

Charlene Duval, Executive Secretary

cduval@sourisseauacademy.org

Leilani Marshall, Archivist

lmarshall@sourisseauacademy.org

Phone: 408 808-2064

Sourisseau Academy

Smith-Layton Archive presents:

Arnold Del Carlo: The Valley's Photographer

by Heather David

Les Amis (The Friends)

July 2015

Your donations help us purchase historic photos. Thank you!

<http://www.sourisseauacademy.org/>

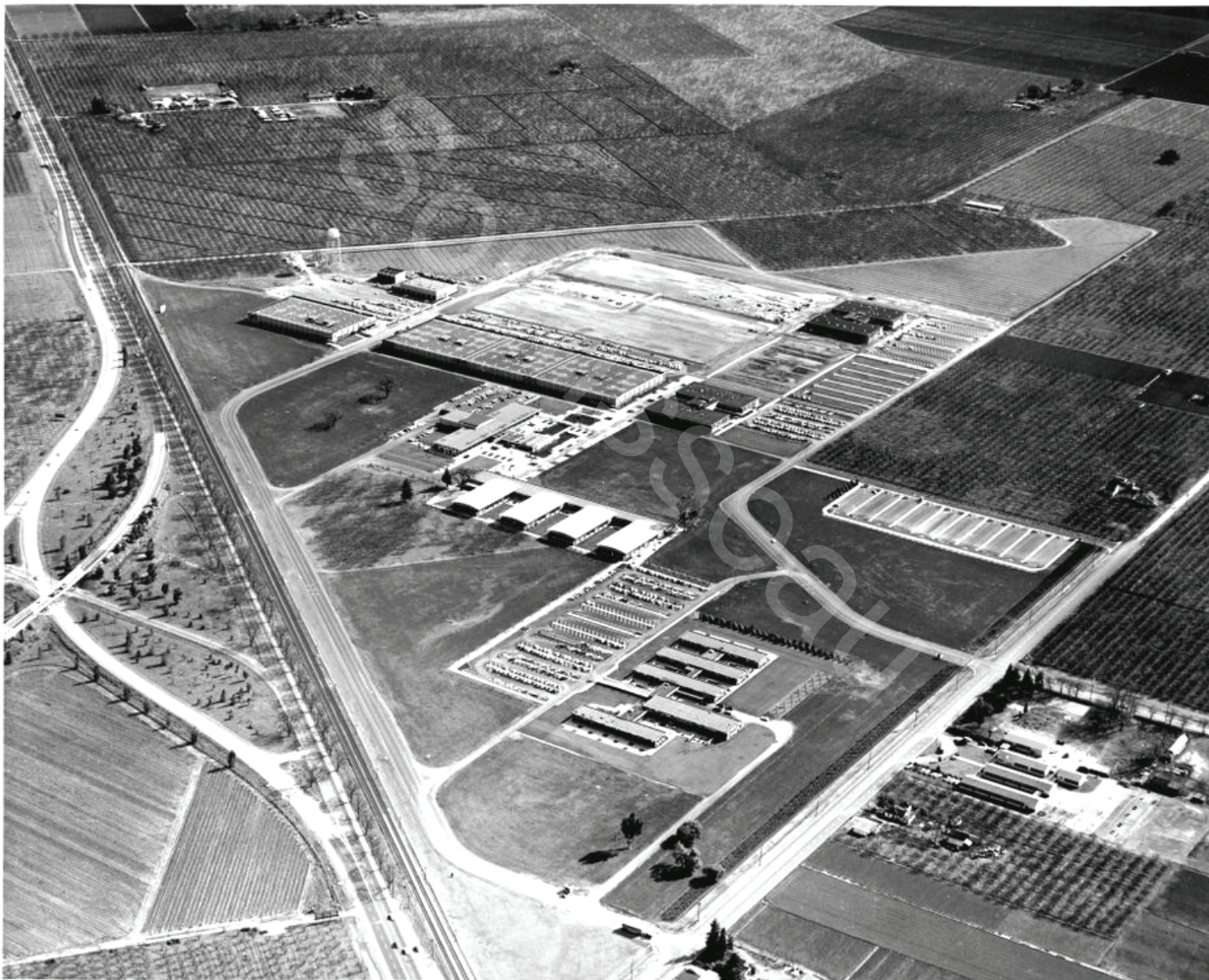
Images on file at the Smith-Layton Archive, Sourisseau Academy for State and Local History
July 2015



[70] **Female Workers Sorting Dried Apricots.** In the decades following World War II, The Santa Clara Valley experienced a remarkable physical transformation. For well over a century, the Valley's economy had centered on agriculture, lending it the moniker "The Valley of Heart's Delight." Much of that change was captured by Arnold "Del" Del Carlo, a young photographer with a great eye for detail, whose photos we feature this month.



[71] **Ann Darling Park Groundbreaking.** By the close of the War, however, the region was in the throes of an industrial expansion and population boom, and Del was there to record it. Pro-development City Manager Dutch Hamann stands second from right in this mid 1950s groundbreaking for the Ann Darling business park on Alum Rock Road. During Hamann's tenure (1950-1969), the geographic area of San Jose expanded from 17 to 120 square miles and the Chamber of Commerce marketed San Jose as "California's Fastest Growing Area."



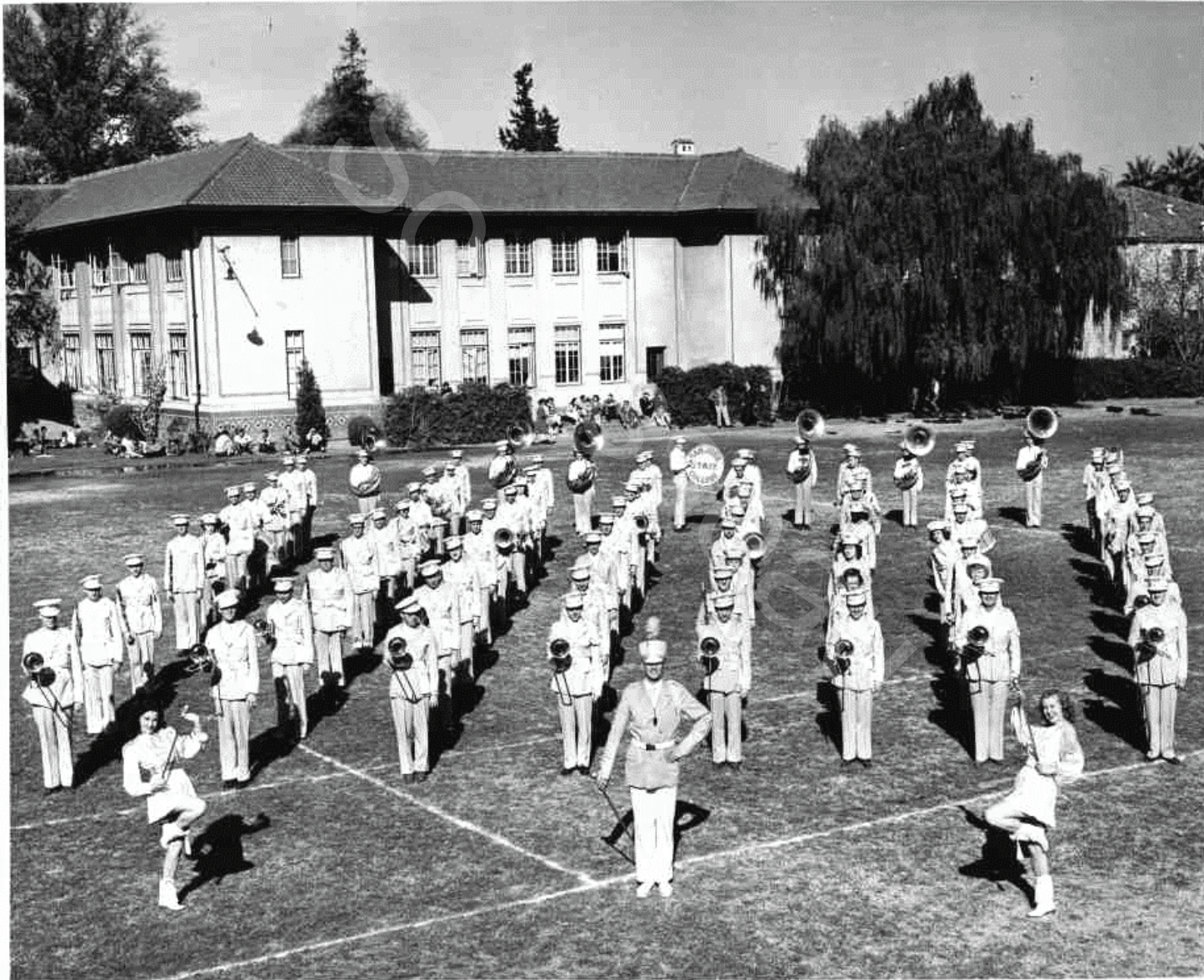
[72] **Aerial view of IBM San Jose Building 25 During Construction.** The Valley of Heart's Delight was on its way to becoming "Silicon Valley," a term that would not be coined until the early 1970s. During the mid-1950s, IBM built their gigantic South San Jose industrial park at Cottle Road, and they hired Del to document the whole process from an orchard of apricot trees . . .

Images on file at the Smith-Layton Archive, Sourisseau Academy for State and Local History
July 2015



[73] **Workers Moving an IBM 305-A RAMAC Commercial Computer.** . . . to the completion of a state of the art facility with main frame computers, such as this IBM 305-A RAMAC ready for shipment.

Images on file at the Smith-Layton Archive, Sourisseau Academy for State and Local History
July 2015



[74] **San Jose State College Marching Band on Lawn.** Largely overlooked, the period between the eras of prunes and personal computers represents an integral part of the area's history. It was during this time that San Jose State College, its enrollment bolstered by returning veterans, underwent gigantic growth.

Images on file at the Smith-Layton Archive, Sourisseau Academy for State and Local History
July 2015



[75] **San Jose Airport Terminal C.** It was also during this time that the South Bay joined the jet age with a modern air terminal - with a façade so breathtaking that it set a new standard for modernism.

Images on file at the Smith-Layton Archive, Sourisseau Academy for State and Local History
July 2015



[76] **Tract Homes Encroaching on an Orchard.** As Post-war Industrial expansion generated thousands of jobs, some of the last working farms succumbed to the demand for housing.



[77] **La Mirada Housing Development Billboard, circa 1957.** The Valley's flat land, mild climate, and available water supply made it a primary target for residential developers. San Jose soon became one of California's fastest growing cities, and "Del" was there to capture it.



[78] **Story-Book Market.** The newly arrived citizens to San Jose needed shops, restaurants, and entertainment options, and architects came up with eye-catching modernistic designs. From kitsch to glitz, Del developed techniques to record these over-the-top innovations - such as this night time shot of the Story-Book Market, aptly named for its location on Story Road!

Images on file at the Smith-Layton Archive, Sourisseau Academy for State and Local History
July 2015



[79] **Exterior of Spivey's Drive-In.** An automobile-oriented culture fostered the construction of roadside businesses, all catering to the consumer on wheels. Spivey's drive-in diner was constructed at the corner of West San Carlos and Shasta Streets - and Del was there with his camera.

Images on file at the Smith-Layton Archive, Sourisseau Academy for State and Local History
July 2015



[80] **Exterior view of the Lyon's Coffee Shop.** Del's eye-arresting image of the ultra-modern Lyon's Coffee Shop on Stevens' Creek Blvd reminds us that the Santa Clara Valley was the canvas upon which architects Armet & Davis (best known for their "Coffee Shop modern" style) felt free to paint their wildest fantasies.



[81] **Image of Del photographing an automobile with models in his studio.** From people working in the Valley's canneries to the corporate campuses of the future, from private weddings to political dignitaries, Arnold Del Carlo was the man behind the lens. Here we see Del, on the left, setting up an advertising shot in his studio - with a shiny new automobile and fashion models.

Images on file at the Smith-Layton Archive, Sourisseau Academy for State and Local History
July 2015



[82] Photo of Del, with Heather David, at his 94th birthday party. EDITORS NOTE: The Del Carlo Photograph Collection resides at the Sourisseau Academy for State and Local History and spans a remarkable 30+ years. Few professional photographers exhibit Del Carlo's versatility, making the collection all the more unique. And at 94, Del is still shooting pictures. Here he is with Heather David, the author of "Mid-Century by the Bay" (2010), and, most appropriately, the author of this very photo album. Many thanks to you both, from all of us at Sourisseau Academy!