

ALICE AVENUE HISTORIC DISTRICT

CONTEXT STATEMENT

Prepared as a part of the 2003
Campbell Historic Resources Inventory Update

For the City of Campbell
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INTRODUCTION

This document constitutes a historic context statement for the Alice Avenue Historic District. Alice Avenue, a residential street located in Campbell, California to the south of the downtown core, is historically significant. The neighborhood that is associated with this street developed between 1915 and 1975, with most of the development occurring between 1917 through 1940.

In the 1970s, when the City of Campbell first began to survey their heritage resources, most of the properties on Alice Avenue were identified as having historical value. When Campbell formalized its inventory of historical resources in the mid-1980s, the neighborhood was found to have significance as an identifiable district; many of the properties were recorded at that time on State of California historic recordation forms. In 1987, the California Office of Historic Preservation (OHP) reviewed the documentation and indicated that the potential existed for the establishment of a historic district that could be listed on the National Register of Historic Places. This register of about 77,000 properties across the United States, maintained by the National Park Service, is the Nation's official list of cultural resources worthy of preservation, and includes properties significant in American history, architecture, archeology, engineering, and culture. Although OHP saw the potential for a historic district, the State Historic Preservation Officer also indicated in the evaluation that a context statement had yet to be developed for the district. ,

Subsequent to the mid-1980s survey, the Campbell City Council designated under Ordinance 1640, the Alice Avenue Historic District. The district was identified as the properties located on both sides of Alice Avenue from Winchester Boulevard to South First Street, and included three additional small parcels on South Third and South First Streets that were included in the original 1915 subdivision, but developed under later lot splits.

In the 1990s, the late Glory Anne Laffey conducted supplementary survey work for the City of Campbell for properties on Alice Avenue as a part of an expansion of Campbell's Historic Resources Inventory. Historian Laffey also prepared a historic context statement for the city as a whole, a necessary pre-cursor for preparing historic property evaluations within the framework of local, state, and national significance criteria.

This citywide context statement remains of primary importance for historians who survey and evaluate properties for public agencies involved in Campbell's ongoing community development. The context statement provides the foundation for the Alice Avenue Historic District Context Statement; the focused context statement that follows speaks more to the patterns of development that are particular to this residential neighborhood. To properly understand and utilize the Alice Avenue Historic District Context Statement within the development review process, decision makers should first use Campbell's citywide context statement as a tool to better understand Campbell's past.

BOUNDARIES

Campbell Ordinance 1640 identifies the Alice Avenue Neighborhood as "all properties having frontage on Alice Ave.: 20 through 235 [sic] Alice Ave., 235 S. First St., 189 & 190 S. Third St."

HISTORICAL BACKGROUND

The Alice Avenue Historic District lies within the jurisdictional boundaries of the City of Campbell, a city that was incorporated in the State of California in 1952. Although attaining this status only a half a century ago, Campbell had been an active community for the previous 65 years, the first residential subdivision occurring in 1887. The residential neighborhood of Alice Avenue evolved during this period of community history when Campbell was an unincorporated town within Santa Clara County; most of the extant structures within the district were built during this pre-incorporation period.

The first non-indigenous use or ownership of the Campbell area occurred with the establishment in 1777 of Mission Santa Clara, an early Franciscan Mission within the frontier of the Spanish empire. Campbell was a part of the grazing lands of the mission in the late eighteenth and early nineteenth centuries. During California's Mexican period of governmental control, the large *Rancho Rinconada de los Gatos* was established to the south of Campbell; the dividing line between the *rancho* and the mission lands was located in the general vicinity of current downtown Campbell.

Following the transfer of California to the United States and the California Gold Rush, William Campbell, an immigrant to California in 1846, established a farm on what is now Williams Road, and by 1851 his son Benjamin Campbell had obtained an 160-acre parcel in the area that was later to become downtown Campbell. The 1878 construction of a railroad line through Campbell's land led to the establishment of Campbell's Station in 1886. Campbell's origins as a town are associated with this event, as the first residential subdivision followed in 1887, which initiated the formulation of Campbell as a town center for the expanding horticultural region surrounding it.

Horticultural Expansion: 1887–1915

The Alice Avenue Historic District is on land adjacent to the railway line. It had been used as a fruit-drying yard as early as 1887, when it was known as Flemming's Fruit Dryer. It was sold to Frank Buxton in 1890 and to the Campbell Fruit Growers' Union in 1892. In 1909, when George E. Hyde became the predominant stockholder in the Campbell Fruit Growers' Union, he changed the name to the George E. Hyde Company. In 1913, R. K. Thomas sold his remaining interest and Hyde owned the plant totally. Fruit canning began at the Hyde Company in 1913. The entire cannery and fruit-

dehydrating complex occupied 17 acres in Campbell between the railroad tracks and Winchester Boulevard, south of Campbell Avenue.

The Hyde Improvement Company: 1915–1923

On both sides of the drying yard, the immediately adjacent areas were subdivided into housing lots in 1904, the Sunnyside tract to the south and the Curtis subdivision to the north.

In the summer of 1915, the Hyde Improvement Company (HICo) had the area between the Sunnyside and Curtis tracts surveyed and recorded with the County of Santa Clara as Hyde Residence Park, 48 house lots between Winchester Boulevard and First Street. The President of HICo was Ralph H. Hyde, a real estate broker and son of George E. Hyde.

A few days later after the tract map was recorded, on Friday, July 2, 1915, members of the Hyde Investment Company (HICo) held an afternoon reception to officially open the tract lots for sale. Some initial work had been done to prepare the tract, but the lots were not truly ready to be built upon. The report of the opening of the tract in the July 9, 1915, *Campbell Press* reported that a nursery occupied the west end of the tract. The sidewalks, curbing, and street were laid out, but could not be completed until the nursery trees were removed. The HICo promised that the trees could be removed immediately if the lots were sold.

Deed records indicate that Ralph Hyde and his investment company did not own Hyde Residential Park outright at the time the lots were first offered for sale. Local businessmen, such as Ralph's father and father-in-law, held most of the lots in trust. When Ralph Hyde paid off a note, he offered those lots for sale to the public.

Ralph H. Hyde purchased the first lot from the HICo on July 14, 1915. At the beginning of 1917, Hyde began to build on his lot, and on March 27, 1917, the family moved into 227 Alice Avenue, the first house completed on the street. Alice Avenue, also frequently referred to as Alice Way, was named after Ralph's mother, Alice Hyde.

On July 27, 1915, Hyde deeded one lot to Santa Clara County, which allowed First Street to be extended to Sunnyside Avenue to the south; this work was completed a short time later.

Housing materials were in short supply during World War I, and Hyde did not sell another lot in Hyde Residence Park until Walter B. Jones purchased a lot on June 14, 1920. Jones was a boyhood friend of George Hyde when they grew up in Benicia, California. Jones and his wife Annie Hall Jones lived in San Francisco until 1917, when they moved to Campbell and rented a house on Sunnyside Avenue from George Hyde. Mr. Jones ordered an Aladdin pre-cut house, which arrived by train and was assembled at 51 Alice Ave.

The Sanborn Fire Insurance map for Campbell, corrected to July 1920, shows only the Hyde and Jones houses completed on Alice Avenue.

James U. Porter purchased the third lot on Alice Avenue in October 1920, and he moved into his new house at 209 Alice Ave. early in February 1921.

That same month, the HICo deeded more land to the County of Santa Clara so that Third Street could be extended to Alice Avenue. Later in 1921, HICo sold a few lots adjacent to the new Third Street extension. W. I. Merrill purchased the lot where 119 Alice Ave. was later built in 1923. Ralph Hyde's mother Alice purchased the lots where 133 Alice and 189 S. Third St. are now located. She held those lots unimproved until her death in 1938. Ed Arnott purchased a lot and built the house at 155 Alice Ave. in 1921.

In January 1922, the HICo sold a right-of-way to Pacific Gas and Electric Company to install a gas line on Alice Ave. HICo sold a few more lots in 1922, but no additional houses were built that year. In February 1923, the HICo sold the nine-and-a-half remaining lots on the north side of the tract to businessman Ralston Alison. The following month, the Hyde Improvement Company was dissolved and the remaining lots were transferred to Ralph Hyde and his wife, Maud (Husted) Hyde.

First Alice Avenue Building Boom: 1923–1924

The building boom of 1923 and 1924 in Campbell and throughout Santa Clara County resulted in six new houses on Alice Avenue (59, 86, 99, 119, 146, and 177 Alice Ave.).

Second Alice Avenue Building Boom: 1927-1931

A second housing boom in 1927 saw seven new houses appear along the street (50, 76, 81, 116, 167, 199, 226 Alice Ave.). A Sanborn map corrected to July 1928 shows the 16 houses that had been built. A garage house also appears at 158 Alice Ave., but it is not yet known who built or resided in that house. Three more houses (35 and 69 Alice Ave., 235 S. First St.) were built before the economic effects of the depression of the 1930s put a temporary halt to new house construction.

Pre-War Period: 1937–1941

Building resumed in 1937, when Maud Hyde jumpstarted construction activity by having built the only speculative house on the block, at 158 Alice Ave., by contractor William H. O'Neill. Sixteen houses (20, 21, 30, 38, 58, 133, 136, 158, 166, 176, 186, 189, 198, and 204 Alice Ave., 189 and 190 S. Third St.) were built in the pre-war period from 1937 until 1941.

Post-War Period: 1947–1975

Because of a shortage of housing materials and labor during the Second World War no housing construction occurred on Alice Avenue between 1942 and 1946. Two houses were built in the immediate post-war period: 150 Alice Ave. in 1947 and 214 Alice Ave. in 1950.

One last lot remained vacant on Alice Avenue for the next 25 years. In 1975, Bruce Johnson, an architectural drafter, purchased the vacant half of a double lot and built a house for his family from his own plans at 80 Alice Ave.

HISTORIC THEMES

The California State Historical Resources Commission has identified nine general themes covering the entire range of California's diverse cultural heritage. These themes are: Aboriginal, Architecture, Arts/Leisure, Economic/Industrial, Exploration/Settlement, Government, Military, Religion and Social/Education. Using these broad themes as a guide, specific themes for the historical development of the Alice Avenue Neighborhood have been identified and developed. In many cases, resources may relate to more than one of the identified theme.

Architecture and Shelter

Alice Avenue was designed as a strictly residential subdivision. The streetscape consists of single-family houses, most of one story, along with their detached garages at the rear of the lots, very typical of residential design during the timeframe when the Alice Avenue neighborhood developed. The tract was laid out with alleys running along the back of the lots, "which will do away with individual driveways if so desired," said the HICo announcement on July 9, 1915, when the tract was opened. Some earlier houses have garages with doors opening onto the alley, but by the time a significant amount building began on the street, in the mid to late 1920s, a driveway and garage oriented toward Alice Avenue was much more common.

In the early years on Alice Avenue, before 1927, the garage was sometimes built first, and the property owners lived in it a season or two until funds and materials for the house proper could be saved. Based on many building announcements in the *Campbell Press* during this period, this practice was prevalent throughout downtown Campbell.

Sometimes a lot with only a garage would be sold before the house could be built. For instance, this ad appeared in the *Campbell Press* on March 9, 1923: "In Hyde's residence tract, a lot with nice double garage suitably arranged for housekeeping. Inquire at Miller's Store, Campbell, Calif." Mrs. Grace Miller had purchased the lot at 199 Alice Ave. in August 1922, built the garage, and then sold the lot the following spring. Another garage arranged for housekeeping was built at 59 Alice Ave. in 1924. Marion Jones married Clarence Plumm in June 1924, and the couple built a garage home on the lot adjoining Marion's parents. The house remained in its original condition until a subsequent owner expanded it in 1976.

The architectural styles evident in the Alice Avenue neighborhood consist of conventional, modest residential designs typical of single-family construction from the early- to mid-twentieth century. None of the houses exhibits extraordinarily high-style architectural design; however, many of the buildings feature distinctive characteristics of recognized styles. Some of the houses are more vernacular in nature, with very limited stylistic elements. The houses in the Alice Avenue neighborhood include examples of the Craftsman Bungalow, Colonial Revival, Tudor Revival, Spanish Eclectic, Minimal Traditional, and Ranch styles.

The pride of Alice Avenue rests in the knowledge that its houses were built predominantly by the homeowners themselves or by Campbell-based carpenters and contractors. Jeanette Watson asserted in *Campbell: The Orchard City* that the early builders of Campbell were their own architects (Watson, 295), and research into the architectural history of Alice Avenue bears out that statement. For the most part, no professional architects were involved in designing these houses. Builders worked from pre-existing house plan books, the owners designed the houses themselves, or in one case, the house came from a pre-cut kit.

Andrew “Andy” Johnson built the first house on the street, Ralph and Maud Hyde’s house at 227 Alice Ave., in 1917. At least four other houses have been attributed to him, all built between 1923 and 1927: the Mason-Genasci house at 86 Alice Ave. (1923), the Alice Hyde house at 226 Alice Ave. (1927), the Saunders-Maxwell house at 76 Alice Ave. (1927), and his own house at 50 Alice Ave. (1927). Andrew Johnson erected many houses and business buildings in Campbell throughout his career, including the 1927 Campbell Water Company building.

The Jones house at 51 Alice Ave. came from a pre-cut Aladdin kit and was erected by the Jones family and friends in 1920. Several other families built their own houses on the block during the two building boom periods of the 1920s. On February 11, 1927, the *Campbell Press* reported on the progress on Lucian and Cora Beall’s house at 81 Alice Ave.: “Doc ‘Lucie’ Beall expects to move into his new home on Alice Avenue Monday. He has enjoyed considerable “Kick” in supervising and helping build this attractive residence and he will enjoy another by living there with his family.” Other owner-built houses of the 1920s include Ed Arnott’s house at 155 Alice Ave. (1921), the Robert Holmes house at 119 Alice Ave. (1923), the Anthony Bargas house at 146 Alice Ave. (1924), the Clarence Plumm garage house at 59 Alice Ave. (1924), the Ira Abbott house at 116 Alice Ave. (1927), and the Walker Vaughn house at 199 Alice Ave. (1927).

Walker Vaughn and his wife Ethel Curry Vaughn worked together in designing and building two more houses on Alice Avenue. Mr. Vaughn had a full-time job at Pacific Manufacturing Company in Santa Clara, but would work on his vacations as a small-time developer, purchasing lots and building houses for resale. The Vaughns’ work is seen in the house they built in 1929 at 69 Alice Ave. (the Peter and Ida Yerkovich house), and in the 1931 house they built for Mr. and Mrs. Earl Margeson at 35 Alice Ave.

Other Alice Avenue owner-builders went on to build more houses on the street once their own homes were completed. Ed Arnott assisted his brother-in-law Fred Clark in building 177 Alice Ave. in 1923. Robert Holmes would go on to build a house for his next-door neighbors, the Grizzles, at 99 Alice Ave. Ira Abbott built a house next door to his own in 1939, which he used for the first few years as a rental property (136 Alice Ave.)

Most of the houses built on Alice Avenue after 1936 were executed by local contractors who did not live on the street. Archie Keesling was responsible for at least three houses: the Farley house at 21 Alice Ave., the Agostinho house at 58 Alice Ave., both built in 1939, and the house at 204 Alice Ave., built in 1940 identical to 21 Alice Ave. at the request of the Harrison family, who admired the new house of their friends, the Farleys.

Archie Keesling, who lived on Rincon Avenue, was best known as the contractor for the 1923 Country Woman's Club building on the southwest corner of Campbell Avenue and First Streets. Contractor Fred Winninger built three houses on Alice Avenue in 1939: 133, 176, and 186 Alice Ave. Gilbert Newcomb, another well-known Campbell carpenter, reportedly built the house at 189 S. Third St. in 1940. (In 1927, he had built another house on Alice Avenue: one for his cousin, Mrs. Miriam Skiff Dunlap and her husband Percy, at 167 Alice Ave.) Joseph Asterito built two houses on Alice Avenue in the late 1930s: 189 Alice Ave. for Hancie Naylor (1938) and 20 Alice Ave. for Mary Fablinger (1939).

Three later homeowners continued the neighborhood tradition of building their own houses. Dillard Decker built his house at 198 Alice Ave. in 1940; Richard Strong built a house from plans drawn up by his father at 150 Alice Ave. in 1947; and Bruce G. Johnson built a house from his own plans at 80 Alice Ave. in 1975.

Agriculture and Development of Related Industries

While construction activity was light on Alice Avenue between 1915 and 1923, significant changes were occurring in the business interests of Ralph H. and George E. Hyde. Starting in the spring of 1915, growers began discussion of a statewide dried fruit growers' cooperative, which culminated in the organization in early 1917 of the California Prune and Apricot Growers Association. This new group intended to displace the control of crop purchasing and marketing away from the packers and into the hands of the growers themselves. Over the years, the Association acquired or constructed packinghouses, but in the early years affiliated packers had contracts with the Association, of which the George E. Hyde Company was one. George E. Hyde, reaching his later years, left the canning and packing business in 1929. The cannery and dry works would in 1937 become the site of the Campbell Cooperative Dryer, a part of the California Prune and Apricot Growers Association.

Benjamin Campbell formed the Campbell Water Company in 1892, as dry farming and ranching began to give way in the area to orchards needy for irrigation. In 1912, George E. Hyde was elected a director of the company, but sold his stock when he purchased the Campbell Fruit Growers Union the following year. Between 1914 and 1918, Erle Russel Kennedy managed the water company. In November 1918, Ralph Hyde's Hyde Investment Company purchased the Campbell Water Company, and the Kennedy family resigned their positions. Installed as president and general manager was Ralph H. Hyde, with his father George E. Hyde as vice-president. Their wives, Maud and Alice Hyde were company directors. The family retained control of the Campbell Water Company, with Ralph and Maud's son Homer Hyde later becoming president and general manager. In the late 1970s, the company merged with the San Jose Water Works.

Apart from George E. Hyde, comparatively few early residents of Alice Avenue were associated with the packing companies or the water company. Walter B. Jones, who built the second house on the street (51 Alice Ave.), was George Hyde's bookkeeper and weighmaster at the cannery. He continued to work for Mr. Hyde in later years at the Campbell Water Company. Both early owners of 86 Alice Avenue were associated with

these industries: William F. Mason worked for the Campbell Water Company, and Louis Genasci was a boiler operator for the J. C. Ainsley canning company.

Commerce

Alice Avenue is conveniently close to the downtown Campbell shopping district, and many of the street's early residents operated businesses on Campbell Avenue. As previously discussed, several early residents of Alice Avenue were carpenters or building contractors, and many of the other local businessmen who made their homes on Alice Avenue were connected to the real estate business or ran businesses that supported the building trades. Guy Farley (21 Alice Ave.) and Ralph H. Hyde (227 Alice Ave.) both had real estate and insurance offices on Campbell Avenue. Joseph Agostinho (58 Alice Ave.) and J. O. Leverton (158 Alice Ave.) were partners in operating a hardware store in the Whitman Building on Campbell Ave. Jack Burns (186 Alice Ave.) was a well-known local plumber.

Other local shopkeepers who lived on Alice Avenue included druggists Lucian "Doc" Beall (81 Alice Ave.) and Herbert Martin Shadle (166 Alice Ave.), barbers Orie Grizzle (99 Alice Ave.) and Earl Canright (214 Alice Ave.), and grocers Carl Field (209 Alice Ave.) and Dillard Decker (198 Alice Ave.).

Education

Jeanette Watson wrote of the quality of the local schools in *Campbell: The Orchard City*: "It is a known fact that many people moved to Campbell because the elementary and high school districts were held in high esteem." When Alice Avenue was opened in 1915, Campbell was about to build a new schoolhouse, a six-room schoolhouse on Fourth Street near Rincon Avenue designed by architect Frank D. Wolfe. It replaced earlier schoolhouses built in 1889 and 1896. The 1916 grammar school was quickly outgrown in 1921 when the Hamilton, San Tomas, Meridian, and Campbell schools merged into the Campbell Union School District. Designed by architect William H. Weeks, the Campbell Union Grammar School (CUGS), at the northeast corner of Campbell Avenue and Winchester Boulevard, was dedicated in February 1923.

With the opening of the new school, nearby Alice Avenue became a convenient place for faculty houses. Marion Jones Plumm Trowbridge arrived before the school did. She moved to 51 Alice Ave. with her parents in 1920. Mrs. Trowbridge would teach fifth grade for many years. Next was the school district superintendent, Ira Abbott, who moved to Campbell from Livermore when he was hired in August 1924. He spent a few years living on the school grounds before he built his house at 116 Alice Ave. Jeanette Watson reports, "He was an able administrator who had a good rapport with not only his teachers but also the board. He was vocal in his praise of the Union School, and had visitors coming from all over the State to view the latest innovations in grammar schools." In the building boom of the late 1930s, four members of his faculty had houses erected in the neighborhood: Mary Fablinger, who taught history and eighth grade (20 Alice Ave.); Esther Short, the CUGS school nurse (38 Alice Ave.); Hancie Naylor, who

taught the high section of sixth grade (189 Alice Ave.); and Dorothy Merriman, who taught the low section of sixth grade (190 S. Third St.).

Kinship and Friendship Ties

A notable feature of the development of Alice Avenue in its early years was the number of residents who were connected by ties of family or close friendship.

Ralph and Maud Hyde, the first residents on Alice Avenue, soon had several family members as their neighbors. Around 1930, Ralph's parents, George and Alice Hyde, moved across the street to 226 Alice Avenue. George Hyde's boyhood friend and business associate, Walter B. Jones, built the second house on Alice Avenue in 1920. Maud Hyde's sister, Katherine Shadle, moved with her husband, Herbert, to 166 Alice Avenue in 1937. Martin C. Shadle, Katherine's son and Maud's nephew, purchased 20 Alice Ave. in the late 1940s and lived there for 40 years.

Walter and Annie Jones twice had their daughter Marion as a next-door neighbor. First, Marion married Clarence Plumm in 1924 and lived in the garage house they built next door to her parents at 59 Alice Ave. Marion was widowed in 1937, but remarried in 1940 to her parents' other next-door neighbor, Russ C. Trowbridge. Marion Trowbridge went on to live at 35 Alice Ave. for many more decades.

After Ed Arnott built a house for himself at 155 Alice Ave. in 1921, he helped his brother-in-law Fred Clark build a house nearby at 177 Alice Ave. in 1923.

Lucian Beall and his sister Hattie DePuy both built houses on Alice Avenue in 1927, he at 81 Alice Ave., she at 226 Alice Ave. Hattie rented out 226 Alice Ave. to the George Hyde family and a few years later built the house at 235 S. First St. for herself.

In 1939, Guy and Ernestine Kennedy Farley built their house at 21 Alice Ave. Within a year, two of Ernestine's sisters were living across the street, at 30 Alice Ave., and their close friends William and Dorothy Harrison had a house built identical to theirs at 204 Alice Ave.

In the 1940s three brothers, Richard, Kenneth, and Raymond Strong, moved into houses on Alice Avenue with their wives and families.

Many of the first residents of Alice Avenue were the children of an earlier generation of Campbell community leaders: Ralph Hyde, the son of George Hyde; Guy Farley, the son of Judge Almond Judson Farley; Jack Burns, whose father was a long-time Campbell plumber before him; Ed Arnott, whose father was a Campbell pioneer; the three members of the pioneer Kennedy family; Mary Fablinger, whose parents had come to Campbell in 1901; Ida Furtado, whose family was one of the first Portuguese families in Campbell; Louis Genasci, who was the son of a long-time grocer in Campbell; and Ethel Curry Vaughn, who was the daughter of B. O. Curry, an early Campbell real-estate man.

Religion

The Campbell Methodist Episcopal Church was organized in 1888; among its charter members were the Kennedy family. Three daughters of R. W. Kennedy were Alice

Avenue residents and continued their active membership in the Methodist Church: Ernestine Kennedy Farley (21 Alice Ave.) and Florence and Beth Kennedy (30 Alice Ave.). Ernestine's husband Guy Farley also grew up attending the church. From 1911 until 1955, the church building was within close walking distance to Alice Avenue, at the northwest corner of First Street and Campbell Avenue.

The Church of Christ Scientist was also quite active in the early days of Alice Avenue. The group met in the Odd Fellows' Hall and counted among its readers Morvie Johnson (99 Alice Ave.), wife of builder Andrew Johnson, and Maud L. Hyde (227 Alice Ave.).

St. Lucy's Catholic Church was a close neighbor on the northeast corner of Third Street and Rincon Avenue. Church activities began there in 1919 and the church building went up in the 1920s, so St. Lucy's developed at the same time as the Alice Avenue neighborhood. The parish outgrew the Rincon Avenue church and moved into a new building on Winchester Boulevard in 1957. The Furtado and Yerkovich families, of which Peter and Ida Yerkovich (69 Alice Ave.) were Alice Avenue's representatives, were both active in St. Lucy's parish activities.

Clubs and Organizations

The Country Woman's Club and the Kiwanis Club, historically for men, were the organizations to which early Alice Avenue residents belonged in the greatest numbers and were most influential in leading. Both groups had their first significant periods of growth and activity in the 1920s, which coincides with the initial spurt of building growth on Alice Avenue.

The Country Woman's Club was chartered in 1905. Their first clubhouse, a small frame structure built in 1907, included a reading room and free community library. A much larger building was constructed in 1923 at the southwest corner of Campbell Avenue and First Street. Its library served the community of Campbell until 1961. When the library moved to larger quarters, the remaining space was used as the first site of the Campbell Historical Museum. Its meeting hall was used not only by the woman's club, but also by many other local groups, including the Kiwanis. When Campbell was incorporated in 1952, city council meetings were held there as well. The building was sold in 1972, and now the group meets in local restaurants and churches. At least two Alice Avenue women led the Country Woman's Club as president: Maud L. Hyde (1936–1938; 227 Alice Ave.) and Roberta Field (1944–1946; 209 Alice Ave.). A number of other Alice Avenue women were long-active members, including Ernestine Farley (21 Alice Ave.) and Katherine Shadle (166 Alice Ave.)

The Kiwanis Club of Campbell, originally a men's service organization, was chartered in 1926. It boasted a large group of men among its charter members who were then or would later live on Alice Avenue: Guy Farley, secretary (21 Alice Ave.); Ira Abbott, board of directors (116 Alice Ave.); Lucian M. Beall (81 Alice Ave.); Percy H. Dunlap (167 Alice Ave.); Carl B. Field (209 Alice Ave.); and Ralph H. Hyde (227 Alice Ave.).

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