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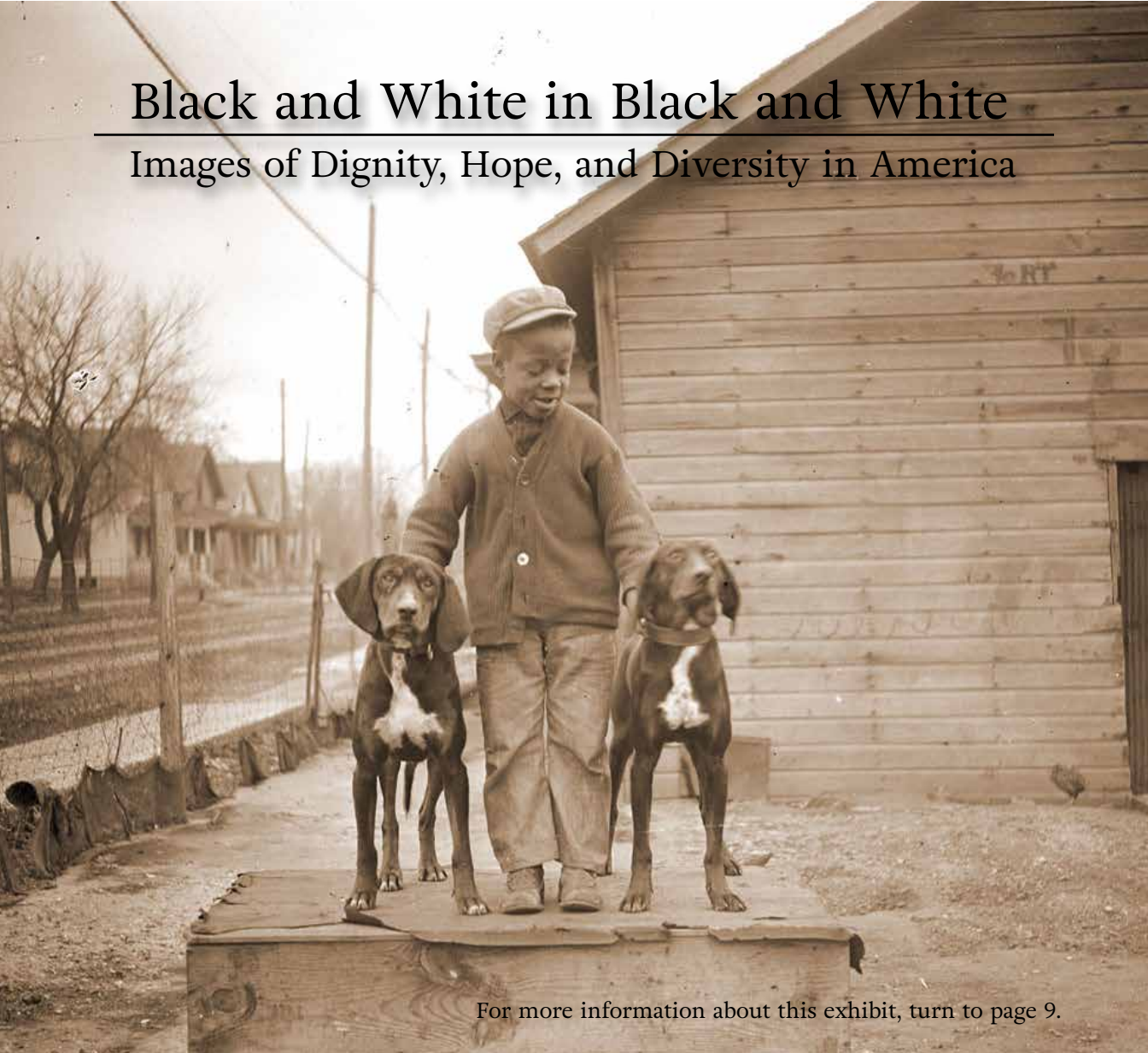
*A quick spin in the history of  
female racecar drivers*

SUMMER 2018 VOLUME LVI, NO. 2

# Black and White in Black and White

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## Images of Dignity, Hope, and Diversity in America



For more information about this exhibit, turn to page 9.





## FROM THE DIRECTOR

In *Palaces for the People: A Social History of the American Art Museum*, Nathaniel Burt wrote this about the evolution of museums in America: "There is that battle, still contentious, between instruction and joy. Are museums Universities of Vision or Churches of the Eye?" I have lived with Burt's query throughout my career.

June 30, 2018 will be my last day as Executive Director of the Historical Society. After four decades in the practice of museums and public history, five of them as HAHS's chief administrator, I am retiring and looking forward to becoming an expert tourist. I don't know what that means exactly, but I am packing my armor. My wife and I will travel some and have started a list of places neither of us has visited. There are indulgences that a regular work day and schedules preclude. There are the dozen books purchased since last fall I have yet to open. I would like to read the entire *New York Times* the day it arrives.

I am honored to have worked with the Board of Directors, staff and the greater community to realize the dream of a downtown Museum of History and Culture. The renovation of the commercial block of buildings along Foothill Boulevard started before I was hired on an interim basis. Through my tenure, the Museum has emerged as a prominent public venue and an active partner with many of our City's civic organizations—master planning with Hayward Area Recreation and Park District, supporting bond measure campaigns by the parks and Hayward Unified School District, advocating for Hayward's arts and music organizations, serving on the Board of the Hayward Chamber of Commerce, and co-directing the Chamber's Nonprofit Alliance. I like to point to the tattooed ladies, unaccompanied minors, Streets Team workers, Fairview and Kelly Hill families, Japanese American citizens of Eden Township, work-based learning students, and B Street writers who feel welcomed here. In 2016, HAHS was the host site for the monthly meeting of the Alameda County Conference of Mayors, in a facility without a regional peer. One year later, HAHS was selected by Assemblyman Bill Quirk and the California Legislature as the 20th Assembly District's 2017 Nonprofit of the Year.

These accomplishments and many more are the shared successes of volunteers and museum professionals whose contributions have made my shield lighter to carry. HAHS's long-time Curator and Archivist Diane Curry and strategic planning Board of Directors will be paying it forward. Meanwhile, I will be following T.S. Eliot's advice, "To make an end is to make a beginning." Wish me luck.

—AT Stephens, *Executive Director*

Cover image:  
*Boy with Hounds,*  
Courtesy of the Douglas  
Keister Collection.



HAYWARD AREA HISTORICAL SOCIETY

# Venues

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**Diane Curry**  
Curator & Archivist

**John Christian**  
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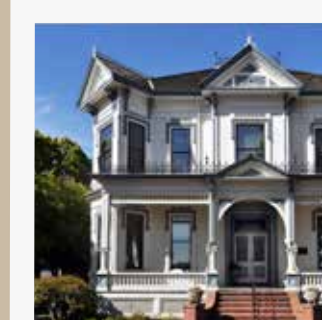
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## HAHS MUSEUM OF HISTORY & CULTURE

Historical and cultural exhibits and events plus a children's gallery, museum store, and cafe! Open Wed - Sun, 10AM - 4PM.

22380 FOOTHILL BOULEVARD, HAYWARD



## McCONAGHY HOUSE

A lovingly preserved 1888 Eastlake style Victorian. School tours available. Open the first weekend of the month, 11AM-4PM.

Tours at the top of the hour, last tour at 3PM.

18701 HESPERIAN BOULEVARD, HAYWARD



## MEEK MANSION

Built in 1869 by William Meek. Located on nearly 10 acres.

17365 BOSTON ROAD, HAYWARD



## SAN LORENZO PIONEER CEMETERY

Final resting place of over 2000 residents from politicians to paupers and Hayward area pioneers.

HESPERIAN BLVD. & COLLEGE STREET  
SAN LORENZO

# Farewell, AT!

AT has been an exceptional representative for HAHS in the community. His engagement with various individuals and community organizations has reflected positively for HAHS. His willingness to be a partner and collaborative is one of his strengths and will be missed by HAHS and the community.

–Mariellen Faria  
HAHS Board of Directors

Thanks AT, for years of dedication at HAHS and the community of Hayward! Happy Trails!

–Sandra Davini  
HAHS Board of Directors

It was my pleasure, when first joining the board, to support the hiring of AT on a full time basis. He tackled a number of difficult issues with grace and patience, and it was my pleasure to work and be associated with him through the Hayward Area Historical Society.

–Norman D. Fobert  
Past President, HAHS

Thank you for your leadership and guidance. We have all learned a lot from you and wish you and Joanne well on your next adventures!

–Diane, John, and Marcess

AT Stephens joined HAHS at a critical time. We were halfway through the renovation of the Foothill building with many details and decisions ahead. AT's steady hand took HAHS to the Grand Opening and beyond. It was a pleasure to work with him as a colleague and a friend. Best Wishes and Much Aloha, AT

–Gay Ostarello  
Past President, HAHS



AT and wife Joanne at the Grand Opening Gala in 2014.

## Congratulations to The Cobblers!



Image courtesy of The Cobblers and the Grasseschi family

The Cobblers are celebrating sixty years in downtown Hayward. The family owned and operated business is deeply engrained in the fabric of the Hayward area. This photograph was taken during their move in January 1991 from their former shop on Foothill Boulevard to the site of their current store. Stop by, get your shoes fixed, and wish them a happy anniversary!

# Archive Additions

by John Christian, Associate Archivist

Every so often we receive a donation to the collection that is so specific to the period it was produced, it is almost cliché. In this instance it is a wonderful c.1948 menu for “Andy’s Car and Restaurant Service”.

The restaurant was located at the corner of East 14th and Lewelling Boulevard from 1948 until 1954—just a blip on our post-war timeline of Hayward area history. So why is this menu so great?

Well for starters, we do not have any images of the business in our collection, so this menu and illustration give us some insight into what the business actually looked like.

Secondly, the menu conveys America’s cultural emergence from the Second World War. The colors, fonts, and illustrations make a millennial like me conjure up images of Elvis, jukeboxes, and 1950s America. Obviously this is a bit of an oversimplification, but it does inform our view of post-war life.

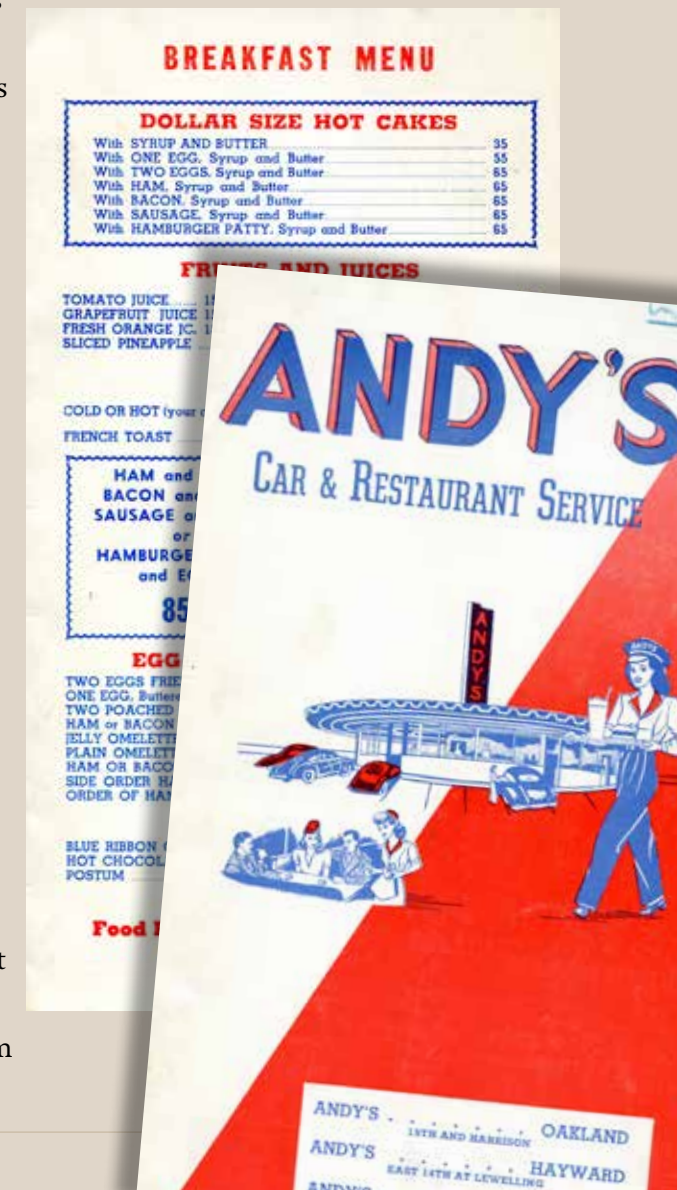
The items listed for sale give us insight into what people were eating during this time. The menu offers items that were strictly rationed only a few years before the menu was printed—meat, butter, and ice cream full of sugar.

Lastly, the menu shows us how tastes and prices have changed as well. Tomatoes stuffed with shrimp and mayonnaise anyone? Just 75 cents. How about a tangy glass of “Churned Buttermilk”, only 10 cents? Kidding aside, we historians love to plug prices into inflation calculators to see today’s cost for a 35 cent malt in 1948 (about \$3.69 in case you’re wondering).

So while it might just be a single menu from

a restaurant that was only around about six years, it still provides insight into a very exciting time in our community’s history. All that said, we’ll pass on the stuffed tomatoes.

*Our thanks to Patricia Kramer for donating this piece to the Hayward Area Historical Society Collection*



# Summer EVENTS & PROGRAMS @ HAHS



22380 FOOTHILL BOULEVARD, HAYWARD



Toddler Time is a family program geared toward children ages 1-5 years and their caregivers. Together, we learn through games, crafts, songs, and stories. Older siblings are always welcome. Toddler Time takes place on the second Thursday of the month from 10:30 – 11:30 AM. \$5 suggested donation.

## Weather and the Seasons

THURSDAY, JUNE 14

The atmosphere is constantly changing and because of that we feel rain or shine, wind or snow, hot or cold.

## Recycle

THURSDAY, JULY 12

Doing our part to recycle reduces the amount of waste that gets sent to landfills, conserves natural resources, and saves energy.

## Pets

THURSDAY, AUGUST 9

Our pets can often be a major highlight of the day! For kids, creatures large and small teach, delight, and offer a special kind of companionship. Let's celebrate the lovable animals in our lives!

## Civil Liberties

SATURDAY, AUGUST 11, 2:00 – 4:00 PM  
\$5 Suggested Donation

Be part of the discussion relating to the violation of civil rights experienced by Japanese Americans during World War II and learn how their experiences relate to our world today.



HESPERIAN BLVD. & COLLEGE STREET, SAN LORENZO

## Cemetery Clean Up & Open Day

SATURDAY, JUNE 9, 9:00 AM – 1:00 PM  
SATURDAY, AUGUST 25, 9:00 AM – 1:00 PM

Drop by to help preserve our local historic cemetery! Bring gloves, rakes and water. The cemetery will also be open during this time for the public to visit the grounds and ask questions.



18701 HESPERIAN BLVD, HAYWARD

## Visitas Guiadas en Español

DOMINGO, 3 DE JUNIO, 11:30 Y 1:30  
Adultos \$5, Estudiantes y personas mayores \$3,  
Niños menores de 4 años gratis

Construida en el año 1888, La Casa McConaghy es un verdadero tesoro de esta zona. La estructura de esta encantadora casa de campo, incluye doce cuartos llenos de decoraciones, pinturas de arte y muebles del tiempo en que la familia McConaghy vivió en el pueblo de San Lorenzo. Ofrecemos giras en Español, para una vista al pasado y conocer más como vivió la familia McConaghy en ese tiempo de la historia.

## McConaghy House Paranormal Investigation

SATURDAY, JUNE 16, 7:00 PM – 3:00 AM  
SATURDAY, AUGUST 18, 7:00 PM – 3:00 AM  
\$75 per person

During this investigation, experienced investigators will lead attendees through the property and explore the paranormal. Data previously collected includes electronic voice phenomena (EVP), cold spots, touches, apparitions, and much more. Investigations for ages 18+. Tickets must be purchased in advance at [haywardareahistory.org/explore-the-paranormal](http://haywardareahistory.org/explore-the-paranormal).

Want to visit McConaghy House? Stop by for a docent led tour on the first weekend of the month. Tours start at the top of the hour, from 11:00 AM to 3:00 PM.



17365 BOSTON ROAD, HAYWARD

## Meek Open House

SUNDAY, JULY 1, 10:00 AM – 2:00 PM  
Free Admission

Enjoy a look inside the beautiful Meek Mansion.



## Meek Paranormal Investigation

SATURDAY, JULY 21, 7:00 PM – 3:00 AM  
\$75 per person

During this investigation, experienced investigators will lead attendees through the property and explore the paranormal. Data previously collected includes electronic voice phenomena (EVP), cold spots, touches, apparitions, and much more. Investigations for ages 18+. Purchase tickets in advance at [haywardareahistory.org/explore-the-paranormal](http://haywardareahistory.org/explore-the-paranormal).



IN OUR OWN WORDS

# Why I Volunteer with HAHS

By Dana Hamilton, HAHS Volunteer



It all started by attending a paranormal investigation in 2010 at Meek Mansion, which led to volunteering at the San Lorenzo Pioneer Cemetery and attending meetings. I suppose, really, it all started years ago in third grade when I was a student on a school tour at McConaghy House. I had an interest in the house that just stayed with me. Growing up, I passed by McConaghy House and Meek Mansion quite often as I live locally. I was always curious about going back, but never really would take the time to check it out. That was, until 2010.

Over the past 8 years, I moved with HAHS from Main to Foothill, and remember looking at this shell of a building wondering how in the world it would become a museum. Look at it now! I was helping before and after the gazebo area at Meek Mansion, and saw the reimagining of the inside of the McConaghy House. I have been

able to share my loves of both paranormal and local history with others by volunteering! That's why I volunteer – to tell others about this community of ours by the history that fills these houses they pass by every day and the museum. To show that everybody and everything has a story. I volunteer to help these stories be told as long as I can. Also, that our local history, including these wonderful houses, are worth saving and showing as our local gems. Through volunteering, I have met many wonderful people who have become great friends. That is such a bonus in volunteering and doing what I love to do!

## Thank you, Don Castro Questers!



Thanks to a generous donation from the Don Castro Questers #994, much needed archival boxes to rehouse a photographic collection from *The Daily Review* can be purchased. "While archival boxes might not be very exciting to most people, preservation of the collections is at the core of what we do. The Questers made it possible for us to greatly extend the life of this particular collection," says Curator Diane Curry.

The Don Castro Questers are part of the larger network of California Questers,

with chapters located throughout the state. The organization as a whole is dedicated to the study, conservation and presentation of historical objects for the benefit of today and tomorrow.

## Black and White in Black and White

In 1965, 16-year-old Doug Keister acquired 280 glass plate negatives, originally found at a local garage sale. He immediately made photographic prints revealing powerful, early 20th-century portraits of African Americans in Lincoln, Nebraska. These astonishing images are now on display in this new traveling exhibition.

The exhibition features striking photographs attributed to African American photographer John Johnson. Using his Lincoln neighborhood as his canvas, Johnson crafted these fantastic images of his friends and family between 1910 and 1925. Equally as important as Johnson's depictions of African Americans are his images of many racial groups together, an occurrence that was almost unheard of at the time. Many of the people depicted in the photographs eventually migrated to California.

*Black and White in Black and White* is curated by Douglas Keister, traveled by Exhibit Envoy, and presented with support from California State University, Chico.

**View *Black and White in Black and White: Images of Dignity, Hope, and Diversity in America* in the Community Gallery at the HAHS Museum of History & Culture from June 23 through August 19, 2018.**



Top: Mamie Griffin, Courtesy of Douglas Keister Collection

Above: Backyard Picnic, Courtesy of Douglas Keister Collection

Left: Manitoba James and His Children, Courtesy of Douglas Keister Collection

**LOYAL AMERICANS**  
JAPANESE AMERICAN IMPRISONMENT DURING WORLD WAR II

On view in the Special Gallery through  
October 28, 2018.

# Girl Drivers

by Diane Curry, Curator and Archivist

In the HAHS photographic archives is a collection of negatives from commercial photographer Lester Kent. He was a prolific photographer and artist in the area in the mid-20th century. We have a series of his negatives that simply have the date and the term "H.R." written on the envelope. The date of course is a huge help and we finally determined the initials do not represent a person, but rather the "Hayward Review" (which later became the *Hayward Daily Review*). So essentially, we believe these negatives are a result of contract work that Kent did for the newspaper.

The real detective work begins in trying to figure out what is going on in the photo—what story is it illustrating. This is the mission of archives volunteers Naomi Shand. Naomi is essentially playing a game of concentration, trying to match these images with photos used in the newspaper. It requires hours of going through the newspaper page by page, and then going back over it again and again as she catalogs more of the negatives. The effort though, makes the images much more interesting and useful.

A recent find is this image of a man and a woman standing next to a racecar and another of the same woman using a wrench on the hub of the

same car's wheel. Just the photo with the man and the woman were used in the paper on December 29, 1950. The caption tells us this is Bob Sweikert with Mrs. Zelda Nunes, "Miss Hardtop of 1950." Mrs. Nunes is signing up for the California Women's Racing Association.

Additional research and a phone call to auto racing historian, Tom Motter, helps us tell the rest of the story of this image.



Zelda and a small group of women competed in "hardtop" races at Oakland Stadium in the summer of 1950. For those that don't know, Oakland Stadium (or Oakland Speedway, or Oakland Stadium Speedway—it's known by several names and has a complicated history!) was actually not in Oakland but rather Ashland, where Bay Fair Mall stands today and before San Leandro annexed that area. All sorts of races were held there from 1946 to 1955.

Women racing was a novelty that summer of 1950. There were a series of exhibition races, 14 to 20 lap events, sandwiched in-between the "real" racing of men. Men like Bob Sweikert who was one of the area's winningest drivers and the only Hayward native to win the mother of all races, the Indianapolis 500, in 1955. The women were racing hardtops, or modified stock cars, like the one in the photograph.

Zelda was one of the only competitors from Hayward. It says in the caption that she was around the speedway a lot. It appears that her husband was a mechanic and likely, he worked on a racecar at the speedway so naturally she would be there too. Zelda appears to have been competitive but not necessarily the "champion" of the "girl racers".

Later on that fall, Bob Sweikert and another driver who competed a lot at the Oakland Stadium, Eddie Bennett, decided to form the California Women's Racing Association. The applicants had to be over 21. The initial fee was \$10 and with annual dues of \$10 thereafter. Per the application letter, the association's intent was "to bring Women's racing into the limelight, at a profit to the drivers and car owners, NOT offer it as intermission entertainment!" Which was essentially what the "powderpuff" races had been, a funny novelty in-between the "real" racing. The association letter goes on to say that women racing has been proven to be of interest to race fans but that "through past mismanagement, its many possibilities were overlooked."

Both Bob Sweikert and Eddie Bennett were members of the Bay Cities Racing Association (BCRA) and participated in their sanctioned events. There is a passing reference in the newspaper that because the two drivers formed the women's association, they were suspended by the BCRA because the business manager of the BCRA did not like or want female racecar drivers. There is no exact proof of that however. Historian Tom Motter speculates the two drivers were trying to needle the business manager for the BCRA and since neither of them raced at the Oakland Stadium in 1951, they were not that concerned about repercussions.

According to the newspaper caption with the photo, Zelda was signing up to be the first member of the new association. The first official race was tentatively scheduled for some time in January 1951. Advertisements appeared in the local newspapers—"Women Wanted: Drivers for hard top race cars; make big dough!"

And then...nothing happened. There was a small kerfuffle mentioned in the newspapers on January 14, 1951 where a San Leandro City Councilman was going to voice his opposition to women driving racecars at the next City Council meeting. Although the city councilman went so far as to put a resolution on the agenda, "...the City Council deems it inadvisable for women, including mothers and potential mothers, to be participating in the dangerous sport of auto racing," it appears nothing became of his statement as there was no follow up in the newspapers.

Later in 1951, there is some mention of the California Women's Racing Association in connection with female drivers in Southern California but that is pretty much it. Bob Sweikert turned his attention in early 1951 to big time racing in the mid-west working his way to eligibility in the Indy 500 and Bennett does not appear to have raced again. Zelda apparently had her five minutes of fame because there are no further references to her in the newspapers after this event.

And women driving racecars? Of course there are more and more women competing on racetracks across the country but it is still a struggle, even 68 years later, to get a "good ride" so they can be competitive. The big change is that they are not competing against other "gals" only in "Powderpuff Derbies." They are competing on the big stages with men, which is vastly different from the majority of sports.

Needless to say, a photo is worth a thousand words (or a few more as in the case of this article). This is just one in a million stories yet to be told in the history of our community.

*Special thanks to racing historian Tom Motter!*



HAYWARD  
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# Day of the Dead 2018

Day of the Dead at its core is a celebration of life. It's about remembering deceased loved ones and honoring their life. This year's Day of the Dead exhibition will focus on those big moments in life that make a life well-lived and shape the person we remember in death.

We are looking for artwork and altars that focus on life's memorable moments through a Day of the Dead lens. Such moments could be birth of a child or grandchild, marriage, graduation, job success, or a bucket list item completed. The artwork can be framed artworks of any time or installation pieces. Altars can be of up to 8 feet wide by 8 feet tall by 4 feet deep.

Interested participants should send a photo, a conceptual design of their proposed artwork or altar, or any questions to [communitygallery@haywardareahistory.org](mailto:communitygallery@haywardareahistory.org) no later than August 15.