

# PAJARO VALLEY HISTORICAL ASSOCIATION

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Hours: Tues., Wed. and Thurs.  
from 11:00 AM to 3:00 PM

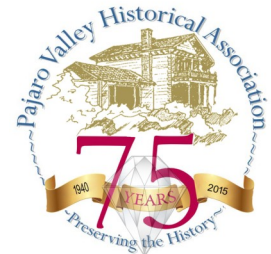


332 East Beach Street  
(831)722-0305  
[www.pajarovalleyhistory.org](http://www.pajarovalleyhistory.org)  
Please call for research help or  
for group tours

D E D I C A T E D   T O   P R E S E R V I N G   T H E   H I S T O R Y   O F   T H E  
P A J A R O   V A L L E Y



## A Year of Celebration PVHA'S 75th Anniversary 1940 ~ 2015



Beginning with our upcoming Annual Christmas Tea on Sunday, December 7th from 1:00 to 4:00 PM, we will begin the joyous celebration of the 75 Anniversary of the founding of the Pajaro Valley Historical Association. As part of the preparation for our special year, we hope to produce a small publication showcasing the long history of the Association. We are gathering the early records of PVHA and would appreciate 1940's, 1950's and 1960 newsletters, articles and photos of events from our members and friends. We will also be looking into the pre 1940 formation of PVHA from the local chapters of the Native Sons/Daughters of the Golden West and the Old-timers reunions and picnics that PVHA have hosted. If you would like to submit information for the publication, please contact our Archive staff and volunteers. They will be happy to make arrangements for collecting your mementos. We plan on collecting, preserving and educating all who have interest in our beautiful valley for many more years to come. Thank you for your continued support.

Mrs. Josephine Lint,  
Archive Volunteer and Anniversary Celebration Chairperson

### *Inside this Newsletter:*

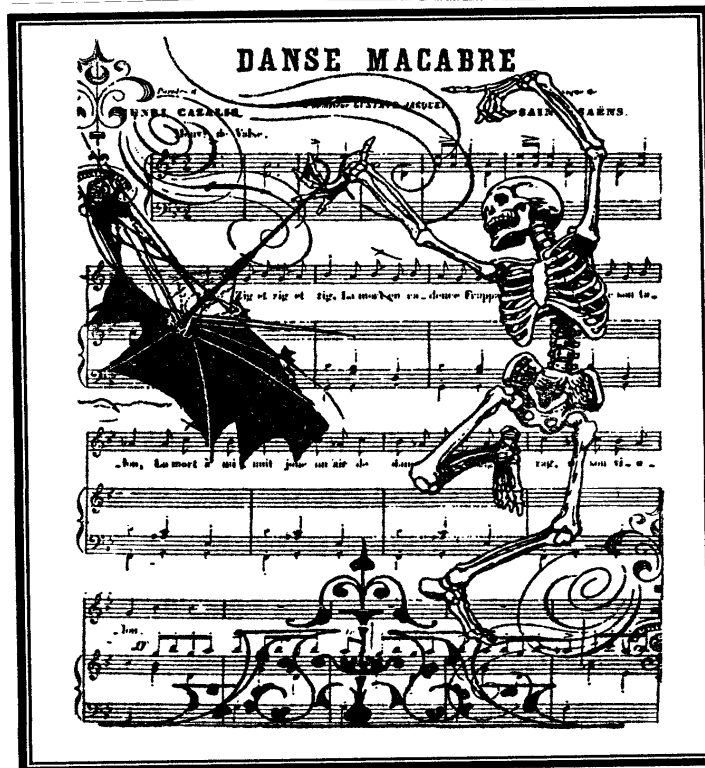
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# PVHA HALLOWEEN FUNDRAISER



You are invited to a Halloween Party for  
Members of the Pajaro Valley Historical Association  
at the home of the late Senator and Mrs. Henry Mello



Saturday, October 25, 2014, 4:00 p.m. to 7:00 p.m.

Music, open bar and hors d'oeuvres

*Costumes Optional – 21 and over please*

\$60 per person benefits the PVHA – Valet parking provided

Limited to 100 Pre-Paid Guests – No tickets sold at the door

Reservations can be made by calling the PVHA office at (831) 722-0305.

A map with directions will be provided.

*Please consider making a donation if you are not able to attend.*

PVHA would like to thank board member, Mr. John Mello for his generosity in hosting this event!

**MEMORIALS:**



**AXLEY, RON**

Judy Campbell

**CONDY, RUSSELL LAWRENCE**

William and Cloy Codiga

**DYBDAYL, CHRIS**

William and Cloy Codiga

**JENSEN, HELEN SCHALOW**

Ellen Mann Christie

**KOHFIELD, BERNICE ELIZABETH**

William and Cloy Codiga

**KUSUMOTO, RAY**

William and Cloy Codiga

**LESTER, DANNY**

Stan and Judy Nielsen

**LOCKE-PADDON, WILLIAM F.**

Alice Montgomery

Marilyn Hyde

Tom and GeriAnne Simmons & Family

**MYERS, JOSEPH**

Bill and Karen Bachan

**WONG, ALICE**

Frances Heick

**WOOD, DEAN SCOTT**

Janet Meidl

Greg and Suke Pavlovich

***BOARD OF DIRECTORS NEWS:***

We would like to welcome and introduce two new members to our Board of Directors



Mrs. Jocelyn Mel



Mr. John Mello

Thank you for your interest and support of our Association. Welcome aboard!

**CURRENT PVHA EXHIBITS AND PHOTO DISPLAYS:**

**California Grill**

**Ag History Project**

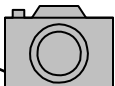
**Erik's Deli**

**Bockius-Orr Home**

**Appleton Grill**

**Borina Archive**

**Rodger's House**



*Note: Thank you to Josie Lint, Jocelyn Mel and Louis Arbanas for all the wonderful photos taken for this issue*

## HOUSE HAPPENINGS

By: Gayle Ivanovich, House Volunteer

The year thus far has been gratifying and very busy for the Bockius-Orr House volunteers: Mimi Crumpton, Gayle Ivanovich, Gerry Martin, Sharon Bystran, and Rosa Guerrero. We have two new volunteers, Martha Muzzi and Kennette Roberts. They have extensive experience in community service and are talented additions to our group.

In the spring and summer we have conducted several student and adult tours of the facility, and we sponsored an "English Tea" which we offered as an auction prize at our fundraiser. Among the tours were public and private school students, the Ag Focus graduation group, the Lifelong Learning group from UCSC, as well as many drop-in visitors during our usual museum hours. We have become a very busy destination, thanks to our new archive, our websites, and word-of-mouth recommendations from happy visitors. Suddenly, everyone is enthused about local history!

Our current Ford's department store exhibit and the "Mad Hatter's Tea" display soon will be replaced by an eclectic display of many decades of evening wear, antique capelets, evening bags, and accessories. We are calling it "Holiday Magic."

Our fall event will be a Halloween fundraiser given by board member John Mello. It will be held at the Mello home on October 25. Call us for further information at 722-0305. The annual PVHA Christmas Tea on December 7 will kick off our 75th anniversary year, which begins January 1, 2015.

Now that the archive is in its beautiful new building, we have moved much of our costume and doll collection to the old archive building (now called the Annex). We include a visit to this new workspace on our tours if time permits.

In September, our staff will visit the Castro Adobe for a guided tour of this historic site (now under restoration). In October we are awaiting a tour group of docents from Sonoma State Park. Next spring we will host the Greater Bay Area Costumers Guild, whose members will stay overnight in Watsonville (and will come in period costumes)!

Come visit us soon for some holiday magic!



Rancho San Andres  
Castro Adobe



Wedding Dress of  
Mrs. Helen Mello



BORINA ARCHIVE  
AND  
ALZORA SNYDER/JANE BORG RESEARCH CENTER

**Reported by: Regan Huerta, Archive Coordinator**

The Archive could not achieve its dual goals of taking historic materials in and getting historic information out, without its fantastic volunteers.

Volunteers **Betty Bachan** and **Rosellen Mastoris** are the accessioners who evaluate, identify, describe, label, assign to a collection and complete the records and transfer title for the over 300 historic items donated by over 60 donors so far this year. For example, new board member John Mello donated a collection of his mother's clothes and furs, from her 1949 wedding dress to the 1980's evening gown worn at the Academy Awards; he has also donated a large collection of books, along with photos and other wonderful items. Doris Goon has donated a fascinating collection belonging to her late Uncle Herman Goon, there are photos and documents relating to the families long history in the Pajaro Valley, along with Herman's own military uniform, artifacts and photos of his service in WWII. Celia Wiens has donated clothing belonging to her Aunt Frances Borrego along with Chinese artifacts from her Uncle Juan Borrego's collection. The heaviest donation was the old 2,000 plus pound Granite Construction Safe donated by Mary Solari. Volunteer **Rollond Huerta**, had the fun job of positioning it, while volunteer **Richard Hernandez** cleaned it inside and out, so he could transfer the materials that we will store in it, since we won't be using it as a safe. There are just too many wonderful items to list here, but we want to thank all the thoughtful and generous people who donate to PVHA.

Volunteers **Lorraine Mathiesen** and **Richard Hernandez** have assisted me with finding the answers to over 160 requests for information so far this year! That number is an all-time extreme record breaker; it is much more than double what we usually get for an entire year. Both the requests and the answers are received and sent in a variety of ways; in person, by mail, email, phone and website and in a variety of methods; verbally, note taking, writing, copying, and I have also sent hundreds of items digitally by scanning them. Finding answers for people is very rewarding; just last week I met a man taking photos of the house and garden as we talked he said his family had the oral history that his father had been drafted from Watsonville while staying with an aunt. Because we have the wonderful draft-board scrap-book created by Mrs. Dahl; he was actually able to find a photo of draftees with his father pictured! Volunteer **Lorraine Mathiesen** was able to help him to also find additional family history. This is the exciting kind of thing that's keeps us volunteering at PVHA, but it is not all we do, volunteers **Alice Montgomery**, **Josephine Lint**, **Lorraine Mathiesen** and **Richard Hernandez** and two new volunteers **Jolene Vukasovich** and **Natalie Costa**, well know the tedious, but invaluable labor of clipping, filing, copying, listing, updating that must go on to make sure our collections continue to be wonderfully organized and easily accessible, in order to be able to find the answers.

The archive is also lucky to have volunteers **Jocelyn Mel** and **Johnny Musser** to help us with digitization and how to update and improve our data storage and entry procedures. New volunteer **John Mello** has been a wonderful asset with his knowledge and enthusiasm for archives. Last but not least are our handyman volunteers **Rollond Huerta** and **Marvin Byers** who weekly come to our aid, to frame and hang pictures, assemble shelves and cabinets, move furniture and collections, fix drawers and doors, and much, much more.

Thank you to our members who make this all possible through their kind and generous support.

**“PVHA ARCHIVE ENDOWMENT FUND”**

This newly created fund, overseen by The Community Foundation of Santa Cruz County, has been established to support the Archive and its endeavors for many years to come. Please consider making a tax deductible donation to this fund or consider us in your estate planning. Your generosity will enable PVHA to provide services to future generations. Please feel free to contact our Office Managers, Briana Griswold or Jeannie Nunez, for additional information.



## 2014 YOUNG HISTORIAN

By: Gerry Martin  
PVHA Young Historian Award Coordinator

Ashley Lopez Zamora, 21 year-old California State University Monterey Bay student, is the recipient of this year's Young Historian Award.

While Ashley was an intern in the Archives as part of her class work at CSUMB, she was intrigued by our files of family histories but disappointed to find nothing about her own family. With the encouragement Archive staff, and particularly Lorraine Mathiesen, this project began to unfold. As Ashley stated in her application, she will be conducting interviews with family members and from these interviews to write the stories of her family including photos. As she states in her application, "My roots, my past, and most likely my future are all in the Pajaro Valley". It is important to her that her family's history not be forgotten. Congratulations to Ashley and thank you to Diane and Don Cooley who provide for this award.

Gerry Martin, and Ashley Lopez Zamora



Annual \$500 Dollar Award

## VINTAGE PICNIC 2014

By: Gerry Martin  
Vintage Picnic Committee Chairperson

Ford's Department Store may be long gone but it lived once again at the Vintage Picnic held on June 28 of this year. Nevenka Radich and Jean Perry, long time Ford's employees, regaled the sell-out crowd of 150 Watsonville old-(and young) timers with reminiscences of a very important part of Watsonville's history.

The sunny day was pleasant under the large canopy that covered the lawn area of the Bockius House, a delicious luncheon by the Ken Schwan and his Monterey Bay Caterers was gobbled up, and much toe tapping accompanied the music of the Tin Pan Alley Cats. There was a bit of a fuss when a siren sounded and a "black and white" came down the driveway. Not to worry. It was Manny Solano in a beautifully restored vintage Watsonville Police Department Patrol Car.

Ashley Zamora, recipient of the \$500 Young Historian Award, was honored and a raffle finished out the day. Though the primary objective of the picnic was not fund-raising, the picnic added \$2,629 to the coffers of PVHA. Guests left feeling that the main goal of enjoying an historical event had well been met. See everyone next year on Saturday, June 27 and join in celebrating 75 years of PVHA!



Pajaro Valley Historical Association  
Post Office Box 623  
Watsonville, CA 95077

NON-PROFIT ORGANIZATION  
BULK RATE  
U.S. POSTAGE PAID  
PERMIT NO. 298  
Watsonville, CA 95076

Pajaro Valley Historical Association  
Established: 1940 ~ Incorporated: 1956

**BOARD OF DIRECTORS:**

GeriAnne Simmons, President  
Phil Ybarra, Vice-President  
Judy Nielsen, Secretary  
Judy Campbell, Treasurer

**DIRECTORS:**

Ken Dobler  
John Espinoza  
Luann Lauesen  
Jocelyn Mel  
John Mello  
Peter Navarro  
Tony Scurich

**Co-Office Managers:**

Briana Griswold & Jeannie Nunez

**Archive Coordinator:** Regan Huerta

**I.T. Committee Chairperson:** Louis Arbanas

**Newsletter Editor:** GeriAnne Solano-Simmons

“RETURN SERVICE REQUESTED”



The Pajaro Valley Historical Association is a **nonprofit** public benefit corporation organized under the California Nonprofit Public Benefit Corporation Law for charitable purposes. Donations to the Pajaro Valley Historical Association are **tax deductible** within the meaning of Section 501 (c) (3) of the Internal Revenue Code. **Tax ID 94-1663161**

**Not a member yet? Want to join now or need to renew?**

**We'd love to have you become a member of PVHA**

## **MEMBERSHIP FORM**

**Please Make Checks Payable to “PVHA”**

P.O. Box 623, Watsonville, CA 95077

or join via our website at [www.pajarovalleyhistory.org](http://www.pajarovalleyhistory.org)

\_\_\_\_ New Member    \_\_\_\_ Renewal    Membership expiration date \_\_\_\_\_  
\_\_\_\_ Donor \$40                      \_\_\_\_ Sponsor \$50                      \_\_\_\_ Supporter \$100  
\_\_\_\_ Benefactor \$250                      \_\_\_\_ Patron \$500                      \_\_\_\_ Corporate \$ \_\_\_\_\_  
Other Donation \$ \_\_\_\_\_ to be used for \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone No.: \_\_\_\_\_ Total enclosed: \_\_\_\_\_

**Email Address:** \_\_\_\_\_

**(We are updating our database and would like to include your email address please)**

**All contributions are tax-deductible within the meaning of Section 501 (c)(3)  
of the Internal Revenue Code ~ Tax ID 94-1663161**

**THANK YOU!**