

Petaluma Historical



Library & Museum

# Petaluma Museum Association

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

## Quarterly Newsletter



Wilson Bar (next to Andresen's Bar)

See "On the Cover" and Skip Sommer's article on Prohibition in the 1920's on page 3



Fat Jack's on Main St



Eagles Saloon on "B" St.



Union Lodging House & Bar on 932 Main St.



Mike Bianchini's Saloon on Main St.

WINTER 2014

VOLUME 24, ISSUE 1

## On the Cover

**Cheers!**

**By John Benanti**

**F**ROM AN EARLY time in the history of Petaluma there were "places of refreshment" where gentlemen could wash the dust of the road from their throats and enjoy the conviviality of other gentlemen. As the cover shows, there were no lack of such places.

Few Petalumans, however, know of the town's long history of producing those "refreshments." Two of the early ones were the Sonoma Brewery and the U. S. Brewery. The Sonoma Brewery was established in 1872 and by 1877 a man named George Griess was the owner. The 1884 city directory says the brewery was at the corner of Upham and Western and that Griess lived nearby at Upham and Bodega. By 1895 the city directory lists Griess as a distiller, wine maker and brewer, His company became the U. S. Brewery and by 1906 he and his company were at 511 Bodega, Griess died in 1914; but the U.S. Brewery continued on under different ownership until the advent of Prohibition.

The 1895 city directory also lists the Capitol Soda and Bottling Works located at 725 B Street. By 1906 it was located at Post and Stanley Streets and owned by two local businessmen, Hammermann and Jarr.

However, the oldest such business we can find information on was the Petaluma Soda and Seltzer Works, founded in 1860 by B. F. Connolly and first located on Main Street. The company had several different owners and was in several different locations into the 1920s. The most popular of the products it made was Sarsaparilla, made from a root and tasting like ginseng. Another of its drinks was called "The Radium Ore Revigator" that was said to be able to cure almost anything. "This radioactive water dissolves and eliminates the clogging waste matter which poisons vital organs, being the chief cause of most diseases."

This company eventually became part of the Coca-Cola Company and had offices at second and G Streets. The building still remains, but with other businesses.

The Lachman and Jacobi Winery came to Petaluma in 1906 following the earthquake. The company's facilities in San Francisco were destroyed and the City of Petaluma and the Chamber of Commerce lured the company here because we could offer facilities undamaged by the quake. In its heyday in Petaluma the winery produced hundreds of thousands of gallons of wine and tens of thousands of gallons of brandy. It was located on East Washington, where CVS/Mary's Pizza are today. Prohibition put the company out of business.

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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](mailto:mary@petalumamuseum.com)

Deadline for submission is April 15, 2014

Newsletter editor: Mary Rowe

**Petauma Museum Association**

**20 Fourth St.**

**Petaluma, CA 94952**

## President's Message

### Exciting Events Planned for 2014

by Faith Ross

#### Happy New Year!

I hope you had a great holiday season and are enjoying a wonderful start to 2014.

This year has started out with lots of things happening at the museum. Our Winter Wonderland exhibit has been taken down, and the chairs removed from the New Year's Eve concert. We relaxed for a second and then started on the Children's Art Show. I'll tell you more about that later.

Winter Wonderland was a great exhibit, thanks to the many community members and groups that help to make the exhibit and the many activities enjoyable.

We had something going on almost every weekend. From bands playing, Ballet Folklorico of Petaluma dancing, Santa Rosa Children's Choir singing and Santa appearing, the museum had something for almost everyone. We had over 1,000 people come through our doors. Many of them were visitors from other states. It was fun watching the faces of small children as they looked at the decorated trees and doll houses. We had several children try to ride the big dog that was under the Christmas tree in the center of the room.

New Year's Eve at the museum was magical with a classical concert that was produced by our own Elizabeth Walter.

The museum is now full of children's artwork. We are having, what I hope will be an annual event, a Children's Art Exhibition. The exhibition opened on January 10 with an artist reception on January 12. Children from Live Oak Charter School will perform. I hope you get a chance to visit the museum to see the awesome art work done by our amazing children. The exhibit will run through January 26.

On January 28, some very fortunate elementary music students will get to participate in a one hour presentation at the museum by Trio Ariadne. The three Carnegie Hall Fellows are attending Sonoma State University and participating in a year long, first of its kind program designed to prepare talented young professional musicians for careers that combine musical excellence with teaching, community engagement, advocacy and leadership. The museum visit was arranged by Marilyn Thompson, one of our

board members, and a professor at Sonoma State.

To learn more about Trio Ariadne visit: [http://www.bing.com/search?q=trio+ariadne](http://www.bing.com/search?q=trio+ariadne&form=APMCS1)

or do a web search for Trio Ariadne.

February is Black History Month. We will team up with Petaluma Blacks for Community Development to co-sponsor two great events. A jazz concert is planned for Saturday, February 1 to open our celebration. Local musicians, Dorian Bartley (vocals/bass), Bob Johns (piano/cornet), David Scott

(sax) and Tony Blake (percussion) will be performing. The evening will open with a beverage and food reception at 6:30 p.m., followed by the concert at 7:00 p.m. Please check our website for more information. The black history exhibit will include a tribute to Nelson Mandela, but focus on music.

April is all about Petaluma. We will host the Good Egg Awards Celebration and participate in the Butter & Egg Days Parade. Plans are being made for an exhibition about Petaluma "Yesterday, Today and Tomorrow", so stay tuned for additional information.

I believe the greatest events for the museum are happening in September. The Petaluma Museum Association and Petaluma Gap Winegrowers Alliance are teaming up for a fundraising event at Keller Estate Winery to celebrate the opening of a Petaluma Viticulture Exhibit at the museum. The exhibit will open the end of September.

As we start the New Year, I want to encourage you to become more actively involved with the museum if you are not already. Encourage your friends and family members to become involved. We have some very rewarding volunteer opportunities and a chance for you to do something worthwhile for your community. In addition to your time and talents, please make a tax-deductible contribution to the museum. Your contribution can help in so many different ways. It could help fund our school tour program, or help buy updated equipment and materials desperately needed for the museum. Any amount, any time is always welcome.



## Regular Features

Petaluma History & Commentary:  
The Repeal of Prohibition in 1933

Museum Highlights

Volunteer Spotlight

Calendar of Events

Collector's Corner

# Petaluma History & Commentary

by Skip Sommer

## The Repeal of Prohibition in 1933

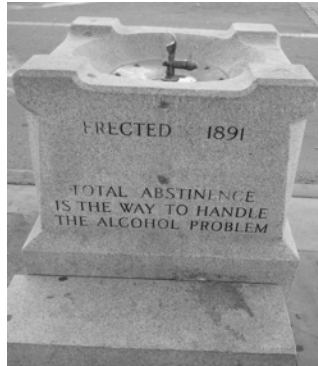
**T**HE WOMEN'S CHRISTIAN Temperance Union was well-established in Petaluma by 1880.

The local branch erected a monument at the corner of Western and Main streets with the inscription: "Total abstinence is the way to handle the alcohol problem."

That monument is still there. But, the saloons, which hadn't arrived here quietly, surely weren't going away easily.

On January 16, 1920, the 18th amendment to the Constitution of the United States was passed. It stated: "The manufacture, transport, import, export and sale of alcoholic beverages is forbidden by law." Although the original ideas of Prohibition were to promote health and hygiene and to reduce crime, it didn't work well at all. The message to saloon destroyer, Ms Carrie Nation, from Petaluma, California, was "Take your axe elsewhere!"

*In the early 1900s, there had been more than 700 wineries, with over 21,000 acres of vineyard in Sonoma County, and 1,000 of those vineyard acres, were HERE, in Petaluma.*



Most of those 700 wineries were forced to shut-down by 1922 and never came back, but, the beaches of Sonoma County were found to be fairly safe, convenient and close to San Francisco for the landing of illegal hooch from overseas, and that delivery continued to flourish well into the 1930s, until Prohibition was finally repealed.

December 5, 1933 was a momentous day in Petaluma as well as in the entire United States. The greatly despised 18th amendment to the U.S. Constitution was repealed! What happened in the six months between October of '33 and March of '34, made for big news locally. Just one month prior to repeal (for instance) on October 28, the *Argus* headline was: "TWO DRY AGENTS SHOT IN COAST BATTLE!" "High powered rifles used by rum runners on Sonoma Coast at Bowen's Landing." Prohibition

here wasn't "over" yet, by any means.

But much was normal in Petaluma at that time. For instance, one could rent a "6 room cottage w/garage on Bodega Ave. for \$12./Mo.," and you could buy a Studebaker motor car for \$648 at Westerterp Bros. on Main Street. Also on Main, the Mystic Theater was featuring Bela Lugosi in "Death Kiss" and Clyde Beatty in "Big Cage." (Your choice: 25 cents). And the boys in the back room at Volpi's were laughing about THIS one: "In New York City, Fan Dancer Sally Rand was arrested [the *Argus* commented] because her fan was too small." (Details, details.)

However, things were NOT normal in Europe in 1933, as Nazi Germany was threatening France for "immediate return of the Saar Basin." That coal-rich area had been awarded France as part-compensation for World War I, and during the following 15 years, it had become France's principle source of coal. At that same time in Italy, a man

named Mussolini was consolidating all the Italian armed forces under his sole control. Meanwhile, in the States, President Franklin Roosevelt announced formal U.S. recognition of the Soviet Union. The world was tensing up and once again



Corner of East Washington and Lakeville

choosing sides, in 1933.

On November 6, the Editorial Column by Emmett Olmsted in the *Argus-Courier* was headed, "The End Of Prohibition." Mr. Olmsted wrote, "It marks the end of a great experiment and the start of another. Our first step must be to delineate beer and wine from hard liquor." The headline on the front page that day was:

**"STATE AWAITS LIQUOR FLOOD" and "CELEBRATIONS PLANNED FOR S.F.!"**

That same issue of the *Argus* had this sub-item, as well: "Wedding of a pair of nudists in Elysian Fields Colony *lacked sartorial effects*, as The Rev. Clarke Irvine wore only a solemn countenance." (Sorry, I know it doesn't fit the subject, but I couldn't leave it out.)

Later that month, regarding repeal, our Mr. Olmsted editorialized, "Our liquor problems are beginning anew. Oh, what a terrible mess we're in!--legalized liquor and we don't know how to handle it. When is a saloon not a saloon? Americans seem to desire nothing so much as, to do as they please, and, to hell with the law!" (Not difficult to see where the *Argus* editor, Olmsted, stood on the issue).

On December 14, just nine days following repeal, the Petaluma branch of the WCTU met at

108 West Street where the Reverend Woten gave an address titled, "Alcohol Starts Man on the Road to Hell!" The paper reported, "Refreshments were served, as The Rev. gave many reasons why Prohibition would return." (One can only imagine how much FUN that meeting was). On the following day, the *Argus* reported, "Half-dozen local speakeasy proprietors given warnings." Those warnings were given because California hadn't figured out a method to issue legal licenses by that date. How to distinguish between cafes and hotels was one vexing problem. (Seems to me, one had rooms, the other didn't.)

Tragically, on January 1, 1934, as the Great Depression continued, the worst rainstorm "ever" hit Los Angeles. New Year's Day was a disaster in the City of Glendale, with 42 listed as dead, and many more missing. An incredible 4.5 inches

of rain fell in that one day! If one needed a reason to drink booze, it was thus provided, in California.

Finally, this: in a January 1934 headline: "CALIFORNIA STATE CONTROL OF LIQUOR LICENSES RELAXED!" Alcohol, by the glass, could now be served in hotels, restaurants and cafes! The *Argus-Courier* (guardedly) remarked, "The serving of liquor, by the drink, is what people want." And, on January 20, a long-awaited bill was introduced to Congress to wipe out "all charges against 15,000 liquor law violators in the U.S." It was really over.

To put an exclamation point on the repeal of what her husband (FDR), had called "a bad experiment". First Lady Eleanor Roosevelt announced, "Simple American wines, but no distilled liquor, would be served at the White House." (Yeah sure, wink, wink . . . FDR was world-known for his "cocktail hours").

The 13-year prohibition of alcohol consumption in the United States (which the President of France had called "America's silly law") was finally gone. During those 13 years, organized crime had flourished and more than every other person in the country cheated consistently, *actually breaking the law of the land*. It proved to be a gross mockery, but it took the U.S. many years more to

completely repeal the idea, as some states kept "Prohibition" or some facsimile of it in place for decades.



U.S. Brewery at 511 Bodega, owned by George Griess

## MUSEUM HIGHLIGHTS

### October 2013

**Cypress Hill Cemetery tour** was held on Oct. 26 with the Petalumans of Yesteryear giving an enriching talk about the history of the cemetery. Those giving the talks were Bill Hammerman ( William Howard Pepper), Marshall West (Isaac Wickersham), Barbara Harden ( I d a B e l l e M c N e a r ), and Homer Johnstone(CaptainThomas Fulcher Bayliss).

We also had a **River Cruise on Oct. 25** (see Carol Sachal's write up on page 7)



Barbara Harden as Ida Belle McNear talks in front of the McNear Monument



Jim Cohee & Elizabeth Hart hand out treats on the museum steps during **Downtown Association's Halloween Trick or Treat Trail**



Petalumans of Yesteryear at Cypress Hill Cemetery

### November & December 2013

**Nov. 10th** we had an autumn concert titled *Conversing Tones* with the Navarro Chamber Players (Victor Romasevich - Viola, Jill Rachuy Brindel - Cello and Marilyn Thompson - Piano) performing Mozart, Andriasov & Ravel. It was a thrilling and exhilarating presentation of intricate pieces performed with a masters touch.



### Winter Wonderland Exhibit

It was a magical time at the museum with our opening of the Winter Wonderland exhibit on **Nov. 15th**. There were many decorated and lighted trees, doll houses, toys, trains and dolls from around the world. There was also a Children's Coloring Corner with holiday themed coloring sheets. Children displayed their work on the panels behind the coloring table. Music filled the museum almost every weekend during its run. **The Wings of Glory** kicked off the beginning of this holiday inspired exhibit with a wonderful concert.



Tree was donated by Larsen Tree Farm

**The Ted Baggett String Band** entertained and delighted a holiday audience with classic elements of rock, bluesgrass, folk and twang styles of music. A brief history of the music, songs, and culture were discussed with servings of fresh pretzels, mustards and beer.

**Ballet Folklorico** of Petaluma performed on the museum steps on Nov. 30th. Many people gathered on the side walk to watch the splendid display of traditional Mexican folk dance. The costumes were vibrant in colors.

**On Dec. 7th Santa** (Harry Nieuwboer-VP of the PMA) arrived accompanied by the Salvation Army Band. Children were able to take pictures with Santa, make Christmas wish lists and enjoy candy canes and a holiday coloring corner.

We had a **Holiday Open House** on Dec. 8th and information was shared about the various Holiday celebrations - Hanukkah, Kwanzaa, Christmas and others.



Salvation Army Band photo by Kevin Green



Photo by Kevin Green



Wings of Glory Photo by Tracy Bryant



Los Gu'Achis Band - Barbara Arhon (violin), Tracy Grisman (bass), Chris Samson (rhythm)



Ballet Folklorico of Petaluma



Ted Baggett String Band photo by Kevin Green



Santa Rosa Children's Choir photo by Kevin Green

**Dec. 31** we ended the year with our 5th annual **New Years Eve Gala** with Elizabeth Walter, pianist and PMA board director and several members of the San Francisco Symphony. It was a special night and those in attendance were treated to very special performance by the outstanding talent of the string players Yun Chu (violin), Shu Yi Pai (cello), Peter Wyrick (cello), Matthew Young (viola), Amy Hiraga (violin) & Nancy Severance (viola) performing Tchaikovsky's masterpiece "Souvenir de Florence".



Pictured l to r Shu Yi Pai, Matthew Young, Amy Hiraga, Nancy Severance, Peter Wyrick, Elizabeth Walter & Yun Chu.

**January 10** we opened our doors again with a **Children's Art Exhibition** featuring art created by elementary age students from many of our Petaluma schools. Some of the art pieces included were from the Mentor Me Petaluma Art Show.



## MUSEUM HIGHLIGHTS

### *A Wonderful Cruise Down the Petaluma River by Carol Sachal*

Witches & pirates in full regalia were cavorting on the dock next to the river! Halloween was in the air simultaneously with the extraordinary Indian Summer sunshine. Docked in back of the large and splendid yellow Victorian owned by the Paul Lewis Family, the River Dolphin boat boarded the 38 other people for the Petaluma Museum's 2-hour River Cruise on Friday, October 25 at 4 p.m. Captain Ronn Patterson admirably circled the boat to depart as the



Corrine Faraz-Demil, Kit Schlich & Nancy Sasser

the site of the Rivertown Revival ("Should it be called the Sloughtown Revival?" we joked and carried on about!). The Dolphin slid by

the railroad track trestle that has been preserved and will be used by the new SMART Train, then past the foundry that dredges the river, creating pyramids of muddy river soil. It made a great turn to the left after the Sheraton and Shollenberger Park, where a few fishermen were hoping for a catch, possibly striped bass or bat ray. The 66,000 acres of rampant swamps on the port side inspired our journey southward; wild and wooly land, totally natural in a pure state. It was fascinating to see such wilderness on the outskirts of our spirit-filled town. On the starboard, Fitz pointed out the land next to the river, where a 50 room

hotel used to stand, when people from San Francisco would come to relax on the "river" in the 19th century. Now, barren, we delighted in imagining the railroad that also brought tourists there. A few homes, one previously a winery, now a

splendid private home, interesting life-style cottages and a few other small homes nestled next to the slough, as we traced Lakeville Highway and the "river" wound down to Highway 37 to

a juncture with the Bay. We saw two groups of wild swans, one with a baby swan they protected from our waves, several egrets, hungry hawks looking for a meal in the grassy

swamps, a plethora of birds, and the wildlife at night could only be imagined. Faith Ross, the president of the Petaluma Museum,



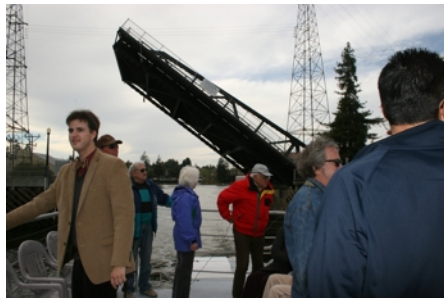
Faith & Warren Ross

and her charming husband Warren, greeted guests and spread cheer, as Mary Rowe of the Museum snapped striking photos of Gloria Robinson, past Board Member of the Petaluma Museum, John Praetzel, one of the Museum's most dedicated volunteers, Libby, Fitz's wife, who was gracious and helpful to everyone during her husband's dissertation, while Mary's fun husband, Ken, chatted with fellow sailors and entertained us with stories about how he fell in love with his wife at first sight. It was simply exhilarating as Captain Patterson skillfully turned the River Dolphin

("Slough Dolphin?") around for our return journey. We were entranced with the brilliant sunset on our way back and its amazing raspberry-pink

striated clouds, a magnificent denouement of an exquisite adventure on the Petaluma River (slough) cruise! If you haven't done this cruise, you might want to sign up for it next October. It was an unforgettable and totally lovely experience and deepened our understanding of the entrancing community we all share! Book early...it gets sold out fast, and bring binoculars!

P.S. Sorry, Fitz, if I confused starboard and port!



D-Street Bridge was raised ceremoniously for our passing, to much yelling and waving and appreciation of the movement.

John "Fitz" ("son of" Gerald, he explained) FitzGerald was an engaging Tour Guide, immediately explaining to us that this is not a "river"

(a natural stream flowing in a channel to the San Francisco Bay and Pacific Ocean), but instead is a "slough, with soft, muddy ground and swamps". So we were on a Slough Cruise, we learned to our glee! Beer, wine, soft drinks and hors d'oeuvres were enthusiastically enjoyed, indoors and outdoors on the upper deck for the brave and fearless, as Fitz related stories of how the Coast Miwok and Pomo Native Americans used this waterway. The term "Petaluma" comes from the Coast Miwok phrase "peta luuma" which means hill backside, presumed to be Sonoma Mountain, which was constantly in our sights on the starboard side. We sailed past commercial warehouses built in the 1950s and



John FitzGerald



Passengers enjoy the views from the lower





One of the doll houses from the Winter Wonderland exhibit

A special thank you to Linda Shoemaker-Christensen, Jeanne De Lucca and Michael Gonsalves for all the hard work and items loaned for this exhibit. Also many thanks to Jane & Jessica Toy, Justin Gregori, Marge Hodapp, Dan Brown, Deborah Garver and Bob & Ronnie Harriott for their loaned items.



Thanks to Pat Donegan and Christa Bechler who donated their time and skills to make our Members Holiday Party a wonderfully magical and tasteful evening.


Thanks to Mary Fassbinder of Fassbinder Custom Picture Framing, the Museum's iconic portrait of Andrew Carnegie has been properly and professionally conserved. The Carnegie portrait is an especially meaningful one at the museum; it has hung for many years in a place of honor beside the front staircase. Due to age, the image of the Museum's original patron had started to pull away from its backing, resulting in extensive rippling throughout the bottom half of the composition. Mary secured the paper to its backing and generously replaced the lower quality frame glass with non-reflective museum quality glass. Sincere gratitude is extended to Mary for helping the PMA with the important responsibility of caring for the collection.



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# VOLUNTEER SPOTLIGHT



By Mary Rowe

## *Christa Petersen Bechler*

### A journey to Petaluma

Christa arrived in Petaluma in 1954 and remembers the population being about 10,000. Her journey started from her home town of Flensburg , Germany where at the age of 18 she made the decision to immigrate to the United States and live with her sister who had moved to Petaluma in 1950. She boarded a ship and shared a room with eight women and their children. She recalls that it wasn't the easiest traveling conditions. The ship docked in New York and from there she traveled by train to Oakland. It took two nights and three days and she had \$10 in her pocket for



Christa -Age 6

food. Her family was there to pick her up and they headed to Petaluma. Both her sister and two uncles owned chicken farms and her first job was helping her sister by gathering eggs and learning to drive the truck in the fields. After four weeks of this work she decided it wasn't for her and sought other forms of employment which included sewing for a company located on Petaluma Blvd making 60 cents per hour and working as a housekeeper in San Francisco for a year. In Germany she had gone to business school and earned a degree and with that she soon was able to get a job as a bookkeeper for the American Trust Company. She also got married in 1956 and started a family. She left her job with the trust company after 16 months to stay home with her children but still made extra money by delivering eggs once a week to private homes in San Francisco. She also worked for Empire

Optometry in Santa Rosa for 10 years. In 1984 she worked for the Petaluma Hotel as a manager and retired in 1994.

Wanting to keep busy and interested in family history, she decided to volunteer at the museum. Christa has been a docent and also volunteered to be our phone tree person when we need to make announcements to our volunteers. She also enjoys helping with the preparations for our Annual Holiday Member party.

## *Ron Larsen*

In his own words .....



My wife Kathy and I have been Petalumans for almost 35 years, moving from Marin in 1979. Both our millennials, daughter Emily and son Spencer were born at Santa Rosa Memorial Hospital, raised in Petaluma, attended local schools, and graduated from Casa Grande High School before heading off to college.

Raised in Redwood City, my migration north began after my last Marine Corps duty station in Orange County. It was back to Redwood City, then a number of years in the City, and on to Marin County where I taught high school geography and anthropology for 15 years. Kathy and I met at that high school and have been married for 34 years.

An opportunity to become a principal took me to a position in Sebastopol. I retired from education in 1990 and began a new career in the wine industry. After 12 years of marketing Sonoma County wines, I retired again to work as a part-time host at the local KOA.

I have been volunteering as a docent at Petaluma Historical Museum and at the Visitor's Center since my retirement. Both provide me with a platform to express my pride in Petaluma with its fascinating history, beautiful architecture and wonderful community spirit.

## CALENDAR OF EVENTS

### Schedule for 2014

**February is Black History Month.** The Petaluma Historical Library and Museum will start the month off with a jazz concert featuring local musicians Dorian Bartley (bass/vocals), Bob Johns (piano/trumpet) David Scott (sax) and Tony Black (percussion).

This year's Black History exhibit ***It's All About the Music*** will include a tribute to Nelson Mandela. The exhibit will run Feb. 1 - Mar. 16 Exhibit hours - Thurs-Saturday 10-4 and Sunday 12-3

The Annual Black History Program will be held at the Petaluma Community Center on February 28, starting at 7:30 p.m.

Activities for Black History Month are co-sponsored by Petaluma Blacks for Community Development.

**April is all about Petaluma.** The museum will host the Good Egg Awards Celebration April 19 and participate in the Butter and Eggs Day Parade the last Saturday in April. We will participate in the Antique Faire Attic Sale the last Sunday in April.

**April 10 – Scotch Tasting and Food Pairing by Preferred Sonoma Caterers.** Mark your calendar for this popular event.



**April 18 Exhibit – Petaluma Yesterday, Today and Tomorrow.** This exhibit will honor Petaluma's heritage, what it looks like today and what we see for the future. The exhibit is scheduled to open April 18 through end of June.



Nat King Cole - Tracy Bigelow Grisman

**May - Docent led walking tours** of Petaluma start in May and go through October ( weather permitting) The tours start every Saturday on the steps of the museum at 10:30 a.m.

**May 24 – Jura Margulis Concert – Russian Virtuoso Pianist**

**July 4th- Annual Bell Ringing** at the Museum. Ceremony starts at 10:30 a.m., with the bell ringing starting at 11:00 a.m. Hear the story of the Putnam Family, the Korbel bell and how it became an artifact of the Petaluma Historical Library and Museum.

**September 20- The Petaluma Museum Association and Petaluma Gap Winegrowers Alliance are teaming up for a fundraising event** at Keller Estate Winery to celebrate the opening of a Petaluma Viticulture Exhibit at the Petaluma Historical Library and Museum. The exhibit will open the end of September and run through December.

**October - Petaluma River Cruise and Cemetery Tour** -Dates to be announced.

**November/December** - To be announced

## Volunteer Coordinator Needed For Schools Outreach Program

The Petaluma Historical Library and Museum's Schools Outreach Program is in urgent need of a volunteer to coordinate activities and presentations. One of the museum's most important missions is making the city's history real to our third-grade students. Third-grade classes are brought to the museum and docents guide them through our exhibits, explaining how our city came to be what it is today. As we expand the program to eventually include all third graders the problems of scheduling and coordinating become more important than ever.

If you have office skills and like the idea of working with kids, teachers and docents this volunteer job is for you – it will only require a few hours per week but will pay great dividends in grounding our kids in our rich history.

Call the office staff at 778-4398 and we will put you in contact with the Schools Outreach Program.



Petaluma Museum Association  
Board of Directors Meeting  
Second Tuesday of each month at 6:00 p.m.  
Open to the Public

Volunteer and Docent Meeting  
Second Monday of each month  
at 2:00 p.m.

Be the first to find out about upcoming  
events at Your Museum!

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## ***Disaster Workshop and tidying up of the foyer***

***by Paula Freund***

Fall Report

Facility Care and Maintenance Committee  
(FC&MC)

Thanks to the initiative and hard work of Solange Russek, the Petaluma Museum Association hosted a two-day workshop presented by the California Preservation Program titled, **“Protecting Cultural Collections: Disaster Prevention, Preparedness, Response & Recovery.”** Six members of the FC&MC attended the workshop along with approximately 30 additional

museum and library professionals. The PMA team dubbed themselves the “Disaster Busters,” and met monthly to complete their workshop assignments and work towards the goal of producing a professional and thorough disaster plan and policy for the PHL&M.



Firefighter/Paramedic Shay Burke

To compliment the disaster training, Don Phoenix organized a fire extinguisher training session attended by approximately a dozen museum board members and volunteers. Due to the diligence of many committed people, the museum and its collection is in a safer, more secure state.

Committee members also worked hard to spruce up the foyer: all woodwork was thoroughly cleaned; a handsome, aerial map of Petaluma was hung on the west wall; a new, larger bulletin board was installed to hold information on our upcoming events; a new donor plaque was hung and the old ones were polished.

### *Thank you to our 2013 Annual Appeal Donors*

Ann Amyes  
Ruth Andersen  
Gladys Bien / *In memory of Alfred Bien*  
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Kris Brown  
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Loretta Stoddard  
Eric & Mary Ann Swanson  
David Watts

## Call for Candidates

How would you like to do something fulfilling and enriching for your Petaluma community?

The Petaluma Museum Association (PMA) is issuing a call for candidates to run for four seats on the 2014-2016 Board of Directors. Recent boards have reflected a diverse group of individuals from various backgrounds who unite in a common cause: to support the work of the PMA in works great and small, from establishing a two-year working agenda and slate of exhibits to organizing docents and annual events such as Veterans' Day, the Butter and Egg Days Parade and the River Cruise. It is rewarding and stimulating work.

The upcoming election is in May 2014 and the new board will gather in early June. There are four Director positions open.

An application will be sent to any interested Museum Member. Your wealth of experience in life, professions, schools, non-profits and other cultural organizations would enhance your candidacy for Director's position. The application will ask you to list your skills in organizing, working with others, and goals for the Museum. We are looking for people who understand development, organization, and volunteer coordinating for our education programs, installations and events. Grant writing would be a great benefit. Whatever your talents, we are open and we welcome your response to serve your community and thank you for your consideration of the Petaluma Historical Library and Museum.

Request your application by calling [707-778-4398](tel:707-778-4398) or emailing [mary@petalumamuseum.com](mailto:mary@petalumamuseum.com). Applications will be accepted until March 1, 2014.

Volunteers keep our Museum as a vital center of Petaluma life and being a Board of Directors Member is one of the greatest gifts you can give to your community. That gift, you might find, to be its own reward.

Your business card here

Your business card here

**Become a Business Sponsor, Company Sponsor or Corporate Sponsor and enjoy the many benefits at those membership levels.**

Business Sponsors will have their cards appear in the newsletter four times a year.

Company or Corporate Sponsors will have their logo appear in the newsletter four times a year.

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

*Support your local museum!*





# Save the Date!

## Saturday, September 20, 2014

# Petaluma Pairings

An evening of farm to table food expertly paired with Petaluma GAP wines, music & entertainment  
To be held at Keller Estate Winery



A fundraising event for the Petaluma Museum in conjunction with the opening of the  
Petaluma Viticulture Exhibit at the Petaluma Museum

## **Petaluma Viticulture Exhibit**

### **Opening Fall 2014**

**At the Petaluma Historical Library & Museum**  
**In partnership with the**  
**Petaluma GAP Winegrowers Alliance**

Research has begun and revealed intriguing information; several candidates to author the exhibit catalog have been proposed and loans of several important artifacts have been promised. .

Dear PMA Members,

If you have any authentic, vintage, Petaluma-centric, viticulture artifacts and would like to donate or loan them for our Fall 2014 Petaluma viticulture exhibit, call the PMA at [707-778-4398](tel:707-778-4398). Please do so promptly as work on the exhibit's catalog has already begun.

## Membership

### NEW MEMBERS

Lyndi Brown , Ruth Andersen, Laura Camm, Dottie & Greg Catt, Constance Gibson, Kent Gilbert, David & Bonnie Glass, Rebecca & Eugene Lynch, William McKillop, Lisa Orsaba, Frank Paolucci, Melanie Phelps, Houston Porter & Andrea Pierotti, Alice Roberti, David Seter, Pat Skinner, Virginia Stevens-Johnson, Jack Withington

### RENEWALS

Bill Allen, Architectural Design & Restoration, Inc, Dennis Andersen, The Baddeley Family, Lewis & Janet Baer, Ivan Barta, Janine Bender, Elizabeth Bertani, Gerald Besses, Kathleen Favot-Blanquie, Steve Bosshard & Carolyn Carswell, Wally & Marilyn Bragdon, Steve & Linda Buffo, Karl Bundesen, Lynn Camhi, James & Patricia Carr, Karen Chambliss-Abraham, John & Linda Cheney, Jodi Clinesmith & Chris Samson, Carol Conley, Laura & Jim Cornaggia, Don & Sue Deals, Charles & Sue Edwards, Pat Faverio, Ted Feldman, John & Libby Fitzgerald, Alice Forsberg, Paula Freund & Paul Heavenridge, Vivienne Frost, Sandra & Ken Garber, Joanne Goebel, Janet & Todd Gracyk, Sharon Graham, Kathy Greene, Ray Hendess, Tina Hittenberger, Vernon & Marge Hodapp, Christie Heller, Kim Jacobsen, Ross & Karin Jones, Carolyn Kaufman, Kate Keaton, Mildred King, Jacqueline Klose, Douglas & Linda Karr, Beatriz Lagos, Ron & Kathy Larsen, Hector Luevano, Gary Martz, Kathy Nagel, Len Nelson, Jaana Nieuwboer, Bente Niles, D. Norquist, Claire Pass, Donald Patterson, John & Evelyn Pedroni, John Hill Jr. & Laurel Powers, John & Judith Praetzel, Peg Redfearn, Valerie & Greg Reisinger, Jared Reser, William Reser, Hap & Carol Rhoverhamelman, Russell Rice, Timo & Frances Rivetti, Janet Rodd, Adrienne Rodgers, Faith Ross, Vreni Schnirman, Schusters Roost Painting, Donald Scott, Marilyn Sisler, Lorraine Skoog, Catherine Spector, Eric & Mary Ann Swanson, Sgt. Penry Military Museum, Don & Charlotte Siemens, Martin Simpson, Mark & Joanna Tomlinson, Lee & Marj Torliatt, Carolyn Torliatt, Don & Joy Waite, David Watts, Joanne White

Thank you for  
your support!

### DONATIONS

Michael, Pamela & Draper Dayton  
Terry Twing

### In Memory of:

Florence Strange

### 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, Barbara Tornberg, UBS Financial Services, Gene & Lenore Urbain, Vietnam Veterans of America, Chapter 563, Michael & Elaine Von der Porten, Marcie Waldron, Ruth Walker, Ron & Judy Walters, Margery Wolf, Sarah Young, Scott & Meredith Young, Nick Zaillian



## JOIN OR RENEW - It's Easy to Do

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

### 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:

- 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

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](http://petalumamuseum.com), or call 707-778-4398

**PETALUMA MUSEUM ASSOCIATION**  
Membership Categories

- Individual \$35
    - Senior, Educator, Student \$20. Military free
  - Family / Dual \$70
  - Supporter \$125 \*
  - Patron \$400 \*
  - Benefactor \$750 + \*
  - Business Sponsor \$150 \*
  - Company Sponsor \$500 \*
  - Corporate Sponsor \$1,000 + \*
- \* Reciprocal Museum Membership Levels

I want to Initiate a PMA membership

I want to renew a PMA membership

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

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

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

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

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

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

# COLLECTOR'S CORNER

## Museum Collection Update

by Solange Russek

### *The Long Voyage to Petaluma*



This metal box came from Germany in 1893 via slow boat on the lowest deck called steerage. Once it docked in New York it came by 3<sup>rd</sup> class rail from New York to Petaluma. This box became the "Bread box" in the Thorgensen Ranch family's kitchen. The Thorgensen Family came from the Isle of Fur near Denmark. (I will be interviewing the Thorgensens granddaughter later this month.)



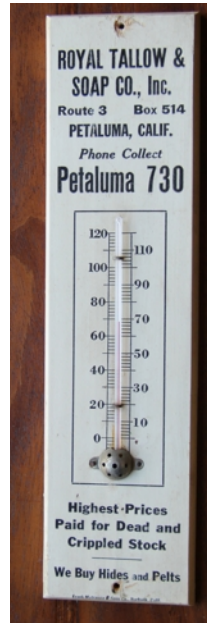
### *Are You a Cockerel or a Pullet?*

You would need this loupe to see. These unique lenses were used to determine the sex of chicks to fulfill orders. Thanks to Janet Althouse who donated these lenses and many photos of the H&N Hatchery that

was on F & 7<sup>th</sup> Streets. Her dad Heimer "Ham" Carlson is seen wearing them as he inspects the chicks.



## Members Private Collections



This thermometer was submitted by Dan Brown. The Royal Tallow & Soap Company once stood at 2592 Lakeville Hwy. (near the end of Casa Grande Road) and was demolished in 2008. It operated from 1941 through the mid-1970s when it became a transfer station. It closed completely in 1994. At its height it employed 14 plant workers, 15 truck drivers and two office workers.



Also from member Dan Brown's collection is this Golden Eagle Milling Company calendar dated 1893. The name Golden Eagle acknowledged the mill that was established on this site by Hiram Fairbanks and others in 1888. The company began as a 50-barrel a day flour mill, but by 1893 was producing 200 barrels a day. Flour production was phased out in 1924.

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Jazzline – Tracy Bigelow Grisman

Current exhibit - **It's All About the Music** - Feb. 1- Mar. 16  
with a tribute to Nelson Mandela