



# QUAIL HOLLOW RANCH – HISTORY OF PIONEERS AND LANDOWNERS

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## Joseph and America Kenville ...

were our first homesteaders here. This was a pretty wild country prior to 1866. We're at the northern end of what was known as Rancho Zayante, which was a Mexican land giveaway during the Mexican time period when they were here in this area.

If you were a well to do or government official with Mexico you were generally offered a large piece of land, 2,658 acres, roughly, of private rectangular property that would be given to you as long as you would homestead it and work the ranch for X number of years, produce a crop after the second year, so on and so forth. So, this is what was known as Rancho Zayante.

We're at the north end of that old Mexican Rancho giveaway. That's, what we encompass here. As we look south and east, all the way to Felton, almost to Scotts Valley, that's part of, what this property encompasses as far as what it was the ranch was. When you pull into the park, you'll pass, as you come through the entrance to the park, there's a large log entranceway.

There's an old-time ranch fence standing that's currently purported to be the oldest fence standing in Santa Cruz County. That delineates the northern boundary of Rancho Zayante. Everything on that side of the fence in going south and southeast is Rancho Zayante. Everything in the north was individually owned and not part of the original land grant.

This property was given to Joseph Kenville in 1866. from, Abraham Lincoln's Law of 1862, where he opened up the West, the Western Homestead Act, and offered people free land for a filing fee. And so that's how the Kenvilles took this property. Jumping back to the Ohlone culture, we used to have a tribe of Native Americans.

There are no longer any living entities attached to the Sayanta tribe, which was the tribe S A Y A N T E was the original name given to the tribe of Native Americans that inhabited this area. Hence the Spanish masterization, Zayante, which was named after the Indian tribe that was here. They had in the enclave a little village, tribal village, about where Trout Farm is now across the fire station along Zayante Road.

About 200 individuals would be here for the summer, would migrate and land to more fertile valleys., Native Americans never lived on this property. We know they haven't gathered here because we have a prime piece of property with many Oak trees. We have lots of medicinal plants on this property. In a chaparral type environment we have here, lots of salvia, lots of sage plants grow on this property, which have a very important medicinal value.

Lots of Native American medicinal plants are found on this property. So, we can almost guarantee that, this property is probably well preserved., hunted and gathered in by our local Native Americans here.

Sometimes I speak to groups of school kids and they say, well, how many arrowheads do you find on this property? We don't find any here. there is no, rock that was sound enough for the local Native American tribes to make, Arrowheads, drill points, things like that, they always had to trade for them. So, they were highly regarded, always picked after a kill. If you shoot a deer with an arrow, you retrieve that arrow.

Otherwise, you'd pay your chief or your parents would chew you out and send you back to look for that arrowhead. Because it was so expensive trade wise to get, um, volcanic glass, other things that were used to make arrowheads. Whereas from other tribes you always had to trade, rabbits, skins, things like that. They were very valuable to the tribe. So, it was always important to pick up those entities. So, bottom line is, we don't find many artifacts from Native Americans. Even though we know that this was probably the perfect type of area for them to hunt and gather in. Especially with the type and the number of oak trees we have.

You know, we have quite a variety of different oak trees. But down off of one of our trails, which is Discovery Trail, we've got a nice little grouping of valley oaks. or white oaks, which have a larger acorn, bigger protein content, and were much more important to be able to collect the acorns from. We also know we have the most tree growth that we've had, again, in thousands of years, because when the Native Americans probably used this property, they burnt this area quite regularly because grass seeds were a high protein, content, food source also.

So the local Native Americans, along with collecting game and collecting acorns for proteins, would also propagate grass and then, harvest it and winnow out the seeds and make a mash out of grass seeds to make the same type of, of food source that they did from acorns, grind it into a meal, make that meal

into a kind of bread or whatever you needed that you could carry with you if you were out playing and gathering.

You'd always have a protein source, like an energy bar made from natural resources basically. There are no indications of any Native American life on this property at all, but again, we do know that they use that.

I had a friend who is part of the Native American culture currently who came to this park and visited me. And I walked on the trails with him and he told me for sure that this absolutely had to be the pharmacy for many Native Americans that visit this area. So, that's our, kind of our Native American story here. Um, we, like I said, we do have a lot of trees because, when farming and ranching ceased here around 1937, that's when all the natural growth started to come back.

And so, what you see is natural preservation of the environment here, that's probably been long since controlled by both Native Americans and by the pioneers that lived here. So, the number of trees and brush and bushes that you see around us are probably the most we've had on this property in a thousand or two years easily, I would guess.

Joseph and America Kenville. Interesting people. Joseph, Canadian, came from Quebec, Canada. His original name was Quenville. Q U E N V I L L E. He immigrated through Detroit from Canada.

When he passed through immigration, they changed his name, Americanized it like they always do, to make it easier to spell and pronounce once you're in America. So, they changed Quenville to Kenville. So, Joseph became Joseph Kenville when he entered in Detroit. Joseph Kenville in his younger days, he was a steamship captain and ran a mail boat on the Great Lakes, a sailing mail ship that delivered mail to various ports around the Great Lakes outside of Detroit.

He migrated to Illinois, and in Illinois he started a stagecoach business, we're probably talking in the 1840s, 1850s.

The story is that at one time he met and transported Abraham Lincoln when he ran a stage line in Illinois. And Abraham Lincoln was very friendly to Joseph. And this is before he was president, when he was either a lawyer or a senator in Illinois, before he became president. So, Joseph then migrated further west and started a stagecoach line that ran from Sacramento to Carson City, Nevada. And in, one of his stagecoach runs between, Sacramento and Carson City, there, just outside of Carson City, was a way house, a hotel, a saloon and stables called the New York House.

There, he met America Baker. She was 14, he was 35. Back in the pioneer days, you didn't get a lot of ladies to say, yeah, let's move to a Western Homestead. So, you had to pretty much choose whoever wanted to escape their environment or come with you and open up the west, help you open the west. So, Joseph and America were married.

He was 35, she was 14. She worked with her mother at the way house, the New York. And that's where Joseph met her. And, they went further west. They went to Nevada. And Joseph became a part owner of a gold mine. He didn't make much money. Made a little bit of money.

But he also had another business where he ran his stagecoach. Sold his stagecoach business. Finally moved to California. Moved to Santa Cruz in 1865. He started the first horse drawn freight business in Santa Cruz County, in Santa Cruz City. He would transfer freight over the hill to Los Gatos, to Oakland.

But it was the only and the first business in Santa Cruz to do that. He had that business one year. In 1860, he sold that business to somebody else. That's when he got the bug to move up here in the homestead of this property. So, he applied to the homestead of this property, and at that time, Joseph and America had two children, two boys.

So, with their two babies, they moved up here, and this was still wild territory back in 1866. We're talking about grizzly bears, mountain lions, bandits, all the bad things you can think of the Old West were probably occurring on this property back in the day. Now with that, the remaining part of Rancho Zayante was bought by Graham Hill and Joseph Majors, who started Roaring Camp, who started a whiskey mill on the property, who unfortunately drew a lot of ne'er do wells to this area.

So, they got 44 acres of flat ground. Pretty much all the flat area you see around this parking lot, meadows, where the pond is, where the house is, this area up to these hillsides. Was all part of the 44-acre parcel that Joseph, got for a 25-dollar homesteading fee.

As soon as he took this property over in 1866, he bought up a couple of smaller parcels and increased the property size to 128 acres, of property. And then he started homesteading. And that was really tough. So, here's a man who is not college educated necessarily, who's had some idea of business, doesn't have much wealth, has worked his way to this point here where he wants to start this ranch and farm.

He's got 44 acres, so he has to get livestock, he has to start managing this property. clearing the land, planting crops, putting in a water source. This is a spring fed piece of property. Up until 1879, no well existed on this property. We have five that we know of, about five springs that are more or less now seasonal.

At one time they were running year-round. Back in the 1850s and 60s you probably had a reliable water source of year-round spring fed, source of water to irrigate and for your house and your family. So, it was probably a tough life, that you would come up here, you have to build a house, you have to start ranching and farming and managing this.

And that was part of the agreement. If the government was going to give you these 44 acres for a filing fee, they insisted you stay here X amount of years, produce X amount of crops after a certain amount of years. So, you had a lot of hard work in front of you. Joseph didn't, didn't shy away from building his ranch up with ranch hands.

They had ten children while they were here, mostly boys. So, between 1866 and 1902, Joseph and America Kenville running this ranch and farm, probably had a more than adequate source of work that they didn't have to spend extra money on from workers to manage and work in this farm.

Joseph and America, when they were here, they were here during the time period in this area. When the logging industry was going fairly strong, right up until the very end, around 1902, when it started to die. So, Joseph and America more or less specialized in food sources for the loggers up here. That means that when I looked at the 1880 census of crops, they raised raccoons, turkeys, and sheep, they had a couple Jersey cows for milk and cheese, raised squirrels, they grew watermelons, they had a huge orchard for fruits. They were responsible for planting about 500 fruit trees, mostly Apple.

More or less, what catered to the logging industry, the boarding houses and the hotels, is what the food source of this ranch produced. That was probably their first, marketing tool was to provide food for the loggers that were up here from a lot of food sufficient states who abided by that type of diet.

In 1902, they were producing kids almost every couple of years, there would be a new kid pop out, so they had an adequate source of, of labor. Joseph's big claim to fame, actually, in agriculture was watermelons. He was the watermelon king of Santa Cruz County in 1872.

Produced the most melons off this property, of anyone in all of Santa Cruz County. And he was celebrating a big parade in 1872 in downtown Santa Cruz, where he was on a float, that traversed this parade. And he was celebrated as the Watermelon King of Santa Cruz County. That was a big part of his income was selling watermelons.

So, Joseph and America and his sons were pretty smart. They tapped into Southern Pacific Railway, got a rail line that traveled down here that came from over the hill through the tunnels and into around the roaring camp area and through this area called Olympia.

That used to be the community of Olympia. It was much bigger than it is now. It had a train station, Joseph petitioned Southern Pacific to put in a rail stop and commission to drop off boxcars. So, he and his family and his workforce could load boxcars full of melons, ship them to Los Galos, up to Oakland.

It really increased and opened up his business. So, Joseph sold produce like apples, pears, watermelons, exotic melons. Nowadays we look, we go to the market, you have muskmelons, sometimes watermelons mostly. But back in pioneer days, there were 15 to 50 different varieties of exotic melons.

Citron melons, orange melons, lemon melons, lime melons, all kinds of melons that were flavored specifically not to be, boring. So, Joseph and America had a large variety of styles of melons they grew, but mostly they grew watermelons. And they grew watermelons where our pond is now. Which used to be, in pioneer days, just a natural wetland where the springs would flow.

Travel down and end up close to the surface of the ground before they tumbled into the creek that ran down to Zayante Creek. So, where our pond is now. The pond was put in in 1952, it's not always been here, that was a natural wetlands area. And before all those willow trees that we now see are grown up, that was where the watermelons were grown.

Those were huge orchards. Almost 500 apple and pear trees and plum trees grew on both sides of that driveway. That was a huge orchard back that Joseph planted. And he's written about, his battle with moths, how he sent away four Australian ladybugs. And how when he got them here on the ranch, he was riding by horseback in the orchard and they fell off the horse and the box opened up and all his ladybugs escaped. He was bummed out, so bummed out, he complained to Santa Cruz Surf that wrote a little blip on Joseph Kenville, of his Olympia farm, in the Zayante area. Lost all of his ladybugs because of an accident. He's now lamenting the fact that the mouse will now eat the leaves of the trees.

Bottom line is, the ladybugs stayed where they dropped and they stayed in this orchard. And there was a follow up story where he was able to harvest his crop, his ladybugs returned. And ladybugs are renowned as hunters for larvae of invasive moth species that it leaves in trees or fruit trees. So that's why he was so enamored with his Australian ladybugs.

Joseph and America Kenville propagated fruit and vegetables here, and that's where their big business was. When they finally sold this ranch, Joseph was, 79 in 1902, and he bought a house in Santa Cruz on Water Street, and they were going to sell this and retire to their house on Water Street in Santa Cruz, and they were able to do that.

And in 1902, Joseph and America sold their house to William Richards, and I looked up, just curious about the sale price, the sale price was a \$10 gold piece. How can that be? I looked at the 1880 census, which was the closest census to the time they sold it, and it was valued by the U. S. government at \$5,000, as far as equipment and property goes. So, it's a mystery. At that time, Joseph and America owned 188 acres. So, 188 acres, all the farm equipment, all the animals, all the crops, everything for \$10? A bargain.

### William and Leona Richards ...

came from Southern California, from Los Angeles. And you know, it's a little difficult for people like me to try and work with the history of properties, because a lot of times, there are missing piece, parts and pieces.

So, we have a lot of information on the Kenvilles. We have a lot of information on the Grunigs, the Lane family. We have very little information on William and Leona Richard. We know they were here from 1902 to 1910. I traced him that he was a registered nurseryman, that was a title given to someone whose education, whose education included learning about crops locally, how to propagate crops, how-to, craft fruit trees. He was well versed in running a farm and a ranch like this, but where he came from and why he only lasted eight years here and then disappeared, I have no record and I can't find anything about this family. They were here a short amount of time, but I do know that the house changed what it looked like.

When Joseph and America Kenville were here in 1866, we think this was probably the location for the original Kenville house. It was probably a redwood house, maybe some adobe involved, I'm not sure. But that all disappeared once William and Leona Richard got here in 1902. They remodeled the house to look like what it looks like now.

So, probably what we see now, and underneath what we see now, are the bones of the original Kenville house, which was probably much different than what we see now. Probably a one-story structure, pretty much every room would have been a bedroom with ten kids on this property, most of them living here on this property. There was very little room, very little kitchen area. Most of it was just a bedding area for the kids to be here, to get up at dawn to go to work, and get back here at darkness to fall asleep after you've had something to eat. So, pretty much, that's what we know about this house.

We know he was a very adept at grafting fruit. Um, When I first got here, I learned that this old apple tree back here is a grafted apple tree, it's a very ancient apple tree. I don't think it can be as old as 1902, but it's quite possible. Most fruit trees on fruit ranches range from 38 to 45 years before they're turned over and done away with.

Some fruit trees in the wild can live to be 100 years old, I'm not sure that the apple tree we have back here. It's grafted with two different types of apples. Relates to 1902 to 1910 period. But it is possible because that tree is ancient. There's no heart left in the tree. If you go back and look at this little apple tree that's branched out, it's totally hollowed all the way up.

It still grows fruit. It's still got the Cambrian layer. It still provides nutrients to the branches to the fruit. It just is very weak. It has no strength because it has no heart, but it's still alive. So, we know that William and Leona Richard were big producers of fruit when they were here in the eight years.

We also know in 1904 a large fire came through here. And, there are no records, that I can find in the county or, libraries that relate to the damage done by the big fire that probably started at the dump in Ben Lomond. It was, that dump in Ben Lomond, which used to be here, is a very old dump, dates to the 19th century.

And there's file after file of fires that have raced through this area that started in that open dump for many years. In the fall, between turpentine-soaked rags, hot days, people putting semi burnt, half burnt logs in that dump. Fires would invariably start in August or September and race through the area.

And we know a fire passed through this property in 1904, we know this property has a big history of fires. I can't show you the upstairs, but the second level that was put on after 1902 has a pine floor that has many divots burnt into the floor from the roof catching fire, the fire being able to be put out before it engulfed through the entire house, but it was enough to, divot the floor.

William and Leona Richard left here in 1910 and disappeared back into the woodwork, I wish I had more information on them because they're the folks that did the remodeling of the house and I was able to find a handwritten plan in county planning that stated that William and Leona Richard remodeled this house and they hired some of the sons of the Kenvilles to help in the remodeling.

So, I wish there were more records that I could find that would tell me a little deeper story about those folks, but they're just not available. So, in 1910, William and Leona Richards sold this property to Emil Grunig who came from Merced, he was a farmer and a rancher.

### Emil and Jeannie Grunig ...

were originally from Southern California, and he was a Justice of the Peace in Los Angeles area. And when he moved up here, he was, he was only a Justice of the Peace, for what I can gather, about two weeks before he got fired. So not a very reputable Justice of the Peace necessarily. But Emil and Jeannie were upstanding citizens here, never an issue, good hardworking folks.

But he came with a paper trail that's a little bit different, suggestive of maybe, not such an honest person perhaps in early, in his younger days perhaps. So, there's indication that Emil, Emil and Jeanne, he lost his job, and it's not written why, but it only lasted two weeks as just for the piece, and he left Los Angeles area very quickly for the Merced area, when he left Los Angeles.

And he left with his new wife, Jeannie, around 1910, decided to move down to the Santa Cruz area, purchased this property from Mr. Richards, and started farming and ranching here in the same tradition as the first two pioneers, even though Jeannie specialized more in vegetables than in fruit, they did have large fruit here.

They kept all of the orchards and fruit growing, facilities up and running here, but they added to that by planting lots of vegetables. And in the front yard of the house, where we have a lawn, when you look out to the front of this house, there was a rectangular, irrigation pond about three feet deep that was built by rock. It's long been torn out, but that was the irrigation source from the springs that would irrigate the gardens close to the house and the vegetable gardens. Um, like I said, up until around 1879, no well

on the property. Everything was spring fed. So, you had to have windmills, storage facilities, gravity feed types of situations to get your water dispersed around the, the area to be able to grow these crops.

But once the well was dug, that, that helped tremendously. At the Chaparral trail back here, there's a fallen down structure with trees growing out of it. It dates to the latter part of the 19th century, early 20th century. That's where the water storage area for the springs was probably located. What we have left is a, is a rustic building, redwood, with a dented old time metal roof, with a concrete pad that was probably poured, in the late, early 1900s to keep that water storage area once the well was dug.

Out here where our garages are now was a windmill with another water storage tank. So, what would happen is these springs would flow, gravity would fill up a tank. Then it would gravity feed down to where the windmill is. The windmill would pump the water up to the storage tank.

The storage tank would gravity feed this house for the water source. So, we've been able to pretty easily now, ascertain, where the water came from and, and, how they transferred it to the house and to the areas that needed it. Now when you walk our trails, you'll see huge, three- and four-inch piping from the wells and from outside water sources that, were put in by the cattle rancher who was here from 1957 to 1974, but prior to that it was pretty rudimentary as far as keeping your crops irrigated.

Eucalyptus trees, these, bluebell trees. They were originally put in as a windbreak. On the other side, where a couple of walnut trees are now growing, was a wheat field. And these trees protected that wheat from the wind, they would strip the seeds off the wheat.

We know that, as you walk down our discovery trail, which is a loop trail that comes back up, in the middle is a kind of a meadow area that was also a wheat field. There's a well down at the south end of that trail that also provided water for that area to be able to grow wheat. So, pioneers were able to grow wheat here, animals, resources like vegetables and fruit, and melons.

And, be able to sell that on the market. And this, at one time, during Pioneer times, was one of, if not the biggest, San Lorenzo Valley producing food source for our valley during its time period where it was logging and then converted to vacations. And railroads were putting lines in, hotels, restaurants were being built.

This ranch and farm produced a lot of the food that was sold in restaurants there and produced for a hotel. Some of you know this was a very important food producing spot. Emil and Jeanne Grunig from 1910 to 1937 were very successful here.

They did well. They named this, gave it the first name, called it Sunkist Ranch. So, when I was looking through the old surf newspapers, which were the forerunner of Santa Cruz Sentinel, it's mentioned that, in the 1920s that the Emil and Jeanne Grenade proprietors of Sunkist Ranch, providing food source for the brand-new Christian center being built here at Mount Hermon.

So, in the 1920s, there were almost a thousand workers here at one time. You wouldn't believe it to look at it, but there was a lot going on So, Mount Hermon. That huge, Christian enclave was building conference center, restaurants, houses, cabins, facilities, churches, chapels, all kinds of things were being built at the same time.

This ranch food provided almost an entire food source for that workforce down there. So, there's lots of written accounts of that. The Grunigs running food down, first of all, with, with wagons, then with his



Studebaker pickup truck, his Dodge pickup truck that he purchased, to, to provide food sources for the laborers building Mount Herman down here, which was started around 1920, 21, and completed in the late 20s, basically.

Unfortunately, the Grunigs were both killed in a head on car crash in 1936, November. They were driving back here from visiting relatives in Fresno area. They were coming on what was then the highway that was criss crossed by viaducts where train tracks were on top of concrete viaducts. A truck coming the other way, it crossed through a viaduct on the wrong side of the road and crashed head on.

Jeannie was killed instantly. Emile died later that night. The unfortunate part is nobody could find a will. They were both dead. They had no children, no heirs on site here, when they were both killed, there was nobody to take care of the animals, the ranch, anything. They had 38 relatives in California. Nobody lived close by. Nobody had a dime between them to step up and take this property over and pay taxes and so forth. So, this property went to probate. A will was later found after it was sold through probate.

### Larry and Ruth Lane ...

purchased the property in 1937. Larry and Ruth were the owners of Sunset Magazine. They started Sunset Magazine in 1928. They started it in the San Francisco area. Larry, was from, um, Kansas. And Ruth was from, I believe, Idaho. Anyhow, they migrated to California. They were both college-educated, and Larry Lane worked for Meredith Publishing, which made Farmer's Almanac, which made Better Homes and Gardens.

He was the advertising director for Meredith Publishing when he lived in San Francisco for their Western division, which included, like I said, um, Rancher's Times, Farmer's Times, Better Homes and Gardens, things like that, were, mainstays of Meredith Publishing. And that's, where Larry Lane got his magazine ideas.

He moved to California. He got tired of working for Meredith. He decided to start his own magazine in 1928. Right at the beginning of the Depression. Makes no sense, financially, when you look at it now, that someone would say to go and try and find six investors, borrow \$10, 000 from each investor, and start a magazine for \$60, 000 in 1928, and soon thereafter, people were on the street selling apples and pencils for nickels and pennies.

Lawrence and Ruth Lane were brave enough to quit their job, quit his job, at Meredith Publishing, and start his own magazine, by purchasing the name, Sunset, from Southern Pacific Railway. Sunset was a name, copyrighted and owned by Southern Pacific Railway, started 1890s, as a giveaway on their trains, coming from the east to the west, and it featured poetry, stories, advertisement, for property to be sold.

But it was a free thing to give out on Southern Pacific Railways. It was called Sunset, later on, around, 1911, 1914, the name Sunset and the people that produced that brochure broke away from Southern Pacific and it was a bunch of employees that used to work for Southern Pacific Railway that formed Sunset Magazine in its infancy from around 1911 to 1927.

They tried to produce a magazine that was a literary magazine, not at all what the Modern Sunset is. Larry Lane purchased that magazine in San Francisco from those employees who took that name,

Sunset. So, bottom Line of Sunset originated as a brochure given on Southern Pacific Railways, morphed into the Western Magazine that most of us are familiar with if we're from the West.

It was so important during the development of the magazine, of California. Basically, after World War II, up until the 1950s and 60s, that was kind of the go-to Bible, the important magazine for development of California, of the West. This magazine was available in Southern California, Washington, Oregon, Hawaii, but you could not find Sunset Magazine east of the Rocky Mountains.

Larry Lane refused to sell Sunset Magazine to the East Coast. The magazine was about and for Westerners who were ranching and farming here, Easterners, he declared early on, I have no need for that magazine, I'm not going to waste my time trying to sell it to Easterners. If they're not going to move west, we don't want them to have my magazine. The only way you could find a Sunset Magazine in New York, Detroit, Chicago was if somebody brought it back on a train, and, and brought it to you and you saw it.

It wasn't available at the magazine rack at the hotel. You couldn't find it anywhere. So that both helped and hindered, it became a go-to magazine on the west and it really helped promote a lot of folks moving westward from the east coast because of how it was written. What it advertised, and what it, what it actually portended for, what you would find if you moved west.

Sunny weather, arable land, property that was given away cheaply, allegedly at the time, that you could generate your own citrus farm, your own ranch, your own cattle ranch, very cheaply, and become one of those western entrepreneurs, and live that gentleman rancher's life. And that was part of the early magazine's cachet. It morphed very slowly into a go to magazine of actual facts of what to grow where, how to grow, when to grow, how to build things in the West, how to orient property, ranches, farms, crops, and stuff with the weather, with all kinds of things. So, it became a very important entity, as most people know, and especially architecturally, the lanes became very interested in their days of owning Sunset Magazine from 1928 to when their sons finally sold it in 1990.

it was a very important entity in developing the type of houses we now see in California. Western Style Ranch houses were a big part of what Sunset Magazine advertised as the go-to type of house. They were big promoters of that type of smart architecture, where you don't need a basement, you don't need a two-story house, you don't need lots of outside storage, you can build a big, flat, ranch style house that's easy to navigate with lots of inside storage.

And that was part of, what they called Western Modernism. So, they were big promoters, and original, we talk about people on the internet as influencers. The Lane family in Sunset Magazine, they were original influencers for how we see a lot of California nowadays. They were really pushing people to move west and habitate this area so that we could have a viable income and businesses would want to move here and people would want to live here.

So that was a big part of what Sunset Magazine was about. But it was an important magazine because it really did help the west develop a lot to what we see today.

In talking about all these pioneers, every one of these folks were entrepreneurs. You know, the West still has that cachet of, of, draw of being an entrepreneurial area. It's an area that you feel, if you're coming from the East Coast, speaking old time history, old time business and stuff, but you need some fresh air, you need to go West where you can do something on your own. You can be your own boss. You can build

your own house. You can live your own life, and that type of atmosphere was prominent in pioneer days and still prominent right up until today through the 80s, into the 1980s, right up until now through the hippie time period where lots of East Coast kids moved West because of the draw of the freedom of the West, the allure that the West had.

And a lot of that was propagated through magazines like Sunset Magazine that painted this great picture of this area, of the West Coast. So, the Lane family were very prominent and became wealthy through Sunset Magazine, though it struggled in the early years, but after World War II, with returning GIs after 1945, a lot of GIs were released on the West Coast.

A lot of them decided to stay on the West Coast. There was not enough housing on the West Coast. A big push to build houses. A lot of contractors came in to be. A lot of people relied on magazines like Sunset Magazine to show you the way about what the designs were, the options were on the West Coast to take advantage of the, of the climate that we have, of the temperate climate.

A big philosophy of Sunset was to make you feel and to live outdoors as much as you can and not indoors like you do on the East Coast. You spend a lot of time indoors on the East Coast because of winters. On the West Coast, while we do have winters, you can still go outside and do things for the most part in the winter.

So, a big push was to develop the style of housing, that would work with people who wanted to live mostly outdoors along with the indoors. In this house, Lawrence and Ruth Lane would bring on weekends a lot of folks to, that were famous architects, that they would pick their brains and write articles and become friends with.

This was originally bought by the Lane family in 1937. As a vacation home. They had an apartment in San Francisco they lived in. That apartment had a fire, and they couldn't live in that place. They bought this as their vacation house, but then immediately moved in. While their apartment in San Francisco was being refurbished after the fire. They spent a lot of time here. The group loved this place almost instantly. What started out as a vacation home, became an entertainment venue for the magazine. It became a remote office for Sunset Magazine as the years wore on, to the point where Larry Lane had a secretary here, he would run the magazine from this location.

He had an office where a park office is now. He would dictate his edicts up to the offices in San Francisco, and run the magazine from this location. For a lot of years, in the, in the late 40s, early 50s, he was found most of the time here, very rarely up at the offices.

But another interesting thing that he would do, and this is a throwback, he would bus his employees down on weekends and entertain employees. He'd invite them down to this house to, enjoy a barbecue, a rodeo, he'd feed them, and then he'd bus them back to the city. He had two great big buses, that he would stuff 40 to 50 people in on a weekend. You'd load up at the offices, on Union Street in San Francisco. You'd get in the bus, they would drive down, they would park along the entrance roadway here. They would offload all these employees. He would bring them in, entertain them. His two sons started the original California barbecue with a couple of drums cut in half. His two teenage sons would barbecue chicken steaks for his, his workers, employees. He'd invite whole sections down for a weekend to come down and enjoy his ranch and farm here.

Larry could be a taskmaster, but he rewarded his employees by bringing them down, feeding them, entertaining them. He would bring you down on the bus. You'd arrive here at 11, 11:30 noon. You would eat food. Then he would take you over. There's a small arena over here. There are bleachers set up that date to the 1950s.

He would hire local cowboys to come down. He would show off steer roping. He would entertain his employees. Then when you got bored with that, he would put you on horseback, or put you in a wagon and let you ride the trails. His two sons were the first to develop our Sunset Trail, which is a wide trail, which was wide enough that it was a widened trail.

So, if you were lucky enough to be invited down by the Lanes, you will also be lucky enough to be put in a carriage or ride a horse on some of the trails for the rest of the day and enjoy that. And then either ring a bell down here or blow off a whistle or horn to call everybody back to get back on those buses. Back up to the city, get off the bus, get in your car, go back to your house up in the city.

And then, their two teenage sons, Bill and Mel Lane, both took over the magazine. Larry retired in 1967, died in 1977. And the two sons took over as publishers of both the book division and the magazine division. And the magazine just was really doing well, to the point where the two sons finally sold Sunset Magazine in 1990 to Time Life for \$230 million, one of the biggest sold magazines to date, in the history of the US.

So that was a huge amount of money. They sold all of the assets, the magazine and the book division of Sunset to Time Life Magazine, who held it for a few years and, paid the lane family \$230 million for that purchase. Most of that money went to Stanford University. If you go up to the Stanford Medical campus up there, are, you're familiar with it. A lot of buildings carry the lane name. There's the Lane, Larry Lane Surgical Center, there's the Roof Lane Ophthalmology Center, there's the Bill Lane public health center up there. So, most of that money went to preserving, Stanford University and also that medical community being built. So, most of the Sunset Magazine sale money went to the medical community that's built up around Stanford University up there. So that's where the money went. The two sons remained very well off. And for many years, when this became a county park in Santa Cruz County after 1986, Bill Lane was still active enough and still alive that he would come down here and donate money.

He was a true lover of this ranch and wanted to see it fulfilled as an environmental center. And so, as long as Santa Cruz County Parks stay on that pathway to allow the public to use this park, keep it like we have it now, they were willing to donate money. There is a trust fund that was set up by the Lane family that still fees us dividends that go strictly to this park.

We have a non-profit, Friends of Quail Hollow, which generates funds through people just through donations. People who attend my programs will drop money in the donation boxes, which comes directly to this park. So, we know that the funds that we generate here through programs will be used in this park and not dispersed elsewhere. So that's kind of why we have donation facilities here.

After Ruth and Larry Lane left this area, they tried to sell this property. It was for sale. It was a gentleman's ranch. It was for sale for quite a bit of money. I believe it was 1. 8 million dollars they were offering it for and they found a buyer. Unfortunately, those people only lasted a short amount of time. And they reneged on the mortgage. Larry carried the mortgage, and then they defaulted. So, they, they

had to take the property back finally, in 1957. They sold this property in 54 but the couple they sold it to were here a couple years. They defaulted the Lanes took it back.

### Harry and Maude Owen ...

Purchased the ranch in 1957. Harry had a, a large cattle ranch in downtown Hayward that was being taken over by the growth of Hayward City. They were constantly buying property around him. He was, they wouldn't pay him what he wanted for his property. So, he begrudgingly held out on his inner-city cattle ranch in Hayward. But he saw that his days were numbered up there. That he would eventually not be able to run the cattle ranch successfully in Hayward. He bought this property to run as his cattle ranch in 1957. He was here with free range cattle from 1957 to 1974.

By free range I mean cattle were able to walk this property and eat grass and brush on this property through that time period. There's a lot of, were a lot of citations issued to Harry Owen because his cattle would constantly break through the fencing and get into the local neighborhoods, eat the sunflowers, eat the garden plants. Harry paid a lot of money in fines because, unfortunately, he didn't abide by county rules. He was only allowed to keep X amount of cattle on this ranch. He always was over the amount. They said only 300 cattle on 300 acres, he would have up to 500 cattle. And invariably with that many cattle, there were problems.

In the 1960s, a new event happened in cattle ranching. called feedlots. It wasn't thought of until the 1960s but, successful ranchers were converting their ranches from free range cattle to only feeding cattle in one spot where they would transport food in and have a food lot where the cattle would come in and eat their food and they would eat healthier, it would be more dependable, it would keep the cattle safer, so free range cattle ranching was being phased out.

And that's about when, Harry and Motto decided to get out of the cattle business. It was just too tough to do. This didn't make sense, to be able to have a feedlot here. You'd have to do a lot of logging, you'd have to open a lot more property up to have the amount of cattle here you wanted to make that work for them.

But Harry and Maude Owen refused to sell this property, parcel by parcel. You bought all three hundred of the acres of this or you bought none at all. He was inundated by contractors and builders who wanted to buy a little parcel here and there, put a motel up, put a small golf course in, put a couple of houses up. But Harry didn't want to see that. He knew how valuable this property was. He knew this was a great resource as far as, history went, as far as growth goes, things grew well here. So, you buy it all, you don't buy any of it.

### County of Santa Clara Board of Education ...

Purchased the ranch in 1974, to be used as a campus for outdoor education. A caretaker lived on and oversaw the ranch until 1986. San Jose was increasing in size, schools were growing, a lot of people were moving to San Jose. They had a huge school system. They were going to buy this property as a remote teaching campus. They were going to bus kids over the hill., maybe have an overnight facility. Teach some science, teach some biology here, grandiose idea. Never worked. They bought this in '74. Shortly thereafter, Prop 13 passed in California. Severely cut taxes to the schools. So, they had a big budget shortfall.

Combining that with our 1970s gasoline problems that we had, where we didn't have enough gasoline. Bottom line is, never once did they bus a child over here. Never once did they use this property. They hired a caretaker, who was here 12 years, put a chain across the entrance, and nobody was here. Nobody visited the property. They had rotating caretakers. But never once brought a kid over here, never once taught a course, it was a big bust.

## Santa Cruz County Parks ...

Purchased the ranch in 1986 QHR using \$700,000 from County Park Dedication funds, \$250,000 from 1976 State Park Bond Act funds, and \$200,000 by the State Wildlife Conservation, but there were no funds initially for development.

So, we were cast adrift. Santa Cruz owned this property, chained across the entrance, no park. We really didn't develop this park, we being Santa Cruz County, until the 1990s. And this being a county park property. But they really didn't have the money to furnish personnel, park personnel, to be here, or to develop this into the way they wanted to. So, this is a fairly young, developed park, in the scope of things, for county parks in Santa Cruz.

There are 33 active county parks in Santa Cruz now. A lot of them are little, end of the road, one picnic table kind of things. But there are other parks like this, where 300 acres, or Pinto Lake. Or, Scott Creek, which are multiple acre parks, which are big and take a lot of money to control and develop as parks.

So, it takes a lot of money to develop a park and make it safe. So currently, from 1986 to right now, we're under the auspices of Santa Cruz County as a county park. And to be honest with you, right now we depend heavily on volunteers. We were probably opened as a park in the 1992-93 time period. We do have parks maintenance and takes care of maintenance of the parks. We have phone numbers to call. We have county camps that are run by the, the parks department that are, that are using the facilities.

QHR has a lot volunteers. So, we pride ourselves in knowing a lot about this park, about our faithfulness to this park, and about the understanding that the public shares with us about that we're not open as much as we'd like to be here. It's not as available as it could be, but it's just because this is how it is.

From the Lane/Owen era, nothing much changed in the park. The person who was caretaker stayed in the small house, this house was basically locked up and nobody was in it. So, through the years, we've inadvertently preserved what we're looking at now.