

**HISTORICAL OVERVIEW AND CONTEXT  
FOR THE  
CITY OF SAN JOSE**

SUBMITTED TO THE  
PLANNING DEPARTMENT OF THE CITY OF SAN JOSE

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MARCH 30, 1992

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TABLE OF CONTENTS

INTRODUCTION..... 1

HISTORICAL DEVELOPMENT

    Prehistoric Period ..... 1

    The Spanish Period (1777-1822)..... 2

    The Mexican Period (1822-1846) ..... 3

    The Early American Period (1846-1869)..... 5

    Horticultural Expansion (1870-1918) ..... 8

    Inter-War Period (1918-1945)..... 9

    Industrialization and Urbanization (1945-1991)..... 10

SUMMARY OF GEOGRAPHICAL DEVELOPMENT

    Development within Original City Limits ..... 11

    Development of the Agricultural Hinterland ..... 13

    Development of Suburban Areas ..... 15

SUMMARY OF HISTORIC THEMES..... 17

CONTEXTUAL STATEMENTS FOR SURVEYS

    Unreinforced Masonry (URM) Contextual Statement ..... 21

BIBLIOGRAPHY ..... 24

LISTING OF MAPS AND CHARTS

Map 1. Historic Sites of the Hispanic Period, 1777-1846..... 14

Map 2. Towns and Rural Service Centers, c1900 ..... 16

Model Grid of Historic Themes for the City of San Jose..... 19

## HISTORICAL CONTEXT AND THEMES

### INTRODUCTION

The first step in effectively evaluating the significance of historic properties is the understanding of the historical context of the region. The development of San Jose's cultural landscape is complicated by the immigration of different cultural groups, resulting in a contemporary landscape that is an accretion of layer upon layer of values and uses imposed on the land through time. The goal of this report is to discuss and summarize important aspects of San Jose's economic, social, cultural, and political history in order to provide a contextual framework for the evaluation of the city's historical resources. Because San Jose did not develop in a vacuum, it has been necessary in many cases to discuss county, state, or national developments and the impact of these events or trends to development in San Jose.

San Jose's past can be divided in several distinct periods. Each of these periods is characterized by a dominant culture or activity. The names and dates of these cultural periods are approximate and suggestive rather than precise and definitive. Within the discussion of a historical era, recurring themes are identified and characterized by landscape features or resources that were introduced in, or were peculiar to, that particular temporal period. An emphasis has been placed in the narrative on historical events and developments during the earlier temporal periods. Geographical patterns of land use also emerge throughout the historical narrative.

Based on the historical context and the identified themes, a grid based on the model developed for the Santa Barbara County Element is presented in the Historic Theme section of this report (Raab 1985). This model provides an overview of the historical and thematic development of San Jose and provides a tool for evaluation of historical resources.

As discussed above, it is recognized that a multitude of ethnic groups made major contributions to the development of the Santa Clara Valley. For the purposes of this overview, however, the specific contributions of various ethnic groups were noted only if the culture group characterized a particular period in the development history. Ethnic, as well as other demographic considerations, should act as an overlay to the thematic and temporal model.

### HISTORICAL DEVELOPMENT

#### Prehistoric Period

The first inhabitants of the coastal area from San Francisco to Monterey were the members of the Ohlone or Costanoan Native American language group. Although the Ohlones shared cultural and linguistic similarities, the tribe consisted of eight distinct politically autonomous linguistic groups. The Santa Clara Valley along the banks of the Guadalupe River and Coyote Creek was occupied by the Tamyen or Tamien group made up of four or more triblets with their own territories within the valley. The natives congregated in rancherias or concentrations of small villages that were related to each other by kinship ties (Levy 1978).

These early people established their settlements near a dependable water source and other easily available subsistence needs. Inhabitants in the northern portion of the valley were able to exploit both the river and estuary environments in addition to nearby grasslands and oak woodlands for fish, game, and vegetable materials. Temporary camps were also estab-

lished in scattered locations in order to collect seasonal foodstuffs or materials that were not locally available.

The arrival of the first Spanish exploration parties marked the beginning of the end of the Ohlone lifestyle in the Santa Clara Valley. Spain began colonizing California as a response to the threat to its northern borderland by the Russian settlement at Fort Ross and English and American explorations and commercial expansion. California ports were also necessary to provide provisions for Spain's fleet of Manila galleons in the Pacific.

### **The Spanish Period (1777-1822)**

The process of Spanish settlement of the Santa Clara Valley began in 1769 with the initial exploration by Sergeant José Ortega of the Portolá Expedition. Subsequent Spanish explorers noted the desirable settlement conditions of the Santa Clara Valley, including rich bottom lands, numerous Indian settlements, available timber, and a constant source of fresh water. In 1777, José Joaquin Moraga and Fray Tomas de la Peña established Mission Santa Clara on the west bank of the Guadalupe River. Within a year the *El Pueblo de San José de Guadalupe* was located on the Guadalupe's east bank. The Guadalupe River became the boundary between the lands controlled by the mission and the pueblo.

The Spanish colonization strategy utilized three institutions--military, civil, and religious. The military government, represented by the presidios at San Francisco and Monterey, protected the Spanish frontier against other Europeans and the colonists against Indians attacks. The Catholic Church established missions to convert and civilize the aboriginal population. The missions were the dominant colonizing influence in California during the Spanish period. Each mission's sphere of influence radiated from its center, with buildings for worship, housing, and industries, outwards to surrounding grain fields and livestock grazing lands.

In November 1777, Lt. Moraga set out from San Francisco with fourteen settlers and their families, totalling sixteen people. The pueblo at San Jose was the first civil settlement established by the Spanish in California. The pueblo's primary function was to supplement the crops grown by the missions to support the garrisons at Monterey and San Francisco. Representing the Spanish government, Moraga laid out the town, allocating house lots and cultivation plots (*suertes*) to each settler. The Spanish Crown retained ownership of the land and the settlers could not sell their land or divide it; therefore, much of the property within the pueblo remained in possession of the descendants of the original colonizing settlers until the American Period. The common lands (*ejido*) surrounding the pueblo were used primarily for grazing the livestock of the pueblo inhabitants.

The pueblo was originally established near the Guadalupe River in the vicinity of Taylor Street. However, this area was subject to severe winter flooding and the site of the pueblo was moved approximately one mile south to higher ground about 1791. Market Street Plaza was the center of the final pueblo site. The colonist's first activity was to build a dam above the settlement that collected water in a pond for distribution throughout the pueblo by way of an *acequia* or ditch. The *acequia* provided both household and irrigation water.

The colonist's homes, small adobe structures, were clustered in proximity to the course of the *acequia*, around the market square, and at the crossing of the roads to Monterey, Santa Clara Mission and the embarcadero at Alviso. The major transportation routes during this period were little more than trails. They included the El Camino Real that connected the pueblo and the mission with the presidios at Monterey and Yerba Buena. This road closely followed the route of Monterey Road and the El Camino today. The Alameda follows the

old route between the pueblo and Mission Santa Clara. The padres directed the planting of three rows of willow trees that shaded travelers between the two settlements.

Trimble Road closely follows the route of the old Spanish road between Mission Santa Clara and the mission *milpas*, or corn fields. This road was later extended to Mission San Jose that was established in 1789. Today, Highway 17 follows the route of the old Spanish trail between Mission Santa Clara and Mission Santa Cruz. This road through the Santa Cruz Mountains was originally an old Indian trail that was improved by mission Indians in 1791 under the direction of the padres.

The early colonists planted crops of corn, beans, wheat, hemp and flax, and set out small vineyards and orchards. A portion of the crops were taxed for the support of the soldiers at the presidios and to provision ships in the harbors. Surplus crops were traded in Monterey for manufactured goods shipped from Spain and Mexico. Rudimentary industrial activities included grist milling, making wine and brandy, hemp processing, and soap making. As the cattle herds increased, the hide and tallow trade became an important element in California's economy.

### **The Mexican Period (1822-1846)**

When the civil wars erupted in Mexico in 1810, California found itself cut off from Mexico, the source of supplies and primary market for surplus crops. During this period, illegal trading took place with the foreign ships that surreptitiously visited California ports. Seamen off these ships became the vanguard of American and Anglo-European settlers in California.

By the 1820s, the lagging economy of the area began to increase due to the changing administrative policies of the new Mexican government. Two of these policies had important local ramifications. The first was the legalization of trade with foreign ships in the ports of San Francisco and Monterey. The traders exchanged tea, coffee, spices, clothing, leather goods, etc., for tallow and hides. Under the stimulus of this commerce, the settlements around the bay became lively trade centers. The second change in policy to have far-reaching effects in California was the secularization of the missions and the establishment of large, private land grants (Broek 1932:40-46).

With the change of governmental control from Spain to Mexico in 1822 and the secularization of the missions, came changing land utilization and ownership patterns. In 1824, Mexico passed a law for the settlement of vacant lands in an effort to stimulate further colonization. Any citizen, whether foreign or native, could select a tract of unoccupied land so long as it was a specific distance away from the lands held by missions, pueblos, and Indians. The grantee petitioned the governor for a specific tract, which after investigation and if there were no objections, was granted.

Thirty-eight land grants were issued between 1833 and 1845 in the Santa Clara Valley, with all or parts of fifteen rancho grants located within San Jose's current city limits. When a citizen was granted rancho land, he was required to occupy the property and to build a dwelling within a certain period. Many of the ranches granted in the Santa Clara Valley had received provisional grants from the *alcalde* several years before the official petition to the Governor. Each rancho had a hacienda which was in many cases a self-supporting village, composed of the main rancho residence, laborers' housing, corrals, grist mill (*tahona*), tannery, etc., surrounded by vineyards and cultivated fields.

Overseeing the immense acreage and herds of cattle, the California *ranchero* and his vaqueros spent many hours on horseback, the favored form of transportation. Cattle, al-

lowed to range freely, were rounded up twice a year during a *rodeo*—in the spring to brand the calves and again during the late summer for slaughter. The *rodeo* was often an occasion for socializing with the neighboring rancho families. With *fiesta* and *fandango*; the *rodeo* festivities often lasted a week or more.

In the early years of the province, the slaughter, or *matanza*, was solely for domestic needs. Cattle supplied beef to be eaten fresh or dried for future use; hides for shoes, lariats and outerwear; fat for cooking; and tallow for candles and soapmaking. During the period of Mexican rule the *matanza* became more systematic and extensive. Hides were carefully stripped from the carcasses and the lard and tallow was rendered. The lard was retained for domestic use and the tallow was saved for export. In trade the tallow brought six cents per pound, from 75 to 100 pounds were obtained from each carcass. Hides brought from one dollar to \$2.50 a piece, becoming known as "California banknotes." The malodorous killing fields could be detected for miles and were presided over by the vultures, coyotes, and other scavengers feeding on the unwanted flesh (Daniels 1976).

With the relaxation of immigration regulations by the Mexican government in 1828, more foreigners began to settle in California, frequently marrying the daughters of local land owners. San Jose's first "foreign" settler was Antonio Suñol, a native of Spain who arrived as a seaman on a French ship that weighed anchor in San Francisco Bay. Educated and resourceful, Suñol opened the first mercantile store and saloon in the pueblo in 1820. He also sold lumber, purchasing whip-sawn redwood from the Americans who were working in the San Mateo redwoods. Suñol's store, having the only strong box in town, also became the first bank. As the only educated citizen in the pueblo, he became a leading businessman as well as politically prominent. He was the first post-master in 1826 and in the 1830s was chosen to be the attorney (*sindico*) and registrar for the pueblo. Throughout the early 1840s he served as sub-prefect of the district and in 1841 as the *alcalde*.

Always the gracious host, Suñol entertained the foreign visitors that passed through San Jose, no doubt encouraging many to stay to make homes and take advantage of the many business opportunities in the area. Of the approximately 700 people who lived in the pueblo in 1835, forty were foreigners, mostly Americans and Englishmen. The first overland migration arrived in California in 1841, and by 1845 the new American settlers had increased the population of the pueblo to 900.

The American presence in San Jose was rapidly changing the character of the pueblo from a Mexican village to a bustling American town. For example, Charles Weber, upon his arrival in the valley in 1841, established a general merchandise store, a blacksmith shop, a flour mill, a bakery, a salt works, a soap and candle business, and a restaurant/saloon that catered to foreigners. He also purchased a large rancho in the area. The presence of the growing American population prepared the way for relatively easy occupation of California by American forces in 1846.

By the time of America's military conquest, the Anglo-American's commercial conquest was well-established. The Mexican population of California observed the influx of European and American settlers with a sense of helplessness. The Mexican governor, Pio Pico, articulately expressed his concern for California's future in 1846:

We find ourselves threatened by hordes of Yankee immigrants who have already begun to flock into our country, and whose progress we cannot arrest. Already have the wagons of that perfidious people scaled the almost inaccessible summits of the Sierra Nevada, crossed the entire continent and penetrated the fruitful valley of the Sacramento. What that astonishing people will next undertake, I cannot say; but in whatever enterprise they embark they will

sure to be successful. Already these adventurous voyagers, spreading themselves far and wide over a country which seems to suit their tastes, are cultivating farms, establishing vineyards, erecting mills, sawing up lumber, and doing a thousand other things which seem natural to them (Hall 1871:143).

In the earlier Spanish period, San Jose was characterized as an agrarian village with little or no commercial activity. With the change to Mexican rule, foreigners began to settle in San Jose establishing small-scale commercial operations. As the Anglo-American population increased during the 1840s, the native Californians found themselves suddenly in the minority and their way of life seriously threatened.

### **The Early American Period (1846-1869)**

This frontier period is bracketed by the military conquest of California in 1846 and the completion of the transcontinental railroad in 1869, and is dominated by the superimposition of American culture on the former Hispanic culture. In May 1846, the United States declared war on Mexico and shortly thereafter the Americans raised the flag in Monterey and San Jose. In 1848, the United States acquired the Mexican province of California in the Treaty of Guadalupe Hidalgo. Closely following the annexation of California by the United States, the discovery of gold in the Sierra foothills precipitated a sudden influx of population to the State. This event served to accelerate California statehood, achieved in 1850, with San Jose serving as the first State capital.

As the last town on the route to the southern Mother Lode, San Jose became the supply center for hopeful miners as they passed through the area. Large numbers of these miners were farmers from the eastern United States and Europe, and could not fail to recognize the agricultural potential of the Santa Clara Valley. After a period in the Mother Lode, many of these miners returned to the Valley to take up farming. The high cost and scarcity of flour, fruit, and vegetables during the early Gold Rush made agricultural and commercial pursuits as profitable and more dependable than mining.

Prior to California's statehood, San Jose endured a turbulent era in civil government. The American military occupation force was small and stationed at Monterey, beyond effective reach of San Jose. There was confusion as to what laws were now in force, Mexican or American. The Hispanic Californians resented the American authority and the Americans refused to be ruled by the Californians. All basis for effective discipline was gone and near anarchy reigned.

John Burton stepped into this difficult situation as temporary *alcalde* of San Jose in October 1846. Married to a Mexican woman, Burton had been a resident of the pueblo since 1829. As a long time resident he was the a good choice for the post. He was familiar with the Mexican culture and language, and he could also deal effectively with the ambitious Americans. To cushion the criticism of his office, Burton appointed a committee of twelve men--six Californians and six Americans--to help govern the pueblo by majority vote. This *junta* only ruled for a year, but during that period some of its important decisions and actions affected San Jose's future development.

The rapidly growing, land-hungry population did not understand the Mexican concept of land tenure and was greatly frustrated since much of the best land in the San Francisco Bay area was taken up by the large Mexican grants. In many cases the boundaries of the grants were only roughly identified, a factor also frustrating to the American settler. The pre-Gold Rush settlers to California obtained land by gaining Mexican citizenship and being granted land, marrying into the families of Mexican landowners and enjoying his wife's inheri-

tance, squatting on unoccupied and unclaimed land, or by illegally buying it from the unsophisticated Mexican owner.

During this frontier period, a combination of many factors formed the beginnings of the San Jose that we know today. One of the dominating cultural traits of the American population was its urban value system. The American settler naturally wanted to settle down and establish towns, to speculate in property, and to start businesses and related activities. Each town colonized by Americans in the West during the nineteenth century began with a pre-conceived plan expressed by the gridiron survey (Reps 1979). The reason for the grid plan's popularity was its simplicity. It was easily laid out by semi-skilled surveyors, it apportioned land quickly and efficiently, lots were a suitable shape for the erection of buildings, and the plan was easily expanded beyond its original limits. It also facilitated the transfer of property ownership and tax assessment.

In response to pressure by American settlers, the *junta* commissioned a survey of the pueblo. The survey embraced lands east of Market Plaza to Eighth Street, north to Julian and south to Reed streets, all of which were adjacent to the occupied pueblo area. Those with claims to land in the surveyed area were granted legal title and the unclaimed lands were sold by the Alcalde at \$50 per city block. The initial survey in 1847 was followed by several others. In 1850, Thomas White's survey extended the city limits to Coyote Creek on the east, and just beyond the Guadalupe River on the west. The city was approximately three miles long, northwest by southeast, and about two miles wide. These limits were not expanded until after the turn-of-the-century.

Besides the overall effect of facilitating speculation, these early surveys were important elements in the evolution of the urban fabric of San Jose. Once a street plan has been established it becomes relatively inflexible as structures are erected and money is invested to lay road surfaces. This early plan determined transportation patterns within the town, and influenced the development of business and residential districts. Today, we are living with decisions made by a few men over 130 years ago.

Throughout California, the new immigrants, believing that the territory ceded by Mexico in the Treaty of Guadalupe Hidalgo was now the public domain of the United States, tried to make claim to lands outside the pueblo. They immediately came into conflict with the Mexican rancho owners. Many settlers took matters into their own hands and occupied the land in defiance of the law and the grantholder. The squatter maintained the belief that the lands were public and attacked the legality of Mexican titles. To bring order out of chaos, the United States government created the California Land Claims Commission in 1851 to validate the Mexican titles by determining legal ownership and establishing fixed boundaries for Mexican claimed property. Intended to protect the Mexican landowner, this process in many cases worked to his detriment. The process of title confirmation was long, cumbersome, and expensive, and many Mexican rancheros found the economic and legal difficulties insurmountable. Even when the Mexican property owner gained legal title to his land, the eviction of the numerous squatters was an almost impossible task (Broek 1932). The confirmation process was also necessary to prove ownership of lands within the pueblo, a fact that served to delay the development of property between Market Street and the Guadalupe River for a number of years.

As the productivity of the placer mines fell off and the enthusiasm for gold mining began to wane, many immigrants began to look to the cities and fertile range lands as sources of income. At the time of the Gold Rush, beef was the only commodity that could be supplied in large quantities by the Californians. It was necessary to import other foodstuffs plus additional supplies of beef and mutton. Until the drought of 1864, stockraising continued to be the primary economic activity. At first the Mexican open range methods were followed

since grazing lands were ample. As smaller farms began to spread throughout the Valley, pasturage was reduced and stockraising was concentrated in the foothill ranges. More intensive stock farming began in the 1860s when cattle were moved from the foothill pastures to valley feed yards until ready for marketing (Broek 1932).

On a smaller scale, sheep raising, paralleled the cattle industry. Large flocks were imported during the Gold Rush that thrived in the mild California climate and on the cheap range in the low foothills around the valley. Sheep populations peaked during the 1870s, the number declining thereafter as farm lands extended, and markets for local wool and mutton decreased (Broek 1932).

The dairy industry developed in areas that had well-watered pastures, primarily located in the lowlands along the Bay and near Gilroy. Transportation of fresh milk was a problem in the early years and in the outlying districts most of the milk was used for butter and cheese production. Almost every farm in the Valley kept a couple of milk cows, self sufficiency being the goal (Broek 1932).

The staple agricultural product after the Gold Rush of 1848 became wheat. A ready market was assured and the crop was easily handled. The easy cultivation and high fertility of the soil of the Santa Clara Valley facilitated wheat production with little capital investment. By 1854, Santa Clara County was producing 30 percent of California's total wheat crop. In 1868, one observer noted, in summer the Valley was an almost unbroken wheatfield. Other grain crops, primarily barley and oats, followed wheat in productivity (Broek 1932; Detlefs 1985).

When the cattle industry shifted to more intensive methods, hay production became a necessity. The planting of forage crops and the establishment of feeding sheds led to better utilization of the range. Hay production developed during the 1880s and 90s and only began to drop with the increased appearance of the automobile after 1900. Most of the hay and forage crops were used by the dairy industry (Broek 1932).

The discovery of gold made the establishment of cities even more important. The life in the gold fields was difficult and the miners sought the city for relief from these hardships by having well-cooked meals and enjoying what entertainment could be found. San Jose was one of several towns in northern California that responded to the stimulus of gold fever by establishing hotels, houses of entertainment, restaurants, saloons, and stores that provided merchandise needed by the miners. Whatever the miner was willing to pay for, someone was willing to provide. An added impetus to San Jose's early development was its selection as the first state capital in 1850. The combination of migrating miners and the arrival of legislators, newsmen, and interested onlookers spurred the rapid development of San Jose.

Urban development moved at a swift pace during the 1860s. Gas service was introduced in 1861 and gas mains were extended from San Jose into Santa Clara. The San Jose Water Company was incorporated in 1866, supplying piped water to city residents. The first sewers were contracted by the city this same year. During the 1850s, regional stage lines were established between San Jose, Santa Clara, and Saratoga. These were replaced by the arrival of the street car line, chartered by Samuel Bishop in 1868, establishing the first urban transit lines in San Jose.

The need for a railroad was recognized in the early 1850s; however, the railroad line between San Francisco and San Jose was not completed until 1864. This event was followed a few years later with the completion of the Central Pacific line from San Jose to Niles connecting San Jose with the transcontinental railroad in 1869. San Jose thus became part of

the national and world economic network that opened new markets for the agricultural and manufactured production of the valley. The railroad, increasing population, and agricultural developments ushered in a new era of land use.

Even after the capital was removed from San Jose in 1852, the city exhibited steady growth through the following two decades. This period of growth was characterized by San Jose becoming the major service center for the expanding agricultural hinterland, increasing industrial and commercial activities, developing transportation services both internally and regionally, increasing ethnic immigration, residential expansion, and the development of urban services and utilities.

### **Horticultural Expansion 1870-1918**

The horticultural potential of the Santa Clara valley was recognized by the mission fathers who established small orchards and vineyards. Cuttings from these trees and vines provided the basis of the earliest orchards and vineyards in the American Period. By 1852, the first pioneer nurserymen were importing and experimenting with various types of fruit trees and by the 1860s orchards were being set out in East San Jose, Milpitas and the north valley. In the 1870s increasing residential and business growth led to the shifting of orchard areas to new communities such as the Willows, Berryessa, Los Gatos, and Saratoga. The 1880s saw orchards expanding into the Campbell, Evergreen, and Edenvale areas. Orchard products dominated agricultural production by the end of the century and fruit production peaked in the 1920s. The most popular of the orchard products was the prune with acreage expanding rapidly during the 1890s. By the 1930s, 83 percent of the valley orchards raised prunes with the Santa Clara Valley producing 25 percent of the world's trade (Broek 1932).

The pioneer canning industry was begun in residential San Jose by Dr. James Dawson in 1871. The fruit canning and packing industry quickly grew to become the urban counterpart of the valley's orchards. Other support industries such as box, basket, and can factories were also established. Orchard and food processing machinery and spraying equipment also became important local industries. W. C. Anderson started a canning machinery factory (Anderson Prunedipping Co.) in 1890. Anderson absorbed Barngrover, Hull, & Cunningham in 1902 becoming Anderson-Barngrover Manufacturing Co. This company merged with the Bean Spray Pump Company in 1928 to become Food Machinery Corporation (FMC). The fruit industry thus came to dominate the lives and livelihoods of most residents in both city and county by the advent of the twentieth century. Early industrial development located near shipping points and transportation lines.

Commercial growth in San Jose boomed during the 1880s and continued with steady growth toward the end of the century. During the 1870s, business overflowed onto Second Street. After the Chinatown on Market Plaza burned in 1887, the new city hall was erected in the middle of the plaza in 1889 and the post office was constructed in 1893 spurring further development in downtown. Large bank buildings were built on all four corners of First and Santa Clara Streets. In the 1880s through the early years of the twentieth century, the business district moved southward along First Street. The major force in downtown development during this period was T. S. Montgomery who constructed many large commercial buildings and business blocks.

Urban services continued to expand. Electrical service came to San Jose in 1881 being provided by several small independent gas and electric companies. In 1881, the electrical light tower was constructed at the intersection of Market and Santa Clara Streets bringing worldwide fame to San Jose. Electric arc lamps replaced gas street lights in the late 1880s.

These in turn were replaced by incandescent lights and in 1912 112 ornate electroliers were ordered for the downtown streets from the Joshua Hendry Iron Works in Sunnyvale.

Changes in transportation during this period were a major influence on developmental patterns. Samuel Bishop built the first electrical streetcar line in America when he electrified the line between San Jose and Santa Clara in 1887/1888. The street cars were converted to overhead electrical trolley lines in 1891. The trolley lines within the city served Hedding Street, Julian Street, S. 10th Street, Monterey Road to Oak Hills Cemetery, and on Willow Street to Willow Glen. There were also lines to Alum Rock Park and Santa Clara. The Interurban Railroad had lines to Saratoga, Campbell, and Los Gatos by 1905. The Peninsular Railway had lines from San Jose to Palo Alto and Cupertino by 1915.

The first automobiles appeared in the valley in the late 1890s. Several pioneer automobile factories, the first in California, were established in San Jose after 1900. Clarence Letcher opened the first "garage" in the west in 1900 and in 1902 opened the first service station, which boasted "a gasoline station of 110 gallons which measures the amount of gasoline sold" (James and McMurry 1933:142). The first motor bus line in the State was started up Mt. Hamilton in 1910.

Along with the advances in the automotive industry, were the first experiments in aviation and communications. John Montgomery, a professor at the University of Santa Clara, flew the first heavier-than-air glider in 1893 and was making significant aeronautical discoveries when he was killed in a glider accident in 1911.

Dr. Charles Herrold pioneered California's first radio transmission in 1894 and in 1909 he established the first American commercial radio station in San Jose. Herrold can also be credited with sowing the seeds of the electronics industry in San Jose when he opened a college of engineering that qualified more the 1200 students as radio engineers, technicians, and operators by 1922. Many of Herrold's students were specially trained for government communications service during World War I. By 1922, Herrold was responsible for over 50 inventions and improvements involving the use of electricity (Arbuckle 1985).

Most of the undeveloped land within the city limits was subdivided and filled with homes during the 1880s and new suburban tracts were being subdivided. The Hensley grounds were subdivided in 1886, as was College Park east of the Alameda. Naglee Park was opened in 1902 and Hanchett Park in 1907. Lots were auctioned off in the Lendrum tract in East San Jose, an area that incorporated in 1906. The City's first annexations were the Gardiner District and East San Jose, both annexed in 1911. The following year a strip 100 feet wide down N. First Street to the port of Alviso was annexed.

### **Inter-War Period 1918-1945**

After World War I, San Jose entered a period of great posterity characterized by the spirit of boosterism. Three projects were initiated in 1929 that spurred growth: the development of the water conservation program, the connection of the Bayshore Freeway between San Jose and San Francisco, and the establishment of Moffett Field as a Navy dirigible base. All these projects were in place by 1939.

During the post-war period, population growth continued to expand the urban boundaries as orchards were replaced by residential developments. Large residences appeared on the eastern foothill terraces. Willow Glen and the Hester and Hanchett districts made large extensions westward after the boulevarding of Park Avenue in 1928. The Vendome Hotel grounds west of N. First Street were subdivided in 1930. Annexations included Palm Haven in 1922, the Stockton and White districts in 1924, and the southwest Industrial area

and the Hester-Hanchett-College Park district in 1925. Willow Glen incorporated in 1927 and became part of San Jose in 1936.

The county's first airport, located in 1919 on Alum Rock between Capitol Avenue and White, was used by a succession of barn-storming and commercial companies, and in 1923 by the army reserve squadron. In 1929, the first municipal airport was established at King Road and Story Road. Cecil and Robert Reid established the Garden City Airport in 1934, moving to Tully Road in 1939 and changing its name to the Reid Hillview Airport.

By 1928, all the city streets had been paved and old wooden bridges were being replaced by concrete bridges. San Jose in 1930 had the greatest weekday auto traffic count in the State and was the only California city whose week-day traffic count exceeded that of holidays. The County averaged an automobile for every 2.92 persons (James and McMurry 1933: 164). Highway improvements include the widening of the San Francisco and Oakland highways in 1929-1932, the construction of the Bayshore Highway in the County in 1927 and realigning and widening the Santa Cruz Highway. With increased automobile competition, street car lines were abandoned during the 1920s and 1930s to be replaced by private bus lines.

World War II, like the Gold Rush a century before, had a major effect on the changing complexion of the San Jose area. The San Francisco Bay area was the gateway to the Pacific theater from 1941 to 1945. The large naval air station at Moffett Field became a center of much activity. Thousands of military personnel were brought to the area for training and processing, exposing the valley to public view.

Events at Stanford University were also setting the stage for significant developments in the post-war period. Frederick Terman became an engineering professor at Stanford in 1930. Under his guidance the university became a leader in the field of electronics. Many of the university's pre-war graduates played important roles in the post-war development of the local electronics industry.

### **Industrialization and Urbanization 1945-1991**

William Hewlett and David Packard, two of Professor Terman's students at Stanford, developed electronic test equipment in a Palo Alto garage in 1939. During the war this small company obtained government contracts and continued to grow during the post-war period. In 1954, the Stanford Industrial Park was established attracting the companies of Hewlett-Packard and the Varian brothers, also students of Terman, as well as Sylvania, Philco-Ford, General Electric, and Lockheed's research laboratory. These companies formed the nucleus of what became known as Silicon Valley.

Soon after World War II, the business community launched an active campaign to attract new non-agricultural related industries to San Jose. Early industries that established plants in San Jose were the Chicago's International Mineral and Chemical Corporation's Accent plant in 1946, the General Electric plant in the early 1950s, and International Business Machines (IBM) in 1953. By the 1960s, the County's economic base was dependent upon the electronic and defense industries. The 1970s saw the development of the personal computer industry stimulated by Apple's "user friendly" computers.

Attracted by the increasing job market, the population of the valley experienced phenomenal growth after 1950. Between 1950 and 1975 the population increased from 95,000 to over 500,000. Correspondingly, the area of the city spread from 17 square miles in 1950 to over 120 square miles in 1970, replacing orchards with subdivisions and shopping centers. This growth can be directly related to the appointment of City Manager Dutch Hamann in

1950 by the pro-growth city council. Under Hamann's pro-annexation policy, San Jose had annexed 1419 outlying areas by the end of 1969 when Hamann left the position. During this period residential subdivisions replaced orchards at amazing speed. Rural roads widened into freeways, and expressways and boulevards were lined with restaurants and automobile salesrooms.

The automobile was the basic mechanism that has allowed the development of the valley. In the years following the war the American public intensified its love affair with the automobile. No longer content with one "family car," it has become necessary for everyone in the household to have a car and/or recreational vehicle. Beginning in the early years of the century, America, and California in particular, had become a car-oriented society by mid-century. This aspect of American culture is reflected in the architecture and resource types of the contemporary period. Suburban housing tracts are characterized by prominent, attached two or three car garages. Commercially, the period is characterized by the proliferation of fast food chains and other quick service, car-oriented establishments.

During the contemporary period, the city expanded outward along major transportation arteries. The commercial migration started in 1956 when the first store at Valley Fair, San Jose's first regional shopping center, opened for business. Up until this time, the San Jose City Council maintained a policy that no commercial zoning would be granted out of the downtown core area. Major and minor shopping centers sprung up to serve outlying residential areas, attracting additional residential and commercial development. The unfortunate by-product of the commercial migration to the suburbs was the death of a vital downtown business core followed by widespread demolition for aborted redevelopment projects during the 1960s. However, successful redevelopment efforts in the 1980s have signaled a rebirth of San Jose's downtown business district characterized by International style high-rise architecture.

## SUMMARY OF GEOGRAPHICAL DEVELOPMENT

An understanding of the spatial development and patterns of land use during the various periods of San Jose's history is necessary in order to predict the location of various types of historical resources likely to be found in designated survey areas. This section will review the geographical development within San Jose's downtown core and original city limits, the surrounding agricultural districts, and later suburban development outside the original city limits.

During the Hispanic periods (1777-1846) population centers in the Santa Clara Valley were the Santa Clara Mission, the pueblo of San Jose, and scattered settlements at the rancho haciendas. The mission was relocated several times due to poor drainage and flooding problems. The earliest site was the east bank of the Guadalupe River in the vicinity of the San Jose International airport. Later sites were located within the limits of the City of Santa Clara.

### Development within Original City Limits

Like the mission, the pueblo's first site was plagued by recurring flooding problems and was relocated in the 1790s to the area now around Plaza Park on Market Street. The pueblo was primarily located between First Street and the *acequia*, with a few structures located between the *acequia* and the Guadalupe River. Superimposed on a modern map these buildings would be situated on either side of Market Street, San Pedro Street, and Santa Clara Street. The pueblo extended north to St. James Street and south to William Street. Streets in the pueblo were meandering trails roughly corresponding to Market, San

Pedro, and Santa Clara Streets and alleys between the *suertes* (or cultivated areas) often named for adjacent property owners, such as, Chaboya Alley, Pacheco Alley, Altamirano Alley (San Fernando Street) and Garcia Alley (Park Avenue)(Laffey 1982).

By 1850 the city limits of San Jose had been established by a succession of grid surveys. The Original Survey by Chester Lyman in 1847 and 1848 included the area between Market and Eighth streets and Julian and Reed streets. Later surveys extended the limits to Coyote Creek on the east, Rosa (Hedding) Street to the north, and Keyes on the south. The western city limits extended to Delmas Street; however, the old pueblo area west of Market Street was not extensively surveyed until after the mid-1860s.

In spite of the widespread surveyed areas, the actual settlement limits of the town in the 1850s were confined to three or four blocks from the business district that clustered around the major cross roads of Market Street and Santa Clara Street. There was also scattered semi-agricultural development to the east and north of the downtown core by the close of the San Jose's first decade. Residential development spread outward from the urban core during the following decades. Confirmation of land titles within the pueblo area along with flood control efforts spurred the subdivision and settlement of the western neighborhoods during the sixties and seventies. Subdivision of large estates north and east of downtown, with added transportation and other urban services also contributed to the expanding residential settlement within the city limits.

By the turn-of-the-century most of the lands within the original city limits had been developed and developers were beginning to eye new areas for residential expansion. Naglee Park in the eastern area of the city was subdivided in 1902 and boasted over 1500 homes by 1905. The Vendome Hotel grounds north of downtown were developed in the 1930s as were previously undeveloped areas on the northern and southern outskirts of the city.

Commercial development was originally centered on Market Street between Santa Clara and San Fernando Streets. By the end of the 1850s businesses were spreading onto First Street and south on Market Street as far as San Antonio Street. In the early 1870s businesses overflowed to Second Street, as well as east and west along Santa Clara Street. In the early years of the twentieth century the business district continued to move south on First Street as far as San Carlos and San Salvador. During the early twentieth century decades the business district moved up rather than out, with the construction of numerous tall, multi-storied office buildings and hotels. The business district also continued its expansion eastward on Santa Clara Street and south on Market and S. First Streets during the 1920s and 30s.

Civic buildings were originally concentrated around Market Plaza (now Plaza Park). The Spanish *juzgado* was located on Market near the intersection of Post Street. The State House was located on the plaza where the Fairmont Hotel stands today. The first City Hall, located on Market north of Santa Clara Street, was occupied in 1855. The second floor of the City Hall was leased to the county to serve as a court house until the completion of the new Court House on St. James Square in 1868. The needs of the city dictated larger facilities, and in 1887 Market Plaza was designated as the site for a new City Hall which was completed in 1889. A new post office building was constructed nearby on the corner of Market and San Fernando in 1893. The city administrative facilities on Market Plaza and the County Court House and Hall of Records built in the 1930s served as the governmental headquarters until the 1950s. A new city and county governmental center was constructed on North First Street between Mission and Hedding in the late 1950s. San Jose's new City Hall was occupied in 1958.

The city's first industry was Suñol's gristmill located on the Guadalupe River near Santa Clara Street. There were several other mill sites, first on the river for necessary water power, later scattered throughout the city as other forms of power were introduced. Besides the mills, other early industry included blacksmiths, foundries, as well as wagon and carriage factories. Although some of these firms were scattered throughout the downtown business district, much of the heavy industry and manufacturing took place on the outskirts of downtown, moving outward as the commercial core expanded. With the coming of the railroad in the early 1870s, many of the industrial firms located in proximity to the railroad lines which provided convenient access to out-of-town suppliers and markets. By the turn of the century, the industrial/manufacturing areas were concentrated in the Julian/Stockton area, near the Southern Pacific and South Pacific Coast depots, and north and south along the railroad lines.

### **Development of the Agricultural Hinterland**

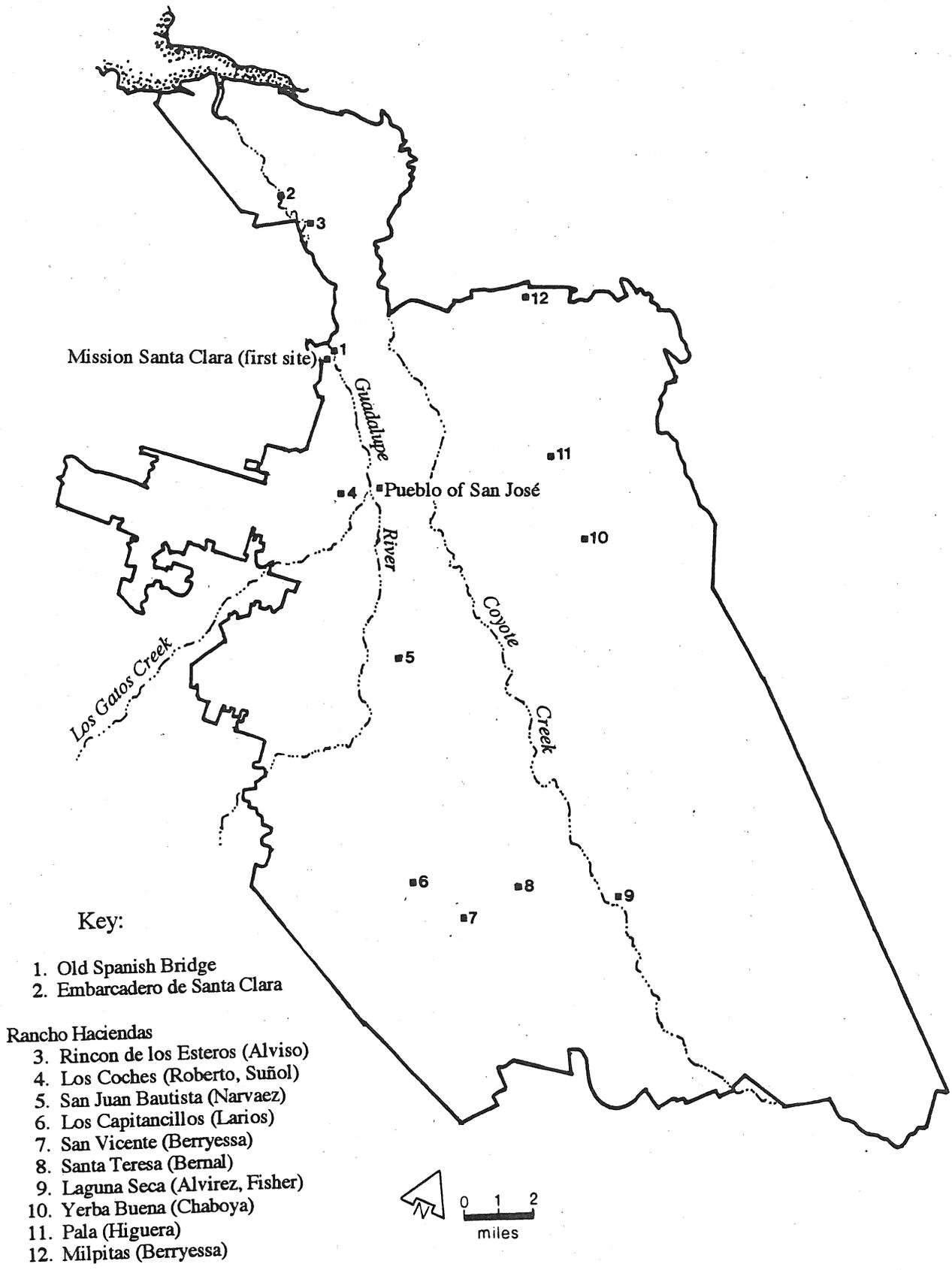
Until the recent era, the outstanding importance of the Santa Clara Valley was as an agricultural district. From a Spanish frontier colony with stockraising as the fundamental economy it changed to a food producing area, especially wheat, to meet the demand of the gold miners. The valley steadily developed until it ranked as one of the foremost horticultural districts on the Pacific Coast.

Until American settlement, the Santa Clara Valley outside the settlements at the mission and the pueblo was largely undeveloped and utilized primarily for the grazing of livestock. In the late 1820s and 1830s, large tracts of land were granted by the Mexican government to California citizens. As each of these ranchos was occupied the landowners constructed residences, laborers' housing, corrals, grist mills, tanneries, etc., in order to provide the basic needs of the rancho community. Ten rancho haciendas were located within the present limits of the City of San Jose; however, the only extant resource associated with the rancho period is the Los Coches adobe (Roberto Adobe) located on Lincoln Avenue (No.4 on Map 1).

Geographer Jan Broek (1932) identified three agricultural phases through which the Santa Clara Valley passed after 1850. The first phase from 1850 to 1865 was characterized by cattle ranging, extensive wheat cultivation, and all around experimenting with crops. During the second phase, beginning in 1865, wheat farming dominated cattle raising and the foundations were laid for specialization in horticulture. From 1875 through the 1930s, horticulture superseded the declining wheat culture, and many other forms of intensive land utilization were developed under the increasing use of irrigation. The size of the ranches in the valley were closely correlated with these changing land uses. The Mexican ranchoes consisted of several thousands of unfenced acres over which cattle ranged. Early American ranchers followed the Mexican practice of free ranging their cattle for some years; however, the spread of farm enclosures and environmental factors caused the large stock ranches to give way to more intensive land use in the form of a smaller stock breeding farms or dairy farms confined to several hundred acres. Wheat farms during this period also ranged from 100 to 500 acres in size, averaging 213 acres in 1880. With the increasing crop value per land unit the large farm became unnecessary, and the correlated increase in land prices, cultivation costs, and growing population led to the all around subdivision of farm lands into highly specialized "fruit ranches" from 3 to 50 acres in size.

During the Mexican Period, small orchards were planted in the area on the western edge of the pueblo between the *acequia* and the Guadalupe River. The first early American orchards generally followed this practice, being established north of town along the *acequia*, Guadalupe River, and Coyote Creek. After the discovery of artesian water in 1854, orchards were more widespread, but were still fairly small in size and concentrated within the

**Map 1. Historic Sites of the Hispanic Period, 1777-1846**



city limits. In 1856, the first experimental orchards were set out in the Willows area (Willow Glen) and in the wake of their success were followed by more extensive orchards during the 1860s. As the production of various types of fruits proved successful, more and more orchards were planted throughout the valley during the 1870s and 1880s. By 1890, orchards were spreading into the Evergreen area and south of San Jose along Monterey Road completely dominating Valley agriculture by the end of the decade.

### **Development of Suburban Areas**

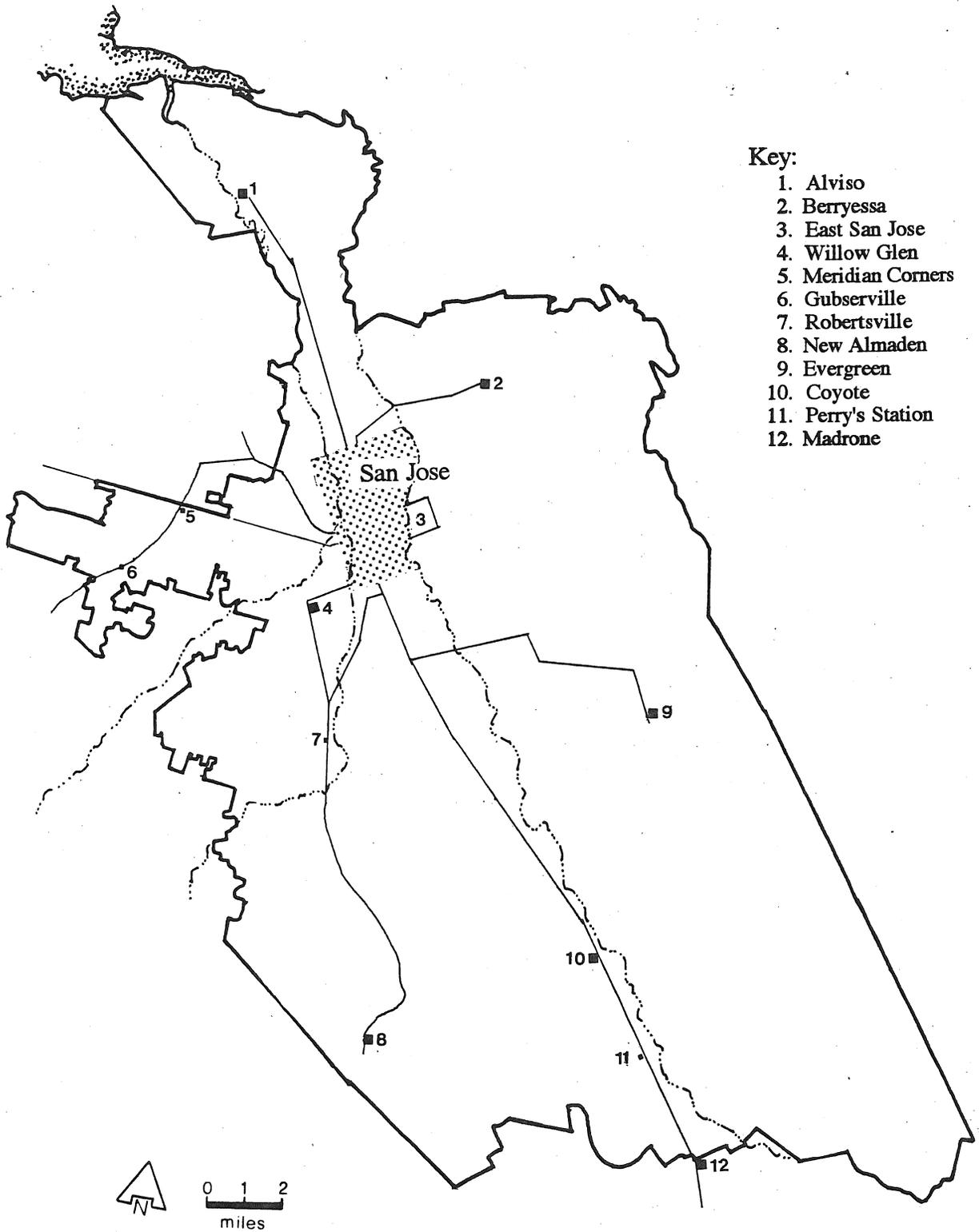
As early as the 1860s tracts adjacent to the city limits were subdivided, especially the lands originally part of the Stockton Rancho and Rancho Los Coches between San Jose and Santa Clara. These tracts included several subdivisions in the Hester District along The Alameda and Sainsevain's Villa near Willow Glen. East San Jose was laid out in 1868 and incorporated in 1906 in hopes of being a temperance community. The Cottage Grove tract on the southern city boundary was subdivided by realtor James A. Clayton in 1889. These subdivisions gradually developed as urban and transportation services expanded into these areas. L. E. Hanchett acquired the old agricultural park off The Alameda, which was opened for development in 1907. College Park, an area subdivided by the University of Pacific in the 1880s, also saw a renewal of suburban development in the early years of the century. The first expansion of the city boundaries to incorporate adjacent residential areas was the annexation of the Gardiner district on the west and the town of East San Jose in 1911. Additional annexations during the 1920s included Palm Haven, the Stockton district, the White district, and the Hester-Hanchett-College Park area. The eastern foothills and the Rose Garden area were developed in the 1930s.

During the Spanish-Mexican Period the only urban settlement was the Pueblo San Jose. In 1840, a newcomer pitched a canvas warehouse beside the rude landing place (embarcadero) on the Guadalupe Slough, marking the beginning of the town of Alviso (No. 1 on Map 2). The town, surveyed in 1849 and incorporated in 1852, became an active transfer point for travellers and freight between the Santa Clara Valley and other bayshore lands, especially San Francisco until 1865 when the railroad diverted travel away from the Bay's embarcaderos. The construction of the South Pacific Coast Railroad through Alviso in 1876 revived business somewhat. By the 1920s the principal industry of the town included the Bayside Cannery, in operation from 1906 to 1932, two evaporator companies and a shell business (Hoover 1990; Sawyer 1922).

The strongest agent in the formation of commercial clusters in the Santa Clara Valley proved to be the road from San Francisco, through San Jose, to points south. This transportation corridor was reinforced in the 1860s with the construction of a railroad that followed the same route. Settlements along this corridor to the south of San Jose included Coyote and Perry's Station, both with small train depots. Local service clusters that developed on secondary transportation routes within the present city limits of San Jose included Willow Glen, Evergreen, Berryessa, Meridian Corners, Guberville and Robertsville (see Map 2).

The identifiable community of Willow Glen dates to the establishment of its school district in 1863. In 1869 the *San Jose Mercury* described it as an area of "hundreds of acres once formerly covered with dwarf trees and underbrush, and now reclaimed..." (Arbuckle 1985: 61). By the 1890s the nucleus of the business district had been established and trees lined El Abra, now Lincoln Avenue. The post office, established in 1893, changed its name to Willowglen in 1895 (Arbuckle 1985). During the post-World War I residential expansion, the Willow Glen district developed as a quiet residential community complete with its own business district (James and McMurry 1933). However in 1925, Willow Glen's peaceful existence was disrupted when the City of San Jose decided to re-route the Southern Pacific

**Map 2. Towns and Rural Service Centers, c1900**



railroad down Willow Street bisecting the community. The Save the Willows Committee was formed which led to the incorporation of Willow Glen as a city separate from San Jose in 1927. Willow Glen enjoyed its independent status for nine years until in 1936 voters chose annexation to San Jose who offered the community its own high school and adequate sewer connections.

The village of Evergreen developed near the crossroads of White and Aborn Roads (then known as Evergreen Road). The settlement served as the local service cluster for the surrounding district in the Evergreen Valley. A school house was serving the area by 1858 and the Evergreen School District formed in 1866. The school building was located on the corner of White and Aborn Roads and served as the social hall until 1886 (Cortese n.d.). In the late 1860s, a blacksmith shop, saloon, and general merchandise store were established, followed by a post office in 1870 and butcher shop in 1872. During the 1880s, a new Social Hall was constructed and the Women's Relief Corps Home was established for the widows and orphans of Union veterans of the Civil War. The Evergreen Methodist Church was added to the village in 1890. Evergreen continued to serve the surrounding farms and ranches with little change until the development of the large suburban shopping centers and residential neighborhoods in recent years (Cortese 1987).

The village of Berryessa grew up at the intersection of Capital Avenue and Berryessa Road intersection, in the center of the rich fruit growing region northeast of San Jose. The village consisted of a school house, church, store, blacksmith shop, post office, telephone office, and numerous residences. The major employer of the area was Joseph Flickinger who established a large cannery in the midst of his orchards in 1886, providing work for hundreds of valley residents through the 1920s. Flickinger's orchards were subdivided for residential development in 1935 (Sawyer 1922).

Coyote, twelve miles south of San Jose, was originally a roadside inn called the 12 Mile House, established in 1852 as a watering place for travelers on the road to Monterey. In the 1870s, a village developed around the Southern Pacific depot. The town became a trading and shipping point for the surrounding community and consisted of two stores, a large seed warehouse, grange hall, post office, and train depot (Sawyer 1922).

Perry's Station, earlier known as the 15 Mile House, also provided a saloon and rest stop for travelers on the main highway, and in the 20th century gained a freight shipping depot on the railroad line.

Five miles west of San Jose, at the intersection of Saratoga Avenue and Stevens Creek Boulevard was the small community of Meridian Corners. This village consisted of two stores, a blacksmith shop, and a station on the electric road between San Jose and Saratoga (Sawyer 1922). The village of Gubsville developed at the intersection of Saratoga and Payne Avenues.

Robertsville, five miles south of San Jose at the intersection of Almaden Road and Branham Lane, also developed as a traveler's rest stop and neighborhood service center consisting of a small cluster of residences, general store, saloon, and in the twentieth century, a gasoline service station.

## **SUMMARY OF HISTORIC THEMES**

The California State Historical Resources Commission has identified nine general themes covering the entire range of California's diverse cultural heritage. These themes are: Aboriginal, Architecture, Arts/Leisure, Economic/Industrial, Exploration/Settlement, Govern-

ment, Military, Religion, and Social/Education. Using these broad California themes as a guide, specific themes for the historical development of San Jose have been developed. Suggested San Jose themes are: Architecture/Shelter, Agriculture, Manufacturing/Industry, Resource Exploitation/Environmental Management, Communication/Transportation, Commerce, Government/Public Services, Religion/Education, and Social/Arts/Recreation. In many cases, resources may relate to more than one of the identified themes.

Two of the themes identified by the State of California, Aboriginal and Exploration/Settlement, are not reflected in the following discussion. The California themes include aboriginal sites that relate to all aspects of Indian culture and occupation whether prehistoric or historic. Although aboriginal prehistoric and historic sites are important resources to preserve, the identification and preservation of such sites is specialized and distinct from the goals of this study. Aboriginal sites are not included in the City's *Inventory*. Whereas Exploration/Settlement is not specifically identified as a theme for San Jose nor called out in the grid matrix, any resources, especially within the temporal ranges up to 1870, may also be identified with this category.

**Architecture/Shelter** as a theme includes structures and sites representing various architectural periods and styles, structures designed by outstanding architects, and those resources that relate to residential living arrangements and landscaping.

The California Economic/Industrial theme was considered too broad for the classification of the multitude of the City's economic and industrial resources. Therefore this broad theme has been segmented into five sub-themes. **Agriculture** includes all sites that relate to the various aspects of the development of local agriculture. **Manufacturing/Industry** includes sites and structures that represent the development of the food processing industry, technological development, and the production of goods. **Resource Exploitation/Environmental Management** includes all resources that are related to the exploitation of natural resources, and the manipulation, preservation, or reclamation of the environment. **Communication/Transportation** includes all sites that relate to communication and transportation services and associated technological development. **Commerce** includes all resources that relate to the development of trade, finance, marketing, advertising and other commercial activities.

The **Government & Public Services** theme combines the State's Government and Military themes. This theme includes sites and resources related to the development of state and local government, military activities, public services, and public utilities.

The State includes educational sites within the Social theme. However, since educational development was closely allied to local religious institutions in San Jose, these two themes have been combined as the theme of **Religion/Education**. This theme includes resources associated with the development of religion, and public and private education.

The **Social, Arts, & Recreation** theme combines the State's themes of Arts/Leisure and Social. Resources in this category relate to dance, drama, music, art, and literature; organizations and institutions such as social and civic clubs, hospitals, and museums; and sites representative of general social mores and various ethnic lifestyles.

The following chart or model grid illustrates the identified themes of historical development divided by temporal periods. Characteristic resources have been placed within the grid as examples of the types of features and structures that represent various types of development through time. The model grid is intended as a dynamic tool to be expanded as additional themes and resources are identified.

# HISTORIC THEMES FOR THE CITY OF SAN JOSE

Period	Architecture & Shelter	Agriculture	Manufacturing & Industry	Resource Exploitation & Environmental Management	Communication & Transportation	Commerce	Government & Public Services	Religion & Education	Social, Arts & Recreation
<b>Spanish 1777-1822</b>	adobe residence mission housing Indian rancher les	Mission economy carrals hedge rows orchards	Winemaking, distilling lumber mills Hemp processing soap making tile kilns	acequias dams	The Alameda, El Camino Real trails between settlements bridges & fords alleys and hedge rows	Trade with Mexico, SF, Monterey smuggling	mission		
<b>Mexican 1822-1845</b>	Rancho hacienda laborers' housing post-secularization Indian settlements	Rancho economy cattle & horses melenzo hacienda	tannery adobe brickyards flour mill, bakery	Quicksilver mining lumbering fire wood cutting	Embarcadero	hide & tallow trades with US & Britain general stores bakery	Juggado, guard house	Catholic churches	metenazes, rodeos bull & bear fights
<b>Early American 1846-1870</b>	hotels, boarding houses farmstead--house, outbuildings, barns, fences, trees, tank- houses, windmill, granaries, milkshed laborer housing brick, wood (Pioneer, Greek Revival), Gothic, Italianate, vernacular styles) privies, trash dumps disposal, gardens fountains	single family homesteads barns, corrals, fences dairies, milk sheds cheese houses plant nurseries slaughterhouses fair grounds agricultural societies fruit wholesalers	flour mills, mill ponds lumber mills & yards planing mills brickmaking, kilns potteries, foundries engine works, carriage factory, silk factory tanneries, leather works woolen mills, paper mill agrcultural equipment butter & cheese making tin cans, sheet metal box & basket factories soda water bottling breweries, distiller les bakeries, cigar making gas manufacturing coffee & spice mill	Quicksilver mining refracts, shafts, adits tailing piles spas & mineral springs windmills pumps, cisterns pipes, dams, reservoirs, fountains, sewers irrigation ditches flood control & river realignment	toll roads, toll gates, stables grid street system Alviso canals, docks warehouses, wharves railroads, depots freight depots, stage inns & mile houses street railroads, stations car barns, power houses ferris, concrete ribbons in streets blacksmiths, wheelwrights telegraph, newspapers	retail shops, saloons, restaurants roadhouses, inns public market brick retail blocks banks, hotels boarding houses livery stables real estate butchers bath houses wash houses photographers	post offices, fire houses city hall, court house, jail charities, orphanages hospitals, pest house gallows, public parks Hall of Records Prison military camps City militia cateries Society of Friends	Notre Dame College of Pacific public school parochial schools commercial college kindergartens Protestant churches Joss houses missions cateries Society of Friends	Fraternl bldgs. social halls, brothels saloons, gambling halls parks & public gardens music halls, theaters bowling alley, race track velodrome, fairgrounds amphitheater, resorts
<b>Horticulture 1870-1918</b>	Chinatown, housing for seasonal labor carrige houses homes of wood & stucco (late Victorian, Bay Tradition, Mission, Craftsman, Colonial Revival, bungalow styles) student housing suburban expansion high rise office bldgs.	family farms wineries, canner les fruit packing, warehouses cooperatives & unions dehydrators, drying sheds hve tanks, prune furnaces slicing shed, sulfur houses creameries, cheese houses migrant workers' housing victory gardens poultry houses seed farms	orchard machinery box factories, paper packaging, pesticides spraying equipment paste/macaroni factories Industrial vernacular buildings	lime quarries rock quarries marble/granite works clay/brick products measurite mining irrigation canals	automobile, street lights paved streets, concrete bridges gas pipes, service stations auto sales, gas pumps auto camps, air fields round-house, signals, RR bridges, narrow gauge RR spurs, radio stations, transmitting towers	large commercial blocks neighborhood grocery stores credit bureau auto sales	telephone, poles & wire radio, transmitting towers electrical service, power poles, water pumping stations cement sidewalks, gutters curbs, city dumps old folks homes, almshouse insane asylum	Normal School dormitories public library schools of art, music & drama reform school rural churches synagogue	social & civic clubs motion pictures libraries movie houses baseball parks yacht club golf club amusement parks
<b>Inter-War 1918-1945</b>	apartment houses garden courts collages (Spanish Colonial Revival, Exotic Revival, minimal traditional, Art Deco, Bauhaus styles) quonset huts detached garages	green houses cold storage plants road side fruit stands	aircraft industry cold storage plants tile factory plastic products steel manufacturing	water conservation districts--dams aqueducts	railroad subways private bus lines airports, hangars regional highways traffic signals, billboards motor courts, diners drive-in restaurants strip development	neon signage car--or-tened commercial struc- tures, giant object bldg. shapes as form of advertising	armorles, USO hut Red Cross, public health services WPA and CCC projects	stadium gymnasium suburban churches Jr. high schools	museums country clubs miniature golf aerobnetics clubs, civil defense squadrons
<b>Industrialization &amp; Suburbanization 1945-1991</b>	planned tracts (Ranch, Split-level, Mediterranean styles) attached garages "boogie" architecture mobile home parks sluoco box apartments cluster houses geodesic domes condominiums retirement villages berm landscaping	Grass farms	Electronics Industry Research & Development campuses	Recycling centers water treatment plants toxic waste management	expressways, freeways interchanges, motels County Transit light rail lines, parking lots car washes, truck stops Drive-in, thru-up services chain restaurants mini-marts in gas stations television stations cable TV, satellite dishes	advertising focused on future reflected in commercial architecture, use of plastic in signage supermarkets regional malls shopping centers fast food chains car washes	State offices day-care centers Civic center parking meters	pre-schools day care centers	drive-in movies video arcades health clubs amusement parks

Each resource category can be placed temporally and thematically within the grid and its significance evaluated accordingly. The resource within the time/use matrix may be identified as an early example, characteristic example, or surviving example of its time and place. Significance can be further drawn from the resource's isolation from or survival with closely related resources. Although not delineated in the grid, demographic considerations (race, ethnicity, gender, age, occupation, religion, etc.) may also influence the relative significance of a resource.

## CONTEXTUAL STATEMENTS FOR SURVEYS

The Historical Overview and Context provides a general framework for the historical development of San Jose and the Santa Clara Valley; however, for specific geographical surveys and resource types, it is important to develop a more specific contextual statement. A focused contextual statement will aid in identifying the specific chronology and types of resources one would expect in the survey area, as well as providing a tool for assessing the historical significance of identified resources. As a guideline, the specific contextual statement should provide answers for the following questions:

1. What was the chronological development of the specific resource type or geographical area?
2. What economic, political, technological, geographical, or social factors influenced changes in the form and/or function of the resource type or affected its geographical location?
3. Can specific local patterns of type and/or location be identified?
4. Are there specific features or factors that that would increase the relative significance of the resource or its location?

### Unreinforced Masonry (URM) Contextual Statement

It is very possible the first building in California constructed entirely of fired brick was erected in the pueblo of San Jose. The Spanish fathers brought brick making technology to California, employing Indian labor in the production of unfired (adobe) and fired brick for the building of the mission compounds. Jacob Bowman (1951), in his study of Spanish building technology, states that manufacture of burned roof tiles and bricks was confined to mission construction; however, archaeological excavations in downtown San Jose have revealed a structure built entirely of fired 8-by-16 inch adobe bricks (Cartier 1979). This two-story building was constructed prior to 1823 and was used as a residence after this date. It is possible that it was constructed about 1800 and may have originally served as a jail, guard house, or granary for the pueblo (Detlefs 1979). This structure is the only fired brick building known to exist in the Santa Clara Valley before 1848.

Before 1850, most of the brick used in Santa Clara County was imported as ballast by trading ships. An archaeological investigation of a building built in New Almaden in 1847 found foundations utilizing brick branded by companies located in the eastern United States and Great Britain. Locally made brick were also being produced at this time at New Almaden, as many poorly fired "salmon" brick were used side by side with the imported brick (Laffey 1980).

Frederick Hall reports that in 1848 the first brick houses in San Jose were built by "Mr. Osborn, at the corner of Fifth and St. James streets, one between St. James and St. John on Fifth, and one on St. John between Fourth and Fifth" (Hall 1871:194). An 1850 parcel map indicates a small brick kiln at the corner of Santa Clara and River streets, east of the Guadalupe River. This kiln may have been the source for these early brick buildings, or Mr. Osborn may have erected a kiln on his property for the manufacture of brick (Laffey 1980).

By the mid-1850s there were several active brickyards in San Jose and Santa Clara. During this period of rapid growth in downtown San Jose brick structures replaced many of the wooden commercial buildings. Devastating and frequent fires occurring in the congested business district prompted brick construction. Considered a major deterrent to these fre-

quent disasters, newspaper editorials encouraged the construction of "fireproof" brick structures (Laffey 1980).

In the 1860s, several major earthquakes occurred in San Jose that excited concern about the safety of brick construction and prompted advances in masonry construction techniques. Foremost in the field of the development of earthquake safe masonry was architect Levi Goodrich. In 1865, Goodrich developed a technique that involved the construction of inner and outer brick walls divided by a gap of four inches. The walls were tied together every five to eight courses by alternating diagonal layers of wooden lath or iron bars which "gave the wall great elasticity and strength." Such construction was considered "earthquake proof" and, indeed, was tested by the earthquake of 1868. Goodrich at this time was directing the construction of the new Court House on St. James Square. The newspaper re-porting on the extensive damage in the City, stated that the Court House "withstood the shock admirably suffering little cracking of the walls and crumbling of plaster decorations. ... The lesson of this earth shock is: Erect no more high church steeples; build no more brick buildings above two stories in height, and those only in the most substantial manner" (*San Jose Mercury* 22 October 1868). The newspaper observed one month after the earthquake:

...that the owners of several of the best brick buildings of the city are taking the precautions necessary to secure their buildings from damage by the next earthquake. Knoche has bolted his building fore and aft with immense iron rods. Murphy has served his in the same way. Masonic Hall block and Minor's building are being made earthquake proof. We also observe a number of galvanized iron chimneys taking the place of the brick chimneys which succumbed to the great shock (*San Jose Mercury* 12 November 1868).

The next major earthquake was in 1906 through which a large number of the nineteenth century downtown masonry buildings survived with only minor damage. Many of these office, retail, and industrial buildings are presently on the City's list of unreinforced masonry buildings.

The first steel frame building in San Jose was the seven-story Garden City Bank constructed on S. First Street in 1907. A number of multi-story steel frame and reinforced concrete office buildings were constructed in the following years and by the 1930s San Jose's downtown skyline was dominated by ten- and twelve-story bank, hotel, and office buildings. With the growing use of other types of building materials, brick construction became less popular.

Because of the mild California climate, and once lumber was readily available, the more expensive and labor intensive brick construction was never very popular for domestic buildings in San Jose. Brick was used, however, for larger homes in the more prestigious neighborhoods, denoting the social prominence or material success of the owner.

Brick was the favored building material for large civic and public use buildings, such as the Court House, City Hall, and churches. The use of brick in these types of buildings evoked a sense of civic pride and permanence.

The use of brick construction for commercial blocks and hotels in the downtown core or "congested district" was preferred for its fireproof qualities; however, here again, brick often conveyed a sense of permanence, success, and/or prestige about the commercial occupant of the building.

Practical considerations usually outweighed the more esoteric reasons for the use of brick for the more utilitarian industrial and warehouse buildings. Here brick offered protection from fire, and protected the contents of warehouses from rodent infestation. In some types of manufacturing, brick construction would better stand up to vibrating machinery. A high percentage of the surviving brick industrial buildings in San Jose include those structures associated with the fruit canning and packing industry.

In San Jose today, most of the surviving brick commercial buildings are located in the downtown commercial district and in outlying neighborhood service clusters. In the early years, the location of industrial buildings was determined by one or more of the following factors: the availability of power, water, raw materials, and market and/or shipping lines. Warehouses are also located near shipping points. In San Jose, the oldest surviving brick warehouses are in Alviso, once a major port on the San Francisco Bay. After the coming of the railroad to San Jose, industries and warehouses were constructed adjacent to the freight depots and along railroad lines. Accordingly, major industrial districts developed north of downtown in the Jackson/Taylor area, near the railroad depots in the Julian/Stockton area, southwest of town in the Auzerais/Suñol area, and south of town along S. Fourth Street.

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**CITY OF SAN JOSE**

**HISTORIC RESOURCES INVENTORY SURVEY**  
**PHASE II**

**SUMMARY REPORT**

APPROVED BY THE CITY COUNCIL

NOVEMBER 17, 1992

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# SUMMARY REPORT

## TABLE OF CONTENTS

INTRODUCTION..... 1

### HISTORICAL CONTEXT

Transportation and Communication..... 2

    Roads..... 2

    Shipping and the Port of Alviso..... 4

    Railroads ..... 5

    Air Transportation and Airports..... 6

    Mail ..... 7

    Newspapers ..... 7

    Telegraph ..... 8

    Telephone..... 8

    Radio and Television ..... 9

Industry and Manufacturing..... 9

    Fruit Processing Industry ..... 11

    Fruit Processing Service Industries..... 12

    Electronics Industry ..... 13

Conclusion..... 13

### SURVEY METHODOLOGY

Determination of Survey Areas..... 14

Survey Findings..... 14

Conclusions and Recommendations..... 17

BIBLIOGRAPHY ..... 20

### APPENDICES

I. Survey Maps ..... 23

II. Survey Summaries ..... 36

III. Historic Inventory Forms ..... (Separate Cover)

**SUMMARY REPORT  
HISTORIC RESOURCES INVENTORY SURVEY  
PHASE II**

**INTRODUCTION**

Two historical themes were selected for the focus of this phase of the Historic Inventory Update. The Industry & Manufacturing theme includes sites and structures that represent the development of the food processing industry, technological development, and the production of goods. The Transportation & Communication theme includes resources that relate to communication and transportation services and associated technological development. As land use relating to these themes is often overlapping, it was deemed most efficient to survey these types of resources concurrently. Since there are more resources related to these themes than it would be possible to survey and evaluate within the scope of this contract, priority was given to those areas that were both historically sensitive and subject to development pressure. The survey included the full or partial evaluation of 199 resources in ten geographic areas and included districts, buildings, structures, sites and objects. This summary will include the contextual statement for the survey themes; a description of the survey process; a summary of the survey results; and recommendations for future work.

**HISTORICAL CONTEXT**

This context is intended to summarize the development of two historical themes: Transportation & Communication, and Industry & Manufacturing. These two themes are being addressed together in the survey because industry is dependent on transportation for the delivery of raw materials and distribution of products. As industrial and manufacturing plants often locate on or in close proximity to the prevailing transportation routes, the geographical footprints of resources associated with these two themes overlap, providing the logic for the concurrent study of both themes. Because transportation services form the infrastructure for industrial development, the discussion of the development of Transportation & Communication will precede that of Manufacturing & Industry.

Transportation resources include routes, terminals, vehicles, and associated services. The following discussion will cover the road systems, the development of public transportation, shipping, railroads, and air travel. Shipping from the Port of Alviso was strategic to San Jose's early position as a trade center. Railroads not only interlinked different areas within San Jose, they also gave local businesses access to markets across the state and country, as well as easing passenger travel. Air travel further aided in linking San Jose to the rest of the country and the world.

San Jose's development as a major city also can be examined through the development of its communication systems. The establishment of mail service, newspapers, telegraph and telephone service, and radio and television are all evidence of cultural progress. Industry and manufacturing provide a primary economic base for the city. San Jose has moved from a period when agriculture and related industries played a key role to its present emphasis on the defense industry and electronics.

## TRANSPORTATION AND COMMUNICATION

### Roads

The earliest transportation routes established during the Spanish period were little more than trails, many following the prehistoric Native American trails. The *El Camino Real* (The Royal Road) was the primary route in California that connected the early missions with the *pueblos* and *presidios*. It was along this route that ox carts and pack animals transported goods produced in San Jose and at Mission Santa Clara to the ports and *presidios* at Monterey and Yerba Buena, returning with materials imported from Mexico. This route followed what today is Monterey Road to the south and The Alameda and El Camino Boulevard to the north.

The old Spanish road between Mission Santa Clara and the mission *milpas*, or corn fields, closely follows the route of Trimble Road. As early as 1777, the missionaries at Santa Clara constructed one of the first bridges in California spanning the Guadalupe River at Trimble Road. This road was extended in 1789 to Mission San Jose and was later known as Oakland Road.

The old Spanish trail between Mission Santa Clara and Mission Santa Cruz roughly follows the route of the old San Jose-Santa Cruz Highway. This road through the Santa Cruz Mountains was originally an Indian trail that was improved by mission Indians in 1791 under the direction of the padres. This route was barely more than a trail for the use of pack animals until the 1850s when a toll road was constructed to facilitate stagecoach travel between the two towns (Wulf n.d.).

The Alameda was established between Mission Santa Clara and the pueblo of San Jose. San Joseans wishing to attend Mass or attend to the business of marriage or baptism found it necessary to travel a trail through willow thicket and swamp that was often flooded and dangerous. In 1799, after both the mission and pueblo had moved to higher ground, the Mission fathers finally improved the road, and planted willow trees along its extent that offered shade during the summer months.

During the Mexican period a road was established to accommodate traffic between the *pueblo* and the *embarcadero* at Alviso. In 1853, the present route of the road (now N. First Street) was laid out closely following the original route that was often flooded during the winter months, cutting off transportation and communication between San Francisco and San Jose. Improvements in 1861 included raising the road two to three feet to protect it from flood damage.

Roads within the pueblo of San Jose were meandering trails connecting on the north with the roads to Alviso and Mission San Jose, on the west to Mission Santa Clara and San Francisco, and on the south to Monterey. With the American conquest in 1846 came the first surveys that established the grid pattern of streets so familiar to us today. These early surveys were important elements in the evolution of the urban fabric of San Jose. Once a street plan was established it became relatively inflexible as structures were erected and money was invested to lay road surfaces. This early plan determined transportation patterns within the town, and influenced the development of business, industrial, and residential districts.

During the nineteenth century, the horse provided the basic means of transportation. Associated resources and services included livery stables, saddle and harness shops, blacksmith shops, wagon and carriage manufacturers, feed lots, and hay and grain stores.

During the 1850s, the first public transportation systems were established. Regional stage lines were established between San Jose, Santa Clara, and Saratoga, as well as with San Francisco and Monterey. As stage lines throughout the bay area were established, old roads were improved and, as new lands were settled, new roads were constructed.

Local stagelines were replaced by a horse-drawn street car line, chartered by Samuel Bishop in 1868, establishing the first urban transit lines in San Jose. The Horse Railroad lines extended from the Coyote Creek bridge down Santa Clara Street and The Alameda to the City of Santa Clara. The line was extended in 1871 from the San Pedro Street train depot down First Street to Willow Street. In 1891, rails were laid and the street cars were converted to overhead electrical trolley lines. The trolley system was expanded to Hedding Street, Julian Street, S. 10th Street, Monterey Road to Oak Hill Cemetery, and down Willow Street to Willow Glen. There were also lines to Alum Rock Park.

The first automobiles appeared in the valley in the late 1890s. Several pioneer automobile factories in California were established in San Jose after 1900. Clarence Letcher opened the first "garage" in the west in 1900, and in 1902 opened the first service station, which boasted "a gasoline station of 110 gallons which measures the amount of gasoline sold" (James and McMurry 1933:142). The area's first auto show took place in 1909, and from then on San Joseans enthusiastically embraced the automobile. The first motor bus line in the State was started in 1910 with a route up Mt. Hamilton. With increased automobile competition, street car lines were abandoned during the 1920s and 1930s to be replaced by private bus lines.

By 1928, all the city streets had been paved and the old wooden bridges were being replaced by concrete bridges. San Jose in 1930 had the greatest weekday auto traffic count in the state, and was the only California city whose week-day traffic count exceeded that of holidays. The county averaged an automobile for every 2.92 persons (James and McMurry 1933: 164). Highway improvements included the widening of the San Francisco and Oakland Highways in 1929-1932, the construction of the Bayshore Highway in 1927, and realigning and the widening of the Santa Cruz Highway in 1931-1940.

Following the lead of Clarence Letcher, automobile dealerships and auto-related repair and supply services spread throughout the city, all eager to meet the needs of the automobile buying public. Seeing the wave of the future, Louis Normandin, upon taking over his father's carriage manufacturing business about 1902, added agencies for several of the most popular motor cars, as well as parts and accessories and a complete service department (Davis 1911). This company remains in business in San Jose today.

Up until the post-World War II boom, most automobile dealerships and services were located on Santa Clara Street and on S. Market Street in downtown San Jose. All of the new car dealerships were located on these streets, with the exception of one dealer on N. First Street near St. James Square. Used car dealers and auto parts stores were located on Almaden, W. San Carlos, and S. First Street. Automobile repair and service centers, often associated with the dealerships, were located on Santa Clara Street, W. San Carlos, S. First Street, and S. Market, in addition to a number on Alum Rock Avenue, N. First Street, and elsewhere throughout the city. As the boundaries of the city expanded during the 1950s and 1960s and the downtown became a less desirable location, the new car dealerships moved to Stevens Creek Boulevard and N. First Street, and in the 1970s and 1980s to Capitol Expressway.

Attracted by the increasing job market, the population of the valley experienced phenomenal growth after World War II. Between 1950 and 1975, the population increased from 95,000 to over 500,000 people. Correspondingly, the area of the city spread from 17

square miles in 1950 to over 120 square miles in 1970, replacing orchards with subdivisions and shopping centers. Rural roads widened into freeways, and expressways and boulevards were lined with restaurants and automobile services.

The automobile has been the basic mechanism that has allowed the development of the valley. In the years following World War II, the American public intensified its love affair with the automobile. By mid-century, America, and California in particular, had become a car-oriented society. This aspect of American culture is reflected in the architecture and resource types of the contemporary period. Suburban housing tracts are characterized by prominent, attached two or three car garages. Commercially, the period is characterized by the proliferation of fast food chains and other quick service, car-oriented establishments.

### Shipping and the Port of Alviso

As early as 1792, an *embarcadero* was located about one-half mile south of Alviso on a navigable slough that served as a shipping point between the Santa Clara Valley and the *presidio* at San Francisco. From the 1820s, sailing ships visited the *embarcadero* to collect hides, tallow, produce, and quicksilver from the New Almaden mine. Richard Henry Dana in *Two Years Before the Mast* noted that the *embarcadero* at Santa Clara was one of the principal San Francisco bay landings and did "a greater business in hides than any in California. Large boats, or launches, manned by Indians. . .are attached to the missions, and sent down to the vessels with hides, to bring away goods in return." The first steamship visited the port in 1847 and regularly scheduled steamship service was established in 1850. The Guadalupe Slough and Steamboat Slough were connected by a canal in 1858 giving a greater depth of water around the town of Alviso.

The area that became the town of Alviso was part of the Mexican land grant Rincon de los Esteros awarded to Ignacio Alviso in 1838. The *embarcadero* itself was included in the Rancho Embarcadero de Santa Clara granted to Barcilia Bernal in 1845. Barcilia was the wife of John Martin, a Scotsman, who settled in the area in 1843 (Zebroski 1960; Munro-Fraser 1881). The town of Alviso, named for Ignacio Alviso who died in 1848, was laid out in 1849 and incorporated in 1852 by a group of American speculators who believed it would become one of the most important towns in the State due to its location on the bay and its proximity to San Jose, the newly designated state capital. Wharves, warehouses, and a flour mill were built as well as hotels, taverns, stores, and residences. In 1853, a steam flour mill was constructed by A. B. Rowley and George Adams, then the largest mill in the county. The mill operated until the early 1880s.

Although the port developed as a major passenger and freight link between San Francisco and the southern bay area, it never measured up to the hopes of its developers. Peter Burnett, California's first American governor and one of the major investors in Alviso's development, built a two-story mansion in Alviso in December 1850. Following the removal of the state capital from San Jose, Burnett realized that Alviso was not to become the major seaport envisioned by its founders, and had his house disassembled and rebuilt in San Jose in 1854.

Alviso was the major commercial shipping depot for the entire Santa Clara Valley until 1864, when the completion of the San Francisco-San Jose railroad offered alternatives to shipping freight by steamboat to San Francisco. The completion of the transcontinental railroad in 1869 sealed the town's doom. The importance of Alviso diminished, except as a point of shipment for local produce to San Francisco. Small steamers carried strawberries, other produce, and some passengers, when they were able to compete with prevailing rail rates. The completion of the South Pacific Coast narrow-gauge railroad through Alviso in 1876 revived the small town's business as a shipping center for local products. Princi-

pal industries in Alviso included the Alviso Flour Mills, a watch factory, the Bayside Cannery, fruit evaporators, and a shell business. Periodically plans were made to develop the port, and in 1890 the suburbs of Alviso were optimistically surveyed as "New Chicago at the Port of Alviso;" however, these plans never came to fruition.

## **Railroads**

The need for a railroad was recognized in the early 1850s; however, the railroad line between San Francisco and San Jose was not completed until 1864. The main passenger and freight station from 1864 to 1883 was the San Pedro Street depot. The Bassett Street depot located between San Pedro and First Streets served as the main passenger depot from 1883 until 1935 when the Cahill Station was completed. The Bassett Street depot continued to serve as the freight station until the late 1940s.

Construction began on the Santa Clara and Pajaro Valley line in 1868. This railroad extension from San Jose to Gilroy was completed by the Southern Pacific Railroad Company in 1869. The line left the San Pedro Street station and turned south down Fourth Street traveling parallel to Monterey Road to Gilroy. Small depots were located on Fourth at San Salvador (1869-1929) serving San Jose Normal School, and at Hillsdale, Edenvale, Coyote, and Madrone.

The Central Pacific line from San Jose to Niles connected San Jose with the transcontinental railroad in 1869. This allowed San Jose to participate in the national and world economic network, opening new markets for the agricultural and manufactured production of the valley.

The railroad directly affected the development of the valley fruit growing industry by allowing the fruit growers to ship fresh fruits to local markets. J. Q. A. Ballou first experimented with dried fruit in 1867. He dried 500 pounds of French prunes and sent them to San Francisco. Ballou's experiment led to the development of the fruit drying and packing industry which was a major economic force in the Santa Clara Valley for the next seventy years (Laffey 1986). Shipping fresh fruit by refrigeration was also conceived in the late 1860s. John Z. Anderson converted a railroad freight car into a refrigerator car, and shipped fresh, ripe cherries to Chicago from San Jose with great success (Laffey 1986).

In 1875, Santa Clara Valley strawberry growers became determined to avoid paying high shipping rates charged by Southern Pacific and Central Pacific Railroads. The growers group formed the Santa Clara Valley Railroad Company with the intention of constructing a rail line from Alviso to the Santa Cruz Mountains. This line was taken over by the South Pacific Coast Railroad, that constructed a narrow gauge line from Alameda County to Santa Cruz with terminals at Alviso and Dumbarton Point. With depots at Alviso, Agnew, Lick Mill, Santa Clara, and College Park, the first SPC train reached the San Jose narrow gauge depot at The Alameda in February 1877. By August 1877, the South Pacific Coast established freight service from Dumbarton Point through San Jose to Los Gatos, and the line was completed through the Santa Cruz mountains to Santa Cruz in 1880 (Holmes 1985).

The San Jose SPC depot served the narrow gauge until the line was purchased by Southern Pacific in 1888. It then became known as the West San Jose depot serving the Los Gatos and Santa Cruz lines until the completion of SP's Cahill Street passenger depot in 1935. The SPC depots at Agnew and Alviso are still being used; the Agnew depot utilized as a model railroading club and the Alviso depot moved and remodeled as a residence.

Both the SP broad gauge and the SPC narrow gauge railroads constructed spur lines throughout San Jose and surrounding areas to serve fruit packing companies and local in-

dustries. SPC constructed spurs to the Garden City Gas Works to bring coal from the ships in Alameda, and to the San Jose Brick Company plant north of Campbell. In 1886, the SP and SPC constructed competing lines to the New Almaden mines. The SP spur took off from the Hillsdale station; whereas the SPC line took off from Campbell with a station at Le Franc (Almaden Winery). The two lines were consolidated in 1888. Service on this line was reduced to one train a day in 1922, and service to New Almaden was abandoned in the 1930s except for 3.6 miles between Hillsdale and Alamosa that served a gravel pit, paving contractor, the Almaden Winery, and a sugar beet loading facility. This line was finally abandoned in 1981.

Bridging the gap between the transcontinental and statewide railroads and the local trolley lines, the Interurban Railroad had lines to Saratoga, Campbell, and Los Gatos by 1905. The Peninsular Railway had lines from San Jose to Palo Alto and Cupertino by 1915. All of these lines had been replaced with buses by 1935 (McCaleb 1981).

Railroads were important for the long distance transportation of bulk freight. Spurs were extended into the heart of the fruit growing districts and canneries and packing houses located nearby to facilitate direct railroad car shipments. Once the railroad tracks were in place, other manufacturing plants and industries located nearby. Areas adjacent to the railroad are characterized freight yards, warehouses, lumberyards, light industries, and laborer's housing.

### **Air Transportation and Airports**

Along with the advances in the automotive industry, Santa Clara County was the venue for many early experiments in aviation. John Montgomery, a professor at the University of Santa Clara, flew the first heavier-than-air glider in 1893, and was making significant aeronautical discoveries when he was killed in a glider accident in 1911.

After three hours of instruction from the Wright Brothers, Robert Fowler, a native of Gilroy, broke the transcontinental distance record established in 1911, by flying from Los Angeles to Florida in 72 hours in 1912. In 1913, he flew the first non-stop flight from the Pacific Ocean to the Atlantic across the Isthmus of Panama.

Santa Clara County aviation pioneer Roy Francis was carrying passengers in a biplane of his own design in 1911, taking off from the infield of the San Jose Driving Park on Monterey Road. A master of electrical, mechanical, and aeronautical engineering, Francis's skill and knowledge were utilized by the Army during World War I. In 1930, Francis was appointed as superintendent of San Francisco's municipal airport, later to become San Francisco International Airport, a position he maintained until his death in 1952 (Arbuckle 1985:469).

After WWI, several San Jose flyers bought surplus planes from the government, and returned to the area to put on exhibitions and open flying schools. The county's first airport, located in 1919 on Alum Rock between Capitol Avenue and White Road, was used by a succession of barn-storming and commercial companies, and in 1923 by the army reserve squadron. The first regular airmail service flown between San Jose and Oakland was established in 1928, and the Alum Rock field was selected as San Jose's municipal airport in 1929. The airport was closed shortly thereafter, however, because of the dust problems it created in the surrounding neighborhood (Arbuckle 1985; Loomis 1991).

Airmail service was resumed from the new San Jose airport at King and Story Roads. The first commercial flights used this field with daily stops en route from San Diego to Vancou-

ver. This airport closed in 1959 because of the expanding Tropicana Village subdivision (Loomis 1991:74).

Cecil and Robert Reid established the Garden City Airport on Bonita Avenue in 1934. This site was condemned for the construction of Highway 101, and was moved to Tully Road in 1939, changing its name to the Reid Hillview Airport. The county purchased this airport in 1961 to provide services to general aviation.

In the early 1940s, the City of San Jose acquired 483 acres of the Stockton Ranch north of downtown for a municipal airport. The first airport buildings were constructed in 1946, and "Airport Village" post-war veterans housing was constructed on Coleman Road (Cartier and Detlefs 1980). In February 1949, after many years of planning, the San Jose Municipal Airport north of San Jose was dedicated and the first Southwest Airlines flight departed and arrived at the airport. The airport has experienced steady growth. The six-story control tower went into service in 1957 and the runways were lengthened opening the airport to jet airliners. By the time the new passenger terminal was opened in 1965, San Jose was ranked as the sixteenth busiest airport in the nation, and by 1967 had advanced to eighth busiest airport in the country (Loomis 1991:87).

## Mail

The Spaniards established a rudimentary communications system of couriers upon their arrival in California. This system was intended to supply communication with Mexico on a monthly basis; however, it often took as long as six months for mail to reach California. In 1826, San Jose's mail passed through the hands of local storekeeper, Antonio Suñol, often credited with being the *pueblo's* first postmaster.

Dependable communication by mail was established in San Jose in 1847 with Jacob Hoppe serving as the local postmaster. By 1849, the United States officially gave San Jose a post office with Hoppe remaining as postmaster. The new post office was located in Hoppe's new store on the northeast corner of Santa Clara and Market Streets. The first door-to-door mail delivery was inaugurated in 1884 (Arbuckle 1985).

Up until 1895, the post office occupied rented buildings. In 1890, Congress appropriated money to construct a post office in San Jose, that also was to house other government offices. This new post office building was located at San Fernando and Market Street and served the city until 1934. After the post office was moved to its new building on St. James Square, the old building, now a City Landmark, has served as the public library and the Museum of Art. The St. James Square facility, also a City Landmark, was the main post office until a new building was constructed on Meridian Avenue in 1965.

## Newspapers

Since 1850, a multitude of newspapers have been published in San Jose. The first was the *State Journal*, followed by the *Daily Argus* in 1851; both papers were founded to promote political candidates and were short-lived efforts.

On June 20, 1851, the first edition of the *San Jose Weekly Visitor* was published, which became the progenitor of today's *San Jose Mercury News*. Undergoing a number of name changes through the years, the paper also has resided at a number of addresses. The name was changed to the *Mercury* in 1860 and sold to J. J. Owen in 1861, becoming a daily paper in 1872. In 1884, Owen sold the *Mercury* to Charles Shortridge, publisher of the *Morning Times*, who combined the papers to form the *Times-Mercury*. Shortridge moved

the paper to San Jose's first building designed specifically for newspaper use--the Lyndon Block on W. Santa Clara Street.

In 1901, San Jose was mired in corrupt city politics, and the *Mercury* was purchased by political reformers, E. A. and J. O. Hayes, who also had purchased the *Herald* in 1900. The combined support of these papers led a reform-bent Good Government League to victory in 1902 (Arbuckle 1985). In 1932, management of the newspaper was transferred to the Hayes brother's sons, and in 1942 the *Mercury* bought out the San Jose *Evening News*, its remaining local competitor. In 1952, the Hayes family sold both newspapers to Ridder Publications based in Minnesota. In 1967, Ridder moved the newspapers to the new plant on Ridder Drive.

Other newspapers include the *San Jose Tribune*, established in 1852, that eventually became the *San Jose Herald*, also sold to Charles Shortridge in 1884. The *Weekly Argus* was a Democratic paper established in 1866 and was sold to the *Herald* in 1878. The *San Jose News* was established in 1885, and in 1898 was the first Santa Clara County newspaper to install a linotype machine. The *Mercury* and the *News* were the major San Jose newspapers throughout the first half of the twentieth century.

### **Telegraph**

San Jose became the first telegraph station on the line from San Francisco on October 15, 1853. By 1858, the Pacific and Atlantic telegraph was organized connecting San Jose with Los Angeles in 1860. With the transcontinental hook-up in 1861 came the formation of Western Union. In 1867, San Jose operated a Western Union station at 288 First Street (19 N. First).

The railroad expansion into San Jose brought two more telegraph lines. Each railroad had its own telegraph system for transmitting train orders and other company business. These lines were used by Western Union, especially in areas not directly served by the Western Union lines. The San Jose and San Francisco Railroad telegraph line handled telegraph communication following the Santa Clara and Pajaro Valley railroad line to Gilroy. The South Pacific Coast line paralleled the rail line from The Alameda to Santa Cruz (Arbuckle 1985). Telegraph communication lasted until the mid-1920s in San Jose. By 1927, San Jose Postal Telegraph and Western Union had both adopted the teletype, thus ending the hey-day of the telegraph.

### **Telephone**

Three years after Alexander Graham Bell's invention, San Jose's first telephone exchange was established in 1879 in the Music Hall Building (now 28 North First Street). In 1880, the Sunset Telephone Company was organized and located in the Sourisseau Building on First Street. The first private service also was obtained in the same year. Subscribers to the telephone exchange numbered 82 by 1882, and long distance service to San Francisco was established. From 1893, the People's Telephone company competed with Sunset until the companies consolidated in 1899.

In 1908, Sunset was absorbed into the Pacific Telephone and Telegraph Company. The PT & T quickly outgrew Sunset's building on Market Plaza, and in 1910 erected a four-story building on South Market Street next to St. Joseph's Church. In 1946, construction began on the eight story telephone building at the corner of San Fernando and Almaden Avenue, becoming the company's main building after the dial system went into service in 1949 (Arbuckle 1985:385).

San Jose's Communication Center was located on Mission Street in 1962 before it was moved south of the city to Communication Hill. The first communications facility was constructed by the county at this location in 1958. Communication Hill acquired its name in 1972 when the Pacific Telephone Company built a seven-story tower equipped with eight horn-shaped antennas. These antennas replaced the large microwave dishes on the Telephone Building at 95 Almaden Avenue. The 115-foot tower is now operated by AT&T.

## Radio and Television

California's first radio transmissions were pioneered by Dr. Charles Herrold in 1894, who in 1909 established the first American commercial radio station, identified by the call letters of FN, and the Herrold School of Wireless Telegraph in the Garden City Bank Building in San Jose. After World War I, Herrold relocated the college to 367 S. First Street. By 1922, Herrold had qualified more than 1200 students as radio engineers, technicians, and operators, many of whom had been specially trained for government communications service during World War I. In 1921, Herrold's radio station was re-licensed as KQW. In 1925, the radio station moved to new quarters in the First Baptist Church on Second Street. The radio station was sold to KCBS in the late 1940s. KQW was the only radio station in San Jose until KEEN was granted a license in 1947. KEEN was headquartered in the DeAnza Hotel for 27 years, moving to a new building on S. Winchester Blvd. in 1974 (Sawyer 1922; Arbuckle 1985).

In 1952, the FCC awarded a television channel in Santa Clara County to Standard Radio and Television Broadcasting Company. Owned by Allen Gilliland, Sr., later known as Gill Industries, KNTV Channel 11's first broadcast was in 1955 from the Santa Clara County Fairgrounds. The station originally carried service from all three networks, eventually becoming an affiliate of ABC in 1960. KNTV was sold in 1978; however, it continues to operate from the original, but much expanded facility on Park Avenue. In 1968, Allen Gilliland, Jr. began building a local cable system called San Jose Cable TV, changing the name in 1972 to Gillcable. In 1978, the company created the Bay Area Interconnect, that links together more than 40 different cable systems from Napa to the Monterey Peninsula (Beilharz and DeMers 1980; Payne 1987).

Originally located on Kerley Drive, north of the Civic Center, Channel 36-TV first went on the air in 1967, one of the first UHF stations in the country. Acquired in 1980 by Wilson Communications, it has since become one of the fastest growing stations in the nation. A new expanded facility was constructed on Shallenburger Road which was occupied in 1983 (Payne 1987).

## INDUSTRY AND MANUFACTURING

Although industry during the pre-statehood period was minimal, there were some rudimentary manufacturing and industrial activities. Subsistence industries, such as weaving, tanning, and soap and candlemaking, took place at the missions and rancho haciendas. After Antonio Suñol opened his store in San Jose in 1824, he received some of these locally produced products in trade and made them available for resale. Early maps of the pueblo indicate the a *jarboneria* (soap factory) was located on First Street near Market Plaza in 1848, a Mexican period industry utilizing locally produced *manteca* (lard), a by-product of the hide and tallow trade.

Wheat and corn were the first crops produced by the Indian neophytes at the mission and by the settlers in the pueblo, and as it was necessary to mill both grains, the earliest documented industrial activity in the valley was gristmilling. Early pueblo correspondence indi-

cates that the settlers in San Jose were actively engaged in the production of wheat and flour between 1793 and 1824. Most of this early milling activity was done by hand or by animal-powered *tahonas*; however, in 1798 Jose Maria Larios and Balesteros were allowed to build a water-powered mill to augment the production of hand and animal-powered mills (Laffey et al. 1986:27). With the arrival of American settlers, several water-powered mills were constructed during the late 1830s and 1840s. These early mills were located first on Guadalupe River for necessary water power, and later scattered throughout the city as other forms of power were introduced.

Besides the mills, other early American industries included blacksmiths, foundries, and wagon and carriage factories. Blacksmiths and wagonmakers brought the first heavy equipment industry to San Jose in the late 1840s. John Balbach, founder of the Pioneer Carriage Factory in 1849, made the first commercially manufactured plow on the Pacific Coast in 1852. By 1875, San Jose boasted 52 blacksmiths and 17 well-established carriage makers (Arbuckle 1985). The founding of the San Jose Foundry by Donald McKenzie and Charles Pomeroy in 1852 had little competition until the late 1860s and 1870s. The foundry was able to fabricate metal needed for threshing machines, gang-plows, fire hydrants, and manhole covers, as well as cast iron columns and pilasters for San Jose buildings (Arbuckle 1985).

The textile industry was well represented in San Jose. As early as 1865, Louis Prevost began early experiments with silk production. The silk was processed by the Pacific Silk Company operated by A.F. Sauffrignon at Delmas and San Salvador Streets. This pioneer industry, however, met with little success (Payne 1987). Judge R.F. Peckham's San Jose Woolen Mills, located on the corner of San Pedro and Hobson Streets, became quite well-known and profitable. In addition, factories such as the Angora Robe and Glove Company founded by C.P. Bailey and L. Pomeroy and the California Glove Factory founded by M. W. Wilcox and George Williams took advantage of the availability of local leather production in the area to produce fine quality gloves (Munro-Fraser 1881).

Other early industrial enterprises needed reliable water sources and were first located near rivers until the discovery of artesian water or piped water became available. As previously discussed, flour mills were one of the earliest industries established by the American settlers. Between 1850 and 1900 at least four flour mills were established in San Jose. Established in 1851 on River Street south of Santa Clara Street, the Orange Mill had a succession of owners. In 1878, the buildings were converted for use by the Jarvis Distillery until they burned in the late 1880s. Several flour mills were located on the Acequia Pond from the 1840s through 1866, now W. Virginia Street. The Alviso Mills operated from 1852 until the mid-1880s when Alviso's importance as a shipping center began to fade and transportation routes began to shift. The Vineyard Mill and a distillery were established in 1854 near S. Seventh and Williams Streets, both able to take advantage of productive artesian wells. The most successful of the all the flour mills in the San Jose was Moody's Mill established in 1854 on N. Third Street adjacent to what became the Fourth Street railroad line. This mill was eventually acquired by the Sperry Flour Company and ceased operation in the 1920s (Detlefs 1985).

Numerous small manufacturing plants were located throughout the San Jose area. These included the California Broom Factory that was established in 1870 on Bush Street near The Alameda. A small soap factory was established by John A. Rudolph about 1867 on N. River Street. A more successful soapmaking enterprise was established by Carl Tischer in 1876 on Orchard Street near Balbach. The Grozelier & Nelson Tannery, later the San Jose Tannery, was established in 1860 on the Guadalupe River north of Park Avenue. This property was sold to the Catholic Church in 1907, and later became a school site (Cartier et al. 1984).

In the early 1850s, a soda water bottling plant was established in downtown San Jose on Santa Clara Street. In 1857, the Williams Brothers moved their operation from New Almaden, buying the equipment of the earlier company and establishing a soda works on St. John Street (Munro-Fraser 1881).

San Jose was blessed with several breweries. The first was the Eagle Brewery established in 1853, which moved in 1856 to the corner of Market and San Carlos, the present site of the St. Claire Hotel. Krumb's Brewery was started in 1856 on Market Street. Moving several times in the 1860s, it finally located on S. Second Street near San Fernando. About 1870, the San Jose Brewery was established by Philip Doerr on S. Third Street near William. The largest brewery in the City, if not the State, was the Fredericksburg Brewery established in 1869 on The Alameda at Cinnabar. In 1880, this brewery produced over 10,000 barrels which found a market throughout the Pacific Coast and Mexico (Munro-Fraser 1881). This plant was in production through the 1960s.

Although some of the earliest industries were scattered throughout the downtown business district, much of the heavy industry and manufacturing took place on the outskirts of downtown, moving outward as the commercial core expanded. With the coming of the railroad in the early 1870s, many of the industrial firms were located in proximity to the railroad lines which provided convenient access to out-of-town suppliers and markets. By the turn of the century, the industrial/manufacturing areas were concentrated in the Julian/Stockton area, near the Southern Pacific and South Pacific Coast depots, and north and south along the railroad lines.

### **Fruit Processing Industry**

By 1900, fruit growing and processing dominated the county's economy. In the early days of the horticultural industry, most of the fruit crops were shipped while still green. The local market, however, could handle only a limited supply of fresh fruit, even with the wider markets provided by railroad transportation. The first experiment with dried fruit was by John Q. A. Ballou, who dried his crop of prunes and sent 500 pounds to San Francisco in 1867. The following year he shipped eleven tons of various kinds of dried fruit to New York. The success of this experiment was the genesis of the fruit drying and packing industry that was to develop into a major economic force in the county for the next seventy years (Laffey 1986).

Shipping fresh fruit by refrigeration was also conceived in the late 1860s. John Z. Anderson converted a railroad freight car into a refrigerator car, and shipped fresh, ripe cherries to Chicago from San Jose with great success. He was also the first to ship ripe olives (Laffey 1986). Anderson's packing operation was located on Senter Street north of Cinnabar, with additional facilities on Cinnabar on the railroad tracks. Anderson's company was also the first to employ women packers, a labor force that came to dominate the cannery industry.

Due to the demonstrated successes of Ballou and Anderson, many small, independent fruit packing firms were established throughout the valley. In addition, large fruit packing companies from San Francisco and the East located their offices and warehouses in the area, buying fresh fruit from local farmers. The fruit drying and packing industry formed cooperatives to solve their growing problems due to the increase in growers and producers. The largest of all the cooperatives, the California Prune and Apricot Growers, was established in 1917. The association changed its name to Sunsweet Growers, Inc., and continues to flourish as a statewide organization.

The pioneer canning industry was begun in the home of Dr. James Dawson in 1871. Building a cannery on N. Fifth Street, Dr. Dawson's operation became known as the San Jose Fruit Packing Company, with an annual output of 25,000 cases in 1873 (Claus 1966: 44). The fruit canning and packing industry quickly grew to become the urban counterpart of the valley's orchards. Between 1890 and 1920, Santa Clara Valley became the leading fruit and vegetable canning center in the United States.

One of the largest canneries in California was started in San Jose by E. N. Richmond and E. E. Chase, who incorporated in 1919 as the Richmond Chase Company. This company had three departments--dried fruit, canning, and orchard management. By 1922, the firm was listed as the fourth largest in the state, with huge plants in San Jose, Mountain View, and Stockton, and with two dried fruit plants in San Jose and Edenvale. The San Jose plant took over the locations of the Anderson and Dawson operations, with facilities that covered several blocks north of Cinnabar between Senter and the railroad tracks.

Many of the smaller canneries in the area merged to form more diversified operations (Claus 1966:46). The largest merger in the valley created the California Packing Corporation in 1916. Under Calpak's leadership, California canners continued to boost production and lower prices throughout the 1920s. During this period Calpak introduced the industry's first organized agricultural and scientific research programs, and became the first canner to advertise and distribute its products nationally under the single brand name of Del Monte. In the 1920s, Calpak's canneries were located in the western states, Hawaii, Alaska, and the Philippines, and by the 1950s its products were being exported all over the world. The company officially changed its name to Del Monte in 1967, and became part of R. J. Reynolds Industries in 1979.

By the turn of the century, Santa Clara County was the world's largest center for canning fresh fruit and processing dried fruit. By 1920, the county was home to over 40 canneries and 30 packing houses, producing 90 percent of California's canned food during the 1930s and 1940s. Still the center of the world's fruit processing industry in 1960, the county had 85 canneries, 23 dried fruit plants, 25 frozen food plants, 85 fresh fruit and vegetable packers, plus numerous dehydrators. Within a few years, however, this industry was decimated by high costs for water and energy, increasing problems with waste disposal, distance from producers as farmlands were developed, and decreased demand for canned goods (Jacobson 1984).

### **Fruit Processing Service Industries**

Moving hand in hand with the increasing production of fruit and the growth of the canning and packing industry was the development of the associated support industries. As the spreading orchards spread throughout the county, the demand increased for orchard spraying and pumping equipment, boxes and containers for harvesting and shipping, and cans and processing equipment for the canneries and packing houses.

The fruit container industry was started in 1862 by C. X. Hobbs, David Pomeroy, and George and S.D. Gilmore. This box company was acquired by Albert Lake in the late 1860s, and at that time became an established factory. Lake, along with Edward White and John Britton, produced everything from packing boxes to vegetable crates (Arbuckle 1985). The local box industry switched from wood materials to veneer in 1911. Frank Kamejira Shimizu founded the Wayne Basket Company that supplied veneer baskets to Santa Clara Valley berry growers. These baskets have retained their use through time, and today are still used in some material form for the packaging of berries. The growth of the fruit packing industry also allowed for the container industry to expand.

Although cans for the fruit packing industry were being produced in the Valley in small numbers, until 1912 the majority were still imported from other areas in the nation (Arbuckle 1985). The first tinplate imported from the East arrived in California in 1862. On the east coast, the canning industry replaced glass containers with hand-soldered tin cans after 1874. These "hole-in-top" cans were replaced in 1904 by the Sanitary Can Company's invention of three-piece cans so familiar to us today (Jacobson 1984; Clark 1977). This development answered many of the canner's practical problems by eliminating the use of solder in sealing the can and a perfect closure was guaranteed by the "double seamed" top and bottom. Can production was increased from the 600 cans a day produced by a skilled artisan to up to 300 cans a minute produced by automatic machinery. In 1912, the American Can Company opened its San Jose plant. This company consolidated over 100 small factories nationwide including the Sanitary Can Company. Together with the Continental Can Company, established in 1904 by Edwin Norton, the American Can Company manufactured 75 percent of the 10 billion cans used yearly by American canneries, most of which were utilized by the Santa Clara Valley canneries (Arbuckle 1985; Cobb 1954).

The shift in valley agriculture to fruit growing also directly led to the production of the fruit processing equipment. Today's industrial giant, the FMC Corporation, has its roots in several of these early industries. To combat a scale that infested his Los Gatos orchard, John Bean, a retired inventor from Michigan, invented a successful spray pump in 1889. In 1903, he moved the Bean Spray Pump factory to San Jose, and by 1908 it was the largest spray pump company in the world (Payne 1987:144). In 1890, William C. Anderson founded the Anderson Prune Dipping Company, which in 1902, absorbed the similar firm of Barngrover, Hull, and Cunningham. Anderson-Barngrover produced all kinds of fruit processing machinery at a factory on W. Julian near the railroad. The Smith Manufacturing Company also produced food processing equipment from 1903, moving to Stockton Avenue in 1916 (Sawyer 1922). In 1928, the Bean Spray Pump Company merged with the Anderson-Barngrover Company and the Smith Manufacturing Company, forming the Food Machinery Corporation (Payne 1987). The company rapidly expanded, absorbing food machinery, chemical, and other manufacturing companies from coast to coast. Producing military equipment during World War II, the company has since experienced phenomenal growth and is today one of many international companies serving the defense industry located in the Valley.

### **Electronics Industry**

Soon after World War II, the business community launched an active campaign to attract new non-agricultural related industries to San Jose. Early industries that established plants in San Jose were Chicago's International Mineral and Chemical Corporation's Ac'cent plant in 1946, the General Electric plant in the early 1950s, and International Business Machines (IBM) in 1953. By the 1960s, the county's economic base was dependent upon the electronic and defense industries. The 1970s saw the development of the personal computer industry stimulated by Apple's "user friendly" computers.

### **Conclusion**

In many areas, San Jose has been at the forefront in technological development as represented by these themes. Transportation & Communication resources have served to closely integrate San Jose within itself, and with California and the nation. The pioneering efforts in industry and manufacturing have provided a substantial job base that has supported the local economy and subsequent development, making San Jose a pleasant and prosperous place to live.