

# Capitola Sunset

Winter 2014

CAPITOLA HISTORICAL MUSEUM

NEWS, EVENTS & INFORMATION

*"Providing a future for our past"*

## The Weather is Beautiful, Wish You Were Here

Imagine being able to send someone a short message, including a picture, and have it arrive quickly at very little cost. Email? Text messaging? Twitter? No, it's the picture postcard.

Postcards were the great new communications device of the early 1900s. Many postcards cost only a penny to buy and a penny for postage. People could buy commercial cards or make their own from photos using Kodak postcard paper.



Mail was picked up and delivered twice a day. So a postcard sent in the morning from Capitola could be delivered that afternoon to addresses in the Monterey Bay or San Francisco Bay areas (more distant towns took a day or more).



The hotel and the beach were popular images used on Capitola postcards.

In the first decade or two of the 1900s, most people did not yet have telephones, so people sent postcards instead, and they sent A LOT of them. In 1905 the Big Curio Store in Santa Cruz reported selling 200,000 postcards by mid August.

Today, postcards are the third largest collecting hobby after coins and stamps. "It's amazing how many people save old postcards," says curator Frank Perry. "Even if the cards are just in a shoebox, it is still a collection."

Next year's Museum exhibition will trace the fascinating history of the picture postcard from the beginning of the 20th century to the present. The emphasis will be on Capitola, of course, which has been depicted by literally hundreds of postcard images. "Postmarked Capitola: A History Through Postcards" will open Saturday, February 28th, with a reception on Saturday, March 21. We'll have more details in the next *Capitola Sunset*.

## Tom McGranahan Recognized

The Capitola City Council recognized Capitola Museum Board Member Tom McGranahan with a Mayor's Proclamation at their meeting held on November 13. Tom served the board as treasurer for 20 years.

In the photo below, Capitola Mayor Sam Storey (next to Tom) looks on as Tom (right) is giving a talk accepting this recognition. Museum Board members David Shoaf and Bob Anderson stand next to Board President Linda Smith, who is about to present Tom with a Crystal Star Award for his two decades of service.

The only other people to receive a Crystal Star Award are Topsy Smalley, who served as Board Secretary for 22-plus years, and Ettamae Shaffer who recently retired after volunteering at the museum for over 20 years.



## President's Corner

By Linda Smith

### A Round Tripper

Harry Hooper has set records far beyond his years as a pro ballplayer. While December 28 will be the last day of "Take Me Out to Capitola: The Life and Times of Harry Hooper," the date will also mark the conclusion of one of Capitola Museum's most popular exhibits.

To date, more than 7,200 people—residents, family, friends, and visitors from all over the world—have stopped in to learn about Capitola's most famous resident. Numerous others have attended our corresponding events.

Frank Perry is pleased by the welcome given his first show as the Capitola Historical Museum curator. His research of Harry Hooper's life, baseball career, family, and dedicated actions to benefit Capitola, have sparked renewed interest in Hooper as both a baseball legend and a Capitola resident who helped his home town become the city it is today.

Among the exhibit's extra attractions have been:

Ball players who appeared in vintage costume for Capitola events; walking tours to the sites where Harry Hooper worked, lived, and stepped up to "save the day" for Capitola; and the recent, well-attended lecture by regional historian, author, and sports expert Geoffrey Dunn. In the audience on this occasion were three generations of Harry's family including Christine Hooper, wife of the late Harry Hooper, Jr. During the reception afterward, Mrs. Hooper reflected to Frank that "Harry would have loved this." Her thoughtful statement was a most appreciated compliment.

Capitola Museum's exhibit has its own website—[www.takemeouttocapitola.weebly.com](http://www.takemeouttocapitola.weebly.com). The website includes supplemental material like a timeline and quiz. Inside the museum, two of the best Harry photographs—one as a fisherman and another pose as the iconic baseball star—have been adapted into sketches that can be colored by children as an interactive activity. More than two hundred have been colored including some by Hooper's own great-great grandchildren.

### A Cheer for the Volunteer

This year's abundant sunny days and enhanced museum attendance has increased our need for helpers to keep up the museum's schedule of open hours. For the upcoming exhibit this spring, existing volunteers will be asked to help the board in its effort to each bring someone new. Events are being planned to welcome new arrivals and to show appreciation for our steady and dedicated team of supporters.

Fans of the museum are also invited to help with its participation during City and Chamber of Commerce events. Those who enjoy mixing with the public outside the museum can enjoy the fun while getting to know members of the museum board in action.

Those connected to cyberspace may enjoy the volunteer blog and Facebook page Frank Perry has set up to keep volunteers up-to-date on museum activities. Feedback, ideas, and suggestions are welcome, and will help guide our plans for the coming year.

### Keeping An Eye on Home Plate

Recent news articles have raised concern about the museum's future in its current location, and we've been asked what's going to happen. Plans have long been discussed to move City Hall and the Police Department to another site above the flood plain, leaving the present Capitola Avenue setting open for new development projects. The Capitola Museum Board is being kept informed of tentative plans and alternatives, and will continue to monitor new deliberations. We encourage all museum supporters to continue to keep your council members aware of the importance of the museum in the community.



These young visitors took time out to do some coloring while researching a school report on Harry Hooper.

### Call to Volunteers: "Each One Find One"

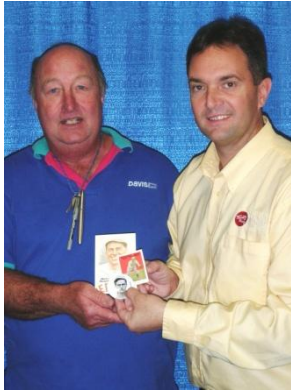
Our volunteers are wonderful and they generously donate their time to keep the museum open by 'standing watch' in two hour shifts during our open hours. Our only challenge is that we don't have enough volunteers. We know you are out there, but we need help finding you.

We all know someone who would love to feel good by volunteering. That's why we encourage each of our volunteers to find an additional volunteer. "Each one find one" is our mantra as we ask our volunteers to find additional volunteers.

Potential volunteers are encouraged to come to the museum during open hours to see what we do. Volunteering is easy, yet it gives one a sense of community and it does not require a lot of time. A few hours a month is all it takes.

## Donationwide

Recently, at a trade show in New Orleans, Museum Board Member, Niels Kisling, met Mike Hauser from Gloversville, New York. The conversation turned to history and museums. It turns out that Mike is a baseball history fan involved with the Parkhurst Field Foundation



and he knew about Harry Hooper. At the next trade show, in Las Vegas, Mike presented Niels with a handful of Harry Hooper baseball cards and memorabilia. Mike says; "When we heard about Capitola Museum's work in documenting Harry Hooper, we saw how closely it correlates to our own initiatives. So many

people have graciously donated relevant items to our Parkhurst Field Museum, that we felt we needed to do the same for Capitola. We went into our own personal archives and found several Harry Hooper items that we thought would nicely complement the efforts of the Capitola Historical Museum. We decided they would be better served as part of their collection/displays." The legend, lore and status of Harry Hooper runs nationwide. *Learn more about the Parkhurst Field Foundation at: [parkhurstfield.org](http://parkhurstfield.org).*

## Capitola's Cooperstown Connection

By Niels Kisling

Local historian Geoffrey Dunn recently gave a talk about Harry Hooper and all that Harry contributed both to baseball and to the town he loved so much. Harry spent over 60 years in Capitola during and after his illustrious baseball career.

The talk was held on the 8<sup>th</sup> of November in Capitola City Council Chambers with a reception following at the museum. More than 40 people attended, including Kurt Huffman of Soquel who told the *Santa Cruz Sentinel*, "The talk and reception that followed were a 'homerun' for all in attendance. Kudos and thanks to Geoffrey Dunn and the Capitola Museum. Well done."

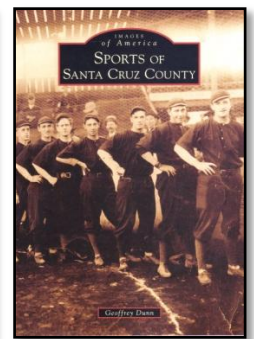
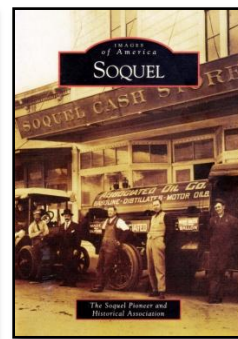
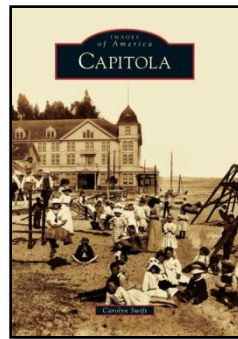
It seemed as though half or more of the attendees had some sort of personal connection with Geoffrey. This made the evening very informal and greatly encouraged audience participation.

Three generations of Harry Hooper relatives attended the talk. They were: Christine Hooper, Harry's daughter-in-law; Donna Hooper Danza, Harry's granddaughter & a Soquel High School graduate; and Debbie Velotti, Harry's great-granddaughter.

At the reception that followed, Christine said; "I love attending these museum functions, and I learn something new about 'Pops' every time I come."



Geoffrey Dunn (seated) with (left to right) Debbie Vilotti, Frank Perry, Christine Hooper, and Donna Hooper Danza at the museum reception.



Ho, Ho, Ho! The Capitola Museum has these three Arcadia Publishing books in stock now. They make a fine gift for the historian in your life, and your \$22 donation helps support your favorite local museum!

-Arcadia Books "*Capitola*" is written by Carolyn Swift

-Arcadia Books "*Soquel*" is written by The Soquel Pioneer and Historical Association

-Arcadia Books "*Sports of Santa Cruz County*" is written by Geoffrey Dunn

## The Cat Came Back Home

Like the tabby in, "The Cat Came Back," retired director Carolyn Swift keeps straying in through the museum door.

She can't stay away. Checking the exhibit cases for tempting historical tidbits, she settled one afternoon into the comfy volunteer chair and then pounced on unsuspecting visitors. Those with even mild curiosity were pinned for hours with tales of local lore.

What brings her back? Is retirement a bore? No, a volunteer shift has always been a favorite way to relax, like going to a spa. The museum's busy times help to wake up that part of the brain that has stored details and stories about the past. Slow days allow time to read or mouse around on the iPad.

Seeking to be active in retirement, Carolyn and husband Steve—along with friends and neighbors Jeff and Dolly Barnes—hiked local trails this spring and summer, toughening up for an autumn adventure on the West Highland Way. It's Scotland's first designated long distance walking path and judged to be Britain's best. The ten-day trip had one day of rest along the 96-mile route from Milngavie to Fort William, a trek through lowland moors, dense woodland, and rolling hills to the high mountains.

Carolyn said it was the hardest thing she's ever done, and that Devil's Staircase was nearly the end of her, but she enjoyed every step.

Last year, the Swift-Barnes foursome took on the equally long, magnificent, and daunting Hadrian's Wall Path, traveling 84 miles from Wallsend on the east coast of England to Bowness-on-Solway on the west coast. Much of the path is along the remains of the wall built by the Romans on the northern border of their empire.



Carolyn and Steve celebrate their long trek with the crossing of the swords. Carolyn's next trek will be to the Capitola Museum where she will be filling the position of interim board member.

Now home and imagining new ventures, Carolyn has agreed to take an interim museum board position while longtime trustee Gordon van Zuiden takes off on an adventure of his own to live abroad for a year. In the ten years Gordon has been on the board, he added hundreds of exceptional images to the Capitola collection, and

continues to bring his personal enthusiasm to projects that enrich the city's appreciation of history. The museum board will be eager to welcome him back when he returns. In the meantime, Carolyn will be a purrrrrr-fect interim board member.

### Recently donated artifacts:

**Lynn Houser:** Historical photos of Capitola Beach and China Beach

**William F. Honsal, Sr.:** Service Cardinal 1948 (a record of Santa Cruz High alumni who served in World War II)

**Dennis Norton:** Surf Bowl sign and coin box

**Mike Hauser:** Harry Hooper baseball cards and a postcard from Harry's 1971 Hall of Fame induction ceremony



Fun image. Seaweed dresses photographed on New Brighton Beach in 1925. Photo donated by Lynn Houser.

### Capitola Museum has recently received generous donations from:

Bruce and Doreen Arthur (in memory of Jim Reding)  
Carolyn Swift (in memory of Edith Perry)  
Ed Bottorff  
Emil Edgren  
Lani Hall  
Betty Mello  
George Ow, Jr.  
Jim & Barbara Reding  
Nels and Susan Westman  
Steven and Diane Burbank  
Ron and Diane Graves  
Marvin Jensen  
Karl Mertz  
Paul Parsons  
Karen Ruland

Capitola Sunset is published by the Capitola Historical Museum  
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Volunteer blog: [capitolamuseumblog.weebly.com](http://capitolamuseumblog.weebly.com)  
Telephone: 831-464-0322

Museum Hours: Wednesday, Friday, Saturday & Sunday 12-4:P.M.  
(Closed for new exhibit installation from December 29 to February 27)

Curator: Frank Perry

Board of Trustees: Linda Smith (President), Bob Anderson (Vice President), Tom McGranahan (Treasurer), Stephanie Kirby (Secretary), Niels Kisling, David Shoaf, & Gordon van Zuiden