



Petaluma Museum Association

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

Petaluma Historical
Library & Museum

Quarterly Newsletter



"One Way Ticket" from Jacob Lawrence's Migration Series

The Great Black Migration 1910-1970
A Black History Exhibit
February 7 thru March 24, 2019

Winter/Spring 2019

VOLUME 29, ISSUE 1

On the Cover

Black History Month: The Great Black Migration, 1910-1970

IN HONOR OF Black History Month, and in celebration of the 41st Annual Black History Program, The Petaluma Historical Library & Museum and Petaluma Blacks for Community Development are pleased to present "The Great Black Migration. 1910-1970", an exhibit on display at the museum February 7 through March 24. This exhibit will look at the movement of over 6 million African Americans from the Southern United States to the urban Northeast, Midwest and West between 1910 and 1970. This was the largest internal movement of any group in American history, and had particular significance for Petaluma and the Bay Area as these areas welcomed large groups of African Americans in this period.

Coordinating events at the museum include:

Children's Story Time, Saturday February 9th, 10am to noon. Free event. Children must be accompanied by a parent or guardian.

Lecture by Sharon McGriff-Payne, Sunday February 10th, 1pm. Author of John Grider's Century: African Americans in Solano, Napa and Sonoma Counties, 1845-1925.

Lecture by Martha C. Taylor, Sunday March 3, 2pm. Author of From Labor to Reward: Black Church Beginnings in San Francisco, Oakland, Berkeley and Richmond, 1849-1972.

Activities in the community (free to the public):

41st Annual Black History Program, Saturday February 23, 5:30pm, New Life Christian Church Auditorium, 1310 Clegg St., Petaluma

Annual Gospel Hour, Sunday February 24, 4pm, Petaluma Christian Church, 1160 Schuman Lane

Petaluma Museum Association Board

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Mary Rowe, **Membership &
Newsletter Editor**
Solange Russek, **Collections Manager**

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 April. 1, 2019

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

President's Message

Happy New Year to all!

I hope you enjoyed and have recovered from the holidays. These last few months have kept us busy, with highs and lows along the way. Our "PHL&M: A Story of Civic Progress & Pride" exhibit was on display through the end of year, with gallery tours offered most Sundays by exhibit curator, Paula Freund. And a big thank you to Paula for such a wonderful exhibit and the many programs she put together to accompany it.

Although we postponed our fundraiser (keep reading for update!) we still held the 40/40/40 Wine Raffle on November 3rd, where Robin Anderson-Bowen was the winner of 40 bottles of wine. On Nov. 7th Bridget Maely gave a presentation on California's City Beautiful Movement. On Nov. 14th the Petalumans of Yesteryear "conjured the world of turn-of-the-century Petaluma and discuss the origins of Petaluma's Carnegie Library." On Nov. 28th we hosted an evening of storytelling and pictures with Scott Hess and John Sheehy, authors of the recently released, "On a River Winding Home."

On December 7th we held our Annual Holiday Party for our members. Thank you to Aldo for the lovely piano music and to all the volunteers, board and staff for helping make it a fun and festive event, including the pre-party decorating. The following day we were honored to have Dr. Kenneth Breisch, associate Professor, School of Architecture at the University of Southern California, give a presentation on "Andrew Carnegie and the American Public Library Movement."

On Dec. 11th we received sad news that longtime Museum volunteer and Petaluman of Yesteryear "Ida Bell McNear," Barbara Harden, passed away. Barbara was such a ray of sunshine and had many talents. She's left us a beautiful gift: she painted the lovely flowers on the walls of the ladies' room. Although it was not a PMA event, on Dec. 15 and 16 the Museum hosted Petaluma Readers Theater holiday performances. On Dec. 22 we co-hosted Aquas Community Caroling with over 100 merry singers. And the grand finale, our 10th Annual New Year's Eve Gala Concert! We welcomed back violinist Nigel Armstrong, who performed at the Museum's first NYE concert. I'm always amazed at the transformation of the Museum for this fabulous event. Thanks to all who helped make this one of our most successful fundraising efforts.

We started 2019 planning strategically. We realized we'd met most of the goals in the current PMA Strategic Plan and it's time to update. A majority of the January

board meeting was spent selecting our new goals. We're in the process of prioritizing and planning how to achieve them. We're also looking forward to this being the "year of the family," offering more family-friendly programs and events. To that end, on January 13th we celebrated our River City by hosting a "Music Man" sing-along! It was a fun and entertaining way to spend an otherwise dreary afternoon. Thanks to our volunteers for all the assistance and to Cinema West for donating popcorn. Solange Russek, our Collections Manager, and her team held a Surplus Sale of props, duplicates and non-accessioned items that take up valuable space. The first two days was opened for "like institutions" then two days for the general public.

The Fundraiser Committee is back with a vengeance! Please join us for a "Night at the Museum" Gala on Saturday, March 30th! We'll have local historical figures, local authors, live & silent auctions, raffle, locally sourced small plates by Preferred Sonoma Caterers, music, signature cocktails and more. Reserve before March 4th for the early bird discount!

At the January Heritage Homes & Landmarks Committee meeting it was announced that we will have a Spring Parlor & Garden Tour on Saturday, May 11th! Look for more details in the coming weeks.

Our Annual Jazz Concert celebrating Black History Month was on Feb. 1st with the doRiaN Mode performing vintage jazz and blues, co-hosted with Petaluma Blacks for Community Development. We invite you to visit our current exhibit, "Black History Month: The Great Black Migration, 1910-1970" which runs through March 24th and view all the coordinating events on our website.

At the start of this writing I mentioned there were highs and lows. Loosing Barbara Harden was certainly a low. Another one was Angela Ryan, our Executive Director, resigning to accept another position elsewhere. Angela has elevated the Museum in so many ways and we can't thank her enough for all she's helped us accomplish (I say in between sobs). We wish her the best, hope she'll visit and that she will remember her time with us fondly.

As always, the PMA appreciates the support we receive from our members, our volunteers and the community.

Hope to see you at the Museum!

Kathy

Executive Director's Corner



Angela Ryan

A Farewell Message

It was with a mixture of emotions that I recently announced my resignation as Executive Director of PMA, effective February 15th. I have accepted a position at the Sonoma Valley Education Foundation that will allow me to work in the community where I am raising my family. It was truly an honor to join the PMA 19 months ago, as well as a privilege to serve as the first Executive Director of The Petaluma Historical Library & Museum. I will miss working with our amazing and dedicated staff, our incredibly devoted volunteers, and our tremendous Board of Directors.

I have thoroughly enjoyed the time that I have spent as Executive Director of the museum, getting to know the Petaluma community, and in particular, our wonderful members and supporters. I continue to be amazed by the generosity shown to the museum by community members who give selflessly of their time, funds, and priceless Petaluma artifacts. Petalumans are extraordinarily lucky to have the museum as their shared cultural hub and community center.

I am so grateful to everyone who has made the PMA feel like home, and I am proud of the

accomplishments we've made together over the past 19 months: increasing membership by 25% and securing a \$10,000 matching donation in just five short months; designing and implementing successful new programs such as the Wednesday Dialogues; accepting priceless donations of artifacts, such as the S. Seymour Thomas painting of George P. McNear Sr.; stabilizing policies and operations; negotiating contracts; engaging in new partnerships; securing professional training for the board; and so much more.

I am deeply grateful that I was entrusted with the responsibility and privilege of being Executive Director of the PMA and that I had the opportunity to lead the organization at this crucial stage. It is my sincere belief that the PMA will continue on this path of growth and continue to occupy a place of cultural prominence in the Petaluma community.

If you have questions about your membership or would like to become a member, please contact Membership Manager Mary Rowe at mary@petalumamuseum.com. If you would like to inquire about donating artifacts, please contact Solange Russek, Collections Manager, at artifacts@petalumamuseum.com. For all other inquiries, please contact Museum Coordinator Liz Cohee, liz.cohee@petalumamuseum.com.

Museum Events & Exhibit Schedule

Exhibits:

- Black History Month, Feb 7 to March 24
- Clo the Cow / Scott Hess April 6 to June 16
- The Artist's Eye Behind the Lens: Petaluma Portrait, Landscape & Artistic Photographer Joseph Cleveland Wayne July 4 to December 22

Events (more detail for most of these events can be found on our website)

- February 20 Wednesday Dialogue @ the Museum: A Day in the Life of a Petaluma Ranch Family, 1925 film reel and discussion of PHL&M's digital preservation efforts
- March 3 Martha C Taylor Lecture on her book *From Labor to Reward* 2pm
- March 20 Wednesday Dialogue @ the Museum: Sonoma Mountain

- March 30 A Night at the Museum Gala Fundraiser
- April 17 Wednesday Dialogue @ the Museum: Terry Park on Petaluma's Golden Concourse
- May 15 Wednesday Dialogue @ the Museum: Scott Hess on his photographs from *On a River Winding Home* and accompanying exhibit at the PHL&M
- May 11 Heritage Homes tour
- June 5 Wednesday Dialogue @ the Museum TBD



Jura Margulis in Concert

Coming this May, world-renowned virtuoso pianist, Jura Margulis, who is currently based out of the City of Vienna's Music and Arts University will return for his 11th performance.

May date TBD

Check our website for details

VOLUNTEER SPOTLIGHT



*Hélène des Rosiers
...in her own words*

Forget that my son, Renaud, calls me *French Lady*, if you do not hear me speak, you don't start with that. I am that volunteer with the..., yes, "where's that accent from?" who joined the Petaluma Historical Library and Museum about a year and a half ago. My name is Hélène des Rosiers. Once or twice a month, I greet visitors at the docent desk, even though I am far from claiming to be a docent myself, since I just moved to Sonoma County a couple of years ago, after 38 years in Boulder, Colorado, preceded by another twenty some in Montréal, Québec, Canada where I was born. I had not heard the town name *Petaluma* before my son landed a wonderful position at Amy's Kitchen, which prompted his family's departure out West. I hence had everything to learn about this marvelous region and this very town.

Retired, after 35 years as a certified French and French Canadian translator and principal of a small multilingual translation bureau in Boulder, recently widowed and completely enamored with my 3 grandchildren, I could not help but follow the procession and head out this way to keep watching my offspring grow and thrive.

Originally, I joined the Museum team to discover and engage with the community, make acquaintances, feel useful. Now, even though I do not work often enough, I consider myself a member of that beautiful family of volunteers. I had the privilege of finding a small vintage apartment that fits my humble needs, right downtown, literally a stone's throw away from the Museum. It gives me a wonderful scenery to live and stroll in, and discover daily.

I was able to make a tiny but enthusiastic contribution to the preparation of the recently acclaimed Museum's "I Do" exhibit and found great pleasure in being exposed to a romantic aspect of the Petaluma's Heritage. Said opportunity gave me the chance to learn from expert, friendly and passionate staff, delicately handling mousseline, silk, velvet, embroidery, lace, tulle and crepe... to dress up the mannequins of the XIXth and early XXth century brides and grooms. I loved the fact that we had to wear soft white gloves to handle the time ripened attires. Small and big joys are plentiful around here.

What else can I say? I have romanticism, literature and history in my ancestral French genes. But I am also proud to be a budding Petaluman.

DESK DOCENTS NEEDED!

Follow in Helene's footsteps and become a desk docent yourself. Four hour shifts make it convenient for you to give to your community. Contact Kathy at kathy@petalumamuseum.com

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C: 707-364-7703
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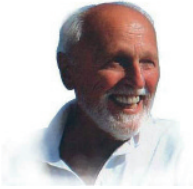
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Petaluma History & Commentary

by Skip Sommer, Historian

WHEN THE PRESIDENT CAME TO PETALUMA



Republican Rutherford B. Hayes was in his last year as president in 1880. He had won his presidency in our closest election ever. It had been a very contentious race, with Hayes losing the popular vote to Samuel Tilden and then, barely winning the electoral college, by just one vote! (Sound familiar?) Hayes was the first President to serve after Civil War reconstruction, following U.S. Grant's scandal-ridden Presidency. (James Garfield was elected in November of 1880, to succeed Hayes.)

But, in September of 1880, President Hayes was on a "Thank You Tour" of California, with General William Tecumseh Sherman among others, and after visiting San Francisco on September 10th, they continued on to Petaluma, at the invitation of Petaluma's own Edward Lippitt, who had been Hayes' law partner in Ohio from 1853 to 1862. In 1863, Mr. Lippitt wanted to get away from Civil War woes, and Mr. Hayes, then Governor of Ohio, wanted to change things on the federal level, so Hayes went east to Washington and Lippitt came west to California.

E.S. Lippitt was an amazing man. He had graduated from Harvard Law, taught high

school math at Wesleyan Female College, practiced law in Ohio, came to California (eventually to Petaluma), and founded the Petaluma Weekly Courier Newspaper. Lippitt also opened



E.S. Lippitt, 1910

our first high school here and became Secretary of the Sonoma/Marin Agricultural Society. Then in 1873, he sold his large Gothic Victorian era home on the corner of D and Sixth Streets to the Petaluma School Board, and returned full-time to the practice of law.



Lippitt home on D & Sixth Street

A hero of the U.S. Civil War, General Sherman was also known as the military leader who wanted to completely eliminate the power and scope of the "Indian Nation." In that effort, he had encouraged the total eradication of the buffalo, our Native Americans' main source of meat. It became known that part of those efforts by Sherman were on behalf of "Big Railroad," which was in the process of building tracks crossing the nation. Even with that knowledge, President U.S. Grant had (amid controversy) promoted Sherman to "Commanding General of the Army."

Petaluma was a Republican town in 1880, and although Edward Lippitt was a Democrat, he retained a warm friendship with Republican Hayes. The presidential party had arrived by steamer up the Petaluma River and was officially met by a welcoming committee that included Marin County Judge James McM. Shafter (whom at the time, owned thousands of acres of west Marin), Petaluma banker Isaac Wickersham, California governor Perkins, Santa Rosa mayor A.P. Overton and our Mr. Lippitt. The visitors were escorted to carriages for a ride through town.

And the town was all abuzz! Flags and streamers flew from every pole and shop window, most stores were closed, school was out for the day, bands played, and—all in all—it was a grand welcome. The party continued to the Petaluma fairgrounds, where speeches were made, including General Sherman's reminiscence about his previous visit here in 1848 at age 32, and seeing only a "few mules and horses wending their way to the ranch of Mariano Vallejo." The group then inspected the agricultural exhibits, watched a couple of horse rac-

construction had started on the Panama Canal, the first Barnum & Bailey Circus opened, the University of Southern California was founded, the State of Kansas was the first to go "dry," and in San Francisco, a young William Randolph Hearst asked his daddy if he could run the S.F. Examiner. Meanwhile, Petaluma rancher Harrison Mecham was planting 90,000 eucalyptus trees he had imported from Australia. And here, in the Poultry Capital Of The Universe, 95,000 dozen eggs were shipped out that year!

It was in 1880 that the Petaluma

nia with Phylloxera" (a grape disease that's unfortunately still around). However, our more practical folks commented, "If the grape vine had not been intended for some good purpose, Christ could just as easily have blighted the vineyards of Judea, as he did the fig tree. We might as well pray the Good Lord to break up Niagara Falls, because some people every year are drowned." These honorable Petaluma WCTU ladies were also *very much* against President U.S. Grant, for being (they said) "in the pockets of the Moonshiners and other thieves

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es, and then adjourned for a late lunch at the Lippitt's home.

Edward Lippitt and his wife Sarah had invited Hayes and his party to join them for lunch in their home here, and "attending" Mrs. Lippitt at this event were some of the most important ladies of Petaluma: Miss Ida Denman, Mrs. Wickersham, Miss Shattuck, Mrs. Westin and Mrs. Putnam, among others. Our Weekly Courier proclaimed that: "An elegant lunch was partaken." I am told that Petaluma's Hayes Lane was christened in honor of the President, as well.

In other 1880s news, President Hayes had signed the Chinese Exclusion Act restricting immigration (wait . . . you couldn't just call out the U.S. military to the shores of the Pacific Ocean?),

branch of the Women's Christian Temperance Union (WCTU) was formed, and in a town loaded with saloons, many Petalumans were *All For It*. Some were even listening to Canadian preacher Edward Carswell, who was "Asking the Almighty to blight the grape vines of Califor-



Ulysses S. Grant

and rascals." Well, golly!

In Petaluma that year, the Steamer Pilot was offering "Excursion tickets. Petaluma and San Francisco. ONE DOLLAR, to and from." And, on Washington Street, John Cavanagh, Justice of the Peace and Notary Public, would handle for you "Deeds, mortgages and all other legal instruments carefully drawn." Oh yes, his J.P. office happened to be in his lumberyard, (now the River Front Shopping Center), which would sell you, while you waited: "Redwood and Oregon lumber, shingles, laths, pickets, doors, windows & blinds." Land could also be purchased there, in a "one-stop-shop," for just \$100 an acre. Whatever happened to those "Good Old Days"?

HISTORICAL NEWS OF PETALUMA


by Solange Russek & Michael Slade

We would like to acknowledge the California Digital Newspaper (CDN) Program of UC Riverside and Newspapers.com as a our source for this feature.

19th Century Petaluma Cow Stories

The Sonoma County Journal, Sat, Feb 9, 1856

Lost.



ON the 12th of December last, an American COW, between Petaluma and Hicks' Ranch. She has slack sides, line back, and is branded T on the right hip. Any person taking charge of said cow and leaving information at this Office, will be liberally rewarded for their trouble. 25tf

An American cow! Surely the "Stars and Stripes" would be the appropriate brand.

San Francisco Call, Volume 87, Number 111, Mar. 21, 1901

**PRECOCIOUS CALF DINERS
UPON A HORSE'S TAIL**

Spills the Appearance of a Petaluma
Photographer's Handsome
Roadster.


PETALUMA, March 20.—E. R. Healy, a Petaluma photographer, owns a valuable road horse and for this animal Healy today wept bitter tears. The horse was adorned by a beautiful sweeping tail. Mr. Healy yesterday drove the animal to Tomales, and while he was transacting his business in the house of a farmer the horse was hitched in the stable.

Now in that stable there was a young calf. The youngster was of an inquisitive turn of mind. Hardly had Healy left the building when the calf began a critical survey of the horse. After a close scrutiny it picked upon the beautiful tail of the horse as worthy of its attention. When Mr. Healy returned to the barn he found his fine roadster shorn of half of its ulterior adornment. The calf had chewed off all the hair and only the stump remained unscathed.

The Sonoma County Journal, Fri, May 3, 1861

Miscellaneous.

Stray Cow.



THE owner of a large red Cow, bearing the brand of a blotch, crop off the left ear, under bit and swallow fork in the right, can find her by proving property and paying for this advertisement. Said cow has been in this neighborhood more than a year.

37-4t* J. EDWARDS, Blucher Valley.

This looks like a used cow advert.

The reason why people need to be careful where they park their horse.

NIGHT AT THE MUSEUM

~ A PMA FUNDRAISER ~

THE MUSEUM COMES TO LIFE FOR ONE SPECIAL NIGHT!



SATURDAY, MARCH 30TH ~ 7-11 P.M.

\$50 Before March 4th / **\$60** After March 4th

INCLUDES BEER & WINE, SMALL BITES, MUSIC, LIVE & SILENT AUCTIONS, RAFFLE, HISTORICAL FIGURES & MORE!

For details & reservations visit: PetalumaMuseum.com

MUSEUM HIGHLIGHTS



Museum Oak Plaque Dedication

The Museum gathered with the City of Petaluma Tree Advisory Committee, Council Member Mike Healy, Mayor Teresa Barrett and members

of the community to dedicate a plaque honoring the beloved museum oak (and to give it a hug!).

Petaluma Carnegie Library Presentation

On Nov. 14 the Petalumans of Yesteryear staged an entertaining interpretation of actual historical events that led to the establishment of a Carnegie Library for the city. J.A. McNear was the evening guide as we heard from Addie Atwater, Mayor Veale, Andrew Carnegie, Brainerd Jones and other prominent Petalumans.



Members' Holiday Party

We had another wonderful Holiday Party for our members. We were entertained with music played by Aldo Garibaldi on the piano as people mingled and munched on delicious holiday goodies.



Kenneth Breisch Lecture

On Dec. 8 Kenneth Breisch, Ph.D., Associate Professor, School of Architecture, USC gave a wonderful lecture about Andrew Carnegie and the American Public Library Movement along with a wonderful slide presentation. He was also excited to see that we have still had the original library desk and swivel wooden chair where the librarian would conduct business. He explained that the desk and chair were designed so that the librarian could work efficiently while keeping an eye on visitors.

Congratulations to Robin B. who won our Wine Raffle

WE CLOSED 2018 and kicked off 2019 with two concerts. Our 10th Annual New Years Eve concert sold out in advance and is always a well received end of the year celebration.

The vintage jazz & blues group *The doRiaN Mode* played to a packed house for our annual jazz concert for Black History Month. Concert goers

enjoyed delicious food and drink before the music started. The band got the crowd going by doing a call-and-response song. The night's program came to a close with the audience singing Lift Ev'ry Voice and Sing (the Negro National Anthem 1899) and finished with dancing in the aisles to the traditional New Orleans style jazz number "When the Saint's Go Marching In"



Mayor Teresa Barrett shakes hands with Gloria Robinson, cofounder of Petaluma Blacks for Community Development after presenting The City of Petaluma Proclamation for the start of Black History Month.

Heritage Homes & Landmarks Announces Spring Garden & Parlor Tour

HERITAGE HOMES TOURS are back by popular demand. Plans are speeding ahead for a combined garden and parlor tour to be held on Saturday, May 11, 2019 from 1:00 to 4:00 p.m.

Lush gardens in bloom and gracious parlors of four historic residences will offer a glimpse of Petaluma's past and present beauty.

An important tour stop will be the Garden Court of the Petaluma Historical Library & Museum, where a Tea Service will be served by volunteers, with historical commentary by our vintage-costumed Petalumans of Yesteryear.



Tickets are priced at \$20 for adults and children over 12. Children 12 and under are free when accompanied by an adult. Tickets will be available March 1st at the Museum, 20 Fourth Street in Petaluma, or online at petalumamuseum.com.

Tickets would be a great Mother's Day gift, and lovely way to spend time with family and friends on Mother's Day weekend. Ticket sales directly benefit the Petaluma Museum Association.

To volunteer to be a tour docent — with free admission to the entire tour — please contact Rob Girolo at heritagepetaluma@gmail.com



Museum Collection Update

by Solange Russek
Museum Collections Manager

“The Gift That Keeps On Giving”

A CONTINUOUS THANK YOU to Julie Sias, who by marriage to John Sias is a descendant of Erskine Baker McNear; son of John Augustus McNear, brother to George Plummer McNear.

In the spring of 2017 Julie sent us a large box containing McNear letters that date back the 1850's. We have sorted through the collection, scanned the letters and are now cataloging a colorful collection of Petaluma business advertisements of the 1880's. Some of the known businesses are: FH Atwater, Dry Goods and music and a small recipe booklet from S.D.Town drugs.

One must appreciate the colorful and creative almost whimsical drawings that are used as advertisement logos.

Mauzy's Shoe and Hat Store 41 Main Street, Petaluma dated around 1887. Check out those prices!



MAUZY'S
CASH
SHOE AND HAT STORE!

PRICE LIST.

Child's B Calf Shoes	\$1 00
Misses' B Calf Shoes	1 25
Ladies' B Calf Shoes	1 50
French Shoe Dressing, per bottle	10
Shoe Laces (all lengths) per bunch	65
French Blacking, 3 boxes for	25
Men's Socks, 3 pair for	25
Leather Slippers	50
Plush Slippers	75
Misses' and Children's Rubber Overshoes	40
Ladies' Rubber Overshoes	50
Men's Rubber Overshoes	60
Buckingham & Hecht's fine Kip Boots	4 25

**The Best Assortment of
MEN'S AND BOYS' HATS AND CAPS**
IN THIS CITY AT
25 per Cent. Less Than Sold Elsewhere.

All goods marked in plain figures, and sold for one price.
41 MAIN ST., PETALUMA,
Next door above Savings Bank.
Don't forget the place.
2017-240-213

Aikin, Lambert Pens sold at FH Atwater's

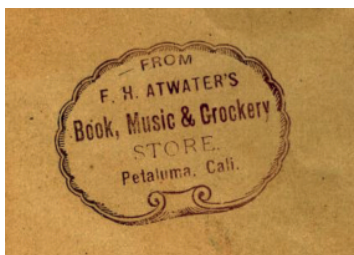
PRICE LIST

AIKIN, LAMBERT & CO.
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**GOLD PENS
PEN HOLDERS
PENCIL CASES**

FOR SALE BY
F. H. ATWATER

TOOTH PICKS.



THE WENDELLS' SPECTACLES AND EYE GLASSES.

Trade Mark

Improve, Strengthen & Preserve
THE EYES,
—BY USING—
WENDELLS'
Perfect Fitting Spectacles and Eye Glasses.

Made in Solid Gold, Silver, Steel and Rubber Frames. They cost no more than ordinary Spectacles. Are strong, and durable.

The Glasses are pure, hard and brilliant, and ground in such a manner that the cone or focus will come directly in front of the pupil of the eye, and warranted not to dazzle them.

(If you cannot read this print distinctly by daylight or sunlight in the evening, at a distance of 10 inches, your eyes are failing, no matter what your age, and you really need help. Your sight can be improved and preserved if properly corrected. It is a wrong idea that Spectacles should be dispensed with as long as possible. It really assist the vision, use them. There is no danger of seeing too well, so long as the print is not magnified; it simply look natural size, but plain. Don't fail to have your eyes tested.)

Buy these Spectacles and Eye Glasses, and you will always be pleased.

FOR SALE BY
F. R. STEARNS,
Jeweler & Optician,
Washington St., - Petaluma, Cal.

Dr. F.R. Stearns started as a jeweler, but expanded his business into becoming an optician. The advertisement image was used nationally for Wendell Spectacles & Eye Glasses.

The monthly Board of Directors meeting is held every second Monday of each month at 6:00 PM.

Location: 20 4th Street
(Please enter through the back door)

Public Welcome.



*In Memory of
Barbara Harden
"Our Ida Belle"*

Barbara passed away on Dec. 11, 2018. She was a big part of our museum family. She often gave impromptu tours to visitors while she was our docent for the day. She also was a member of the Petalumans of Yesteryear and took on the persona of Ida Belle McNear. You may have

seen her walking downtown with a tour group doing what she always said gave her so much joy. Barbara was a well established artist. She shared her talent with us by taking on the project of painting the walls in the Women's room with delicate Victorian floral designs. We will miss her very much.

America's Yesteryears
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Musical Mondays at the Museum
Join Kayleen Asbo, Ph.D for
"Conversations Across the Centuries"
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When the Black Maria Visited Petaluma

by Terry Park

BY 1928 THE 26 million cars in the nation were overwhelming the streets of the downtown business districts in both small towns and large cities. There were no off-street municipal parking lots and those few merchants who had adjacent lots for their customers found other customers using their lots while they shopped elsewhere. In 1928 the town of Petaluma with a population of 7,925 was in the same pickle.

Freeing up parking spaces for others and relieving traffic congestion were parallel problems which attracted many early suggestions including parallel and angled parking, one-way streets, and time zone parking.

In 1935 another method became available as the first working parking meter was invented by Holger Thuesen and Gerald Hale, engineering professors at Oklahoma State. The first meter was installed in Oklahoma City in 1935 and the company produced meters to the mid-1980s. Roger Babson had an earlier patent for a parking meter in 1928 but it required the cooperation of the car owner as the meter needed to be connected to the car battery.

In 1936 Petaluma began to discuss the need for parking meters. Opponents pointed out the current one-hour parking zone is working just fine with the \$1 tickets, the meters are unfair, and the meters sole benefit is for revenue generation. The farmers also felt the meters were a



The Parking Meter's Too High
Patsy DeCarli, with all the impatience of a young woman of four years, contemplates buying the new parking meters declared unconstitutional or 'sumptuous' because she can't quite reach the meter and wants to park her tricycle. Patsy is the daughter of Mr. and Mrs. Charles DeCarli. 7-15-1949 Argus (A Frank Rieci Photo)

tax without representation as they were not represented by the city council. Some farmers also voiced that if it was not for the farming community Petaluma would not exist. Petaluma unlike many other towns and cities initially took a wait and see how others who installed parking meters were doing. After World War II the city took up the cause in earnest as San Francisco, San Rafael, Napa, Mill Valley, Sebastopol, and Santa Rosa had installed meters and reported success.

In 1945 the Breakfast Club was formed by 36 merchants who voted 33 to 3 against parking meters and circulated a written resolution heralding the reasons. They included some notable recommendations. Construct a subterranean pedestrian walkway from Keller St

to Main St with access points to the sidewalks which became a reality albeit above ground with the Golden Concourse Walkway in 1966. Also procure Magnus Vonsen's private parking lot on Keller St and convert to a public free parking lot.

By 1948 Hill Plaza (Penry) Park, Center Park, and Walnut Park conversion to parking lots was recommended but that pressure somewhat dissipated when the first public parking lot was opened in 1951 at the corner of Second and B St with 35 spaces behind the Shell gas station. Later in 1951 the Vonsen lot was converted to public parking with 60 spaces. In 1956 the A Street lot was opened with 51 spaces and expanded to 93 spaces in 1985. The Walnut Park conversion was to be for merchants and their employees as they were the first to park thus reducing spaces for customers.

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After the war it was suggested to resume grocery and retail delivery to homes and to reroute the highway on Main St (Petaluma Blvd N) out of the business district but this would not happen until Highway 101 bypass was completed in 1956. In 1946 the Supreme Court ruled that parking meter revenue must be spent on traffic related problems and not go into a city's general fund which addressed one of the opponent's key arguments.

Studies and testimonials from other cities who installed parking meters became available for those taking a wait and see position.

PORTLAND, Ore.—Patrolman T. C. Freiberg said the drunk he found sleeping against a parking meter was willing to go to jail but he refused the officer's haste. "He said he'd dropped a nickel in the meter and still had 30 minutes' parking time to go," Freiberg reported. 7-3-1941

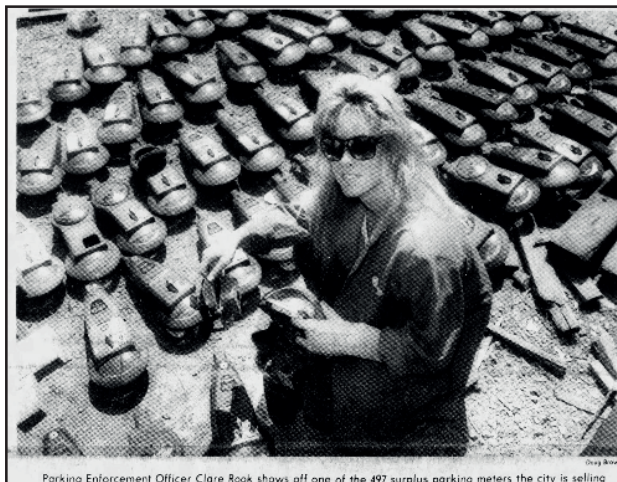
For those who thought they did not have time to park, a study showed 75% of people shop less than 30 minutes and 90% less than an hour. The national average time for parked cars is 38 minutes and for meters is 18 minutes and in some cases 12 minutes thus making two to three times more parking available as drivers became more time cautious with meters. More available parking spaces brought more customers into the store which addressed some of the merchant con-



cerns. People on average will not walk more than two blocks but will drive five miles to a shopping center for a shorter walk. Shopping centers would later become another concern for the downtown merchants.

By January 1949 the city council by a 6 to 1 vote approved the trial installation of parking meters and the new ordinance. The sole dissenting vote was not against the meters but certain provisions of the new ordinance were too vague. A survey showed 80% of the merchants approved of the meters while only 31% of the farmers.

In June 1949 installation of 690 meters began on Liberty St working south from Washington



Parking Enforcement Officer Clare Rook shows off one of the 497 surplus parking meters the city is selling

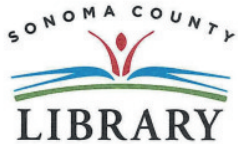
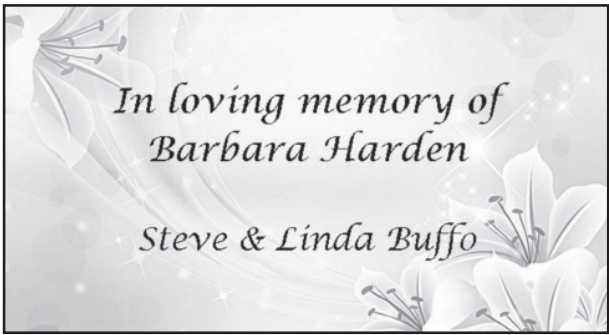
St to Western Ave. A penny for 12 minutes, a nickel for one hour and two nickels for two hours in the fringe area. A parking ticket was one dollar. Mary St was the traditional parking area for farm trucks so this street was restricted for farm truck parking which had two-hour parking meters.

In March 1984 the city council agreed to a trial removal of parking meters until 1985. In early 1985 the free parking was extended until the new Keller St parking garage with 346 spaces is constructed. When the garage was opened in April 1985 parking reverted to one- and two-hour time zones subject to a \$5 parking ticket. Continued public complaints resulted in extending the one hour to ninety minutes in November 1985 and today it is two hours. The meters were physically removed at some point in 1986 and in June 1987 the city sold the meters to the public.

It is possible Thuesen and Hale named their first parking meter model the Black Maria (mah-Rye-ah) after the name given in the early 1800s to the black police wagons used to transport persons under arrest. A somewhat apt name given the public response to parking meters. But as one Petaluma merchant noted in 1949, "Parking meters are a necessary annoyance."



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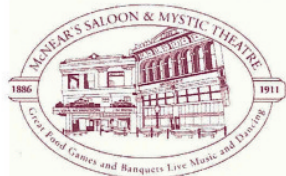
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