

Petaluma Museum Association



Quarterly Newsletter



SPRING 2013

VOLUME 23, ISSUE 2

On the Cover

HISTORIC PETALUMA CITY HALL REMEMBERED

The unique building pictured on the cover served as Petaluma's City Hall for a period of almost seventy years from the 1880's until the 1950's. It was located where today part of the parking lot at the junction of Kentucky and Fourth Streets is located. The address was 1 Kentucky Street. The cover photo shows City Hall to the left of a modern photo of the street where there is a one story commercial building housing several retail businesses.

On April 18, 1887 the Board of Trustees, today's City Council, accepted the completed structure from the contractor. In 1886 the Board had sought bids for the project which was designed by the firm of S. and J. C. Newsome. The contract was awarded to George Furner who submitted the low bid of \$15,499. At the time the building was completed Furner asked for, and was awarded, an additional \$850 for what was described as "extra work."

It was considered a very "modern" building with all the amenities of the day. Petaluma's citizens believed the new building would lead to a boom in all aspects of daily life in Petaluma. Over the life of the City Hall all the usual city offices were housed there at times, although, as the needs of the city government changed so did the city departments occupying the building. At the opening Petaluma Engine Company Number 3 occupied space on the ground floor and had a dormitory on the third floor. The fire department continued to use the ground floor space until 1938 when the current department headquarters were completed on D Street. The city library moved into space in the building in 1887 and remained there until it moved to the Carnegie library building completed in 1906. Early on the Police Department had offices there and the city jail was located there for a period. During World War II the War Ration Board was there.

Eventually, time took its toll and the building that was considered "cutting edge" in 1887 was past its prime by 1955. Various departments moved out to more modern, functional space. The current City Hall was constructed and the remaining departments moved by 1955. A contract was awarded to the Lantzo Co. of San Francisco for \$3,750 to demolish both the City Hall building and the Washington Grammar School and remove all the debris. Within three months both buildings were gone.

Perhaps the only relic of the old City Hall which remains is the City Seal and that is only because of luck. The seal was found in a junk yard in Sausalito a number of years ago, refurbished and now is mounted on a wall in the chambers of the City Council in the current City Hall.

~John Benanti

Cover photo is a collaboration of Mary Rowe & Solange Russek

The sun was warm but the wind
was chill.
You know how it is with an April day.
~Robert Frost

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The Petaluma Museum Association Newsletter is published quarterly and distributed to our members. Many thanks to all our contributors and to our proofreaders and volunteers who help with our mailings.

If you would like to contribute any news or item of interest to our newsletter you can email to mary@petalumamuseum.com

Deadline for submission is June 15, 2013

*“To everything, turn, turn, turn.”
“There is a season, turn, turn, turn”
~The Byrds*

The old saying “Time Flies” is so true. When I first joined the Board of Directors my youngest daughter Payton was just born and now she is entering Kindergarten. As my second term as Museum President ends and I depart for new ventures I reflect back on what has been one of the most incredible experiences of my life and for that I thank you all.

Every journey has an end, but I think it's what you learned along the way that is important. I suppose, in a way this journey has become a part of my soul. It has changed me as a person and given me an appreciation of the human condition I could have never imagined possible. I look back on a tenure having gotten the opportunity to witness the unyielding power of the human spirit. It came in different stories but showed itself again and again. It was witnessed in the individual strength of those who survived the holocaust, the perseverance of a teenage black girl who became a civil rights leader and the courage of the Native American's who showed patriotism to a country who discounted their worth. It was especially present in the courage of the astronauts who took the ultimate leap of faith as they left the surly bonds of earth and walked on the moon. I was most moved by all those presenters who served our country. It was an honor and a privilege to share their stories of sacrifice and service. Whether they served in WWII, Korea, Vietnam or Iraq and Afghanistan, we all live in freedom because of their selfless efforts. As these exhibits broadened my mind, the varied music of the century's filled my soul as the Museum became a concert hall.

I want to thank you all again for this incredible opportunity and I will always be grateful for your support. A special thank you to Althea Torliett, a museum volunteer who also happened to be my 5th Grade teacher at Wilson School who made a shy kid feel special. Thank you to my family for tolerating all my time away from home. To the many individuals I served with on our incredible boards, the amazing docents, and volunteers, and a very special thank you to Liz Cohee. Truly one of the most special people I have come across in life. My Zen leader, my right hand and honored friend. It's because of her the impossible became possible.

All my best,

Joe Noriel

P.S. Please stay in touch. You can reach me by visiting my web site: www.historyconnection.net , a new history related project I am working on.



Main and Washington St.

PETALUMA AND PARADES

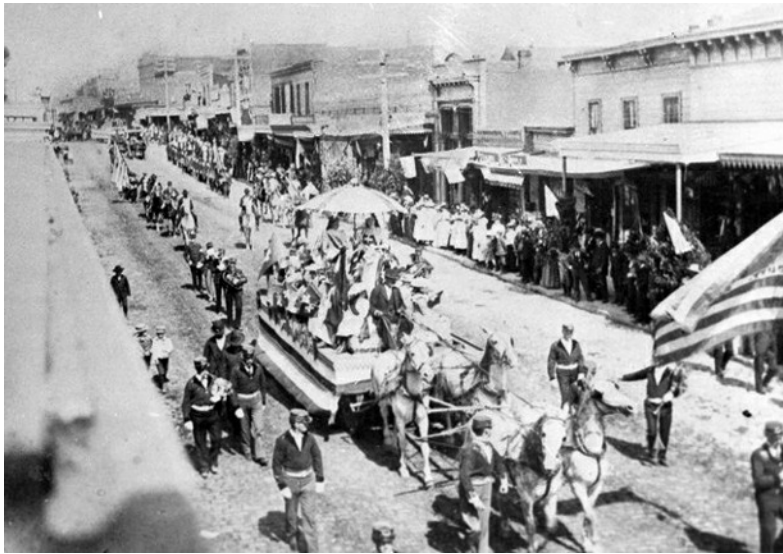
PETALUMA, CALIFORNIA . . . small town U.S.A.
 . . . River Town . . . Egg Capital of the
 World. . . We Petalumans love our town,
 and we love our parades, especially the annual
 Butter and Egg Day Parade, which is coming up
 in April.

The tradition of parades may have begun with children simply walking in a line, and evolved into such extravaganzas as May Day in Moscow, the Fourth of July, Mardi Gras, Macy's at Thanksgiving and Chinese New Year. (The Chinese, by the way, even had a parade to end the solar eclipse . . . and, of course, it appeared to work). There have been gazillions of parades, but here's one that really stood out in Petaluma.

The year was 1876, the country's Centennial. Petaluma was only 18 years old, but it put on a whopper of a parade on July Fourth of that year. All citizens were requested to decorate their homes and places of business "in a manner never to be forgotten." Firecrackers, Roman candles, and torpedos were offered for sale, a horse race was scheduled in Petaluma Park, and a "grand gymnastics exhibition and ball" was held by the Turn Verein. (A German athletic club).

The Independent Order of Foresters also threw a "Grand Centennial Ball" that night at The Washoe House, and if you didn't have your own carriage to get there, you could take the stagecoach or rent a "turn-out" from the Washington Livery Stables. The parade itself was a doozy. It was more than a mile in length and attracted over 10,000 viewers. (That was about four times our population then). One float, "The Centennial Car," was 32 feet long and contained 100 young ladies dressed demurely in white and holding small American flags. The float was skippered by D.W.C. Putnam, the local carriage and wagon maker, and powered by "four gentle horses." The Weekly Argus said: "Petaluma excels herself. No crowds ever yet seen here could equal it. Sidewalks and streets--everywhere people could stand were crowded. The parade was much the largest, most attractive and enthusiastic that ever before moved through our streets. Everybody was happy and not a single arrest made!"

The parade "terminated at the cemetery" (a lot of things terminate there, it seems), and the speaker of the day was the Grand Marshal of the parade, a Santa Rosa gentleman named George Green. Green's presentation was reviewed the following



day by Petaluman F. M. Fairbanks, who said Green was “wearing a not too new Prince Albert suit, with a tall silk hat and a well-stained sweat band. He delivered a long tirade, which lasted for hours and most people quietly disappeared.” (It is this writer’s assumption that these two gents were not buddies.)

By the 1900s, Petaluma’s Fourth of July parades had begun selecting an “Independence Day Goddess,” and in 1900, that lady was Myrtle Healy. Ms Healy was accompanied by Ms. Hattie Cooper as “Columbia” and Ms. Martha Rose as “California.” The selections had been made by The Woman’s Improvement Club, which decided that a blonde should represent the Goddess and a brunette represent Columbia and the hair color of California was left to chance. Probably because of the recent Spanish-American War, there was also a separate float representing “Cuba” and the lady playing Miss Cuba was Ms. “Trixy Smith” (an interesting name).

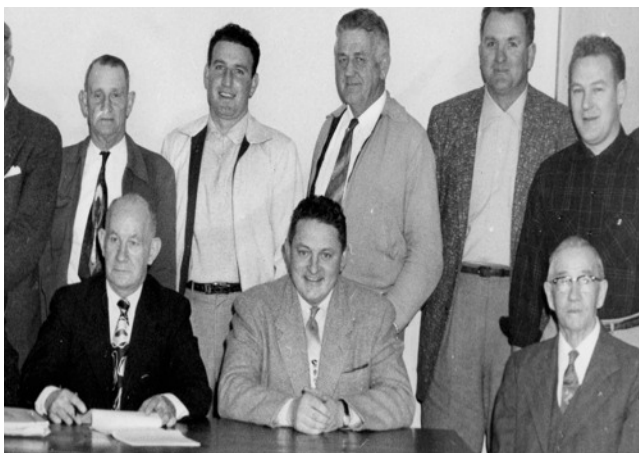
After World War I, Petaluma held a “War Revival Parade” (not a well thought-out title). The Argus Weekly reported that “Jack Cavanagh (of Cavanagh Lumber Co.) appeared in his Oakland Automobile, converted into a beautiful float, which, he had adorned with a miniature Goddess of Liberty and a full regiment of tiny soldiers flanked by cannon. On the radiator was a a miniature airship, while a small battleship occupied the hood.” The Argus went on to comment: “There are not a score or two of auto owners like live-wire Jack Cavanagh.”

Parades are like milestones in the life of our community. A joy for child and adult and a thrill for participants. “Everyone Loves a Parade” and “Don’t Rain on my Parade” are two popular songs celebrating parades.

The biggest parade in Petaluma these days is the Butter and Egg Day Parade and it’s coming up on April 27th. Each year this parade celebrates the contributions of our dairy, beef and poultry industries. Without these active ranchers and processors, one can only wonder what Petaluma would be like. The feed mills, the railroad, the river and street shipping, the early banks and hotels are all a result of our agricultural heritage.

This years theme is *Petaluma Legends*. Also, while you’re in the mood, you should visit the Petaluma Museum to see the new show: *Petaluma Remembered*, as well as the many recent changes that have been made to the permanent exhibits on the museum mezzanine.

It’s all about Petaluma on April 27th!



Jack Cavanagh seated 2nd from right.

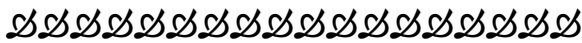
Vietnam Memorial Replacement

As many are aware, the Vietnam Veterans Memorial Plaque in Walnut Park was taken from its foundation in December, 2012. In the aftermath of that theft, a huge up-swelling of support from Petaluma and surrounding towns and cities created a fund to ensure the replacement of the plaque. After weeks and months of planning and permissions, the plaque is well on its way to reinstallation. Completion is hoped for in May, but a permanent date is yet to be set. A target date for the dedication is May 30th.

If you have any questions, please contact the Petaluma Museum at 707-778-4398. A warm thank you to all whose efforts and contributions are making this restoration possible!



1969 Dedication of the Original Vietnam Memorial Plaque



MYSTERY PHOTO



Can you identify the Who, Where & What in this picture? This photo is part of our Ed Mannion collection. Please send your answer to mary@petalumamuseum.com and put mystery photo in the subject box or call us at 778-4398.



Answers to our Winter issue mystery photos



Member Ken Nugent identified the photo as a foundry and the forms with the crosses as molds. We also got a response from Craig Witt who stated " I worked at Petaluma Iron and Aluminum Foundry on Lakeville Hwy in the mid 70's and I think this is it. The items on the floor in the front are definitely sand molds with aluminum jackets over them ready for pouring molton iron into them. These jackets are removed after the iron has solidified slightly (when there is no danger of a leak) and re-used on the next mold (going back in the photo)."



Boy with pool stick identified as Tim Talamatez by Jan Rudd



VOLUNTEER SPOTLIGHT



Teresa Froschl
Textile Curator & Preservationist



Restoring the rooster

I sat down with Teresa to get a brief history of where it all began. She grew up in San Francisco where she attended private schools and continued on to college. She remembers at the age of five how much she wanted to learn the English language and her father made a point to teach all of her siblings before they started in the school system. She loved museums and was within walking distance to the De Young, which she visited often. She moved to Petaluma about 42 years ago and discovered there was a need for ESL (English As A Second Language) teachers and began teaching classes during the day and also after school programs in both Petaluma and Santa Rosa. She also taught classes in Citizenship in two languages for adults.

She continued to seek out museums in the area and about 30 years ago decided to volunteer for the Petaluma Historical Library and Museum. She has helped with many exhibits over the years. Her interest leaned toward historic costumes and she soon found her niche in the textile department. She sought out classes in preservation and textiles and also attended seminars to improve her skills. Our exhibit "I DO!" which Teresa spearheaded displayed our collection of historic wedding dresses and was a huge success with record attendance. Teresa also became interested in sculpture and was a student of celebrated local artist Rosa Estebanez. This has been an asset in restoring

some of the artifacts at the museum. She also served as a PMA board director for six years.

Teresa is very involved with Petaluma's Dia de los Muertos/Day of the Dead celebration and creates an altar each year for the event. Besides being our Textile Curator she also serves on the Permanent Exhibit Committee. We are lucky to have such a talented person here at our museum.



Jessica Toy,
College Intern

I received my Bachelors in United States History from Pacific Union College in 2011. Since that time I have been enrolled at the University of Oklahoma. I am in their liberal studies department to receive my Master's in Museum Studies. I am hoping to graduate next spring.

About three years ago I was enrolled as a history major in College, I knew that I did not want to be a teacher so I came to the museum and helped with the flight exhibit. I knew that working in a museum was my career goal. So when it came time for me to choose a museum for my school internship there was only one museum I would choose!

My future career goal is to become either a museum curator or archivist. Besides the fact that the Petaluma museum has helped to deepen my love of working in a museum, it has also taught me the first steps to working in a museum.

The Egg Queen of 1923

AS PETALUMA CELEBRATES its 32nd Annual Butter and Egg Day Festival, we realize just how important it is to celebrate the people who helped to make the Festival what it is today. However one such individual that helped to make this day what it is, was not part of the Butter and Egg Day Festival, she was part of the Egg Day Parade. Emily Spaich affectionately called Millie was born in Petaluma sometime during 1905 or 1906 to newly immigrated parents from Czechoslovakia and Switzerland. Emily's mother Emilia was a dress maker in Petaluma when her daughter was born. Emilia worked a few buildings down from their home at 118 Liberty Street as the family lived in their home at 114 Liberty Street in a home that is no longer standing, but has since been replaced by the Petaluma Market. By the time the 1920 census arrives, Emily who was now 14 was living in a single parent home with her mother Emilia, and her sister Lena. While her mother is listed as a widow, her father had never been present throughout either the 1900 or 1910 census with his family. Emily had a strong connection to the egg industry early on as the census states that her sister Lena was a bookkeeper for the egg depot. In 1921 Emily seems to have her first taste of the Eggs festival as she participated alongside the hats of all nations float. Emily is seen wearing a small black hat, and one can only wonder if Emily dreamed of one day becoming the Egg Day Queen like she saw that August day.



However she did not have to dream for long, two years later in August of 1923, Emily was crowned the Egg Queen. Emily was lucky to be chosen that year as the winner the previous year was chosen from a small town in Tennessee. Numerous photographs show the activities that Emily took part in that day. These photos show her standing in front

of chicken banners, holding baskets full of eggs, surrounding herself with her "court", and riding elaborate chicken themed floats. While it is not certain, Emily most likely would have attended events later such as the Egg Queen Ball.



Emily is found in written history the next six years moving between Santa Rosa and San Francisco holding odd jobs, but little did she know, her day of royalty as the Egg Queen would precede her. On Sunday, April 21, 1929, almost six years to the day when she was crowned, the Oakland Tribune announced the marriage of Emily Spaich to a Petaluma local physician, surgeon, and owner of the Petaluma General Hospital, Arthur Gomez Lumsden. After announcing the bride and grooms parents, the news article concluded by stating "The Bride is the daughter of Mrs. E. Spaich of Petaluma, and some years ago was the queen of the annual eggs day festival." Emily moved back to Petaluma with her new husband where they would move into a small house which still stands at 611 4th Street. Unfortunately the paper trail on Emily ends with the 1930 census. Her husband Arthur went on to remarry in 1940, and nothing is known of Emily after that point. Despite the hard life that Emily may have had, it must have been exciting for her to become the Eggs Day Queen of 1923. Emilie Spaich is one of the little known legacies, and heart of the Butter and Egg Parade of Petaluma that until recently was lost to history.

~Jessica Toy



John Praetzel

I attended the SRJC for several years before I transferred to UC Davis where I received my BA in History with a minor in Cultural Anthropology.

I am a fifth generation Petaluma native, and growing up I always enjoyed learning about the local history of our town. So, the Petaluma Museum was the natural place for me to volunteer in order to learn more about museums, and about our city's rich history.

I hope to one day pursue a full time career in the field of museum work and my time volunteering here at the Petaluma Museum has given me invaluable experiences that I will draw upon as I pursue that goal; while at the same time reinforcing my desire to pursue this career path.

John has been volunteering for over a year working on various projects throughout the museum. He will be leaving us in early April and will be missed.

DOCENTS NEEDED!

Do you have 3 hours a month to spare? Why not join our team of docents. It is a very rewarding experience and you will meet many unique and inspiring individuals.

With your help we can create a wonderful atmosphere for all those who visit the Petaluma Historical Library and Museum.

Please call the office at 778-4398

We ♥ our Volunteers

Calendar of Events

**Upcoming Exhibit:
PETALUMA REMEMBERED**

April 11 – May 19, 2013

\$4.00 General

\$3.00 Seniors/Member

Children under 12 and Military Free

Please check petalumamuseum.com for updates regularly

**OFFICIAL OPENING BUTTER & EGG DAYS
'Good Egg Award' & Presentation of the Parade
Grand Marshal**

Saturday, April 20
12:00 p.m.

Sky Hill Cultural Alliance & The Petaluma Museum Association

Present:

SPRING GALA!

Concert and Benefit Art Show

Sunday, April 21 – 3:00 p.m.

Reservations: \$25 if reserved before April 15th/\$35 after that date

BUTTER & EGG DAYS PARADE

Saturday, April 27 – 12:00 Noon.

Watch for our Museum Entry! Special Seating on Museum Steps

DOCENT LED DOWNTOWN WALKING TOURS BEGIN

Saturday, May 4th - 10:30 a.m.
Every Saturday Through the End of October

Jura Margulis, Pianist

Saturday, May 18

Russian-born pianist playing music of Bach, Shubert, Puccini and Saint-Saens

TONY REDHOUSE PERFORMS

Saturday, May 25 – 6:00 p.m.
Celebration of American Indian Culture

Rededication of the Vietnam Memorial Plaque

Thursday, May 30th (tentative)

CALIFORNIA REDWOOD CHOIR PERFORMS "LANDMARKS . . .with Love" Concert

Friday, May 31 – 8:00 p.m.
Tickets \$20 and available in advance at Brownpapertickets.com

THE ART OF RAYMOND SELLS

Exhibit – June/July
More Information at Petalumamuseum.com

The Man Who Invented Petaluma



Petaluma had already been a city for seventeen years when he was born in Portland, OR in 1875 and it was celebrating its 60th anniversary when he arrived in Petaluma in 1918. But Herbert (Bert) Kerrigan did more to create the image and legacy of Petaluma than anyone before him or since. In the six years after his arrival his efforts and ideas resulted in a national and even worldwide image for Petaluma which we continue to celebrate today.

For several years the city's business community had been concerned about the loss of its industrial and commercial base. Much of the town's economy was founded on 19th century businesses and 20th century technology was changing the way business was done. Bert had been involved in helping San Francisco businesses recover from the 1906 earthquake when he was asked by the Petaluma Chamber of Commerce to look at the town's business situation. After a few months he reported to the Chamber that the solution was in what was already here--the poultry business. The Chamber bought into his ideas and Bert set out to show what could be done.

Bert created the slogan, "Petaluma, the World's Egg Basket" and started "Egg Day" as a way to popularize an "Eat More Eggs" promotional campaign. He started an egg parade and was instrumental in the establishment of a National Egg

Day. He had a 15 foot long egg basket placed at the railroad depot which was also exhibited in numerous other places.

In 1918 the first Egg Day parade in Petaluma featured an Egg Queen and her court of chicks and attracted four newsreel companies whose films of the event were shown in theaters nationwide. The Chamber prepared a booklet which was sent to thousands of individuals and of course praised the virtues of Petaluma. These efforts resulted in many people coming to Petaluma to start small farms and ranches and, hopefully, achieve the American dream.

Each year the events became more elaborate as Bert's promotional skills led him to propose and try almost anything that brought attention to Petaluma. His efforts reached their peak in the 1921 and 1922 events.

For example, in 1921 Bert and a group of Petalumans visited the San Francisco Ad Club. The Egg Queen was in attendance, a chicken dance was performed and some members of the audience were inducted into the Order of Cluck Clucks. Bert gave a pep talk and distributed "World's Egg Baskets." He introduced a Petaluma couple who were to be married as part of the Egg Day celebrations. California Governor Stephens was the featured speaker on Egg Day and a 400 member Petaluma Egg Chorus performed. An Egg Day ball was held at Dreamland which was located where the Boulevard Cinemas is today. Bert invited celebrities, some of whom came and added to the festive events held around town. At one event 7,500 eggs were barbecued and given out, all promoting the Petaluma poultry industry. All of this promotion came at a cost, and the cost of 1921's activities far exceeded the income to cover them. After some discussion the Chamber agreed to do it again in 1922.

Business, however, was good. An example was Lyman Byce's Petaluma Incubator Co. It expanded its production capacity into a new building. Bert promoted a national egg laying contest. Chickens owned by a Petaluman won, and 23 of the 36 entrants were from the Petaluma area. Bert didn't hesitate to promote the results. He brought the Fox Motion Picture Corp. to town

to film at the Must Hatch and White hatcheries. He promoted Al Hermann, who had an uncanny ability to imitate the sounds of every possible kind of fowl. It was not all poultry with Bert. For example, he brought a company to town which agreed to reopen the old shoe factory, adding 100 jobs to the Petaluma payroll.

The 1922 Egg Day was incorporated into the five-day Sonoma County Fair. To handle the throngs he knew would be coming Bert and a group of leading business people decided the town needed a first class hotel. He and community leaders began a fund raising drive and eventually over 500 Petaluma residents pledged money which led to the building of the Hotel Petaluma. The Egg Queen contest for 1922 was a national event and the winner was a young woman from Clarksville, TN. She won a free round trip to Petaluma and the Egg Day events. Luther Burbank was a participant as was Charmain London, the widow of Jack London. Bert staged a "chicken chase" at the corners of Powell and Market Streets in San Francisco and then had a plane drop two sacks of chicken feathers over Third and Market Streets. Attached to the feathers was a card telling how the recipient could receive three dozen of Petaluma's finest eggs. The 1922 events made money.

After Egg Day was over Bert moved on to new efforts. The Chamber sponsored a play, "Princess Petaluma," featuring the musical numbers, "Forest of Kale," and the "Chicken Dance."

Bert Kerrigan was not all showmanship and razzle-dazzle. For some years Petaluma poultry people had been concerned about foreign produced poultry products, especially frozen eggs from China, used in the commercial baking industry. Bert traveled to many states and Washington, DC to rally Americans behind efforts to levy tariffs on foreign poultry products. Chinese poultry products imported to the US in 1915 were worth \$1.7 million. In 1920 the figure was \$16.3 million and for the first two months of 1921 alone the figure was \$12 million. On Egg Day, 1922 Congress agreed on a tariff on foreign eggs.

Concern over imports did not stop Petaluma's eggs from being marketed heavily overseas in Europe and South America. In 1920 Petaluma

shipped more than 22 million dozen eggs, in 1921 the figure grew to 26 million dozen and in 1922 it was over 27 million dozen. In 1920 almost 3 million poultry were shipped, it nearly doubled to 6 million in 1921 and in 1922 more than doubled again to 12 million.

Bert's days as a Petaluma promoter ended in 1924 when he resigned as Chamber manager. The Chamber had gone heavily into debt and members were unhappy despite all the successes Bert's efforts had produced. Bert Kerrigan stayed in Petaluma for a few years. He later moved to Menlo Park and worked for the California Public Utilities Commission. He died in 1959 at age 84. No obituary appeared in the Argus-Courier, Press-Democrat or San Francisco Chronicle. He is buried in his hometown, Portland, OR. His wife died in 1962 and is buried at Cypress Hill. His only child married a Petaluma man and died in 1999 and is also buried at Cypress Hill.

It was only six years, but what a six years it was. Between 1918 and 1924 Bert Kerrigan created an image of Petaluma that made it known around the world. The image he led in creating almost ninety years ago is what we celebrate with History Day and the Butter and Egg Day Parade.

~John Benanti



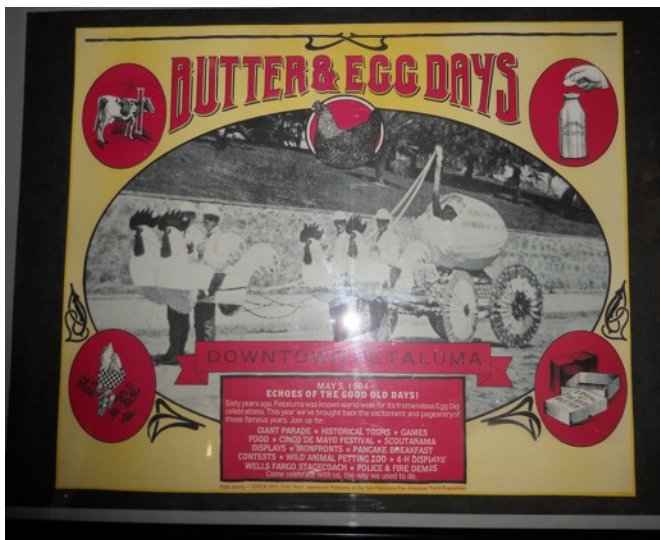
Bert Kerrigan and his daughter Herleon

Petaluma Remembered April 11 – May 12

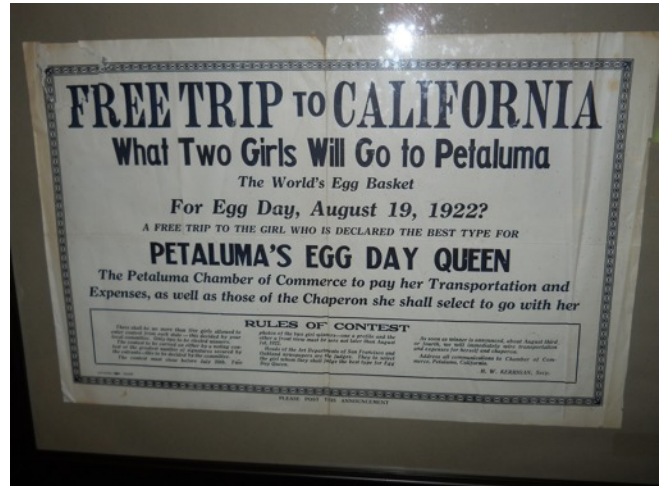
“Petaluma Remembered” – the upcoming exhibit at the Petaluma Museum runs from April 11th to May 12. “The exhibit will highlight those unique people and events that make Petaluma such a recognizable City”, says Joe Noriel, Museum President.

On display will be memorabilia from the World Champion Petaluma little league season, artifacts representing Lynn Woolsey’s historic rise to congress as well as rare and unusual artifacts and historic images focusing on Petaluma’s unique place in history.

Admission: \$3.00 Members/Seniors
\$4.00 General
Children 12 and Under Free
Hours: Thurs. – Sat. 10-4
Sundays 12-3



One of the many vintage Butter & Egg Day posters that will be on display. This one dates back to 1984 and is in color.



You can see this poster in our research department at the Petaluma Historical Library and Museum.

Visit us soon! There are lots of interesting things to see!



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**Join in the Work Being done at
The Petaluma Historical Library and Museum**

The Petaluma Museum Association Board of Directors is made up of volunteers who are responsible for the efficient operation of the Museum. To make this job manageable and allow other Museum members to help with this enormous job, committees have been established so that the work can be done within small groups that share a common goal. Each committee has defined responsibilities that may, in some instances require them to work with one or more of the other committees to accomplish the overall purpose and mission of the Petaluma Museum Association.

Please review the brief descriptions for each committee below and decide what committee(s) you would like to become a part of. Each committee will include one or more members from the Board of Directors of the PMA. Join the Board of Directors in making sure our museum operates as efficiently as possible. Let us know where you want to work.

Policy and Procedures Committee – This committee includes the executive committee (president, vice president, secretary and treasury of the museum board) They are responsible for making sure that the by-laws are adhered to and updated as needed. They will help write policies and procedures for the museum.

Development and Marketing Committee – This committee is responsible for media coverage of all events and exhibits, membership drives and annual financial appeals.

Finance Committee – This committee is responsible for maintaining accurate financial records for the museum, annual two-year budget, forecasting, preparing reports for the organization and government reporting.

Permanent Exhibits and Accessioning and De-Accession Committee - This committee maintains and improves the museum's permanent exhibits, manage accession and de-accession of museum artifacts.

Program of Public Service Committee – Review all request for use of the museum facilities and prepare a schedule of events and exhibits for review and approval by the museum board.

Volunteer and Docent Committee - Train and schedule docents and other volunteers as needed for activities held in the museum. Be the liaison between the board and volunteers.

Facility Care and Maintenance Committee – Ensure the security and maintenance of the building and grounds, work with other committees to accept and dispose of non-artifact physical assets.

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.

Your business card here

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

Support your local museum!



MUSEUM HIGHLIGHTS

“Wings in Space, A Tribute to the Space Shuttle Program”



George Murphy, an Academy Award Winning Photographer and Petaluma resident generously shared his rare Space Shuttle images and was also part of our Speaker Series. He shared insight into photographing the shuttle, the many technical aspects dealing with lighting, and the many varied conditions that came up. He also shared his experiences as leader of visual effects in Hollywood.

Many thanks to all who loaned us items for this exhibit including rare artifacts from “The Space Station Museum” in Novato.



Shuttle Astronaut, Jose Hernandez makes an appearance and shares his experiences to a full house.



Jose Hernandez gave a inspirational talk that was enjoyed by an audience of adults and young children. He was very generous with his time , signing autographs and taking photos with whomever asked. He also took a tour of downtown Petaluma on the fire department’s Hook & Ladder Fire truck. We were so fortunate to have him visit our city and museum.



Photo courtesy of Scott Manchester/The Press Democrat

Museum Highlights cont.

“African Americans - Then and Now”



Black History Month Exhibit

Petaluma Blacks for Community Development (PBCD) has been sharing black history for 35 years with the Sonoma County community. Our 2013 celebration of Black History Month has been a success because of the commitment of the members of PBCD and so much community participation. The theme this year was “African Americans Then and Now”. The exhibit was created by members of PBCD with help from the Petaluma Historical Library and Museum staff and volunteers. The exhibit included a timeline of blacks in America, slavery, the Emancipation Proclamation, Reconstruction, Harlem Renaissance Era, civil rights era, Buffalo Soldiers, black townships, blacks in aviation and sports; and our current president. The exhibit also featured a section on Blacks in Petaluma dating back to the 1800’s, thanks to historian Katherine Rinehart and a section about Petaluma during Reconstruction thanks to Skip Sommer. Thank you to the many people who contributed their time to put the exhibit together and those that loaned us artifacts, paintings, dolls, etc. There were over 900 people who came through the museum doors to see the exhibit including classes from McNear Elementary School, Casa Grande High School and San Antonio High School.

Our Black History celebration at the museum opened with a “Gala” celebrating the music of the 20’s and 30’s, the Harlem Renaissance period. Originally called the New Negro Movement, the Harlem Renaissance was a literary and intellectual flowering that fostered a new black cultural identity that lasted from about 1919 until the early to mid 1930s. We dressed in clothes of the period to hear music by a wonderful jazz trio made up of Bob Johns on piano, David Scott Saxophone and Dorian Bartley, vocals and bass. The museum was packed for this event.



Two movies were shown, “Slavery by Another Name” and the classic “Cabin in the Sky”. “Slavery by Another Name” is a 90 minute PBS documentary that shows the new system of involuntary servitude that took place after slavery was ended in the United States and lasted well into the 20th century.

The last Friday in February is always our Black History community program that is held at the Petaluma Community Center and is free and open to the public. Participants in the program are of all races and age groups throughout Sonoma County. This year’s program was filled with young people who danced, sang, performed a skit and produced and performed a monologue telling the story of Sally Hemings and Sojourner Truth.

Our final event took place on March 17. Since March is Women’s History Month we decided to have an open forum on “The Changing Roll of Women in Our Society”. Retired Congresswomen Lynn Woolsey was there to share some of her experiences in congress and the changes she has seen in her lifetime. It was a good experience to hear women share what it was like for them 30 or 40 years ago trying to get into the workforce or get credit as compared to now.



Faith, Carol & Solange enjoying the music

Membership

NEW MEMBERS

Jan-Feb

Karesa Bullock, Sandra Campbell, John Fornachon, Aldo Garibaldi, Donald Hofvendahl, Jacqueline Klose, Mary Levesque, Bente Niles, Mr. & Mrs. Rhoverhamelman, Barbara Russell-Cambra, Nancy Wolf

March

Debbie & Brian Crosby, Petaluma Blacks For Community Development, Summit State Bank, Rick & Judy Williams

RENEWALS

Jan-Feb

John Agnew, Ann Amyes, Dina Angress, Sue Davis, George Daum, Ellen De Leon, Jeanne DeLucca, Dave Denton, Chris Everitt, Nicholas & Colleen Falcone, Kate Keaton, Ron Larsen, Marcella Lee, Chuck Lucas, Leslie & Dave Malloy, Collette Michaud & Steve Purcell, Charles & Glee Murphy, T.J. & Dorothy Nelson, Flo Olsen, Ronn Patterson / Dolphin Charters, Stuart Righter, Alexander & Carol Sachal, Glenn Stewart, Marilyn Vitalie, Elizabeth Walter

March

Donald Bennett, Pat Faverio, Donna & Don Forst, Greta & Nicholas Goulden, Gerry Groves, Evelyn Gurevitch, Kay Hardy, Steven Kirk, Lily Kwong, Mary Lill Lee, Matthew McConnell, Constance Madrid/All California, Vicki McDill, Jaana Nieuwboer, Dorothy Peck, Phyllis Sharrow, Eric & Mary Ann Swanson, Carolyn Torliatt, Carol M. Weisker, Ron & Dolores Westerterp

DONATIONS

Ann Amyes, Liz Cohee, Paula Freund
Marvin Dolowitz, Eric & Mary Ann Swanson

A very special thank you for all of you who supported our year end appeal. Your generosity and thoughtful comments were very much appreciated.

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 & Theodore Lehmann, Paul & Marlene Lewis, Blanch Lieb, Sid & Gerry Lipton, Constance Mahoney, Amy Malaise & Gary Fusco, Peter Masi/Master Cleaners, Charles & Evelyn Matteri, Shirley B. McDonald, Mc Dowell Drug Task Force, James & Sue Mc Isaac, Keith & Debbie McNeil, Robert & Virginia Merwin, Max Mickelsen, Pierre & Sonja Miremont, Tim & Lori Nelson, Tammara Norman & Edwin Hamilton, Ross Parkerson, Edward & Barbara Peterson, Ray & Ettamarie Peterson, Charles & Mary Pheil, Russel Pleech, Shep & Velma Porter, Lawrence Reed, Ed & Bernadette Ricci, Tim & Deborah Riddle, Katherine & William Rinehart, Walter & Emily Roeder, Rotary Club of Petaluma, Jerry & Mary-dee Roy, Gloria Salick, Nancy Sasser, Richard & Lucille Sharke, Shep & Lou Shepherd, Alba Silva, Skip Sommer, Springfield Place, Clarice Stasz, Thomas & Mary Stelzner, Charles & Althea Torliatt, Barbara Tornberg, UBS Financial Services, Gene & Lenore Urbain, Vietnam Veterans of America, Chapter 563, Michael & Elaine Von der Porten, Marcie Waldron, Ruth Walker, Ron & Judy Walters, Margery Wolf, Sarah Young, Scott & Meredith Young, Nick Zaillian

JOIN OR RENEW - It's Easy to Do

1. Visit our website, petalumamuseum.com, 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.

ADDITIONAL WAYS TO SUPPORT THE PMA

Volunteer - the PMA welcomes and sincerely appreciates members who can dedicate their time and energy
 Give the gift of membership - the cost will be discounted 10%
 Be a "Legacy Donor" - the PMA is delighted to offer naming opportunities to those giving "Leadership Gifts"

MEMBERSHIP BENEFITS & CATEGORIES

BASIC BENEFITS OF ALL MEMBERSHIP CATEGORIES:

<ul style="list-style-type: none"> •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 	<ul style="list-style-type: none"> •Personalized membership card •10% off Museum store merchandise •10% off gift memberships •Invitations to previews & receptions
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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

All membership dues are valid one year beginning the month of enrollment and are tax deductible as provided by law.

YOUR ANNUAL MEMBERSHIP DUES WILL SUPPORT

THE PROGRAM OF PUBLIC SERVICE

- Educational Exhibits
- The Public School Tour Program
- Inspiring Concerts
- The Docent Program
- Engaging Lectures

THE ACCESSION and PRESERVATION of our community's priceless historic artifacts

HOPPY HOPKINS RESEARCH LIBRARY where Petaluma's historic documents are preserved and available to the public



Photos courtesy of Mary Rowe



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: _____

COLLECTOR'S CORNER

This is a rare soda bottle embossed with Endres & Company. In the early 1890's John Endres purchased the Petaluma Soda Works from Bernard F. Connolly and by 1895 the soda works was now known as the Capital Soda and Bottling Works and was located at 725 B Street. Endres was the proprietor of the soda works with John F. McCarthy as the manager until around 1903 when he sold the business to Louis G. Schmidt. *The three bottles are from the collection of Dan Brown.*



Capital Soda and Bottling Works/Petaluma, CA
Sometime around 1906 Louis Schmidt sold the Capital Soda and Bottling works, which was located at 329 Upham Street, to Henry Hammermann and Johannes Jarr who changed the name to the Capital Bottling Works. Hammermann and Jarr manufactured all kinds of carbonated drinks until around 1915.



PETALUMA MUSEUM ASSOCIATION
Petaluma Historical Library & Museum
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www.petalumamuseum.com

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Petaluma, CA
Permit No. 301



Watch out for our entry this year in the Butter & Egg Day Parade on April 27th. Our Antique Egg Truck will be cruising along and our Legendary Leghorns will be hitching a ride. Be sure to stop by and see our exhibit titled *Petaluma Remembered* opening April 11th.