

# History Lives Here



May 2018

## Annual Vintage Picnic Scheduled July 1

### John Martinelli of S. Martinelli & Co. will be program speaker

Join us for the Annual Vintage Picnic on Sunday, July 1.

John Martinelli, CEO of S. Martinelli and Co., will be the program speaker. The event lasts from 11:30 a.m. to 3 p.m. and a buffet lunch will be served by Monterey Bay Caterers. It's a historical year for Watsonville and two of its most historic companies. The city, Martinelli's and local newspaper Register-Pajaronian are all celebrating their 150th anniversary.

S. Martinelli and Co. was started in 1868 when Stephen Martinelli first introduced fermented apple cider made from



John Martinelli



apples grown on his brother's farm. The plant was moved to Third Street in 1885 and in 1899, it won the first gold medal for excellence at the California State Faire in Sacramento.

John Martinelli is the fourth generation leader of Martinelli's. Born in 1957 at the old Watsonville Community Hospital on Montecito Ave, he is a descendant of the Martinelli and Silliman families, two of the Pajaro Valley's earliest pioneers who settled there in the 1850s.



John graduated from Watsonville High school in 1975 before getting his BA in Economics from Stanford University in 1979. He started at Martinelli's soon after and over 36 years, he has held various positions including Plant Manager, Sales Manager, General Manager, Vice President, President and currently as CEO.

Tickets to the event cost \$30 for adults and \$12 for children 12 and under. Call (831) 722-0305 or send checks at PVHA, PO Box 623, Watsonville CA 95077-0623 or go to our website at [www.pajarovalleyhistory.org](http://www.pajarovalleyhistory.org) to pay with a credit card.

### The Deadline for Young Historian Award is May 31

The Young Historian Award deadline is May 31.

The competition is for anybody aged 16-25 that has completed a research paper, video, volunteer work, performance, art piece or something that has enhanced the history of the Pajaro Valley.

The award is sponsored by the Pajaro Valley Historical Association and made possible by a donor fund. More information is available at [www.pajarovalleyhistory.org](http://www.pajarovalleyhistory.org).

### Chuck Allen Appointed New Board President

By Ralph Jacobs

PHVA is pleased to announce new officers of the Board of Directors. At their April 2018 meeting, the Board selected Chuck Allen as the new President of the association, succeeding Judy Doering-Nielsen.

Chuck has been a member of the association and has served as president in the past. Other changes include Judy being selected as Vice President succeeding Phil Ybarra. Phil Ybarra continues as a director. Luann Lauesen continues as Secretary and Ralph Jacobs as Treasurer.

Judy has been President the past three years and served two additional terms since joining

the Board In 2004. Judy exhibited outstanding leadership and great courage in leading PVHA through challenging times in her term. Judy led the Capital campaign that resulted in the completion of the new Borina Archive and Alzora Snyder and Jane Borg Research center several years ago. Other significant accomplishments, among many, were developing the 2016 Strategic Plan and implementing the Capital Improvement Plan, which

so far has completed repaving the driveway and parking area and repairs and painting of the carriage house, annex, and Garage.

We thank her for her unwavering support and dedication to PVHA.



Allen



Nielsen

# Items of Note As of April 15, 2018

## Memorials

### Bill Bachan

- Bill Moncovich

### Tony Bobeda

- Stan and Judy Nielsen
- Lorraine Washington

### Barbara Bugakski

- Dr. Phillip K. and Diane Gilman III

### Frank "Bud" Capurro

- Louis and Geneva Ivanovich

### Patrick Carey

- John and Judy Eiskamp

### MaryAnne Clark

- Ralph and Susan Jacobs

### Royal and Doris Fowle

- Katharine Riordan

### Frances Goon

- Marilyn Foree
- Don and Dolores French
- Family of Frances Goon
- Don and Alice Hohl
- JoMarie Lake
- Stan and Judy Nieslen
- Lorraine Washington
- Dr. Clifford and Linda Leong
- Jane W. Borg

### Mary Ann Gurovich

- Ken and Anne Dobler
- Janece Streig
- William and Sally Sue Neubauer

### Frances Heick

- Charles Birimisa
- Lon and Annamarie Dugger
- Ralph and Susan Jacobs
- Roseann Kalich
- John and Antoinette Lukrich
- Stan and Judy Nielsen

### Stephen C. Martinelli

- Carl and Fran Dobler
- Louis and Geneva Ivanovich
- Stan and Judy Nielsen
- Melanie Kett Wirtanen

### Pat Michielssen

- JoMarie Lake

### Allan E. Petersen

- Mrs. Betty Jo Petersen

### John Radin

- Lorraine Washington

### Judy Ragsdale

- Louis and Geneva Ivanovich
- Bill Moncovich

### Jim Rector

- Shirley Kane
- Melanie Kett Wirtanen

### Lee Riordan

- Katharine Riordan

### Hugo Sorenson

- Shirley Kane

### Tom Stepovich

- Hugh and Pat Hudson
- Ralph and Susan Jacobs
- Stan and Judy Nielsen

### Richard Streig

- William and Sally Neubauer

### Arne Thirup

- Stan and Judy Nielsen

### Joseph Tomasello

- Ralph and Susan Jacobs
- Bill Moncovich

## In Honor Of

### Mary Okamoto

- Dr. Phillip K. and Diane Gilman III
- Mary Okamoto Trust Fund (Fidelity Charitable Trust)
- Betsy Lobay

### Wally Roberts

- Ed and Sharon Bystran

### Oral History Fund: In Honor of Gayle Ivanovich

- Peter M. Radin Jr. The EACH Foundation

### Garden Fund: In Honor of Harry Wiggins

- Dobler and Sons

## Donations

### General:

- Gregory J. Caput
- Robert Carlton
- John and Martha Feagin
- Gene and Shirley Friend
- Phillip and Mary Pelletier
- Adolf Spreckels Rosekrans
- Daughters of the American Revolution

### Research: In Memory of Frances Goon

- Gerry and Bernice Chan
- Mae and Vicky Chan
- George and Cori Chin
- Hiro and Janet Okawachi

### Garden: In Memory of Dixie Arns for her love of Flowers

- Jeri Striegel

### Capital Improvement:

- Ed and Sharon Bystran
- Hal And Dorothy Hyde
- Donald Jackson

## New Volunteers

- Virginia Avila
- Gina Gallucci

## Membership

### New Members

- Patricia Davis
- Lon and Annamarie Dugger
- Francisco Estrada
- Gina Gallucci

### Renewed in November

- Chuck and Ramona Allen
- Doug and Noris Anderson
- Bill Beecher
- Ed and Sharon Bystran
- Erik and Kim Claus
- Lawrence Lease
- Mary Ellen Martinelli
- Donn Marinovich
- Patricia Novakovich
- Bill and Tanya Passey
- Walter and Patricia Phillips
- John and Clara Radin
- Katharine Riordan
- Thomas and Virginia Rosewall
- Tony Scurich
- Mary Siefke
- Lorraine Washington
- Melanie Kett Wirtanen

### Renewed in December

- Marguerite Bloom
- Steve Dufour
- Richard Jonathan Gurnee
- Bonnie Hawley Friends of S.C. State Park
- Elizabeth Ludden
- Sara Pope
- Jean Vandervort
- Jolene Vukasovich
- Art and Mary Jean Wagner
- Harry and Clarice Wiggins

### Renewed in January

- Norman Atkins
- Alvin and Ruby Beilby
- David and Frances Delfino
- Nancy Ruiz Depuy
- Bridget Driscoll
- Gene and Shirley Friend
- Norma Hansen
- Mary Ellen Irons
- Oliver Johnson
- Luann Lauesen
- Clifford and Linda Leong
- Gerry Martin
- JoAnn Petznick
- June Ivelich Pierce
- Adolph S. Rosekrans
- Hank and Cathy Schimpeler
- Susan Scurich
- Patty Stepovich

### Renewed in February

- John Espinoza
- Frank and Loretta Estrada
- Mary Eves
- Scott and Jodi Frensley
- Bill and Wilma George
- Tom and Joyce Kalich
- Nic and Jennifer Keiderling
- Terry Lock-Padden

# PVHA Pays Homage to Watsonville's Sesquicentennial!

**By Claudia Mize**

In an effort to bring Watsonville's 150 year history out of the file cabinet, three new video monitors are set up in the Borina Archive, Alzora Snyder & Jane Borg Research Center that display a series of photographs of the Martinelli Company, the Register-Pajaronian, and Watsonville's past.

Also, on display are many photographs of early automobiles and the attire of that era.



# On Display at the Bockius-Orr House

'Dresses by the Decades'

The current display at the Bockius-Orr House complements Watsonville's Sesquicentennial Celebration.

Come by for a visit and you will see dresses, hats and toys from the late 1800s through the 1960s.

All of the donations have been made by people of the Pajaro Valley. Our collection includes hundreds of hats, toys and dolls.

The house theme and displays are changed about three times each year by our dedicated volunteers. You will be thrilled by their artistry.



# Visitors from Australia Search for 19th-Century Pajaro Valley Relatives

**By Claudia Mize**

G'Day!

The Archive had two visitors this month from Berwick, Australia. Craig Stanley and friends.

They were seeking information on a relative named Frank Smith, an Australian merchant, and his friend, last name Harchell. They lived in the Watsonville area in the 1840s.

Unfortunately, our records only go back to about 1860s. If you have knowledge of either of these two men, Frank Smith or Harchell, let us know and the information can be forwarded to the family.

Hooroo!

## Items of Note

- Marcia Stevens
- John and Carol Tietz

- Gino Steffani
- Charles and Spomenka Zaninovich

### Membership Renewed in March

- Maria Goretti Carvalho
- Patricia Johns
- Dr. Clinton and Lois Gurnee
- Glenn Kramer
- Tamia Marg
- Kathy Moe
- Jan Onufray
- Mr. & Mrs. Barney Radovich
- Kathleen Reynolds

### Membership Renewed in April

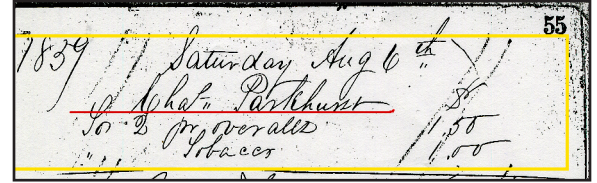
- Agriculture History Project
- Jody Haden Barker
- Dan Carrillo
- Dobie and Ann Jenkins
- Patty Lockett
- William and Sally Sue Neubauer
- Doug and Diane Severin
- John and Mary Altier Walker
- Ed and Kathy Banks

# March was National Women's History Month

By Louis Arbanas

National Women's History Month was dedicated into perpetuity by Congress in 1987.

To celebrate the event, the Pajaro Valley Historical Association, in conjunction with the Watsonville Library, displayed the dress that was commonly worn for graduation, a parasol and the diploma of Charlotte Bockius, one of the first women to graduate UC Berkely. Circa 1890. Creators of the display were Mimi Crumpton, and Gerry Martin.



# The Great Mystery of the Charley Parkhurst ledger

By Gayle Ivanovich

Attention, all you history sleuths out there. Please help us solve our Charley Parkhurst challenge.

We need a few volunteers to examine our enormous ledgers from the mid-1800s to find which mercantile company sold Charley (a.k.a. Charlene) items in 1859, and to authenticate the signature.

The information will be used by a person seeking to separate true fact from fiction about the legendary stagecoach driver, land owner, and mysterious character who may have been the first woman to vote in a general election before it was legal!

The ledgers are filled with interesting tidbits, prices and surnames still familiar in our area today—perhaps your own. Please come to the PVHA Archive during open hours to help. We will supply the ledgers, a quiet corner, and plenty of advice. If you find the Parkhurst entry in the pile of ledgers, we will reward you with a small gift, our thanks, and the knowledge you have been a true history detective.



The Christmas Tea was another success in 2017.

# A Toast to Christmas Tea 2017

It seems a long time ago, but we wanted to mention the Christmas Tea. Everyone enjoyed seeing old friends, the yummy desserts and the Christmas display.

It was again a success!

In case you didn't know, our teacups

were donated by local residents, and if you look on the bottom of the cup, the donor's name is there!

If you haven't attended our tea, put a reminder on your calendar to attend this year on Sunday December 2.

See you there!



# Adolf Rosekrans, a Spreckles ancestor, visits PVHA

By Louis Arbanas

We were pleased to have had a visit from Adolf Spreckles Rosekrans, the great grandson of Claus Spreckles our local sugar entrepreneur in the late 1880.

You can see the imposing sugar beet plant that

See **SPRECKLES** next page

# The Crosby Clambake's Unique Connection to PVHA

By Claudia Mize

PVHA's unique connection to the Crosby Clambake was not just that his sister Catherine Cordella Mullin lived in Watsonville at 264 East Lake Ave. (on the corner of East Lake Avenue and Lincoln Street), but also that his niece was Marilyn McLachlan. Marilyn was Board President and volunteered for over 15 years, from the 1980s to 1990s, at the PVHA. During this time, Marilyn lived at 824 Delaware St.

Bing Crosby, a singer, and an avid golfer, started the Crosby Clambake on the Monterey Peninsula in 1947. At that time, neighbors said Bing's fancy car was often seen at Catherine's home on East Lake. His niece Marilyn, then 13 years old, attended Notre Dame High School. It was said Bing had some good stories to tell.

After going away to college, Marilyn married Robert McLachlan at Valley Church in 1951. They lived in San Francisco, then returned to the Pajaro Valley to raise their five children. Long time PVHA contributor Diane Porter Cooley recalled that Marilyn was very active with PVHA. Marilyn was Board President for 11 years and named Woman of the Year by the



Bing Crosby at the 17th hole on Jan. 12, 1958.

Chamber of Commerce in 1989. Marilyn's many achievements at PVHA included the benefit opening of the Mansion House, and the White



McLachlan

Dresses Garden Party at the Orr's garden. She was instrumental in the passage of the Historic Preservation Ordinance by the Watsonville City Council. Diane said Marilyn was dedicated to the preservation of the history of Watsonville and the Pajaro Valley. It is with the help from our friends and neighbors that we can continue to preserve our local history. (Go to our Facebook page to see more pictures of the Clambake.)

## SPRECKLES

From previous page was located on the corner of West Lake Avenue and Walker street.

Before there was a town of Spreckles and the sugar plant that is at that location today, Watsonville boasted a narrow gauge railroad that transported not only sugar beets for processing but Lime used in the process to strip the bark off of the sugar beet. The Spreckles plant was a major supplier of jobs to local families.



Rosekrans

Mr. Rosekrans was equally impressed with our collection of memorabilia about his great grandfather and in particular the porcelain commemorative dishes created in Germany for the Charles Ford Company.

Today, Adolf S. Rosekrans is best known for his horse ranch at Runnymede located in Woodside, CA and his successful career as an architect on the West Coast of the United States.

## A Big Welcome to our New Volunteers

PVHA wants to acknowledge and thank our two newest volunteers: Virginia Avila is volunteering in the Bockius-Orr house; and Gina Gallucci is helping in the Borina Archive.

If you have some spare time, PVHA would love to have your help. Call and let us know what you are interested in and your availability.

*Please join us for*  
**Pajaro Valley Historical Association's**  
**Annual Vintage Picnic**

**Sunday, July 1st, 2018**  
 11:30 am to 3:00 pm

**12:30 Buffet Lunch by Monterey Bay Caterers**  
**\$30 for Adults; \$12 for Children under 12**

**Program Speaker:**  
**S. John Martinelli Pres. of *Martinelli's***  
SINCE 1868 GOLD MEDAL

For Tickets call (831) 722-0305 or send checks to  
 PVHA, P.O. BOX 623, Watsonville, CA 95077-0623 or go on line at  
<https://www.pajarovalleyhistory.org/annual-vintage-picnic/> for debit/credit






**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**

Chuck Allen, President  
Judy Nielsen, Vice-President  
Ralph Jacobs, Treasurer  
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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 \$ \_\_\_\_\_

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**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

