



Cupertino Historical Society & Museum presents

the Cornerstone

Winter 2018

Volume 28, Issue 2

CUPERTINO'S WINE COUNTRY

|| Gail Fretwell Hugger Historian, CHS Board Member

Before Cupertino was really a town - when it had a blacksmith shop and a general store at the Crossroads and very little else - immigrants from France, Germany, Italy and even overland from east of the Rocky Mountains came to California, not to search for gold, but to buy and settle and work the land. Land was gold.

Early Vineyards and a Blackberry Patch

The earliest vineyard in the Westside (Cupertino) was planted by one of the area's first settlers, *Captain Elisha Stevens* - hunter, trapper, explorer and wagon master. After successfully guiding the Stephens-Murphy-Townsend party over the plains and high Sierras, Stephens settled along the creek that now bears his name and planted a small vineyard and a blackberry patch that became Blackberry Farm swim resort in much later years.

In 1870, after Stevens had left the area for Bakersfield, the Jesuit priests of Santa Clara College bought 320 acres on a plateau above the creek (in the Stevens Creeks Dam area) and called it *Villa Maria*. They envisioned the land a summer retreat for the priests from Santa Clara University and planted a vineyard of sacramental wines for the church and commercial wines to provide revenues for the college.

Vineyards in Cupertino's Flatlands

Even before the Jesuits planted their vineyard, a German farmer, *Henry Farr*, bought 240 acres around 1868 at the intersection of Prospect and Stelling roads. Farr called his ranch *Grandview* as it had a panoramic view of the Santa Clara Valley. He planted grapes for Cabernet, Matero, Burger, Zinfandel and Reisling wines. In 1910, Henry sold his last piece of land to Painless *Parker*, a San Francisco dentist with unorthodox marketing methods (present site - Parker Ranch Road).

One of the Westside's most successful early wineries was owned by *John T. Doyle* (1814 - 1906), chief counsel to the archdiocese of San Francisco. He had a beautiful mansion in Menlo Park but wanted a country estate as well. His property extended from Foothill Boulevard to Orange Avenue in Monta Vista and from Stevens Creek Boulevard to McClellan Road. He built two very large winery buildings (*Cupertino Winery and Las Palmas*) plus a large home, many outbuildings including a Chinese hotel for workers, and another building he called the Palace Hotel. He had a dairy, large poultry yards, huge four-story water tanks, and an elevated glass-lined, ¼-mile-long pipe to transport the wine from his eastern winery to his western winery, across the same arroyo that De Anza and his soldiers had traversed some 160 years before. Doyle had the first post office on his property and used

Continuing Heritage of Vineyards and Wineries

Wine was big business in Cupertino throughout the 19th century. The growing of wine grapes and the making of wine dominated the town's economy. That heritage continues today on Montebello Ridge, which is home to historic wineries, such as Picchetti Winery, Fellom Ranch Vineyards, and Ridge Vineyards, as well as more recently established vineyards, such as Naumann Vineyards, R&W Vineyards, and Vidovich Vineyards.



the name Cupertino, which replaced the name of Westside. His wines were sold on the East Coast and in Europe and took second place in the 1904 Chicago World's Fair. He dammed up sections of Stevens Creek for water to process his grapes into wine, with pumping stations all along the creek. His water system was the basis for Cupertino's Municipal Water System in the later 1900s. The 1906 San Francisco earthquake damaged his extensive buildings, and Doyle died later that year. His former summer home remained on McClellan Road until the 1960s while different Cupertino city councils debated about preserving the buildings along with the property as a large park. Eventually, the land on which the wineries and house stood on McClellan Road was sold to developers and the massive wine buildings and lovely old home disappeared.

A few miles down the road from Doyle's western winery buildings was *Richard Heney's Chateau Ricardo* on 280 acres (1884). Heney raised Isabella, Today, Petit Syrah and Zinfandel grapes. His wines received medals at the Paris Exposition.

Cupertino's first millionaire, *Charles Baldwin* had the *Miraflores Winery* on what is now De Anza College. He produced Cabernet Sauvignon and Cabernet Merlot. His wines were exported to New York, London and Central America where they competed successfully with French wines.

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Cupertino Historical Society & Museum

Mission Statement

The mission of the Cupertino Historical Society and Museum is to preserve and illuminate Cupertino's past to inspire our youth, strengthen the sense of community, and shape a better future by making Cupertino history relevant and available to all.

Board of Directors:

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Donna Austin, Sharon Blaine, Valerie Abid,
Ragini Sangameswara

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

BULLETIN BOARD

CHS Board of Directors Meetings

Wednesday, February 21, 2018
4:00 p.m. QCC, Conference Room
Wednesday, March 21, 2018
4:00 p.m. QCC, Conference Room
Wednesday, April 18, 2018
4:00 p.m. QCC, Conference Room

Holidays: QCC closed

February 19, 2018 - President's Day
May 28, 2018 - Memorial Day

Museum Hours:

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.

PRESIDENTS' CORNER



Donna Austin



Jane Alvarado

Dear Members,

We are getting another exciting exhibit ready to share with you about the history of all the wineries past and present in Cupertino. Before Cupertino was really a town, immigrants from France, Germany, Yugoslavia, Italy, Portugal, China, Japan, and people from overland east of the Rocky Mountains, came to California not in search for gold, but to buy and settle and work the land! Land was gold!

Vineyards flourished here in our rich soil. One of the first vineyards was at Villa Maria, a Jesuit retreat. As a young immigrant, Vincenzo Picchetti was made foreman of the Villa Maria winery. The Jesuits advised Picchetti to buy land and plant in the Monte Bello area.

At the museum we are planning wine bottling, wine tasting and wine talks. I believe history is all about people's stories. The Picchetti, the Fellom, and the Vidovich families have great stories to tell and wonderful wines to share. Ridge Vineyards has its own history and awards for excellence. R & W Vineyards and Naumann Vineyards are promising to be outstanding in the wine world.

Paul & Eddie's once had their own home vineyard and winery on Cupertino Road called Gaviglio Wines. Today Paul & Eddie's still exists, not as a winery, but as a drinking establishment near the railroad tracks on Stevens Creek Blvd. The Cupertino Historical Society plans to visit Paul & Eddie's in April and hear stories from some of the old timers. On the last Sunday in June, we will celebrate with our annual barbecue at Deep Cliff Golf Course which has its own wonderful history. Keep an eye on your e-mails for future events and announcements.

Come to our museum Wednesday through Saturday to visit or volunteer or donate and help us keep history alive!

Donna M. Austin

Donna Austin
Co-President

Jane Alvarado

Jane Alvarado
Co-President



NEW EXHIBIT

Saluté! A Toast to Cupertino Winemakers - Past & Present



IN MEMORIAM



LINDA MARIA QUINTERNO
FEBRUARY 4, 1915 - JANUARY 1, 2018

Linda (Pianto) Quintero passed away peacefully at home at the age of 102 on January 1, 2018. She was born to Pietro and Emma Pianto at the now historical Perrin "Honeymoon House" at 315 University Ave., Los Gatos, which was a maternity home at the time. She attended University Ave. Grammar School (now part of "Old Town" shopping center) until her family moved to San

Jose where her father operated "Fior d'Italia" and "Italia Hotel" restaurants.

After graduating high school, she helped her father in the restaurant until she met and married Angelo Quintero in 1937. She worked as bookkeeper for about 30 years in Rifredi's Market where Angelo was a business partner. She and Angelo retired in 1978 and moved to Corralitos where they became apple farmers until Angelo passed away in 1984.

Over the years, she was a member of Soroptimist Club, Cupertino De Oro Club, Corralitos Woman's Club, and Cupertino Historical Society.

Linda was preceded in death by her husband, Angelo, and eldest daughter, Nola Quintero. She is survived by daughters Faye Faulhaber and Paula Quintero; grandsons Frederick Faulhaber (Kellyanne) and Richard Faulhaber (Heather); great grandchildren Nicholas, Alex, Annalise, and Clementine Faulhaber, Kimberly, Michaela, and Annamarie.

If you wish to make a donation in her memory, please consider Lucile Packard Children's Hospital or the Cupertino Historical Society.

Ethel S. Worn
March 9, 1927 - Jan. 14, 2018



Ethel died peacefully after a week's illness with her family at her side. She was a devoted lover of opera in the Bay Area and internationally. She is survived by: her husband Donald R. Worn, and children George, Katherine, Richard and his son Rex, and Mary.

CUPERTINO'S WINE COUNTRY ... continued from page 1

Several other early Cupertinians who had vineyards and wineries were *Alex Montgomery* (brandy distillery and kosher wines), and *Thomas Duncan Benrimo*, who had 56 acres on what is now Target and the parking lot. Three ship captains - *William Porter*, *Joseph Merithew* and *Daniel Henry Blake* - established vineyards in the flatlands of Cupertino after their sea voyages. Other family vineyards were owned by *John H. Snyder*, *W.T. McClellan*, *Jose Ramon Arguello*, *George McCauley*, *J.B.J. Portal* and *Enoch Parrish*.

Montebello Ridge Vineyards

The Italians and the French took to the rugged slopes of Montebello Ridge. There, the *Picchetti* family built one of earliest wineries in California. The vineyards produced Zinfandels, Garignane, Petite Syrahs for red wine, and Columbard and Golden Shasta for white wines. Also on the Ridge, but extending into Saratoga, was *H.V. Garrod's* property. Both *Picchetti* and *Garrod* wineries still make and bottle their own wines under their own names.

Farther up on Montebello was *Pierre Klein* from France who produced wines for his restaurant in San Francisco - Claret X and the Grand Vin (also known as the Chateau Lafitte of America). Klein entered his wines at Bordeaux, France, in 1895 and next in Brussels, where he won the highest award given, a gold medal with an effigy of Leopold II and a gold and white cross. Klein became an international celebrity for his wines. In Paris he won two more gold medals, which lent his wines even more prestige. In 1907, Klein gave his wife, Victorine, 160 acres of the land on Montebello Ridge. In 1913, Victorine and Pierre sold the entire 160 acres along with crops and buildings to *John M. Williams* for \$10. It can only be speculated as to why Klein sold his land for such a paltry sum. The Kleins moved to Mountain View. In 1920 Victorine died suddenly after an operation to save her life. Two years later, Pierre died of a self-inflicted gunshot wound.

John Gemello, a former caretaker of Paul Masson's *Evergreen Vineyards*, had a winery on Montebello in 1915. Some of the other vintners on the Ridge were the *Torres*, the *Sylvester Panighettis*, the *Joseph Gautiers* and *Charlie Rousten* - who swore that Prohibition and revenue agents were more responsible for the demise of small family wineries than competition from the large corporate wineries.

At the very top of the Ridge was *Osea Perrone's* winery. Perrone was a doctor in San Francisco who had a stone wine cellar built into the side of one of the hills, for aging his wine. He would sometimes bring his patients from S.F. to the mountain ridge to rest and recuperate. From his home and winery on the very top of the Ridge, he often drove his buggy west toward the Pacific Ocean on rugged mountain trails to San Francisco. On one such journey his buggy overturned, and he suffered a leg injury that led to his death. Perrone's winery is now *Ridge Winery* and noted for its robust Zinfandels, among other wines produced.

New Beginnings

The root louse phylloxera decimated vineyards worldwide between 1895 and 1905. Many wineries went out of business all over the world. If vintners could afford to replant, they did; though some pulled out their vines and planted orchards by the mile, leading to Santa Clara Valley's appellation, "The Valley of Heart's Delight."

Now, over 100 years later, small boutique wineries abound again in the hills of the valley, stretching to Santa Cruz and along the summit roads and foothills to San Francisco.



Cupertino Historical Society & Museum invites you to
New Exhibit Opening Reception and
Cupertino Chamber of Commerce Networking Mixer

Salutè!

A Toast to Cupertino Winemakers - Past & Present

Wednesday, March 14, 2018
5:30 p.m. - 7:00 p.m.

Cupertino Historical Society & Museum
Quinlan Community Center, 10185 N. Stelling Road, Cupertino



~ Refreshments
~ Wine Tasting

Wine bottle corking demonstration by John Zirelli





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SAVE THE DATE



**CHS&M Fundraiser
 at the Historic Paul & Eddies**

**Saturday, April 7, 2018
 1p.m. - 4 p.m.
 Paul & Eddies
 21619 Stevens Creek Blvd, Cupertino**

Tickets: \$35
 (Guests must be 21 years of age or older)
 Refreshments and Premium drinks
 will be served.

Current resident or:

MEMBERSHIP NEWS NOV 2018 THROUGH JAN 2018

RENEWING MEMBERS

Sharon & Richard Blaine
 Penny & Dennis Whittaker
 Judith & John Bruzus
 Esther Johnson
 Gail Fretwell- Hugger
 Margaret Butcher
 Roberta & Marshall Hollimon
 Susan & Shannon Patrick Lee
 Dorothy Levitan
 Jutta Jacobs & Charles Newman
 Gail & Howard Jensen
 Janet & Bob Meyers
 Wanda & Paul Mikulaco

NEW MEMBERS

Micahel Masri

SAVE THE DATES

New Exhibit Opening & Reception Wednesday, March 14, 2018; 5:30pm-7pm, CHS&M, 10185 N. Stelling road, Cupertino.

CHS&M Fundraiser at the Historic Paul & Eddies Saturday, April 7, 2018, 1pm-4pm, Paul & Eddies, 21619 Stevens Creek Blvd, Cupertino.

Cupertino Chamber of Commerce STAR AWARDS Saturday, April 28, 2018, 6pm-10pm, Residence Inn by Marriott, 19429 Stevens Creek Blvd, Cupertino

CHS&M Annual Fundraiser BBQ Sunday, June 24, 2018, 5pm-8pm, Deep Cliff Golf Course 10700 Club House Ln, Cupertino.

SPOT LIGHT

MICHAEL MASRI, EAGLE SCOUT



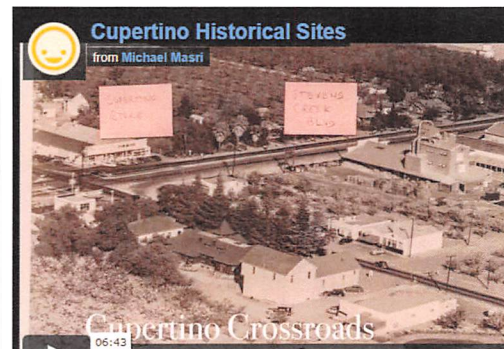
Michael Masri, Gail Fretwell-Hugger

The Eagle Scouts have done many different projects for our museum in the past. One group designed a display case, another one did a hiking tour of historical spots.

Michael Masri researched and worked with our historian Gail Fretwell-Hugger who did the voice over, and used photos from CHS collection to put 'Cupertino Historical Sites' video together!

This video promotes our goals and created a learning project for Michael. It is featured on CHS web page and Facebook. Please visit www.cupertinohistoricalsociety.org to view it.

HISTORICAL CUPERTINO



An Eagle Scout Project (Troop # 476)