

Petaluma Historical



Library & Museum

Petaluma Museum Association

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

Quarterly Newsletter



SPRING 2014

VOLUME 24, ISSUE 2

On the Cover

An American Dream by John Benanti

IN THE YEARS following the end of World War II; what could raise the testosterone levels of a young American male more quickly than what is presented on our cover? No, no, not the attractive young woman, although that could do it also. No, it was the steel, the chrome, the glass, the FINS!! American automakers reigned supreme and bigger was better. This car, identified by Museum member Terry Park as a 1955 Buick Century, was a relatively modest example of Detroit's ability to create mobile monuments to American manufacturing ingenuity.

General Motors, Chrysler, and Ford, the BIG Three, spared no expense or natural resources to give the motoring public what they thought they wanted, and what they thought they wanted was gas-guzzling personifications of the American dream.

If you lived in Petaluma in the years after World War II and were old enough to qualify for a driver's license, you might have had an opportunity to strut your stuff before the world, or at least your group of friends. Where to go, what to do? Maybe a Friday night football game at Durst Field. Maybe a Saturday night jaunt to the movies. In Petaluma there were a couple of movie houses and, at times, two drive-in movie theaters.

The Midway Drive-In was south of town, on Highway 101 at San Antonio Road. The Parkway Auto Movies was at the north end of Petaluma Boulevard North where the golf driving range is located today. Both were places where a teenager could go, maybe with a date, and check out the other kids and the cars. Sometimes the kids actually watched the movie. Sometimes it was just an opportunity to "neck" with one's date. Why was it called "necking?" The neck had very little to do with what actually transpired behind the steamed up windows of the American dream.

The automobile was the key to the social life of a teenager. In Petaluma, over the years, kids gathered at drive in restaurants like the Roost, and Hollies, which later became Lunds. At other times there was PDQ, across from Walnut Park, and the A & W Drive In on East Washington.

The automobile and the drive in restaurant were forever immortalized in the "American Graffiti" movie. Mostly filmed in Petaluma, the experience is relived every year through the "Cruisin' the Boulevard" celebration on the streets of Petaluma. This year's event is scheduled for May 15-17.

Cover photo a collaboration of Mary Rowe & Solange Russek

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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 July 1, 2014

Newsletter editor: Mary Rowe

Petauma Museum Association

20 Fourth St.

Petaluma, CA 94952

President's Message

Wonderful Exhibits and Events This Year!

by Faith Ross

I JUST GOT HOME from our 2nd Annual Single Malt Tasting on April 10. Carol Sachal did a wonderful job of working with Wilibeas, Amber at Preferred Sonoma Caterers and a host of volunteers to put together a fabulous evening. We have had some wonderful exhibits and events at the museum this year that have brought lots of people to the museum and help make it a destination spot for out of town visitors. The board has been diligent in its attempt to present exhibitions and events that support our mission statement, and have not been a financial burden on the museum. As our fiscal year comes to a close (June 30), we look forward to the exciting things that are planned for the remainder of the calendar year. I will mention a few here, so go to our website for complete details.

Our school tours started this month, thanks to our great docents who do a wonderful job of sharing Petaluma history with our students. Thank you to Barbara Harden, Marshall West, John FitzGerald, Steve and Linda Buffo and our newest docent Sherri Ortegren for their dedication to this program. There are a couple of new volunteers who will be trained to join this group.

Solange and her crew have been very busy putting together our next exhibit, "Watershed Moments, From the River to the Sea." I know that Solange has an article in the newsletter about the exhibit, so I won't steal her thunder, but I will tell you that this is a very informative and fascinating exhibit.



The Viticulture exhibit is coming on September 21 and will run through January 3. A big fundraiser will be held at Keller Estate on September 20 to kick off the exhibit. In addition, a second event is planned for the museum on September 27. Paula Freund, Sandra Campbell, Harry Nieuwboer and Ruth Robeson are working with members of the Petaluma GAP (Wine Growers) on these events. With Ruth's hard work, we have submitted a grant to help with the cost of advertising this project.

Ballots have been mailed for our upcoming election of board members. We will have some new members, some prior board members will be returning and some will be leaving. Harry Nieuwboer will become president (please see statement from Harry on page 5) with Ruth Robeson taking over as vice president. I will stay on the board and work on several committees. The annual meeting is scheduled for May 13 when the new board will be announced.

As always, I want to remind everyone of the volunteer and financial needs of the museum. We have some amazing volunteers, but we are in need of more. Your tax deductible donations are always welcome. You should also consider giving a friend or love one the gift of a museum membership.

Regular Features

Petaluma History & Commentary:
When Mark Twain played Petaluma

Museum Highlights

Volunteer Spotlight

It's a Mystery

Calendar of Events

Collector's Corner

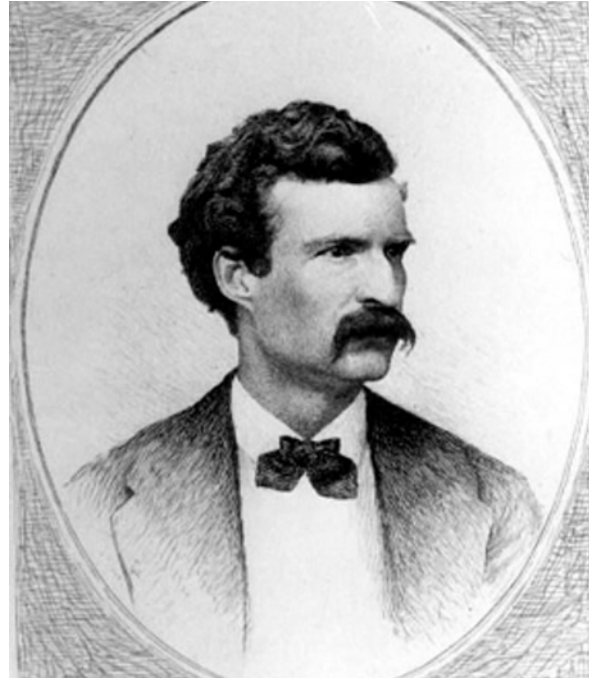
Petaluma History & Commentary

by Skip Sommer

WHEN MARK TWAIN PLAYED PETALUMA

WHEN MARK TWAIN lectured in Petaluma, California, on November 26, 1866, it was not an auspicious event. In fact, it was most likely a downer for him.

Samuel Clemons had always thought he would become a river pilot on the Mississippi and he acquired his license as such, in 1859. He had crewed on paddle wheelers enough to know that, calling out the words "Mark Twain" to the captain on the bridge, meant the craft was still within the safe depth of two fathoms or 12 feet (the "mark" of the weighted "twine" he tossed over the bow). Years later, in California "Gold Country," Clemons would adopt those words as his own pen name.



Sam Clemons was born in 1835 in a small town in Missouri, and his birth occurred on the night that Halley's Comet visited the earth. He never forgot his meager beginning, but he always yearned for more. The hard-drinking, carousing, "seegar"-smoking Twain became the Groucho Marx commentator of his time, but it wasn't easy. Virginia City, Nevada, was an early stop, and that was tough country.

Clemons first used the moniker "Twain" in 1863. He had become a gambler and somewhat of a rogue by then, and by the time he got to San Francisco, his

money flew out the door much faster than he made it. He caroused in the best hotels, wore the fanciest clothes, drank and dined in the best restaurants and unfortunately, was a bad judge

of mining stocks and a bad card player. Although he belonged to the pricey San Francisco Olympic Club, he lived on credit and, by 1865, on a salary of just \$35 a month, as a reporter for the *San Francisco Morning Call*.

Twain called that job "fearful drudgery" and he only lasted at it a few months. He was 29 and as yet unmarried when he finally started writing seriously for the newspapers *The Californian* (San Francisco) and *The Territorial Enterprise* (Virginia City), where he became quite prolific.

In 1865, the United States was in post-Civil War transition, and

so was Samuel Clemons. His great story, "The Celebrated Jumping Frog of Calaveras County," had established him as a writer of talent, but the money problems kept nagging at him.

Something had to be done. So, in the fall of 1866, he scheduled his first stage presentation, in an attempt to bring in quick cash.

It was in San Francisco, at The Academy of Music, that his name had first been officially listed on a stage bill as Mark Twain. He was terrified. But the reviews, the next day, called his act "side-splitting" and a "great hit." Twain had netted \$400 from that night and figured he had a second income, although he hated the gig.

Mark Twain next played Marysville and Grass Valley, working his way eastward back to his "good old" Virginia City. He played mostly small towns with gas-lit stages and always figured himself to be "a fraud" for doing these events. In his moods, he often resorted to vulgarity on stage. It was not good, but he was to polish his act through that early tour.

By the time Mark Twain had reached Petaluma in November of 1866, he was aching to leave the West Coast for New York (and the world). But he had to have the money to do it, and his creditors were attaching the fees from his performances, taking

most of the box office receipts. So, he arranged what he hoped would be his farewell tour of the West Coast: San Jose, Petaluma and Oakland. It was not well planned.

On November 20, 1866, *The Petaluma Journal* and *Argus* (Samuel Cassiday, editor), printed a very brief announcement:

“Mark Twain is to deliver a lecture in this City, Friday evening. We hope this is not a mistake.”

No location was noted, no time of performance . . . that was it. And there wasn't even a printed review of his Petaluma presentation.

Fledgling Petaluma at that time had only been an official city for eight years. Tom Baylis was still shooting wild game here for the San Francisco market, although he had just purchased the Steamer Petaluma and had sold his stone warehouse to John McNear. The Bank of Sonoma County had just been incorporated that year (Wm. Hill, president), Isaac Wickersham had just opened his law office and the Washington Stables would rent you “buggies, carriages and horses at reasonable rates.” You could also catch a stage, at those stables, bound for Two Rock and Tomales, three times a week. (Hotcha!)



Shown is the original Baylis warehouse, which was just purchased by John McNear in 1866, from Tom Baylis. It is the oldest standing structure in Petaluma and may be viewed from the B Street side, adjoining the Petaluma River and the end of Second Street. There is only one of the original arched entrances now, and the Apple Box Restaurant addition was not existent at that time.

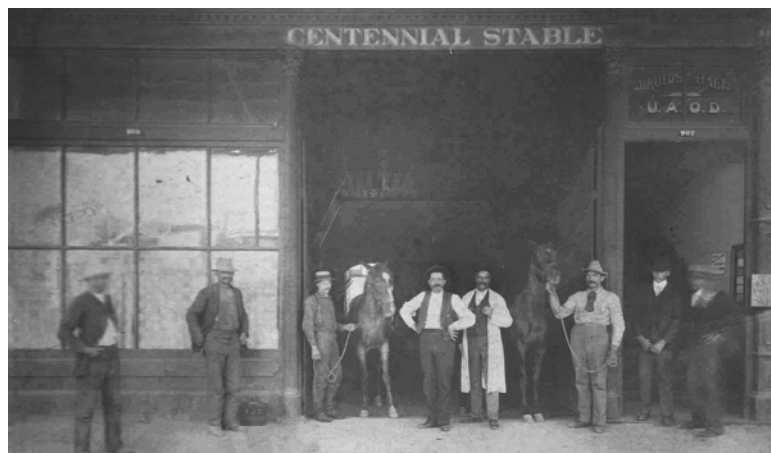
Petaluma was really small-town USA of the 1860s. M. Baily, principal of “The Petaluma College School for Both Sexes,” would take your child as a boarded student for \$6 per month, but Mom and Dad would have to furnish the “sheets, pillow cases and towels.” And, if you wished to travel to the big city of San Francisco, Captain Baxter would take you there, (along with deer, elk and fowl carcasses) on Tom Baylis’ Steamer Petaluma, in just 2.5 hours.

Even though San Francisco at

that time was publishing more books than any city in the U.S., Mark Twain anxiously wanted to go to New York, where all the “real parties” were happening. By December of 1866, he had figured a way to do it.

Through friends and contacts, Twain had finagled himself a job as “Traveling Correspondent” for the *Alta California* newspaper in San Francisco. He would be required to write a weekly column from wherever he was in

(Con't on page 12)



Centennial Stable located at 909 Main St., Druids Hall was upstairs (today it is the Landmark Bldg)

Important Message from Vice President Harry Nieuwboer

Dear PMA members,

On July 1, 2014, I will replace Faith Ross as president for the remainder of her term. This will not be an election since I am now vice president and will just succeed her into office. Since I will not be elected, it is essential that you, the PMA membership, have an opportunity to express yourself in a vote of confidence.

What follows here is my statement of goals and objectives, that is, the focus I intend to emphasize as president. At the forthcoming General Membership Meeting I will ask for that vote of confidence based on these objectives so the board of directors and I have a clear understanding of how to move the Museum forward in the next year.

My PMA Goals and Objectives for 2014 / 2015

Goal: To make the PMA financially sound, operationally professional and the PHL&M a center for cultural activity in Petaluma.

Objectives:

1. Operational:
 - a. Standardize an annual plan template, and begin conformation with the 2015 plan and budget.
 - b. Conduct annual citywide membership drives beginning in 2014 .
 - c. Conduct an expanded city-wide support and donor drive in 2014
2. Professional:
 - a. Complete implementation of the strategic plan.
 - b. Complete artifact records and undergo an independent inventory in 2014.
 - c. Secure credentialed status with the American Alliance of Museums.
 - d. Hire a professional executive director and curator by 2017.
3. Financial:
 - a. Approve and implement an annual plan and budget template.
 - b. Submit grant applications for advertising and artifact management in 2014.
 - c. Participate in preparation of the 2015-2016 city budget and annually thereafter.
 - d. Build cash reserves, cash flow and city government support by 10% annually, through annual city wide membership, sponsor and donor drives.
 - e. Invest about 80% of reserve assets making 20% available as seed money for operational objectives.

Please read this and come to the annual meeting ready to vote up or down.

Thanks,

Harry Nieuwboer
Vice President, PMA



VOLUNTEER SPOTLIGHT



By Mary Rowe

Lorraine Skoog

World War II ends and changes the path of a native Petaluman

Lorraine was born at Hillside Hospital on Kentucky St. 90 years ago. She graduated from PHS in 1941 and then studied at SRJC for two years. When World War II began, she enrolled at the Children's Hospital School of Nursing in the three year Cadet Nurse Corp. In the last six months of her education she trained at Letterman General in the Presidio and Diablo General in Menlo Park. She had plans to join the army at the end of her training but the exact day she finished was the day the war ended. She remembers celebrating V-J Day and enjoying the great festivities on Market Street.

Her life would take a new turn when attending her fifth year high school reunion at PHS in 1946. "Bud Skoog and I rekindled our friendship which blazed into a wedding six months later." Bud, home from the Navy was enrolled at the University of San Francisco on the GI Bill and a football scholarship. Bud had played football with the Petaluma Leghorns. After he graduated in 1950, they returned to Petaluma with two children. They bought a home in the Liberty District and spent the next ten years remodeling and raising their three daughters, who were all very active in 4H livestock projects.

In 1965 she decided to return to the nursing profession, working for 20 years at Hillcrest and Petaluma Valley Hospital. Now retired for 29 years, she volunteers as a docent at the museum and for Friends of the Library Book Store.

An interesting fact about Lorraine is that her grandfather was Lyman C. Byce, the developer/inventor of the chicken egg incubator. He owned the Petaluma Incubator Company. In 1918 her father, Elwood Byce who had returned from service in the army, took over the business. The business name was changed to the "Petaluma Electric Incubator Co." Her father was the service person for all the local hatcheries and she remembers him being called out for emergencies just like a doctor to save a hatch when something went wrong with the electrical equipment. Lorraine comments, "All of that is now history. Elwood and the business died in 1955."



Virginia Breedlove

Family ties in Petaluma



Virginia was born on Christmas Day in Oakland. She lived there for her first six years and visited her grandparents who lived in Petaluma. Her family made the move to Texas and they lived there until 1943, returning to Petaluma where she stayed until going off to college at San Jose State University. She recalls in her senior year of high school, "I made my spending money packing eggs on Grandpa's chicken ranch, 50 cents a case. Luckily I only had to gather them once to help out."

When she returned from college she taught school at the elementary level for 38 years, mainly in the Santa Rosa area but also four of those years of teaching were in Okinawa, South Korea and Germany. When she retired she continued to work as an instructor for the AARP Driving Safety classes for another 15 years.

Virginia started volunteering as a docent at the museum back in 1978 when it first opened. She remembers in those days you had to go across the street to the drug store to get a key to open up and then return it when you closed. Her earliest memory of Petaluma is the smell of bakeries as you came into town. "There were so many of them and so few cars comparatively. Sure miss the Vienna and Joe's A-1."

MUSEUM HIGHLIGHTS

January 2014

Trio Ariadne gave a one hour presentation to some very lucky elementary music students on January 28. The students were up first to fill the museum with their violins and cellos playing the first few bars of Beethoven's "Song of Joy" They were very excited to perform in our beautiful building with stunning acoustics. The Trio Ariadne are three Carnegie Hall Fellows attending Sonoma State University and participating in a program designed to prepare talented young professional musicians for careers that combine musical excellence with teaching, community engagement, advocacy and leadership. The student musicians in attendance were excited to interact with this trio.



Cellist, Saeunn Thorsteinsdottir, pianist, Elizabeth Joy Roe and clarinetist, Carol McGonnell



Art work is on display in the background from our Children's Art Exhibition.



String teacher Dana Phillips conducts her students.

FEBRUARY 2014

The Black History Month exhibit "**It's All About the Music**" opened on Feb. 1 with a Vintage Jazz and Blues concert featuring the jazz group Dorian Mode- Dorian Bartley (vocal/bass) Bob Johns (piano/cornet), Dave Scott (sax) and Tony Blake (percussion) It was a lively night of music and the museum was packed. Our guests were treated to refreshments before the start of the concert and had the opportunity to view the exhibit, which had on display the paintings from local artist Tracy Bigelow Grisman and included a special tribute to Nelson Mandela. Mayor David Glass presented a city proclamation for Petaluma Blacks for Community Development. Gloria Robinson, founder of the organization accepted the award.



Elizabeth Walter & Skip Sommer
(Rachel Simpson -Argus)



Carol & Alexander Sachal
(Rachel Simpson -Argus)



Bob Johns (piano/cornet), David Scott (sax) Dorian Bartley (bass/vocals), and Tony Blake (percussion).



Mayor David Glass presents award to Gloria Robinson with Teresa Barrett, City Council member (Rachel Simpson -Argus)



Second-Graders from McNear Elementary visit the museum to tour the Black History Exhibit



PMA President Faith Ross talks about Black History Month and the impact of music over the years.



Museum Coordinator Liz Cohee gives a tour of the upstairs permanent collection to the second-graders during their visit.



What's new at our Museum Store?

M.B. Boissevain - Marin's First Farm Advisor

Historical Photographs of

Marin's Agrarian Roots: 1920 - 1950

Cost is \$24 (includes tax)



Check it out!

Paula Freund, PMA board director is interviewed by Mayor David Glass on the museum steps. Very informative.

<http://vimeo.com/86578061>



Spotlight on Petaluma with Mayor David Glass

CALENDAR OF EVENTS

April 17: New exhibit opening

Watershed Moments - From the River to the Sea Exhibit (see details on page 7)

April 19: The museum will host the Good Egg Awards Celebration

April 25: A Wine Tasting Concert

Betany Coffland, mezzo-soprano and Aaron Larget-Caplan, spanish and classical guitar 7:30 p.m.

April 26: Butter & Egg Days Parade

The PMA has big plans for the Butter & Egg parade this year. The Parade's 2014 theme is



"HOMEGROWN PETALUMA," and the Association's 1925 Chevrolet chicken delivery truck will be decorated to celebrate the viticulture history and wines of Petaluma. A beautiful grapevine arch proclaiming, "Petaluma, the Gateway to Wine Country" will encircle the truck, the sides will be decorated with reproductions of Ginger Irwin's lovely painting of Petaluma vineyards and the pièce de résistance will be a magnificent vintage winepress courtesy of Jim McCormick's California Wine Museum. Petaluma Museum Association members and Petaluma Gap Winegrower Alliance members will accompany the truck greeting the crowd and encouraging them to attend the upcoming viticulture exhibit and events scheduled for the fall of 2014.

Additionally, the PMA will have a booth at the parade featuring historic information and a children's activity. Make certain to drop by.



April 27: Spring Antique Fair We will be set up on the steps of the museum.

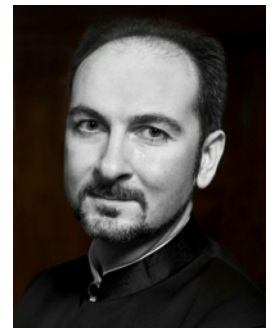
May: Docent led walking tours of Petaluma start in May and go through October (weather permitting) The tours start every Saturday on the steps of the museum at 10:30 a.m.

May 13: Annual General Meeting
PMA Board election results announced

May 15 - 17: Cruisin' the Boulevard

May 24: Russian Virtuoso Pianist Returns to Petaluma's Carnegie Hall

Jura Margulis has developed quite a loyal and dedicated following and we are fortunate to be able to enjoy this concert in the beautiful and acoustically superior Petaluma Historical Library and Museum. Margulis will play his fifth concert on the legendary Henry F. Miller concert grand, which is currently housed in the Petaluma Museum.



Margulis will be playing works by Schumann and Liszt, as well as his own beautifully crafted arrangements of masterpieces by Bach, Puccini, Shostokovich, Barber and Adams.

Saturday at 8:00 pm Admission is \$25 in advance and \$30 at the door. Students are free! To purchase tickets, visit petalumamuseum.com or call the museum at 707-778-4398.

June 22: Guest Speaker Jennifer Stock from the National Marine Sanctuary will give a talk as part of our Watershed Moments exhibit.

July 4th: Annual Bell Ringing Hear the story of the Putnam Family, the Korbel bell and how it became an artifact of the PHL&M. The real story behind the bell ringing isn't the bell. It's our celebration of the "Bells Across America" - a custom begun by John F. Kennedy.

July 19: Rivertown Revival
We will have our booth set up.

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.

September 21: Petaluma Viticulture Exhibit
An exhibit celebrating our viticulture history.

September 27: Community Crush Celebration- Fundraiser at the PHL&M in connection with the viticulture exhibit.

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

November/December - To be announced

"Watershed Moments - From the River to the Sea" by Solange Russek

The inspiration behind this exhibit came to me as I was contemplating the challenges of water quality and how it effects our eco systems.

I had sorted over 2000 photos, (yes, 2000!) of images depicting how we treated the land and water resources in our Petaluma watershed. I kept coming across the scenes of the poultry, dairy farms and industries and wondered about the runoff and the dumping of sewage into the Petaluma River as a common practice until the water treatment systems were finally in place.

December 2, 1970, President Nixon signed a law starting the Environmental Protection Agency to set regulations and laws protecting the nation's air, water quality and wildlife. As a kid growing up in the 1970's I was raised with "Give a Hoot" and don't pollute along with the crying eyes of Iron Eyes Cody as trash was tossed from a car to his feet. Americans had the out of sight out of mind mentality until it was brought to our attention how we were trashing and poisoning America's resources.

Sadly, we still have a long way to go. Our highways may be cleaner; however, the ocean has taken the worst part of human waste in the form of plastics. The ocean is downstream from everywhere on earth. Trash that has washed downhill to the ocean, derelict fishing gear and debris generated from tragic natural disasters (tsunamis and hurricanes) continue to rise in the ocean threatening a myriad of ocean habitats and creatures.

I had the honor of working for the Office National Marine Sanctuaries (NOAA) from 2004-2008. We have three of the Nations's highly prized marine pro-

tected areas right off our coastline! These sanctuaries work to protect our ocean with education programs, research and science, and regulations of activities while balancing compatible uses.

While working there I finally understood the danger to sea life because of plastics and debris. Wildlife mistakes this for food, eats it, and in a few days or weeks have their intestines blocked or are caught in abandoned fishing gear and die.

I'm excited to share the sanctuaries to inspire our community to the amazing diversity of ocean wildlife we are so lucky to have in our "near backyard." The albatross story featured in the exhibit is tragic. I felt it was about time that I brought this issue to my community and to enlighten parents and children of the next generation the responsibility that has to be taken to continue to protect our shrinking natural and vital resources.

I want the visitor to know that it's not all doom and gloom, but we have little time in turning things around, but it takes every one of us to be engaged, active and good stewards.

Note: In addition to our main exhibit "Watershed Moments" there will be a smaller exhibit about Petaluma's past featuring sport teams memorabilia with photos and other interesting historical artifacts. We will also have a family tree mural highlighting families that made an impact on our town. This will be an ongoing project during the exhibits run and we welcome any information on a family that you feel should be added to our tree. Please contact Solange Russek at her email artifacts@petalumamuseum.com or call 778-4398.

HAPPY BIRTHDAY!



The Sonoma-Marin Fair celebrates their 75th anniversary this year and will mark the occasion with an exhibit highlighting the Fair's history. This exhibit will be installed at the Beverly C. Wilson building from June 18 to June 22, 2014.

A successful exhibit depends on the participation of the community. If you have stories and/or artifacts related to the Sonoma-Marin Fair we'd love to hear from you.

Of particular interest are photos and memorabilia related to 4H and FFA activities; the Fair parade, Queen of the Fair, Junior Horse Show, rodeo and Farmers Day as well as programs and items associated with past Fair musical entertainment, concessionaires and carnivals.

For more information, please contact Katherine J. Rinehart at kjrinehart@comcast.net or (707) 766-9462.



One of the earliest traditions of the Sonoma-Marin Fair was the Fair Breakfast. Identified in this Museum photo are: 1) Bob Acorne; 2) George Tomasini; 3) Alvin W. Quinley; 4) unidentified; 5) George Dondero; 6) unidentified; 7) unidentified; 8) Dick Gray; 9) Dario Marioni; 10) Dodie Quinley; 11) Faye Quinley; 12) Arnold Jensen

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!



BLOG ALERT!

Have you seen
Bill Hammerman's Blog?
Our River Town

You can find it on the web at
billhammerman.blogs.petaluma360.com

It's about Petaluma's past,
present and future. Some of the
entries you might enjoy are Bill
Soberanes, Brainerd Jones, Then
and Now, The Petalumans of
Yesteryear, Our Community and
many other interesting topics.
Check it out. It is worth visiting.



Photo by Victoria Webb

Mark Twain ...(from page 4)

the world. Wasting no time, Mark Twain sailed
for New York the following day!

That voyage at sea took 27 days to reach New
York, but Twain figured he had "made it," and
was ready to get off the lecture circuit, to write
his first book. His comment about facing the
future was, "I intend to abuse people right and
left, in case the humor takes me to do it." And,
he did that, but in a manner of the small-town
humorist.

Eerily, the night Mark Twain died in 1910,
Halley's Comet again passed by the earth for
only the second time in the seventy five years
of his life. Mark Twain has been hailed as one
of America's great classical writers. (Even
Ernest Hemingway thought that). Perhaps
Twain is up there, riding Halley's Comet and
laughing at us. I hope so.

Thank you to Mike's Glass on 120 Washington St. in
Petaluma for a donation of a plaque display case for
our poultry area in the upstairs permanent exhibit.





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It's a Mystery

Do you know where this photo was taken? The research department would appreciate any information you can provide as to the location. Call 778-4398 or email mary@petalumamuseum.com (please put mystery photo in the subject line)



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.

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events at Your Museum!

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SPRING "SPRUCE UP" FOR THE PHL&M

by Paula Freund

Spring Report 2014
Facility Care and Maintenance Committee
(FC&MC)

The PHL&M landscaping was spruced up just in time for spring. The broken benches in the back garden were removed and replaced with a redwood and hog wire balustrade.

All gutters were cleaned. The back garden center palm was pruned allowing additional sunlight to enter the garden. Four new loropetalum were planted at the base of the palm to replace the ones that had been broken by falling fronds. The grass was removed from the southeast corner of the property, the ground level was lowered and ivy was planted to prevent future dirt and mud from spilling into the circle drive. The overgrown, diseased laurel on the east side of the front façade was removed and replaced by two specimen hinoki cypresses. To maintain the



elegant balance of the façade, two additional hinoki cypresses were planted on the west side. The beloved topiary pig on the northeast corner was pruned to remove the dead back half and turned to reveal the building's 1904 cornerstone.

Inside the building the exterior wall of the bathrooms was remodeled to reveal the lovely original woodwork, frosted windows and a strategic light switch.

In the ladies' room the lovely fresco painted and donated by Esther Wilson entitled, "Peter's Ranch" was hung on the east wall and the wall cabinet with vintage soapboxes was relocated to the west wall. In the men's room the sports cabinet was reorganized and the cream separator artifact was cleaned and given a coat of mineral oil.

**Petaluma Pairings
2014**

*Mark your Calendar for the
Upcoming Exhibit and Events Celebrating
The Viticulture History and Wines of Petaluma*

**The Petaluma Museum Association &
The Petaluma Gap Winegrowers Alliance**
present:

Petaluma Viticulture History
Petaluma Historical Library & Museum
September 21st, 2014 through January 11th, 2015

Petaluma Winegrowers Gala
Keller Estate Winery, September 20th, 2014

Community Crush Celebration
Petaluma Historical Library & Museum, September 27th, 2014

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.

Please do so promptly as work on the exhibit's catalog has already begun.

Membership

NEW MEMBERS

Jan-Feb Margaret Cusimano, Linda Henris, Janis Menicucci, Sherri Leif Ortegren, John Praetzel, Marti Sanders, Clifford Stowe

Mar-April Stella Cecchini, Dennis & Chris Collins, Janet Oleary, Majorie Sands

RENEWALS

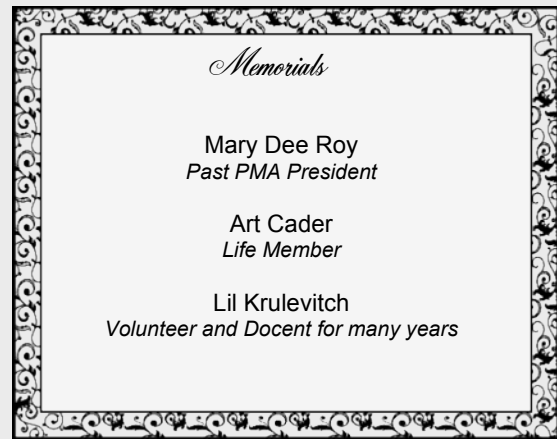
Jan-Feb John & Pam Agnew, Ann Amyes, Robert & Christine Bandettini, Gladys Bien, Tom & Linda Corbett, George Daum, Jeanne DeLuca, Nicholas & Colleen Falcone, Aldo Garibaldi, Marilyn Guinnane, Kay Hardy, Donald Hofvendahl, Janice Lee, Angela Luffel, Glee Murphy, Flo Olsen, Terry Park, Steven Peterson, Barbara Russell-Cambra, Steve & Kit Schlich, Phyllis Sharrow, Glenn Stewart, Marilyn Vitalie, Harvey Walters, Nancy Wolf

Mar-April Melissa & Ben Becker, John & Louise Benanti, Pennylee Christensen, Andy & Helga Christiansen, Gary & Deborah Collins, Financial Partners Wealth Strategies, Greta & Nicholas Goulden, Charles & Teresa Meikle-Griswold, Evelyn Gurevitch, Richard Keith, Steven Kirk, Mary Lill Lee, Chuck Lucas, Janet Mobley, Peter Myerhof, Clyde & Marian Nelson, Julia Norton, Kenneth Nugent-UBS, Diane Olson, Dorothy Peck, Gloria Robinson, Rich & Susan Rodkin, Solange Russek, Alexander & Carol Sachal, Majorie Sands, Maryann Smyth, Chris & Elaine Stevick, Summit State Bank, Len & Ruth Svinth, Karen Tamborski, Rick & Judy Williams

DONATIONS

Ted Feldman – 2013 Annual Appeal,
Lucy Kortum – in memory of Mary Dee Roy
Katherine Rinehart – in memory of Art Cader
Katherine Rinehart – in memory of Lil Krulevitch
Terry Kosewic – Kozy Homes
Heritage Homes
Clifford Stowe
Clint Grove- 2013 Annual Appeal
Marvin & Shirley Dolowitz

Thank you for your support!



"All you supporter level members out there - let us know how your reciprocal membership privileges are for working for you. Let us know about your visits to other museums."

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, Coddling 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, 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, 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: _____

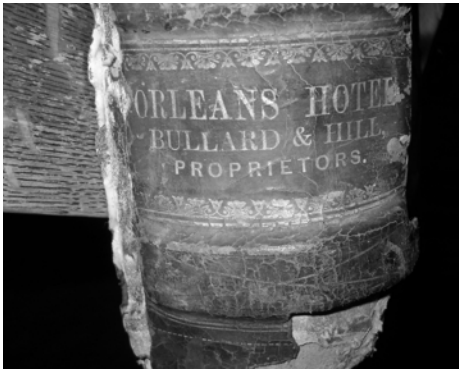
City/State: _____

Zip: _____

Phone: _____

Email: _____

COLLECTOR'S CORNER



Museum Collection Update by Solange Russek

The Orleans Hotel, the New York Hotel and Finally the Cosmopolitan Hotel

The Hotel register was donated in the memory of David Acorn from Mary Acorn sister of one of the founding members of Petaluma's celebrated Leghorns. The register was unique in the way it was printed. The Orleans Hotel Ledger from 1869-1870 had the right page printed that offered the "stranger in town" a guide to Petaluma businesses. The left page shows signatures, dates and where the person came from. Then subtle changes appeared on the left page. From October 28th 1869-April 11, 1870 the proprietors were "Bullard & Hill."

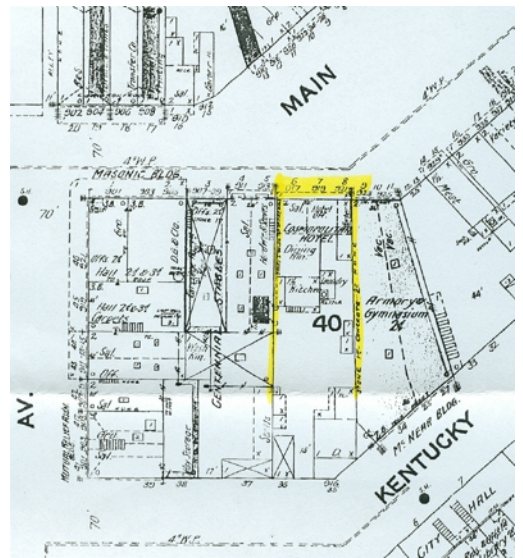


April 12, 1870 shows new owners: "Colburn & Smith." April 24, 1870 "Hotel Orleans" is scratched out and "New York" Hotel was written above the scratched Orleans Hotel.

On October 16, 1870 it shows "Smith & Hicky" as the new proprietors. This later became the "Cosmopolitan" Hotel at 33 Main St.

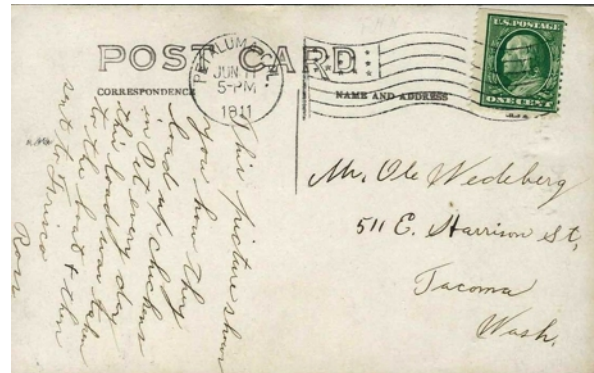


Now it's the gravel parking lot next to McNear's on Petaluma Blvd. The Ledger will be on display during the "Petaluma Remembered" and "Watershed Moments."



Sanborn Map

Members Private Collections



This postcard was submitted by member Dan Brown and is dated June, 11, 1911. Information obtained from the city directory in our research department shows a listing in 1906 as the Bianchi Poultry Co. at the corner of Washington and Liberty streets. In 1914 the listing also included the street number as 300 Washington St. By 1921 the directory has no listing for Bianchi Poultry Co. In 1923 the Sanborn Fire Insurance Map shows that the lot where the Poultry Co. was is a vacant lot.

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WATERSHED MOMENTS - From the River to the Sea

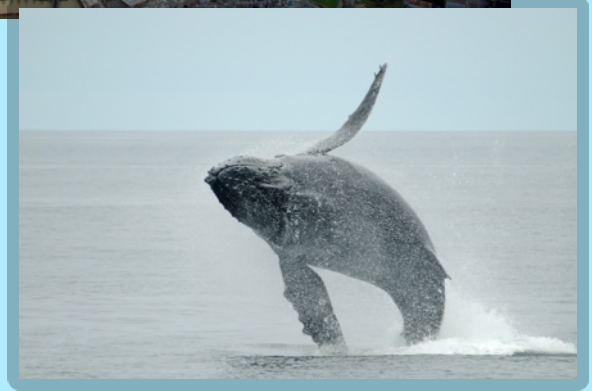


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U.S. Corps of Engineers Digital Visual Library

**Exhibit opens
April 17 through
August 3, 2014
see details
on page 10**



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