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# *Sourisseau Academy*

*Smith Layton Archive*

*presents:*

## *Les Amis (The Friends)*

### *photo collection*

*June 2014*

*Your donations purchased these photos. Thank you!*

<http://www.sourisseauacademy.org/>

A photo recently purchased by *Les Amis de Sourisseau!*  
June, 2014



**41)** Circa 1948: Shorty Joe's Red Rock Canyon Cowboys may have been San Jose's first home-grown country and western band — but what country? Giuseppe "Shorty Joe" Quartuccio — the short guy at the far left — was born near Palermo, Sicily and came to San Jose as a 12-year-old in 1936. Three years later he had his first trio, modeled after his hero Dude Martin and his Nevada Night Herders. After World War II service in the Navy, Shorty got a day job at NASA Ames, resumed his performing career, and became the first country and western disk jockey on radio KEEN in San Jose. Shorty and his band, featuring "Western Swing," were regulars at such venues as Club Metro at 1802 Alum Rock Avenue, the Balconades Ballroom at 181 West Santa Clara Street, and the Tracy Gardens on Stevens Creek Road. Now 90 years old, Shorty Joe enjoys recalling the early days of country and western music. (Caption by Tom Layton with information from Steve Hathaway.)

A photo recently purchased by *Les Amis de Sourisseau!*  
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42) Circa 1935: Not all photos are easy to identify. The penciled note on the back of this one reads: *The Parlour (we called it), Grandma's Soda Fountain about 1935. Mama, Grandma and Grandad in Almaden, on the way to Morgan Hill, Monterey Road. Beers were 10 cents, cigars 2 for a nickel. Signs posted on the walls read: Our hamburger is made of real ground beef, Not Junk and We sterilize our glasses with B-D. But was "The Parlour" the real name of this establishment, and where along the Monterey Road was it located? We appeal to our expert readers to solve that mystery! (Caption by Tom Layton.)*

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June, 2014

*Campbell cal*



**43)** October 1911, Campbell California: The fresh "road apples" in the foreground suggest that automobiles had not yet replaced old-fashioned horse-power in Campbell when 24 year-old John C. Gordon, hoping to sell a photograph, snapped this image of a brand new Craftsman-style bungalow. Gordon (1887-1967) went on to become the most prolific commercial photographer of his generation to work in the Santa Clara Valley, and this postcard, addressed to his father in Michigan documents the very beginning of his career. The Sourisseau Academy holds over five hundred of Gordon's photographs in our collection. (Caption by Tom Layton.)

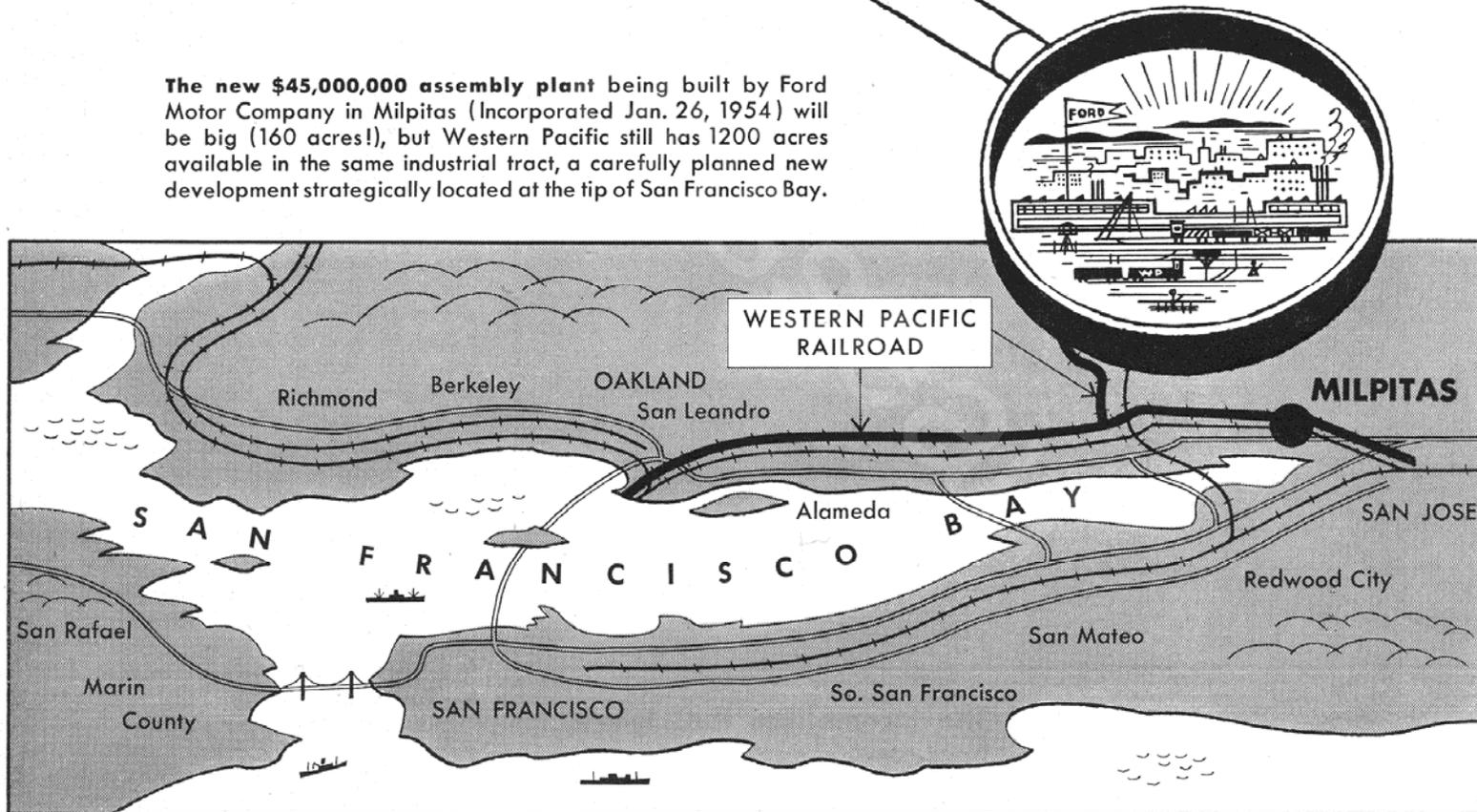
A photo recently purchased by *Les Amis de Sourisseau!*  
June, 2014



44) Circa 1926: The next time you pass the 13-story Renaissance Revival-style Bank of America building at the corner of First and Santa Clara Streets, take a closer look and recall this picture taken shortly after its construction in 1926. It all began with Amadeo Pietro Giannini (1870-1949) who was born at the Swiss Hotel on North Market Street where his father was the proprietor. The family soon moved to a 40-acre strawberry farm near Alviso when Amadeo was two years old, but sadly his father was murdered in 1876. His mother carried on with the family farm, and subsequently married Lorenzo Scatena. The Giannini children received an excellent education first in Alviso and then in San Francisco when the family business took them there in 1882. After successfully learning the produce commission business from his stepfather and acquiring superb business skills, Giannini founded the Bank of Italy in San Francisco in 1904. In 1909, the first branch of the Bank of Italy opened in San Jose at the corner of Santa Clara and Lightston Alley, remaining there until 1917 when it relocated to the Safe Deposit bank building at corner of First and Santa Clara. In 1925, construction of a new 13-story building commenced on the site, standing a full 255 feet to the top of its spire. This magnificent building for many decades defined the skyline of Giannini's birthplace. In 1930, the name changed to Bank of America, and the bank evolved into the world's largest banking institution. (Caption by Tom Layton)

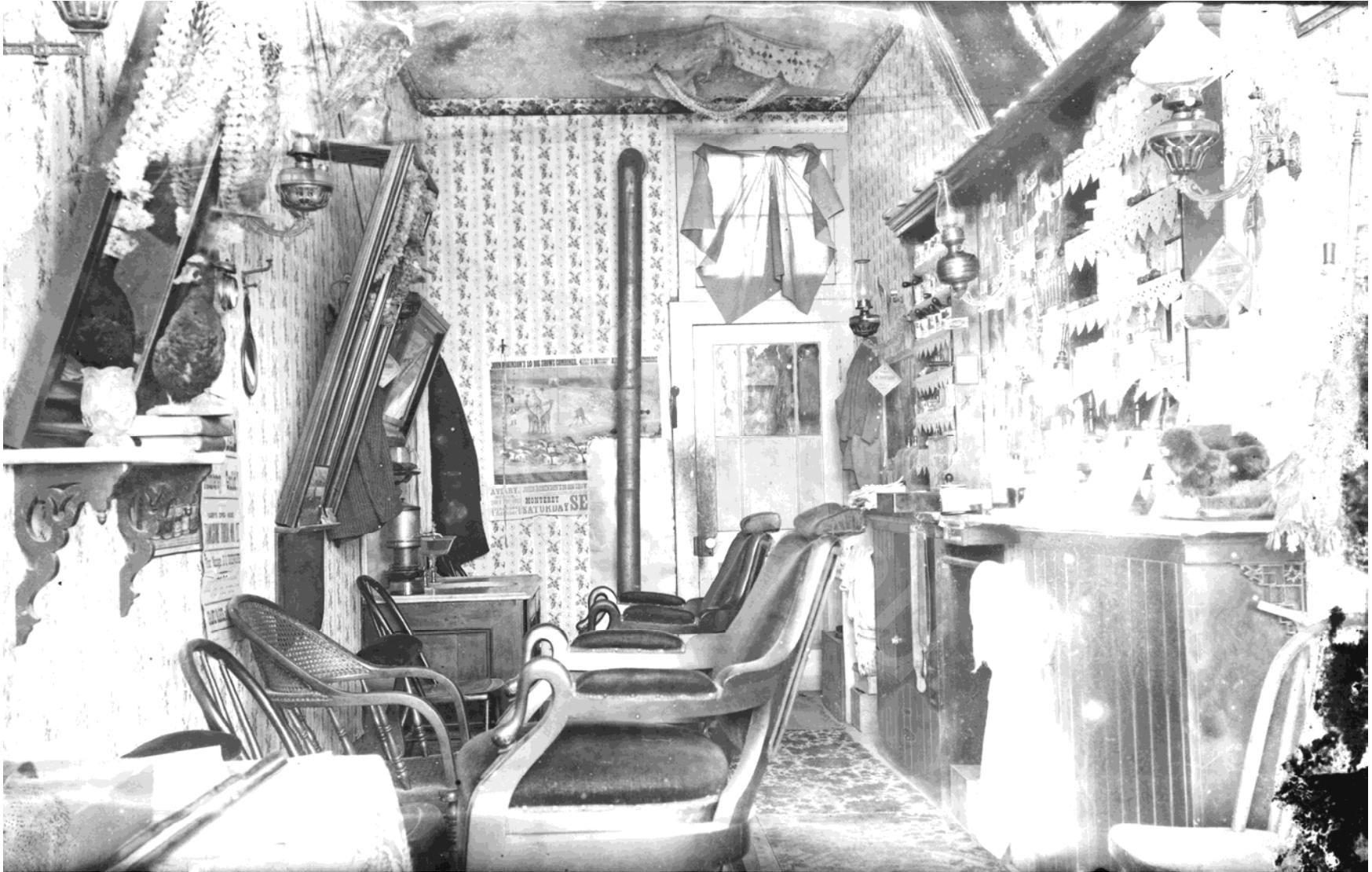
# *Looking for the ideal plant site in Northern California?* **Look at California's newest city!**

The new \$45,000,000 assembly plant being built by Ford Motor Company in Milpitas (Incorporated Jan. 26, 1954) will be big (160 acres!), but Western Pacific still has 1200 acres available in the same industrial tract, a carefully planned new development strategically located at the tip of San Francisco Bay.



45) In 1954, Milpitas was just a sleepy rest stop along the highway from San Jose to Oakland when the Western Pacific Railroad began to develop 1,400 acres of verdant hayfields into an industrial park, whose products they hoped to transport — for a fee — to destinations up and down the Pacific coast. Within a year, shiny Ford automobiles were rolling out of the brand new Ford Assembly Plant onto specially designed Western Pacific railroad cars, and the citizens of Milpitas had incorporated to found "California's newest city!" (Caption by Tom Layton.)

A photo recently purchased by *Les Amis de Sourisseau!*  
June, 2014



**46)** Circa 1890-1910: Four oil-burning lamps hang from the walls of this long-established barbershop. A large poster on the back wall announces the arrival of John Robinson's Circus in Monterey in September, for 10 Big Shows — featuring 4 Rings, 3 Museums & Menageries, an Aviary and a Hippodrome (Note that hippo refers to horses — not those large gray animals from the rivers of tropical Africa.) Above the middle mirror we see a large stuffed owl, and above the far chair are three shelves of personal shaving mugs and brushes, representing regular customers with well-managed whiskers. The photo was taken in Monterey or in a nearby town. (Caption by Tom Layton.)

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47) 1920, San Francisco: In the summer of 1919, Lt. Dwight David Eisenhower traveled with the U.S. Army's first (experimental) motorized convoy across the United States, on what was optimistically called "The Lincoln Highway." The trip from Washington, D.C. to San Francisco took 62 days! Thus inspired, American truck manufacturers, hoping to start a trucking industry, sponsored nationwide demonstrations during the summer of 1920. Their slogan: *Ship by Truck on Good Roads*. Here we see a 3-ton Packard truck — looking somewhat the worse for wear — that survived another slog along the Lincoln Highway and then made the trip from San Francisco to Los Angeles, and back. Note the Goodyear Tires logo above the windshield. Thirty years later, as President of the United States, Eisenhower's most important domestic success was to begin construction of a Federally subsidized Interstate Highway System. But, why might we in San Jose be smirking at this early trucking industry braggadocio? For an answer, see the next picture! (Caption by Tom Layton, with information from the Web, corrected by Charles Davidson.)

A photo recently purchased by *Les Amis de Sourisseau!*  
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**48)** 1919: Although proving that a truck could actually be driven across the country might have been a feat worth bragging about in 1920, we in San Jose were already way ahead of the game! In 1919, the San Francisco and San Jose Transportation Company had already established a regularly scheduled transport service, well advertised on the sides of their trucks, coursing the roads between their San Francisco depot, shown here, and their San Jose depot at 149 North Market Street. We can only imagine the cushioning capacity of the hard rubber tires along unpaved roads aboard this shiny, new, chain-driven truck! (Caption by Tom Layton.)