



# **P**etaluma **M**useum **A**ssociation

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

Petaluma Historical  
Library & Museum

**Quarterly Newsletter**



**Spring/Summer 2016**

**VOLUME 26, ISSUE 2**

## On the Cover

### Petaluma's Residential Architecture by Kit Schlich

**T**HE GORGEOUS BROWN/BIHN house on 920 D Street stands out on a street that already boasts many rivals. Petaluma's historic districts draw citizens and visitors alike who marvel at the variety and fine condition of homes built in the second half of the 19th century. This 1870 Queen Anne Victorian displays an unusual element: an oriel, a tower that begins on the second story, which gives it the effect of floating in air.

These homes were not always valued as they are today. After WWII, the layout and ornamentation of such homes appeared fussy and dated as buyers sought sleek modern lines. The older houses also lacked modern kitchen and bathroom conveniences, and were costly to update and maintain. One of Petaluma's misfortunes is that a number of mansion-sized homes were razed at that time.

In 1967, enough Petalumans were distressed by the destruction of the Healey Mansion (see photos of it in the PMA's architectural exhibit on the mezzanine) and others that an organization was founded — Heritage Homes of Petaluma — with the mission to educate the public about the value of these historic treasures. Long-time residents and newcomers alike figured out how to modernize these older homes tastefully without compromising the integrity of the original designs. A city's heritage was preserved!

Today such homes are eagerly sought and admired. In even-numbered years, Heritage Homes showcases the interiors of six to eight older homes on its Biennial Home Tour, along with significant historic commercial buildings. On the first Sunday of December every year Heritage Homes encourages selected homeowners to open their "parlours" (living and dining rooms and kitchens) decorated for winter holiday season. Mark your calendars for September 18 and December 4; more details will follow.

### Heritage Homes of Petaluma Joins the PMA

Two venerable organizations that work hard to honor Petaluma's vital heritage have come together to strengthen one another and share a common goal. Heritage Homes now becomes a standing committee of the Petaluma Museum Association, where it will enjoy the benefit of a "real home" and share volunteers. Even better, HH brings needed funds to help the PMA begin its Preservation Collection Campaign for seismic retrofit. Win-win!

The PMA welcomes new members from the HH membership rolls. Those who are not already PMA members — there's a lot of overlap! — will receive membership information shortly. You will all find out what HH is up to through this newsletter every quarter. HH seeks more committee members to help with the two home tours as well as odd-year Preservation Awards.

## Petaluma Museum Association Board

### Executive Officers

President: Harry Nieuwboer

Vice President: Ruth Robeson

Treasurer: Jaana Nieuwboer

Recording Secretary: Kit Schlich

### Directors:

John Crowley

Kathy Fries

Rob Girolo

Sarah Jochumson

John Praetzel

Freyda Ravitz

Elizabeth Walter

Marshall West

### Parks & Recreation Dept.

Don Phoenix

Drew Halter

### Recreation Music and Parks Commission

Dave Alden, 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.

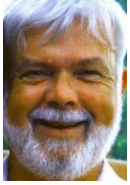
If you would like to contribute any news or item of interest to our newsletter you can email to [mary@petalumamuseum.com](mailto:mary@petalumamuseum.com)

Deadline for submission is July. 1, 2016

**Newsletter editor:** Mary Rowe

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

## President's Message



Happy Spring Time Everyone!

Petaluma is bursting out with flowers everywhere and your Museum is bursting with events, exhibits and lectures. Until May 8<sup>th</sup> the 110<sup>th</sup> anniversary of the Great San Francisco earthquake – some pictures you may not have seen. The Scotch Tasting was the usual epicurean success. Skip Sommer gave a juicy lecture on the in-fighting when the railroad first came to town. . Coming up on May 14 we have Jura Margulis' marvelous concert and May 21 we are having a showing of the movie "American Graffiti". Check the Program of Public Service inserted at the center of the newsletter for details on all our upcoming events.

Ah, this newsletter! Years ago it was much smaller in size and format with a black and white cover. Look at it today: Full color on glossy quarto sheets with wonderful photos and articles that inform, entertain and do our Museum proud!

This is the work of Mary Rowe who has single handedly elevated our publication to fully professional status. Mary also manages our membership records in such detail that we can do statistical analysis for our membership drives, and she keeps the ball rolling when ticket sales are jumping. But it's the Quarterly which makes our Museum look so good – and Mary Rowe to whom we must say thanks, and well done in deed.

And thanks to all of you as well,

Harry Nieuwboer  
President, PMA



## PMA Annual General Meeting

### Set for May 31

Please plan to join the PMA Board of Directors as they "ring out" the old fiscal year and usher in the new 2016-2017 board. It's an opportunity to meet your board members and discuss your ideas and concerns for the Museum organization. President Harry Nieuwboer will talk about the year behind us and update you on current board projects. We will convene at 6:00 p.m.

## Regular Features

Petaluma  
History &  
Commentary:  
"The Elegant  
Victorians of  
Petaluma"

Museum  
Highlights

Volunteer  
Spotlight

Program of Public  
Service (insert)

Museum  
Collection  
Update

## Petaluma History & Commentary

by Skip Sommer

### THE ELEGANT VICTORIANS OF PETALUMA

**P**ETALUMA HAS BEEN blessed with some of the finest and most varied architecture to be seen anywhere in the United States. The Victorian era, in particular, was one of opulence and beauty. However, it had its drawbacks in comfort. Here's a look at those times.

Between 1890 and 1935, nationally famed architects Albert Farr, Julia Morgan and Petaluma's own Brainerd Jones designed many outstanding homes and commercial buildings in this city. They built in many different styles of architecture. You name it, and we've got it!

Petalumans of the late 1890s and early 1900s had money to spend and they wanted to build. In 1879, Lyman C. Byce had invented and manufactured the chicken incubator in Petaluma and, by 1890, this equipment had become a standard in every chicken ranch and farm in the country. Soon, Petaluma had become "The Chicken Capital of the World" and Byce and others had become very, very wealthy.

Dairies were also flourishing in our great year-round climate, plentiful fresh water and lush soil for pasture. Petaluma's industry during those years, was mainly agricultural and it spawned all the supporting businesses which go with that: feed mills, harness and wagon makers, hardware and clothing stores plus saloons and hotels, which were being built non-stop. The first large homes here, were constructed by these merchants, ranchers, bankers and manufacturers. Here are four exceptional examples.

In 1892, Leonard Hambrich, who owned the Arcade Saloon and Oyster House on Western Avenue, built his gorgeous Queen Anne Victorian at 200 Keller Street. It features three stories and a circular tower facing east toward the mountains. The saloon business was a big money maker in those days. It was estimated in 1890, that the average American drank nine gallons of whiskey a year! Mr. Hambrich was doing quite well.

In 1895, not to be outdone by Hambrich, grocer M. Veale also built a Queen Anne Victorian at 115

Liberty Street. It's a two story, with a round tower facing the mountains and an elegant wrap-around porch. There were many grocers in Petaluma at that time, and they all prospered, as our city grew. This home is now an office building.

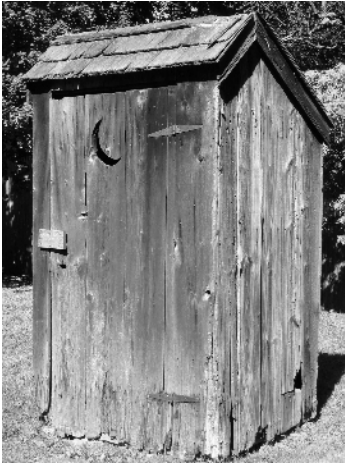


301 Keokuk St. Phillip Sweed home

Mercantiler Phillip Sweed, constructed his Queen Anne Victorian in 1895 at 301 Keokuk Street. Sweed became the President of the Petaluma Board of Education and held that position for over thirty years. In 1927, Sweed was honored,

by having the school building at 331 Keller Street named after him. Brainerd Jones, who designed our Museum, also designed the school building.

Lyman C. Byce, tapping some of the large profits flowing in to his incubator business, built his fine Queen Anne at 226 Liberty Street in 1902. Also a three story with a magnificent tower, this home sits on a quarter acre and boasts a carriage house reached thru a *porte cochere*.



However, lest today's homeowner hanker after the opulent life in these elegant and prosperous "Good Old Days," keep in mind that these homes were heated by cook stove and fireplace only, and all meals and hot water were also prepared by that same cook stove. Very few homes had indoor plumbing in 1890,

as the good old outhouse prevailed as the standard and the urgent run through the rain in the middle of the night was no fun.

The stables, housing the means of transportation plus its attendant flies, were usually with next to the home, and window screens had not yet been invented. And of course there were no telephones, radio, TV or computers available either. Washer and dryer? I'm afraid not. The arduous washing and wringing out of clothes was usually

performed in an auxiliary structure, because of the heat and odors that process produced and the wash-line stretching from "here to there" letting all the neighbors know what kind of "unmentionables" you wore. (Oh my.)

But, of course, these uncomfortable issues were eventually resolved, as new inventions and merchandising happened. Yes, even indoor water closets came to Petaluma! But that, of course, required public sewers and they, of course, required taxes to support the new "Public Works Department." And that, of course, was not accomplished without a struggle.

But the elegant Victorian homes of Petaluma are not only gorgeous, they are now up to speed in modernity and, they all survived the great earthquake of 1906. That great quake of 110 years ago, amazingly had little affect upon our community. Petaluma pretty much cruised through it with no injuries or deaths here, while most surrounding communities were decimated. (Santa Rosa suffered nearly 100 deaths.)

Con't on page 8



Lyman Byce Home - 226 Liberty St.



115 Liberty St

## MUSEUM HIGHLIGHTS



Photo credit - Ashley Collinwood/Argus



Photo credit-Jim Johnson



Photo credit-Jim Johnson

### What Happened in February and March? by Faith Ross

**F**EBRUARY IS ALWAYS Black History Month, so we celebrated. First we had our 4<sup>th</sup> Annual Jazz Concert with Dorian Mode playing vintage jazz and blues. It was a great event and some of us got into the act when the band played "When the Saints Go Marching In". We marched around the room to their music. It was fun and a great end to a wonderful evening.



Photo credit - Ashley Collinwood/Argus

The second event was the Black History Exhibit which was titled "Legacy of African Americans" which showcased many of the contributions made by Black Americans, including many very important inventions. Did you know that Garrett Morgan, an African American invented the early version of the gas mask? Or that Dr. Patricia Bath's laser tool has helped restore or improve vision in patients worldwide. These are just two of the inventions and inventors featured in the exhibit.

February ended and March, Women's History Month started. Since 1986, Women's History Month has been celebrated and the celebration started here in Sonoma County by a group of women who were a part of the Sonoma County Commission on the Status of Women.

The Petaluma Museum Association partnered with the Women's Club, Guided to Safety and a group of Petaluma women who wanted to see Petaluma celebrate the many contributions made by local women to our county and nationally.

The main focus of our small but powerful exhibition was a painting made from a postcard of the first Women's History parade in Santa Rosa. The banner carried by the women in the parade was made into a collage that included over 50 Sonoma County women who made or are making a difference in our community. Thank you Barbara Maxwell for making this beautiful work of art.



## Museum Highlights .....from page 5

There were many women who stepped up to help make all of our events a success. Thank you former Congresswomen Lynn Woolsey who was instrumental in getting Molly MacGregor to our reception and Nancy Belden as our Mistress of Ceremony for the Afternoon Tea. Molly is one of



l to r Faith Ross, Lynn Woolsey, Sandee Wright, and Nancy Belden photo credit Michael Woolsey

the founders of the National Women's History Project and has been one of the major supporters of Women's History Month. Nancy was the first executive director for the Commission on the Status of Women in California, where she helped launch National Women's History Month. Thank you Jean Noll for your tireless work with Cinema West to get us permission to show "Suffragette" at our local theater.



Thank you Trisha Almond (founder Guided to Safety) for bringing the performance "Powerful Women Within" to the museum.

Thank you Marjorie Helm, Jeanne DeLucca, Linda Shoemaker-Christensen, Janet DuBois Mars, Ginger Irwin, Susan McNamee, JoAnn Gleaves, Solange Russek, the women from the Women's Club and others who worked on our first ever Women's History Celebration.

Now a big "Thank You" to the men who served at the Afternoon Tea. They made the tea special for all of us. Jim Johnson, "Fitz", Joe Noriel, Warren and Glenn Ross, Joel Allen and Chris Jones. You all "Rock".

The women dancers from the Redwood Empire Chinese Association were a special treat and I want to thank Nancy Wang and Judy Hardin Cheung for volunteering their support.



Photo credit - Jim Johnson

Barbara Harden stepped back in time to become Ida Belle McNear. Thank you Barbara. Our last event of the month, the movie "Suffragette" was very powerful. This was the first and only showing of the movie in Petaluma. Freyda Ravitz gave us a brief history of the Suffragette movement.

From the reception to the ending event, everyone had fun. We had fun, but I think we also got a history lesson through much of the information that was shared.

## Participate with us in preserving & honoring the heritage of Petaluma

Do you own photographs of Petaluma's early settlers similar to this portrait of our community's pioneer, Addie Atwater (1836-1912)? If you do, please consider loaning your images for display in the Petaluma Museum Association's upcoming exhibit, "Portraits of Petaluma's Pioneers." If you are willing to share your treasures, please contact Paula Freund at [paula@petalumamuseum.com](mailto:paula@petalumamuseum.com).



**Century 21**

Linda Bufo  
REALTOR®  
CalBRE 01331391

**BUNDESEN**  
616 Petaluma Boulevard South  
Petaluma, CA 94952  
Mobile 707.696.9368  
Direct 707.769.7168  
Office 707.769.9000  
Fax 707.769.1032  
Email [linda.bufo@bundesen.com](mailto:linda.bufo@bundesen.com)

Equal Opportunity and Equal Housing Lender



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!***

### Mythica

Cultural history classes and artistic concerts to stimulate your mind, touch your heart and inspire your soul

For more information:  
[www.mythicacommunity.org](http://www.mythicacommunity.org)



## Victorians.....from page 4

I encourage you to view these lovely homes and commercial buildings that grace our town. There are few communities as historically beautiful as this one. There is an excellent downtown walking tour sponsored by our Petaluma Historical Library & Museum, if you wish further guidance. And, be sure to visit our permanent exhibit of Petaluma architecture located on the mezzanine of our Museum. The PMA offers local historian Katherine J. Rinehart's excellent book: *Petaluma, A History In Architecture*" (published in 2005), for sale at the Museum Gift Shop. This September 18th, Heritage Homes & Landmarks, now a part of the PMA, holds its 2016 Biennial Home Tour, allowing you to peek *inside* some of Pealuma's notable dwellings. Stay tuned with the PMA for time and ticket information.



Hiram Fairbanks Mansion - 758 D St.



*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**  
20 Franklin Street - Petaluma, CA 94952

**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**

*Thank you to Israel Escudero  
and Jason Boles for their  
donations of a vehicle.*

*The PMA appreciates your  
generosity and participation in  
our Vehicle Donation Program.*

## PRINCESS PETALUMA

by Michael Slade

ON DECEMBER 27, 1939 at 8:00 pm, a notable and in many ways remarkable woman died at 216 B Walnut Street, Petaluma. She was eighty-one years old having been born in 1858 in Canton, Illinois.

She arrived with her family in Petaluma when she was almost ten years old. During her life in Petaluma she engaged in a wide variety of social activities and contributed greatly to the town's well-being. She wrote poems, plays, prose, novellas, songs, pageants and articles for the Argus newspaper as well as being a diarist. She also painted. When she died it was reported that hundreds of people mourned for her. Her name was Clara Belle Sproul Ivancovich.

Clara was the daughter of John and Roxie Sproul. She had an older brother and sister to whom she remained close and visited often throughout her life even though they lived variously in Stockton, Modesto and Oakdale. In her early years in Petaluma, Clara lived at 230 B Street. Her father, who was a cabinet maker and carpenter, eventually became a well-known contractor in the area.

Although Clara's family was essentially uneducated, she herself graduated from Petaluma High School in 1877 and then from Teachers College. However, there is no record of her ever actually teaching. At the age of twenty-one, Clara married John Elliott Jewel, a member of a pioneer Petaluma family. Various documents suggest the marriage lasted until 1886 at least but not as far as 1895.

Clara remarried. On February 16, 1898 she married Dr. George Ivancovich, one of the original organizers of the Sonoma County Medical Society. Dr. Ivancovich was born in Slovenia. Like Clara, he too was divorced. The fact that Clara and Dr. Ivancovich had both been divorced is interesting since divorce in the latter part of the nineteenth century was not an easy process for the individuals involved.

Clara's marriage to Dr. Ivancovich gave her financial strength. Dr. Ivancovich owned various properties in San Francisco, Novato and Petaluma to which she later added property at Lake Tahoe. When he died in 1924

he left an estate of \$41,236.00. Thus, being married to Dr. Ivancovich gave Clara a solid societal position and the opportunity to pursue her intellectual, cultural and artistic instincts as well as to be active in community affairs. Throughout much of her adult life she kept diaries and it is because of the meticulous manner in which she recorded everything going on in her life that one learns of her many activities, social connections and literary endeavors, as well as some of the changes taking place in Petaluma during the first third or so of the twentieth century. Until the two weeks before her death, when she became bed ridden, her diaries also note what the weather was like on a daily basis – which might currently have value for those studying climate change!



Clara Belle at age 20

It is clear from her diaries that Clara was a strong and independent woman which became even more evident after the death of Dr. Ivancovich and her inheritance of all of his estate. She managed the maintenance, rental and, for some, the sale of the various properties. In this she was assisted by her attorney Mr. Mooney with whom she was often frustrated because her own ideas on the various transactions weren't necessarily accepted. In spite of that, Mr. Mooney and his wife were friends who had a shared interest in concerts and local events. Clara often socialized with them as she did with a very large circle of other Petaluma friends many of whom had considerable financial standing in the community. These included the architect Brainerd Jones and his wife Jeannette Gibson Jones, various members of the McNear family, Mr. and Mrs. Sorensen (the Funeral Parlor family), Dr. and Mrs. Peoples (Dr. Peoples determined the cause of death for both Clara and Dr. Ivancovich) and a whole host of other well-situated individuals. It is an interesting comment on the times that, in spite their closeness with Clara, she invariably refers to them in her diaries as "Mr.," "Mrs." and "Miss" and her husband was always "Dr", while the older term "dinner" is almost always used to designate "lunch".

Along with the Petaluma and other Bay Area properties, Dr. Ivancovich had purchased over 40 acres of hilly, forested country some distance from

Cazadero. It had a cabin on it and Clara grew prunes there, but it was largely uncultivated although it did have a stream where she fished. It was called Camp Echo and she seemed to see it as a great adventure which she enjoyed enormously. It was certainly different from her life in Petaluma and it enabled her to demonstrate her resourcefulness. She walked, gathered mushrooms, baked bread, washed clothes, sewed, sketched and painted, went hunting and even killed two rattlesnakes on one occasion. She socialized with her neighbors, sang and played the piano with them, although they represented an entirely different group of people from the ones she mixed with in Petaluma. The journey to Camp Echo was by train from Petaluma to Cazadero and then on, initially by horse drawn stage and later by auto stage as cars started to enter the scene. Indeed, she made a special mention of the first time an auto was on their property. She also records a dispute that occurred between some of the neighbors that was precipitated by the advent of automobiles – namely whether the roads should be paved. (Shades of present day Petaluma!)

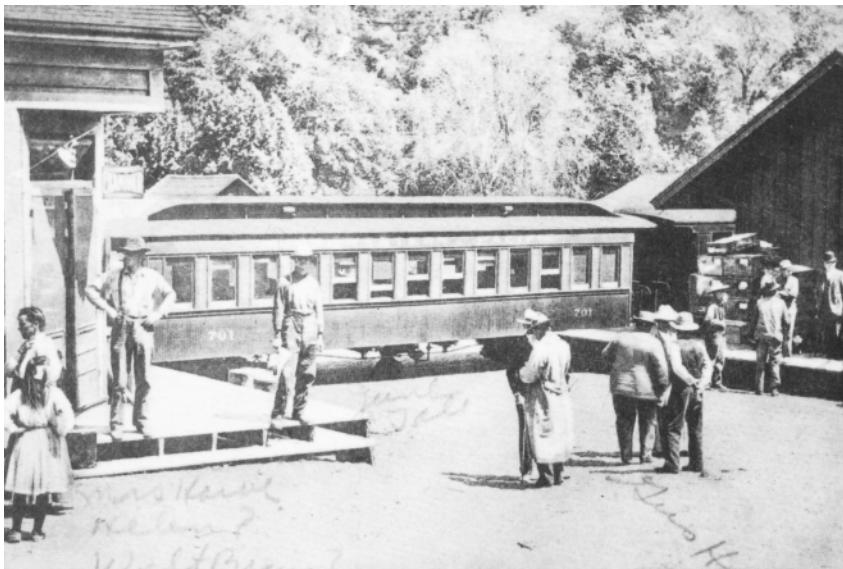
The advent of automobiles in society was just one of a number of historic and culturally changing events that Clara recorded in her diaries. She tells of acquiring a radio to which she often listened in the evenings. Symphony concerts gave her particular pleasure. She also records that on March 4, 1933 she listened to FDR's inauguration. And she noted in the diaries that on February 26, 1933 there was a celebration to mark the start of construction of the Golden Gate Bridge, that on April 4, 1933 the dirigible Akron was wrecked in New Jersey killing 73 people and that on July 12, 1935 the airship Hindenberg exploded. Closer to home and something that is a commentary on certain attitudes at the time, Clara writes that on August 22, 1935 vigilantes were attacking communists in Santa Rosa.

Many of Clara's friends travelled extensively, but she did not. Her travels were confined to her surrounding areas in Sonoma and Marin Counties, visits to her relatives in the Central Valley, and trips to San Francisco and Mount Olivet in San Mateo County where Dr. Ivancovich's remains were interred. Early on she travelled on trains to her destinations (train and ferry in the case of San Francisco) but later on was driven by friends. Sometimes, though, and even as she got older, she would go to San Francisco by herself to attend the symphony, opera and lectures. These were often day trips. In Petaluma she went to the movies at the Mystic Theatre quite regularly and, when at home, she was an avid reader of a broad range of literature.

At the social level, Clara was deeply involved in the community. She was a fine singer who sang in the Methodist Church choir; but she also attended other churches in Petaluma. She gave piano and singing recitals and was a member of a number of clubs; The Woman's Club and the Garden Club were two that she devoted a lot of time to. She not only served as President of the Woman's Club, but was Chairman of several sections within the Club. An original song she wrote won first prize in a District contest and was chosen as the official song for the San Francisco District Federation of Woman's Clubs. It was sung at all meetings. "Discretion", a one act play that she wrote, closed the talent show given by the Petaluma Woman's Club in 1927. Clara also wrote a regular "News of the Petaluma Woman's Club" column in the Argus-Courier.

In 1918, a group of ladies, including Clara, brought a new feature to the city's annual "Butter and Egg Days" parade. An allegorical attraction on a float that had as its inspiration the guardianship of Petaluma's chicks and chickens. This was followed in 1923 by Clara's idea to incorporate a pageant into the annual event.

Con't on page 14



This postcard was in Clara's diary and shows the Number 8 train in Cascadero. The photo is from the 1890's. She has written on the postcard several names to identify people in the photo. Mrs. Howie, on the left and under that Helen, possibly her daughter.

Walt Brain is the man standing to the right of Mrs. Howie and is mentioned on many occasions in Clara's diary. The man next to him is identified as Tate. The larger man with back to photo with a group of three men is identified as Gus H.

**Museum Highlights** ....from page 6

**The 1906 Earthquake exhibit opened on April 8.** It included Dan Brown's extensive collection of postcards from that time. Also included in the exhibit were vintage photographic images from historic archives and reprints of panoramic photos published by the San Francisco Chronicle in the months after the disaster.



Petaluma Historian Skip Sommer, gave a lecture on the Great 1906 Earthquake and Petaluma's reaction to the earthquake and fire at the opening reception on April 10.



**On April 16, 2016 the Good Egg Award Ceremony** was held at the museum. New and past good eggs gathered together to honor the latest recipient Lyndi Brown. After the presentations the guests gathered out back in the Garden Court for a barbeque.



Lyndi Brown on far left with past good eggs. Photo credit - Victoria Webb/Argus

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.

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

[www.facebook.com/PetalumaMuseum](http://www.facebook.com/PetalumaMuseum)

[Twitter@petalumamuseum.com](https://twitter.com/petalumamuseum)




**Like us on  
Facebook:**

**Petaluma Historical Museum**

## The Petaluma Museum Association welcomes The Petalumans of Yesteryear as a Museum Committee

The Petalumans of Yesteryear are a group of citizens who love to tell the story of influential people from Petaluma's past. Dressed in authentic costumes reflecting their era they come alive before your eyes. Imagine a conversation with Lyman Byce? Issac Wickersham or Addie Atwater?

This is not the downtown walking tour group ...although many members serve on that committee as well as serving on the school tours committee.

They formed originally as an independent group and have performed all over the area delighting crowds both young and old.

Currently their list of performances includes a first time "History Trails Walk" which was held April 17 that focused on the people who made history... telling their stories in or near the places where they made history. You may remember them as the group that puts on the Cemetery tour every year in October.

As the group began to grow and their relationship with the museum became closer and closer it seemed only natural to have The Petalumans of

Yesteryear join with the Museum as a dedicated committee to grow their relationship with the museum for the benefit of all parties.



After submission of a request for just such a relationship the board took the idea under submission and voted to include The Petalumans of Yesteryear as a line item committee within the Museum Association and add a member from the group... to the board... to foster a close working relationship.

Now that this new exciting group is official, plans are being made to expand their appearances with the museum to enhance other events and activities within the museum calendar.

We welcome the members of The Petalumans of Yesteryear and look forward to an exciting and fruitful future bringing Petaluma's history alive for the citizens of Petaluma and beyond.


For more information about the POY or to volunteer go to [www.petalumansofyesteryear.org](http://www.petalumansofyesteryear.org)



**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)

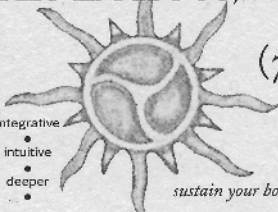


Steve vonRaesfeld | PRINCIPAL  
[steve@vra-arch.com](mailto:steve@vra-arch.com)

VONRAESFELD & ASSOCIATES  
ARCHITECTURE | PLANNING

108 Petaluma Boulevard North  
Petaluma, California 94952  
707.762.6006 • [vra-arch.com](http://vra-arch.com)

**Kit Lofroos, LMT<sub>NM</sub> | CMT<sub>CA</sub>**

 (707)793-2195  
voicemail

*lofroos.org*

integrative  
• intuitive  
• deeper  
•

*sustain your body ~ restore your spirit*

from: #NDM (LMT 2014) / State of CA CMT 14321 by appointment

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

 Promotional Specialties, Inc.

**Ace Yurth**  
President / Sales

Promotional Products Banners Signs Logo Apparel

424 Payran Street Suite B Petaluma, California 94952



## VOLUNTEER SPOTLIGHT



*Dee Eramian*



Hello Everyone!

I'm the new Volunteer Developer for the PHL&M. Like all of you I am a member of the museum. I'm sure I enjoyed the company of some of you at last year's Member Appreciation Event. It was there that I had the good fortune of meeting Kit Schlich - one of the museum's treasures! Kit had posted the need for a Volunteer Developer in the Member's Newsletter and was present at the event. That is when I approached her about the position of Volunteer Developer. We talked about our mutual love of this historic building and of the museum itself. Mine was "love at first sight." How this all came to be goes something like this: My husband Steve and I had recently retired and had moved from Boston to San Francisco to be near our daughter Kim and our granddogger, GG. After a couple of years in "the

cool grey city of love" I said-"Enough!" SF was w-a-a-a-y too cool! We started checking out other places to live that were within an hours' drive of SF and that is when we happened upon Petaluma. The area itself is so spectacular with its mountains and open skies. The downtown area is vibrant, filled with boutique shops and cutting edge restaurants. But its real beauty lies in its historic buildings, with the museum being its crowning glory. We knew that this was where we wanted to spend our retirement years. I became a member of the museum and began receiving the Member's Newsletter. When the posting appeared for a Volunteer Developer position I knew I had found my next volunteer adventure. And now-here I am!

Before retiring I worked as an Investigator for The Massachusetts Department of Social Services. I loved my job because it was very challenging, but also very rewarding. Just like the job I'm doing now as the Volunteer Developer for the museum! My own experience as a volunteer goes back some 40 years, too many to mention so I'll just highlight a few: Representing the Wildlife Federation of Animals at the Boston Flower & Garden Show; answering a hotline for a shelter for victims of domestic violence; ringing the bell for The Salvation Army Kettle Drive; teaching English As a Second Language to a disenfranchised homeless population; ombudsman for nursing homes in southeastern Mass; hospice care for Vietnam Veterans-are some of my experiences as a volunteer.

I'm pleased to have had this opportunity to introduce myself to all of you. Please feel free to email me with your suggestions and as the Volunteer Developer I cannot let this opportunity go by without asking all of you to send at least one person my way. The museum is always in need of volunteers. There are so many areas of interest at the museum that there is sure to be something for everyone. Volunteers are the heart, the soul and the backbone of the museum. Whatever would we do without them?

Doreen "Dee" Eramian  
doreeneramian@yahoo.com

### Princess Petaluma.....from page 10

She wrote the pageant. It was called "Princess Petaluma" and it was first performed at the Egg Day celebration on July 9. It was not put on again until August 18 when 8,000 people attended the performance.

Clara was the author of a number of poems several of which were published in 1933 by Santa Rosa's Press Democrat Company as an anthology titled "Singing Years". Another of her literary achievements was a novella that she wrote. "Adele La Croix" appears never to have been published although Clara's original manuscript is still available for reading. It is set in an area that Clara knew well and for which she had great affection, namely Sonoma County.

Clara was clearly a stylish woman. She describes her various visits to and purchases from the local milliner and dress shops. Her concern about the fit and appearance of the clothes provides an illustration of her strong opinions. Those strong opinions were not confined to the look of her wardrobe. Her diaries

provided her with an opportunity to pass judgment on the movies she saw, the concerts and lectures she attended and sometimes on other people and not always in a complimentary way. But she was kind and cherished her friendships and was very generous with her time and money. She sent money to various members of her family when they were having financial difficulties, as well as to a daughter of Dr. Ivancovich from his first marriage with whom she remained close.

Overall, Clara Belle Sproul Invancovich - "Princess Petaluma" - was one of a kind who contributed enormously to and enriched the life of Petaluma as it came of age in the first few decades of the twentieth century. And for that we should all be extremely grateful.

The diaries of Clara Belle Sproul which date from 1914 - 1939 were donated by Sue Rydberg Canavan, Clara's fourth generation relative.

## SCHOOL TOURS

by Freyda Ravitz

School tours began early this year as we welcomed three classes from two different schools in October, with many more tours scheduled for this Spring. Students and their teachers, along with parent chaperones, take part in docent led tours of our permanent Petaluma History Exhibit and historic downtown. The tours are geared to students in the third grade as that is when they study local Petaluma history, but are open to all grades. So far this year we have welcomed students in the first, second and fourth grades as well as the third.

We provide an important adjunct to classroom study. By going to museums and being surrounded by artifacts of a previous time, people can better understand how our predecessors lived. Research shows that those who have early firsthand experience of such information are more likely to retain it later in life.

The tours are led by members of our school docent team who are all immersed in the history of Petaluma and our wonderful historic museum building. Several of them give tours wearing clothing of the late 19<sup>th</sup> and early 20<sup>th</sup> century as they portray notable citizens of Petaluma. Their enthusiasm spills over to the students.

I would like to thank docents Linda Buffo, Steve Buffo, John FitzGerald, Barbara Harden, Sherri Ortegren and Marshall West for their dedication to this program and their flexibility.





Photo credit -Victoria Webb/Argus

Congratulations to Faith Ross on receiving the Robert A. Thompson Award from the Sonoma County Historical Society on Sunday, March 20, 2016.

Faith was chosen to receive this award for her work in creating the exhibits “The Many Faces of Petaluma” and “Pass in Review: A Tribute to America’s Veterans”

Both of these exhibits were well attended and the PMA thanks Faith for her enthusiasm and tireless work to bring these events to our museum.

Wines by



**Richard B. Keith**  
Owner/ President

1884 McSween Ln  
Petaluma, CA 94954

707-225-1895  
rick@leafandvine.com  
www.leafandvine.com

LOUISE LEFF  
OWNER



707-789-0150  
WWW.LEFFLANDSCAPE.COM  
DESIGN@LEFFLANDSCAPE.COM

CALIF. LIC. #954248 RLA #3386



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

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


www.SchustersRoost.com

MOE JACOBSON - PRINCIPAL  
Branch Manager, RJFS



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



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



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



**Kenneth J. Nugent, CFP®**  
Portfolio Manager/Account Vice President Wealth Management

**UBS Financial Services Inc.**  
555 California Street, Suite 3400  
San Francisco, CA 94104  
Tel. 415-954-5911, Fax 855-291-9487  
Toll Free 888-283-7103  
kenneth.nugent@ubs.com  
http://financialservicesinc.ubs.com/la/kennethnugent/

UBS Financial Services Inc. is a subsidiary of UBS AG. www.ubs.com



## Membership

### NEW MEMBERS

James & Beth Eckenrod, Clint Gilbert, Simone Kremkau, Marianne Krolik, Jean Noll, Sharon Ryan, David Waterhouse, Janice Wong

### RENEWALS

George & Karen Baur, John & Louise Benanti, Donald Bennett, John C. Burton, John & Linda Cheney, Andy & Helga Christiansen, Susan Cohen, Carol Conley, Charles Craig, Sue Davis, Peter DeKramer, Jeanne De Lucca, Doreen Eramian, Nicholas & Colleen Falcone, Pat Faverio, Marilyn Gambonini, Marvel Gardner, Greta & Nicholas Goulden, Brain Granados, Pamela Granger, Gerry Groves, Evelyn Gurevitch, Haroldine Hansen, Kay Hardy, Vasanti Jayaswal, Steven Kirk, Mary Lill Lee, Angela Luffel, Robert McEntee, Peter Meyerhof, Jane & David Meyers, Marian Nelson, Jaana Nieuwboer, Judy Nunes, Diane & Christopher Olson, Betty Pagett, Alice Rebizzo, Gloria Robinson, Rich & Susan Rodkin, Gayle Sarlatte, Dorothy G. Scott, Mary Schollmann, Vreni Schnirman, Phyllis Sharrow, Douglas Silva, Alma Simmons, Marilyn Sisler, Maryann Smyth, Glen Stewart, Clifford Stowe, Len & Ruth Svinth, Ann & Gerard Taylor, Marilyn Vitalie, Jill White, Marshall West, Rick & Judy Williams

### DONATIONS

Wally & Marilyn Bragdon  
Charles Craig  
Alice Rebizzo  
Gloria Robinson  
Marilyn Sisler

Donations in memory of Richard Stout:  
Joe Baalman/KR Anderson Inc.  
Lynn Abbey Carasali  
Susan Kraemer  
Ray & Edi Patrick

*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 Leeburg, 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 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, 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! [petalumamuseum.com](http://petalumamuseum.com)

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: \_\_\_\_\_



## Museum Collection Update

by Solange Russek  
Museum Collections Manager

### “History Preserved! Martin & Maria Poehlmann's wedding gifts from General Vallejo”



**N**O ONE WAS more influential in the development of Petaluma and northern California than General Mariano Vallejo. In 1834 Vallejo was ordered by the governor of Mexico to distribute 800 Mexican land grants. Vallejo himself was granted a 66,000 acre rancho in Petaluma where he built the Petaluma Adobe, now a state park. Vallejo apportioned one of the grants to Martin Poehlmann who operated a cattle ranch on the northwest side of Petaluma. He was the first German to settle in the Petaluma Valley. Poehlmann and Vallejo became great friends and they, according to his great- great granddaughter, would conduct cattle drives to the Sierra foothills when the hot summers dried up the grass in the valley. The sofa was given to Poehlmann and his Bavarian bride Maria in the 1850's, along with two sleigh beds. These were no small gifts, as they had to be ordered in Philadelphia and shipped around Cape Horn to San Francisco.

Martin was born in Bavaria, Germany on October 1st, 1819. He came to New York in 1847 where he lived for ten years. He moved to Petaluma in the

spring of 1857. Martin founded the well-known Poehlmann meat market, a large business institution run jointly with his younger brother Conrad Poehlmann. According to family legend, Conrad Poehlmann, reputed to be the strongest man in Sonoma County, pulled a mountain lion off his back and bore the scars to prove it.

Martin retired in 1886. Mr. Poehlmann was one of the last survivors of the famous old advance guard of the local settlers. Martin Poehlmann passed away April 16th, 1912 at 6:45 Tuesday morning at the ripe old age of 92 years and 6 months.

The photo above was taken in the stable yard of the house on 3<sup>rd</sup> & “F” Streets. Left to Right: Ranch Foreman, Conrad Poehlmann Lillie Poehlmann, Henry Poehlmann holding infant son Martin and Martin & Maria Poehlmann.

Thank you to Gail Coney, who donated the sofa and provided the history and photo of the Poehlmann family.

#### Facts about the restoration:

The restoration of the woodwork was performed by "Wright Restorations" of Grass Valley, Ca. The reupholstery was done by "E.M. Upholstered Furniture" here in Petaluma.

Paul Praetzel advised on the methods of restoration to get the couch as close as possible to the original look, drawing on his prior experiences working with similar period furniture pieces.

**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



See the history of the Poehlmann/Vallejo Sofa and its restoration in the  
Museum Collection Update on page 18