

# History Lives Here



**November 2017**

## PVHA to be Honored as Organization of the Year

**By Claudia Mize**

The Pajaro Valley Historical Association is extremely honored to be named “Organization of the Year” by the Pajaro Valley Chamber of Commerce and Agriculture.

“It was completely unexpected and very much appreciated. PVHA is dependent upon a group of incredible volunteers who work diligently to provide the Pajaro Valley with an amazing community asset,” said Judy Doering-Nielsen, board president.

The award will be presented during the Chamber’s Annual Dinner on Saturday, Jan. 27 at the Santa Cruz County Fairgrounds. Tickets are available by calling the Chamber office at 724-3900.

“I am very happy that PVHA has been recognized. It is an honor and a pat on the back for all the volunteers. They are a very dedicated group of people and it has been my privilege as a long time board member to work with them,” said Ken Dobler, a board member.

“People come from as far away as Virginia and Croatia to delve into PVHA’s archive. After 77 years of being unknown in the community, our presence is being picked up. It’s been a period of positive growth for us, and it’s unique because we are a community museum and archive,” said Louis Arbanas, an archive volunteer.

You can find what is new at PVHA on



Shaz Roth (top right) of the PV Chamber, tells our board about the honor.

Mimi Crumpton said. “We work with our

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## Discovering Christmases Past in the Archives

**By Claudia Mize**

Does anyone recognize this young brother and sister, Chip and Debbie Morse, from Christmas 1955?

Looking through pictures at the archive, we came across a file of pictures labeled “1955 – Downtown Christmas Tour.” Ford’s Department Store and Jansen’s Music Store (in Watsonville) are pictured here with these two adorable children checking out the merchandise.

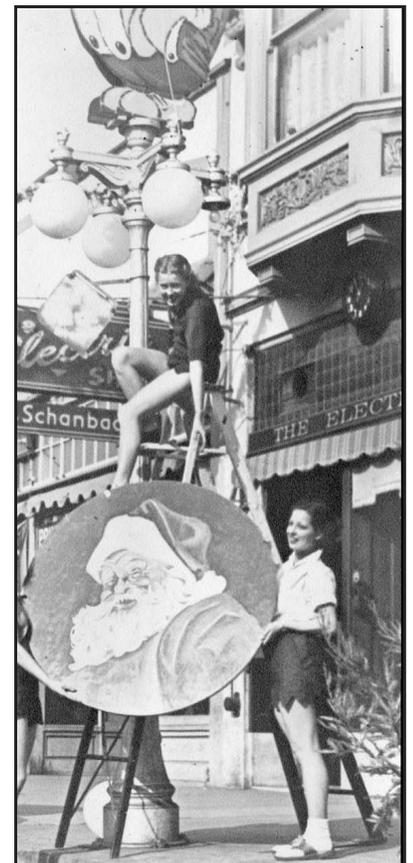
In 1955, Christmas shopping was a special event in Watsonville. We looked forward to seeing the beautiful Christmas decorations in the stores after Thanksgiving. My family dressed up and made a day of shopping and going out to eat.

Jansen’s Music store sold musical instruments and also records. As part of their customer service, a shopper could ask to hear a record before they purchased it. They listened on earphones so it wouldn’t bother other shoppers. ( picture)



Ford’s Dept. store sold everything from kitchen appliances, clothing, toys and, of course, the hot item — television sets. Most families had a television by 1955, even though shows were broadcast only a few hours a day. I remember my family sitting together watching “You Bet Your Life” with Groucho Marx, and “Gun Smoke” with Sheriff Matt Dillon and his deputy, Chester.

Volunteers at PVHA are always finding interesting items in the archive. Become a volunteer and see what you can discover here.





18 High St. (Buena Vista Heights)  
December 27<sup>th</sup> 1929



18 High St. (Buena Vista Heights)  
88 years latter - 2017

## Historic Holiday Lights

*December 27, 1929 Register Pajaronian*

Judges of the Christmas lighting and decorating committee of the Rotary and other service clubs of the city made the following report which covers awards made for the best lighted places:

The Stanovich home 18 Buena Vista Heights (18 High St.) (John and Edith of Central Electric Co.) To our notion the Stanovich residence was in a class by itself. The plan was conventional, but the efforts was among the most artistic noted anywhere. The committee approved especially the tying in of the outside decorations with the inside, by means of the huge candles in the windows upstairs, and by other means. The tree formed from green lights and electric candles is a work of art, or so we felt since we stopped several times to admire it. Also selected for prize was Mrs. L.F. Lettis at 901 Main St.

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wonderful clothing collection. Some of our oldest treasures include combs, shoes, and a mantilla from the Californio period that belonged to Celistonia Amesti. We are fortunate to have clothes from the 1800s to present day. We decide what the theme will be and bring the

exhibit to life. Our exhibits have varied from 'Alfred Hitchcock Movies' to 'A Vintage Christmas' which is the theme for our winter display. I have been a volunteer for 16 years. It's a privilege to work with Watson-

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## SACO Holds BBQ at Bockius-Orr

The Slavic American Cultural Organization (SACO) had their Annual Fundraising BBQ here under the beautiful oak trees on Oct. 8. The event was a success with perfect weather, great food and a terrific attendance.

In the archive, SACO setup a Slavic history, cultural and informational display. Bill Beecher put together a slide show for the guests to enjoy. PVHA would like to thank SACO for choosing our venue for its event.



Images of the The Slavic American Cultural Organization (Annual Fundraising BBQ.)

### Holiday Operating Hours



Closed  
**12/15/2017**  
thru  
**1/01/2018**

Closed

**11/17 thru 11/27**



# PVHA's 3rd Annual Mail-In Raffle is Another Big Success

**By Claudia Mize**

Our annual mail-in raffle was again a big success. Thanks to all our members and the community who donated prizes, worked behind the scenes and purchased tickets!

The drawing was held on Oct. 11. The winners and their prize choices are listed in the order drawn:

Gina Galluci – gift certificates to local restaurants (donated by Hideout, Imura, Jalisco, Miyuki, Palapas, Severino's, & Wooden Nickel); Claudia Mehl – two nights at Capitola Beach Suites (donated by Capitola Beach Suites: Nancy & Hank Wempe) and dining at Shadowbrook/Crows Nest (donated by Shadowbrook/Crows Nest); Wayne Kelly – Wild Animal Park Adventure with breakfast served by a park elephant (donated by Dominic & Martha Muzzi; Stan & Judy Nielsen; & Wild Animal Park Zoo); Mimi Crumpton – two nights at Yosemite Lodge (donated by Josh Fischer, Sterling Pacific Financial); and Betty Bobeda – case of assorted premium wines (donated by PVHA board members and volunteers).



Susan Jacobs Gina Galluci Winner



The winners were thrilled. Many people commented on the wonderful choice of prizes. Thank you all again for participating.



## Father and Son Repair Archive Wall

**By Lou Arbanas**

Before leaving for the East Coast last month, Michael Deller and his dad Ron worked on repairing the back wall to the Archive. Damage was created by the use of an adhesive to mount images.

The elbow grease worked out and we are very thankful to the skilled team.

They also expertly hung 7 beautifully framed photos that we acquired back from Rabobank depicting scenes of Watsonville in the early 1900s.

Pajaro Valley Historical Association



**You Are Cordially Invited**  
to an  
**Old Fashioned Christmas Tea**

Sunday, December 3rd - 1pm - 4pm  
332 East Beach St.  
Watsonville, CA 95076

Bockius - Orr House  
and  
Borina Archive

Everyone Welcome  
Donations gratefully accepted



# Items of Note

As of Sept. 1, 2017

## Memorials

### Allison Rider

Dr. Philip and Diana Gilman III

### Lucille Meck

Lorraine Washington

### Kay Viscovich

Stan and Judy Nielsen

### Father Harry Freiermuth

Art and Mary Jean Wagner

### J.C. and Jo Anderson

Ron and Connie Deller

### Bill Bachan

William and Cloy Codiga

### Joseph Tomasello

Carl and Fran Dobler

### Kathleen Dias

Sarah Chauvet

### Frances Heick

JoMarie Lake  
Janice House

## In Honor Of:

### Mary Okamoto

Warren and Ann Nelson

### Martin Colendich

Carl and Fran Dobler

## Donations

### General

Norman and Barbara Davis  
Sarah Chauvet  
Linda Pavlovich  
SACO  
Mimi Crumpton

### Endowment Fund

Warren and Ann Nelson

## Membership

### New Members

Theresa Cordoza  
Ron and Connie Deller  
Jeff Hudson  
William and Hope Langan  
David and Steffany McCabe  
Jon Nelson  
Robert and Mitzi Williams

### Memberships renewed in August

Jody Haden Barker

### Memberships renewed in September:

Anthony and Betty Bobeda  
Richard and Nancy Codiga  
Catherine Coward  
Dr. Phillip and Diana Gilman III  
Doris Goon  
Bill Haglins (PV Fresh Fruits and Vegetable Dist)  
Mas and Marcia Hashimoto  
JoMarie Lake  
Bob Katz and Leola Lapides  
Robert and Janey Leonardich

Vic Lewis  
Donna Manfre  
Warren and Ann Nelson  
Dennis and Laurie Osmer  
Margaret & Charles Pilgrim JR.  
Sara Pope  
Karen Reader  
Ricardo Rocha  
Caroline Rodgers  
Susan Avril Schneider  
Guy George and Teri Wempe

### Memberships renewed in October:

Dave Bachan  
Karen Bachan  
Dave and Claire Baum  
Sarah Chauvet  
Lynne Clough  
Mimi Crumpton  
Carl and Fran Dobler  
GeorgeAnn Eiskamp  
Claire Etienne  
Helen Harness  
Ralph and Susan Jacobs  
Jeff and Karen Kane  
Shirley Kane  
John Kane  
John Kovarik  
Pat Lester  
Thoma Mitchell  
Peter Navarro  
Bernice Palmtag  
David Rock  
Mark and Karen Sambrailo  
Billie Jean Sorensen  
Helen M. Ukestad

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ville's history."

Jeanette Crosetti, an archive volunteer, said, "The Chamber sees the hard work done by volunteers.. I enjoy research and learning about the Pajaro Valley. I started volunteering at PVHA about 4 years ago. Both the house and archive are wonderful places to work. I have met many new people and become reacquainted with others that I have not seen in years. Such a joy!"

"Our mission as volunteers at PVHA is to preserve our local history. We've learned a lot from it, as well. I urge everyone to study the rich culture of our beautiful Pajaro Valley so that we can keep the good things of the past, and improve in the future those things that are not so good! I also like the squirrels that play here in the trees," said Gayle Huff Ivanovich, a house volunteer.

A volunteer for three years, Claudia Mize

**Pajaro Valley Historical Association**

**Annual Meeting and Luncheon**

**Sunday January 14<sup>th</sup>, 2018**

11:30 am – 2:00pm

Knights of Columbus Hall

230 E. Lake Avenue, Watsonville, CA 95076

Luncheon Buffet - \$33

Program: Mr. Derek R. Whaley "The Vital Link: Watsonville's  
Early Railroad Monopoly"

said, "I enter descriptions and pictures of clothing into PastPerfect. I help with the

newsletter and website. I am amazed at  
**See HONOR next page**

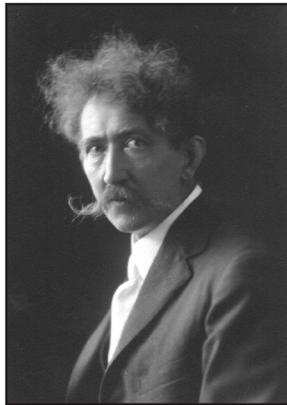
# Ossian Hagman, Watsonville's First Famous Photographer

Watsonville's most remembered photographer Ossian Hagman was born Oct. 8, 1870 in Sweden. His parents, Olof Fredrik Hagman and Ida Hermine Hagman, were traveling photographers in Europe. Interestingly, an uncle and five of Ossian's siblings were also photographers.

In 1894, Ossian decided to start a family and a photography business in America. He left England on the S.S. Majestic on Oct. 16, 1894 and arrived in America on Oct. 24, only 9 days later. Ossian married Anna Lundquist, who he had sent over earlier from Sweden. They lived in Brooklyn, New York and had two children. In 1904, the family moved to Connecticut. After four years, they headed to California by way of Canada.

On April 25, 1910, The Pajaronian wrote: "Hagman and Olive, the well-known photographers, have purchased the Gilbert Photograph Gallery in the Weeks building at 444 Main Street."

In Jan. 1916, the Watsonville Register published a booklet titled "Pajaro Valley Progress Edition." The paper reported that "Most of the views and portraits ... are from Hagman's Photo Studio and they speak for themselves. Photography has been Mr. Hagman's life time pursuit." The paper reported that Ossian started his photography in Europe, and continued for 14 years in New York City. In his five years in Watsonville, it became the most popular photo studio in the Pajaro Valley.



Ossian Hagman

"Hagman is not simply a photographer, but in the strictest sense of the word is an artist," proclaimed the Watsonville Register on January, 1916. He took pictures for the high school yearbooks, and of Watsonville and the surrounding area. The archive has many of his pictures and postcards.

Ossian and his wife divorced in 1920. Hagman moved his photography studio to the Porter building which still stands at the corner of Main and Maple. He was ill the last ten years of his life and died on March 21, 1937.

Jim and Jackie Nelson, distant relatives of Ossian Hagman, from Medford, Oregon visited PVHA in September. They donated one of Ossian's vintage cameras, many oversized negatives, and some glass negatives. PVHA was thrilled to receive these items and will put them on display. If you are interested in photography or vintage cameras, come check it out.



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all the history that can be learned from the volunteers and visitors."

Watsonville is a melting pot of nationalities and PVHA would like to reflect all of

our community. We encourage everyone to visit the Bockius-Orr House, the Borina Archive & Alzora Snyder & Jane Borg Research Center, the Carriage House and beautiful gardens. We have three big events each year: the Christmas Tea in December;

the Vintage Picnic in July; and don't forget our big fund raiser – the mail-in raffle in August.

PVHA is always looking for new volunteers. Come see how you can put your skills to use. Become a donor or a volunteer.

PAJARO VALLEY HISTORICAL ASSOCIATION  
P.O. Box 623  
WATSONVILLE, CA 95077

Preserving the History  
of the Greater Pajaro Valley

Established 1940 ~ Incorporated 1956

**Board of Directors**

Judy Nielsen, President  
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John Espinoza  
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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**

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"  
PO BOX 623 Watsonville CA 95077

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

New Member  Renewal Membership Expiration Date \_\_\_\_\_

Donor \$50  Supporter \$100  Benefactor \$250  Patron \$500  Corporate \$ \_\_\_\_\_

Other Donation \$ \_\_\_\_\_ to be used for \_\_\_\_\_

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

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City: \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone: \_\_\_\_\_ Total Enclosed: \_\_\_\_\_

Email: \_\_\_\_\_

(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!**

**Ways to  
Donate**

- Become a Member
- Upgrade your Membership Level
- Make a general donation to the PVHA
- Make a donation to our endowment funds: The Historic Preservation Fund or Archive Fund, both established at The Community Foundation

