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# CALIFORNIA THE FORNIAN

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



**Early Years of the Cupertino Courier**

## Newspapers, Growth, and Santa Clara County

Since World War Two, population and manufacturing growth has been the principal characteristic of Santa Clara County's history. The story has been told and retold of blossoming orchards giving way, by thousands of acres every year, to housing tracts, shopping centers, and high-tech industry. Earlier times of small agricultural communities and a county characterized by what seemed to be a permanent, stable horticultural society have been relegated to the memories of fewer and fewer people and soon will be remembered and understood only through books and articles, exhibitions, and films. Meanwhile, more recent times are celebrated with an eye on tomorrow and with new high-tech museums.

This March a new, original exhibition will open at the Petit Trianon: **The Early Edition: The Story of Newspapers in Santa Clara County**. As we've worked to develop this exhibit, I've thought repeatedly of how very different our valley was before World War Two than it has been in the years since. The comparison is stark; clearly, great forces comprised the process which brought such radical change. As I have tried to understand this process, it's occurred to me more than once that newspapers, at least in the years since World War Two, played an essential role in the transformation — a revolution in land use.

In the years preceding World War Two, as far back as the early 1800s, the aggregate land-based interest of virtually all Santa Clara County residents was agricultural. Growth occurred, but it was slow and almost always related to the valley's horticultural economy. Different crops led to different configurations of land ownership, and principal industries plainly were related to the crops: canneries, farm equipment firms, warehousing and shipping companies. The coming of Joshua Hendy's Iron Works, a non-agricultural industry, to Sunnyvale in 1908 was an aberration from the norm.

During these prewar years, the valley's two major newspapers, the *San Jose Mercury Herald* and the *San Jose Evening News*, were both owned by families who were entrenched in the valley community. The ownership of smaller newspapers serving Sunnyvale, Saratoga, Los Gatos and other towns appears to have been much the same. Therefore, the press appears to have reinforced the predominant, popular agricultural land use interests.

After World War Two, however, most of our cities and the county were discovered by wartime and postwar immigrants to California. As people poured into the valley, many land-based interests began to shift from agriculture to more profitable ventures — housing, new industry, commercial strips.

Various organizations and groups of people helped propel the area's growth: the Chamber of Commerce and retail businesses, county and city government, building contractors, the real estate board management consultants and others. Each had a strong self-interest in greater growth, through increased sales, a broader tax base, more buildings to construct, more homes to sell, more deals to put together and so forth.

Among the most influential businesses, with their interests anchored in the overall growth of the region, were the county's newspapers. The financial status of the area's papers were largely wedded to the population size of the locality, so the more the metropolis expanded, the larger the circulation and, based on this the more ad lines that could be sold. At the same time, newspapers didn't much care where the growth occurred in the county, so they had no particular axe to grind and could be community statesmen of sorts.

If this notion is correct, it means the role of Santa Clara County's newspapers in the growth and development process of our region has been crucial, and it's my hope that **The Early Edition** will help to show this. In any event, read and see all about it in March!

**Jim Williams**  
Director

### Cover:

*This photo ran on the full front cover of the Cupertino-Montavista Courier on April 5, 1956. Underneath the photo was the caption, in large type, "Cupertino's Beauty Blooms in the Spring." Photo by Jim Dewrance, from bound volume courtesy Cupertino Courier.*

*Fall quarter's exhibit "Santa Clara County: A Half-Century of Change" has been having a successful run. It will be on display in the Trianon through January 19, 1991. Photo by Jim Dewrance.*



# CALENDAR

## **1/4 New Volunteers Social Gathering**

Anyone interested in finding out about volunteering at the California History Center is invited to attend our January meeting at 1:30 and/or the social gathering following the meeting at 2:30 at the history center. We are currently seeking volunteers to conduct tours of exhibits and the historic Trianon Building. No experience is necessary. For more information, call the center at 864-8712.

## **1/7 De Anza College winter quarter classes begin**

### **1/12 Artist's Studios Tour**

Led by Madelyn Crawford of the San Jose Museum of Art, this event offers participants special tours of local artists' studios. Tours begin at 10:00 a.m. and continue until 4:30 p.m. with a bag lunch break at the Trianon on the De Anza College campus. Transportation is on your own. Cost: \$15 for CHCF members; \$20 for non-members. Reservation and payment deadline: 1/5/91.

## **1/21 Martin Luther King's birthday observed; CHC closed; De Anza classes do not meet**

## **2/15, 18 Lincoln and Washington's birthday observed; CHC closed; De Anza classes do not meet**

### **2/22 "Stepping Back in Time: Historic Ballroom Dancing"**

Dance instructors Jim and Marilyn Letchworth will teach several dances common in the last century, and share the etiquette and history of this era and its dances. Beginners and advanced dancers will enjoy this workshop equally, and everyone is invited to dress in period costume (not required). The workshop will be held from 7:30 to 9:30 p.m. at the restored historic Trianon Building on the De Anza campus. Dessert will be served. Cost: \$12 for CHCF members and \$15 for non-members. Reservations and payment due 2/8.

### **3/2 "Discovering Coastal Gardens"**

Horticulturalist Claire-Norman Trine leads an exploration of the gardens at University of California, Santa Cruz. The university's gardens feature a unique collection of South African and Australian plants in bloom when most plants in California are not. After the tour, the group will have lunch at the Greenhouse Restaurant in Capitola. Transportation to and from De Anza will be by chartered bus.

### **3/9 "Fashion Rages Through the Ages"**

Vintage Reflections of the San Jose Historical Museum will be showing original and reproduction fashions spanning nearly one hundred years of history. The fashions will be shown from 2:30 to 3:30 with dessert following at the Trianon. Cost: \$7 for CHCF members, \$10 for non-members; free to students showing DASB cards. Co-sponsored by De Anza's Renew Program and REI of Cupertino, and funded in part by DASB.

### **3/10 "A Day At Cora's House"**

This event offers a rare opportunity to tour the Fremont Older estate in the Cupertino foothills, home to Fremont and Cora Baggerly Older. Following the house tour, participants will be given a guided hike of the grounds; during the bag lunch break, Donna Harris will read from Mrs. Older's diary. Cost: \$3 for CHCF members, \$5 for non-members. Co-sponsored with REI in Cupertino. Reservation and payment deadline: 3/1.

### **3/10 Exhibit Reception for "The Early Edition: The Story of Newspapers in Santa Clara County"**

The history center's newest exhibit opens with a celebration to be held from 2:00 - 4:00 p.m. at the Trianon Building on the De Anza campus. R.S.V.P. to (408) 864-8712.

### **3/15 "The Gentle Spinster: Three Visits With Mrs. Muir"**

John Muir's patient wife, Louie Wanda Muir, is portrayed in this one-woman play researched, written, and played by Diane Lando. The play will be held from 7:30 to 8:30 p.m. in the elegant surroundings of the Trianon Building on the De Anza campus, and refreshments will be served following the play. Seating is very limited. Admission: \$2 general, free to students showing DASB card. Reservations requested by 3/1. Co-sponsored by De Anza's Renew Program and REI of Cupertino, and funded by DASB.

### **3/29 Last day of classes**

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

Experience the beauty of the California desert in early spring with naturalist Donna Zetterquist. Visits to the Palm Springs Desert Museum and the Living Desert Wild Animal Park and Botanic Garden highlight this exploration of the cultural and natural history of this area. Itinerary and specific costs available by calling the history center.



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# EDUCATION

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## State and Regional History

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*As a benefit of membership in the California History Center Foundation, the center provides registration assistance to members who are taking only history center classes. All other students wishing to take history center classes – or members taking classes in other departments – must register through the De Anza College Admissions and Records Office. CHCF members who would like registration assistance must come to the center to register. The center will register members 8 a.m.-noon and 1-4 p.m., Monday through Friday beginning Monday, November 19.*

### **Captain Thomas Fallon:** *Chatham Forbes*

Captain Thomas Fallon was a man whose Irish charisma, combined with political and soldierly leanings, brought him to prominence in early San Jose. As commander of the American volunteers, he took possession of the “pueblo” and raised the U.S. flag in 1846, then joined Fremont’s California Battalion. He subsequently became an influential politician and was elected mayor of the town in 1859. One Saturday field trip included.

### **Three California Missions:** *Chatham Forbes*

Santa Clara, San Jose, and San Juan Bautista Missions of early California represent much more than a romanticized memory. They were the principal means chosen by Spain to establish imperial sovereignty; to project state-sponsored evangelism; and to express Hispanic culture on the far northern frontier. On-site study of the restored Franciscan missions of Santa Clara, San Jose and San Juan Bautista will demonstrate their central importance to Spanish rule and settlement. Three Saturday trips included.

### **The San Mateo County Coast:** *Brian Smith*

The San Mateo County Coast explores the maritime history, hamlets and towns, ever changing industries and leaders of this exceptional stretch of coastline from San Francisco to Santa Cruz. From the elephant seals of Ano Nuevo to the “safe harbor” of Half Moon Bay during the rum running Prohibition days, students will be able to assess the impact this area has had on the greater San Francisco Bay Area. Two field trips included.

### **History of Monterey:** *Brian Smith*

A History of Monterey focuses on what explorer Vizcaino described as “the best port that could be desired, for besides being sheltered from all winds, it has many pines for masts and yards, and live oaks and white oaks, and water in great quantity, all near the shore. Since that first recorded account the site has undergone several metamorphoses and students will explore this history from Indian encampments through the Spanish and Mexican periods, the “American Emergence” to the present day. One Saturday field trip included.

### **East Bay Architecture:** *Hirsch/Norfolk*

East Bay Architecture focuses on this area, which is home to a wide diversity of architectural styles from the adobe to the most contemporary. This course will look at some of the styles in between and those influential in their development. Special emphasis will be given to Bernard Maybeck, Julia Morgan and others who developed the Bay Region Style, known for its use of natural wood, site planning and open space. Two field trips with an emphasis on Berkeley and the UC campus will be included.

### **California and the Wine World:** *Charles Sullivan*

California and the Wine World introduces the student to the major wine styles and types of Europe and traces their historical development there. It also identifies their counterparts in California, with glances at the Pacific Northwest and the rest of the world. The wines that have developed in California since the 1850s have their counterparts in Europe. Six major categories will be studied and the thrust of the course is historical, with special emphasis on the evolution of California varietal and generic wines. After each major unit, there will be a comparative evaluation of the wines studied. Field trips to San Francisco are included.

### **History of Los Gatos:** *Chatham Forbes*

History of Los Gatos looks at the past century and a half of a town that has prospered from Mission and rancho cattle raising; lumber and flour milling; wheat, orchard and vineyard agriculture, food processing, railroad construction and operation; residential and resort development. After a two-hour orientation at the California History Center and a break for lunch, students will meet in Los Gatos for on-site study of its historic business and residential districts.

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**San Francisco's Civic Center: Betty Hirsch**

San Francisco's Civic Center focuses on one of the world's most beautiful Civic Centers and houses buildings dedicated to government and the arts. City Hall is a prime example of the early 20th century City Beautiful Movement and this and the other buildings are built in the Beaux Arts Classical revival tradition. The history of these grand buildings, the people who built them and some of the people who rose to greatness in them will be discussed. A walking tour of the Civic Center and a tour inside Davies Symphony Hall will be included.

**California Railroad Museum – A Teacher's Workshop: Bruce MacGregor**

The California State Railroad Museum: A Teacher's Workshop is a "how to" on making the most out of a historic site visit and bringing classroom history alive! Using two evening lectures and a Saturday visit to the world-famous State Railroad Museum in Sacramento, teachers can learn how to incorporate classroom visits into California, Western and American history. We'll develop a range of topics relating to railroading, including technological development of railroad rolling stock, political development of California in the hands of early railroad entrepreneurs and the history of ethnic groups who built early railroads throughout the state. In addition we'll develop a curricular model useful to K-8 historic site visits, and apply it to the State Railroad Museum by actually developing short lesson plans that could be used in the classroom.



*Another mystery to solve. This photo is out of our "unidentified" section in the library. On the back it says "early Cupertino." Anyone recognize this buggy full of people who look like they are getting ready to go to church or a party?*

## **New Program Offered**

Older Adult Studies, a department of De Anza College, has started a program called "College for Continuing Knowledge for 50+" which is geared specifically for the 50+ student. The history center is pleased to be a part of this program and will be offering two classes which are held entirely on Saturdays for the student's convenience. The courses being offered are San Jose, Santa Clara, and San Juan Baustisa Missions, and the History of Los Gatos, both taught by Chatham Forbes (see descriptions above). We hope to offer one or two classes each quarter in this program. If you would like additional information about the program, call Older Adult Studies at (408) 864-8877.

# The West Valley Picture Paper

by Shirley Mack

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*The following article was written in 1970 and traces the early years of the Cupertino-Monta Vista Courier now known as the Cupertino Courier. We pay tribute to the weekly community newspapers of the area, for it has been these smaller publications that have truly documented and preserved the history of our local communities.*

Playing one of the important roles in the story of Cupertino's growth during the past 17 years (1953-1970) has been the *Cupertino-Monta Vista Courier*, a tabloid-sized weekly publication. Strong in pictorial coverage, the paper focuses primarily on activities of the schools in the area, civic developments, service club and social reports.

The pulse of the rapidly-expanding community has been reflected in the columns of the "West Valley Picture Paper", where the reader has found everything from country correspondence to editorials encouraging the preservation of Cupertino's identity. In the mid-1950s the annexation attempts by San Jose and Sunnyvale were closely followed and reported in the paper, with editorial reminders to the Cupertino citizenry of the urgent need to incorporate.

The part the COURIER played in Cupertino's 1955 incorporation as a "general law city" is but one of the numerous steps the paper has taken through the years and throughout its pages to report and encourage the development of its surrounding communities.

In this teeming Bay Area, it is refreshing to find there still exists the spirit of a small-town newspaper with "news about the neighbors". As the COURIER has grown in content and professional stature, its pages continue to generate warmth and interest in the communities which it serves.

The following pages will describe the origin of the COURIER, the early years' efforts to establish it as a continuing publication, and its growth and development under owners, the Foothill Printing and Publishing corporation.

In 1949 the Campbell Press, located in the Oddfellows Hall at First and Campbell Avenue in Campbell, California, was publishing *The Campbell Press* and *The Saratoga Observer*. The co-publishers of these weekly publications were Eugene Barnes and Clifford Cassiday. The Saratoga paper also served the Cupertino-Monta Vista area, which at that time was primarily orchard country surrounding the two small crossroads villages

(Cupertino's population in 1950 was 1,863, according to the March 31, 1960 issue of the COURIER).

An increase in the frequency and size of advertising by several of the leading merchants in the Cupertino-Monta Vista area (Rifredi's Market and The Town and Country Market) brought about the first issue of *The Cupertino-Monta Vista Courier* in the fall of 1949. The small weekly publication continued for about eight months.

The outbreak of the Korean War had an adverse effect on the advertising revenue from the area merchants and in late 1950, Barnes and Cassiday began negotiations with James Allen of Campbell for the sale of *The Saratoga Observer*. Allen purchased the *Observer* and the COURIER nameplate from *The Campbell Press* in January, 1951 for \$2500. He continued the printing of the *Observer* at the Campbell Press plant until the spring of 1952 when he purchased a press from the *Redwood City Tribune* ("The only press in the Bay Area left undamaged after the San Francisco earthquake in 1906," said Allen).

Following the establishment of the 2-deck flatbed Cottrell press at Fifth and Big Basin in Saratoga and spurred on by the renewed advertising of the Cupertino-Monta Vista merchants (Allen named Rifredi's Market and Angie's Department Store as the most frequent advertisers at that time), Allen published his first issue of the COURIER in June, 1952. He continued his weekly publication of the tabloid-sized paper for "about six months," handling both news and advertising, and varying between four and eight pages, with an occasional 12-page issue.

With the assistance of Frank Emmerling as his advertising manager and representative in the Cupertino-Monta Vista area, Allen sought to gain sufficient subscribers and advertisers to establish the COURIER as a "legal newspaper of general circulation." (A newspaper must be published regularly for one year and must have a bona fide subscription list of paying subscribers before it can be 'adjudicated' and therefore becomes a "legal newspaper of general circulation". This is so stated in the California Newspaper Directory, published annually by the California Newspaper Publishers Association.)

Circumstances prevented Allen from achieving this desired goal and in January, 1953 he sold the COURIER to Frank Emmerling for \$1,500. The purchase included just the nameplate and the circulation list, said Allen. Emmerling published the COURIER for nine months, using Allen's printing equipment in Saratoga

- The Picture Paper ● 8 Page Colored Comics
- Locally Printed ● U.S. Mail Delivered
- Cupertino-Monta Vista's LOCAL Newspaper



**Catholic Services**

Holy week services at St. Joseph's Catholic church were announced by Rev. Philip Ryan.  
 On Palm Sunday, Blessing of Palms will precede 6:30 mass, ending of the Passion of our Lord will be at the 6:30, 7:30 and 10:30 masses, with distribution of palms at their end. Weekly devotions to Our Mother of Perpetual Help will begin 7:45 p.m.  
 On Wednesday confessions will be from 3:30 to 5 and 7:30 to 9 p.m.  
 Confessions on Holy Thursday will be at 3:30 and 7 p.m., high low mass at 5:30 p.m., and high mass at 9 p.m.  
 At 12:30 p.m., on Good Friday the Three Hours Devotion in honor of the Sacred Passion will begin, with Mass of the Precrucified at 2:30.  
 Confessions on Holy Saturday will be 3:30 to 5:30 and 7:30 to 9:30, with Blessing of the Paschal Fire and renewal of annual vows at 11 p.m., and High Mass at 12 midnight.  
 Masses on Easter Sunday will be at 6:30, 7:30, 9, 10:30 and 12:15. Benediction of the Blessed Sacrament will follow the 9:30 Mass.

**Rinconada Group In Annexation Studies**

An Annexation and Incorporation Study committee has been named by the Hachco Rinconada Homeowners association, Pres. Calvin Gunn announced following a directors meeting last week, Tuesday.  
 It includes Ken LaPlante, 10271 Johnson ave., Mr. and Mrs. Phillip Litz, 10621 Calverton Dr., Mrs. Mary G. Brand, 10330 Moroni dr., and Richard F. Dwyer, 18660 Medeiros st.  
 "Purpose of the committee is to study all possibilities and to prepare a report for the general membership," Gunn explained. "The committee is not expected to make a recommendation, but to present a study on which the people, if they desire may make an informed choice."  
 Officials of Cupertino, San Jose, Sunnyvale, Santa Clara and Campbell are to be invited to talk at committee meetings. Next meeting of the committee is scheduled Wednesday evening March 23 at Mrs. Brand's home.  
 A Sports and Recreation committee has also been named by Gunn. Chairman is Frank Kretsch, 10299 Sterling blvd., with Floyd D. Howell and Roger Adams as members.  
 Chairman of a new Architectural and Home Improvement committee is Gerald Erickson, 12710 Newman, a professional architect. Floyd Howell, a carpenter, is also on the committee.  
 The committee is available for helpful suggestions on remodeling or even re-construction. Gunn pointed out, he cited a case where the committee happily resolved the relocation of a dubious neighbor.

**Fremont Rummage Sale**

Backed up by the 50-member student council of Fremont High school, the PTA will stage a benefit rummage sale Friday and Saturday.  
 Students have been urged all week to bring articles of clothing and other things for the sale, which will be held in the old Bank of America building in Sunnyvale, under the direction of Mrs. Faye Christensen, PTA president.  
 Assisting Mrs. Christensen will be the following PTA members: Madeline Arnold Garbo, Neil Shaiman, Joseph Ullman, Herman Salomon, Lou Cooper, Alma Howard, Irene Perkov, Howard French, and Mr. Fasta Hahn.  
 Articles for the rummage sale are being brought to the sign-up at the Fremont Student club, 1300 Jackson transportation.

**Collins PTA Tonight**

Teaching reading will be the subject of a program at a meeting of the Collins school PTA this evening at 8 o'clock at the school.  
 The agenda includes Mrs. Mabel Hainigberger, curriculum coordinator; Miss Ethel Mahan, primary supervisor; Mrs. Susan Shiner, remedial teacher; and the Misses Burt...



**Fair Young Lady Cites New Sign For The Fair City Of Cupertino**

Signs of the times! And the fair city of Cupertino new border signs are pointed out by this fair lady. She is Lexi Field, 15-year-old junior mont High school. Her parents, the Ale Fields, own and operate Rolling Hills Guest widely-known exclusive guest ranch in the fine hills on Rolling Hills road. New city signs, announcing Cupertino's 1746 population elevation of 236 feet, were erected at cost AAA at the request of the city council.



during that time. Allen later sold the Cottrell press to a San Francisco machinery company which was purchasing printing equipment to send to Mexico.

In September, 1953, Emmerling sold the COURIER for \$3,500 to William J. Norton and David MacKenzie, partners in the Foothill Printing and Publishing corporation. Prior to this time, Norton had been publisher of two weekly newspapers, the *Lassen Advocate* in Susanville and the *Westwood Sugar Pine Press* in Westwood, neighboring towns in Lassen County, California. MacKenzie was publisher of a weekly shopper called the *Los Altos Town Crier* and also operated an advertising agency which handled the placement of advertising in newspapers, magazines and on television.

The printing of the COURIER by the new owners was done on offset presses brought by Norton from Susanville and installed in a building between San Antonio and Third in Los Altos. The presses and offset plate-making facilities were operated in that location until August, 1955 when the plant was moved to 20314 Stevens Creek Boulevard in Cupertino. During the time the plant was located in Los Altos, the editorial offices for the COURIER

were located at 10029 Judy Avenue in Cupertino, a building which also housed Loree Cleaners, Sarah's Beauty Shop and the Sunshine Super Market.

The circulation of the COURIER was approximately 2500 when the Foothill corporation purchased the paper from Emmerling. Under the new ownership the COURIER employees included one full-time commercial artist; two in the composition department, Richard Welch, shop foreman who came with Norton from Westwood, and his daughter Dorothea; Frank Emmerling, who remained with the paper as advertising manager; and Norton, serving as both editor and publisher.

More illustrations and greater flexibility in typography were evidenced in the COURIER's ensuing publications with the use of the lithographic printing process. The "picture paper" rapidly became a weekly chronicle of the community's activities and growth.

In November 1953 the COURIER began publishing the *Cupertino-Monte Vista-West Valley Advertiser*, a supplement to its regular issue. This larger press run of the Advertiser was available to all residents of the area. The regular COURIER issue

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plus the Advertiser was delivered only to paid subscribers.

An apt description of the COURIER's new role in the community during these years was expressed in the following letter to the editor, taken from the June 3, 1954 issue:

*"I desire to take this opportunity to express my appreciation for the fine work you are doing with the publication of our local paper. Last Thursday was a particularly fine issue. The organization, features and pictures are generous and are very well done. Your ads are very well-spaced with the news items so that the readers are sure to see and read both items. As I am interested in photography, I wish to compliment you on the clear cuts you are able to produce with the offset process you are using. It is also gratifying to us to see our former graduates receive the recognition and honors they are receiving in print. There should be some place in the galley for the name of the Editor, his staff, manager and owner so that we may give them the boost they deserve. We could also use an editorial on a vital issue occasionally. Thank you again."*

– D. J. Sedgwick, Cupertino District  
Superintendent of Schools

An apology for the omission of the masthead was made in a succeeding issue of the COURIER, appearing June 17, 1954 in Norton's column entitled "The Doodlebug", and in the same issue the hitherto-missing masthead was run, naming William Norton, publisher, and Shirley Eastman, editor. In the August 12 issue the name of Frank Emmerling, advertising manager, was added to the listing.

Shirley Eastman was the first of five women who handled the society and church news for the COURIER from June, 1954 until the arrival of the paper's first full-time editor Bill Kennedy in August, 1960. The others were Jeannie Nelson, Ellen Condie, Mildred Kerr and Miriam Soomil.

The first mention of plans to move from the temporary Los Altos location of the corporation's plant appeared in a November 24, 1954 issue, where it appeared in Norton's "The Doodlebug" column: "The Courier has been scouting around lately for a site for its new printing plant in Cupertino."

In April, 1954 Frank Emmerling died as a result of an automobile accident. Replacing him as advertising manager was

Richard Watkins, who had been handling public relations work for the University of San Francisco.

The official opening of the new COURIER printing plant at 20314 Stevens Creek Road in Cupertino took place August 5, 1955. The nine truckloads of printing equipment and supplies were moved from Los Altos to the new site on June 17. The COURIER now had ten full-time and three part-time employees, with a weekly payroll of \$1,000. The circulation of the paper included mail delivery to the complete Cupertino-Monta Vista post office area, about 4,200 homes.

The equipment of the plant in 1955 represented an investment of approximately \$25,000. Included in the equipment were two offset printing presses, offset plate-making facilities, a linotype and related letterpress equipment, one automatic complete bindery with two folding machines, a large power papercutter, an automatic-fed Addressograph machine and a Coxhead Headliner.

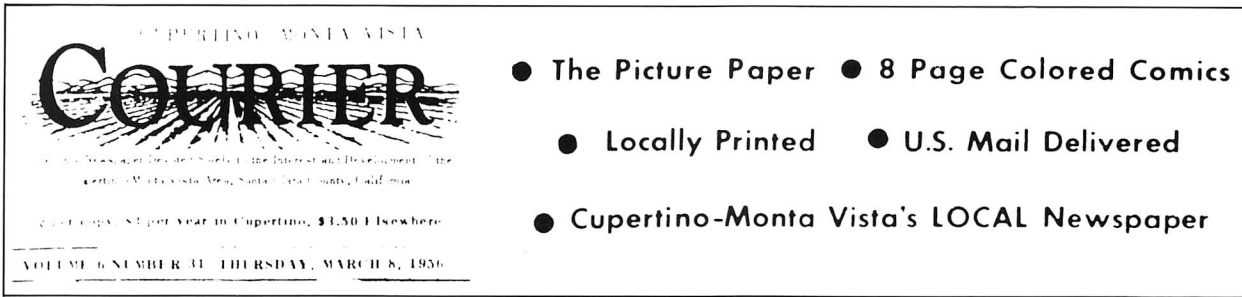
A 40-page issue of the COURIER was published August 4, called the "Cupertino-Monta Vista Progress Edition", marking the opening of the new plant. In this "showcase of community activity in Cupertino and Monta Vista" appeared 62 pictures, a graphic representation of the 37 local organizations active in the area at the time.

Also pictured in this special edition were the following COURIER staff members: Richard Watkins, advertising manager; Yvonne Ward and Owen Finstad, art department; Mary Thurman and Shirley Warner, handling typesetting facilities; Dave Spalding, linotype operator; Richard Welch, shop foreman and A.J. Westphal, pressman; Dorothea Welch and Charlotte Garvich, bindery department; George Rosato, operating the Addressograph machine; Mary O'Bryan, receptionist and circulation head; Jeannie Nelson, women's page editor; Mina Siebert, Hope Ames, Leona Dyer and Rose Gobert, area reporters; William Norton, editor and publisher.

In addition to the weekly publication of the COURIER, the printing shop at this time was producing the *Los Altos Town Crier* and its bi-weekly magazine advertiser, the *Rancho Reporter* (Rancho Shopping Center shopper), and the *Cambrian News* for the Cambrian Park area.

As reported in the August 11, 1955 issue of the COURIER, nearly 400 area residents attended the COURIER's sixth birthday open house reception and inspected the new plant facilities. "Beginning at 2 p.m. until well after midnight, a steady stream





*Courier  
masthead  
from 1956.*

of friendly curious people flowed in and out of the Courier’s pressroom, darkroom, stockroom and office to see what it takes to put out a paper on schedule every week of the year.”

The August 11 issue of the paper was the last appearance of the masthead with the original spelling of “Monte Vista”. In succeeding issues, the heading has been the “Cupertino-Monta Vista Courier”.

An interesting front page feature for two years beginning in September, 1955 was a bold-faced listing of the publication’s highlights, usually flanking the heading on page one. This feature read:

- The Picture Paper
- 8 Page Colored Comics
- Locally Printed
- U.S. Mail Delivered
- Cupertino-Monta Vista’s LOCAL Newspaper

The legal notice of “intention to ascertain and establish the *Cupertino-Monta Vista Courier* as a newspaper of general circulation” appeared in the COURIER issue of November 1, 1956. The official adjudication took place November 13, 1956 in the Superior Court, Santa Clara County.

During these years of publication the COURIER maintained coverage of all the important factors in the growth of Cupertino. In addition to playing a key role in furthering the success of the city’s incorporation efforts in 1955, the paper’s news and editorial coverage included tabulation and reports on the sanitation, streets, sign ordinances, school activities, commercial and residential growth, community sports and recreation, city council action, zoning ordinances, traffic control, bond issues, annexation attempts, landscaping and tree preservation, city planning, library growth, budgets, taxation, police and fire protection, history of Cupertino, service club, church and social activities, features on local historical spots and industrial developments.

With regard to local history, the paper published a series of articles containing passages from a book by Karl A. Friedrich on the history of Cupertino. Friedrich’s manuscript is on file at the Cupertino High School. Feature articles of historical and industrial interest included the Winchester Mystery House, the New Almaden mine and museum, Charles Baer’s blacksmith shop, the Permanente Cement Company plant and the Paul Masson Vineyards.

In late 1960 there were several changes in the editorial staff of the COURIER. William Kennedy became the first full-time editor of the paper, taking over the reins of the editorial department with the August 22 issue. Kennedy came to Cupertino from Watsonville, where he had been employed by the *Register-Pajaronian*. Kenneth Manning replaced Richard Watkins as advertising manager in October, when Watkins left the paper to devote full time to a travel agency he had founded. Prior to joining the COURIER staff, Manning had worked for eight years on the advertising staff of the *San Mateo Times*. Also joining the staff in October was Priscilla Campbell, society editor, succeeded by Mary Lou Gebhard in March, 1961.

The COURIER received two merit awards in 1960 from the California Newspaper Publishers Association for “Best Youth Interest Coverage” and “Best Women’s Interest Coverage” in the small weeklies’ category. The following year the COURIER again received the CNPA merit award for “Best Youth Interest Coverage” in the same category for weekly papers.

‘Space expansion’ was undertaken by the COURIER in June, 1962 when the editorial, advertising and office staffs doubled their quarters by moving into the front part of their building, formerly occupied by the Scott Auto Supply. In the years since 1955 various pieces of equipment and numerous employees had been added to the COURIER plant and staff. Among the equipment was a Hoe flatbed offset press and a collator. The latter assembled the pages in numerical order which were formerly put together by hand with unnumbered pages. The COURIER’s full-time staff in 1962 numbered 20, plus seven part-time employees.

In addition to the regular staff members of the paper, a vital role in its readership-growth during these early years of publication was played by the area correspondents and special columnists. Among those whose news and commentary contributions appeared on the COURIER pages were the following:

Sandra Buck, Hope Ames, Lola Jones, Lois Joesten and Beverly Farquharson, RANCHO RINCONADA; Linda Quinterno, Bonnie Garbini, Jayne Specer, Leona Dyer, MONTA VISTA VIEWS AND VIGNETTES; Harry Geise, WEATHER OR NOT column; Cleo Murdock and Rose Gobert, AZULE PARTY LINE and CORNERS; Mina Siebert, Bill and Carmen Struthers, GARDEN GATE VILLAGE and GARDEN GATERS; Audrey McClellan, WINCAL & CHURTON WAY; Joyce Williams, CAROLYN TRACT; Terry Hall, WELCOME WAGON.



The circulation of the *Cupertino-Monta Vista Courier* and its companion publication, the *West Valley Advertiser*, in June, 1962 was over 14,000, serving Cupertino and the neighboring areas of San Jose, Santa Clara, Sunnyvale, Los Gatos, and Saratoga. 12,000 copies were delivered by mail (one of the few publications in Santa Clara county delivered this way) plus 2,000 by carriers in Sunnyvale, Santa Clara and Los Altos.

Simultaneous with the *COURIER*'s expansion into larger quarters in June, 1962 came the departure of Editor William Kennedy, who moved to the southeast part of the country where he continued various editorial pursuits. During his two-year stay on the *COURIER* staff, he had also written a western novel called *The Bad One* which was published in May 1962 by a British publishing company. Kennedy was replaced by Robert Wilson. Wilson had done general reporting for the *Sunnyvale Standard* for two years prior to joining the staff of the Cupertino paper.

When Wilson assumed the editorial department leadership in 1962, he had two part-time assistants: Mrs. Mary Lou Gebhard, women's editor, and Greg Horner, sports editor. In December, 1964 Carol Swenson (now Mrs. Costa) became full-time society

editor and also worked on general news assignments. She was succeeded in early 1966 by Marilyn Kiefer, who remained on the staff seven months.

January 20, 1965 marked another milestone of progress in the *COURIER*'s history. On that date began complete home delivery of the weekly paper which had been delivered primarily by mail. The 17,300 issues of the *COURIER* and *Advertiser* were deposited on the doorsteps by 101 carrier boys each Wednesday afternoon. Prior to the start of home delivery, the paper had arrived in the mailboxes on Thursday. In charge of the circulation department at this time was Donald Minor, who began full-time employment on the staff in December, 1964.

The news and editorial department of the *COURIER* in June, 1970 covers a large range of topics in each weekly issue, in addition to the thorough reporting of school activities. Under the direction of Robert Wilson, editor, with the assistance of Lou Lucia in sports and general reporting, the paper chronicles civic, church, club and social activities, sports and recreation, births and deaths, construction and development of buildings, businesses and streets. Frequent features accompanied by pictures appear on the paper's pages, describing festivals, celebrations and various activities of interest in the area. The news and editorial section of today's *COURIER* averages 16 pages, compared to the eight to ten pages averaged in 1962 when Wilson became editor.

#### **Editor's Note:**

*The Cupertino Courier has had four additional owners since this article was written. Mort and Elaine Levine, who owned a chain of weekly papers under the Suburban Newspapers name, bought the Courier in 1972 and sold it to the Meredith Corporation, publishers of Better Homes and Gardens, in 1979. Donnelly Newspapers bought out Meredith in the late 1980s. Currently, the Cupertino Courier, as well as the Los Altos Town Crier, Saratoga News, and Sunnyvale Valley Journal, are owned by Peninsula Community Newspapers Inc., which is owned by the Tribune Co. out of Chicago.*

*All photographs taken by Jim Dewrance from bound volumes of the Cupertino-Monte Vista Courier, 1953-1958, loaned by the Cupertino Courier.*

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## The Men Behind the Publication

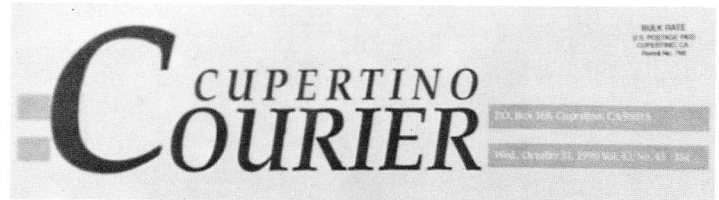
William Norton and David MacKenzie, owners of the Foothill Printing and Publishing, Inc. which published the Cupertino Courier, made important contributions to the growth and stability of Cupertino and Los Altos. In their respective areas, they established flourishing publications, the *Cupertino-Monta Vista Courier* in Cupertino and the *Town Crier* in Los Altos. Each of these weekly publications played a unique role in the life of the community which it served.

A good newspaper reflects the vitality and progress of the activity surrounding it, whether it contains news, advertising, or a combination of both. Such a reflection has been provided for the people in Cupertino and Los Altos through the efforts of these two men and their capable staff members. In an area which has seen unprecedented growth and change during the past two decades (1950-1970), the challenges to publication continuity have been many and varied. But the presses keep rolling and the "picture papers" continue to hold vital positions essential in the make-up of successful cities.

William J. Norton, Jr. was born in Detroit, Michigan. He graduated from Bowdoin College in Brunswick, Maine, and spent several years as a reporter for daily newspapers before coming to California. His first publishing endeavor in this state took place in Lassen County, where he purchased the *Lassen Advocate* in Susanville and the *Westwood Sugar Pine Press* in neighboring Westwood.

In early 1953 Morton came to Santa Clara County in search of new publishing opportunities. He sought the advice of Dr. Dwight Bentel, who was then head of the journalism department at San Jose State College, and Nestor Barrett, who was Santa Clara planning director at that time. Before entering into a publishing venture in this area, Norton spent three months in Mexico with his wife and three children, doing photographic work for marlin fishermen during his brief sojourn down south.

Upon his return, Norton went into partnership with David MacKenzie of Los Altos. They formed Foothill Printing and Publishing, Inc., with Norton as the majority stockholder. The corporation bought the *Cupertino-Monta Vista Courier* in September, 1953, assuming the publication of the Cupertino paper as well as continuing the publication of MacKenzie's Los Altos *Town Crier*. In 1967 the Foothill corporation purchased a weekly paper, the *Carmel Valley Outlook*, in Carmel, California, which they sold in 1969. Norton spent several months in Europe



*Masthead from the Cupertino Courier of the 1990s.*

following his publishing venture in Carmel. Returning to California, in January 1970 he began attending classes at San Jose State College, where he worked toward a master's degree in journalism. Norton and his wife Laura made their home in Los Altos Hills.

A resident of Santa Clara Valley most of his life, David MacKenzie was born in Yokohama, Japan. His schooling in the Bay Area included attendance at public schools in Palo Alto and graduation from Stanford University in 1941. He was employed by a San Francisco firm connected with his father's export-import business until September, 1947 when he entered into partnership with Warren Goodrich and they started the publication of a bi-weekly shopper called the Los Altos *Town Crier*. In 1951 the partnership dissolved when Goodrich moved to New York, leaving MacKenzie the sole owner of the *Town Crier* as well as an advertising agency. The establishment of the Foothill Printing and Publishing Corporation with Norton in 1953 further strengthened the growth of the *Town Crier*, which is now vying with the *Courier* for leadership in paid weekly circulation among the Santa Clara County papers. Office quarters for MacKenzie are in the *Town Crier* building in Los Altos. He and his wife made their home in Los Altos Hills.

### **Editor's note:**

*Both William Norton and David MacKenzie are still living. Norton resides in Hawaii and MacKenzie lives in the Bay Area.*

*Author Mack wrote this article as a paper for a class she was taking at De Anza College in the Spring of 1970. At the time she was taking some classes for general interest after her children had grown. She received a journalism degree from the University of Oregon prior to coming to California in 1960. She and husband Warren Mack (longtime journalism instructor at De Anza) had run a small town newspaper in Sweet Home, Oregon prior to coming to the Bay Area. They currently live in Sunnyvale.*

### Fremont Older — Firebrand Newspaperman

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High in the scenic foothills above Santa Clara Valley stands a reminder of the days of rip roaring journalism. Woodhills, near the top of Prospect Road next to Regnart Canyon in Cupertino, is the pastoral place to which firebrand San Francisco newspaper editor Fremont Older retreated to catch his breath during his early-century editorial wars in San Francisco.

Older was managing editor of *The Bulletin* from 1885 to 1918, during which he built the faltering paper to be the biggest and most successful in The City. He fought San Francisco high society and officialdom when he and his staff discovered corruption. They sent Abraham Reuf, political boss of San Francisco, to prison and corrected dozens of wrongs on behalf of the people. Older published heart-rending series on famous figures of the day and curious characters.

After 23 years, a new owner capitulated to pressure from the business community and ordered Older to stop his crusading. He moved to the rival paper, Hearst's *Call*. "From his office at *The Call* he watched the old *Bulletin* that he loved and built slowly dying," according to his biographer, Evelyn Wells.

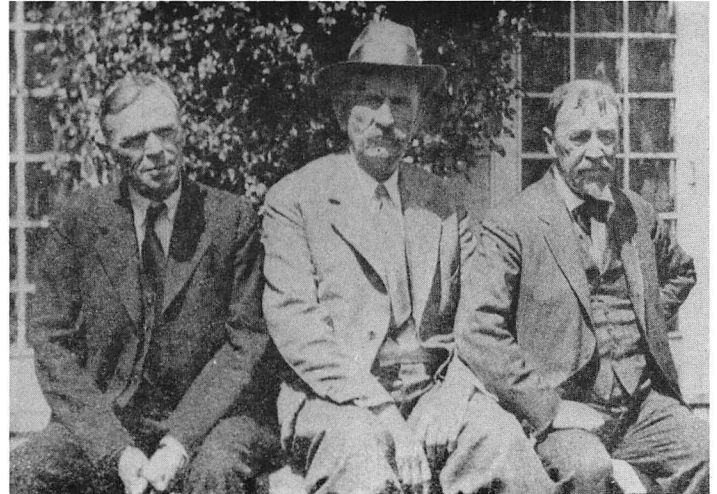
When Older was 73, the paper was merged and he became editor-in-chief of the *Call-Bulletin*. (Long afterward it again merged with the *San Francisco News*. *The News-Call-Bulletin* was later absorbed by *The Examiner*.)

During his colorful career, Older was kidnapped, shot at, attacked and threatened. He lived through it all and his charismatic style brought his paper masses of supporters.

But the busy, pressure-loaded life began to wear on Older. He and wife Cora grew tired of living in hotels. On a Sunday afternoon drive into the Santa Cruz foothills above the Santa Clara Valley, they happened upon a ranch site which was to become their home, 150 acres that they dubbed "Woodhills."

For years, Older rode the train to his office and came home at night to Woodhills. The Olders entertained friends there including Lincoln Steffans and Sen. Phelan, who lived in nearby Saratoga at his estate.

Older became interested in prison reform and the psychology of criminals. Often they provided a home and jobs for reformed convicts, prostitutes and other unfortunates.



*Fremont Older, center, often had visitors to his home in the Cupertino foothills. Right is Lincoln Steffans, journalist and social commentator, and left is Jack Black, one of Older's successful parolees. Photo, California History Center collection.*

For years he had felt a growing nervousness, a restlessness, which would not permit him to be still," according to Wells. "The ranch quieted him; it undoubtedly gave him many extra years. In the peace of Woodhills he returned to the simplicity of his boyhood and to God."

But even for a managing editor the pay wasn't extravagant, so when Older died Cora found it difficult to keep up the ranch. Older succumbed to old age in 1935. Mrs. Older lived until 1968.

Woodhills is currently owned by the Mid-Peninsula Regional Open Space District which purchased the estate in the mid-1970s. Local newspaper publishers Mort and Elaine Levine, in an agreement with the Open Space District, brought the Older estate back to its former grandeur at their own personal expense and live there under a 25-year lease.

*Excerpted from an article in the San Jose Mercury News, August, 1973 by staff writer Chuck Anderson*

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# FOUNDATION NOTES

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## New Board Members

Three members have joined the CHCF Board of Trustees this fall and we welcome them all! Randy Hall has roots in the Santa Clara Valley that go back six generations (and on both sides of the family no less!). He attended local public schools and has a degree in history from Northwestern University in Illinois. He served in the Navy, attended UC's Hastings College of Law, and joined IBM Corporation in 1966 in marketing and field operations. He has also been very active in the community including work with Eastfield Children's Center, Hope Foundation and Rotary Club.

Trustee Bill Lester also brings a Santa Clara Valley family background with him to the board. He is the son of the late Will Lester, who served on our board for 9 years and was one of the founders of Vallco. After attending local schools, Bill received his Biology degree from Cal Poly and his Master's in Botany from the University of Wisconsin. He has carried a life-long interest in wilderness and ecology into teaching both at the high school level and at UC Santa Cruz. He currently manages agricultural, industrial and historical property investments for Lester and Lester of Cupertino.

Willys Peck is our third new board member and he is also a valley native. His family moved to the Saratoga area in the early 1920s when his father bought the *Saratoga Star* newspaper. Working around his father's newspapers when he was a young boy rubbed off, and after an interruption for military service during World War II, he graduated from UC Berkeley in 1949 with a journalism degree. After working for what is now the San Jose Mercury News for 10 years, he quit and went to law school. His career has been a combination of law and journalism ever since. Willys and his family still live in Saratoga.

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## Women's History Month



*Cora Older was a prolific writer and historian. Readings from her diary will be part of the center's Women's History Month activities.*

Several activities are planned to celebrate Women's History Month during March. "Fashion Rages Through the Ages" is a fashion show presented by Vintage Reflections of the San Jose Historical Museum. This fashion entertainment highlights the Bay Area's past with clothing spanning nearly one hundred years of history.

On Sunday, March 10 you will have the rare opportunity to visit the Fremont Older estate in the Cupertino foothills, home to Cora Baggerly Older, one of the most memorable characters to grace Santa Clara Valley. After a tour of the Older home with current residents Mort and Elaine Levine, Donna Harris will give a lunchtime reading from "The Diary of Cora Baggerly Older", midway through a hike of the grounds.

A dramatic presentation, "The Gentle Spinster: Three Visits with Mrs. Muir" concludes the month's activities. This one-woman monologue, written and performed by poet Diane Lando, reveals the thoughts and nature of this stoic woman.

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## Art Exhibit Continues

**Santa Clara County: A Half Century of Change**, fall quarter's exhibit, continues on display through January 19. This exhibit showcases the work of local artists and presents their interpretations of Santa Clara County during the past 50 years.

As part of our exhibit activities there will be an artist's studio tour on Saturday, January 12. The tour will be led by Madelyn Crawford from the San Jose Museum of Art, and participants will visit artists Marilyn Donovan, Barbara Gunther, Lydia Mednick, Bob Newick and others.

## Gilroy Book Update

The latest in the CHC's Local History Study Series, **Gilroy's Old City Hall, 1906-1989**, has gone to the printers as of this writing. We are anticipating that it will be out in time for the holidays. Each history center member at the Supporter (\$45) level and above will receive a copy of this as a benefit of their membership. Other CHC members receive a 10% discount on this book as well as other center publications.



*View of the Gilroy City Hall, Gilroy, CA, circa 1906/07, Lake County Museum: Curt Teich Postcard Collection.*

## Thank You

A big thank you is in order for Wendell Hammon, a rare book dealer and appraiser who divides his time between his home in Saratoga and his shop in Sacramento, who donated his time to appraise the holdings of our Stockmeir Library. The collection of books in our library has been appraised at approximately \$40,000. We are hoping to have the remainder of the holdings appraised, photographs, video tapes, audio tapes, clippings, and journals, sometime in the near future, according to Librarian Lisa Christiansen.

We would also like to thank the major funders of the art exhibit currently on display in the Trianon; IBM, the Employees of Schlumberger Technologies, San Jose Mercury News, Spectra Physics, and the De Anza Associated Students.

In addition, the Knight Foundation has made a very generous donation towards the newspaper exhibit which is scheduled to open on March 1, with a reception planned for March 10.

## Calling All Volunteers

The California History Center would not be able to offer all of the activities it does without the help of a dedicated volunteer force. We are currently looking for volunteers who are specifically interested in giving tours of the Trianon Building, the exhibits that we display, and the De Anza College campus.

On Friday, January 4, from 2:30-3:30 p.m., we are having a special reception at the center for anyone interested in becoming a volunteer tour guide. Refreshments will be served and you will meet some interesting people. Call the center for additional details.

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## Renewing Members

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## Endowment Update

We continue to receive donations for the history center's endowment fund. Since we last reported in the summer/fall issue we have received approximately \$2,500 in additional money. A continuing thanks!



## New Members

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Mr. and Mrs. Willys Peck

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Wendell P. Hammon, Mrs. E. T. Nielson, Victor Riolo, Marianne Sasaki, Ann Stewart

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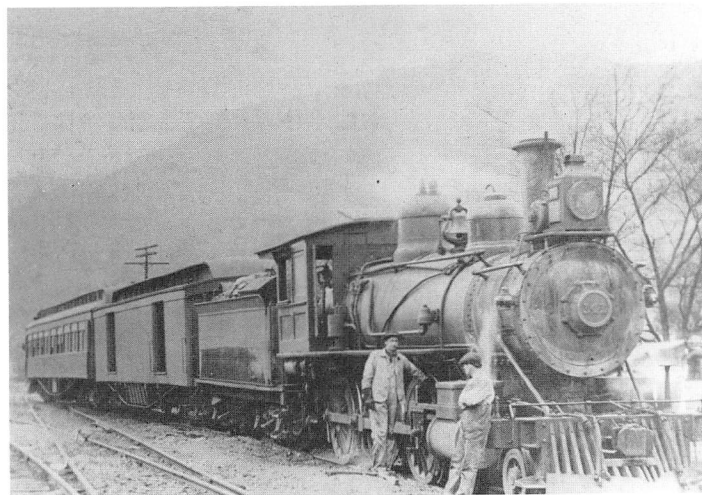
Mr. & Mrs. Eugene Butcher, Walter and Edith Long, Phil and Janet Zeitman

### Individuals

Sandra Kirkpatrick, Beverly McBeath, Clare McNamee, James McPhail, Broderick Perkins, Janet Rindfleisch, Alan Rosenus, Andrea Thomas, Verle Waters

## A Little Bit of History

Commuter train used by San Francisco newspaper editor Fremont Older, famous area dentist "Painless" Parker, and others for their daily commute to San Francisco. The stop, at Stelling and Prospect roads, was named "Fremont Station." Photo California History Center Collection.



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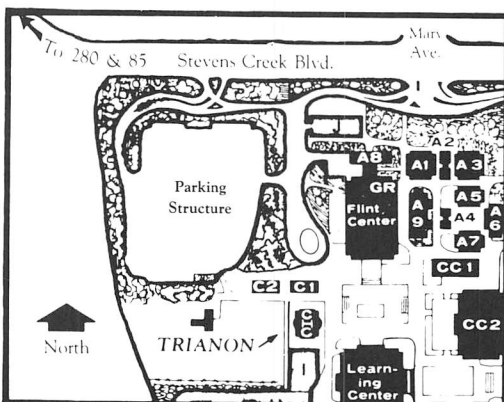
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Monday–Friday:  
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Closed July and August

**Exhibit Hours:**

Monday–Friday:  
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by calling 864-8712.  
Call for Saturday hours.



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# CALIFORNIAN

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