Origins

Uncovering the essence of San Jose
From orchards to Apple: More than 200 years of San Jose history

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From the editors

A garage is a birthplace of ideas. It is the site of many origin stories, from platinum albums to personal computers and beyond.

Just up the road in Los Altos, Steve Jobs’ vision for a company to sell computers came to life. Much like Apple, the cultural identity of San Jose is still a work in progress. Because it comprises many differing ideals, interests and cultures, we have yet to come to a conclusion about who we are as one. Our origins are as diverse as our population. The contrast of new and old contributes to the rich history of this city. San Jose is a mixed culture with a mixed identity. Not one thing defines it. While we have a contrast between technology and agriculture, we all are affected by the things that make up our city; we have adapted to each other’s differences.

As residents of San Jose, the Access Magazine staff has uncovered what characterizes our city and its people. San Jose and the greater Bay Area is all too familiar with apples and Apple. Kimberly Johnson explores San Jose’s transformation from rich agriculture to the characterizes our city and its people. Not one thing defines it. While we have a contrast between technology and agriculture, we all are affected by the things that make up our city; we have adapted to each other’s differences.

San Jose has defined itself as a city of innovation and progression with a global impact. As part of the greater San Jose region, San Jose has been home to some of the greatest minds and universities in the world. It is where the future is the focus of collaborative efforts. Here, we strive for the next best thing.

More than two centuries ago, however, apples were just a fruit and sharks were predators of the sea. Before highways and Google Maps, California was a vast land of uncharted terrain. San Jose was built by determined and dedicated pioneers of a different time who paved the way for the future of our glorious home.

In order to achieve our goals for the future, we must examine what took place to get San Jose here. We must look almost two and a half centuries into the past.

Settlement

Before the Spaniards came up through what is now called the El Camino Real, the Ohlone people inhabited much of the area between San Francisco and Big Sur. Anyone who has driven the long stretches of Highway 101, a major portion of the El Camino Real, has seen the wide open spaces and untouched hillside that look very similar now as they did then.

Mexico won their independence from Spain and took control of their settlements, including the missions, along the stretch of land we call California. It wasn’t too long, however, before the U.S. forces fought for that land in the Mexican-American War and won. After their victory, they named the city around the already established Spanish Pueblo de San Jose Guadalupe as the first capital of California as it became the 31st state.

Thus, San Jose was born.

The El Camino Real is the 600-mile trail taken by the first Spanish expedition through California beginning at the Mission San Diego de Alcala in San Diego and ending at the Mission San Francisco Solano in Sonoma. The trail connects the 21 missions, presidios and pueblos they established along the way. Today, distinctive bells have been placed along the trail to commemorate their journey.

From orchards to Apple: More than 200 years of San Jose history

San Jose history

The electric light tower is erected in downtown

San Jose Fruit Packing Co. is established and Alum Rock Park opens

San Jose Weekly Visitor, later renamed the San Jose Mercury News, is established

San Jose becomes first state capital of California

The U.S. Forces assert control after the Mexican-American War

Minnis’ Evening Normal School, teachers college, ultimately SJ SU, is established in San Jose

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1872
1881
1849
1884
1851
1846
1877
1849
1851
1846
1877
1881

Trail blazers

Historic Route or Auto Tour Route currently demarcates the trail Bautista de Anza and its men in the second Spanish expedition took from the Arizona-Mexico border to northern San Francisco. One can drive, ride horseback or hike part of the entire 1,200-mile trail.

Continued on pages 4 & 5

The San Jose Fruit Packing Co.

Background photo: Courtesy of the SJPL Access issue 2 April 2016

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Editor-in-Chief: Rain Stites
Managing Editor: Rain Stites
Creative Art Director: Iwas Ben Cheikh
Sports / Commentary Coordinator: Jeffrey Velacion
Arts & Entertainment Coordinator: Matthew Dizak
Lifestyle Coordinator: Marianne Tufoff
Design / Copy Editor: Marissa Telges
Copy / Social Media Editor: Kimberly Johnson
Photo Editor: Raven Swayne
Editorial Adviser: Scott Fondrik
Design Adviser: Tim Mitchell

Rain Stites Raechel Price

Ines Ben Cheikh

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These are only a few of the stories rooted in the pages of this issue. Join the Access Magazine staff as we uncover the roots of San Jose’s past.

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**Growth**

**Cultivation**

Farming was the seed that sprouted San Jose from a pueblo to a booming capital. Santa Clara Valley was nicknamed the “Valley of Heart’s Delight” and San Jose was called The Garden City.

Prunes and stone fruits, especially apricots and peaches, were among the most popular crops throughout the county. The technology harnessed for packing this harvest enabled the farming industry to be a source of income for many entrepreneurs and factory workers. As the orchards and fields disappeared, so did the factories.

**Migration**

Something about the Valley of Heart’s Delight was very appealing to East Coasters. The refinement of wide open spaces and the prospect of farming the land as a way of life was attractive to some. For others, as Campbell resident Fina Hardin said, it was the weather.

Hardin, 62, was born in Brooklyn to Sicilian parents.

Her father, Anthony Sanfilippo, was trained in mathematics and engineering.

In February of 1935, he was asked by Trans World Airlines to come to San Francisco and repair a tricky airplane engine part. That led to his specialty. While stationed in San Mateo, he drove through Santa Clara County and fell in love.

Sanfilippo called home to check in on his wife, Franca, and their two-year-old daughter.

Franca had booked a flight to California and asked him how the weather was in California. He said it was about 72 degrees. Franca was baffled. He told her the weather here is like Sicily. Trans World Airlines offered him a job and he asked his wife if she wanted to move there.

“My wife basically said, ‘If you don’t take this job, I’m taking the kid and I am moving back to Sicily because I am not living through this winter, any more,’” Hardin explains.

“She hated snow.”

Sanfilippo became their new home. As others like them flocked to the area, the Valley of Heart’s Delight became the melting pot of the central West Coast.

After Anthony left TWA, he worked for Container Corporation of America in Santa Clara where he invented a machine they nicknamed The Tony Turner. This machine automated a tedious task, once manned by a worker, and expedited the cardboard box making process.

**Scandalous local history**

May 28, 1896: Campbell resident James Dunham murdered his wife, stepfather, mother-in-law, brother-in-law, maid and farm hand at the McClellan house. He fled the scene and was never caught.

His motive is still not known.

**Memorial Day, 1933:** Allene Lamson was bludgeoned to death in her Stanford campus home. Her husband, David Lamson, was arrested and put on death row at San Quentin. After three years of controversial trials and appeals he was released. No future arrests were made and her death was never explained.

Nov. 9, 1933: San Jose resident Brooke Hart, son of store owner Alexander Hart, was kidnapped, mutilated and murdered by Thomas Harald Thurmond and Jack Holmes. On the 27th, a mob of thousands stormed the jail, dragged them to St. James Park and lynched them from a tree that has since been cut down.

**Lick Observatory**

Entrepreneur James Lick gave a philanthropic donation to science of $700,000 (the modern equivalent of approximately $22 million) for the construction of the Lick Observatory, under which he is buried. It still serves as a facility for testing technology related to optical astronomy.

**Aviation & Moffett Field**

In 1894, John Montgomery, a professor at Santa Clara College, experimented with gliders. His work and patents preceded the Wright Brothers by 20 years.

Harley Ove, located at Moffett Field near Sunnyvale, is one of the most identifiable landmarks of the Silicon Valley. After opening in 1931, it housed naval aircraft, including the USS Macon. Google signed a 60-year lease in 2014 to house their jets and activity, “related to space, aviation, rover/robotics and other emerging technologies,” according to a summary of the lease agreement.

**Radio technology**

Poulsen Wireless Telephone and Telegraph Company, renamed Federal Telegraph Company, opened in 1909 in Palo Alto. Their engineers, led by Stanford graduate Cyril Eiseil, heavily progressed long distance wireless communication. His company introduced the first fully reliable successful system of continuous wave wireless telegraphy and significant improvements to radio reception.

**Computers**

Bill Hewlett and Dave Packard, Stanford graduates of 1935, developed their HP-200A in a Palo Alto garage in the 1940s. Steve Jobs and Steve Wozniak developed the Apple I out of Jobs’ parents’ garage in Los Altos. Apple I sold for $668 and Marriot’s first prototype was made.

**Tech-tock.**

**Boom!**

**1886**
Sarah Winchester bought and began construction on her house.

1888
San Jose became the 10th most populated city in U.S.

1888
San Jose Earthquakes established.

1895
San Jose Sharks begin playing.

1901
Adobe is founded.

1907
First iPod released.

1914
First iPhone released.

1933
Brooke Hart suspects lynching in St. James Park and Lamson molder controversy.

1942
First Apple I sold out of Jobs’ parents’ garage in Los Altos.

1951
Palo Alto garage in the 1940s.

1962
First F.D.R. Signs Executive Order 9066.

1976
Apple I out of Jobs’ parents’ garage in Los Altos.

1990
Google is founded.

2001
First iPod released.

2014
First iPhone released.

2016
Access issue 2 April 2016

**View of the Lick Observatory on a snowy Mountain in 1900. (Courtesy of San Jose Public Library)**
**San Jose Sharks**

A sport where teeth are optional and fighting is only penalized by a few minutes of penalty time, professional hockey came to the South Bay 25 years ago. Although a sport played on ice may not initially seem like an attraction in southern California, the Sharks finished the 2015-2016 season ranking 12th in attendance out of 30 teams in the National Hockey League.

**San Jose Giants**

America’s pastime has a rich history in San Jose. Dating back to 1942 with the completion of the Municipal Stadium, 20 minor league baseball teams have called Municipal Stadium home over the 74-year history. The San Jose Owls called it home for the 1942 season of the California League. The San Jose Coyotes began their first season at Municipal Stadium in 1948 and are the current Class-A affiliate of the San Francisco Giants Major League Baseball team.

**Evolution of baseball gloves**

The original design of baseball gloves had the fingers exposed from the knuckles to the tip of the fingers and only allowed for basic protection and not necessarily any advantage fielding the ball.

In this era, gloves featured a deep well surrounding the heel, but it did not have finger cutouts which made it difficult for players to grasp the ball if it didn't hit the wet ground. This design is the most similar to what is used now. Those gloves feature a split separation of the middle and ring finger to provide the ability to grasp the ball.

**San Jose Earthquakes**

Vicious, intimidating creatures have been the norm for professional sports mascots, but San Jose was willing to innovate. San Jose named its soccer team the Earthquakes. In a San Jose Mercury News contest, fans suggest the team be called the Earthquakes. In 1974 the team's general manager at the time, Dick Berg, obliged.
Staying true to traditions and breaking the stereotypes

Members of Delta Sigma Phi at San Jose State University; Joseph Sandoval-Arias, Nathan Zayas and Christopher Dingler.

A fun fact: DSP was named "Fraternity of the Year" in 2011, 2012 and 2015.

The Greek system is also practiced in other parts of the world such as France, Canada and Switzerland.

Joseph Sandoval-Arias is a sophomore at San Jose State University and a current member of Delta Sigma Phi, a fraternity that has been a part of SJU’s community since 1949. DSP was founded in New York by Meyer Bosley and Charles A. Tonsor, Jr. on Dec. 10, 1899.

“Our fraternity was founded by two men of opposing religions in a time where diversity was not accepted. Our founding fathers did not want to be separated and persevered through great scrutiny to create a fraternity that embraces diversity,” Rios said.

On Nov. 11, 1874 Gamma Phi Beta became the first female group to join the Greek system. Charles A. Curtis, Helen M. Dodge, Mary A. Bringham and Francis E. Haven attended Syracuse University in New York, which is the birthplace of GPB.

These ambitious women persevered through a time when women were highly favored. Their sorority is rooted on the belief that every GPB deserves the right to an education and should have the same opportunities as men. GPB is still impacting the lives of many young women across the country. It currently has about 195,000 active members.

In the beginning all Greek organizations, male or female, were called fraternities. That changed in 1882 when a Gamma Phi Beta adviser noted that the word fraternity was inappropriate for groups of young women because it is based on the Latin root, "frater," meaning brother. So the word "sorority" began to be used for the female groups.

Brooke Yarrington is a member of Alpha Xi Delta, a sorority that has been on SJU’s campus since 2012 but has been in America since 1893. Yarrington said she embraces the idea that the founding women of AXiD created a sisterhood larger than themselves.

“Although we change over time, we still stay true to things that we are passionate about and have those morals be the roots of all we begin and improve on,” Yarrington said.

“We never forget where we started and we’re so proud of how far we have come.”

The Greek system opened many doors for not only women but for people of color. Alpha Phi Alpha is known as the first African-American collegiate Greek letter fraternity. The group was founded in 1906 by seven Cornell University students who desired to build a strong brotherhood for minorities. The fraternity served as an outlet for African-American men during a time when they felt like outcasts.

Its foundation is rooted in scholarship, fellowship, good character and the uplifting of humanity. Today, there are many sororities and fraternities dedicated to all types of cultural backgrounds including Asians and Hispanics.

The Greek system serves as a foundation of today’s fraternities and sororities. Rooted in integrity, the history behind the Greek system is what makes modern day Greek groups a success. Fraternities and sororities help to create lifelong friendships, maintain high academic standards and provide opportunities that have impacted many philanthropies around the United States.

The origin of the Greek system began in Virginia when John Heath, a student from the college of William and Mary in Virginia created Phi Beta Kappa — the first fraternity. Heath dreamed of forming a serious student society where one can have the freedom to discuss current events and literature. Heath chose Greek because he didn’t want to copy the two Latin secret societies on campus known as the Flat Hat Club and Please Don’t Ask.

Since, the Greek system slowly began to expand across college campuses in the U.S. Today, there are about 9 million members of Greek organizations nationwide. The Greek system is also practiced in other parts of the world such as France, Canada and Switzerland.

Yarrington said.

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Throughout the years, the Greek system has acquired a bad reputation because of the attention from hazing incidents and deaths caused by binge drinking. These controversial incidents have been under the spotlight for many years, yet what is ignored is the student response to defy stereotypes and create a more inclusive environment.

Furthermore, many Greek members feel little attention is given to groups that are engaged with their communities and the benefits that come from their collective efforts. Each fraternity and sorority group is dedicated to a specific philanthropy such as the Huntsman Cancer Institute and the Children’s Miracle Network.

“It is nothing like what society stereotypes it as,” Yarrington said. "I had my speculations before I joined but AXiD truly opened my eyes to what it means to be a compassionate sister, reliable friend and show my sisters unconditional love and support.”

In a 2013-2014 annual report by the National Panhellenic Council, American Sororities raised over $5.7 million for philanthropies and dedicated 1 million hours of community service in one academic year. In addition, fraternities in the North American Interfraternity Conference raised $20.7 million for philanthropies and completed an astounding number of 3.8 million hours of community service.

For many Greek members, success is found in charity work and being able to help those in need.

Every year, Alpha Xi Delta’s Autism Speaks philanthropy advocates for autism patients in hopes of increasing awareness and finding treatments. The men of Delta Sigma Phi has dedicated more than 2,000 service hours to the community and raised approximately $5,000 for charity.

“I would encourage everyone to allow yourself to experience things before making opinions about them,” Yarrington said.

Although some college campuses prohibited the Greek system because they acted as a secret society, students in this community continue to fight for their right to exist. USA Today reported that Greek graduation rates are 20 percent higher compared to non-Greek students. As their networks continue to expand, the Greek system continues to honor its founding members through its academic success and charity work.

Access Issue 2 April 2016
In February 1942, President Franklin D. Roosevelt signed Executive Order 9066 that forced Japanese Americans on the West Coast from their homes and into internment camps around the United States.

Japanese Americans were required to register at check-in centers for the internment camps. San Jose State University hosted a check-in center for Japanese Americans living in San Francisco, San Jose and Oakland.

Sisters Joan Murda and Lorraine Hirose, were uprooted from their home in Redwood City by the Executive Order.

“We were forced out of our homes and since my parents were unable to receive and pay our bills, lost our homes and most of our stuff,” Murda said. “We had stuff that would be around $70,000 today.”

The family was sent to Arkansas. Their father was able to get a job as an administrator for Stanford in 1948 until he retired in 1973.

“The camps were unbearable in hot weather. Propaganda filled schools. Japanese American students were not taught certain subjects out of fear that they would give information to Japan. They were forbidden to learn the Japanese language.

In 1944, Murda, Hirose and their family relocated to Texas after their camp was converted into a camp for German Prisoners of War. They would remain in Texas until Executive Order 9066 ended.

After they were released, the family stayed with a Chinese American family in San Francisco until they found a place of their own in Menlo Park. Their father was able to get a job as an administrator for Stanford in 1948 until he retired in 1973.

According to Jackson, the Japanese American Museum and Cultural Center in San Jose, San Jose’s Japanese American collective lost about $3 billion. They had to sell their businesses, homes and property for a cheap price for little or nothing in return.

Things began to look up for those who were willing to begin anew.

Service for freedom

To avoid being interned in a camp, Japanese Americans joined the United States’ 442nd Regimental Combat Team or 100th Infantry Battalion to fight in the European Theater of World War II.

Victor Hirose, Lorraine’s husband, joined the regiment while the rest of his family relocated to a camp in Wyoming.

Many Japanese American men were drafted into service. If they refused, they went to prison.

Victor said they were treated like all of the other soldiers. Victor was injured during battle and was awarded the Purple Heart, a decoration given to soldiers who are wounded or killed in battle.

Victor Maestas taught Japanese American students history during WWII for 15 years.

“I imagine that you had to fight and die for a country that is imprisoning your family and taking away everything you had,” Maestas said. “Is that fair?”

Executive Order 9066 ended in 1944. Japanese Americans had to rebuild their lives after losing their businesses and property due to their inability to receive and pay the bills to keep their equity.

Rebuilding trust after World War II internment

We were American citizens, and there were no charges, and yet because of our appearance, because of our race, we were considered a threat to national security.

— Japanese American actor George Takei, in a December 2013 interview with The Philadelphia Inquirer

Jeffrey Volkman
Background photo: Flaherty Collection, SJSU Special Collections & Archives

Keith Arbogast
A classical man

Artie Arbogast, San Jose State University music performance sophomore, started playing trumpet in middle school. He is one of the few 18-year-olds that can say he’s played alongside a professional singer. Arbogast is from a family of musicians who were passionate about him earning his degree in music. While he perfects his craft at SJ State, his dreams of “making it” are starting to come true.

Do you prefer playing solo or in a group?

“I guess I like large setting play more than I like solo play. Marching band was cool because it gave me kind of good at my instrument but I didn’t do it for the love of music. I did it because it was like, “oh hard core...” marching... BAM... high notes...” I love playing solo, but I would rather play in a big ensemble.

Bay Area slang

Playing with words: how the Bay Area became a linguistic powerhouse

According to “Slang: the people’s poetry” by Michael Adams, slang is “a linguistic factory of cool. It’s the source of our everyday language but not the dictionary.”

“Slang” the people’s poetry by Michael Adams, slang is “a linguistic factory of cool. It’s the source of our everyday language but not the dictionary.”

The Bay Area’s reputation of being a factory of cool is maintained in part by the formation and use of slang.

According to “Slang: the people’s poetry” by Michael Adams, slang is “a linguistic factory of cool. It’s the source of our everyday language but not the dictionary.”

Local identity plays a role in language choice, which reflects those competing needs to be unique and just like everyone else. In other words, slang satisfies the need to be cool.

Linguistics exposing Bay slang’s virtues are a dime a dozen online. Writer Matt Powers’ round-up of Bay Area terms for Thought Catalog is a sample of the most useful if some 100 words and phrases that have their origins somewhere in the Bay.

“The reality is the Bay Area has some of the most inventive and diverse slang from the U.S.”

Matt Powers writes: “And when used properly, it can make your life easier and more fun.”

The first on any list in “hella,” a shortened form of the phrase “all of the.”

“Tryna” takes abbreviation to the extreme, separating completely from the source phrase. “Tryna” is a mashup of the verb “trying to,” but instead of indicating actual effort, it is a substitute for desire. “Tryna” replaces phrases such as “I want to” or “would you like to,” and is arguably one of the newest slang terms from the Bay.

Whether it’s about wordplay, standing out or just tryna communicate, slang can be an entry into a local community for locals and transplants alike.
How well do you know San Jose?

Solutions to puzzles will be published in Issue 3, May 2016

Across
1. This San Jose park has a life-size Monopoly board game inside of it.
2. What artist sings “Do you know the way to San Jose?”
3. This actor from the TV show “Lost” was born in San Jose.
4. This city was the first state capital of California from Nov. 13, 1849 to May 1, 1851.
5. San Jose had the first Japanese American mayor in the U.S. What was his name?
6. He was the only U.S. president born in California.
7. This campus is home to the Dr. Martin Luther King, Jr. Library, which is the largest public library west of Mississippi.
8. This movie starring Robin Williams was filmed on the San Jose State Campus in 1997.
9. What is San Jose’s nickname?

Down
2. What artist sings “Do you know the way to San Jose?”
4. This city was the first state capital of California from Nov. 13, 1849 to May 1, 1851.
6. He was the only U.S. president born in California.
7. This campus is home to the Dr. Martin Luther King, Jr. Library, which is the largest public library west of Mississippi.
8. This movie starring Robin Williams was filmed on the San Jose State Campus in 1997.
9. What is San Jose’s nickname?

“I think advertising is constantly changing the way we advertise to people and the way that we communicate with people so it’s good to know for when things are changing, but it’s not really entirely relevant to today.”

Alexa Jessop
Advertising senior

“It’s important for me to know the historical context of my major because in music, we keep growing and building on what’s been done in the past so if we don’t know what happens before us, we don’t know where to go next and how we can change that.”

Mia Guevarra
Advertising senior

“You need to know the symptoms, the treatments and the case studies that they do so I think that’s really important for psychology.”

Kristen Stencil
Psychology sophomore

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