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FROM THE DIRECTOR

For a lot of people, the holiday season is about family and friends. It's the time of year when you get to spend time with the people you care about the most...or are forced to spend time with the people who can annoy you the most. Even though the month of December is exhausting with shopping, parties, school plays, religious functions, and family, it somehow still remains (for the most part) a time of **joy, reflection, and connection**.

In the spirit of **reflection**, when I look back on this year, I am amazed at what we've accomplished.

- We have installed four different changing exhibitions. One exhibit was a traveling show from another institution while the other three were derived completely from community members in the form of stories, content, artifacts, and artwork. The Loyal Americans exhibition (which has been extended to December 30!!!) has received more praise and participation than any exhibition I've ever developed.
- We streamlined our adult programs this year to bring you more quality over quantity and they were all fabulously well attended.
- Our children's programs, especially our monthly Toddler Time, have been going gangbusters too. Those second Thursday mornings are a hoot around here to see all the littlest of the littles enjoying a good story, a craft project, and fun in the Children's Gallery. They may not remember it later, but guaranteed they will grow up understanding the importance of museums!
- The historic properties also received great attendance especially the open house days at Meek and the clean-ups at the San Lorenzo Pioneer Cemetery.

We are on track to serve over 15,000 community members this year! And that's not too shabby!

The **connections** we've made with community partners on exhibitions and with our visitors in general have simply been wonderful and we hope we will continue to build on those connections in the coming months and years.

I want to thank all of our sponsors, exhibition advisory members, lenders, and amazing volunteers for helping us this year. We literally could not have done it all without you and it has been a **joy** to work with you all!

On behalf of the awesome HAHS staff, who have done a tremendous job this year, we wish you a happy holiday season and encourage you to visit McConaghy House or come by the downtown museum this December to connect with your community!

—Diane Curry, *Interim Executive Director*

Cover image:

Standard Santa: Santa's workshop at the Castro village Shopping Center, November 1950. For more information about celebrating the holidays in the area in 1950, see page 10.



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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



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

HESPERIAN BLVD. & COLLEGE STREET
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Tennyson High School Pennant Flag

by John Christian, Associate Archivist

Recently we received this great Tennyson High School pennant flag. It's a welcome addition to our collection—especially because it helps us do more to tell the story of students living in and around the Tennyson area.

This particular piece belonged to Nedra Putman. Nedra was a member of this first graduating class of the new Tennyson High School in 1960. Prior to Tennyson's 1958 construction, students living in Hayward could only attend Hayward Union High School (Mt. Eden and Sunset High were built a few years later). Tennyson's construction meant for the first time in history, Hayward High had a cross-city rival.

Pennant flags like this one were meant to forge a new scholastic identity for South Hayward's students. The students of Tennyson quickly chose the Lancer as their mascot and blue and white as their school colors—quite the contrast to Hayward Union High's Farmer mascot with clashing black and gold colors.

Tennyson High School and the students who attended remain an important part of our community's story. This might be just a little felt flag, but it represents much more. Thank you Nedra!



The pennant flag is shown above with the cover of the 1960 Aegis, the Tennyson High School yearbook.

Toddler Time – Winter Wonderland!

THURSDAY, DECEMBER 13, 10:30 – 11:30 AM, \$5 suggested donation at the HAHS Museum of History & Culture, 22380 Foothill Blvd, 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 each month from 10:30 – 11:30 AM.

In December, come explore with us the magical world of the winter season! Make a cotton ball snowman, design your own pair of warm winter mittens, and sing songs and hear stories about living in a winter wonderland.

Holidays at McConaghy House

SATURDAY, DECEMBER 1 | SUNDAY, DECEMBER 2
SATURDAY, DECEMBER 8 | SATURDAY, DECEMBER 15

11:00 AM – 4:00 PM, \$5 General Admission, \$3 Seniors and Students, Free for HAHS Members and children ages 4 years and younger

McConaghy House, 18701 Hesperian Blvd, Hayward

Join us for family holiday fun at McConaghy House! Explore this Victorian Farmhouse fully decked out for the holidays. This year's theme is "The Night Before Christmas," and volunteers have been busy decking the halls and trimming the trees. Look for sugarplums in the kitchen and Santa coming down the chimney. Play and learn through Victorian-era crafts and activities. Enjoy treats and hot cider on the porch. Shop the holiday boutique for hand-made gifts & crafts. Meet Santa Claus and take your own pictures to remember your visit.

Santa Claus will be visiting on the following dates and times:

- Saturday, December 1 from 11:30 AM to 1:00 PM
- Saturday, December 8 from 12:00 PM to 3:00 PM
- Saturday, December 15 from 12:00 PM to 3:00 PM

Holidays through the years

at McConaghy House

by Eleanor Katari, Education and Program Manager

For over 40 years, volunteers have been helping to deck the halls for the holiday season at McConaghy House. Times have changed and so have some of the faces, but still the bows and garlands and decorations keep getting brought out year after year, like treasured family traditions.

Back in 1976, the first time that the house was open and restored in time for the holidays, the Christmas decorations consisted only of two simple red bows, tied at the foot of the staircase.

Christmas of 1977 was another story entirely. After months of research and weeks of decorating, the house was opened for an old-fashioned Christmas. Highlights included a live tree, a garland of live greens, and McConaghy House Christmas cards designed by local artist Helen Vandenberg. Hand-strung strands of popcorn and cranberries adorned the tree, along with beaded ornaments and decorative paper cones filled with candy. That and the following year, "Christmas 1886" was celebrated with period-appropriate hand-made crafts and ornaments.

Moving into the 1980s, the idea arose of having different themes for each year. December of 1982 brought a "Shower of Snowflakes" and weeks spent stringing together white paper chains for decorating. A life-sized Santa mannequin was dressed up in different robes each year, to reflect the changing themes.

In 1986 we celebrated the "Butterflies of Christmas" with Santa dressed in a blue

robe and butterflies tucked into every wreath and corner of the house. The next year, Santa switched out his blue robes for deep pink, in honor of the "Roses of Christmas."

1989 was memorable inside and out, as "A Patriotic Christmas" was unfurled throughout the house. Red, white and blue bunting hung from the windows outside, and Santa was dressed for the part in a deep blue star-spangled jacket and a pair of red and white striped pants. Volunteers had already started the tradition of having their picture taken with Santa, and the institutional photo albums show shots of smiling faces standing next to Santa, as his robes change color, year after year.

December of 2000 brought "A Musical Christmas," complete with candlelight tours accompanied by live piano music and bell ringers.

A more recent theme was "Rocking Around the Christmas Tree," which included an epic Elvis-themed "Blue Christmas" bedroom. And for several years we have celebrated the "Books of Christmas," with each room interpreting a different beloved holiday story. A favorite was the Grinch-themed version of Archie's Playroom, complete with a very crooked tree.

This year's elves have already been planning, organizing and decorating for weeks. This year's theme is "The Night Before Christmas" and we'll let the lines of the poem lead visitors throughout the house – from "visions of sugarplums" in the kitchen, to "Mama in her kerchief"

snuggled in the upstairs bedroom. Don't forget to keep an eye out for St. Nicholas's boots, as he slides down the chimney into the front parlor!

Every year it's a lot of work. It takes countless hours by staff and volunteers to transform a large two-story house into a vision of holiday cheer.

It's all worth it once you see the look in people's eyes as they step into our portal to Christmas Past. We already have nearly 400 schoolchildren signed up to come through the house in December for school tours during the week. The decorated house will be open to the public on the weekends, so come on by and experience the magic.



Top: The bannister and first floor hallway decked out for an old-fashioned Christmas in 1977 with cedar garland and bows.

Lower Right: In 1988, a green velvet Santa Claus greeted guests in the parlor.

Below: An angel visits Mary's bedroom on the second floor in 2000.



'Tis the Season for Giving

by Seth Newbury, Visitor Services Manager

Come celebrate the Holidays with HAHS and find the perfect gift or stocking stuffer for your loved ones. We have a nice selection of local history books for the history lover in your life, as well as a variety of home décor, children's books, and toys, modern and historical. Need some last minute holiday decorations? We will have a variety of seasonal décor available for purchase as well, including ornaments and figurines!

Returning this year is the Holidays at McConaghy House! HAHS will feature a small gift shop at the house with more gift giving ideas, including Victorian ornaments, figurines, historic toys, and more! As always, members receive a discount at our shops! Not a member? Sign up today at the museum welcome desk or online at haywardareahistory.org/membership. For more information about Holidays at McConaghy, see page 5.



How to Be a HAHSome Helper

by Scott Carey, HAHS Volunteer

Not many of us are cut out to be an elf. You have to be tiny, magical, a little mischievous, live at the North Pole and be a helper. For me maybe the "little mischievous" bit would hold up but certainly not the tiny or magical part. And living at the North Pole? - way too cold for us Hayward residents. But many of us could be a "helper" - maybe not one of Santa's helpers - but how 'bout being a HAHS helper? There are many ways you can help out HAHS, especially at this time of the year.

You can do some of your Holiday shopping at the Museum store. It is packed with all kind of goodies! Find the perfect gift or maybe some delightful stocking stuffers. Or give the gift of Membership to friends and family on your Christmas list; something enlightening, rewarding, and that they can enjoy for the entire year. See Seth at the Front Desk to assist you with all your purchasing needs.

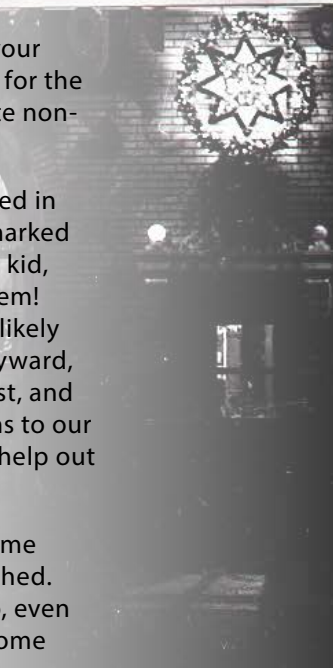
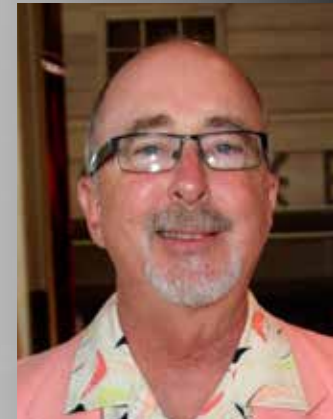
The Archives form the backbone of HAHS. And additional storage is desperately needed. Nothing would make our archivists happier than to wake up Christmas morning and find filing cabinets under the HAHS Christmas tree! Yeah, they're a little crazy! You, or your group, can help us purchase one for \$300 - and we will even put your name on it!

Over the river and through the woods . . . to McConaghy House or to the Museum. Why not take your work group, or your coffee clutch, your friends and family on a Holiday outing? The McConaghy House is beautifully decorated for the Season - what a great way to get into the "Christmas Spirit". The Cannery Cafe at the Museum is a perfect place for a holiday luncheon - you can enjoy delicious food and conversation in a peaceful atmosphere. Tour the Galleries before or after your meal; they are now open with free admission but please help out with a contribution.

Another way to help is to sign up for eScrip and indicate HAHS as one of your preferred non-profits. It's free to sign up at www.escrip.com. As you shop for the holidays, in-store or online, you automatically earn money for your favorite non-profits. It's super easy!

I was mentioning the John Johnson photographs that we recently exhibited in the Community Gallery to a friend of mine who is a photographer. He remarked "What a great fortune that all of these fell into the hands of some random kid, 16-year-old Doug Keister, who had the wherewithal to hang onto all of them! Many collections end up on eBay, he added, where if they don't sell, they likely end up in the garbage can. That led me to do a search on eBay under "Hayward, CA", discover a number of postcards and other photos from Hayward's past, and then working with John, purchase a few of them that will be nice additions to our Archive collection. Why do I mention this? Because it was another way to help out HAHS!

Think about how you might personally help - perhaps by volunteering some of your time or pursuing a creative idea that you would like see accomplished. There are many possibilities and opportunities. But however you can help, even in a "tiny" way, you will be not only be a "helper" but you will also make some "magic". And hey, maybe that will make us at least part elf after all!



LOOKING BACK ON Holidays in the Area, 1950

by John Christian, Associate Archivist



Ever wish you could go back in time? Well thanks to our cataloging volunteers (elves?) you can! Travel with us to the Hayward area for the holidays 68 years ago using our collection of photographic negatives taken by Lester Kent. While things may look different, the anticipation of the season captured in these images feels the same as today.

The 1950 holiday season appears to have been a busy one. Kent's photos include packed gift displays at Palmer's Drug Store, looking ready to be torn apart by 2018's Black Friday crowds. Then there's the long gone, Hayward Fire Station on Mission Boulevard decorated for the season. There is even a shot of the Hayward Post Office with enough packages to make Amazon jealous.

And then of course there is a wide variety of Santas! From the classic Santa listening to a child's wishes and handing out gifts,

to the more extraordinary—Santa arriving by helicopter in the San Lorenzo Village is perhaps the most dramatic of them all. The various takes on Mr. Claus, as captured by Kent, range from the traditional to perhaps a little, um, creepy...either was a memorable experience for those kids!

Viewed individually, these images are fun and festive but don't tell the whole story by themselves. Without research to add needed context, these images can only tell us so much. But because of the hard work of our volunteers, the volume of cataloged images gives us a greater sense of the life and energy in the Hayward area—creating a pictorial history of the holidays in our community almost 70 years ago.

We are especially grateful to Naomi Shand and Chris Castro for all their scanning, cataloging and researching of the Kent collection.



Left: Festive or scary? One of the more interesting Santa costumes and masks, December 1950. A few of the children seem to be staring in disbelief. The event was held by a local fraternal group.

Above: Hayward Fire Department Station 1 decorated for the holidays, December 1950. The decorations were painted by a local artist and cut out by firemen.

Top Right: Santa hops out a helicopter to deliver gifts as part of San Lorenzo's "Christmas Festival", December 1950. Who needs a sleigh when you've got that thing?!

Right: R.C. Herr hustles to sort packages at the Hayward Post Office on C Street, November 1950.

Below: Huge piles of gifts at Palmer's Drug Store on B Street, November 1950.





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