



**Petaluma Historical  
Library & Museum**

# Petaluma Museum Association

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

**Quarterly Newsletter**

## The Many Faces of Petaluma



**The Ethnic & Cultural Groups That Make Petaluma Home**

### Opening in February

See our Program of Public Service color insert for a schedule of events for this exhibit

**WINTER/SPRING 2015**

**VOLUME 25, ISSUE 1**

## On the Cover

### *The Many Faces of Petaluma*

By John Benanti

Petaluma's rich cultural and ethnic heritage evolved over the decades following the founding of the city and, to some extent, reflected events happening well beyond the Petaluma area. The 1850 United States census for Sonoma County counted a grand total of 562 inhabitants in the county. The racial identity of those 562 hearty souls was reported as 557 white, 1 black and 4 were listed as racial origin unknown. There were 474 identified as having been born in the United States and 88 were identified as foreign born. Of those 88 most identified themselves as having been born in Europe, while a small number identified their place of birth as Canada, Mexico or South America.

In 1852 the State of California conducted a state wide census and that revealed the population of Sonoma County to be 2,332. Of that number more than a quarter, 810, stated that they had been born outside the United States. Also counted in that census were 371 Native Americans. The remained 1151 reported that they had been born in the United States.

In the years that followed the settling and establishment of Petaluma as a city the demographics underwent significant changes. What brought them here was opportunity. Opportunity to establish small farms and ranches or the opportunity to establish businesses to provide goods and services to those working in agriculture.

Over the remaining years of the nineteenth century great numbers of arrivals were from Europe. The largest numbers were from the British Isles, Germany and Italy. Additionally, significant numbers came from Denmark, Portugal, Switzerland, Poland and Russia. Many of those from the latter two countries were Jewish and were seeking to escape both political and religious persecution.

Those who were not from Europe could trace their roots to Mexico and South America, especially Chile, or to China, and to a lesser extent, Japan. The Chinese had a very prominent presence in Petaluma. There was a large Chinese community centered in the area of today's theater district. The 1895 Petaluma City Directory lists nine Chinese businesses in town. In the late 1800's Chinese faced strong discrimination in employment and acceptance. There were strong anti-Chinese movements in Petaluma and some

(con't on page 12)

## Petaluma Museum Association Board Executive Officers

President: Harry Nieuwboer

Vice President: Ruth Robeson

Treasurer: Jaana Nieuwboer

Recording Secretary: Kit Schlich

### Directors:

Sandra Campbell

Kathy Fries

Mike Harris

Sarah Jochumson

Beatriz Lagos

Houston Porter

John Praetzel

Faith Ross

Solange Russek

Mark Tomlinson

Elizabeth Walter

### Parks & Recreation Dept.

Don Phoenix

### Recreation Music and Parks Commission

Beverly Schor, Representative

### Historic and Cultural Preservation Committee

Kit Schlich, Representative

Liz Cohee, **Museum Coordinator**

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.

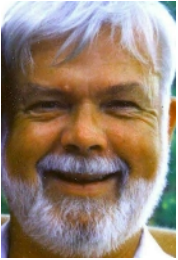
If you would like to contribute any news or item of interest to our newsletter you can email to [mary@petalumamuseum.com](mailto:mary@petalumamuseum.com)

Deadline for submission is April 1, 2015

Newsletter editor: Mary Rowe

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

## President's Message



Dear PMA Members,

On completion of our most productive year in my memory I want to thank each of you for your continued support. With the support you've given we can proudly report the following successes:

- Paula Freund's research, leadership, and exemplary coordination with the community brought us what I believe is the best exhibit we have presented, "Petaluma Viticulture History and Heritage," which ran from September through December and drew welcome attention to our Museum.
- Our coming major exhibit, "The Many Faces of Petaluma," is a tour de force created by Faith Ross, a series of nine events in one exhibit presenting Petaluma's marvelous ethnic and cultural diversity and the fascinating histories which have been woven together to create Petaluma today.
- Our Sixth Annual New Years Gala Concert was not only beautiful – it sold out!
- Committee reports on six months of exemplary accomplishments from the Standing Committee Chairpersons on your Board of Directors are on page 10 of this newsletter.

We regularly ask for your financial support because we couldn't succeed without it. I think you will agree, your Board of Directors uses that support very effectively to visibly improve your Museum. If this kind of report interests you let us know and we'll report committee progress regularly.

Thanks for all you do.

Harry

### PMA Welcomes Three New Directors



To fill its ten-Director allotment, the PMA Board of Directors has appointed three individuals — Sarah Jochumson, Mike Harris and Houston Porter — to serve on the current board until the end of the term in June. All three will be on May's ballot along with several other incumbent Officers and Directors.

## Regular Features

Petaluma History & Commentary:

"The Transcontinental Railroad"

Museum Highlights

Volunteer Spotlight

Calendar of Events

Collector's Corner

# Petaluma History & Commentary

by Skip Sommer

## THE TRANSCONTINENTAL RAILROAD

There are events in history that may truly be called "life-changing." The inventions of the telephone, the computer, the internal combustion engine, electricity and the building of the Panama Canal are just a few of them. So, indeed, was the joining of the Atlantic and Pacific Coasts, by rail: a transcontinental railroad.

Until 1869, the trip from the Missouri River to San Francisco was made either by a four- to six-month, 2,000 mile journey on an animal-pulled wagon or on an over-crowded ship 14,000 miles around treacherous Cape Horn, which also took months to complete. Others chose sailing to Panama and crossing the disease-ridden Isthmus by wagon or foot. All of these journeys were perilous and many lives were lost in the attempt.

A transcontinental railroad had been proposed in the early 1850s, with the lure of California GOLD as prize. But strife was afoot in the country. States were threatening to abandon the Union and even a civil war was thought to be a possibility. California GOLD would help immensely to finance whomever eased the way for that GOLD to travel East and, likewise, goods from the East would vastly improve the lot of those living in the West. Would it be possible to

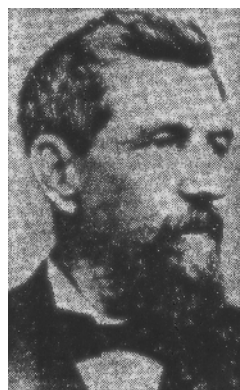
build a railroad that could cross vast plains and raging rivers, and climb mountains?

Most thought NOT. Two thousand miles of track? Blasting tunnels



A railroad tunnel blasted through the Sierras

through mountains? Building bridges over rivers? Going through Indian-occupied desert and wilderness? No . . . it couldn't be done. A continuous line of rail? Who could build it? Who would



Sam Cassiday

finance it? Impossible! And there were also Western suspicions that it was all to benefit the East. Sam Cassiday, editor of the *Petaluma Journal and Argus* said dubiously, "Chicago is already casting longing eyes toward our Great Basin.

They must remember that the railroad has two ends as well as a middle."

BUT . . . IF . . . it *could* be done, the southern states wanted it to go through their territory and (surprise!) the North wanted it to go through the North . . . a touchy issue. What if the new State of California (with its GOLD) decided to back the South and slavery? This argument was settled when the Southern States began seceding from the Union, and Congress quickly selected a route running through Nebraska to California.

One wild-eyed railroad engineer, Theodore Judah, enthusiastically thought it could be done. (Some called him "Crazy Judah,") In 1855, he addressed the U.S. Congress and proposed the route, plus ways of making it work. Congress, however, was too involved at that time in the "slavery issue" to consider Judah's ideas.

Judah returned to California and held meetings in Sacramento with Leland Stanford, (a grocer), Charles Crocker, (a dry goods merchant) and two hardware merchants named Colis Huntington and Mark Hopkins. They were already wealthy men and they could see Judah's dream making them even bigger bucks. SO . . . they backed

*him!* Because of that momentous decision, these men were to become ever known as "California's Big Four." (Stanford eventually became Governor of California.) The actions of the Big Four were to affect American history forever.

Judah set out immediately surveying the line for The Central Pacific Railroad. He had even lobbied President Lincoln, who, in 1862, signed the Pacific Railroad Act, designating two companies to build and operate a railroad between Sacramento and the Missouri River. One company formed for the East (the Union Pacific RR), and the other for the West (the Central Pacific RR).

The two railroads would begin at each terminus and build toward each other as fast as they could. Why the urgency? *Because the government would issue land grants of ten alternate sections per mile on each side of the track to the RR that first finished laying that track!* That made it a race with an *immense* prize. (A section is one square mile: 640 acres!) Lincoln and his cabinet were well aware of how much they were giving away. They desperately needed that California GOLD and they acquired it by trading away vast portions of wilderness land to the railroads.

In California, the Big Four paid off Judah with a flat hundred grand. The engineer didn't live to see his dream accomplished, as he died of yellow fever soon thereafter. Meanwhile, the railroads were allowed to choose which towns to bypass and which to go through. If a town was not willing to comply with

RR demands, it was bypassed, and many of those just died away. The message was clear:



Chinese labor laying tracks

one was either FOR the railroad or AGAINST it. The railroads had immense power and were unforgiving of any opposition.

Following the Civil War, the train gangs were mostly ex-Union and ex-Confederate soldiers working to send funds home to their families. The work parties were closely followed by moveable tent camps of gamblers, saloon operators and prostitutes, who knew a good thing when they saw it. Unfortunately, paychecks didn't last long.

The Native Americans, too, did not want the railroad going through the territory of the great buffalo herds, and Indian raids were frequent, especially in Nebraska and Wyoming (Sioux country). The line supervisors and many of the men worked armed. On the western route, the Digger and Snake tribes were hunter-gatherers and presented little trouble, but when the railroad entered Paiute and Shoshone country, it was a different story. So, Huntington devised a "treaty" scheme that gave the chiefs a free pass on the railroad cars in exchange for peaceful passage of laborers

plus title to Indian lands. The Native Americans were duped for a pittance.

But the Central Pacific had another big problem: *the Sierra Nevada*. Crocker thought that Chinese labor had a certain stick-to-the-drudgery and toughness to them that could overcome the incredible risks of blasting out tunnels and cliff-side pathways through ice-

covered forests. Soon he had imported over 6,000 Chinese to work the line! Danger and cold were constant companions and avalanches sometimes carried entire tent camps down the cliffs. Thousands died, 1,200+ of them Chinese. The large number of Chinese remaining after the railroad was completed would engender a great deal of animosity from "white" workers in the Western States. (In Petaluma, the city even cut off the water supply to the Chinese district and threatened to boycott anyone who hired Chinese). Prejudice was rampant, and this issue eventually resulted in the Chinese Exclusion Act of 1882.

By June of 1868, U.S. Grant had become President. The west-bound Union Pacific had crossed the Rockies in Wyoming, while east-bound Central Pacific was at the Utah State line. The Federal Government then stepped in and chose Promontory Point, west of Ogden, Utah, to be the "Great Connecting Place." As the two RRs drew closer, May 10, 1869, became the firm date of actually joining the continent by RR.

( Con't on page 14)



## MUSEUM HIGHLIGHTS

### Petaluma Viticulture History & Heritage: Celebration of Wine & Community

November 16 we had a showing of the documentary “America’s Wine: The Legacy of Prohibition” by Emmy Award-Winning Documentarian, Carla De Luca Worfolk at the Mystic Theater. This was followed by a wine and cheese reception at the museum with Carla who was there to greet and answer questions from the many guests who attended. Thank you to Paula Freund and Jim McCormick who were co-curators of this exceptional exhibit.

Jim McCormick is the owner of the California Wine Museum which has the largest and most diverse single collection of vintage wine related and viticultural artifacts. Petaluma Historical Library and Museum’s collection of cooperage tools were also on display.



Pictured at Wine Reception are Harry Nieuwboer, Josephine De Luca, Jim McCormick, Carla De Luca Worfolk, John De Luca & Paula Freund.





## MUSEUM HIGHLIGHTS



A special thank you to Jim Johnson of Studio 7 Photography for photographing the concert. Pictured in the upper left our the musicians, Peter Wyrick, Yun Chu, Shu Yi Pai, Elizabeth Walter, Nancy Severance & Amy Hiraga

### Annual New Years Eve Gala

It was another wonderful night of music at our own Carnegie Hall. The audience enjoyed listening to Elizabeth Walter and members of the San Francisco Symphony as they performed pieces from Beethoven & Dvorak. This annual event was sold out and a lovely time was had by all.



Congratulations to our winner of the RAFFLE of Petaluma Gap Wines. The lucky number was drawn at our New Years Eve Gala. The winning ticket was 640624. We thank all of you who participated in this fundraiser for the museum.

### Children's Art Show and Reception

by Faith Ross

The Children's Art Show was wonderful! First, the art was amazing, so creative and impressive. The artistic talent of the students showed through their work. Except for some of the art from Mentor Me students, all the art was done by elementary school students. Second, the joy that I saw on the faces of so many of the students as they showed off their work to parents and friends was incredible. There were lots of cameras in the audience.

There were over 100 people at the Artist Reception and no one left disappointed. Sadie Sonntag and the Petaluma Children's Chorus were great. The parents were so appreciative of their children's art being displayed in the museum. Our children deserve to have the positive reinforcement that an event like this brings.

I want to thank Alyse Breece, Art Docent Coordinator for Petaluma City School District, Cara Markovich



from St. Vincent Elementary School and Laurie Cameron for Mentor Me for gathering all the art and bringing it to the museum. Linda Shoemaker Christensen and Jeanne De Lucca did a wonderful job of displaying the art. It was great to work with these women on a very special event.

( **Highlights...** con't on pg 8)

# VOLUNTEER SPOTLIGHT

by Mary Rowe

## *Marge Hodapp*

Life is Good!



Marge moved to Petaluma in 1958 as a young bride. She has been married to Vern for 56 years, and has three children (Karen, Julie and David) and two grandchildren. She has lived in the same house for 47 years.

When her first child entered school in 1964 she started volunteering. At that time only 'Room Mother' and P.T.A. were available. She comments that, "Times were changing and 'Housewives' wanted more, so with the support of our District P.T.A. a group of us put together a program to assist in the classroom on a regular basis." As the P.T.A. President Marge was chosen to present this to the superintendent and she states, "He was reluctant to even consider having 'outsiders interfering in the classrooms', but agreed to a trial run after numerous meetings. Within a few years, this became a paid position, today's 'Instructional Assistants'."

In the early 70's Marge found a new passion when her son signed up for soccer. She said that parents, (mostly mothers) questioned why our daughters didn't have a league of their own. As a group they approached the PYLS about starting a girls' team. Permission was given but they had to find their own fields and run it

themselves. They found a coach and the first girls soccer team was established. Marge states, "As assistant coach, I felt I needed a better understanding of the rules so I took a referee's course. So there I was on the field, whistle in hand, the first female working soccer referee in Petaluma." Marge says she did this for the next twelve years and more importantly this first girls' team came home with the winning trophy that spring.

In 1996 Marge's neighbor, Millie King, asked her to join the PMA. She volunteered as a desk docent at first until Barbara Lynch asked if she would like to help out with the school program. She says "Going out to schools, leading downtown and museum tours has been very satisfying part of my 'senior' years. To be able to see these young minds imagine what Petaluma used to be, what it still is, and why it's important to preserve what we still have, will always be an experience I cherish."

## *Jacob Noble* by Teresa Froschl

Our junior volunteer

I would like to introduce my grandson, Jacob. He is now 11 years old. He has been coming to the museum often since he was 2 years old. He came to the music programs, like the accordion playing, mariachi band, Mexican folkloric dancing, Jubilee Klesmer, and the Wings of Glory. At 2 years of age he would stand up and start dancing. He has always helped me to do something.

He was 4 years old when he started taking chairs outside for the Veteran's Parade, one at a time, now he can carry the five chairs stacked.

Last year he came by plane from San Diego to see the parade. He has not missed the parade since he was two. This year Liz presented him with his own volunteer name tag. He was really happy and he put it on his Petaluma T-Shirt.

When he was five he played the ukulele and sang a song when his music teacher had a recital at the museum in 2008. He would help clean the inside of the glass of our display cases by climbing in them. He also helped with many other tasks including assisting in the repair of Lorenzo Waugh statue, was a greeter at the door and handed out programs.

Jacob moved to San Diego three years ago and he always comes to the museum to visit.






### Museum Highlights...(from pg 6)

#### Trio Ariadne

Cellist, Saeunn Thorsteinsdottir & Pianist, Elizabeth Joy Roe, who are Carnegie Hall Fellows attending Sonoma State University returned again during our Children's Art Show to give a one hour presentation to elementary students. The students got a chance to demonstrate their musical skills by playing a piece on their recorders.

Do you have an hour a week to help a child in need?

# Be a Mentor

THE ROLE OF A MENTOR

- Mentors provide a listening ear and non-judgemental guidance
- Mentors act as good role models, helping their mentees learn to set healthy boundaries & become happy, resilient people
- Mentors remain in their mentoring friendships for at least 2 years
- Mentors meet with their mentees once a week for an hour, on campus, during or after school. Mentors can eventually meet off campus, too!
- Ongoing mentor training & support meetings occur throughout the school year

# Change a Life

Mentor Me  
426 8th Street Petaluma CA 94952  
707-778-4798  
www.mentormepetaluma.org

#### DONATION FOR EARTHQUAKE RETROFIT

We want to thank the Redwood Empire Collectors Club for their generous donation in memory of Mr. Donald Scott to the museum's earthquake retrofit fund. Don was a member of the Petaluma Museum Association, a volunteer and exhibitor of his stamps for many years.



Thank you!  
JB Piano Company  
for tuning the piano  
for the Children's  
Chorus Concert in  
January.

## THE SAINT JOHN'S EPISCOPALIAN CHURCH IN PETALUMA

by Beatriz Lagos



firemen, so the new building was born from its ashes. Rebuilding was essential for the young congregation.

The enchanting new building is composed entirely of natural elements designed by one of the most illustrious architects of the 19<sup>th</sup> century, Ernest Albert Coxhead, an Englishman who studied at the Royal Academy in London and revived the Art and Craft Gothic Style of English Country Churches and Tudor Style houses. He emigrated to the United States with his brother Almeric and together they established a successful office. In 1882 he designed and built the San Francisco Church of the Holy Innocents and many other important buildings in California.

The Petaluma Episcopalian church building shows a distinctive five-pointed spire clothed in wooden shingles, without sharp terminations at the intersection of wall planes, a compact building structure: a rather modern building with wittily historical details. Great enterprises are generally successful because of the intervention of two or more valuable persons, and Petaluma Saint John's is the result of three great men. One was the architect who designed it. The second was the English First Episcopalian Bishop, William Ingraham Kip (1811-1893), a bishop with a strong spiritual force to build and enhance his mission, a strength he showed during all his life in America, starting in San Francisco. Third is the influential Petaluman George P. McNear who donated the site where now the church stands. This second church building survived the 1906 earthquake because it was built on rock.

The Church is not particularly large but very inviting, soothing and sheltering in its interior simplicity. Daily light softly breaks through stained glass and the "leitmotif" is the presence of the Madonna and Child.

To be continued in the next newsletter . . .

" . . . (it) is like a man building a house; who dug deep and laid the foundation on the rock." — Luke 6:46

Visitors to Downtown Petaluma are often surprised to see—and frequently stop to admire—a unique and beautiful building at the corner of Fifth and C Streets, the site and diocese of the very important Saint John's Episcopal Church of Petaluma. The chapel and the cross speak out from their historical past to proclaim a "Universal Brotherhood of Humanity without distinction of race, creed, sex, caste or color."

### THE BUILDING

"My people will abide in a peaceful habitation, in secure dwellings, and in a quiet resting place." — Isaiah 32:18

History tells us that the first Episcopal Church in Petaluma was a very simple wooden building that burnt down in 1856 at a time when the city lacked



## PMA Semiannual Committee Reports

### Development & Membership Committee

Last year, PMA submitted three grants to the County of Sonoma for advertising funds. Solange Russek submitted a grant to the California Preservation Foundation and Ruth sent a Notice of Interest to the CA Hazard Mitigation Grant Program for funding to launch our seismic retrofit project. The City of Petaluma has committed funds to finalize the RFP to begin the retrofit project and the PMA will begin a capital campaign to raise funds for a matching grant. PMA will target additional funding sources to obtain funds for general operating support. —*Ruth Robeson*

### Collections Management

Over the last six months we have made important strides in organizing our artifacts: inventoried our oral history, pharmacy and postcard collections; entered our inventory of library books into Past Perfect; and secured a new home for vintage Argus Courier collection (Sonoma County Library). Phase 1 of moving artifacts from the basement to offsite storage is now complete; Phase 2 is currently underway to prepare for a new floor and to address moisture issues. We have applied for preservation grants and putting the final touches on Museum Collection policy. —*Solange Russek*

### Facilities Care and Maintenance

During these past six-months our committee is quite proud of its efforts to restore and enhance the interior of the PHL&M. Our two most notable (and noticeable), projects have been the heavy cleaning and reorganization of the ground floor gallery, and the other is the replacement of all interior lighting with modern LED illumination. Moving into the next six months we will be focusing our efforts on converting the basement into a safe, clean, and organized storage/work space. —*John Praetzel*

### Public Relations and Advertising

In the last six months we have publicized seven events tied in with the Viticulture exhibit plus six more unrelated events. I created an advertising “action plan page” to be used for each event/activity. It includes a list of journalists/writers/emails to send press releases and photos to for publication, as well as a “PMA Press Form,” which documents what we are doing to promote each event/activity, including web-related platforms. We are exploring ad-swapping with other non-profits —*Kathy Fries*

### Nominating Committee

The PMA has turned the four-month Nominating Committee into a year-round effort. Because the PMA bylaws allow the board as many as ten Directors, we thought it might be best if we fill vacancies with appointments rather than waiting until the May election to enjoy a full board. (All appointees must stand for the next election.) Our board is currently filled to capacity and new Directors are already contributing their time and expertise.

—*Kit Schlich*

### Volunteer Development

The PMA added eight individuals to its volunteer group, mostly working in Collections. There remains much organization and outreach to be done to maximize volunteer opportunities. A new Director who has more time to devote would greatly improve this committee. —*Kit Schlich*

### Merchandising Committee

Work with Collections, I have found ways to increase income for the PMA using images from our vast inventory of vintage photographs and post cards. I developed a line of attractive note cards featuring Petaluma images, to sell in our Gift Shop as well as to local retailers such as Copperfield's and Rex Hardware. (I will approach more shop owners in the new year.) The new Mary's Pizza Shack on the east side wanted Petaluma images to enlarge and use for decor, and I negotiated an agreement that was advantageous for the PMA. —*Sandra Campbell*

### Finance Committee

I have learned to navigate QuickBooks and am now able to more easily provide accurate, readable, reports on museum operations. We have maintained the highest level of financial responsibility and procedures in record-keeping, internally and externally, adhering as closely as possible to established guidelines of Generally Accepted Accounting Principles. All tax deadlines have been met, the bills are paid in a timely manner, and the books balance each month. I am finishing closing the books for the calendar year, and looking forward to establishing budgets for the remainder of this fiscal year. Well-designed budgets will be key to the PMA's continued success. —*Jaana Nieuwboer*



## *A Special Thank You To Our 2014 Annual Appeal Donors*

Ann Amyes	Steven Lafranchi & Associates, Inc.
Ruth Andersen	Beatriz Lagos
Architectural Design & Restoration, Inc.	Catherine Lehmann / In Memory of Ted Lehmann
Gladys Bien	Lee Lipinski
Steve & Carolyn Bosshard	Sid & Gerry Lipton
Walter & Marilyn Bragdon	Hector & Nadine Luevano
Tom & Kathy Brandal	Charles & Evelyn Matteri
Michel & Monique Braud	Debbie & Keith McNeil
Ruth Browning	Robert & Virginia Merwin
Karl W. Bundesen /In Memory of Herb & Barbara Bundesen	Glee & Chuck Murphy
Charmaine Burdell	Tim & Lori Nelson
Dennis & Carolyn Buss	Ginger & Harry Nieuwboer
Sandra Campbell	Jaana Nieuwboer
Victor Chechanover	Kenneth Nugent
Linda & John Cheney	Diane Olson
Pennylee Christensen / In Memory of	Don Patterson / In Memory of Kathleen Patterson
Fred & Dorothy River	John & Evelyn Pedroni
Angela DeCarli	Paul & Judy Praetzel
Jack Dei, Sr.	Timothy & Deborah Riddle /In Memory of Hoppy Hopkins
Ellen K.B. Deleon / In Memory of Mario Kawika De Leon	Katherine & Bill Rinehart
Dorothy DeMare	Adrienne Rodgers
Maria do Ceu / Out West Garage	Richard & Susan Rodkin
Marvin & Shirley Dolowitz	Faith Ross
Diane Dorfman	Marilyn Sisler
Prue Draper & Family	Lorraine Skoog
James & Karen Ely	Sandy Smethurst & Don Duffala
Florence Fadelli / In Memory of Ernie Fadelli	Mary Stelzner / In Memory of Tom Stelzner
Pat Faverio	Virginia Stevens-Johnson / In Memory of
John & Libby FitzGerald	Raymond Henry Johnson
Bonna & George Flynn	Loretta Stoddard
Alice & Donald Forsyth	LaVerne Stout
Clinton H. Grove / In Memory of Lorraine V. Grove	Clifford Stowe
Alice Guglielmetti	Len and Ruth Svinth / In Memory of Cormic O'Toole
Kay Hall	Mark & Joanna Tomlinson
Kay Hardy	Carolyn Torliatt
Raymond Hendess	Pamela Torliatt / In Memory of Althea Torliatt
John R. Hill, Jr,	David Watts
Donald Hofvendahl	Carol Weisker
Gary & Lynn	Joanne White
Gary & Lynn Imm	Richard & Dorothy Wilcox
Carol Isaak / In Memory of Mary Isaak	Margery Wolf
Homer Johnstone	



Read what our members are saying about their  
NARM (North American Reciprocal Membership) benefits

"For several years now I have been receiving a supporter level Petaluma Museum Association Membership as a holiday gift. I live in Los Angeles and I am so grateful for this membership because it allows me access to a number of world-class museums in the greater LA area. This is a great gift because not only does it save me money, but it inspires me to be a museum-goer." ~William Reser

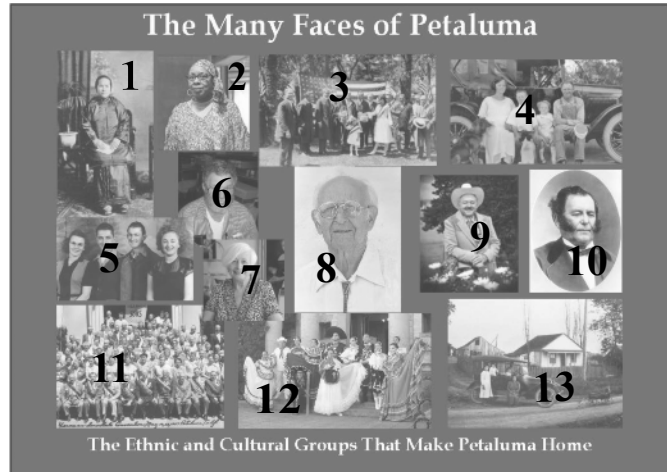
**Many Faces** .....from page 1

Politicians ran for office on anti-Chinese platforms.

To varying degrees all the non-European immigrant groups experienced racial/ethnic discrimination as did blacks born in the United States. Even within the community of European immigrants there were issues of discrimination and preference. While the countries mentioned above furnished most of the new immigrants almost every nation was represented in the diverse mix that made up Petaluma.

Through it all many stayed and thrived. Part of what helped was their support from national and ethnic groups which provided support to people with similar cultural heritages. There were many such groups in Petaluma.

The museum's exhibit, "The Many Faces of Petaluma," opens in February and will highlight the rich cultural and ethnic heritage of the diverse groups that have made Petaluma what it is today.



People identified in collage above:

- 1) Lance Lew's Great Grandmother
- 2) Gloria Robinson
- 3) Group photo of Italians at Walnut Park taken in May 1912
- 4) Ana Hansen & Family (Denmark)
- 5) Hollingsworth Children, Helen Louise, Richard Arthur, Robert Ellison, Marion Ruth. Circa 1940 (Ireland)
- 6) Tim Talamantes
- 7) Beatriz Lagos (Argentina)
- 8) Joe Rapoport (Jewish Chicken Farmer)
- 9) Tony Brazil (Portuguese Dairy Farmer)
- 10) General Mariano-Vallejo
- 11) Hermann Sons (Germany)
- 12) Petaluma Ballet Folklorico
- 13) Hirooka Family



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!

Follow us at [www.petalumamuseum.com](http://www.petalumamuseum.com)  
[www.facebook.com/PetalumaMuseum](http://www.facebook.com/PetalumaMuseum)

Twitter: @petalumamuseum



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!***

# In Memory of Bill Kortum



Photo courtesy of the Press Democrat

As many of you are aware, Bill Kortum passed away on December 20, 2014 after a valiant fight against cancer. Most know him for his endless efforts to preserve open space in his native Sonoma County, among countless other successful endeavors throughout his life. We know Bill and Lucy Kortum as strong supporters and Lifetime Members of our Museum as well. We are grateful to them both, and will miss Bill. Lucy is an integral part of our Hoppy Hopkins Research Library at the museum. She has volunteered here for many years and continues to research and document aspects of Petaluma's history on a weekly basis.

MOE JACOBSON - *PRINCIPAL*  
Branch Manager, RJFS



**FINANCIAL PARTNERS**  
WEALTH STRATEGIES  
*An Independent Firm*

T 707.763.0354 201 Keller St.  
T 800.388.1280 Petaluma, CA 94952  
F 866.214.8591 moe@financialpartnersusa.com  
www.financialpartnersusa.com

CA License # 0802353


PO Box 5668  
Petaluma, CA 94955-5668  
1670 Corporate Circle STE 201  
Petaluma, CA 94954-6947  
707.763.0335 OFFICE  
707.763.8355 FAX



**COURSECO**

**TOM ISAAK**  
PRESIDENT AND CHIEF EXECUTIVE OFFICER  
Tisaak@CourseCo.com

# ADR



*Architectural Design & Restoration, Inc.*  
RICK BRERETON, CHURCH HILDRETH  
Principals

301 PETALUMA BLVD. SOUTH  
PETALUMA, CALIFORNIA 94952  
707-778-7232


www.adr-petaluma.com



**Schuster's Roost Painting**  
Craftsman Quality since 1989

Joseph Schuster  
707.217.1253  
Joe@SchustersRoost.com  
License # 874721  
Bonded & Insured

www.SchustersRoost.com



**SMT** SPAULDING  
MCCULLOUGH  
& TANSIL LLP

**WARREN L. DRANIT**  
ATTORNEY AT LAW

90 South E Street Suite 200  
Santa Rosa CA 95404

Tel 707 524 1900 Santa Rosa  
Tel 707 283 0000 Petaluma  
dranit@smlaw.com

11 Western Avenue  
Petaluma CA 94952  
www.smlaw.com

Steve J. Countouriotis  
LTC, USAR (Ret.)  
Member, Board of Directors



**NCIRE**  
The Veterans Health  
Research Institute

4150 Clement Street (151NC)  
San Francisco, CA 94121  
t 707.364.3523  
steve.j.countouriotis@uscg.mil  
www.ncire.org

Your financial goals *Our global resources.*

**Kenneth J. Nugent, CFP®**  
Account Vice President  
3558 Round Barn Boulevard, Santa Rosa, CA 95403 707-535-2965  
800-533-8345 kenneth.nugent@ubs.com



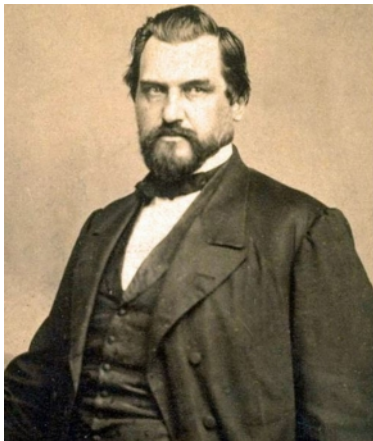
ubs.com/fs



**Railroad....**from page 4

It had taken five years, many deaths and many millions of dollars.

But it WAS worth it. Consequences were *immense*. In Petaluma, the Weekly Journal and Argus Editor said of the coming event, "The confident are buoyant in the prospects of future improvements. It is a strengthening of our Union, politically and socially. We regard the Pacific Railroad as the keystone in the arch to the East. California will soon stand without rival."



Governor Leland Stanford

The actual driving of the golden spike joining East to West was

planned to be a huge celebration, and ceremonial spikes of solid gold had been



The celebration at the driving of the golden spike 1869

forged for the event. California Governor Leland Stanford represented the Central Pacific and RR President Thomas Durant represented the Union Pacific, each to take some swings at the golden spikes. Plenty of champagne was quaffed and "everyone got sloppy." Both men *missed the spike* on their first swings! (Talk about embarrassing!) But the deed was finally done. As the two locomotives edged closer, an engineer from each side broke a bottle of champagne on

each engine, leaned out and clinked the bottles in a toast. That moment became the iconic photo of "the Great Connecting."

Passengers, freight and mail could now travel coast to coast in eight days! (Trains stopped overnight to allow the engines to cool.) In January of 1870, Petaluman Theo Skillman wrote home, "Here I am in Michigan, reading the Journal and Argus, only six days from your office. The cost of my trip was \$50.00, plus meals at a \$1.00 per day.

In 1849, I was six months making this same journey East to West."

Altering his early disparaging tone, the editor of the Petaluma Journal and Argus headlined the event as "THE LAST TRIUMPH!"

"A line connecting the Atlantic and Pacific Coasts . . . let the apathy and lethargy, which have so long characterized many localities, be dethroned. California will soon stand without a rival!" And this came to pass.

### **PMA Board of Directors Looking for Specific Skills**

The PMA Nominating Committee is accepting applications for the Board of Directors election to be held this coming May. Because we have an active board, we are seeking individuals with particular skills to conduct important committee work.

Here's the PMA's list of needs:

- An accountant to serve as Treasurer; work with non-profits a plus.
- Someone to direct our Schools Program; educational experience a plus.
- A "people person" to head Volunteer Development; management experience a plus.
- A motivated grant writer to help us seek new funding.
- To serve on the Board requires PMA membership.
- If you would like an application, call 707-778-4398 or email your request to [mary@petalumamuseum.com](mailto:mary@petalumamuseum.com).

Dear Members and Friends,

We're excited to announce that we've established a tax deductible vehicle donation program as another way you can help support us.

We've worked with one of the leading auto donation program companies in the country, IAA, who have been offering this service for over 30 years, both nationwide, and locally, including working with numerous local charities right here in Petaluma. IAA offers a very full service and handles all aspects of the donation from towing, to auction, to reporting to the IRS.

If you choose to donate a vehicle, the Museum will receive between 70-80% of net proceeds, and will receive funds from your generous donation within a month of sale.

The process to donate is extremely simple. All you need to do is fill out the online form on our website, or call the 800 number. After doing this, you'll usually be contacted within 24-48 hours to arrange for pickup. IAA will explain the process, schedule a tow truck, provide you with an initial donation receipt for your taxes (\$500 per IRS rules), and follow up with a supplementary receipt with details of the actual sale proceeds within 30-45 days for a sale price over this amount. They'll also provide you with an IRS 1098-C in recognition of your donation.

To donate, please visit our web page: [petalumamuseum.com](http://petalumamuseum.com) and click on **Donate Your Vehicle**

OR call 1-800-320-0476

As well as cars and light trucks, you can also donate:  
Motorcycles and scooters  
Boats and Personal Watercraft  
Buses and RV's  
Semi Trucks and Trailers  
Agricultural and Construction Equipment

As ever, we thank you for your generous support.

Petaluma Museum Association



**Drive change.  
Donate a  
vehicle today.**

Tax deductible • Free towing • Any vehicle, any condition

Program Powered by the IAA Donation Division.  
© 2014 Insurance Auto Auctions, Inc. All rights reserved.

**888-205-3420**  
**petalumamuseum.com**



**STEVEN J. LAFRANCHI & ASSOCIATES, INC.**  
CIVIL ENGINEERS - LAND SURVEYORS - LAND PLANNERS

**STEVEN J. LAFRANCHI, P.E., P.L.S.**  
PRESIDENT

PETALUMA THEATRE SQUARE  
140 SECOND STREET • SUITE 312 • PETALUMA, CA 94952  
TEL 707-762-3122 FAX 707-762-3239  
[steve@sjla.com](mailto:steve@sjla.com)


Email: [ace@aceshirt.com](mailto:ace@aceshirt.com) Office: 707.789.9398  
[www.ace-promo-specialties.com](http://www.ace-promo-specialties.com) Mobile: 707.486.9398

*Ace* Promotional  
Specialties, Inc.

**Ace Yurth**  
President / Sales

Promotional Products Banners Signs Logo Apparel

424 Payran Street Suite B Petaluma, California 94952



**vonRaesfeld & Associates**  
ARCHITECTURE | PLANNING

Steve vonRaesfeld | PRINCIPAL  
[steve@vra-arch.com](mailto:steve@vra-arch.com)

ARCHITECTURE | PLANNING

108 Petaluma Boulevard North  
Petaluma, California 94952  
707.762.6806 • [vra-arch.com](http://vra-arch.com)

## Membership

### NEW MEMBERS

Lisa & Ian Barnes, Kaye Chandler & Don Lounibos, Stephen & Rhonda Daniels, Peter DeKramer, Ruth Iversen, Sarah Jochumson, Jim Johnson, Susan Kraemer, Joel Leland, Lee Lipinski, Patricia Menadiers, Jim McCormick, Chris Pratt, John Sheehy, Douglas Silva, Jeff Weiss

### RENEWALS

John & Pam Agnew, Dennis Andersen, Dina Angress, The Baddeley Family, Janine Bender, Don Bennett, Steve Bosshard & Carolyn Carswell, Walter & Marilyn Bragdon, Lyndi Brown, Jean Brian, Linda & Steve Buffo, Lynn Camhi, James & Patricia Carr, Dottie & Greg Catt, Victor Chechanover, Jodi Clinesmith & Chris Samson, Don & Sue Deal, George Daum, Kathleen Favot-Blanquie, Kerry Davison, Ted Feldman, John & Libby FitzGerald, Alice Forsberg, Paula Freund & Paul Heavenridge, Vivienne Frost, Sandra & Ken Garber, Majida Gibson, Pamela Granger, Kathy Greene, Kim Jacobsen Sarah James, Vasanti Jayaswal, Kate Keaton, Carolyn Kaufman, Ron & Kathy Larsen, Arielle Lehmann, Hector Luevano, Leslie & Dave Malloy, Gary Martz, Vicki McDill, Glee Murphy, Kathy Nagel Karen Nau, Len Nelson, Pam & Bob Nelson, T.J. Nelson, Harry Nieuwboer & Ginger Irwin, Jaana Nieuwboer, Flo Olsen, Terry Park, Claire Pass, Elaine Petersen, Steven Peterson, Houston Porter & Andrea Pierotti, Jo Ann Ritko Pozzi, Paul & Judy Praetzel, Kathy Schmidt, Valerie & Cristine Reisinger, Jared Reser, William Reser, Tim & Frances Rivetti, Janet Rodd, Adrienne Rodgers, Rebecca Rosenbloom Faith Ross, Mary Rowe, Barbara Russell-Cambra, Kit & Steve Schlich, Vreni Schnirman, Brian Tolson, Mark & Joanna Tomlinson, Lee Torliatt, David Watts, Roger & Eileen Weeks, Marshall West, Joanne White, Jack Withington

### DONATIONS

Don & Sue Deal  
Nancy Maynard  
Jim & Liz Cohee in Memory of Gladys Bien

*Thank you for your support!*

### LIFETIME MEMBERS

Linda Adams & Ken Larson, Mr. & Mrs. Marv Ashman, Ron Bausman & Art Wagner, Jim Becker, Ann & Gordon Blumenfeld, Walter & Marilyn Bragdon, Tom & Kathy Brandal, Virginia Breedlove, Arthur & Selma Cader, Codding Foundation, Clark & Susan Coolidge, James and Liz Cohee, John Cota & Teresa Barrett, Jack Dei, Sr., Angela E. De Carli, Daniel & Elissa DeCaro & Family, Marvin & Shirley Dolowitz, Diane Dorfman, Karen & James Ely, June Ferguson, Bonna & George Flynn, C. Michael Forrest, Alice & Donald Forsyth, Jim & Kris Foster, Kathy & Richard Fries & Family, George & Margaret Gambonini & Family, Cheryl & Derlin German, Ken & Annette Goltermann Family, Margaret Gossett, Alice Guglielmetti, Bill & Connie Hammerman, Ann Hobrecht, Miriam Hodge, Gary & Lynn Imm, Carol Isaak, Toby Kaehler, Steve & Karen Kemmerle, Mildred King, Bill & Lucy Kortum, Jack & Verna Krout, Rollie & Shirley Leeberg, Catherine Lehmann, Paul & Marlene Lewis, Blanch Lieb, Sid & Gerry Lipton, Constance Mahoney, Amy Malaise & Gary Fusco, Peter Masi/Master Cleaners, Charles & Evelyn Matteri, Shirley B. McDonald, Mc Dowell Drug Task Force, James & Sue Mc Isaac, Keith & Debbie McNeil, Robert & Virginia Merwin, Max Mickelsen, Pierre & Sonja Miremont, Tim & Lori Nelson, Tammara Norman & Edwin Hamilton, Ross Parkerson, Edward & Barbara Peterson, Ray & Ettamarie Peterson, Charles & Mary Pheil, Russel Pleech, Shep & Velma Porter, Lawrence Reed, Ed & Bernadette Ricci, Tim & Deborah Riddle, Katherine & William Rinehart, Walter & Emily Roeder, Rotary Club of Petaluma, Jerry & Mary-dee Roy, Gloria Salick, Nancy Sasser, Richard & Lucille Sharke, Shep & Lou Shepherd, Alba Silva, Skip Sommer, Springfield Place, Clarice Stasz, Thomas & Mary Stelzner, Barbara Tornberg, UBS Financial Services, Gene & Lenore Urbain, Vietnam Veterans of America, Chapter 563, Michael & Elaine Von der Porten, Marcie Waldron, Ruth Walker, Ron & Judy Walters, Margery Wolf, Sarah Young, Scott & Meredith Young, Nick Zaillian



**Join or Renew - It's easy to do!**

1. Visit our website, [petalumamuseum.com](http://petalumamuseum.com), complete the membership form and make a PayPal, Visa or Mastercard payment
2. Complete the attached form, pay with Visa or Mastercard or enclose your check made payable to the **Petaluma Museum Association** and mail it to our address on the payment form
3. Call the **PMA** office at (707) 778-4398 Monday through Friday, between 10:00 AM and 3:00 PM, and pay with your Visa or MasterCard.

**MEMBERSHIP BENEFITS & CATEGORIES**

**BASIC BENEFITS OF ALL MEMBERSHIP CATEGORIES:**

- Discounted admission to temporary exhibits (admission to the library & permanent exhibits is free to all)
- Reserved seating at the Butter & Egg Parade
- Subscription to and acknowledgement in the PMA newsletter
- Personalized membership card
- 10% off Museum store merchandise
- 10% off gift memberships
- Invitations to previews & receptions

**INDIVIDUAL \$35**  
 All Basic Benefits  
 (\$20 memberships are available in this category to: Seniors, Educators, Students. Military is free)

**FAMILY / DUAL \$70**  
 All Basic Benefits, PLUS:  
 -Extension of Basic Benefits to an additional adult & children in the same household up to age 17  
 -Two personalized membership cards

**RECIPROCAL MUSEUM MEMBERSHIP PRIVILEGES - "Museum Goer" Benefit**

If you join the PMA at the Supporter level (\$125) or higher, you will receive free or discounted admission to more than 600 museums in the U.S. Some of the top Bay Area participating museums are:

Asian Art Museum • Walt Disney Family Museum • de Young Museum • Legion of Honor  
 CA Historical Society Museum • Charles M. Schulz Museum • Sonoma County Museum

**SUPPORTER \$125**  
 All Family / Dual Benefits, PLUS:  
 -Reciprocal Museum Membership Privileges

**BUSINESS SPONSOR \$150**  
 All Supporter Benefits, PLUS:  
 -Your business card in the PMA newsletter

**PATRON \$400**  
 All Supporter Benefits, PLUS:  
 -Personalized exhibit tour for you and 10 guests  
 -Listing of your name on the Museum's Donor Wall

**COMPANY SPONSOR \$500**  
 All Patron Benefits, PLUS:  
 -Your company logo in the PMA newsletter

**BENEFACTOR \$750 +**  
 All Patron Benefits, PLUS:  
 -Opportunity to be named the benefactor of a temporary exhibit or annual program

**CORPORATE SPONSOR \$1,000 +**  
 All Benefactor Benefits, PLUS:  
 -Your corporation's logo in the PMA newsletter

**Payment Options:**

Enclosed is my check made payable to the Petaluma Museum Association

Charge \$ \_\_\_\_\_ to my  
 Visa  MasterCard

Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_

Signature: \_\_\_\_\_

**Member Options:**

I am interested in volunteering.

I am interested in becoming a "Legacy Donor."

I am interested in including the PMA in my Charitable Trust.

Enclosed is my additional donation of \$ \_\_\_\_\_.

Petaluma Museum Association  
 Petaluma Historical Library & Museum  
 20 Fourth Street  
 Petaluma, CA 94952-3004

If you prefer, you can register your membership online at [petalumamuseum.com](http://petalumamuseum.com), or call 707-778-4398

**PETALUMA MUSEUM ASSOCIATION**  
 Membership Categories

Individual \$35  
 Senior, Educator, Student \$20. Military free

Family / Dual \$70

Supporter \$125 \*

Patron \$400 \*

Benefactor \$750 + \*

Business Sponsor \$150 \*

Company Sponsor \$500 \*

Corporate Sponsor \$1,000 + \*

\* Reciprocal Museum Membership Levels

**I want to Initiate a PMA membership**

**I want to renew a PMA membership**

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State: \_\_\_\_\_

Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

## COLLECTOR'S CORNER

Petaluma's Museum Collection  
Feature: by Solange Russek

We received this donation from Carl Iverson. The story below is written by Duke's son Chris Iverson

### The Shoulder Cage



**Duke Iverson**, the Petaluma football legend of the Mid-20th Century, suffered typical injuries, including but not limited to torn knees, separated shoulders, broken nose, and fractured cheekbone. He starred with the Petaluma Trojans as they battled traditional rivals like Vallejo, Napa, Santa Rosa, Analy, San Rafael, and Tamalpais. He loved the violent contact of the game and often said the hitting "felt good".

During the 1937 high school football season Duke suffered a broken collarbone and was considered to be out for the season. It seemed a shame to allow this injury to prevent him from taking the field. So, this shoulder cage was fabricated to protect Duke's shoulder. It was a medieval device designed and built in the school bus repair shop by Jim Veronda. Fabricated of heavy gauge steel strapping and leather with a bit of cotton padding, the cage mounted to the torso, a crude belt secured it to the body. The jersey slipped on over the apparatus.

In his first return to the field after his injury the cage proved quite effective at protecting Duke's broken shoulder and the result of his ardent blocking and tackling left opposing players reeling. The Vallejo



Cage modeled by nephew Carl Iverson

coach howled at the referees in protest. The referees finally called time out to inspect the large lump under the jersey. After inspection he was allowed to play. Leather helmets, no face masks, and scant padding were the rules of the day. A crude cage strapped to the body didn't seem too far out of line.

After high school Duke went to the University of Oregon to continue playing football. World War II broke out and he interrupted his college career to enlist in the Marine Corps. He managed to play and coach with several Marine Corps teams during the conflict.

After the war he returned to Oregon to play his final season of collegiate football. He was selected captain of the 1947 West All Star Team that defeated the East 14-7 at Kezar Stadium.

That year the New York Giants drafted Duke in the 7<sup>th</sup> round. At 27 years old he was a rookie. He played 2 years with the Giants and then moved to the newly formed football Yankees of the All American conference, which included such teams as the San Francisco 49ers, the Los Angeles Rams, and Chicago Bears.

During his pro career face masks were introduced and the T formation replaced the open backfield Sing Wing offense. Duke starred as a blocking back and corner linebacker with the Yankees and was selected to play in one all-star game. A picture of Duke tackling Chicago Bear, Johnny Lujack,



hangs in the Pro Football Hall of Fame in Canton, Ohio. Lujack, not Duke, is the hall of famer. A team leader, Duke like so many others in those days played 60 minutes each

game. Special teams had not yet been invented. Some of his contemporaries were Art Donovan, Buddy Young, Tom Landry, Brad Ecklund, and Norm Van Brocklin.

Duke retired at the end of the 1951 season as "clip" block damaged his knee when the Yankees were playing the rival 49ers. In the following year the Yankee Football organization was broken up and moved to Baltimore, resurfacing as the Baltimore Colts.

After banging around the gridiron for 17 years, Duke retired with his family to the bucolic profession of sheep and chicken ranching. Later he became involved in real estate. Over the years he loved to recall his football days, rattling off game situations as if they occurred only last week.

Finally, aged 91 years, he left the field for good in 2011.



Duke Iverson is pictured in first row 3<sup>rd</sup> from left. Also in photo is Gene Benedetti, middle row, left and Bob Acorne, top row, 2<sup>nd</sup> from left (1937 Yearbook - Block P Society)



PETALUMA MUSEUM ASSOCIATION  
Petaluma Historical Library & Museum  
20 4th St.  
Petaluma, CA 94952  
[www.petalumamuseum.com](http://www.petalumamuseum.com)

Non Profit Org

U.S. Postage

**PAID**

Petaluma, CA

Permit No. 301



“Hats of all Nations” at the Butter & Egg Days Celebration circa 1920’s