



Since 1913

The Tall Tree Newsletter

of the PALO ALTO
HISTORICAL
ASSOCIATION

May 2018 Volume 41, No 7

The PALO ALTO HISTORICAL ASSOCIATION and PALO ALTO STANFORD HERITAGE

present the

23rd Annual Centennial Plaque and Historic Preservation Awards

Sunday, May 6, 2018, 2:00–4:00 pm

Lucie Stern Community Center ~ 1305 Middlefield Road, Palo Alto



PALO ALTO STANFORD (PAST) HERITAGE IN COOPERATION WITH THE PALO ALTO HISTORICAL ASSOCIATION (PAHA) will host its 23rd annual presentation of Centennial Plaques to owners of 100-year-old buildings. We will also recognize preservation work to renovate, rehabilitate

or restore local historic buildings. This yearly celebration is part of PAST's mission to promote the importance of preservation of the historic architecture, neighborhoods, and character of the greater Palo Alto and Stanford areas.

The May 6th program includes a discussion of the significant 100-year-old Community House (formerly the Hostess House at Camp Fremont in Menlo Park) designed by Julia Morgan. Barbara Wilcox and Steve Staiger will tell the life story of the building that is now home to MacArthur Park Restaurant. Also receiving a Centennial Plaque is the Tower Building on the Paly campus. A number of homes will also receive plaques. The PAST Preservation Awards will be given to both Palo Alto and Stanford restoration projects.

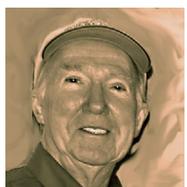
Please join PAST and PAHA in celebrating the preservation of Palo Alto's unique historic character.



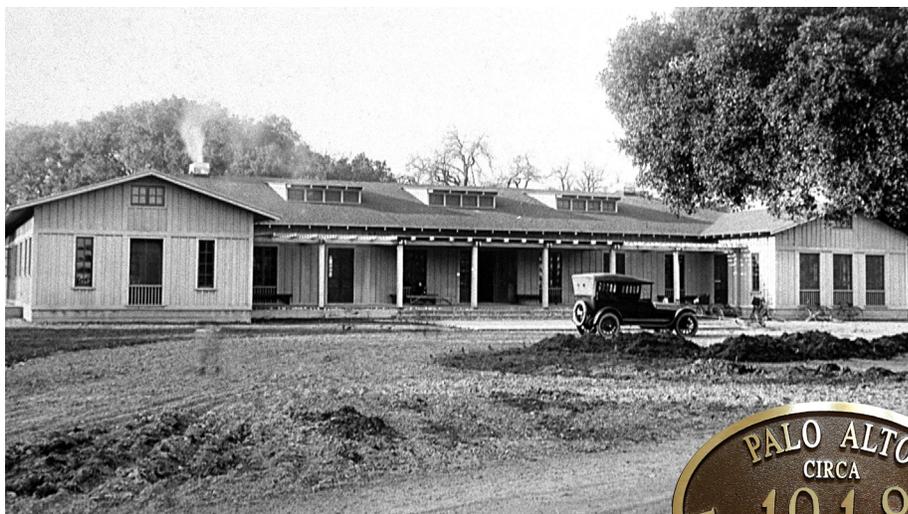
BARBARA WILCOX
Author, "World War I
Army Training by
San Francisco Bay"



STEVE STAIGER
Palo Alto Historian



BRIAN GEORGE, host
PAST Heritage President
PAHA Board Member



The Palo Alto Community House, originally the Hostess House built during World War I, is one of the buildings to be honored with a Centennial Plaque in this year's PAST Heritage awards ceremony.



Elinor Cogswell: Editor, Advocate, and Creator of Legacy

In our continuing series of columns dedicated to honoring the men and women who were designated Palo Alto's "Creators of Legacy" (as part of the City's 1994 Centennial Celebration), we look at Elinor Cogswell who spent her entire career looking at and looking after Palo Alto.

Elinor Valoy Cogswell came to Stanford as a student from Klamath Falls, Oregon. Upon graduating, Elinor taught for a year in Hawaii before returning to Palo Alto and a career with the *Palo Alto Times*. Beginning as a reporter in 1918, she became the editor in 1938 when most women in journalism were limited to roles in the "women's pages." At that time, she was the only woman editor of a daily newspaper in California, according to Ward Winslow (a previous Palo Alto historian).

In addition to her role as the *Palo Alto Times* editor, Elinor adopted several local causes including leading the fight for off-street parking, humane treatment of animals, civil rights, and smog control. In 1954, she gave up the post of editor but continued to write editorials and her column "EVC at Bat" which was read avidly by Palo Altans until she retired in 1959.



Elinor Cogswell, an engaged reporter and later editor of the Palo Alto Times, adopted several local causes, making her a "Creator of Legacy."

In the early 1950s, when the downtown park on Lytton Avenue, next to the old city hall on Ramona Street, was threatened with transformation into a parking lot or city hall annex, Elinor Cogswell as the editor of the *Palo Alto Times* (which was located across the street from the park) fought to preserve its role as a city park. The battle was won and when the park was redesigned in 1955, the park was renamed in her honor. In "EVC at Bat" she wrote "Having the City of Palo Alto name a park for me got me all starry-eyed". She promised to watch over her park.

Elinor Cogswell died in 1983 at the age of 90.

—Steve Staiger, Palo Alto Historian

PALO ALTO HISTORICAL ASSOCIATION

BOARD OF DIRECTORS

Ralph Britton, *President*

Rich Green, *Vice President*

Robert Strohecker, *Secretary*

Chris Botsford, *Treasurer*

Steve Staiger, *Historian*

Dennis Garcia

Brian George

Betty Gerard

Georgie Gleim

Alan Loveless

Heather Pang

Darla Secor

Jerry Tinney

Molly Tinney

Melissa Verber

The Palo Alto Historical Association, a non-profit organization, was established in 1948 as successor to an earlier organization founded in 1913. Its main objectives are:

- Collect, organize, and preserve materials pertaining to the history and heritage of Palo Alto.
- Spread information about Palo Alto's history by means of programs, displays, and publications.
- Recognize and preserve historic sites and structures.

The Guy Miller Archives of the Palo Alto Historical Association are stored at Cubberley Community Center, K-7, Phone (650) 329-2353.

Board meetings are held the first Wednesday of each month (except August) at the Lucie Stern Community Center at 4 pm. General meetings are held the first Sunday of each month (October–December, February–May) at the Lucie Stern Community Center at 2 pm. Meetings include speakers. The final general meeting of the year is held in June and includes a dinner and a program. The public is welcome at all meetings.

Local Awards with PAHA Connections

What do Ray Tinney, Gleim the Jeweler, and Steve Staiger have in common? They have all had local awards named after them.

Ray Tinney, father of PAHA board member Jerry Tinney, was known as a pillar of the community. He grew up in Palo Alto, attended Paly High, and joined the family mortuary business. While at Paly, he played under legendary coach Hod Ray, and subsequently volunteered his time with student football and baseball teams. As an adult, he served as a member or leader in many organizations, including the Chamber of Commerce, the Palo Alto Rotary Club, and the YMCA. Not only that, he was an organizer of the Palo Alto Light Opera Association and was lead performer in its first production, "The Chimes of Normandy."



Raymond Tinney, a model Palo Alto citizen whose example inspired a citizenship award in his name.

Tragically, he was struck down by ALS and died in 1947 at the young age of 42. The year before, however, his friends established the "Ray

Tinney Citizenship Award" in his honor. It recognized Palo Alto High seniors, "In tribute to past achievement and as a challenge to future education." Selected by a panel of teachers and members of the public, recipients exhibited "dependability, punctuality, regularity, ability to stick to a sometimes drudging routine, respect for another's property, and consideration of others'

rights." The award could be presented to as many seniors as the committee felt deserving; in 1957, 133 students were so honored, nearly half the graduating class. Over the 25 years of the award, a total of 1873 students were so recognized; (continued page 3)

My Dear People: The World War I Letters of Private Ned Crawford

A book review by Betty Gerard, PAHA board member

Ned Crawford was a signal corps private in the American Expeditionary Force in Europe in World War I. The thirty letters he wrote to friends at home are the basis for this book. Supplementing the letters is the commentary of his daughter, Constance Crawford, and the historical framework supplied by Christopher McManus.

As Connie says in her book, the letters examine a human life placed under the pressure of events beyond the individual's control. Ned was a pacifist, who abhorred war and any official interference with individual freedom. However, after being drafted into the army he spent a year and a day in service so honorable that he was awarded the Distinguished Service Cross.

"My father never told me about the episode at Epinonville," writes Connie.

I remember only one time when he spoke to me directly about his front-line experience. His specific words are lost, something about marching past a scene where a direct hit had landed among soldiers. "When a shell lands, you know...it's a mess. It would make you sick." It was the look on his face that impressed me, an expression of revulsion and more: his rage that human beings are ever sent to war and subjected to its horror. Perhaps that short glimpse of his emotion was the reason I never asked him to tell me more about his experience.

While Ned's letters were usually directed toward his longtime friend Bill Marshall, the salutation is to "My Dear People" and they were widely shared among his friends. He teases Bill (who missed the draft) about the need to romance local girls before the ex-soldiers get home. Writing and receiving letters

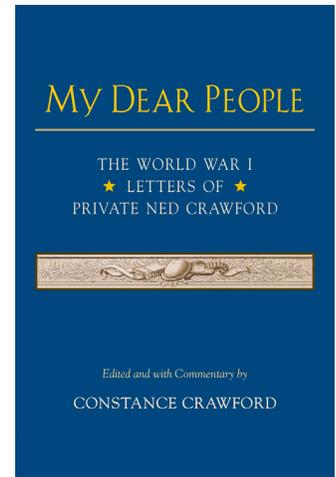
(continued from page 2) it's easy to assume that a good many readers of the *Tall Tree* have been so honored!

For a number of years, Gleim the Jeweler, founded in Palo Alto in 1931, recognized an "unsung hero" with the Gleim Community Service Award. Nominations were solicited from the public and local nonprofits; the winner was selected by a group which included the Gleim family and selected community leaders. Some of the familiar names who served on the selection committee were Leonard Ely, Alf Brandin, Steve Player, and Anne Cribbs. The winner was presented with a plaque and a \$500 check made out to the organization of their choice. The most recent winner was PAHA's own Beth Bunnenburg, a tireless volunteer for many local organizations.

Beth was also recognized with the Steve Staiger Award, named after Palo Alto City Historian Steve Staiger. This



As a signal corps engineer in World War I, Ned Crawford, above left, regularly wrote home. In collecting these letters for a recent volume, his daughter Constance learned much about her father's wartime experiences.



was an important part of his wartime life. His favored topics were where he was writing from, where he sleeps, where and what and how he eats, the prices of extra food for sale, and reading material. In his later letters after the war ends, he is anxious about when his unit will be deployed home. He was a sensitive observer of the war.

"This war stuff is a collection of dark deeds," Ned writes. "What little warlike activity I've seen has taken place almost entirely by night."

The book is a labor of love by Constance Crawford. A former board member and program chairman of the Palo Alto Historical Association, Constance has published several other books including *The Muse of Menus* and *A Memorable Cook*.

award is presented to a volunteer who has gone above and beyond in helping with the city's historical archives. This help could be in organizing, filing, cataloguing, scanning, or whatever our Historian needs at the time.

PAHA has created the Gloria Brown Award, given from time to time to recognize the overall body of work for the association. Gloria was a long-time tireless board member, always on the hunt at local estate and garage sales for memorabilia which could be added to the archives. She also made regular trips to local bookstores delivering PAHA publications from the mountain of books stored in her garage! Gloria was the initial recipient, of course; it has also been awarded to Harriette Shakes, instrumental in multiple PAHA publications.

—Georgie Gleim with Steve Staiger and Jerry Tinney



PAHA's Annual Dinner with Laura Jones

Wednesday, June 6, 2018 @ Mitchell Park Community Center

Details and registration on the enclosed sheet. RSVP requested by June 1st!



History Jaunts

The **PAST Heritage Spring 2018 Walking Tour Schedule** is now available for your strolling pleasure: **Homer Avenue** on Saturday, **April 28**, led by Steve Emslie—gather at the Woman’s Club; **College Terrace** on Saturday, **May 12**, led by Carolyn George—gather at 1181 College Avenue; **Professorville** on Saturday, **May 19**, led by Kris Zavoli and Anne Gregor—gather at 1005 Bryant St.; **Downtown** on Saturday, **June 2**, led by Margaret Feuer—gather at City Hall Plaza. **All tours begin promptly at 10:00 am.** For more information visit the PAST website pastheritage.org/tours.html.

Mark your calendars for 10:00 am, **Saturday, May 5, for the 96th annual May Fete Parade!** Parade route starts at the corner of Emerson St. and University Ave. From University Ave., the parade will turn right into Waverley St. and end at Heritage Park. For more details and history of this cherished, traditional Palo Alto event, visit paloaltomayfeteparade.com/about.html.

The **Pace Gallery Palo Alto** features **Michal Rovner’s “Evolution”** through May 13. The artist’s unique prints and videos characterize a pioneering style that has garnered recognition for her 2013 installation “Traces of Life” at Auschwitz-Birkenau, devoted to the young victims of Shoah. Acclaimed at major international galleries and museums, Rover’s works may be viewed at the Pace Gallery at 229 Hamilton Ave., free and open to the public Tues.-Sat., 11-7; Sun., 11-5. For information, call (650) 561-4076 or visit pacegallery.com/exhibitions/12916/evolution.

Make an effort to visit **Murphy House** and learn about this pioneer family at the Sunnyvale Heritage Park Museum, 570 Remington Dr., Sunnyvale. It is free and open to the public Sundays, Tuesdays, Thursdays, 12-4 pm. The Murphy House Museum tells the story of the Murphys, the first family to cross the Sierra Mountains in a covered wagon (1844). Two years later, Martin Murphy, Jr. was a member of the party that rescued the Donner survivors. For more information, call (408) 749-0220 or visit heritageparkmuseum.org.



JERRY UNDERDAL
Guest contributor

On renaming Palo Alto schools: *Terman Junior High, opened in 1958, was named to honor Lewis Terman, a prominent Stanford psychologist and eugenicist who promoted the idea that intelligence is a unitary characteristic, fixed by one’s genes, and measurable through IQ testing. Both Stanford Graduate School of Education and PAUSD educators long ago rejected this position. Closed in 1978 due to declining enrollment, Terman Middle School was opened at the same location in 2001 to serve an increasing school population.*

In 2018, the school district decided to change the school’s name because of Lewis Terman’s leadership role in the eugenics movement to the name of Ellen Fletcher. This was not the first time the name had been

examined. In 2001, the Middle School Advisory Team concluded that, since many people in the community assumed that the former Terman Jr. High was named after Fred Terman, Silicon Valley pioneer and son of Lewis, it would meld the two identities, honoring both while including the first name of neither in the official name, Terman Middle School.

It is this melding of the two identities at that crucial juncture, when the decision could have been made to name the school for Fred Terman alone, that lay behind the PAUSD board’s insistence last year that, for clarity of purpose, the new name of the school could not contain the word Terman. Fred Terman did not become “an innocent victim,” unfairly condemned for his father’s thoughts. He just became a distinguished Palo Altan with abundant accomplishments to his credit who, like many others, does not have a Palo Alto public school named for him.

Get tickets NOW!

June 6
The PAHA Annual Dinner
featuring
Laura Jones
Director of Heritage Services,
Stanford University
University Archaeologist
& President, Stanford
Historical Society

Order your tickets with
Eventbrite or the enclosed form
by June 1st!

[paha-annual-dinner-tickets.
eventbrite.com](http://paha-annual-dinner-tickets.eventbrite.com)

The Heritage Program
for May 2018 will feature
April 2018’s program
“Bob French
on Palo Alto Schools”
Weds. 8 pm, Thurs. 10 am
& Sats. 1 pm on Channel 30

DVDs available from the Guy Miller
Archives, Tues. 4-8 pm, Thurs. 1-5 pm

In Memoriam
Jack Parkhouse

The Tall Tree is published
eight times a year by the
PALO ALTO HISTORICAL ASSOCIATION



Peggy McKee, Melissa Verber,
Jon Gifford Editorial
Györgyi Kapala, Jon Gifford, Design
Omega Printing, Printing
Photographs courtesy of PAHA Guy Miller
Archives unless otherwise noted.