



Saratoga Historical Foundation

PO Box 172, Saratoga CA 95071

January 2017

One Family's Story: On the Home Place Over a Century Saratoga Pioneers—Garrod Family Lecture on January 23, 2017

The Saratoga Historical Foundation is hosting a public lecture entitled, "One Family's Story: On the Home Place Over a Century" on January 23, 2017.

The event, part of the Saratoga Historical Foundation's well-attended membership lecture series, will take place at 7:30 PM at the Joan Pisani Community Center located at 19655 Allendale Avenue in Saratoga, CA. Popular vintner Bill Cooper and Marketing Director Doris Cooper will give the presentation. The public is invited and asked to pay a \$5.00 donation to attend.



Bill and Doris Cooper

area. Over the years the Garrod family changed from orchards to present day riding stables and award winning wine. The Garrod family has given generously in keeping open space in the hills by donating over half of the land to the Midpeninsula Regional Open Space District in 1980 and has supported the community."

The 128-acre estate provides a spectacular view of the Santa Clara Valley. The premises combine the old with the new with a 100 year old barn, historic fruit cutting shed, and a glimpse of Saratoga of the past.

Enjoy a Potluck Dinner!!

Those who wish to participate in the potluck, please come at 6:30 PM, bring food to share, and your own plates and eating utensils. Coffee and tea will be available.

Cooper-Garrod Estate Vineyards is the newest addition to Garrod Farms in the Saratoga foothills. The generational family agriculture operation started in 1893 when British immigrants David and Sophia Garrod purchased land from the Mount Eden Orchard and Vineyard Company. The presentation will cover the ever-changing Silicon Valley evolution from prunes and apricots in the Valley of Hearts Delight to present day Garrod Farms riding stables and the Cooper-Garrod winery.

According to Saratoga Historical Foundation President Annette Stransky, "This is an interesting story of how five generations have farmed continuously and successfully for over 100 years on this land. The story begins in 1893 when David and Sophia Garrod came to Saratoga and orchards were beginning to dominate the

About the Speakers

Bill and Doris Cooper were Saratoga Business Couple of the Year in 2012. Former teacher Doris Cooper has been marketing director of the Cooper-Garrod Estate Winery since 1996. A native of Medicine Lodge, Kansas, she is co-owner of the Cooper-Garrod Estate winery. Native Saratogan Bill Cooper has been a vintner since 1996; Director of Saratoga Foothill Club Foundation; District Director of the Wine Institute; Vice President of West Valley-Mission Colleges Foundation; Director Saratoga Men's Club; and Foreign Service Officer where they met.

For more information call 408-867-4311 or go to www.saratogahistory.com.

Membership Program Location Change

Please note the membership program lecture series is on a new date: Monday, January 23 and in a new location: Joan Pisani Community Center located at 19655 Allendale Avenue in Saratoga, CA. See you there!

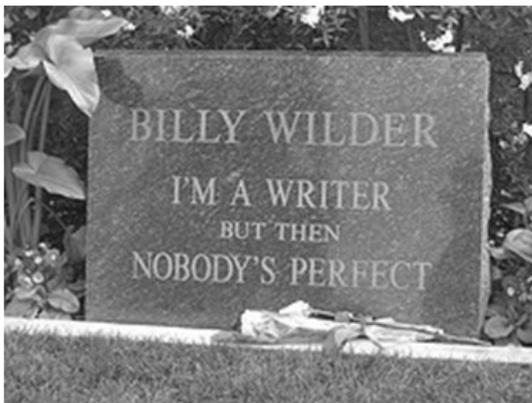
Having the Last Word

For some having the last word is the penultimate statement. Epitaphs are one vehicle commonly used.

What is an epitaph? It is typically a short text honoring a deceased person inscribed on a gravestone or plaque. The text can be written by the deceased or by others.



As an example, Singer Frank Sinatra used lyrics from a song that had a positive twist: “the best is yet to come.”



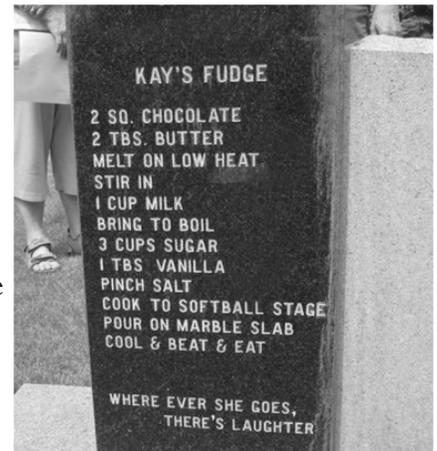
Saratoga Historical Foundation

The mission of the Saratoga Historical Foundation is to preserve the unique history of Saratoga for the education and enjoyment of the community.

The Saratoga Historical Park is open from 1-4 Friday and Sunday; 10-4 on Saturday. Located at 20450 Saratoga Los-Gatos Road in Saratoga. Call 408-867-4311 for more information or go to <http://www.saratogahistory.com>. E-mail newsletter editor at: annette@saratogahistory.com.

Some epitaphs are brief records of the family, the deceased’s career or include a message of love or respect.

Or perhaps they have one last message to share such as this fudge recipe.



Quotes from the Bible are very popular or some

epitaphs speak to the reader and warn about their own morality.

Madronia Cemetery (14766 Oak Street in Saratoga) provides an interesting place to walk. This historic cemetery dates back to 1854 and has many famous people buried here. Surrounded by beautiful trees, you can read gravestones that provide insight, inspiration or just intrigue:

“He loved!”

“If God be for us, who can be against us?”

“I have fought the good fight. I have finished my course. I have kept the faith.”

“As you are now so once was I. Prepare for death and follow me.”

“I love you with all my heart.”

“Om ab hum” (Buddhist mantra)

“If I have helped someone. I have reached my goal.”

“Say not good night but in some brighter climb, bid me good morning.”

“Devoted mother of 3, all her life she thought best. Here she lies, she’s passed the test. She gave her all for all to take. She loved us true for a mother’s sake.”

Have a good walk!

Elves at Work

Our thanks to our creative volunteers who helped decorate the museum, McWilliams house, and one-room schoolhouse for the holidays this year. It is not an easy task to think about Christmas decorations in November but once again volunteers did a fabulous job! Doing the “mannequin” are from left to right: Valerie Richardson, Gail Hugger, Sean Halez, Alexandra Nugent, Linda Benenati, Steve, and Michael Albaugh. Not shown: Joan Bose and Annette Stransky.



Toy Drive Success

Saratoga Historical Foundation members helped “roll out the barrel” for the holidays and filled a barrel with toys during the annual Sacred Heart toy drive in December. Our thanks for everyone’s generosity.

Holiday Reception—Fun

The museum rafters rocked with the sounds of the holiday as Karen Fedor and members of her ukulele class strummed Christmas songs.

After warming up the crowd, the Skillet Lickers played for two hours with their signature cowpoke strains of original and traditional Christmas music.



Skillet Lickers

All that toe tapping music stirs hunger pangs and SHF Social Director Rina Shah provided hot apple cider and cookies for the event. Many, many thanks to all who helped make this a wonderful afternoon.

Collectible Exhibit Extended Until End of February

The “Why People Collect” exhibit will be extended until the end of February. Now is your chance to see 14 collections of local people.

The boudoir dolls are one of the interesting collections dating to the 1920s. Sporting a sultry look these dolls were highly sought for adults to decorate their bedrooms and other rooms in the house. Come see for yourself the attraction. The museum is open from 1-4 PM Friday and Sunday; 10-4 PM on Saturdays. The museum is located at 20450 Saratoga-Los Gatos Road in Saratoga.



Blossom Festival—March 18—Save the Date!!!

Once again we are chanting the Blossom Festival prayer for good weather on March 18.



Antique cars, art, crafts, live music and more will be part of the Fifth Annual Blossom Festival held March 18 from 10-4 PM at the Heritage Orchard and Saratoga Civic Center (13777 Fruitvale Avenue in Saratoga, CA). The event is free and open to the public. Produced by the Saratoga Historical Foundation and sponsored by the city of Saratoga. For more information: 408-867-4311 or www.saratogahistory.com.

Happy Birthday, Paul Masson!

February 14 is Valentine's day—a day when love is expressed frequently in many ways and often celebrated with a glass of champagne. It seems only fitting to recognize Paul Masson who was born February 14, 1859 and was once known as the “King of Champagne.”

His connection with Saratoga dates to the late 1800s when he purchased land to build a winery.

He is largely credited with creating California sparkling wine.

Vintner Paul Masson was born into a family of winemakers in the Burgundy region of France.



Young Paul Masson

Throughout the 1860s, European vineyards had been devastated by a severe infestation of Phylloxera, and Masson's best option for finding work was to join other winemakers who had left for the United States. He immigrated to California in 1878 where he met fellow French immigrant Charles Lefranc.

Masson began working for Lefranc at his vineyard in New Almaden in the Santa Clara Valley. After Charles Lefranc died in 1887, Masson formed a partnership with son Henry Lefranc and took on the role of marketing the New Almaden Winery. The dapper Masson married Lefranc's daughter, Louise in 1888.

Masson's interest was always in sparkling wine (champagne) and he continued to research how to make champagne. In 1892 he produced his first champagne.

In 1896 Masson purchased 12 acres of land above Pierce Road in Saratoga from Alexander Rodoni. He began building a house and a sandstone winery in the hills of Saratoga called “La Cresta Vineyard” in 1905. He used stones from the 1906 earthquake that toppled the Saratoga Wine Company to build the winery. The façade has a 12th century Romanesque portal brought around Cape Horn from Spain. Originally part of St. Patrick's Church in San Jose, the portal was purchased by Paul Masson when the church was destroyed by the 1906 earthquake. The wine glass starring on top of the winery is a charming piece of whimsy. The handsome



LaCresta — Masson

winery set the tone for Masson's attention to detail and positioning his wines as quality.

Today the winery is a California Historical Landmark (#733) and it is listed on the National Register of Historic Places.

He continued to import equipment and grape cuttings from France and set about making a name for himself as America's premier champagne producer in his vineyard in the sky.

Focus on Marketing

Paul Masson was a very smart marketer. He marketed his sparkling wine under the Paul Masson champagne label—realizing that champagne was not just a beverage but a lifestyle.

In addition to advertising, he entered his wines in many competitions to create awareness. In 1900 Masson won the impressive Paris Award for his wine. Champagne had been made before in California but never using Pinot grapes and in the French tradition. Europe suddenly became aware of a new wine competitor in California.

He won the Grand Prix in St. Louis, Missouri at the World's Fair in 1904 with his champagne

A gold and silver medal was awarded at the 1905 Lewis and Clark Centennial, American Pacific Exposition and Oriental Fair, held in Portland, Oregon.

(continued on page 5)



Paul Masson

The Panama-Pacific Exposition held in San Francisco in 1915 awarded Masson with three medals for his wine including the Grand Prize.



Oeil de Perdrix, the famous pink sparkling wine was an award winner for Masson.

During this time few restaurants carried wine but Masson reached out to

hotels such as the prestigious Hotel Vendome in San Jose—the North German Steamship Company as well as distributing to Central America and Mexico.

Recognized Industry Leader

In 1913 California Governor Hiram W. Johnson appointed Paul Masson to membership in the State Board of Viticultural Commissioners. The board was responsible for the destiny of the wine industry.

Effusive Personality

Masson used the house at La Cresta to host a wide range of influential people. The home had a fireplace for roasting three turkeys at once. His meats came from one special butcher in San Francisco. Squabs were kept in one of the buildings. Crayfish and lobster were maintained in pools and streams on his property. He also cultivated watercress for fresh, showcase salads.

He especially enjoyed stars like Charlie Chaplin. He invited Anna Held, one of the bigger international stars of the time to his estate. He knew that the French actress would add to his reputation. Somehow it became known that she had bathed in a bathtub of champagne thus securing notoriety for her and international publicity for Masson.



Anna Held

The jovial Masson was a gracious host known for his sense of humor. When he would attend dinners held at friend's homes he would bring his own wine. He would tease and say, "when you make a wine as good as mine, then I'll drink yours!"

One regret that Masson had was his wife and daughter, Adele born in 1898, withdrew interest from wine making and become prohibitionists. According to some friends, Louise Masson never went to the La Cresta Vineyard, it was her husband's place for entertaining. The marriage, however, was very solid

until her death in 1931. They maintained a home in San Jose where they lived together.

Many wineries were dismantled during prohibition. A few, only six in the United States, were allowed to make wine for sacramental and medicinal purposes. Paul Masson was licensed, among those, to sell champagne for ceremonial occasions. Masson's profits during prohibition were small, and by the time of repeal in 1933, he had lost a great deal of his fortune. He sold off his portion of the Lefranc-Masson property, but held on to La Cresta as long as possible.

At the age of 77, Masson sold his winery to Saratogan Martin Ray in 1936. He built a typical Burgundian country home across the street from his winery. Here he lunched every day his health permitted. Masson died in 1940 at the age of 81.

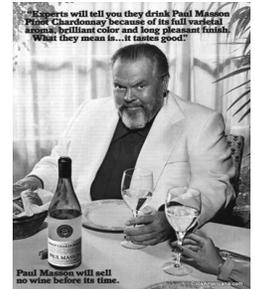
He enjoyed drinking wine every day even as he grew older. Suggestions that he curb his alcohol intake were scoffed. "My doctor has advised me," he wrote to Adele, "that I must have two quarts of liquid a day to stay healthy, and he did not specify what liquid."

Memories of Paul Masson Today

Wine Group LLC of San Francisco sells a line of flavored brandy with Paul Masson's label and marketed in heart-shaped bottles.

The Paul Masson Winery is now known as The Mountain Winery, a popular site for events and concerts. The Mountain Winery also sells wine under their own label.

A popular television commercial by Orson Welles revitalized the Paul Masson label in the 1970s. Welles would solemnly intone in the commercial, "Paul Masson will sell no wine before it's time."



Orson Wells

Many Saratogans remember when the Paul Masson tasting room on Saratoga Avenue under Seagram's operation, provided jobs and cachet for visitors to Saratoga.



The tasting room was open from 1959 until the 1980s when it was closed to make room for housing.

Lift a glass to happy memories and wish Paul a Happy Valentine's day!!

Building Saratoga

During the 1950s, Santa Clara Valley was undergoing a housing boom. Technology firms were moving into the valley along with job seekers needing homes.

In 1950, Saratoga had a population of about 3500. By 1956 when incorporation took place, the city had grown to 11000. And by 1970, growth reached 27000.

In 1956, one of the new housing developments underway took place where Argonaut shopping center is presently located. Homes ranged from \$29,000 to \$55,000 and described as for people with “high income” were being built.

The new subdivision would be called Argonaut Place—suggested by Mrs. William Blauer. She said “place” means “little village” in England.

Dr. and Mrs. Walter Otto became the first residents with the completion of their home late in 1953.

One-hundred and thirty five families quickly followed them.

Home buyers were looking for ranch style homes, pleasant lifestyle, easy commute to work, good educational system and a Saratoga address associated with the multi-million dollars estates on the hillsides.

Saratoga homes escaped most of the “cookie cutter” approach that was found in large subdivisions during the 1950s period. Homes were built by multiple developers. One company, the Argonaut Company, had its own process.

The Argonaut Company, owned by Joseph Lodato, his father Sam, and brother, Frank had a system for providing the homes. They sold the lots, contractors

built the houses, and the Lodatos controlled the architecture and development.

Joseph Lodato, lived at the firehouse at Stanford University and was a cook at Union Cellar. A member of Army ROTC, he trained with horse-drawn artillery for four years, entered the Army in 1941 and never saw another horse in five years of service. During World War II, he served in the 3rd infantry division, received a Bronze Star and Purple Heart and was discharged as a major in 1945. He was president of Argonaut Company for 12 years before switching to teaching. He taught English for 17 years and wrote the Hip Pocket Handbook of Grammar, Usage and Composition. Stanford Associates awarded him a 25-year service pin.

The Lodatos bought the old Argonaut Ranch from William and George Blauer in 1953. They later added 27 acres to the original 80 with land purchases from the Miljevich and Lepajva families. Today those families, Blauer, Regan, Miljevich, and Lepajva are memorialized in the streets named after them.

The construction of Argonaut Shopping Center (Saratoga-Sunnyvale) would soon follow.

The Lodatos would go on to develop a 25 acre area called Shadow Oaks just off Saratoga Avenue in 1954. Shadow Oaks would include the streets Shadow Oaks and Woodview Lane. The street names were derived from the large number of oak trees located on the property.

The orchard land was purchased in 1954 from Dr. Robert Hogg, Saratoga’s first doctor.

Save the Date!!

January 23

Membership lecture series and program: One Family’s Story—featuring the Garrod Family 6:30 potluck; 7:30 program.

March 18

Blossom Festival, 10-4 AM at 13777 Fruitvale Avenue in Saratoga.

March 27

Membership lecture series topic to be announced.



Saratoga's First Doctor—Robert Hogg

Dr. Robert Hogg practiced medicine in Saratoga from 1895 to 1925.

The Kentucky native received his education at the University of Kentucky and later the University of Louisville where he graduated with an MD degree in 1893 at the age of 20.

He moved to Saratoga in 1895 where he met the love of his life, Agnes Hourecan. They married and had three daughters. Melita who received a degree from Stanford University; Norma, graduate of State Teacher's College; and Agnes, graduate of the Dominican College.

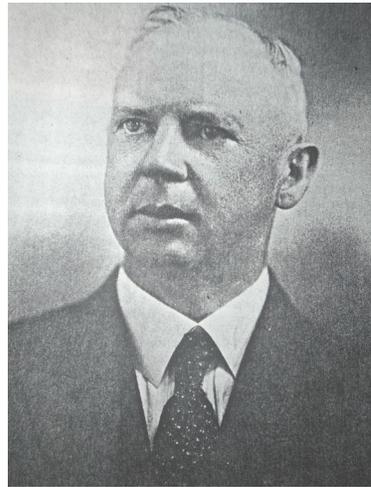
His practice prospered. He owned a 53-acre orchard on Saratoga Avenue where he lived. He also owned property known as the Hogg Building along Lumber Street (now Big Basin Way). He was active in the Saratoga Improvement Association which later became the Saratoga Chamber of Commerce. He served on the school board and later was one of the original trustees of the Los Gatos Union High School. He was one of the organizers of the Saratoga State bank and later one of the stockholders of the Saratoga Inn.

He enlisted in the Medical Corps and was stationed at Fort Riley until his discharge in 1918.

According to Hogg in remembering those early days in Saratoga in a 1955 newspaper article: "the concentrated residential sections were confined to Lumber Street, Oak Street and Saratoga Avenue. There were four or five houses on Marion Avenue. The remainder of Saratogans lived in scattered ranch houses.

There was a 10-acre dairy farm where the Saratoga Federated church is located.

Teamsters hauling lumber out of the mountains made Saratoga their headquarters. They would load up, pull into Saratoga, stay overnight, and then continue on into San Jose. This gave rise to the need for two



Dr. Robert Hogg

boarding houses, one at Third and Lumber and the other at Fourth and Lumber.

A Chinese laundry and employment agency stood where the Village Shopping Center is now. From there down to the Saratoga-Los Gatos Highway was swamp land.

A blacksmith shop busily shod horses behind the Buy and Save.

A Chinese gambling house was nearby.

There were two general stores, a butcher shop and a lumber yard.

Dr. Hogg passed away in 1956 at the age of 83.

Dr. Hogg's medical bags are on display in the Saratoga History Museum. His daughter, Melita Oden, was at one time one of the museum's curators.



Doctors During the Gold Rush

Many doctors in the early years were trained in apprenticeships. They would pay a fee and work for the doctor for one or two years. If the doctor was a good teacher, they received good training. There were only 4-5 medical schools in the US. Those schools provided textbook information only—no hands-on education.

Income from medical practice was \$75.00 to \$100.00 per day. Office visits were two ounces of gold dust (\$32.00). Laudanum charges were one dollar per drop and quinine one dollar a grain. These prices were not out of line—as boots sold for \$40 a pair, potatoes, a dollar a pound and a haircut was five dollars.

Surgery in 1849 was in its infancy. Anesthesia was either whiskey or laudanum, Mortality rates were high. Most surgeons were restricted to setting fractures and performing amputations. It would be years before anesthesia (ether and chloroform) would lower mortality rates.

Medical Trivia

The stethoscope was invented in France in 1815 by Rene Laennec. It consisted of a wooden tube and was monaural. Laennec invented the stethoscope because he was uncomfortable placing his ear on women's chests to hear a heart beat. The stethoscope was too large to fit in their bag so doctors placed it on top of their heads under a top hat when making patient calls.





Saratoga Historical Foundation

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Donations for the Museum

Chuck Buccaria whose father once owned a barbershop in Saratoga donated items from that barbershop. The items will be used for a special educational exhibit covering how barbershops have changed over the years once all donated items have been received.

Rick Waltonsmith donated a forge, anvil, and vise for the blacksmith exhibit project. This outdoor exhibit will be used in the pioneer education program as well as provide educational information for the public.

Time to Volunteer

Got time to volunteer? We need some typing to be done using Excel spreadsheet software. If interested, please call: 408-867-4311 or e-mail info@saratogahistory.com

Membership Renewal— Can We Count on You?

Supporting the Saratoga History Museum is important. Local history fosters a sense of place, pride and connection. Saratogans have a history of achieving important things. But that legacy will be lost without your help.

Renewal notices were sent to membership in late November. We are an all-volunteer museum so none of the money goes to overhead. This money helps us cover the cost of events, newsletter, the ability to provide a reduction in price in the gift shop and other services that members enjoy. More importantly it helps us preserve Saratoga's rich history for the generations to come.

Help us by renewing your membership; giving the gift of membership to a friend; or giving both a donation and membership.