

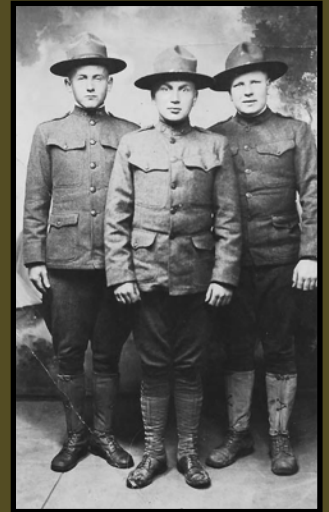


# Petaluma Museum Association

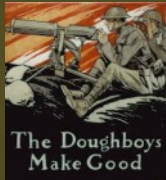
Preserving the Unique History of Petaluma and Providing Educational and Cultural Services to the Community

Petaluma Historical Library & Museum

Quarterly Newsletter



April 6, 1917  
to  
November 11, 1918



## WORLD WAR I EXHIBIT APRIL THRU MAY

Winter/Spring 2017

VOLUME 27, ISSUE 1

## On the Cover

### **A CALL TO ARMS!**

by *Jessica Toy*

**O**N APRIL 6TH, 1917, The United States of America declared war on Germany joining World War I. At that time, hundreds of Petaluma boys registered for the draft, and over seventy-five Petaluma men and women answered the call to go serve their country abroad. They joined over four million men and women who answered the call to fight in the Great War. This April, on the 100th Anniversary of America's entry into the war, we honor their sacrifice. We will be showcasing information and artifacts about World War I. Focusing on America's participation as a whole as well as a Petaluma perspective through music, letters, newspapers, and more.

Front cover photos:

Upper left - Edith White, Captain of a Motor Corps. She was sent to France during WWI and died of meningitis.

Upper middle - Frank Avila on right and unidentified man on left posing with rifles in mock fight.

Upper right -Photo of three men in uniform identified l-r John Bernhard, Arthur Healy and Edward Molkenbuhr.

Center photo - GP McNear's office on lower Main St (the building was torn down and is now the parking lot in front of 24 Hour Fitness) E. Denman McNear is standing in uniform with his father G.P. McNear in background. E.D. McNear was in field artillery and was discharged from duty in March of 1919 about the time this photo was taken.

Lower right - Frank Avila in uniform. He was killed in France in 1918.

Lower left - Floyd Doss on left and Shorty Hall on right. Photo taken in France - 1918

## Petaluma Museum Association Board

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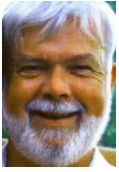
The Petaluma Museum Association Newsletter is published quarterly and distributed to our members. Many thanks to all our contributors and to our proofreaders and volunteers who help with our mailings.

If you would like to contribute any news or item of interest to our newsletter you can email to [mary@petalumamuseum.com](mailto:mary@petalumamuseum.com)

Deadline for submission is April 1, 2017

**Newsletter editor:** Mary Rowe

**Petaluma Museum Association**  
20 Fourth St.  
Petaluma, CA 94952



## President's Message

Hi All,

I hope the drought-breaking weather has not got you down, but if you're in the doldrums check out the brilliant program of events and concerts coming up at your Museum!

Thanks to the many who responded to lifetime member Ed Peterson's offer to match your contributions. We had unprecedented annual gifts totaling \$25,395, including restricted fund donations as of this publication date. .

Perhaps inspired by Ed's lead, an anonymous donor has offered a similar match: The annual value of every new membership in the PMA will be matched in contribution, up to \$10,000. Think of this as a membership bonus: You not only join the thriving Petaluma Museum but you bring a generous donation toward our success.

Because of the confidence your support gives us, your Board of Directors approved a much needed one-year project to get our collections records in order. Our highly skilled and motivated collections manager, Solange Russek will now be able to devote full-time management to this because of your generosity.

In addition the Board resolved in concept to hire an Executive Director this year. A job description is being polished as I write and the decision to hire may come soon. The Board recognizes that even the quality volunteer support we have received over the years cannot prevent "reinventing the wheel" every few years as volunteers necessarily join and leave. And consistency of vision is essential now if we are to press forward.

Please welcome our new treasurer, Erica Barlas, with the firm of Pisenti and Brinker, LLP. Her enthusiasm and professional skills are already having a positive effect. And welcome Bonnie Carpenter. Our new bookkeeper has been with us for several months now, and has alerted us to potential problems as well as keeping our records in top notch order.

Many thanks to Jaana Nieuwboer, my dear and generous daughter, for filling in as interim treasurer while we searched for a new treasurer. She devoted many hours to keeping us in good fiscal condition.

Thanks for your generous support,

Harry

## Regular Features

Petaluma  
History &  
Commentary:

"Petaluma Builds  
a Hotel"

Museum  
Highlights

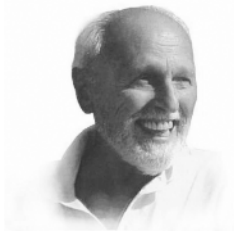
Volunteer  
Spotlight

Program of  
Public Service  
(insert)

Museum  
Collection  
Update

Historical News  
of Petaluma

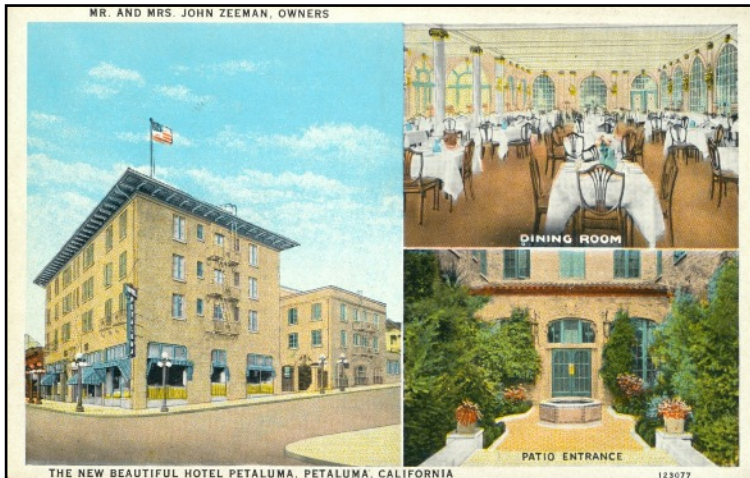




## Petaluma History & Commentary

by Skip Sommer

### **PETALUMA BUILDS A HOTEL**



**T**HE YEAR WAS 1924 when the grand new Hotel Petaluma was opened to the public. The plans had been in the works for several years and finally came to fruition, when 852 of our 7,000 citizens bought into a bond issue in the early '20s.

By 1924, Petaluma had become the egg and poultry center of the world and the town had outgrown the few small four- to eight-room hotels here. Ranches, hatcheries and mills were doing big business and there was an urgent need for visiting businessmen to stay locally. Our community responded to that need and raised a quarter of a million dollars for the project. Total cost was \$350,000 for the five-story building.

The great California gold rush had brought men from all over the world to our state. Some came from the Sierra to settle in our verdant Petaluma Valley. Cattle, dairy, poultry and grain ranches blossomed, as those who had found gold invested it here. The ranchers soon discovered that Petaluma was the ideal climate to raise chickens and when the chicken incubator was invented here in 1879, poultry ranching boomed.

Some of the major names in Petaluma history were involved in the hotel fund-raising: McNear, Denman, Hill, Mattei, Olmsted, Tomasini, Vonson, Batchelor and (of course) hired publicity man Bert Kerrigan were just a few. \$40,000 went to buy the site on the NW corner of Kentucky and Washington and our Daily Courier headlined: "Petaluma had something to crow about!"

The hotel was to have the first passenger elevator in Petaluma and it would have steam heat and telephones in every room. One hundred rooms in all, 42 with private baths, 20 with shared baths and 26 rooms with no bath. (A public bath was offered on each floor). The elegant banquet room accommodated 100. The kitchen was the finest in Sonoma County.

On April 24, the hotel's grand opening was afoot with "Dazzling Gayety," as "Miss Gladys Kenny and her bevy of Chicken Dancers" performed. The Chicken Dance was a "unique feature with its initiation into the Order of Cluck Clucks."



*Jeannette Cameron ca 1920's*

Petaluma promoter Kerrigan was the "High Cockalorum." (Ho, boy!) These stimulating folks even had an oath of allegiance: "We Cluck Clucks ain't got no yell, but we can crow like hell! Cock a doodle dooooo!" Apparently, all in the audience crowded. Factory whistles, sirens and auto horns blew and bells rang. A commemorative brass plaque was presented and the editorial in the

Courier that day proclaimed that,

*“The hotel will put new life into this community. Petaluma can now boast of the finest hotel in the North Bay.” The following day, this urgent ad appeared: “HELP HELP—Chamber Maids, Bell Boys, Porters for the new Hotel Petaluma!”*

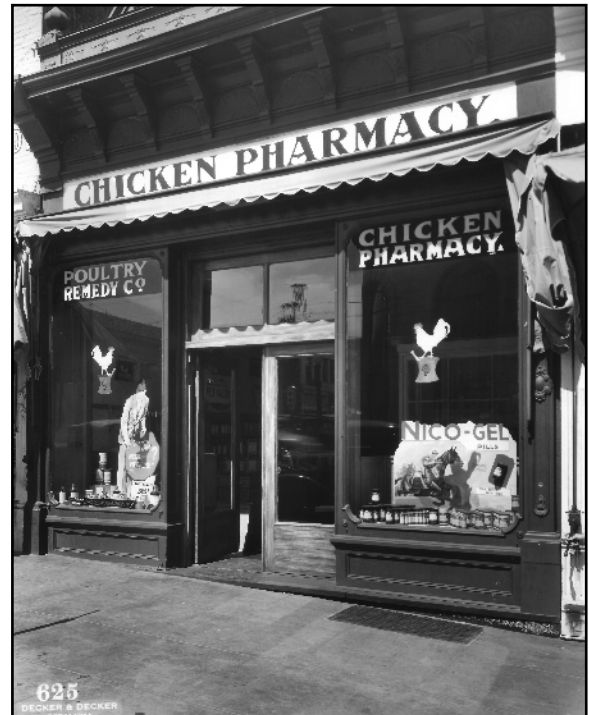
The world was uneasy in 1924. Early in April, the U.S. Senate had affirmed the Japanese Exclusion Act. It was a specific prejudicial move, accusing Japan of sending over “Picture Brides,” thus threatening “Anglo-Saxon civilization.” President Coolidge agreed that wages and jobs were in danger (especially in California). It was an early anti-immigration law and Japan would not forget this affront. In Germany, Adolph Hitler was sentenced to five years in prison for his “Beer Hall Putsch.” He only served eight months and wrote his infamous guideline *Mein Kampf* while imprisoned. Early that same year, the U.S. had approved the Dawes Plan demanding that Germany make reparations for WWI. The Germans despised it and ominously rallied behind Hitler and his drastic ideas.

In America, some change was good in ‘24. “The Indian Wars” were finally declared to be over (after 100+ years), The Birdseye Co. had just introduced an innovation called “frozen food,” our country’s first female governor had been elected (Nellie Ross of Wyoming), and in “fun news,” the Ziegfield Follies had opened on Broadway, a young singer/dancer named Judy Garland made her debut and a new comic strip called “Little Orphan Annie” had just gone to print.

Locally, the mode of travel was fast-changing over from horse and buggy to the automobile. But, with no Golden Gate Bridge, (until 1937), the ferries on Petaluma Creek were still the main method of shipping goods and passengers to and from San Francisco Bay. Petaluma Hotel dock porters would meet each steamer at the wharf to carry luggage, as Petaluma, with its new hotel, had become a bustling location.

Our Hill Opera House in April of 1924 was featuring Mary Pickford in “Tess of Storm Country.”

Tickets were 30 cents. The Mystic had on-screen “Hoot Gibson in The Thrill Chaser.” The Highway Service Station was selling gas at Main and Cherry for 18 cents a gallon and carriage maker (and former Mayor), Wm. Zartman, knowing that ranchers still primarily worked by horse power, was advertising “The Bluebird Walking Plow.” Petaluma even sported a “Chicken Pharmacy” then, located at 215 Main. It was said to be the world’s only one of those. It advertised “Castor Oil for curing Coccidiosis.” (Castor oil?)



*Chicken Pharmacy on 215 Main St.*

It was announced in late April that a five-chair barber shop was opening in the new Hotel Petaluma with the latest equipment for “tonorial artists.” It seems hair grooming was very important in Sonoma County then, as local teachers demanded that they be allowed to wear “bobbed hair.” If men could cut theirs, it was an “inalienable right,” they said. Connick Electric Store at 110 Kentucky, was selling “Flapper Curling Irons” for \$1.25.

Hotel Petaluma has now entered a next generation of life, as new owners are performing extensive remodeling, (including more bathrooms) and the beautiful Art Deco décor of the large lobby and dining room has been revitalized to, once again, welcome visitors to our community. The citizen effort of 92 years ago is still bearing fruit.



## MUSEUM HIGHLIGHTS

### **“Silent No More” A Pop-Up exhibit debuted on November 19 by Faith Ross**

**T**HAT’S RIGHT WE had a “POP-UP” exhibit at the Petaluma Historical Library and Museum. It is called a “POP-UP” exhibit because it was put up and taken down the same day. The exhibit was called “*Silent No More*”.

AC Panella, an instructor at the Petaluma Santa Rosa Junior College contacted the museum about doing a one-day exhibit at the museum as part of a class he was teaching “Intercultural Communication”. The goal of the class is to teach students to understand cultural differences and learn to communicate across those differences. There were five groups and five different nationalities/ethnic groups included in the exhibit. The students used our research library, with the help of John B and his crew.

What came out of this semester long learning experiences was amazing to see. I saw the students work together to create their portion of the exhibit. They created their own advertising materials. They showed up on time, Saturday,

November 19 with all their posters and information and went to work, so that by 10 a.m., the exhibit was up and ready for visitors to see. The students were great at explaining their work. They had music and even some dancing and food. At 4 p.m., they took their exhibit down and cleaned up.



It was great to see students young and not so young working together and learning about cultures different from their own. AC Panella wrote this “I believe that this event was a tremendous success for the students and

the public. We had about 70 people come to the museum on a rainy day. We got a lot of positive feedback from the people who attended. My students had a wonderful time working with everyone in the museum and learned so much about our local area. I hope that we can collaborate in the future. I’m teaching this class in the Spring of 2018 and I would love to hold another “pop-up” museum event then.”

### **ANTIQUUE TOY EXHIBIT**

Opened on November 20.

Antique toys from the museum collection were on display along with loaned items. Faith Ross and Solange Russek co-curated the exhibit.

Many thanks to Linda Shoemaker-Christensen, who loaned her holiday decorations and themed trees to bring a festive addition to the display. Also thanks to Barbara Maxwell, Teresa Froschl & Jeanne DeLucca.





## Membership Holiday Party

PMA members enjoyed a festive night at our annual holiday party. Many thanks go to Faith Ross who organized the event and also brought her famous meatballs for our enjoyment. Elizabeth Walter added to the delicious food with her speciality *spaetzle*. Thanks also go to volunteers, Jeanne DeLucca, Freyda Ravitz, Dianne Ledou, Clint Gilbert, Kate Hawker and Bonnie Carpenter. The musical entertainment was provided by Aldo Garibaldi.



## NEW YEAR'S EVE GALA CONCERT

The music of Beethoven resounded in Petaluma's "Carnegie Hall" at the 8th Annual New Year's Eve Gala concert. Elizabeth Walter, pianist and founder of Sky Hill Cultural Alliance brought together the many talented musicians, including string players from the SF Symphony who performed Tchaikovsky's String Sextet in D minor Op.70. Kaylen Asbo, pianist, also performed that night.



Photo credit Jim Johnson

## 4<sup>th</sup> Annual Children's Art Exhibit by Freyda Ravitz



the Petaluma Arts Association and the Petaluma Arts Center both partnered with us to offer the exhibit artists two Master Art Classes. Students for each class, grouped by grades 1 to 4 and grade 5 and

**T**HE CHILDREN'S ART Show which opened on January 12, 2017 contained 325 amazing pieces of art by students from Petaluma and area schools. This year

above, were chosen by lottery. A big thank you goes to Elaine Larson, President of the Petaluma Arts Association, for coordinating the classes, PAA members Emily Roeder and Marilyn Dizikes for teaching the classes and to Val Richman, Executive Director of the Petaluma Arts Center for donating the classroom. A special thank you goes to Solange Russek and Barbara Maxwell who helped mount the exhibit along with John FitzGerald, Michael Lanham & Emily Poehlmann. Thanks also go to Jeanne DeLucca and Sandy Wilkins for help at the artist's reception.

# PORTRAITS OF PETALUMA PIONEERS




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presented by the

### Petaluma Museum Association

### Petaluma Historical Library & Museum

### June 10 to September 24, 2017

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Please check out the membership brochure enclosed with this newsletter for more details.

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Pamela Torliatt in memory of Althea Torliatt  
Barbara Tornberg  
Royce & Carolee Van Bebber  
Michael & Elaine Von der Porten



## News from Heritage Homes & Landmarks

**Preservation Awards** — Heritage Homes & Landmarks, a committee of the Petaluma Museum Association, believes that preserving and restoring Petaluma's historic architecture adds inestimable value to our community. In odd-numbered years, it bestows Preservation Awards at an awards ceremony to honor owners of historic residences and commercial buildings for improving their property. It also honors individuals who have played a significant role in furthering the cause of preservation, as well as craftspeople whose restoration work is exemplary. This year HH&L is seeking nominations for consideration in any of the above categories. Look through your neighborhood and our historic downtown for restored buildings that have been finished between July 2015 and June 2017. Log on to [www.petalumamuseum.com](http://www.petalumamuseum.com) for entry forms.

**Holiday Parlor Tour** — On December 3rd, HH&L will showcase four historic homes decorated for the holidays. There was no tour in 2016 because we were unable to find enough interested homeowners. If you own a vintage home and like to decorate for the holidays, please consider

offering your home for the event, or ask a neighbor. HH&L contact information will be provided in the next newsletter.



*516 Prospect*

**Love Old Houses?** The HH&L Committee welcomes more preservation-minded people to help us achieve our goals. Please call 778-4398 and leave your name.

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### ***Second Annual History Trails Walk, 2017 With the Petalumans of Yesteryear*** **Sunday, April 23, 2017**

Starting point: The Balshaw Bridge, Western Avenue at Water Street, near Water Street Bistro

The walk begins at the FOOT OF THE BALSHAW PEDESTRIAN BRIDGE (NOT at the museum); where Western Avenue meets the Petaluma River at the Water Street Bistro location at 1:00 pm. Please arrive 10 minutes early to check in.

Cost: \$20 general, \$15 for those 62+ and for museum members

Walk Limited to 20 People!

Time: 1 – 3pm

Light refreshments served outdoors at conclusion of walk, Museum Garden Court.







The Butter & Egg Days Parade is a production of the Petaluma Downtown Association

**The Parade Steps off at Noon, April 29, in the Historic Downtown**

**“Good Egg” Award Nominations Due  
February 27**

Do you know a person who helps us all remember Petaluma’s heritage and how proud we should be of Petaluma and Petalumans contributions to our lives? The Butter & Egg Days Parade is looking for a Good Egg who has done just that.

This award honors the people who work to promote Petaluma and keep Petaluma’s history alive for all of us. The Good Egg is introduced at Butter & Egg Days Opening Ceremonies which will be held this year on Saturday, April 22, at Noon at the Petaluma Historical Museum. The Good Egg will also ride in the Butter & Egg Days Parade, on Saturday, April 29.

The Good Egg Award was revived 34 years ago by the Butter and Egg Days Committee (Petaluma Downtown Association) to recognize a legacy of positive promotion of Petaluma. The original creator was Bert Kerrigan, who worked from 1918 to 1926 as Chamber of Commerce Manager in the days when chickens ruled the Petaluma roost. Kerrigan established international recognition of our city as a center of agriculture and commerce. His promotions included National Egg Day celebrations, which inspired the creation of our current Butter & Egg Days. Kerrigan made the town famous by christening it “The World’s Egg Basket.”

Good Egg Nomination Forms are available at [www.PetalumaDowntown.com](http://www.PetalumaDowntown.com), and at the Petaluma Downtown Association Office, 210 Lakeville St. (historic depot building). Or email [kathy@visitpetaluma.com](mailto:kathy@visitpetaluma.com) to have one emailed to you or call 762-9348 and we will mail it to you.

Send a Good Egg Nomination Form or letter to: The Good Egg Award Committee, c/o Petaluma Downtown Association, 210 Lakeville Street, Petaluma, CA, 94952. You may fax it to 707-283-0528 or email to [kathy@visitpetaluma.com](mailto:kathy@visitpetaluma.com). All applications must be received by Monday, February 27, 5 p.m

## HISTORICAL NEWS OF PETALUMA

by Solange Russek with comments by Michael Slade

We would like to acknowledge the California Digital Newspaper (CDN) Program of UC Riverside, the source of all of the items that are going to be presented in this column. The CDN Collection is a project of the Center for Bibliographical Studies and Research (CBSR) at the University of California, Riverside. The CDN Collection is supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

Press Democrat, Number 188, 20 February 1889

### **The Petaluma Salvationists.**

The following excerpt is from an account given in the Petaluma *Imprint* of a riot which took place in the Salvation Army barracks Sunday night: "The Salvation barracks were the scene of an occurrence that came nearly ending in a riot last night. It appears that a young gentleman visited the barracks and commenced smoking and when ordered to desist he refused to obey. He was thereupon seized by a member of the army, a carpenter by profession, and escorted to the door, assisted by Lieutenant Uba. The soldiers here began to indulge in a lot of bravado and vain bluster when Lieutenant Uba was seized by his uniform by a young gentleman of this city and immediately he was seconded by the entire assemblage. The ladies, wives of the members of the army, displayed even more courage than the cadets themselves. One lady with an infant of a year old in her arms rushed into the struggling mass of crushed humanity and denounced the intruders with fiery epithets. Other ladies rushed to the rescue and perfect pandemonium prevailed. A member of the Army known as Stone rushed to the assistance of the Lieutenant and together they were dragged to the foot of the stairs and his hand was slightly lacerated by being thrust through a window-pane. The Lieutenant escaped uninjured with but a slight rent in his uniform and a very complete scare. All together it was a very disgraceful affair and the consequences might have been decidedly more serious, and it reflects no credit whatever upon the participants."

*Not much in the way of Christian charity or the turning of the other cheek here. More like forceful women taking and eye for an eye.*

Press Democrat, Number 60, 2 May 1900

### **WOMAN IN BLACK GAVE HIM BACK HIS WEALTH**

Petaluma, April 30.—J. H. Jones, the aged tenderfoot from the east who was robbed last Friday morning about 3 o'clock of over eight hundred dollars in money and checks, is again in possession of all his money and bank paper, save some ten or fifteen dollars. Jones tells a hazy story of the restoration of his money but the story is borne out by certain facts.

According to Jones a mysterious woman in black visited his room at the Cosmopolitan hotel after midnight Saturday night and gave him back nearly every cent of his missing wealth. Nightly he would move his bed across the room and up against the door as he did before the robbery. While he was penniless he neglected this precaution. Saturday night Jones was dead broke and Sunday he had all kinds of money.

*What was really going on with this seemingly non-traditional "Lady of the Night" and how sober was Mr. Jones.*





### Photo shoot in the PHL&M's Victorian Parlor

Pictured are photographer Eric Chazankin taking publicity photos at the Petaluma Historical Library & Museum of actors David Strock and Heather Buck for the main stage musical production of "1776" presented at Spreckels Theatre Company in Rohnert Park from Feb. 10 to Feb. 26, 2017. The PMA was delighted to provide the backdrop for these photos. Credit will be given to the PHL&M in the productions program and other social media. Our membership brochure and events calendar will also be displayed in the Spreckels' lobby.

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## VOLUNTEER SPOTLIGHT

by Mary Rowe



### *Alice DeMartini Rebizzo*



Alice was born in the month of June, 1929 at Petaluma General Hospital. Her parents were from a small country village in Italy called Favalede Malvaro, a Province of Genoa. Her father, Eugene DeMartini moved from Italy to Petaluma in 1907. He lived for awhile with his uncle Louis DeMartini and in 1910 became a business partner with Petaluma Window Company. He married Rosa in 1924.

Alice attended both St. Vincent De Paul Elementary and St. Vincent's High School.. She shared a memory of going to school during World War II. She was in 7th grade and remarked that "The air raid sirens would go off and everyone in the school would run up to

Oak Park including the nuns in their full nun's habit." It was quite the sight she recalls.

She graduated from St. Vincent's High School in 1947. She enrolled at Dominican College with an interest in teaching but soon changed her career goals to nursing. She transferred to Saint Mary's College School of Nursing and graduated in 1951. She got her first job at Santa Rosa Memorial as head of the Emergency Room. She retired as Director of Surgery in 1984.

She met her husband Remo Rebizzo through family members and they married in 1957. Remo had been in the Italian army under Mussolini. He told her about his experiences during that time, living in a cave, going AWOL and surrendering to the American forces and driving an ammunition truck for them. He came to the United States in 1949.

Alice started volunteering at the museum in April of 2015. She has helped Solange in the Collections Dept. and has been a great help when we need to get out our bulk mailings. She also volunteers at the Friends of the Library Book Store and Lifeline of the Northbay.

### *In Memory of Millie King*



*The Petaluma Museum Association would like to express their gratitude for all the generous donations given in memory of Millie King. Millie was a lifetime member and volunteer at the museum. She took on the persona of Addie Atwater, an early pioneer and gave downtown walking tours dressed in full period costume. She passed away in October of 2016. She will be missed.*

Thank you to the following donors:

Christa Bechler, Joan Elam, June Ferguson, Katherine Hall, Marge Hodapp, Nelson King, Brian King, Lucy Kortum, Sid Krogstad, John Olaf Nelson, TJ & Dorothy Nelson, John & Evelyn Pedroni, Lorraine Skoog



## BLACK HISTORY MONTH 2017

by Faith Ross

The theme for this year's Black History events is "Black Athletes, their challenges, triumphs, and impact on American Culture." The exhibition at the museum will profile America's black athletes from our past, present and future (high school students). It will include sports artifacts, pictures and memorabilia.

The month long activities started with a Jazz Concert on Feb. 3. This is the 5th annual concert with the group **The doRiaN Mode**. The band members are Dorian Bartley (vocal/Bass), Bob Johns (Piano/Cornet), Dave Scott (Sax) and Tony Blake (percussion)

Petaluma Blacks for Community Development will present its annual Black History Program on Friday, February 24 at the Petaluma Community

Center, 320 N. McDowell Blvd. The program will start at 7:30 p.m. This program is free and open to the public.

Closing the celebration will be a Gospel Hour held at the Petaluma Christian Church, 1160 Schuman Lane on Sunday, February 26. The singing will begin at 4 p.m. This program is free and open to the public. We have a very special guest, Family Voices of Praise, a wonderful a cappella women's group from Oakland, CA. Come early for a seat.

## Women's History Month 2017

We are in the planning stages for this year's activities, so continue to check the museum's webpage for information. If you are interested in working on this year's events, please contact Faith Ross at [missross-056@comcast.net](mailto:missross-056@comcast.net)



Board Member Debbie Countouriotis and Solange Russek, Museum Collections Manager accept a grant check from Exchange Bank of Santa Rosa.



Petaluma Museum Association Board of Directors meetings are on the second Monday of each month at 6:00 pm. They are open to the public.

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**Petaluma Historical Museum**



FAST SIGNS CREW

## Eye catching changes made to the front of Museum

In a recent evaluation, the American Alliance of Museums recommended that the PMA update the PHL&M's facade in order to clearly state its purpose to the community. Thanks to a generous check from an anonymous donor and the generous in-kind donation of expert installation from **FASTSIGNS Petaluma** (formerly Barber Sign Company), the PHL&M has a new display case and front door lintel inscription. To top off the display case, **Maus Electric** generously offered their services to ensure that the display case interior was properly lighted. Additionally, they connected the case's lighting and a new flag light fixture to an efficient "dawn to dusk" sensor. Walk by the PHL&M after dusk and you will see the impressive results!

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## Museum Collection Update

by Solange Russek  
Museum Collections Manager

### *Seeing is believing when it comes to the carved wooden figures of William Caldwell*



*The Mounted Riders*

**I**F YOU GREW up in Petaluma during the 1950's and through the 1980's, you would have gone into Geno Lombardi's Clothing Store for Men; located at 129 Main Street or Petaluma Blvd North after 1959; Phone 2-9544. Not much is known about Mr. Caldwell except that he worked for PG&E during the 1950's through the 1970's and enjoyed wood working very much. Once he completed a carved animal, or piece of farm equipment, he would take the newly created folk art to Mr. Lombardi, where Geno had shelves going all around his store. Eventually a large collection started to take place that exceeded 100! The smallest of details the artist included were leather harnesses, stirrups, hats, holsters, carved guns and rifles and horseshoes for each horse and mule! The entire collection will be on display in the fall of 2017.



*Side saddle rider*



*Going for a cart ride*



*Students cataloging collection .*