

History Lives Here

WINTER 2020



Holiday Tradition New and Old

A festive new local custom is born out of the Covid pandemic

By Lou Arbanas

It is appropriate that Holiday traditions in the Pajaro Valley are on everyone's mind. Perhaps the subliminal cues such as frosty nights, and the wafting odors created by the apple harvest, smoke houses curing hams, prosciutto, and cinnamon baked goods trigger childhood memories.

With our 29+ cultures that have populated the Pajaro Valley, those traditions vary widely, but have a common pleasing and fascinating resonance. A compilation by Claudia Mize of a Christmas celebration 100 years ago appears in this newsletter. It incorporated all of the Holiday cultural "old country" celebrations to be found in the



Holiday chocolate mice

valley. Then, as now, 1920 was a turbulent time, with the end of the year and a half long "Spanish Flu" pandemic, and the two-year anniversary of the end of WWI. Women had just won the right to vote, the Flapper Era began, and commercial radio was born uniting the nation to local, national and world events. Some say the first woman to govern as president was Mrs. Edith Wilson, who guided her stroke-stricken husband through the final year and a half of his term in office.

Of the many changes we endured this year one was the loss of our beloved PVHA Christmas High Tea, a Pajaro Valley tradition. We enjoyed the open house, tea, and specialty holiday treats. We won't forget the "holiday chocolate mice," the signed tea cups, the elegant silver service and the warm hearts of all participants. The mice were a tradition started by Vaudine Thayer with the baton being passed on to Gerry Martin and Claudia Mize.

But this year, we joined our community in creating a new holiday custom at the Santa Cruz County Fairgrounds. PVHA Board members and volunteers set up a buckboard wagon display with



PVHA volunteers set up a beautiful display at the fairgrounds for its Festival of Lights event. From now until the Sunday after Christmas visitors can see a variety of light displays at the fairgrounds.

See **TRADITION** Page 3



Community Christmas Fete Delighted a Large Audience in 1920

By Claudia Mize

The Watsonville Civic Auditorium held a grand Christmas affair 100 years ago. This is revised from the article in *The Evening Pajaronian*, dated December 27, 1920.

"The Community Christmas Tree was one of the grandest --- if not the grandest --- ever pulled off in Watsonville. It was grand not alone in the number of participants, but the costumes were grand, the crowd in attendance immense, and the pageant feature of the Christmas tree, unusually fine."

It was estimated that 4,000 persons, including the children, crowded into the auditorium on Christmas Eve. Every seat was filled and hundreds had to stand. "Notwithstanding this discomfort everyone went home feeling they had seen a spectacle that more than realized the promises made in its behalf...in many respects even surpassing expectations."

"From first to last, close attention was given to the entire program...save at the opening, where the youngsters made it clearly understood that it was their night and their Christmas tree, and they would tell the world so. And they did that very thing in a dreadful tumult, utterly destroying two features of the evening. Mrs. O.D. Stosser's fine opening solo and the combined choirs'



The Civic Auditorium was both festive and patriotic for the holiday in 1920.

rendition of the 'Messiah Chorus.'... After that the youngsters subsided." When the orchestra leader Mr. Gillmore swung into 'Adeste Fideles' and the three Kings strode down the aisle singing 'We Three Kings' there was quiet and perfect order.

Nearly 150 people took part in the costume pageant. They marched down the aisle and onto the stage joining those in the manger scene. "The costuming evoked warm admiration and pleasing comments. Nothing richer or more costly has ever been seen in this city... the picture was a mass of rich coloring, greatly enhanced by the excellent lighting effects... It was indeed a

grand scene. The stage setting superb, the lighting grand, and the general ensemble could not have been surpassed even in a big San Francisco theatrical spectacle."

"Many nations took part... We noticed ornaments and costumes that had been family heirlooms in the days of old---resurrected for this occasion." Each nation brought some custom of Yuletide in their native land. The English carried the old-fashioned plum pudding; the Danish girls distributed Christmas cookies; the Irish singers brought the little wren carried on St. Stephen's Day;

See **FETE** Page 3



FETE

From Page 2

the Spanish children danced a merry lilt. The French children brought the crèche; Italy – the origin of the Christmas stocking; Germany, the home of the Tannenbaum. The Slavic States – St. Nicholas, shepherds, Christmas wheat, and the Yule log. China – the happiness banner; Japan – the Spirit of Joy. Portugal – Green sheaf of wheat for the Christ child. The Austrian and Hungarian costumes with native embroideries and jewelry were beautiful. Also, the Chinese and Japanese children wore magnificent costumes.

After the pageant program, “Santa Claus” (Mr. M.C. Mason) arrival was greeted by an uproarious outbreak from the youngsters. He distributed presents from two lofty Christmas trees, one on each side of the stage. Each child received a gift and candy.

Few people had any idea of the work that went into putting on these proceedings. Everything went so smoothly, “one would naturally suppose that it was no task at all....Let us disabuse the minds of anyone entertaining such an idea. First came the energetic committee from the Watsonville Woman’s Club, to whom the Chamber of Commerce gladly turned over the task of getting up the affair. The Chamber of Commerce

got the funds from our citizens to pay the expense, which sum was augmented by several outside contributions. These women started to work, and their industry, and ability to handle the task was shown in the success achieved.”

Credit was given in this same article to all who supported this event. Mrs. H.C. Wycoff planned the program. Directors of various groups included Mrs. E. Lettunich, Mrs. Frank Rhoads, Mrs. John Dimon, Mrs. D. F. Mayer, Mrs. D.J. Daly, the Sisters of Moreland Notre Dame academy, Mrs. W. J. Wilkinson, Mrs. F. W. Briback, Mrs. Van Dalsen, Mr. Jos. Marini, Dr. Tolman, Mr. Dong, and Mr. Kamino.

Mrs. Lillian Higman directed the “Animated Toys:” French Doll, Gladden Pryor; Bunny Rabbit, Dorothy Martin; Drum, Sanford Terry; Red Riding Hood, Kathleen Fariss; Teddy Bear, Clayton Calkins; Building Blocks, Frances Kuminsky, Lorraine Pullen, Virginia Pullen; Hobby Horse, Virginia Terry; Candy Stick, Virginia Seeley; Japanese Doll, Helen Matsuda, Scottish Doll, Maxine McKenzie. Carpentry -- Mr. Perry Andrews; Director of Community Players -- Mr. Loriman Percival; stage decorations -- Mr. Wm. Hamm. Lighting and electrical -- Central Electric, Juious A. Schanbacher, Mr. DuFour, Mr. Beightel, Mr. Prince and Mr. Al Phillips. Arthur Coots operated the spotlight.



TRADITION

From Page 1

Christmas trees, reindeer and beautiful holiday lights. On Sunday November 22nd Board members Chuck Allen, Judy Doering Nielsen, Ken Dobler, Virginia Avila, Luann Lauessen, Ralph Jacobs and their helpers Jodi Frensley, Ann Dobler, Emanuel Brion, Gina Gallucci, and Terri Wempe met to decorate an old fashioned Reindeer drawn buckboard with the jolly old Elf Santa Claus. This festival of lights can be seen starting Friday after Thanksgiving to Sunday after Christmas (Excluding Christmas). That would be Friday, Saturday and Sunday from 5:30 pm until 9:30 pm. There will also be a food court available for takeout. For tickets and location: <https://fairgrounds-foundation.org/holiday-lights/>



From The Desk Of

Ken Dobler

As a long time board member, I would like to make note of how beautiful the yard and grounds have looked recently. Many visitors and others have made similar comments.

It makes it a real pleasure to be here and involved with so many dedicated volunteers of the P.V.H.A.



Ken Dobler

Items of Note As of Nov. 24, 2020

New Members

- Jody Belgard
- Elizabeth Boles
- Robert and Linda Erbe
- Craig and Dana George
- Marilyn Marker
- Mary Jane Saveria
- Stanley and Carli Ann Stevens

New Volunteers

- Elijah Ezeji-Okoye

Donations General

- Guy and Terri Wempe

Research/ Archive

- Donn Marinovich

Garden Fund

- Diane McElroy

In Honor Of All the PVHA Volunteers

- Ken and Anne Dobler

Memorials *In Memory of*

Marvin Byers

- Jim and Shirley Spain

Peter Hauer

- Claire Etienne
- Stanley and Carli Ann Stevens

Rosellen Mastoris

- Lorraine Jurach and Family
- Bette Ludden
- Jim and Shirley Spain
- Lou Arbanas

Joseph Parker

- Stan and Judy Nielsen

Steve Dufour

- Stan and Judy Nielsen

Richard Codiga

- Margaret Osborn Pilgrim

Bob Petersen

- Philip and Diana Gilman

Shirley and Gene Friend

- Edward and Kathleen Banks

Frank and Zoe Orr

- Warren and Ann Nelson

Arnold Brunetti

- Glenn and Coleen Kramer

Muriel Hauer

- Claire Etienne

Ken McElroy

- Ron and Connie Deller

Hal Hyde

- Ken and Anne Dobler
- Ralph and Susan Jacobs
- Stan and Judy Nielsen
- Hugh and Pat Hudson Family
- Johnny and Alice Wong
- Jim and Shirley Spain
- Lou Arbanas
- Stanley and Carli Ann Stevens

Pauline Thirup

- Stan and Judy Nieslen

Charles Bontadelli

- Marybeth Bontadelli

Memberships

Renewed in September:

- Margaret Bloom
- Betty Bobeda
- Eileen Byers
- Sharon Bystran
- Lynn Clough
- Theresa Cordoza
- Catherine Coward
- Bob Dickie
- Georgeann Eiskamp
- John and Margaret Gallagher
- Philip and Diana Gilman
- Doris Goon
- Bill Hagin
- Helen Harness
- Mas and Marcia Hashimoto

- Ralph and Susan Jacobs
- John Kane (KBK Insurance Co.)
- Shirley Kane
- John and Frances Kovarik
- Glenn and Coleen Kramer
- Jo Marie Lake
- Mark and Cathy Lauesen
- Elizabeth Ludden
- Mary Ellen Martinelli
- Warren and Ann Nelson
- Ms. Margaret Osborn Pilgrim
- Jenifer Renzel
- Diane Robey
- Tony and Madison Roberts
- Ricardo Rocha (RV's Computer)
- James Scurich
- Mary Siefke
- Teri Wempe and George Guy

Renewed in October

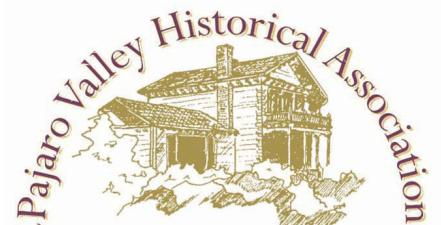
- Karen Butier Basiulis
- Marguerite Bloom
- Lisa Eiskamp
- Claire Etienne
- Mary Eves
- Rod and Penny Hudson
- Vic Lewis
- John and Megan Martinelli
- Diane McElroy
- Patricia Novakovich
- Tom Rosewall Jr.
- Mark and Karen Sambrailo
- Helen Ukestad
- Harry and Clarice Wiggins

Renewed in November

- Marybeth Bontadelli
- Carl and Fran Dobler
- Lawrence Lease (A.L. Lease Co.)
- Donn Marinovich
- Mary Ellen Martinelli
- Wayne and Arlene Minami
- Bernice Palmtag
- Deborah Rider
- Tom Rosewall Jr.
- Scurich Insurance Services
- Gino Stefanni
- Charles and Spemenka Zaninovich

We are creating new and hopefully easier opportunities for gifting family treasures to PVHA. To help expedite the process, we will shorten the steps to a photo(s), and a gifting form.

Watch our web site for the new form and directions after January 15th.





From left to right are Ralph Jacobs (standing in for Medal recipient Susan Jacobs), PVHA President Judy Doering-Nielsen, Historic Preservation Medal recipient Lou Arbanas, the award presenters Priscilla Partridge (Regent Santa Cruz Chapter NSDAR), and Ann Fay (Vice Regent Santa Cruz Chapter NSDAR), and Bill Beecher, Historic Preservation Medal recipient.

Three PVHA Volunteers Recognized with Historic Preservation Medals

by Claudia Mize

PVHA volunteers Susan Jacobs, Bill Beecher and Lou Arbanas recently received the Excellence in Historic Preservation medals from the Santa Cruz Chapter of the

National Society Daughters of the American Revolution (NSDAR).

NSDAR is a non-profit, non-political, volunteer women's service organization dedicated to promoting patriotism and

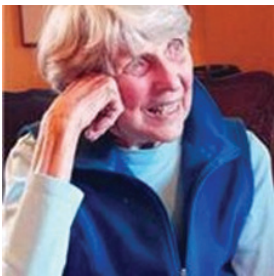
preserving American history through better education for children. Members are all lineal descendants of those who supported the cause of independence in the Revolutionary War.

Remembering Rosellen Mastoris and Hal Hyde

By Claudia Mize

Rosellen Mastoris

Rosellen Mastoris, born July 25, 1927, passed away on Aug. 1, 2020. A longtime teacher and educator in the Pajaro Valley, she was a volunteer who helped with our Cos-



Rosellen

tume Collection and with school tours. Being a retired teacher, she loved inspiring children.

During school tours, Rosellen had a jar of old buttons and asked

each child to pick one and write a little story about the button. The children were excited to express themselves and Rosellen made their visit to PVHA memorable.

Hal Hyde

Hal Hyde, a retired Army Reserves general and World War II veteran, was also an educational leader locally. He served as Vice



Hal Hyde is circled in this Christmas party photo.

Chancellor of UC Santa Cruz and had an instrumental role in the creation of Cabrillo College. He died on Oct. 12, 2020 at 97.

He enjoyed holding court at the Christmas Teas and other events at PVHA. He was a fountain of knowledge and loved to pass

it to others. Contributing to Hal's expertise was his life of inexhaustible contributions and devotion to his community. His passion and knowledge of local history was insatiable and proved to be very infectious. Hal leaves us with a heavy heart, and a lasting legacy.

Holiday Gift Ideas

We are suggesting three recent publications for that history buff in your family. These books may be ordered at PVHA, or direct. Email or phone the Archive to verify availability.

The Beanery (A Village Named Ormsby) *by James W. Settle, DDS*

This book is an autobiography of James Settle, an orphan from the Louisville and Jefferson County Children's Home. It is a story of tough love, comic relief, and achieving the American dream. It is an inspiring and humorous story of his life. James and his wife Shirley raised four daughters in Watsonville. Also, James was a prominent Watsonville band member as recalled by Maestro Gonzalo Viales, and band director Sylvester Elroy. Available at: PVHA \$8.00 tax incl.

Lost Restaurants of Santa Cruz County *by Liz Pollock*

This book is a nostalgic turn back of the clock on fine dining and eateries of Santa Cruz County. Order direct at: www.cooksbookcase.com

An Architectural Tour of Historic Santa Cruz County

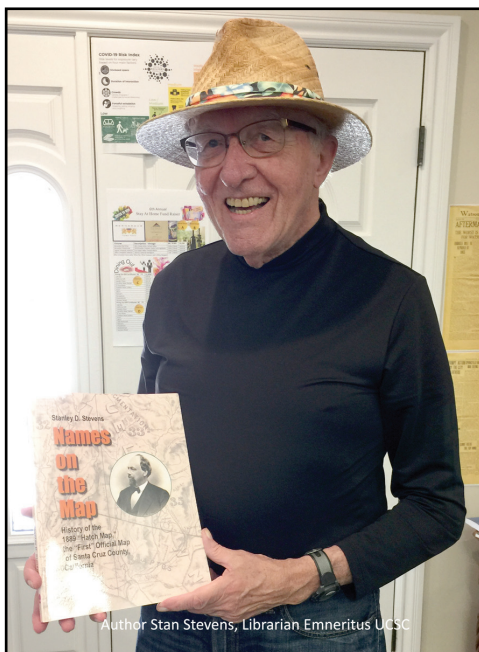
by Messrs. Allan B. Allen (drawings), Ross Eric Gibson (text)

PVHA has signed first editions of this great coffee table pictorial - celebrating local historical landmarks. Available at: PVHA \$42.00 tax incl.

Names on the Map *by Stanley D. Stevens*

The history of the 1889 "Hatch Map"-- the first official map of Santa Cruz County, California. It not only shows towns, roads, creeks, and mountains, but also land owners.

This is a gold mine for historians and genealogists with an index of names. The book also includes biographies of the key figures responsible for the map's creation. Available at: PVHA \$28.00 tax incl., or on line: <https://www.santacruz-mah.org/blog/publications>



Author Stan Stevens, Librarian Emeritus UCSC



A Big Thank You for A Big Donation

By Lou Arbanas

Thank you to Donn Marinovich and Sherrin Grout who arrived from Columbia, CA to donate the Marinovich label collection. In 2008 Jane Borg had asked Mr. Marinovich to consider PVHA as the final home for his five binder collection of labels. We are thrilled at the extensive curated collection, and the quality of the labels. They cover a universal spectrum of Agriculture here in the Pajaro Valley and in California.

Former PVHA Intern Ties the Knot, Works at Museum

By Claudia Mize

Congratulations are in order for Michael Deller who interned with PVHA in 2018. Volunteers Ron and Connie Deller, Michael's parents proudly announced the marriage of their son and Kristen on October 10, 2020. Michael is employed by John T. Homestead, a museum near Norwalk, CT





PVHA Played Role in Staff of Life Store's New Décor

By Lou Arbanas

Staff of Life Watsonville's newest grocery is scheduled for opening this coming February. Two of the five partners are pictured in the Archive selecting images for display in their new store. Richard Josephson and Loretta Rao. Not pictured are Gary and Peggy Bascou and Jason Bazamick. They are incorporating historic images of the Pajaro Valley with their interior décor. We wish them the very best.

A Fair to Remember

By Steve Bankhead

Our fair's early years were a moveable fest,
a roving display of the residents' best
produce and livestock and numerous arts,
to showcase their talents and gladden their hearts.
Folger's old skating rink housed the first show;
starting out small but hoping to grow.
Through various sites, but with varied success,
its chance of survival was anyone's guess.
The grand Apple Annual added some zest,
until the Depression proved too great a test.
Reborn with the funding of horse racing draws,
it ran till the Second World War gave it pause.
But its permanent home had been found by that time,
out on Peterson's land where East Lake starts to climb.

The 100th fair is upon us this year,
a county tradition that's cause for good cheer.
Through good years and bad, entertainment abounds,
and lately the songs offer more Latin sounds.
Mariachi and salsa, the change has begun,
so all neighbors now can enjoy it as one.
But what will the next hundred fairs come to be?
Will crops grown on land or afloat on the sea?
Will pies be in capsules?
Will quilters still sew?
I really can't say, but some things I know.
I know that blue ribbons will fill folks with pride,
and hearts will still race on a Ferris wheel ride;
and a small child's face will still light with a grin,
when fingers first tickle a billy goat's chin.

Some things are forever, though ever so rare...
like late summer magic, and days at the fair.

Driscoll's Researcher Studies Archives

By Lou Arbanas

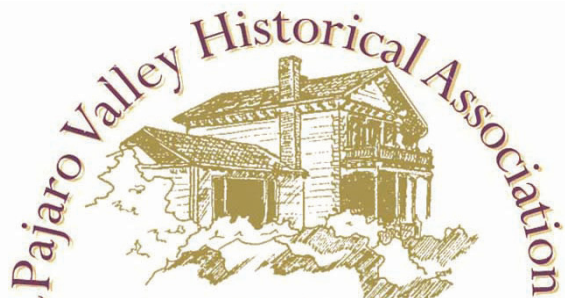
Ken Kusumoto of Driscoll's has been actively researching the origin of Strawberry cultivation here in the Pajaro Valley, using our archives to further his research.

We look forward to his publication, and take pride in the knowledge that we were able to assist.



A FINE PICK!

Thanks to Anita Diaz for this great find – a framed 1937 calendar from the French American Bakery. Locals will remember the great French bread from their brick ovens, later used by the Mity Nice Bakery after the original bakery closed.



Preserving the History of the Greater Pajaro Valley
Established 1940 ~ Incorporated 1956

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ADDRESS: P.O. Box 623 Watsonville CA 95077

PHONE: 831-722-0305

EMAIL: info@pajarovalleyhistory.org



Stay at Home Fundraiser a Big Success

by Claudia Mize

The 6th Annual Stay at Home Fund Raiser was an unprecedented success. Thank you to the donors of prizes and the generous purchase of raffle tickets by the members and supporters of PVHA. We also want to recognize Judy Doering Nielsen and Martha Muzzi, along with Jodi Frensley, for prize creations. We are pleased to announce the winners: Kathryn Ruso; Sue Scurich; Arlene Minami/Carrie Salady; Art Wagner; Judy Nielsen.

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 (Visa or Mastercard)

☐ New Member ☐ Renewal Membership Expiration Date _____

☐ Donor \$50 ☐ Supporter \$100 ☐ Benefactor \$250 ☐ Patron \$500 ☐ Corporate \$_____

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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

WE ACCEPT

