



WINTER 2012

VOLUME 22, ISSUE 1

On The Cover

MUST HATCH HATCHERY

One of the largest and most successful businesses in Petaluma in the first quarter of the twentieth century was the Must Hatch Hatchery. The business was founded in 1898 by A.E. Bourke, who later sold it to his son, Leo. Despite being destroyed by fire in 1923 the building was rebuilt by 1927 and by 1929 was the largest hatchery in the world. At its peak Must Hatch employed 500 people and processed as many as 75,000 chicks a day. The business was located at 401 Seventh Street. Today part of the building remains and serves as home to a variety of small businesses.

Wanted: 3rd Grade Tour Guides!

As we all settle in for winter, it's never too early to think about the fun that lies ahead this upcoming spring. When the flowers and the foliage of a warmer season sprout, our little ones will come out as well, and be ready to play. One of their favorite and most memorable experiences this spring will be the 3rd grad tour they take at the museum. This cherished life long memory is gifted to them by our museum 3rd grade tour guides. Without the tour guides there is no one to share our local history and heritage with these children. So as we look forward to our springtime activities, let us consider giving a small amount of time to volunteer as a 3rd grade tour guides between March and May. Whether you would like to do one tour or many is completely up to you. Please consider joining the fun. A training session will be held.

February 15th, 2012 at the museum at 3:30 pm. Come join the fun and excitement!

Make a kid smile!



MISSION STATEMENT

"To preserve the history of Petaluma and the surrounding area; to provide educational and cultural services to the community which stimulate interest in the history of Petaluma; to preserve, enlarge, and exhibit the Museum's collections, and to present other cultural events that educate and enrich the experience of our community."

Petaluma Museum Board of Directors:

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Marianne Hurley

The Petaluma Museum Association Newsletter is published quarterly and distributed to our members. Many thanks to all our contributors and to our 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 March 12, 2012

"Our brightest blazes of gladness are commonly kindled by unexpected sparks."

- Samuel Johnson

Hello Members,

My favorite things about new years are the pleasant surprises, especially those that happen at the museum.

It never fails, we plan and plan, labor and toil to offer our community the very best in exhibits, speakers and concerts yet it is always those little surprises that thankfully catch us off guard. We in "The Know" even have a name for this reoccurring phenomenon; we call it "***Museum Magic***". Sure it may have a corny name but with each New Year its appearance is inevitable and usually quite frequent. It comes in many forms, the unassuming visitor who becomes the star speaker in a series, the rare artifact that just shows up unexpectedly and steals the show or the friend of a friend who knows the exact person we need to talk to pull it all together. It's this amazing synchronicity that makes this experience so special.

My hope for you and your family is a wonderful new year filled with all the joy you can handle and hopefully a little bit of those wonderful unexpected surprises.

A special thank you to my fellow board members, volunteers, friends and supporters who inspire me every day.

Happy New Year!

Joe

P.S. I hope you enjoy the new look of our newsletter, another special surprise due to the hard work of a very special person, Mary Rowe.

PETALUMA'S GREAT LEAP FORWARD The Winter of 1926

IT HAD BEEN a sizzling Christmas season of 1925. Calvin Coolidge was President and the country was having a great time in the 'Roaring Twenties'. Jazz was the music of choice, Greta Garbo.. the big star, Bobby Jones won both the U. S. Open and The British Open and Ernest Hemingway had just written The Sun Also Rises. In other news, a man named Walt Disney opened a small film studio and Maidenform announced they had patented a new uplifting brassiere. (It really was a great year).

In Petaluma, the coming year of 1926 was extremely promising for business. The Sonoma County National Bank was constructing a large new building on the corner of Main Street and Washington



Street (now the Baker Creek Heirloom Seed Bank) and The Petaluma National Bank was also constructing their new building on the corner of Main and Western



Avenue (now Vintage Bank Antiques), Two giant steps in progress for our community. The Petaluma Courier said they were “the most striking of ornamental architecture” and “stimulating improvements” for the city.

The business community was so stimulated that the Petaluma City Council voted in January, to install street signs all over town and to pave Wilson Street! In 1926, there were over one and a half million automobiles in the State of California and, in Petaluma, Murphy Chevrolet at 822 Main, would sell you a Roadster for \$510 and.. that included a speedometer. William Zartman, longtime blacksmith, was keeping up with times, by selling truck tires, “both solid and pneumatic”. But, to make sure the horse wasn't totally ignored, Tomasini Hardware still sold “John Deere walking plows”. (That is, one ‘walked’ behind the plow, which was pulled by horse-power).

Indeed, Petaluma was booming in 1926. The new Hotel Petaluma had been constructed in 1923 and had become a social hub of our town. Rooms were available there for \$1.50 per night in 1926, unless you wanted a private bath, then it was \$2.50 per night.

The Must Hatch Hatchery on the corner of 7th and 'F' Streets, announced that they would construct a new building to provide them twice the capacity of their former one. Owner A. E. Bourke hired famed architect Brainerd Jones to design the two story brick structure and his business became the largest hatchery in the world! The building is now occupied by artists studios and offices.

While all this enterprise was booming, prohibition was imposed upon the United States. Although, the Feds tried to control it, thousands of cases of illicit booze were shipped into the country from Canada. Much of that was landed on the Sonoma and Marin County coasts, just west of Petaluma. One notable delivery in February of 1926 was estimated at 75,000 cases of whiskey. Petaluma's "Anti-Saloon League" was active,..but not that active and our local Womens Christian Temperance Union was walking the streets in protest. It is unknown where all that whiskey went, but Point Reyes Station also became a boom town for some reason.

In January, The Piggly Wiggly Stores opened a shop at 114 Main Street. Grand Opening specials included Star Chewing Tobacco @ \$.65/plug and Chesterfield Cigarettes @ \$.11/package. They also sold oleomargerine at \$.26/ pound, although the local dairymen protested that "butter had superior qualities over oleo" This fact had

been tested by feeding two pairs of rats both products for 30 days. The rats fed butter gained 700 grams, while the rats fed oleo only gained 415 grams. Oh well....

It wasn't too expensive to get into the agricultural business then. Realtor A. J. Ronsheimer of Petaluma was advertising a "47 acre dairy and chicken ranch, 7 head of cattle, 3 horses, 4,000 young hens, a one-ton truck, cream separator, feed mixer and all farming tools. \$17,000". No house was mentioned in this ad.

To help Petalumans know what was happening elsewhere in the world, Guys Radio HQ at 94 Western Avenue was advertising that one could "see and hear the new radio sensation: The Radiola 25 completely operated from your lamp socket--no batteries !". Imagine that, an actual plug-in radio.

So, there you have it. 1926, a year in major transition. Wild fun. Great business. Super times for all. It seemed like it could never end. If they had only known that in just three years, the world would change in a flash. But we never know, do we?

The good times seem to come in so slowly and quietly, yet the bad times swoop in like hammer blows. It is interesting to me that both current tenants of those grand bank buildings have chosen to use the word; Bank within their titles, yet neither structure has had an actual bank within its walls for many decades. Even the bankers couldn't forecast the coming of The Great Depression.



Sonoma County National Bank under Construction, 1925

MEMBERSHIP

NEW MEMBERS

Brian & Helene Barlas, Linda Baraz, Laura Cornaggia, Dave Denton, Phyllis Ferbusch, Ethel Forman Anita Gajewski, Kelley Jensen, Carolyn Kaufman, Nancy Kull & Bill Young, Catherine Loustaunau, Chuck Lucas, Katrina Natos, The Redfearns, Sandy Smethurst, Sophia Sorich, Jeanne Straus, Jeff Taylor, Brian Tolson, Kim Wilding

RENEWALS

Bill Allen, Dina Angress, Winifred Archibald, The Baddeley Family, Christa Bechler, Jerry & Mary Beene, Marcus Benedetti / CloverStornetta Farms, Harriet Boysen, Marina & Lee Brians, Steve & Linda Buffo, Karl Bundesen, Dennis & Carolyn Buss, Lynn Camhi, James & Patricia Carr, Chalet Florist, John M. Charlson, Andy & Helga Christiansen Tom & Linda Corbett, Jeff Craemer, Mary Ann Curme, Kerry Davison / Mahoney Davison Co., Don & Sue Deal, Candace & James Donnelly, Maxine Durney, Charles & Sue Edwards, Barney & Alma Fauss, Kathleen Favot-Blanquie, John & Libby Fitzgerald, Alice Forsberg, Deborah Garber, Gayana Gashian, Majida Gibson, Phil Goldberg & Millie Vence, Elliott & Barbara Gould, Janet & Todd Gracyk, Clinton H. Grove, Sharon Graham, Ruth Gumpel, Evelyn Gurevitch Margaret Hadley, Christie Heller, Carol & Jim Janakes, Fred Jennings, Douglas & Linda Karr, Lynn & Thom Knudson, Ron & Kathy Larsen, Marcella Lee, Janet & Erick Luoma, Gary Martz, Jeff Mayne / Excel Mortgage Solutions Mathew McConnell, Margo McDowell, Albert Mello Sr, Peter Meyerhof, Janet Mobley, Ursula Rodgers Muir/Bloom Family, Kathy Nagel, Clyde & Marian Nelson, Julia Norton, Kathryn O'Brien, Terry Park, Claire Pass, John & Evelyn Pedroni, Petaluma Arts Center, Pozzi & Associates, Sgt. Penry Military Museum, Susan Roffmann / St. Vincent Academy, Faith Ross, Kendall & Mary Rowe, Alexander & Carol Sachal, Harry & Lorraine Skoog, Mel & Teresa Smith, Loretta Stoddard, Lee Strauss, Sweed School HOA, Tim & Janet Talamantes, Mark Tomlinson, Carolyn Torliatt, Kris & Bob U'Ren, Al & Gwen Villa, Elizabeth Walter-Sky Hill Cultural Alliance, Harvey Walters Jr., Carol M. Weisker

NEW LIFETIME MEMBERS

Michael & Elaine Von der Porten
Richard & Lucille Sharke
Mc Dowell Drug Task Force
Vietnam Veterans of America, Petaluma Chapter 563

SPECIAL TRIBUTES

In Memory of
Jane Gianini
Ferdinand Dan

DONATIONS

Jeff Craemer
Cheryl & Derlin German
Brian Granados
Homer & Marcia Johnstone
Cynthia B. Luce
Charmaine Martinelli in memory of William Bennett

MUSEUM HIGHLIGHTS

PIRATES EXHIBIT BRINGS FAMILIES TOGETHER



Nicklaus Hoffman's Pirates: Legend & Lore was a must see at the museum for young and old alike. If you happened to catch this wonderful exhibit you may have felt and heard the excitement from

the children with parents and grandparents in tow searching for answers to the pirate treasure hunt or spending time at the activities table making a pirate flag. The visit usually ended with a trip upstairs to view Petaluma's past.

Members Holiday Party 2011

It was great to see everyone at the Holiday Party and the atmosphere was quite intimate thanks to the creative talents of Pat Donegan and Christa Bechler.



Members sat at festive tables and enjoyed the many delectable delights provided that night. Thanks to all the volunteers that helped out and made the evening a special one.

Museum members and guests welcomed 2012 with another of Elizabeth Walter's concert galas!



River Cruise 2011

IT WAS A warm day on Oct. 31st as we cast off on the Annual

River Cruise. Our vessel was at full capacity and we were treated to the extensive knowledge of the river and its banks by the Captain of Dolphin Charters. A bonus was an additional narration by one of our members Ken Warren who added his own interesting facts to our



Guess Who?

tour. Many came in pirate attire and a pirate flag was flown at the back of the boat.



Attendance nearly maxed capacity and everyone enjoyed the evening of chamber music and the bounty of Sonoma County. An extensive review in **ClassicalSonoma.org** shows we are gaining recognition for our beautiful little concert hall.



Concert photos by Argus Courier

2012 EXHIBIT SCHEDULE

All Year - Our Local History (Second Floor)

This former Carnegie library now houses the 'Petaluma Historical Museum' and was designed by local architect Brainerd Jones and built from locally quarried stone. It features the largest free-standing leaded glass dome in Northern California. The cornerstone was set in 1904, survived the 1906 earthquake, and opened that same year despite it. It houses a research library, poultry, dairy and Miwok Indian history exhibits from the 1850's, among many other local artifacts, and offers weekend tours of historic Petaluma led by costumed docents. Throughout the year, the museum features a public lecture series, guided museum tours, an outreach program for schools, an annual Victorian tea, assisted research, internships and special exhibits. A fascinating insight into how we came to be.

All Year - Our Concert Series

Throughout the year there will be an ongoing concert series, mostly classical, sometimes not, many times perhaps even a little unusual, but always an elegant and inspirational evening. Please visit our website www.petalumamuseum.com for details.

Coming Home:

January 12th - 29th

The Petaluma Museum presents a special speaker series this month.

As local troops are returning home to their normal lives after years of combat in Iraq & Afghanistan they are bringing with them incredible stories of bravery, comradeship and very often tragedy.

The Series is part of the **Sentinels Exhibition**, showcasing the art of Vietnam Veteran Mike Dowdall. The Art showcases incredible moving images of soldiers from various wars. Proceeds from the sale of Sentinel posters will benefit "Vet Connect." The exhibit includes artifacts and images on loan by returning soldiers, a veterans resource table and will conclude with a "Welcome Home Day" on January 29. Admission is free to the public

Women who fought for civil rights, and Black History Month

Feb 3rd - March 11th

In 1926, Dr. Carter Goodwin Woodson, distinguished Black author, editor, publisher, and historian, single-handedly pioneered the celebration of 'Negro History Week', for the second week in February, in order to coincide with the birthday celebrations for Abraham Lincoln and Frederick Douglass as an initiative to bring national attention to the contributions of Black People throughout American History. In 1976, the celebration of Black History was expanded to include the entire month of February. This year, we are not only planning an exhibit for Black History Month, but expanding the exhibit to focus on those women who fought for civil rights, and to show how women from all classes, races, cultures and ethnicities have fought for equality in all aspects of society, and continue to do so, for the betterment of us all.

Roma: Crossing the Borders:

March 15th - April 15th

An exhibit intended to educate the visitor about the history and contribution made by the Romani peoples despite ongoing and current hardship, persecution, and marginalization from mainstream society. The Roma people remain, to this day, without a homeland, yet continue to contribute to society as best they can.

The exhibit is intended to dispel stereotypes as one thousand years of nomadic existence

makes a typical stereotype difficult to define, yet they persist. The exhibit focuses on a number of aspects, centered around an art exhibit by Romani artists, along with the history of the exodus from India over one thousand years ago, the prejudice still faced, even to this day, those lost in the Holocaust, artifacts, music, and ongoing contributions to society. While there are certainly ongoing and past issues around civil and human rights, the focus is on increasing awareness of a little known people, with a local connection, and a very forward looking philosophy who expect nothing more than equity and justice. An exhibit made possible with a very prestigious grant from the NEA.

Native Words, Native Warriors (Code Talkers of WWII):

April 21st - July 1st

When the United States issued the call to arms in World Wars I and II, American Indians answered as warriors. Some men discovered that words - in their Native languages - would be their most valued weapons. Crackling over the airwaves and telephone lines, the code talkers' messages proved indecipherable to the enemy and helped the United States achieve victory. Decades later, the US government declassified the code talker programs, paving the way for the participants' long-overdue recognition. The exhibit tells the remarkable story of Indian soldiers from more than a dozen tribes who used their Native languages in the service of the US military. Developed with the Smithsonian's National Museum of the American Indian, this inspiring exhibition was made possible in part thanks to the generous support of Elizabeth Hunter Solomon. Additional support has been provided by the Smithsonian Women's Committee and the AMB Foundation

'I Do':

July 12th - Sept. 30th

An exhibit of Vintage Victorian wedding dresses once owned by prominent Petalumans of a bygone era, drawn from the PMA's extensive textiles collection. A fascinating insight to a more simple, perhaps gentler time, along with some exhibits that might surprise you.

Korea, The Forgotten War:

October 11th - December 16th

To many the conflict in Korea remains a 'forgotten war', overshadowed by World War II and Vietnam, yet it marked a turning point in the political and military history of the postwar world. For the first time, two global powers, equipped with nuclear arsenals, came into armed confrontation over the political allegiance of a third country. On June 25, 1950, the North Korean Army invaded South Korea. The fighting began as a local war in a small country little known in the Western World. By its end on July 27, 1953, the war had directly or indirectly involved forces from nearly half of the world and brought a third world war closer than ever as well as marking the start of the Cold War. Twenty-two nations fought in the Korean War, 3 million people losing their lives, and represented the first war in which US forces were truly racially integrated, and the first use of the MASH unit responsible for successfully saving many lives.

The exhibit features more than 30 paintings with scenes from the Korean War (on loan from the US Air Force Art Program) as well as the continuing presence of the US military there. In addition to the art the exhibition will feature artifacts on loan from both local American and Korean veterans.

Art of Raymond Sells -

December/January 2013

An exhibit of large scale wood sculptures by the prominent artist Raymond Sells.

Visit us on the web at www.petalumamuseum.com

If you would like to be added to our list to receive notices regarding concerts and special events please contact Liz at liz.cohee@petalumamuseum.com

GIFT SHOP



Featured Book

“Celebrating Petaluma” commemorates the city’s sesquicentennial and contains articles on the town’s past, present and future written by more than 20 writers.

224 pages. Many color illustrations. Contributing writers include Bob Dyer, David Glass, Bruce Hagen, Katherine Rinehart, Marianne Hurley, Von Hurson, Connie Madden, Janet Parmer, Pamela Torliatt, Terry Smith, Greg Sarris, Bill Soberanes, and others. Cost \$30.00 (includes tax)

We have many other books available for sale.

Come in an browse. We also have many other items for sale. The Gift Shop is open at regular museum visiting hours. Thurs-Sat - 10:00am-4pm
Sunday - 12:00pm-3:00pm

Volunteers Needed For Wedding Expo

The textile dept. would like a few ladies to volunteer time as a hand stitcher to do some conservation work on vintage wedding dresses.



There will be a fabulous wedding expo in July and many volunteers are needed to dress mannequins which will be made to fit the petite sizes

from the 1870’s to 1880’s. You will learn how.

Contact Teresa Froschl

You can call the museum at 778-4398 or email Teresa at teresa.froschl@gmail.com

Are you interested in serving as a Director?

Every year Petaluma Museum Association holds an election of Directors (and every two years, Officers). Continuing the tradition started in 2009, the PMA offers a write in ballot to accommodate those who cannot attend our Annual General Meeting in person. Ballots and brief candidate biographies will appear in the second quarter newsletter, which members will receive in late-March, and will include details of the April Annual General Meeting where the results will be finalized.

This year, seven positions are up for election, and as usual we are always looking for committed people to volunteer their time, who bring their own unique skills and perspectives, and have the time available to make a contribution to a very lively all-volunteer team. Our typical candidates bring a love of community service, a commitment to making our community as terrific a place as possible, and a deep interest in Petaluma and its community’s heritage.

If you would like to be considered as a candidate, you must be an active PMA member, and submit a brief statement (3-4 sentences ideally) of your intended contributions, to be presented to the membership in the 2nd Quarter newsletter for ballot purposes. Please send your details and the requested candidate statement, in a sealed envelope clearly marked ('Nominating Committee'), to our office at: Petaluma Museum, 20 4th Street, Petaluma, CA 94952, to reach us before end of office hours March 21st, 2012.

COLLECTOR'S CORNER



"PMA member, Dan Brown recently acquired this 1948 photo of the Petaluma Railroad Depot showing the tracks and a 1940's car" The photo of the locomotive dates to 1949.



PETALUMA MUSEUM ASSOCIATION LIFETIME MEMBERS

Linda Adams, Mr. & Mrs. Mary Ashman, Ron Bausman & Art Wagner, Jim Becker, Marcie Becker, Ann & Gordone Blumenfeld, Walter & Marilyn Bragdon, Virginia Breedlove, Arthur & Selma Cader, Coddling Foundation, Clark & Susan Coolidge, James and Liz Cohee, John Cota & Teresa Barrett, Angela E. De Carli, Daniel & Elissa DeCaro family, George & Margaret Gambonini & Family, Margaret Gossett, Bill & Connie Hammerman, Ann Hobrecht, Gary & Lynn Imm, Carol Isaak, Toby Kaehler, Steve & Karen Kemmerle, Milred King, Bill & Lucy Kortum, Jack & Verna Krout, Ken Larsen, Rollie & Shirley Leeburg, Catherine & Theodore Lehmann, Blanch Lieb, Sid & Gerry Lipton, Constance Mahoney, Amy Malaise & Gary Fusco, Peter Masi/Master Cleaners, Charles & Evelyn Matteri, Shirley B. McDonald, Mc Dowall Drug Task Force, James & Sue Mc Isaac, Keith & Debbie McNeil, Max Mickelsen, Pierre & Sonja Miremont, Tim & Lori Nelson, Tammara Norman & Edwin Hamilton, Ross Parkerson, Edward & Barbara Peterson, Ray & Ettamarie Peterson, Charles & Mary Pheil, Russel Pleech, Shep & Velma Porter, Lawrence Reed, Ed & Bernadette Ricci, Tim & Deborah Riddle, Katherine & William Rinehart, Walter Emily Roeder, Rotary Club of Petaluma, Jerry & Marydee Roy, Gloria Salick, Nancy Sasser, Richard & Lucille Sharke, Shep & Lou Shepherd, Alba Silva, Springfield Place, Clarice Stasz, Thomas & Mary Stelzner, Charles & Althea Torliatt, Barbara Tornberg, UBS Financial Services, Lenore Urbain, Eugene & Lucy Urbain, Vietnam Veterans of America, Chapter 563, Michael & Elaine Von der Porten, Marci Waldrin, Ruth Walker, Ron & Judy Walters, Margery Wolf, Sarah Young, Nick Zallian

PETALUMA MUSEUM ASSOCIATION
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ADDRESS SERVICE REQUESTED

The Museum Association Welcomes New Members! Tell a Friend!

Benefits include a quarterly newsletter, opportunities to serve as tour guides, docents and resource persons, and VIP seating during downtown parades.

Name _____ New Renewal (circle one)
Address _____ PHONE _____
City _____ State _____ Zip _____ EMAIL _____

- | | | | |
|--------------------------|-------------------------------|--------------------------|--------------------------|
| <input type="checkbox"/> | \$25.00 Individual | <input type="checkbox"/> | \$50.00 Contributing |
| <input type="checkbox"/> | \$10.00 Limited/Income/Senior | <input type="checkbox"/> | \$300.00 Life Membership |
| <input type="checkbox"/> | \$35.00 Family | <input type="checkbox"/> | \$500.00 Sponsor |
| <input type="checkbox"/> | \$50.00 Business | <input type="checkbox"/> | \$1000.00+ Benefactor |

Are you interested in volunteering? If yes, please specify interest. (Opportunities include: docents, gift shop, newsletter, publicity, fund-raising, membership, gifts & bequests, research, oral history, cataloging, exhibits, carpentry, textiles, school programs, grant writing, special events, photos.) _____

Please return the above form with cash or check made payable to the Petaluma Museum Association, attention: Membership Administrator, 20 Fourth St., Petaluma, CA 94952 (tax deductible to the extent allowed by law.)