



Petaluma Museum Association

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

Petaluma Historical Library & Museum

Quarterly Newsletter



Find out more about this Petaluma Photographer from the early 1900's on next page

On the Cover by John Benanti

Say Cheese!

The Museum's current exhibit is a wonderful showing of the talents of numerous Petaluma based photographers. It covers a period of time from before the advent of the personal camera to the first part of the twentieth century when personal cameras were still a technology many people had not availed themselves of. Professional photographers were part of the Petaluma lifestyle in part because of the relative prosperity of the town. One of those professional photographers was J. C. Wayne.

Wayne's Portrait Studio was located at 167 Main Street according to a listing in the 1914 Petaluma City Directory. It also listed his residence as 406 Western Avenue. The Studio was in business for a number of years before that date, but the 1918 Petaluma City Directory lists him as being in the poultry business and residing on Grant Avenue.

That is Mr. Wayne standing behind the large camera in the center of the photographs on the cover of this newsletter. They are photographs of his work. The photo in the upper left is of a horse drawn wagon belonging to the H. Rudolph Wood and Coal business and dates to the years just before the start of World War I. The photo in the lower left is of a wagon belonging to the Golden Eagle Junk Co. It was located at the southwest corner of Stanley and Upham Streets. It is listed in both the 1914 and 1918 Petaluma City Directories. The photo at the right center of the cover shows a large group of people piled into a wagon belonging to Vestal and Hubbell Poultry Foods. Vestal and Hubbell were long time residents of the area who both raised chickens commercially and also had a joint feed business. The photo dates from about 1910. The photo in the lower right is of the Wayne family and was taken on a hill overlooking Fair Street.

Did you ever wonder where the expression "Say Cheese" comes from? Is there anyone who hasn't said it to someone they were photographing or the recipient of the phrase from someone taking their picture? There are a number of differing sources of the phrase according to a number of sites on the internet. The source of the phrase that seems to be most widely accepted is that it was first referenced in an interview given by Joseph E. Davies (1876-1958) in 1943. Davies was a government official who served in a number of different positions in administrations from Woodrow Wilson, where he was a delegate to the peace conference ending WWI, to that of Harry Truman. In 1943 he was Chairman of Franklin Delano Roosevelt's War Relief Control Board. Davies said he got the phrase from a "prominent politician" (FDR?). Davies told his interviewer the "ee" in the word cheese caused one to pull their lips back, forming a smile. Other sources do cite other origins of the phrase and one site says that it evolved from a phrase used around 1900. That phrase was "say prunes."

According to Nicholas Jeeves at the *The Public Domain Review*, people centuries ago were very different. "By the 17th century in Europe," he writes, "it was a well-established fact that the only people who smiled broadly, in life and in art, were the poor, the lewd, the drunk, the innocent, and the entertainment." When people of the Victorian era sat down for a photo, they maintained a more dignified expression by saying "prunes."

Visit the museum's current exhibit of *Portraits of Petaluma Pioneers* which will end on Sept. 24.

Petaluma Museum Association Board

Executive Officers

President: Kathy Fries

Vice President: John Crowley

Treasurer: Erica Barlas, CPA

Recording Secretary: Debbie Countouriotis

Directors:

Angela Escudero

Clint Gilbert

Rob Girolo

Kate Hawker

Sarah Jochumson

Dianne Ledou

John Praetzel

Freyda Ravitz

Elizabeth Walter

Marshall West

Parks & Recreation Dept.

Drew Halter

Recreation Music and Parks Commission

TBD, Representative

Historic and Cultural Preservation Committee

Kit Schlich, Representative

Angela Ryan, **Executive Director**

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

Deadline for submission is October 1, 2017

Mary Rowe, **Newsletter editor**

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



President's Message

Harry's Farewell Message

At the July 10 board meeting I completed three years as President of your Petaluma Museum Association and turned the presidency over to Kathy Fries. At the same time Angela Ryan joined us as Executive Director.

While the job has taken continuous attention to detail and occasional anxious moments I have enjoyed every day and I take great pleasure in the associations I have enjoyed and the progress we have accomplished together. But it is time for new leadership so I happily step aside.

Kathy and Angela have the opportunity and capability to lead you in even greater progress. I ask you to give them your full support, including your best advice, and I wish us all a future in which the Petaluma Historical Library & Museum is the center of tourism and culture for our historic and beautiful home town.

Sincerely,

Harry Nieuwboer
Member, PMA

Greetings, PMA Members!

Honestly, it's all still new to me. Three days ago I was elected president of the Petaluma Museum Association. Harry Nieuwboer has done an outstanding job leading our board and I hope we continue on with his success. I have been honored to work and serve with the previous seven PMA Presidents in some capacity: Mary De Roy, Debi Riddle, Susan Warren Villa, Katherine J. Rinehart, Joe Noriel, Faith Ross and Harry Nieuwboer. With each having their own style and passion, I've learned so much from each of them and have been inspired by them all.

I'm also blessed with a stellar board of directors. You've probably heard this before, but we are a "working board" and our board works hard for our Museum!

I'm happy to say I know many of you already, for those who don't know me, here's a condensed bio:

I began volunteering at the Petaluma Historical Library & Museum in 1999 as a desk docent (Millie King trained me. What a treat!). I worked as Museum Coordinator for the City of Petaluma and then for the PMA under a collections grant for about 10 years. As Leadership Petaluma alumni, I have been coordinating their History Day each year since 2003. I received Petaluma's Good Egg Award in 2009. I have been on the Petaluma Museum Association Board and the Advertising & Public Relations Committee since 2014.

This is such an exciting time for the Museum. As of July 1 we now have our first Executive Director! We are pleased to welcome Angela Ryan to our team. Having an ED opens up opportunities and grants for our association that we've been unable to apply for in the past.

We have many amazing events and exhibits coming up. Please take a look at our Program of Public Service, which is inserted in this newsletter and we hope you join us for one or more of our many events and activities.

Kathy Barron-Fries
President, PMA

Regular Features

Petaluma
History &
Commentary:

THE MODOC
'INDIAN' WAR

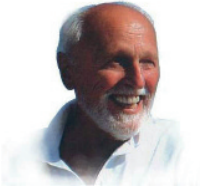
Museum
Highlights

Volunteer
Spotlight

Program of Public
Service (insert)

Museum
Collection Update

Historical News
of Petaluma



Petaluma History & Commentary

by Skip Sommer

THE MODOC 'INDIAN' WAR OF 1872-1873

IT WAS THE only official "Indian War" of California history and it was the only Native American uprising in the country in which a Major General was killed. It terrified Sonoma County and Petaluma. Would we be next? Modoc territory wasn't that far away. Could it happen here? Would our Pomo, Miwok or Lektuit tribes follow suit? Would the Modocs raid south? Petaluma worried, as our Evening Argus headlined on April 12, 1873: "MODOC WAR!" "Awful News From The Lava Beds!" "General Canby Killed!" "Dr. Thomas and A.B. Meacham murdered by red fiends!"

What caused this outbreak of hostilities in Northern California? As new settlers continued to encroach upon Modoc territory, the Modocs had retaliated against the loss of their land. The old Modoc chieftain even initiated a "rental fee" and most settlers paid it out of fear. Government attempts were made in 1869 to relocate this small California tribe to the Klamath Reservation in Oregon. But the Klamath and the Modoc tribes were bitter enemies and 200 of the Modoc, led by a new young chief named "Captain Jack," returned south to the Tule Lake area in 1870 and soon the Indian raids recommenced.

By April of 1872, the U.S. government was calling for peace conferences with Captain Jack. But those efforts were unsuccessful, and by November, President U.S. Grant ordered army troops to once again enforce the moving of the tribe to the Klamath. The Modocs, then in an uncontrolled rage, murdered 13 settlers on Nov. 29 and fled into the lava beds of (now) Modoc County. This area soon became known as the "Stronghold" of Captain Jack, an area of caves and lava outcroppings that made it an almost invincible fortress. Our Evening Argus cautioned: "Indians armed with Spencer Rifles" (seven-shot repeating rifles). "Two companies of our troops cut to pieces!" as anxiety built here.

Then, on January 17 of 1873, the U.S. troops attempted an assault on Jack's stronghold and, surprisingly, they lost 35 dead and many wounded with NO casualties to the Modocs. In addition, the army fled the scene, leaving their weapons on the field for the enemy. It was a one-sided deadlock. Then, on April 11, at a long-planned peace conference agreed upon by both sides, Captain Jack sprung a vicious trap and *murdered* the unarmed General Canby and Reverend Dr. Thomas and others. It quickly became acknowledged

that the U.S. army attacks on the Modocs had been incredibly inadequate. Our Argus stated:

"The news of the butchery created a sensation on our streets last evening, when the Argus appeared. There seems to be but one expression among the people, and that was for a drastic change of tactics from fighting the red skins with formal West Point rules."



Captain Jack



Spencer rifle

It was at this moment that the former Major General and then-President Ulysses S. Grant lost his patience and issued this (amazing) order via General Sherman: "Your dispatch announcing the terrible loss to the country of General Canby by the perfidy of the Modoc Band of Indians has been shown to the President, who



Major General Canby

authorizes me to instruct you to *make the attack so strong and persistent that their fate may be commensurate to their crime. You will be fully justified in their utter extermination.* —W.T. Sherman, General." (Wow! Imagine . . . a U.S. President advocating "extermination" of a people!)

This time, the Army siege on Jack on April 14 began with some 530 troops and though, on April 26, the headlines in the Argus cautioned: "The Modocs were armed with Spencer Rifles, some having two or more each," the new U.S. military tactic was to keep the enemy from getting to their drinking water at Tule Lake by surrounding the "Stronghold." Finally outnumbered

and soon desperate with thirst, the Modoc warriors began to desert "Captain Jack" and, on June 1, 1873, Jack himself laid down his weapons.

The conflict had cost the U.S. one million dollars and the loss of 83 soldiers and citizens. The Modoc had lost just 17. Captain Jack and three other braves were later hanged for murder at Fort Klamath and most of the rest (163) were relocated to an Indian reservation in the Oklahoma Territory.

A sidelight to this story is that Petaluma's well-known school teacher, Professor Lippett, had been a close personal friend of General Canby's and his funeral oration for the General included these words: "He was among my first friends made upon this coast twelve years ago, he was the sun and sum of all domestic happiness.

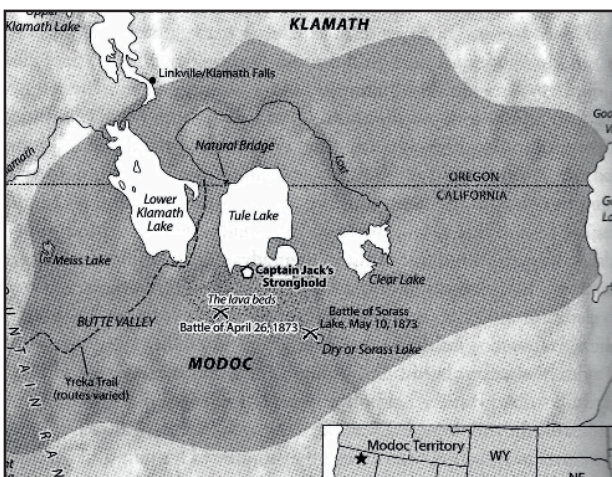
E. S Lippett. April 14, 1873."

Were the fears of an "Indian" uprising justified here? Most likely not, as what few Native Americans remained, after the smallpox epidemics of 1838-47, had long been hunters and gatherers, rather than warriors and they had been seemingly content with cohabitating with the white populace of our county.

It has been unclear what actually sparked the Modoc Indian War, but the 1846 murder of three of John Fremont and Kit Carson's exploration crew resulted in Fremont's overwhelming vindictiveness of completely destroying a Klamath village and killing many women and children of *the wrong tribe*, certainly initiated violence. Then, the 49ers flooding through from Oregon to California wreaked havoc and in 1852, the Modoc angrily attacked a wagon train, killing and mutilating 65 men, women and children. And then, there evolved "Captain Jack."

To give you an idea of how things were in "civilized" America in 1872, Yellowstone had become our country's first National Park that year, U. S. Grant's "Amnesty Act", had awarded full civil rights to former Confederate sympathizers, Susan B. Anthony cast a vote in New York City and was arrested for it, Brigham Young was completing his Mormon move to the West, San Francisco's Bohemian Club and the National Rifle Association were established that year (NO, they weren't connected), the Great Chicago Fire had occurred and, to the consternation of Petaluma's dairy

(continued on page 13)





Dear PMA Members,

It has been an honor and a pleasure to join the PMA as Executive Director. I wanted to take this opportunity to introduce myself to you and say a little bit about what I hope to accomplish with the PMA.

Born and raised in Sonoma, I earned a doctorate in American History from Ohio State University and taught for many years at the university level. I have also worked in public history settings at museums, archives and libraries. For the past several years, I have been working in the field of nonprofit fundraising.

I come to the PMA with a passion for history and a solid foundation in running a nonprofit organization and raising money to support the mission. I share a vision with the Board of Directors to bring the PMA into the future and build on the solid foundation of community service and cultural experiences that the museum provides.

I look forward to meeting each of you as you return to visit *your* museum. I can't thank you enough for your support.

Sincerely,
Angela Ryan, Ph.D.



News from Heritage Homes & Landmarks

by Kit Schlich, your PMA representative to Petaluma's Historical and Cultural Preservation Committee

Petaluma Earns 'Certified Local Government' Status

Although most citizens are unaware of this term, "Certified Local Government" (CLG) is a designation that enables preservation-minded cities to apply for federal and state preservation grants, and is backed by the National Register of Historic Places. The NRHP has legally tested criteria that will provide local preservation programs with preservation guidelines and technical assistance. This shows that the City of Petaluma has stepped up to take preservation seriously.

HH&L has strongly encouraged the City to apply for CLG since 2006. It heartily thanks the Planning Manager, Heather Hines, and her dedicated staff for processing the CLG application. Thanks, too, to the current City Council for approving it.

To prepare for CLG enactment, the City has reformulated its Historical and Cultural Preservation Committee to be separate from the Planning Commission. It will have power to accept or reject applications for modification or demolition of historic properties before the projects are reviewed by the Planning Department.

Three Heritage Homes and Landmarks committee members were chosen to serve on the new HCPC: Terry Kosewic, John Perlis and Kit Schlich. The latter two have served on the former HCPC. The two other members are professionals in the preservation community.

Holiday Parlour Tour: HH&L seeks homes for the popular December 3rd event. Please call 707-778-4398 and leave your name and phone number.

MUSEUM HIGHLIGHTS



Kate Hawker, Freyda Ravitz
& Elizabeth Walter



Petaluma Community Engagement Fair

On May 7 of this year the Petaluma Museum Association was represented at the Community Engagement Fair at the Lucchesi Community Center. Thanks to PMA board directors Kate Hawker, Freyda Ravitz and Elizabeth Walter for doing the outreach and engaging with our community. They distributed membership brochures and other material promoting PMA events.

“Portraits of Petaluma Pioneers” opened on June 10

The opening reception for the "Portraits of Petaluma Pioneers" exhibition was held Saturday evening June 10 simultaneously with the contemporary portraits exhibit, "Face of Petaluma," held at the Petaluma Arts Center. Many attendees visited both exhibits and undoubtedly the popularity of both events was due, in part, to Elaine Silver's complimentary Argus Courier article published the Thursday prior. The PHL&M's exhibit will run through September 24 and the PAC exhibit will close August 5.



Photo credit Wayne Dunbar, Aftertec



Photo credit Mary Rowe



Photo credit Mary Rowe

(Con't next page)



On June 25 the museum was filled with many attendees for Adair Laras talk about the process of writing her book *History of Petaluma, A California Rivertown*.



Paula Freund, curator of the exhibit "Portraits of Petaluma Pioneers" presented a slide lecture entitled, "A Selection of Intriguing, Early, Petaluma Portraits." She shared her knowledge about many of our community's early settlers.



Remember to make our December 31, 2017

New Year's Eve Gala Concert

a part of your Holiday Celebration!

DEAR NARM LEVEL MEMBERS:

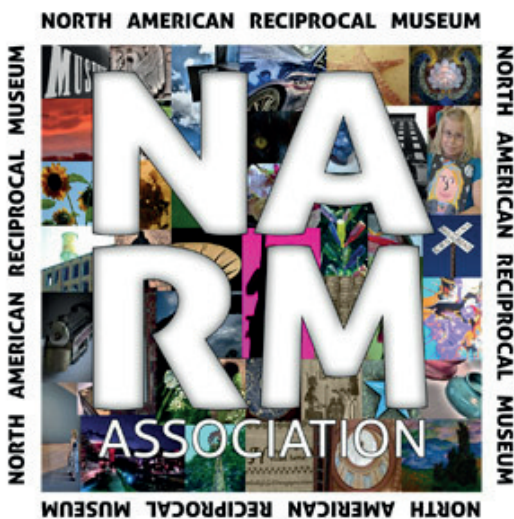
We would love to hear from you! Where have you used your NARM card? If you have a story to share with us or photos of your visit at any of the more than 924 institutions across North America we will feature it in our newsletter.

Please send to mary@petalumamuseum.com.

Not a NARM level member?

For a PMA membership level of \$125 per year you are entitled to two membership cards with the gold NARM(North American Reciprocal Museum) sticker which will admit you to 924 institutions, including top Bay Area museums.

The Petaluma Museum Association has been a North American Reciprocal Member since 2012.



PMA's Inaugural Fundraiser, Steampunk to Speakeasy was a success!

by Dianne Ledeou

It took place on a very warm Saturday evening at the Hotel Petaluma, with Victorian-Prohibition-era exuberance, lighting provided by Clint Gilbert and guests dressed in their elaborate and whimsical costumes. Guest were entertained with music from Keven Durkin and Stompy Jones, tempted with delicious canapes provided by Out To Lunch, and two signature cocktails, Cosmo and Manhattan, beers from Lagunitas and 101 North and a variety of wines. Fresh oysters were served by Molly of The Shuckery, while they enjoyed bidding on both silent and live auctions,

or enjoyed the virtual tour of the museum's exhibit, provided by Aftertec Advanced Imaging, or have their "brownie" picture taken with Edward Spaulding Lippitt (Steve Buffo) and his wife Sarah (Linda Buffo). A very appreciative **THANK YOU to ALL** the volunteers, Kate Hawker, Harry Nieuwboer, Freyda Ravitz, Clint Gilbert, Erica Barlas, Skip Sommer, Debbie Countouriotis, Douglas Creer, Jeanne Delucca, Maralyn Reidell, Patricia Webb, Linda Buffo, Steve Buffo, Susan Coolidge, Camille Jordan, Cathy Teague, Kathy Fries, Al & Marcia, Cathy & John, and Sasha Otis.



Photo credit Wayne Dunbar / Aftertec

Thank You to those who donated to our Inaugural "Steampunk to Speakeasy" Gala Fundraiser! Your support of an auction item, in-kind donation or product for event usage, helped make it a successful event.

List of Donors:

101 North Brewing Company, 256 North Restaurant, Acre Coffee, Aftertec Imaging, Michael Anderson, Kayleen Asbo, Benbow Inn, Buena Vista Winery, Cline Cellars, Clover Sonoma, Cottage Gardens of Petaluma, Debbie Countouriotis, Cowgirl Creamery, John Crowley & Diane Gentile, Encore Party Rentals, Fine Art Museum of San Francisco, Scott & Katy Fishman, Friedman's Home Improvement, Paula Freund, Gallery One, Clint Gilbert and A LoveofLight, R. Grayson, Hampton Inns (Silk Mill), Hollingsworth Jewelers, Hotel Petaluma, Ginger Irwin, Camille Jordan, Lagunitas Brewing Company, Maselli & Sons Hardware, McEvoy Ranch, Donna McGinnis, McNears Restaurant, Oakland A's, Petaluma Visitors Program, Peppermill Resort & Spa, Petaluma Market, Pier 39, Rex Ace Hardware, Riverfront Art Gallery, Rivertown Feed, Rooster Run, Seared Restaurant, Shunzi Apparel, Shutterbug Camera Shops, Skip Sommer, Joanne Tepper, You, Day Spa and all our wonderful volunteers!

A big Thank You to the Hotel Petaluma for donating their Ballroom and Boardroom for our inaugural event!



In Memorium

The Petaluma Museum Association remembers Ron Walters (November 24, 1932-May 14, 2017), Don Bennett (February 7, 1938-May 26, 2017) and Bill Hammerman (1928-May 30, 2017). These men impacted Petaluma, each in their own unique way, and will be missed and always remembered. Their legacy will live on in the hearts of all who knew them and in others who will continue to benefit from their good deeds.



*Bill Hammerman dressed as William Pepper walking up the driveway of the Pepper House at 28 Pepper Lane
photo courtesy of Sonoma County Library.*



*Don Bennett and Bill Hammerman at 2016 Good Egg Awards
photo credit Victoria Webb*



*Ron Walters in Museum Garden Court at Dairy Day 2009
photo credit Jeff Kan Lee*



Dan Brown, local historian and previous PMA director shared two images of his very rare Petaluma Wells Fargo covers for our readers to view. Photo on the left is a Wells Fargo & Co's Express from Petaluma with a black on yellow label

with blue arc town handstamp. The cover on right with the blue stamp and handstamp is a rare local Wells Fargo Petaluma use bearing the 1 cent 1857 issue.

VOLUNTEER SPOTLIGHT

by Mary Rowe



Emily Poehlmann

In her own words



I am 12 years old, and I am going into the 7th grade at Petaluma Junior High School. I love golf, train my dog, spend time with my friends and family, and volunteer at the Petaluma Museum. I have lived in Petaluma all my life. I am a third generation Petaluman, so it is fun and exciting

part of this town. When I volunteer at the Museum, I feel connected to the ancestors I never had a chance to meet.

I started volunteering at the Petaluma Museum because I needed community service hours for school. I soon realized that I not only wanted to do this for school, but for fun, too. One of my current jobs at the museum are to process glass negatives taken in the early 1900's by my Great Great Grandfather, Joseph Wayne, who was a photographer in early Petaluma. Something that has always been interesting about living in Petaluma is that we are always surrounded with history, that said, there is always more to learn about our incredible town.

to learn new things about my hometown. My dad and my grandparents were also raised here, so many of my ancestors and relatives have been a

FINDING HISTORY IN SONOMA COUNTY - A DAY OF DISCOVERY A SUCCESS!

by Katherine Rinehart

The Petaluma Museum was one of 33 historical organizations to contribute to the tremendous success of the first ever Finding History in Sonoma County – A Day of Discovery which was held on Sunday, May 21, 2017, at the DeTurk Round Barn in Santa Rosa. The event was sponsored by the Sonoma County Library and the Sonoma County Historical Records Commission.

The Petaluma Museum and other historical societies, libraries and museums were able to display treasures from their collections, promote upcoming activities with members of the public as well as network with those who share similar missions.

An estimated 350 people attended the four hour event that included demonstrations by Petaluma based

textile and paper conservators, Margaret Geiss-Mooney and Ruth Walker, as well as a photo scanning workshop and four presentations which ranged in subject from the history of the DeTurk Round Barn as National Register landmark to the importance of original documents housed at the Sonoma County Recorder's Office and Archives.

A post event walking tour of the historic West End neighborhood attracted 35 people despite temperatures in the 90s.

The day was made complete by the participation of the Sonoma A's, a chapter of the Model A Ford Club of America.



Paula Freund and Solange Russek
Petaluma Museum Association



Bill Turner, Bob Battles and Charlie Siebenthal of Northwest Pacific Railroad Historical Society



Model A Ford Club

HISTORICAL NEWS OF PETALUMA

by Solange Russek with comments by Michael Slade

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

Sonoma Democrat, Number 26, 7 April 1866 Local News

FIRST BLOOD FOR CONGRESS.—A "mill" on a small scale came off in a hotel at Petaluma last Saturday evening, between a Congressional Kentuckian and an Illinois Democrat. *Union man*, (so called) said President Johnson was a *traitor* and a scoundrel. Democrat denied the soft impeachment by informing *loyal* Kentuckian he *lied*, (not very chaste language, surely.) Words were followed in quick succession by blows. Congress sent out a "feeler" which coming in contact with the "smeller" of the President's supporter caused a free flow of "claret." At this stage of the proceeding officers made their appearance and stopped the "mill," otherwise there is no telling how many lives might have been sacrificed. Summing up the result, we must record "first blood for Congress." Well, these Kentucky and Virginia abolition radicals are the meanest of the gang, any way.

Civil War aftermath in Petaluma (Note: According to Webster's a "mill" used in this context is a fight)

Vestkusten, Number 13, 28 March 1895 — PACIFIC COAST ITEMS. NEWS NUGGETS PICKED UP WEST . OF THE SIERRAS

William S. Pierce, the proprietor and manager of the Petaluma Electric Light and Power company, proprietor and president of the Pierce Telephone company, ex-president of the Dairymen's union of California and one of the wealthiest and most prominent citizens and land owners of Sonoma and Marin counties, was instantly killed at Petaluma before hundreds of panic-stricken citizens and in the midst of a terrible wind and rain storm. Pierce superintended the construction and repair work of his electrical enterprises, and he climbed a pole to repair a broken electric light wire. He took hold of the live wire and the current went through his body, killing him instantly.

Surely, Mr. Pierce should have known better. However, wealth clearly didn't buy common sense.

Vestkusten No. 20, May 20, 1897

Lew Roberts, a traveling comedian, died in Petaluma from the effects of drinking cold water when overheated.

Since trying to stay hydrated when hot appears to have lethal consequences, bottles of water should carry a warning label concerning this rather serious side-effect.



THE CONSERVATION, PRESERVATION & RESTORATION OF PHOTOGRAPHIC MATERIALS

a presentation by
GAWAIN WEAVER

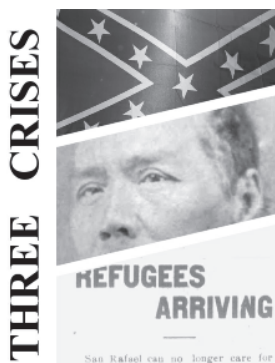


Saturday, September 2, 2017 at 2:00
Petaluma Historical Library & Museum



PETALUMA, CA – The Petaluma Museum Association is proud to announce a presentation by photograph conservator, Gawain Weaver. Scheduled in conjunction with the PHL&M's current exhibit, "Portraits of Petaluma Pioneers," Gawain will discuss the subject of photograph conservation and demonstrate a wide range of treatments from simple tear repair and flattening to more complex unmounting, washing, and stain removal. Gawain will also discuss the expanding role of digitization in the preservation of photographic materials.

Gawain's B.A. degrees are from Sonoma State University, and his M.A. is from the Institute of Fine Arts, New York University. A fellow of the George Eastman House and Image Permanence Institute in Rochester, N.Y., Gawain has served as the President of the Bay Area Art Conservation Guild since 2012, and teaches photograph preservation at San Jose State University. Gawain's two companies, Gawain Weaver Art Conservation, and Two Cat Digital, provide photograph conservation and digitization services for both institutions and individuals. gawainweaver.com



PETALUMA'S THREE CRISES

a presentation by
Santa Rosa historian,
JEFF ELLIOTT

Saturday, September 23, 2017 at 2:00
Petaluma Historical Library & Museum

PETALUMA, CA – Jeff Elliott will discuss three historic crises faced by the Petaluma community: Petaluma's conflict with the rest of Sonoma county as being the only town outspoken in opposition to the confederacy; how the town resisted anti-Chinese bigotry after the infamous murder of the Wickershams; how Petaluma greeted waves of refugees escaping the devastation of the 1906 San Francisco earthquake.

Jeff Elliott is a veteran journalist having written nationally for magazines and newspapers for over a quarter century. In 1995 he founded the *Albion Monitor*, the first internet "newspaper" with syndicated news and commentary plus original investigative journalism. He turned to historical research after retiring in 2009, and his writings can be found at SantaRosaHistory.com, with over 600 articles on local history and architecture. You can follow him on Facebook @OldSantaRosa.

Modoc Indian War....from page 4

ranchers, something called 'oleo margarine' was invented (however, not yet colored yellow).

In 1873, San Francisco got it's first cable cars and SF's Levi Strauss produced the first copper-riveted blue jeans. In Petaluma, our intrepid Professor Lippett turned over his home on D Street to the city, for a school house. Unfortunately, enrollment was sparse, the good Professor lost his money and, alas, left teaching to return to the practice of law, (which rarely loses money).

Petaluma at that time, sported 11 blacksmith and wagon shops, seven hotels, ten doctors, eight lawyers, two breweries and 27 saloons! Nerves were somewhat calmed here on April 24,1873, as our Evening Argus editorial opined: "It is now thought no general outbreak will occur among other tribes of Indians." This writer imagines, however, that the spirited talk in our 27 saloons was much about that subject for quite a while forward.

Editors note: In our Spring/ Summer 2017 column about I.G. Wickersham, Debi Riddle past coordinator and president of the PMA noted that the original Wickersham house was not torn down. According to records here only part of the house was demolished and the remaining portion of the home was moved to 508 Petaluma Blvd. So. by Thomas and Mabel Burger who converted it into the Redwood Inn. In later years, it was known as the Rose Court Hotel and eventually it became the Metro Hotel. Debi also stated that *"Wickersham Park was created as a memorial to Lydia Wickersham. Elizabeth McClay wanted her mother's love of roses to be shared by the community. The Petaluma Museum did a lovely ceremony in 1989 to commemorate the park with many of us in costume and planting one more rose bush."*

Historic Downtown Walking Tours



May through October
Saturdays at
10:30 a.m.
Meet at the Steps
to the Museum
Led by costumed
docents
Free
Donations accepted



**Like us on
Facebook:**

Petaluma Historical Museum

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



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




Steve vonRaesfeld | PRINCIPAL
steve@vra-arch.com

ARCHITECTURE | PLANNING

108 Petaluma Boulevard North
Petaluma, California 94952
707.762.6006 • vra-arch.com

VONRAESEFELD & ASSOCIATES
ARCHITECTURE | PLANNING

Kit Lofroos, MA LMT_{NM} | CMT_{CA}
(707)931-8212
by appointment



lofroos.org
State of NM License #2001 | State of CA Certification #14321

SEEKER • INTEGRATOR



BECOME A SCHOOL TOUR DOCENT



If you enjoy history and sparking the interest of young people, our school tour program is for you. We are looking for people to join our volunteer family as school tour docents to lead classes on tours of the Museum's permanent Petaluma history exhibit and of historic downtown Petaluma. If you are interested, please write to histryldy@hotmail.com for more information.

O: (707) 763-5475
 F: (707) 778-8417
 E: info@Wedgeroofing.com

WEDGE
 ROOFING

5 Casa Grande Road, Petaluma, CA, 94954 Insured PL & PD Wedgeroofing.com

DAN LUTZ

707-763-5041
707-763-0379 (fax)
danlutz922@aol.com

LUTZGO INC.
dba Lutz Chevron

Gasoline 24 Hours Convenience Store

Elder Financial Protection Network
Ruth W. Robeson, Esq.
Executive Director

17 Keller Street, Suite A
Petaluma, CA 94952
707.981.8403

ruth@efprotection.org
www.efprotection.org

Linda Buffo
REALTOR®
CalBRE 01331391

BUNDESEN
616 Petaluma Boulevard South
Petaluma, CA 94952
Mobile 707.696.9368
Direct 707.769.7168
Office 707.769.9000
Fax 707.762.1032
Email linda.buffo@bundesen.com

Each office is independently owned and operated.

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!

Your business card here

America's Yesteryears
Exhibits, Research, Educational

Don Siemens
Historic & Cultural Ecology

P.O. Box 248
Bodega Bay
CA 94923

707-364-1843
DonSiem@comcast.net



Petaluma Arts Association

60th Anniversary Art Show

The Petaluma Arts Association is celebrating its 60th year by showing new and old members' work at the Petaluma Historical Library & Museum from November 16th until December 16th. Some members have been with the organization since its beginning, while others have joined recently. PAA encourages members in developing and

showing their work. The art work will include paintings, some showing Petaluma in the past, prints, sculpture, clay, gourds, toy soldiers, etc. PAA will be hosting a wine and cheese reception from 5 -- 7 p.m. on Saturday, November 18th. All are welcome to attend.



**McNEAR'S
RESTAURANT
& MYSTIC THEATRE**

23 Petaluma Blvd. N.,
Petaluma, CA 94952
Office: (707) 765-9211
Fax: (707) 765-4671
www.mcnears.com
www.mystictheatre.com

Kenneth O'Donnell
Owner/Booking
Cell: 707-338-8669
ken.mcnears@gmail.com



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



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

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



**American
Red Cross**

Steve Countouriotis

California Northwest
Chapter
5297 Aero Dr.
Santa Rosa, CA 95403
Cell (707) 364-3523

scount@yahoo.com



UBS

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/fa/kennethnugent/

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

Membership

NEW MEMBERS

Betty Albang, Dave Alden, Stacey Atchley, Erica & Josh Barlas, Renate & Martin Bohn, Aliza Brady, Richard & Karin Burger, Christopher Caputo, Bonnie Carpenter, Wayne & Linda Lassiter Drumheller, Wayne & Lisa Dunbar, Diana & Mike Ellis, Richard Grabstein, Muriel Sutchter Knapp, Venta Leon, Donna Maddex, Frank Marshall, Nita Miller, Gary & Mo Miner, Don & Anthy O'Brien, Julianne Okeefe, Gerald Reinartz & Nancy Walker, Jon Schmidt, Sandy Tate

RENEWALS

Jeannette Ambroge, Kim Arfsten, Oralee Bean, Michel Braud, Sean Bressie, Ruth Browning & Karl Scheurmann, Karl Bundesen, Irene Carnazola, Karen Chambliss-Abraham, Suzanne Clarke, Steve & Debbie Countouriotis, Kerry Davison, Dorothy DeMare, Maria do Ceu & Madelene Clare, Dick & Rita Dunbar, Ted Feldman, Deborah Fox Fitch, Maureen Friedrichsen-Reed, Marlene Gastelum, Karin Gjording, Helen Hagopian, Ray & Pat Handyside, Haroldine Hansen, Mike Harris, Ray Hendess, Vernon & Marge Hodapp, Barb Holleran, Ruth Iversen, Stephan Jensen, Charlotte Johnson, Kit Lofroos, Trudie London, Carolyn Mack, Dolores Frey McCloud, Connie Mygatt, Kathy Nagel, Thomas J. & Dorothy Nelson, Paul North, Diane & Christopher Olson, Harlan Osborne, Freyda Ravitz, Pat Riley, Rich & Susan Rodkin, Raymond & Jerrene Rogers, Solange Russek, Jack & Joyce Schipper, Don & Charlotte Siemens, Frank & Susan Skubic, Lorraine Skoog, Martin Simpson, Laverne Stout, Bill & Carolyn Tennyson, Marybeth Thayer, Pamela Torliatt, Joy Waite, June Wayne, Wedge Roofing Inc, Jill White, Dick & Dorothy Wilcox

DONATIONS

Bonnie Carpenter
Suzanne Clarke
Dorothy DeMare
Marvin & Shirley Dolowitz
Mary Tilbury
Dick & Dorothy Wilcox

Donations in Memory of Bill Hammerman

Betty Albang
John & Libby Fitzgerald
Charlotte Johnson
Sid & Gerry Lipton
John Nelson
Tim & Lori Nelson

LIFETIME MEMBERS

Linda Adams & Ken Larson, Mr. & Mrs. Marv Ashman, Bacchus Real Estate, Garth Bixler & Steven Barclay, Ron Bausman & Art Wagner, Sherri Brungart, Jim Becker, David Best & Margaret Roth Ann & Gordon Blumenfeld, Walter & Marilyn Bragdon, Tom & Kathy Brandal, Virginia Breedlove, Sherri Brungart, Arthur & Selma Cader, Paul Canorro & Kelly Collins, Joseph & Carol Castillo, Susan Morvay Chappell, Coddling Foundation, Clark & Susan Coolidge, James and Liz Cohee, Steve & Judy Collins, Jim & Lori Cornaggia, John Cota & Teresa Barrett, Judy Curtis, Jack Dei, Sr., Angela E. De Carli, Daniel & Elissa DeCaro & Family, Dennis & Charlene Deen, Marvin & Shirley Dolowitz, Diane Dorfman, Karen & James Ely, June Ferguson, Bonna & George Flynn, C. Michael Forrest, Alice & Donald Forsyth, Jim & Kris Foster, Terry Fraser, Paula Freund & Paul Heavenridge, Kathy & Richard Fries & Family, George & Margaret Gambonini & Family, Marvel Gardner, Cheryl & Derlin German, Marie Isabel Girolo, Robert Girolo, Alexa Glockner, Ken & Annette Goltermann Family, Margaret Gossett, Kathy Greene, Alice Guglielmetti, Connie Hammerman, Matt & Ginny Hautau, Mike & Beth Healy, Toby & Pat Herfindal, Ann Hobrecht, Miriam Hodge, Timothy & Marianne Hurley, Gary & Lynn Imm, Carol Isaak, Helen Issel, Toby Kaehler, William & Denise Kane, Roanne & Davis Kaplow, Steve & Karen Kemmerle, Lucy Kortum, Terry Kosewic, Daniel Krieg, Jack & Verna Krout, Kathleen LaRusso, David & Mary Lee, Rollie & Shirley Leeburg, Catherine Lehmann, Michael Lennon, Paul & Marlene Lewis, Blanch Lieb, Sid & Gerry Lipton, Connie Brandner Loughary, Colleen Mahoney, Theresa & Peter Mahoney, Constance Mahoney, Amy Malaise & Gary Fusco, Peter Masi/Master Cleaners, Charles & Evelyn Matteri, Elizabeth McBride & Don Shaw, Shirley B. McDonald, Mc Dowell Drug Task Force, James & Sue Mc Isaac, Keith & Debbie McNeil, Robert & Virginia Mervin, Max Mickelsen, Flora Mickles, Pierre & Sonja Miremont, Montoya & Associates, Ann Moreno, Tim & Lori Nelson, Tammara Norman & Edwin Hamilton, Dustin O'Brien, Mike O'Brien, Michael Orton, Ross Parkerson, John & Karen Perlis, Edward Peterson, Ray & Ettamarie Peterson, Charles & Mary Pheil, Russel Pleech, Shep Porter, James Power Millwork, Lawrence Reed, Dan & Ann Reed, Ed & Bernadette Ricci, Tim & Deborah Riddle, Katherine & William Rinehart, Walter & Emily Roeder, Rotary Club of Petaluma, Jerry & Mary-dee Roy, Gloria Salick, Warren & Susie Salmons, Nancy Sasser, Kit & Steve Schlich, Richard & Lucille Sharke, Alba Silva, Jeff Smith & Alicia Wallace, Nicole & Dave Snider, Skip Sommer, Springfield Place, Kaye Stack, Clarice Stasz, Thomas & Mary Stelzner, Elaine & Christopher Stevick, Barbara Tornberg, Evan Williams & Elizabeth Tyree, UBS Financial Services, Gene & Lenore Urbain, Larry & Jan Vannucci, Vietnam Veterans of America, Chapter 563, Susan Villa & Family, Volpi's Italian Market, Michael & Elaine Von der Porten, Mary Renner & Linda Vourlogianes, Marcie Waldron, Ruth Walker, Olga Walker, Judy Walters, Jan Widdowson, Lauren Williams, Sarah Young, Scott & Meredith Young, Nick Zaillian, Ruth Zveinieks

Join or Renew - It's easy to do! petalumamuseum.com

1. Visit our website, 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, 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

2017-842 Wayne-Poehlmann Glass Negative Collection

Thanks to Al Poehlmann and family for their donation of over 100 glass negatives that belonged to his grandfather Joe Wayne.

Once we started to scan the images, we could see that Mr. Wayne was an artist! He took great care in setting his subjects (mostly family) in that perfect pose. We are now preparing to do a full exhibit of JC Wayne's photography work in the future. *"The artist behind the lens"*.

J.C. Wayne came to Petaluma as a baby from Georgia in the 1880's. The 1914 Petaluma City Directory shows the Wayne Family living at 406 Western. He owned the G.E.M Theater and

Nickelodeon (named after his wife Grace and two daughters Elsie & Mabel) that was on 168 Main, with his photo studio across the street at 167 Main. In 1917, the city directory shows Mr. Wayne selling insurance and living at 18 7th Street. The same directory also has him involved with Poultry on Grant Ave. 1m R1. T. Squires are listed as the proprietor for the GEM Theater, now at 170 Main St.

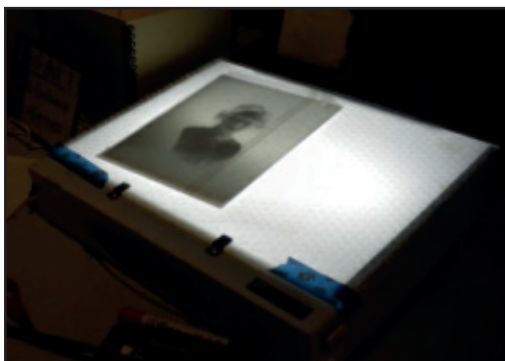
Once we have sorted the collection the Poehlmann family will come and help us identify family members, locations and events.



Liz Young and Michael Lanham sorting the glass negatives.



The Glass negatives were stored in a wooden trunk stacked on top of each other. Surprisingly, only a few were broken or cracked. The collection team cleaned and sorted the glass negatives by topic and size.



Negative on light table



Two images that were scanned.



PETALUMA MUSEUM ASSOCIATION
Petaluma Historical Library & Museum
20 4th St.
Petaluma, CA 94952
www.petalumamuseum.com

Non Profit Org
U.S. Postage
PAID
Petaluma, CA
Permit No. 301

Change service requested



Don't Miss It! "Portraits of Petaluma Pioneers" will end on Sept. 24.
Go to page 12 to find out about upcoming lectures for this exhibit.