



**Petaluma Historical
Library & Museum**

Petaluma **M**useum **A**ssociation

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

Quarterly Newsletter

Ripples & Reflections on the Petaluma River Exhibit opens Aug. 6 - Sept. 20, 2015



Summer/Fall 2015

VOLUME 25, ISSUE 3

On the Cover

Petaluma's Blue Collar River

by John Benanti

Carl Sandburg (1878-1967) wrote of Chicago in his work of the same name:

*Hog Butcher of the World.
Tool Maker, Stacker of Wheat.
Player with Railroads and the
Nation's Freight Handler.
Stormy, husky, brawling.
City of the Big Shoulders.*

He could have written similarly of Petaluma. The descriptors would have been different, but Petaluma was a blue collar town. Hard working, industrious people seeking opportunity. Petaluma was the heart of the agricultural, industrial and commercial activities of the Redwood Empire.

The output of that Empire and the efforts that went into producing it flowed into and out of Petaluma. The conduit for that blue collar effort was Petaluma's blue collar river. A working river. A highway to the world. Ships of all sizes and shapes working their way up and down the blue collar river.

However, shortly after the earliest market hunters began to use the river to hunt and fish over a century and a half ago settlers began to use the river for recreational purposes including hunters and fishermen. Recreational boating in vessels of all shapes and sizes from yachts to paddle boards over time turned the blue collar river into something more diverse.

The Museum's newest exhibit looks at the river and its many roles. The photos in this issue show a variety of uses. The cover photo of a boat full of Petaluma "chicks" from around the 1950's links a "blue collar" use, the shipment of poultry and eggs down river. They are in a boat known as a Higgins kit boat sold by Van Bebber Brothers. The back cover photo shows two Petaluma women on the river in the late 1930's in a boat powered by a 22 horsepower outboard motor. Note the chicken symbol on the front of the boat. The women are Topsy (Bond) Hunt, with her hand in the air, and Elizabeth Frey in the rear. The centerfold depicts dozen of boats and many boaters enjoying a day on the water. While the blue collar usage of the river has lessened over the years and the products shipped up and down the river has changed recreational use of the river continues.

By the way, Sandburg also wrote Fog.

*The fog comes
on little cat feet
It sits looking
over the harbor and city
on silent haunches
and then moves on*

Could anything better describe the climate of Petaluma and its river?

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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

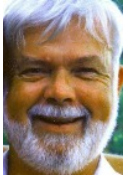
mary@petalumamuseum.com

Deadline for submission is Oct. 1, 2015

Newsletter editor: Mary Rowe

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

President's Message July 27th 2015



Hi Everyone,

This Summer and Fall we have a very active program for you. On August 6 our newest exhibit "**Ripples & Reflections on the Petaluma River**" will open and run thru September 20. This will be followed by a first for your Museum: From late September through November 1 we will be intensely involved in Petaluma's "**El Dia de los Muertos**" with our main exhibit being the altars and art displays of the celebration. You can refer to either our program or theirs for details. This is a concerted effort to reach out to our Hispanic community with its rich traditions and make them welcome in our Museum.

Going into the holidays we will display a variety of local artist and their work as a beautiful background for a series of holiday concerts and events.

In the meantime the Petaluma Museum Association is redoubling its effort to mount a capital campaign for seismic retrofit. The following press release describes our focus:

Earthquake Warning ... You may not be safe inside or near this building!

Those are hardly words of welcome, but they have greeted visitors from a sign in the foyer of Petaluma Historic Library & Museum since 2008. Nevertheless, visitors continue to enjoy award-winning exhibits, popular cultural events and beautiful concerts in this historic Carnegie Library - the cultural hub of Petaluma. In 2008, an engineering study concluded that our Museum is at severe risk in the next earthquake. This compelled the City to post the warning sign, but the timing could not have been worse. Due to the economic downturn, even minor street repair was sidelined, leaving major seismic retrofits out of the question. However, times have changed. Funds are again available for preservation projects, but we must not delay. The 2014 Napa earthquake was a rude awakening that at-risk buildings, like our beautiful Museum, can fall within seconds. The warning is clear: Do Not Delay!

The City of Petaluma and the Petaluma Museum Association are partnering to obtain grant money dedicated to earthquake damage prevention. However, obtaining these grants will require matching funds to demonstrate public support for the proposed work. The Petaluma Museum Association is leading the drive for these matching funds with a capital campaign which will help show that the people of Petaluma will put their money, as well as their hearts, behind the preservation of our historic landmark.

Please think about what you can do to preserve our unique and beautiful building. I will be calling on each of you for help in the coming year! Or email me with your ideas: harry@petalumamuseum.com

Thanks for all You do.

Harry

Regular Features

Petaluma History & Commentary:
"The Fight to Bypass Petaluma"

Museum Highlights

Volunteer Spotlight

Program of Public Service (insert)

Museum Collection Update

Petaluma History & Commentary

by Skip Sommer

THE FIGHT TO BYPASS PETALUMA, 1937-1956

IN MAY OF 1937, the longest suspension bridge in the world, San Francisco's Golden Gate, was opened for traffic. The following day, Petaluma's Argus-Courier quoted a joint statement from our City Council and Chamber of Commerce:

"Northbound traffic to Petaluma must now demand a four lane highway from the bridge to, at least Santa Rosa, if we are to fully realize the benefits that should now accrue."

It was the opening shot of a long and nasty fight. Most of Petaluma wanted a bypass that would keep the heavy truck traffic off of Main Street, while the majority of downtown merchants feared that a by-pass would simply leave our town to die in the weeds. That argument went on for another 11 years until the California Highway Commission published their chief engineer's route for that bypass.

Then, it became a different fight altogether! The chief highway engineer, Colonel John Skeggs, a man who didn't take lightly to criticism, had drawn his bypass route to go directly through 120 small poultry ranches, thereby pretty much destroying Petaluma's chief industry! The town was shocked. But those who highly favored that new freeway

felt that it would be a really bad idea to fight the proposed route.

One Penngrove poultry rancher, Max Kortum, couldn't tolerate this. Kortum was incensed and felt that something must be done to change the route to adjoining



open range land that would allow the small chicken farmers to survive. Basically, the argument that Mr. Kortum proposed was a route to either the east or the west of the Skeggs route . . . not longer, not curvier, not more expensive, yet completely missing those 120 ranches. What Kortum didn't anticipate in his campaign was the ego-driven Colonel Skeggs, who had never before given-in to citizen complainants. It was to be a bitter two year battle.

Max Kortum organized those 120 chicken farmers into an action committee and determined that the best way to proceed was to get public support to oppose the 168-foot-wide swath through those small ranches (most of which were just five to fifteen acres in size). Their committee was pretty much on its own at the start. Petaluma's conservative City Council, Chamber of Commerce and the Sonoma County Board of Supervisors felt that it would be wiser to not cause waves at State level.

Max's committee bought advertising that mobilized those against the Skeggs plan. One large ad asked the question:

"Are the City Council and the Chamber of Commerce deserting the poultry industry?"

"We believe this is treachery toward the farmers in a community supported by agricultural money." Another ad proclaimed: "Nov. 4, 1948 . . . the most important date in Petaluma history." (That was the day of a planned meeting between the engineers and the public). It was held in the Petaluma High School auditorium and three of the highway engineers, including the "always right" Col. Skeggs, would be present at the hearing.

The day after that confrontational hearing, the San Francisco Chronicle said: "The Egg and California State Engineers collided head-on." Nearly 400 people had attended the hearing and the engineers were told by Max Kortum that their plan would "destroy the poultry business, a \$40,000,000 a year industry." The haughty reply from Col. Skeggs was: "*If this plan is not adopted, there will be no freeway. Period!*" That got the Press-Democrat and the Argus-Courier on board with Kortum's campaign. The PD editorialized:

"The people deserve fair hearings on merits of the freeway."

Colonel Skeggs quietly waited the next month, until he knew that James Lyttle, one of the two County Supervisors opposing his route, would be at a conference in Sacramento. He then, set up an "emergency" hearing at the Supervisor's chambers in Santa Rosa and demanded a quick vote. He got a 3-to-1 majority in his favor. Well, you can imagine, that didn't go over very well in Chicken City, U.S.A.

"The farmers were here first!" was the call to battle that brought the Cotati Chamber of Commerce on board with Max's campaign, followed by the Penngrove Grange and the Sonoma County Farm Bureau. The argument had become so bitter that the State Highway Commission finally agreed to a public hearing in Sacramento that July. Because of this, the Sonoma County Board of Supervisors reversed their decision of approval of the "Skeggs

plan." Zowie! It was gloves-off now.

On July 20th, the PD headline blared: ". . . AND, ON TO SACRAMENTO!" as over 500 Sonoma County residents drove to the State Capitol, jamming the chambers there. The group included such Petaluma names as Kortum (of course), Novak, Peterson, Beecher, Sorensen, Olmsted, Abshire and Runyan. But, at the Engineer's table, it was most interesting to see COL. SKEGGS WAS ABSENT. (This writer thinks someone

proved. Construction was scheduled to start in '51. The freeway bypass of Petaluma to Denman Flat in Penngrove was finally completed in 1956 and Petaluma Mayor Schoeningh commented: "Thank heaven the trucks are off Main Street!"

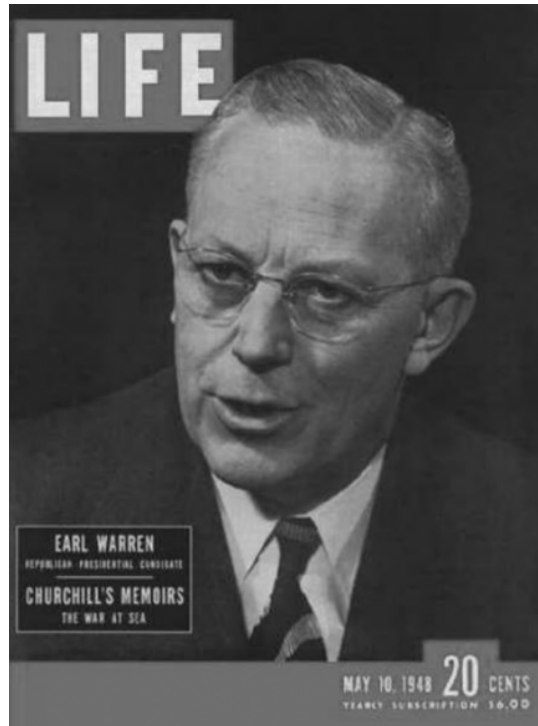
1956 had been a stellar year for Petaluma. Hillcrest Hospital had just opened and the campaign for location of the Veterans of Foreign Wars building was finally drawing to conclusion. Also, funds for the restoration of the Vallejo Adobe were now in hand. Our new "A" Street parking lot opened on the site of old City Hall and construction had begun on Kenilworth High School. Many hoped that the freeway would extend to Santa Rosa by 1957. (It did.)

In national news, President Eisenhower and Vice-President Nixon had been re-elected in a landslide. The Republican Argus Editor (thinking four years into the future), commented: "Richard Nixon is a man of consistent principle, whose values are as sound and fundamental as any in politics today." (Oh my!) 1956

was also the year Nikita Khrushchev publicly denounced Josef Stalin as "a monster," thus startling the Soviet Union and the world. Last, but not least, in 1956, Dr. Jonas Salk had given the world its first polio vaccine.

Other big names of 1956 were comedian Milton Berle (who retired that year), NBC's Huntley-Brinkley newscast (new that

(con't on page 14)



higher-up ordered that dude to chill.)

Following that major yella-thon, California Governor Earl Warren (Himself) ordered a new route to be immediately surveyed "without disturbing the poultry ranches." Well, sure, it was a political move, but it was also an intelligent move and won the governor many fans in Sonoma County. In March 1950, the new route, missing the ranches, was finally ap-



PETALUMA'S WIDELY POPULAR *DAY OF THE DEAD* CELEBRATION, COMPRISING TWO WEEKS FULL OF SPECIAL EVENTS, EXHIBITIONS AND FESTIVITIES, OFFERS REFRESHING BLEND OF ENJOYMENT, ARTISTRY AND ANCIENT WISDOM

Rapidly becoming a new tradition known and respected throughout the region, Petaluma's *El Día de los Muertos* is celebrating our 15 anniversary celebration this year and will be offering something unique in modern life, a celebration that provides many opportunities for fun,

humor and pleasure while at the same time instilling a deeper wisdom. From the highly original **Procession of Giant Puppets** to an open air performance by the colorful **Folkloric Ballet Paquiyollotzin**, from the popular **Workshop on Making Traditional Sugar Skulls to Mole tasting and contest**, from a series of **Fine Arts exhibits** to the wide range of ***altares con ofrendas***, beautifully prepared and decorated by local residents in honor of family and friends who have died, from an **opening ceremony with live music** to an **Evening of Poetry of Remembrance**, Petaluma's two week long **Day of the Dead** celebration is a clear reaffirmation that ancient cultures can often show us fresh perspectives on our lives.

"So often we fall victim to the belief that our modern technological superiority means that we are also wiser about the human condition," according to Margie Helm, former president of the Day of the Dead committee. "In fact, sometimes the opposite is true. Our attitudes toward death are a prime example. *El Día de los Muertos* carries with it the wisdom of the ancients, that death and life are fully intertwined, that we can be playful and mock death, that we can set aside a time to honor openly and with creativity and beauty the memories of those who have gone before, that we can handle grief in better ways. It shows young people that there are creative paths to enjoyment and that there is more to life and death than video games." Traditional symbols of Day of the Dead reinforce these ideas: the rich color of marigolds, elaborately decorated confectionery skulls, skeletons in fancy dress, finely worked paper flowers and the *altares con ofrendas*, dressed with abundant displays of food and artifacts, parades and exhibitions of music, dancing and art.

Participating in and supporting this year's event are: the Petaluma Historical Library & Museum, Santa Rosa Junior College, the Hispanic Cultural Development Corporation, the Healthy Community Consortium, the Hispanic Outreach Program of St. Vincent's Church, Hospice of Petaluma, and many local businesses.

Con't on page 6

Dia de los Muertosfrom page 5

The Petaluma Day of the Dead celebration will run from October 3 to November 8. All events are open to the public.

A full schedule will be available by late September, but currently includes:

Fine Art Exhibit and Altares con Ofrendas Throughout Petaluma.

Sept. 27 ~ Altar Workshop: Petaluma Historical Library & Museum.

Oct. 3 ~ Artist's Reception at Petaluma Historical Library & Museum for the exhibition's
15th Anniversary

Oct. 4 ~ Opening Event at St. Vincent de Paul Church Plaza. 35 Liberty Street.

Oct. 10 ~ Taste of México: Mole tasting and contest. A fundraiser for
El Día de los Muertos Petaluma.

Oct. 16 ~ Poetry of Remembrance: An evening of bilingual poetry
at the Petaluma Historical Library & Museum

Oct. 17 ~ Santa Rosa Junior College - Petaluma Campus El Día de los Muertos Celebration.

Nov. 1 ~ Procession with Giant Puppets through Downtown Petaluma.

Anyone interested in helping with this celebration should email to::

diadelosmuertospetaluma@gmail.com

For further information, please go to www.petalumamuseum.com

“Artists and Artisans of Petaluma”



Artists and Artisans is a unique show that celebrates the diverse talent that Petaluma has to offer. Photographer Gary Kaplan visited twenty six artists where he photographed each artist in his/her work environment. Along with these stunning color photographs will be a piece by each participant that will be for sale. You get to see the face behind the art and where it was created.

Those being shown include fine artists, painters, metalworkers, ceramicists, a violin maker, guitar maker, illustrators, tattoo artist, photographer, letter press printer, performance painter, bike maker, furniture maker, map maker, and a vintner.

This show is scheduled at the Petaluma Historical Library and Museum for the months of November and December.



PMA Board of Directors Begins New Term

In the May 2015 election, PMA member voters affirmed individuals already serving on the Board of Directors since 2014.

Former Vice President Harry Nieuwboer assumed the presidency in July 2014 to complete Faith Ross's two-year term; this was his first time on the ballot as President. Kit Schlich, elected as a Director in 2014, immediately took over as Secretary; this year she was confirmed at that position. Treasurer Jaana Nieuwboer and Directors Sarah Jochumson and Houston Porter were all 2014 appointees that were elected outright this year. (Vice President Ruth Robeson and Directors Kathy Fries, John Praetzel, Mark Tomlinson and Elizabeth Walter were elected in 2014.)

Although the PMA bylaws stipulate up to ten Directors, the current board has only six. We extend the invitation for more individuals to consider mid-term appointments to our board. Several committees—Volunteer Development is one—need committee heads, and other committees could use more support from the membership. If serving your Museum is something you might like to explore, give us a call at 778-4398. The board invites you to attend our monthly meeting on the second Monday of the month at 6:00 p.m.



Petaluma Museum Association
Board of Directors Meeting
Second Monday of each month at 6:00 p.m.
Open to the Public

Volunteer and Docent Meeting
Third Monday of each month
at 2:00 p.m.

Be the first to find out about upcoming
events at Your Museum!

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Your business card here

Become a Business Sponsor, Company Sponsor or Corporate Sponsor and enjoy the many benefits at those membership levels.

Business Sponsors will have their cards appear in the newsletter four times a year.

Company or Corporate Sponsors will have their logo appear in the newsletter four times a year.

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

Support your local museum!

PETALUMA RIVER.....OUR LONGEST PARK

by John FitzGerald



THE ANCIENT PETALUMA Slough was referred to as the “Petaluma Creek” from about the late 1840s until 1959 when, by an act of Congress which was signed by then President Eisenhower, it was given the status of “River”. The Petaluma River and its tributaries drain an area of about 146 square miles (sq. mi.), of which 133 sq. mi. (77%) are in Sonoma County and 33 sq. mi. (23%) are in Marin County. The basin is pear-shaped and has a length of about 19 miles and a maximum width of 13 miles. The City of Petaluma, located near the center of the basin, lies 35 miles north-northwest of San Francisco.

About 56% of the basin area consists of mountainous and hilly headwater land, 33 % of the basin is included in a central valley section, and the remaining 11% of the area consists of a salt marsh section abutting the lower 11-mile reach of the River and San Pablo Bay. About one third of these marshlands have been reclaimed for agriculture through sale to the public by the State of California. (References: Corps, 1972)

In 1776 the first recorded European discovery and exploration of the “Golden Gate” entrance to the Bay and the mapping of its northern area (San Pablo Bay) was by Spanish Captain Fernando Quiros, with his ship ‘San Carlos’. Captain Quiros thought that what is now Marin County might be an island, so he and some crew members explored up our slough thinking it might take them to Bodega Bay which had been discovered the year before. Obviously they were mistaken!!

In the mid-1830s General Vallejo completed his adobe ranch house on his 66,000 acre Rancho, and began using the River to transport goods to missions and communities in the North Bay. In 1850 Petaluma was founded and the River became

the transportation connection between the rich agricultural valleys of Mendocino and Sonoma Counties and the fast-growing population of San Francisco. By the late 1800s Petaluma was using the river to ship not only agricultural produce but also a variety of products including lumber, cobblestones, chicken incubators, and one million dozen eggs per year. By the mid 1890’s the Petaluma River ranked third in the State for river commercial tonnage.

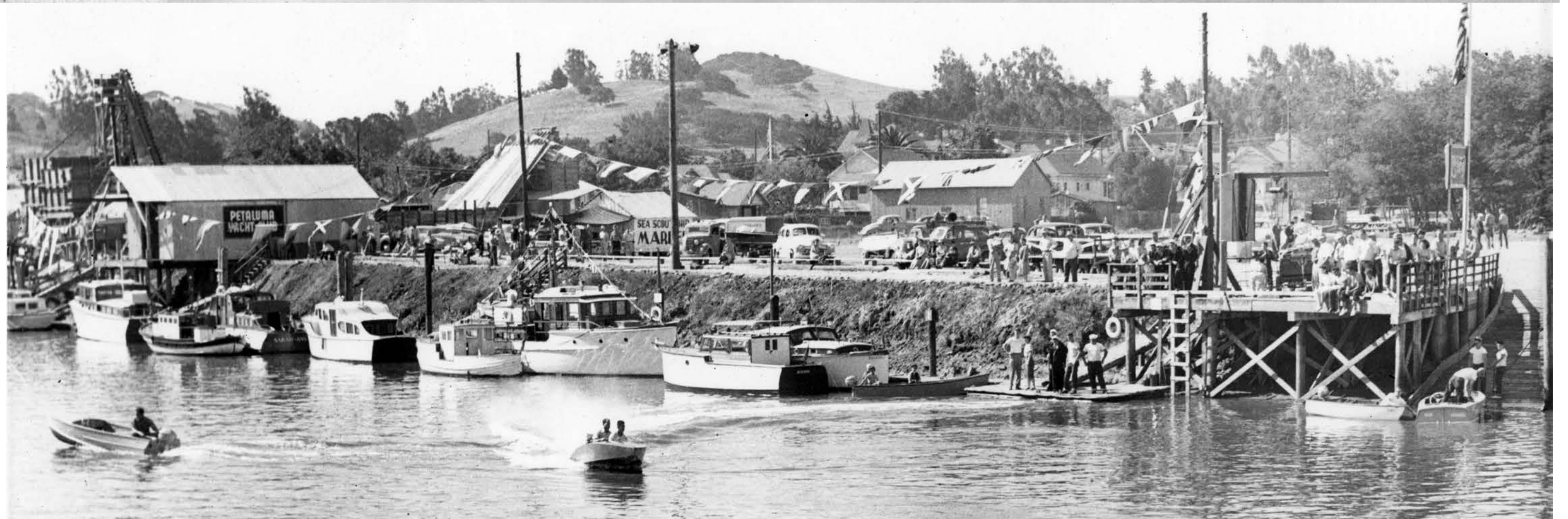
The commercial use of the River changed in the mid-1900’s with the completion of the Golden Gate Bridge, new highways and modes of transportation. Today the River still ranks third in the State but the commercial tonnage now consists of rock aggregate and shell.

There has always been recreational use on this waterway, but the last 30 years has seen a large increase in recreational activity. Rowing clubs, pleasure boats, kayaks, paddle boards, just to name a few. Learn more about our past and present use of the River..... Petaluma’s longest park. Come visit the Petaluma Historical Library & Museum for our next exhibit **“RIPPLES AND REFLECTIONS ON THE PETALUMA RIVER”** which runs from August 6 through September 20, 2015.

Photo facts:

Above photo is of the steamer Juliette that was taken from a southerly viewpoint from Water St. Circa early 1900s.

Next page is two images taken of the view of river looking towards the Petaluma Yacht Club. Bottom photo is of Opening Day. Circa late 1940’s early 1950s



MUSEUM HIGHLIGHTS

TRIBUTE TO OUR VETERANS

by Faith Ross

Our military exhibit, *Pass In Review – A Tribute to America’s Veterans* has closed. But, I am still having conversations with people who came to one of the events or just came in to see the exhibit. The comments range from amazement at Will Twomey, the 14 year old collector of officer’s military uniforms that were on display, to acknowledging an understanding of PTSD (Post Traumatic Stress Disorder) from hearing the men and women talk about their illness. Others expressed delight in seeing how something as simple as a stamp can illustrate the cause of a conflict. The exhibit covered a wide spectrum of war related issues, while focusing on our veterans, their work as soldiers during the wars and their lives thereafter.

We opened with a reception on May 3 with a preview of the exhibition prior to its opening to the public. Kim Kelley, an accomplished singer and songwriter from Napa provided the music.

Highlights of the exhibit included the following:

Experiences, poetry and short stories were shared by veterans of World War II, Korean War, Vietnam, Iraq and Afghanistan. Men and women shared their experiences. It was great to hear the women talk about changes in the role of women in the military.

Petaluma Christian Church allowed us to show two movies – *Dear America – Letters Home from Vietnam* and *Taking Chance*. Both of these movies are outstanding.

Will Twomey gave a talk on the Medal of Honor, the nation’s highest award for bravery “above and beyond the call of duty.

John Martini did a presentation on the Seacoast Fortification of the San Francisco Bay.

Park Ranger Frederik Penn shared the legend and the legacy of the famous Buffalo Soldiers.

Stephen Moore, a 33 year old veteran who served two tours in Iraq, shared his military story and his work with Dogs Helping Veterans in Rohnert Park. His service dog came with him.

It really was an exhibit that honored our Veterans. The exhibit also included art from residents of the Veterans Home in Yountville. Mask and paintings made at Pathway Home by veterans as a medium to explore the roots of PTSD. Stamps that illustrated the causes of war, poetry and sketches made by prisoners in a concentration camp, uniforms, medals and other artifacts of military officers; and pictures, medals and stories of local veterans.

Thank you to those that helped to put this exhibit together. Will Twomey (Will did tours of the exhibit as well as exhibiting his uniforms and other items). Ron Mateteri, Don Davison, Steve Kemmerle, Tom Bird (Founder, Walking Point Foundation) and Solange Russek. We spent over a year meeting and working together. Linda Shoemaker-Christensen, Jeanne DeLucca and Rod Washowich are the angels that installed the exhibit. Thank you to Starbucks Coffee Company for providing coffee and refreshments for the movies. Walking Point Foundation for providing resources and contacts. The Pathway Home for loaning art (the mask); and the Veterans Home of Yountville for loaning art. They also brought a bus load of residents to see the exhibit.



Veteran’s share their stories



Ranger Frederik Penn gives a lively talk about the Buffalo Soldiers



John Martini gave a informative lecture about Guarding the Golden Gate during war time.

Museum Highlights con't

GOTTSCHALK IN PETALUMA
150 YEAR COMMEMORATIVE CONCERT

We ended our month of July with a spectacular piano concert. Pianists Marilyn Thompson and Antonio Iturrioz performed 2-hand and 4-hand pieces by Gottschalk. To observe the intricate ballet of four handed piano playing was a delight to the eye. Both Marilyn and Antonio also performed solo pieces.

Marilyn's rousing rendition of patriotic songs "The Union" with sounds of drums, cannons and bugles was amazing. "Night In the Tropics" performed by Antonio filled the room with Caribbean rhythms. They ended the concert with a piece called "The Banjo" which left the audience with a joyful energy.



Marilyn Thompson and Antonio Iturrioz playing one of the 4 hand pieces.

Larry Lobel introduced us to Gottschalk with a power point presentation.



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VOLUNTEER SPOTLIGHT by Mary Rowe*Diane Dorfman*

Growing up on a farm in Petaluma



Diane moved to Petaluma when she was six years old. She lived in Springfield, Massachusetts until she was 5 years old and then lived in San Francisco for one year. Her Dad made the decision to move to the area in hopes of better opportunities to make a living.

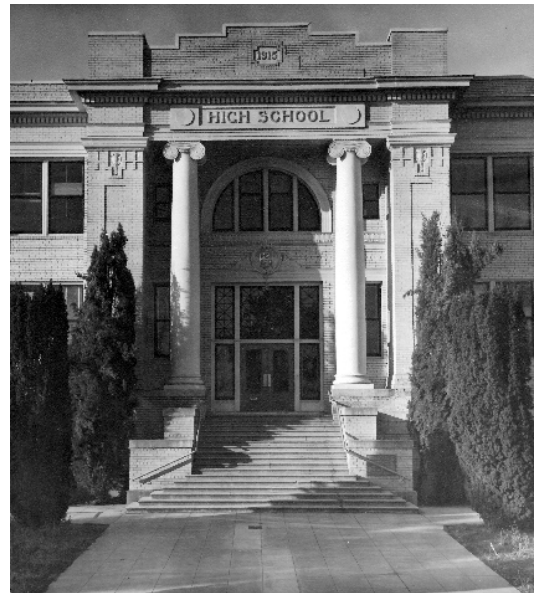
She remembers how small the town of Petaluma seemed back in those days. Her dad purchased eleven acres on Chapman lane and became a chicken and dairy ranch farmer. She said they had up to 1000 to 2000 chickens on their ranch. They had both egg laying chickens and meat chickens that were housed in several buildings but they also were let out during the day to free range. They sold to the Poultry producers in the area. She said that one of her jobs was cleaning the eggs. She said she was glad she didn't have to milk the cows, that job was given to her brother.

She attended Wilson Elementary School, and then Petaluma Junior High and Petaluma High School. Diane said the buildings for the Junior High and the High School were two story buildings and very nice. The high school was designed by Brainerd Jones and was built in 1915. The building was razed in 1958 and a new high school was built.

Diane met her husband in 1939. He was from New Jersey and fell in love with Sonoma County and decided to make this his home. They married after she graduated from high school in 1940. He was a meat cutter by trade but decided he wanted to try chicken ranching so they bought property and did chicken ranching from 1940-1946. They sold their chicken ranch property and moved back to Petaluma when her husband went back into the meat cutting business and opened a shop on Kentucky Street called Quality Meat Market. He did this for many years until his shoulders gave out and he had to retire early from the business. After that he got into real estate and retired from that in the 1980's.

Diane said she decided to volunteer at the museum after visiting one day and talking to one of our volunteers. She doesn't remember what year that was but does recall that Mary dee-Roy was PMA president at the time. She has enjoyed attending the many concerts here and the various exhibits. One exhibit that she really enjoyed was Schindler's List.

Diane also volunteers at the Petaluma Valley Hospital.

**PMA'S URGENT NEED**

The PMA currently has a pressing need: someone to direct our essential Volunteer Development committee. The job entails interviewing prospective volunteers, finding the right volunteer task to match the applicant's interests, arranging appropriate training, and holding monthly volunteer meetings. It's a rewarding job for a "people person." Our volunteer crew is a group of exceptional people who are a joy to work with. Interested candidates should call Kit Schlich at 769-1424.

Bypass.....from page 4

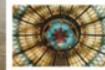
year), boxer Rocky Marciano (retired unbeaten that year), and ballplayers Mickey Mantle and Ted Williams. Golda Meier had just taken over the leadership of Israel, and Gamal Nasser the leadership in Egypt. Musician Little Richard recorded "Tutti Frutti," while Elvis Presley recorded "Blue Suede Shoes" and "I Aint Nuthin' but a Hound Dog" (firmly placing Country Rock in the forefront) and Martin Luther King had successfully taken his civil rights campaign to Montgomery, Alabama. Pretty much, the world was at peace then, except

for an ominous skirmish toward the end of the year, labeled; "Israel invades the Gaza Strip."

Years later, it was stated that Petaluma had been the *only City to ever get the California Highway Commission to change a route*. The too-nasty Colonel Skeggs was not heard from again and Max Kortum had won his battle. Max was the father of Bill and Karl Kortum and the father-in-law of the PMA's own historian, Lucy Kortum. I guess Max had passed on the "don't shirk from a good fight" mentality to his family.



*Docent led walking tours of
downtown Petaluma
Every Saturday at 10:30 am
until Oct. 31
Meet at the museum steps
Free
(donations are appreciated)*



**Petaluma Museum
Association**
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Museum Collection Update

by Solange Russek
Museum Collections Manager

The Mystery of the Missing "T"



Last month I had the privilege of meeting Joe Schoeningh who returned to Petaluma for his 60th high school reunion from St. Vincent High School.

Joe's Father was Vince Schoeningh who was on the Petaluma City Council and mayor in 1953 thru 1957. Joe's family history in Petaluma goes back to 1890's when his Great Uncles Herman and Walter Schoeningh opened and operated the ARK store that sat at 913 Main Street. Their brother Joseph joined them around 1897. Joseph and Herman bought out Walter and he moved away.

In 1907 Joseph purchased the property at 119 -121 Kentucky Street and built a new store. There was a large two story home on the property and he had it moved to 210 English Street. This became the family home.

Later on the store relocated to 19 Western Avenue and a few years later moved to 153 Kentucky Street and was named The Fair Store. In later years Joe's father Vincent and his uncle Leo owned the "Fair Store" which they renamed Schoeningh's Fair in the late 1940's. In the 1950's they opened a second store at 141 Kentucky Street named Schoeningh's Stationery.

Joe will be donating the sign "The ARK" that was above the doorway of the store. After the ARK store closed, the brothers moved to the Kentucky street address, the sign was stored in the basement. One day "Uncle Joe" needed a piece of wood for a project and cut a section of the sign that the letter "T" for The ARK was painted on.

So the hunt is on to find the missing "T". Watch this space!



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