
THE CORNERSTONE

**Cupertino Historical Society
Members Newsletter**

**Volume 9 Issue 2
Winter 1998**

MUSEUM SUPPORT GROWING

1998/1999 Annual Fund Drive response has been heartwarming. Many thanks to our members and friends in the community who have contributed to our fund. We are more than half-way to our goal of \$15,000. Our fund raising campaign will last through February, 1999. Listed below are our many contributors.

Elisha Stephens Club

Don Allen
Edward S. J. Cali
Beez Jones
Stevens Creek Quarry
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Museum Patron

Joseph and Doris Adamo, Ann M. Anger, James and Sandra Beck, Gordon and Nellie Beckstrom, Richard and Sharon Blaine, Charles and Kathleen Calhan, Cupertino Inn, Dennis and Dorothy Cunningham, Charles and Mildred Gagliasso, John M. Gatto, William and Virginia Guengerich, David L. Heck, Kathleen and Eldon Hendriksen, Charles and Kathy Liggett, William W. Lester III, Henrietta Marcotte, Robert and Janet Meyers, Bernice Midstokke, Kathy Nellis, Charles E. Newman, Peacock Lounge, The Plumbing Bank, Hamilton S. Ryder, Nancy Schott, Martin and Lauralee Sorensen, Paula Quintero.

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BankAmerica Awards Society Community Grant

The Cupertino Branch of Bank America has awarded the Cupertino Museum, a community grant of one thousand dollars. These funds will be used for the collection management project. Our Registrar, Corinna Schoenfelder is hard at work putting our many items in the data base and rearranging the space at the Quinlan Center location in order to house our memorabilia in proper order. The support for this position is important to the museum. Thank you Judith Coleman, Branch Manager, Cupertino.

President's Message — Saron Blaine

Living in Silicon Valley, with its emphasis on technology and the future, there is sometimes a tendency to minimize the role of history. Recently, I came across the following quotation by the American historian, Arthur Schlesinger, Jr. He spoke of the relationship between the past and the future and the importance of history in forming society's values and ethics.

"Science and Technology revolutionize our lives, but memory, tradition and myth frame our response. Expelled from individual consciousness by the rush of change, history finds its revenge by stamping the collective unconscious with habits, values, expectations, dreams. The dialectic between past and future will continue to form our lives."

Thank you for your generous support as we conduct our Annual Fund Drive. Your donations enable our Historical Society to continue its mission of preserving and interpreting Cupertino history for the community.

Wishing you and your loved ones a wonderful holiday season. May the coming year be filled with health and happiness.

From the Ground Up-How Business Grew In Cupertino-

a perspective by Charles Liggett

I suspect that I'm like a lot of other Cupertino Historical Society members or visitors to our museum. That is, I was not born in or near Cupertino, I am not a native of California and until seventeen years ago I did not know Cupertino existed. How does this relate to the scheme of things and how do I view my origins and existence in the universe in relation to Cupertino?

For me Cupertino does not necessarily evoke the strong ties that Alex Haley describes in his classic, *Roots*. My primary roots, you might say tap root, will always be a small river town in southern Ohio.

However, over the years tentacles have grown from that tap root and spread across the continent and around parts of the globe. The memories derived from those nurturing roots are proportional to the myriad of experiences that occurred at each new and unique site.

My youngest daughter was not born in Cupertino, however, she started school in the 1st grade here and graduated from Monta Vista. For her the tap root will always be Cupertino.

What do these personal insights have to do with our Historical Society and Museum? As I mentioned, I know there are a lot of you who are Cupertino transplants or who have friends who have recently arrived in Cupertino. You might not be aware of what Cupertino looked like fifty to one hundred years ago.

To gain an insight into what Cupertino was in its formative years and what personalities and events combined to become what we call Cupertino history, I invite you to step across the threshold of the Museum and experience a time warp to the days when life was different. I'm not about to say easier. Would you trade a commute on highway 85 or 280 in your climate controlled Detroit (or Japanese or German) automobile for a horse and buggy ride exposed to the elements? Or would you rather feed the chickens, milk the cows, harvest the wheat or go to the local grocery? I expect that most of you would prefer our modern methods and conveniences.

THE CORNERSTONE

If you want to know what life was like, particularly the businesses that formed the basis for commerce in Cupertino, I suggest you hot foot it down to the Historical Society Museum in the Quinlan Community Center and take a look around. I think you will be impressed with the scope of the history of business in Cupertino in the early days. From Kaiser to Cali and Mariani to Uenaka, the history of these early businesses unfolds before your eyes.

One thing that makes this exhibit unique, and differentiates it from other exhibits we have had, is that each month we add a little bit of memorabilia or written history to make a more complete story or add a new twist to make it a little more interesting. If you thought you had seen all the exhibit has to offer there may be a recent addition that will evoke memories of earlier times. Perhaps of heartbreak or happiness, but always of Cupertino history.

Once again, and I hope I'm not belaboring the point, how does this history fit in the scheme of things? Well for the "old timers," who grew up with this history, it is their tap root. For those of us newly arrived it helps us to understand how and why things were what they were and how we evolved from the "horse and buggy days" to an era when silicon doesn't relate to a stroll on the beach. For those newly arrived, including a lot of immigrants who got here after I did, remember that your sons and daughters will put down roots in Cupertino. Fifty years from now they will view a different exhibit but always one reflecting those personalities and incidents that make up the history of Cupertino.

A final note -- The collection, preservation and presentation of Cupertino history doesn't just happen. It takes vision, commitment, hard work and adequate funding. To keep Cupertino history alive for the next generation, contact the museum director, Ethel Worn, or the Cupertino Historical Society president, Sharon Blaine, with your ideas, willingness to commit your time and your contributions.

Sponsors of this splendid exhibit are:

Gordon Beckstrom; Edward S. J. Cali, Trust; City of Cupertino, Fine Arts Commission; Cupertino Lions Club, Int.; Kaiser Cement Corporation; Burrell Leonard; Mariani Packing Company; Orchard Supply Hardware; Quota International of Cupertino; Itsuo Uenaka

Welcome New Members

Mr. & Mrs. Bill Betchart
Dr. Nancy J. Canter
Rosemary Holdway
Bob & Kathlynn Uenaka
Bill & Jeanne Watson

And our thanks to recent renewals:

Doris, Dane & Grace Beezley, Irene Bennett, Ron & Marcia Cali, Paul D. Carmichael, Malkah & Don Carothers, Preston & Angie Chiappa, Dr. Michael S. Chang, Mr. & Mrs. Chuck Corr, Hazel V. Fretwell, John Gatto, Gail Hugger, Jim & Pat Jackson, Augustine & Mryna Jelesko, Beez Jones, Nicol Lea, Jeannette Lucchetti, Mary B. Maridon, Charles & Deborah Newman, Kathleen Peters, Paula Quinterno, Giuliano & Anna Raviola, Devereaux Rendler, Christopher & Stefanie Singer, Daryl & Dorothy Stow, Joseph & Judith Tembrock, Jason Tsai, Rose-Marie Twu, Jim & Linda Walker, Roberta Zentner.

Special thanks to members who included a donation with their renewal:

Hazel V. Fretwell, Gail Hugger, Paula Quinterno.

Volunteer Notes from Roberta Zentner

We can expect more visitors to our site at the Vallco Fashion Park Mall with the opening of the Sear's Home Furniture Store on the lower level. After the food court was closed we were seeing fewer people but now with the Holiday spirit in all more people are coming by to see us. Yvonne Holt spruced that site up for the Holiday Season. Our museum in the mall is a fun place--maybe you can become part of the team?

We need a few volunteers to help with two events upcoming in 1999: the February 11th Bridal/Tea Event, and the May Fundraiser at the Older Estate. Please call me at 973-1495 if you can help.

Endowment Fund Donations

The Endowment Fund of the Cupertino Historical Society gratefully acknowledges the receipt of the following donations:

In Memory of: Clara Perusina
Jeannie Ryder

In Honor of: Don Allen
Janet Meyers
Jeanne Watson
Roberta Zentner

Gifts to the Cupertino Historical Society/Museum to honor someone on a special occasion, or as a memorial, may be sent to the Cupertino Historical Museum at 10185 N. Stelling Road, Cupertino, CA 95014. A note of acknowledgement will be sent to the person being honored or the family of the deceased.

THE CORNERSTONE

Questers Host Museum Event

The Questers Historic Preservationists, an international organization, whose aims are to stimulate the appreciation of antiques through study, have chosen the Cupertino Historical Society for one of their fundraising events in 1999. All proceeds will benefit the Cupertino Historical Society.

"Joyful Visions: 100 Years of Fashionable Brides & Wedding Costumes" will be held on Thursday, February 11th and will consist of a presentation, tea reception, and display of historical wedding memorabilia. Theory Berger, costume historian and doll couturiere, will lecture on the subject of women's fashion of the 19th and 20th century and show her authentically costumed bride dolls.

Society members who would like to display their wedding memorabilia, such as photos, announcements, or cake toppers, are welcome to contact Museum Registrar, Corinna Schoenfelder, to make arrangement for the loan.

Please see the enclosed flier and ticket order form for full event details.



Dates to Remember

January

- 1-16 "Toyland Treasures" Hayward Hist. Soc.
- 8 Toy & Ornaments- last day to visit gallery!
- 9 Volunteer Meeting, 9am QCC
- 13 Board Meeting 6:30 pm QCC
- 26 General Meeting 6:30 pm at QCC

February

- 6 Volunteer Meeting, 9am QCC
- 10 Board Meeting, 6:30 pm QCC
- 11 Tea and Historic Bridal Presentation, QCC
Reservations: 973-1495
- 23 General Meeting 6:30 pm at QCC

March

- 6 Volunteer Meeting 9 am at QCC
- 10 Board Meeting 6:30 pm at QCC
- 23 General Meeting 6:30 pm at QCC

Special Holiday Toy Exhibit a community event at the Cupertino Historical Museum

The Museum opened *A Victorian Christmas*, an Antique Toy Exhibit on Saturday, December 5, in conjunction with the Parks and Recreation Department annual "Breakfast with Santa."

The exhibit, which will run through **Friday, January 8, 1999**, will feature antique toys and the stories behind them.

John Handley, our guest Curator would like to express that "The holiday season is a time for remembering times past, for tradition, and for sharing with friends and neighbors. A Victorian Christmas will feature old glass and paper tree ornaments and early examples of Santa Claus from a time when he didn't look so jolly. Also included will be a variety of antique books, dolls, and toys. This special display is incorporated into the current exhibit "From the Ground Up-How Business Grew in Cupertino." Special admission for this exhibit is a toy, which then will be donated to the Teens with Tots Christmas Project at Cupertino High School.



A sinister-looking Santa Claus is just one of the many Victorian Toys on display as part of the holiday exhibit.

THE CORNERSTONE

Santa Claus

He comes in the night! He comes in the night!
He softly, silently comes;
While the little brown heads on the pillows so white
Are dreaming of bugles and drums.

He cuts through the snow like ships through the foam,
While the white flakes around him whirl;
Who tells him I know not, but he findeth the home
Of each good little boy and girl.

- Author unknown

Bundles

A bundle is a funny thing.
It always sets me wondering;
For whether it is thin or wide
You never know just what's inside.

Especially on Christmas week,
Temptation is so great to peek!
Now wouldn't it be much more fun
If shoppers carried things undone?

- John Farrar



St. Nicholas Tinsel Christmas Tree Ornament. (1997.103) Victor Trading Co., Victor, CO, USA. In the 1890's to early 1900's mail-order firms like Sears, Roebuck touted such paper and tinsel ornaments as more durable than "old style German glass tree ornaments."

Victorian-style Christmas notecards and stickers are available at the museum for \$2 per booklet.

**The Quester's Historic Preservationists
Present**

Joyful Visions

100 Years of Fashionable Brides & Wedding Costumes

**Presentation, Tea &
Display of Historical
Wedding Memorabilia**

Featuring

Theory Berger

Costume Historian and
Doll Couturieré



Thursday, February 11 at 1:00 P.M.

Quinlan Center

10185 North Stelling Road, Cupertino

(1/2 block north off Steven's Creek Boulevard)

\$20 admission includes one donation drawing ticket

(tax deductible to the extent allowed by law)

for the benefit of

The Cupertino Historical Society Museum

Donation Drawing Tickets: \$1.00 each or 6 for \$5.00

Available at the Cupertino Historical Museum and from Quester members.

Need not be present to win.

For more information, please call:

Dolly Babbitt at 650/948/7884 or the Cupertino Historical Society at 408/973/1495

Limited Seating. Your ticket will be held at the door.

Please mail check to "Quester's" before February 7 to:

Maureen O'Connell, 19779 Versailles Way, Saratoga, CA 95070

Please reserve ____ Joyful Visions ticket(s) at \$20 each for:

Name: _____ Phone: _____

I've enclosed a check in the amount of \$ _____

I cannot attend, but would like to contribute \$ _____ to support the Cupertino Historical Society.

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.

Recent Donations:

- ADOBE SYSTEMS - Matching Gift Program
- BANKAMERICA FOUNDATION - Collection Management
- HEWLETT-PACKARD CO. - Computer System
- KAISER CEMENT CO. - Underwriting Special Event Luncheon on May 1, 1999.
- Portal School Community Organization - Education Program
- Joseph and Judith Tembrock - Software

CUPERTINO HISTORICAL MUSEUM
Quinlan Community Center
10185 N. Stelling Road
Cupertino, CA 95014
408-973-1495 (FAX 973-1495)

Presenting:

"Joyful Visions"

*100 Years of Brides and
Wedding Costumes*

February 11, 1999

Quinlan Community Ct.
Call 973-1495
for reservations



BOARD OF DIRECTORS

Sharon Blaine, President
Beez Jones, Vice President
Itsuo Uenaka, Treasurer
Gail Hugger, Secretary

Trustees: John Kolski, Kathy Nellis, Charles Newman, Devereaux Rendler, Stefanie Singer, Rose-Marie Twu

MUSEUM STAFF

Ethel S. Worn, Director
Roberta Zentner, Volunteer Coordinator



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