa 1928. Photo courtesy San Jose Historical Museum.

I worked in the downtown office of the *Mercury Herald* from 1949 until 1959 — almost 10 years to the day at which time I quit to go to law school, thinking I was not going to return to the newspaper. In the summer of 1961 I went back and worked as the summer relief copy editor on the city desk. I did some writing as well. By the time I left I had the title of assistant city editor. I worked that one summer and then went back to school. By 1963 I had taken the bar exam twice. I went back to work on the afternoon paper — the *Evening News*. There were still, at that time, two publications — the *Morning Mercury* (*Herald* was dropped in June of 1950) and the *Evening News*. At the *Evening News* I did editing work and headline writing. I worked there until July of 1964 when I finally passed the bar exam.

I came back as a summer vacation relief employee in 1966 and somehow just stayed on. As my law practice picked up, I would cut back on the hours at the newspaper — juggling the two until 1970 when I quit the newspaper again. The managing editor at the time was a man who believed in burning one's bridges. When you left, you left. He died in late December of 1970 and at that point the city editor asked if I could come back and work part-time, which I did. From 1971 through 1972 I was both a writer and a copy editor. Then in 1973 there was an opening for a full-time copy editor. It was at that time I went back on a full-time basis.



The newsroom of the San Jose Mercury News, when it was located in downtown San Jose, circa 1965. Photo courtesy San Jose Mercury News.

So my tenure at the *Mercury News* was over a span of 40 years from 1949 to 1989 — with interruptions to go to law school and practice law. In terms of total years, it would come out to about 30 solid years of newspaper work.

When the *Mercury News* moved from the downtown location in 1967 to the present plant off of Brokaw Road, the operation was still in the hot-type mode. Moving the Linotype machines and the stereotype machines (used for making metal printing plates) was a very complicated operation. Publication of the papers could not be interrupted. The move was handled by P. Anthony Ridder, who is now president of the newspaper division of the Knight-Ridder Corp. (publisher of the *Mercury News*). This was his first big job and he did it extremely well.

By 1975 the newspapers were produced entirely via the cold-metal process. Everything was on the computer system. The printers were now cutting and pasting copy. There were no more proofreaders. There were no more stereotypers who made the printing plates. Everything was done by this photocopy (cold-metal) process.

The changeover made some differences in the way the editorial department functioned. People were not using typewriters any more; they were typing directly into the terminals. Copy editors could call up a story on the terminal and make whatever corrections had to be made.

And, of course, during all of this time the population of the area increased many times over. So the content of the paper changed and, of course, during this time there was the impact of television. It made a tremendous difference in the approach that newspapers would take — more interpretive presentation, more graphics, charts and so forth. It's pretty much a new ballgame today compared to what it was back in the '40s and '50s.

FOUNDATION NOTES

Endowment Ceremony Set



Contributors to the California History Center's permanent endowment will be honored Friday, April 26, at a special ceremony. The event will be held at 6 p.m. in the CHC and will honor all those individuals who have given to the history center during the endowment drive which began at the end of 1989.

A plaque with donor names will be dedicated and placed over the mantelpiece in the CHC classroom. The current endowment totals \$51,277. Recent contributors include Franklin P. ("Pitch") Johnson, Michael Mahoney, Linda Quinterno, Betty Jane Rogaway and Daniel E. Stone.

De Anza Day Book Sale

Books, periodicals, maps and posters of all kinds will be available during the CHC's third annual book sale to be held Sunday, June 2, during the college's De Anza Day, the annual community recreation fair. The book sale benefits the center's Louis Stocklmeir Regional History Library; last year more than \$1,100 was raised.

Among items for sale this year will be: *Civil War in Pictures* (by Fletcher Pratt, 1955), *Life in the Age of Enterprise* (by Robert Walker, 1971) and other books on American and political history.

CHCF members are urged to donate any books or paperbacks for the sale. If you have some contributions, contact CHC Librarian Lisa Christiansen.

Visitors to the CHC also will be able to view the upcoming exhibit — *The First Edition: The Story of Newspapers in Santa Clara County*. There also will be a newspaper toss contest for persons of all ages and a demonstration of an early-day printing press.

Heritage Council Flourishing

The Heritage Council of Santa Clara County — formed about two years ago by the history center — continues to grow with the 1991 membership drive already attracting 32 new or renewing members who represent historical societies, commissions, museums and resource centers throughout the county.

The group, whose goal is to link all heritage organizations in Santa Clara County, meets twice a year, produces a membership directory as well as a quarterly newsletter, and conducts workshops on various topics.

The next workshop, scheduled for March 15, will be a "hands-on" event to help members promote their organizations. Mini-sessions of the workshop will deal with press releases; public service announcements for radio and television; production of brochures, fliers and newsletters; and how to deal with reporters and editors.



Buyers at last year's CHC book sale flocked to the Trianon Building for fiction and non-fiction titles. Total sales raised \$1,100 for the history center. Photo by Jim Williams.

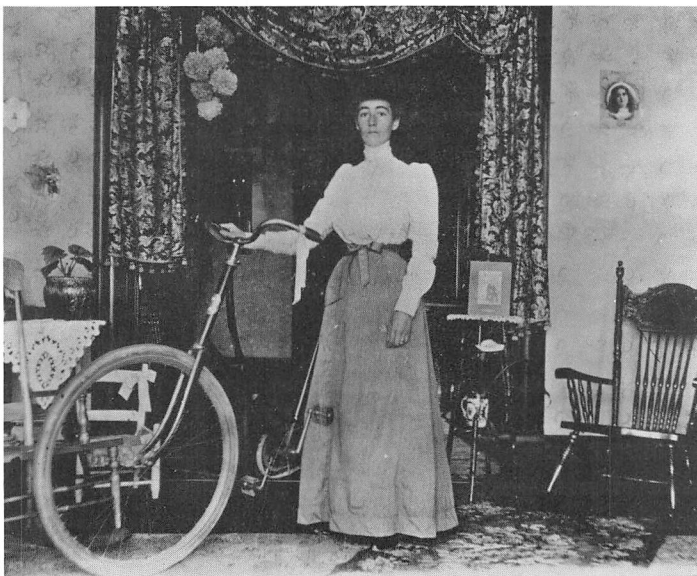
With a Focus on Gilroy

On the heels of last fall's CHCF publication *Gilroy's Old City Hall, 1906-1989* (Local History Studies Series, Volume 34), center director James Williams will lead a tour this spring of Gilroy's architectural heritage. The one-day trip is planned for June. The tour will begin with a visit to the old city hall building, the subject of the CHC's newest publication. Russ Hendrickson, who is involved with the restoration of the city hall, will present the history of the building and discuss plans for and progress of its restoration. The city hall tour will be followed by a visit to Fortino's Winery for a tour and tasting followed by picnicking (bring your own bag lunch). The day will end with a guided walking tour of Gilroy's historical buildings with Pat Snar of the Gilroy Museum.

Hollywood Westerns and History

How well have some of Hollywood's classic westerns depicted American history? You can delve into this topic by attending a six-part film series to be presented this spring by the CHCF in collaboration with the Institute for Historical Study.

The Saturday programs will include the showing of such films as "Stagecoach," "High Noon," "Little Big Man" and "Heartland." Following each film will be a discussion with a local historian on the film's portrayal of the West. Historians include Bob O'Dell, whose specialty is the history of crime, retired U.S. Army Colonel Bill Strobridge and CHCF Director James Williams.



Mark Your Calendar

- **California Historical Society Spring Lecture Series**, featuring Drs. Luis Arroyo, Leon Litwack, Glenna Matthews and Shirley Moore. For information, call 415/567-1848.
- **Book Fair**, 25 dealers of old and rare books (including books on California), Villa Montalvo, Saratoga, Saturday, April 20, 10 a.m.-5 p.m., 408/741-3421.
- **Families**, exhibit spotlighting many of Cupertino's early settlers in photos and memorabilia, Cupertino Historical Museum, Quinlan Community Center, 10185 N. Stelling Road, Cupertino, March 16-Nov. 16, 408/973-1495.

Welcome our Guest Editor

The editorial duties for the next two issues of The Californian are being placed in the capable hands of Ron Bottini, who resigned from De Anza in August after 16 years as the college's public information officer. We are pleased that he has agreed to take on the Spring and Fall issues of The Californian as he is familiar with not only the programs and activities of the California History Center, but the process of magazine production as well.

During the hiatus from my editorial and public relations duties with the center, I will be focusing on ways to improve and invigorate our academic program. The next six months will be spent developing new course offerings, identifying and recruiting potential new faculty and seeking out new audiences for the courses the center offers. The task is an exciting one which will bring an improved academic program to CHC members, De Anza students and the community at large. "See" you for the December issue!

Kathleen Peregrin

Do any of our CHC members recognize this proud bicyclist posing in the parlor with her "pride and joy"? This is another photograph from CHC's "unidentified" collection. Can you help us solve the mystery?

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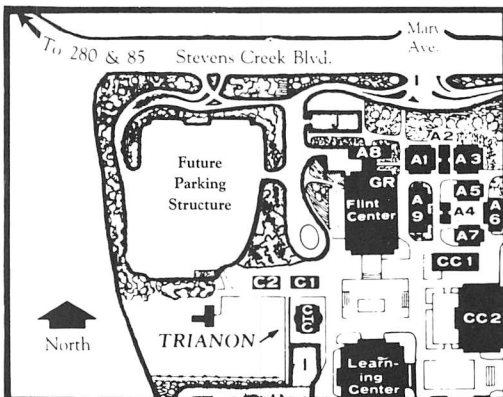
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Your contribution is tax-deductible to the extent allowed by law. The value of goods received as a benefit of membership must be deducted from the amount of all contributions claimed as a deduction. CHCF members receive tri-annual issues of "The Californian" magazine and members who contribute at the \$45 level and above also receive a yearly Local History Studies publication.

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