

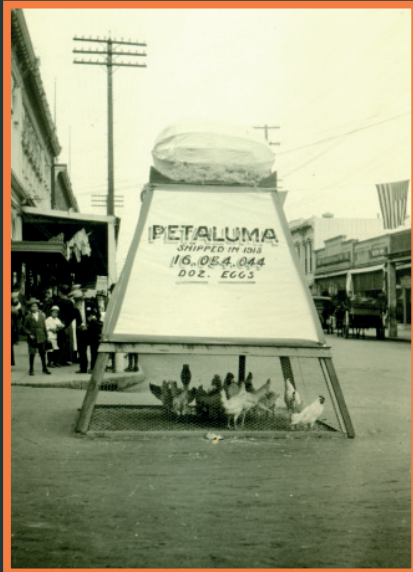


# Petaluma Museum Association

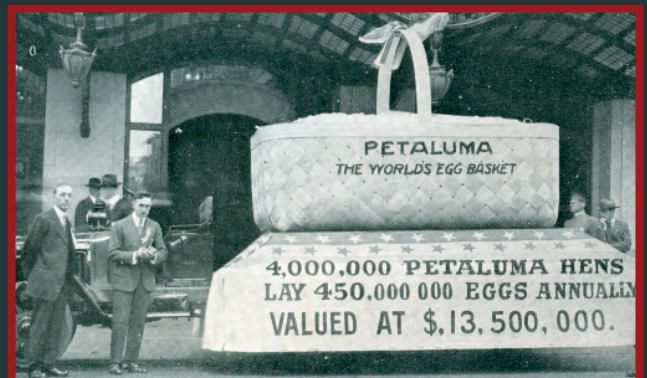
Preserving the Unique History of Petaluma and Providing Educational and Cultural Services to the Community

Petaluma Historical Library & Museum

Quarterly Newsletter



P E T A L U M A  
E G G  
D A Y



## On the Cover by John Benanti

### “The World’s Egg Basket”

**T**HIS YEAR’S BUTTER and Egg Day celebration continues a long tradition of remembering our city’s history. The current celebration traces its beginning to the early 1980’s, but it has a history that takes it back to the end of World War I. The history of celebrating agriculture in Petaluma goes back even further.

On September 26, 1867 the first exhibition of the Sonoma County Agricultural Society took place at the fairgrounds. No, not those fairgrounds where the Sonoma-Marin is held each year, but the fairgrounds in the area where Petaluma High School is today. The street the high school is on is a reminder of where the first fair was in 1867. Part of the reason the fair was located there was the availability of water. A natural spring which provided much of the town’s water was located in the area, near the corner of Douglas and Spring Streets. Thus the name Spring Street.

Over the years that followed, up to the period of WWI, fairs and exhibitions celebrating the town’s agricultural history took place with varying degrees of enthusiasm and community involvement.

In 1918 the Chamber of Commerce recruited Bert Kerrigan, a man who had helped businesses in the City of San Francisco recover from the 1906 earthquake. After studying the local situation Bert recommended the city focus on its greatest asset, the poultry business. The city bought into the idea. In 1918 Bert began to publicize Petaluma as “The World’s Egg Basket” and started “Egg Day” as a way to publicize an “Eat More Eggs” promotion.

The photos on the newsletter cover, from the Museum’s collection, depict people and events from that period of time. The events brought Petaluma national and even international fame as “The World’s Egg Basket.” The Egg Day celebrations went on for a number of years. In the late 1920’s Bert left the employ of the Chamber of Commerce and the realities of foreign competition and adverse economic impacts in the world of agriculture ended the Egg Day celebrations. Then Petaluma, and the rest of the world, got caught up in the Great Depression of the 1930’s and that was followed by the brutal realities of World War II.

Following the war Petaluma began a long evolution from a predominantly agriculturally focused small town to a mid-twentieth century suburban city where more people worked in white collar jobs than agriculture. Farmland and chicken ranches gave way to housing developments. Chickens and eggs and agriculture generally were not forgotten, but they came to portray an “old fashioned” and “out of date” way of life that was not in keeping with the new reality of what Petaluma was becoming.

By 1981 it was time to take a new look at our rich agricultural history. Two local businesswomen, Alice Forsyth and Linda Buffo were the driving forces behind making our history come alive. What evolved was Butter and Egg Day. In 1983 an award was established, the Good Egg award, to honor a local person who has contributed to continuing to bring and keep our history alive. Today this annual event, highlighted by a parade and supported by a wide ranging variety of supporting activities is Petaluma’s biggest celebration.

## Petaluma Museum Association Board

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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 April 1, 2018

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



## President's Message

Happy New Year, Petaluma History Supporters!

**T**HE END OF 2017 continued to be a busy time at the Museum: We ended October with our first New Member Orientation Meeting, with many of our committee representatives sharing what they do and how their efforts support the PMA. It was impressive hearing all of the PMA accomplishments and learning the details of each committee. (Next one is scheduled for March 15th.) We also had our Annual River Cruise and Annual Cemetery Tour fundraisers, both were very enjoyable, informative and well attended. El Dia de Los Muertos Procession was again amazing and festive. And we ended October by handing out Halloween candy to over 300 costumed kids partaking in the Downtown Trick or Treat Trail.

In November, we were proud to host the Petaluma Arts Association 60<sup>th</sup> Anniversary Art Exhibit. The Museum and beautiful art seem to compliment each other so well. And it was nice to talk with some of the artists at the Opening Reception. Behind the scenes in November, Solange Russeck, our collections manager, along with John FitzGerald, spent a day at the PHL&M with a crew from The Travel Channel's *Mysteries at the Museum*. We'll keep you posted on the upcoming Wrist-wrestling Championship episode.

December began with the PMA Members Holiday Party, Annual Meeting & Election. Thanks to Aldo for providing the lovely holiday music to set the festive mood and to all who helped to make it a fun evening. We also welcomed our newest PMA board member, Michael Slade. Mid-month the Museum hosted Petaluma Readers Theater for two of their holiday performances. The PMA also co-sponsored Downtown Community Caroling with Aqus. Offering carolers mulled wine and spiced cidar, the Museum was the perfect spot to warm up those vocal chords before hitting the chilly streets. We ended the month (and 2017!) on a high note with our Annual New Years

Eve Gala Concert, including performances by members of the San Francisco Symphony, along with our own Elizabeth Walter, and Kayleen Asbo. It was a magical evening of music and an amazing feat of seating 190 attendees!

Now it's 2018 and there's even more to do. Our recently launched Membership Match is going well and we are close to the halfway point. Please encourage your non-PMA member friends and family to support the Museum. And this year the Petaluma Historical Library & Museum and the Petaluma Museum Association turn 40 years old and we think that's worth celebrating! From partys to exhibits, we're working on plans to showcase and share this wonderful building and its collections. Also in 2018 we've launched *Third Wednesday Dialogues*, offering monthly historical topics to educate and entertain. (See page 13 for calendar) At our first event in January we had John Shubert, author of "Hidden History of Sonoma County." Our events continued the following Saturday, Paula Freund gave a presentation on the Museum's masterpiece by Professor Eugene Urbain, titled "California Yesterday and Today." It was a treat having Prof. Urbain's grandson and family at the presentation. The next day we held an Exhibit Reception for Spring Hill Montessori Schools Pop-Up Exhibit, "Pioneer Memoirs." It's wonderful to see children so engaged with their local history and we are so proud to have their work on display.

I'd like to share more about our upcoming activities but I'm running out of room, so I encourage you to review our upcoming events listed later in this issue to stay on top of all we have to offer. We've also added a PMA "Wish List" to our newsletter for your consideration. We thank you for your support and that hope you'll visit our exhibits and join us for our many events in 2018.

Kathy Barron-Fries

## Regular Features

Petaluma History & Commentary:

Petaluma was glued to Edward & Wally Scandal

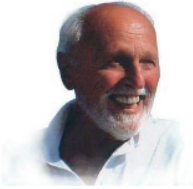
Museum Highlights

Volunteer Spotlight

Exhibit & Event Schedule

Museum Collection Update

Historical News of Petaluma



## Petaluma History & Commentary by Skip Sommer

### ***Petaluma Was Glued to Edward and 'Wally' Scandal***

**W**HILE RECENTLY READING about the romance and engagement of Prince Harry of England and his lovely American fiancée, Meghan Markle, it brought to mind that other Royal love story about Edward VIII and his scandalous affair with American Wallis Simpson. It was the world-wide story of the year in 1936. Those of you who read my columns know I love the word: "Wacko." It's a perfectly good word, but to apply it to the future King of England, (you may opine), is taking things too far? But, maybe not.

King George V of England had died in January of '36, leaving his 42-year-old son, Edward VIII, Prince of Wales, to succeed him on the throne. Newly released documents show that the transition had been extremely controversial. A couple of further questions *NOW* are: Was Edward a Nazi sympathizer? Was he mentally flawed? And, was his lover, twice-divorced American commoner, Wallis Simpson, a scheming enabler? Recently released files and letters are saying just those things.

Petaluma and the entire world was avidly following the Royal News in 1936. From Edward's assumption of the throne in January, to his abdication of it, in December. It was speculated then, that Edward, would never marry and produce an heir, so his brother's pretty five-year-old daughter, Elizabeth, third in line then, it was thought, might one day, succeed her Uncle Edward on the throne. As monarch, Edward VIII had officially become "Ruler of one-quarter of the world, King of Great Britain, Ireland and the Do-

minions beyond the seas, and Emperor of India." Edward had taken the oath of office, pledging to "respect the Church of England," which, considering his already two-year hot romance with a married American commoner, he well knew he would not be doing. Britain's Prime Minister, Stanley Baldwin, was very worried that this weak man was to be in charge.



*Wallis Simpson & Edward VIII*

On February 4, The Petaluma Argus quoted the new King Edward, as saying, "I pray I may justify your trust throughout my reign." He, whose mother was German, as well as his great-grandfather, Prince Albert. Edward had often said that German was his first language and, in fact, he was an admirer of Adolf Hitler. One theory at the time was that Hitler wanted, and had groomed, Edward, as his puppet king in England.

But the intrigue and back-stories, now accepted by historians, are even darker. Prince Edward apparently had delighted in many affairs with married women and was capable of great callousness. "It would be best if he fell off his horse and broke his neck," PM Baldwin once mused aloud. And, indeed, there was a large segment of British officials who considered Edward totally unsuitable to be King.

What really was wrong with this man? Psychologists have speculated he had never grown out of adolescence and had all the symptoms of Asperger's Syndrome, full of self-pity and disparagement. The Archbishop of Canterbury had considered him to be "definitely abnormal" and the Royal Family's personal physician, Lord Dawson, was

convinced Edward had suffered, an “arrested adolescence.”



Edward VIII and wife Wallis Simpson meet Adolph Hitler

In addition, PM Baldwin also had thought that Wallis Simpson was “a Nazi spy” whom Hitler had spent years cultivating, and the PM had actually put Scotland Yard, on her trail! This was possibly because Joachim Von Ribbentrop, the Nazi German Envoy to London, was also having an affair with “Wally” (sending her *each day* 17 carnations in celebration of each time they had . . . well . . . you know). Edward’s own mum, Queen Mary, believed that Wally had “some kind of sexual control over her son.” Even American Ambassador to England, Joe Kennedy, had publicly called Wally “a tart.”

Now, before forwarding to that newsy December, and the abdication scandal, what else was happening in 1936? Well, FDR had won the White House again, the two huge bridges across SF Bay were under construction, the Dionne quintuplets had turned three, Adolf Hitler was all over Ethiopia and kidnapper Bruno Hauptman was executed for the terrible murder of Charles Lindberg’s baby. In Petaluma, Jasper Woodson had become our mayor that year, and pushed for the widening of Main Street, plus the building of a bridge extending D Street eastward over the river! (It seemed to be *THE* year for bridges in California.) Our Republican newspaper editor, Mr. Olmsted, lauded our City Council for deciding to widen Main *without* using WPA labor, criticizing FDR’s depression-era plan as “too slow and too expensive.”



Argus Editor John Olmsted

So now, on to December of 1936 and the royal turmoil. The Argus headline of Dec. 3 blared: “King’s Love Affair Shakes Nation And Threatens Throne!” It continued: “King Edward has decided to abdicate for a twice-divorced American commoner!” Mrs. Wallis Simpson, it seemed, had become the center of one of the greatest crises England had known for centuries, and new King Edward was described as “a sullen, angry and defiant Monarch.”

But King Edward had, at first, refused to renounce his paramour, declaring he had NO intention of abdicating. The S.F. Chronicle warned that, “Whatever happens, tremendous, irreparable damage has been done to Great Britain.” On Dec. 7<sup>th</sup>, Wally said, from her hideaway in France, that she did not want to hurt the King or the throne. The Empire tensed, as it was leaked that Queen Mary had remarked that her son seemed “sad, haggard and visibly aged from strain” and she “was astonished at the change in him.”

Editor Olmsted opined, “The proper solution seems to be up to Wally,” and the SF Chronicle stated, “The King is 42 and must face the fact that the crown is not only his . . . but the Empire’s. It should not easily be dispelled.” The following day, Wally said that she would wed Edward, even if she could *NOT* be Queen. The drama was stirred once more.

Then, Edward said in finality: “My mind is made up,” and he cut the cord. His entire reign had been just 325 days, the shortest in the Kingdom’s history. The Chronicle chortled, “Edward is a boy, who never

grew up.” So, King Edward, then made his historic radio speech to the world, including these words: “I cannot discharge my duties as King, without the help and support of the woman I love.” The Argus headlined: “Wally Listens To Lover On Radio.”

Finally, this Argus editorial question on Dec. 15<sup>th</sup>, 1936: “Did Edward Wish To Get Rid Of His Job?” Officials in Washington believed that he had wanted “out” from a job he had never liked and that

(continued on pg. 14)

## Petaluma's "Fill'er Up" Stations

by Terry Park

IT HAS BEEN said early Petaluma had more bars than any other type of retail business and later there appeared to be a gasoline service station on every corner as 27 new stations opened during the 1920s to meet the increased automobile demand for gasoline. The 1970s had the highest average number of stations with 44 and 1972 was the all-time high water mark of 46. Gasoline, however, did not initially drive the need for curb side fuel dispensing.

The precursor to the gasoline station was kerosene dispensing. The modern petroleum industry began in the 1850s with the successful large scale distillation of kerosene from oil for lighting.

Kerosene hastened the demise of the whaling industry which provided whale oil for lighting and lubrication but undoubtedly saved many species of whale from extinction. Kerosene became king but would begin to wane with the invention of the light bulb by Thomas Edison in 1882 and the advent of the internal combustion engine at the beginning of the 1900s.

The rise of the automobile made the petroleum industry more efficient as one barrel of crude oil only produced 3% kerosene but 40% gasoline but it took until 1919 for gasoline sales to eclipse kerosene.

The first gas station was a pharmacy with curb side service in Weisloch, Germany in 1888 which provided gas for Karl Benz's first road trip. Karl is credited with the first production built auto. In 1905 the Automobile Gas Co and Shell Oil Co are both credited with the first purpose built gas stations in the United States with both located in St Louis, Missouri.

*Charles Kelley's curb side service at 16 Blvd S (today Bank of West driveway) in 1903 was Petaluma's first service station, and over the years stations would increase to occupy 87 locations within the city limits with over 600 different operators.*

Many thought making money just pumping gas would be easy but found out service and repair was required to stay in business which resulted in a failure rate of 58% for operators in business one year or less and a cumulative failure rate of 77% in business four years or less.

Charles Kelley like others initially dispensed kerosene and gas from barrels with buckets resulting in spillage,



*Charles Kelley family curb side service 1908*

arguments, and increase of fire and explosion hazard. The increased demand for gas began the evolution of the gas pump which began as a hand pump with a hose. Industry improvements over the years included underground tanks in 1902, the sight glass and audible bell 1910, and the illuminated globe for advertising in 1912. By the late teens the visible pump be-

came the preferred design to assure customers gas was being pumped into their tank.

Petaluma like many towns had operators in the business for many years and the following table includes those over 30 years. Note Fred and Clarence had gaps in station operation which has been subtracted from their total years.

Open-Close	Yrs	Operator
1932-1982	50	Marty Martinez, Texaco
1927-1969	42	Roy F Heyward, Associated
1923-1970	36	Fred C Kelley, Shell, Richfield
1933-1988	34	Clarence Haynie, Texaco
1938-1970	32	Milt Gustafson, Texaco
1956-1988	32	Lloyd G Roberts, Shell



Occupancy today Bill & Jay's



**Harry G. Park—Union Service 1956**

"Now is the time!" . . . to go Union . . . Harry G. Park's Union Service Station, that is. Handy corner stop for the best in Union oil and gasoline, complete lubrication service, U. S. Royal tires, Delco batteries, Champion spark plugs, Fram oil filters, accessories. Harry G. Park, owner. Howard at Western, Petaluma. Phone PO 2-6516.

And yes Harry Park was my father who put me to work at the age of eight at 330 Western Avenue and I needed a stool to wash the windshield. This building is the oldest surviving wood exterior station.

By the end of the 1980s market forces not only reduced the number of stations but also resulted in the movement to self-service with no repair. John Magnolia in Pump and Circumstance said it best.

***"The cultural and functional phenomenon that began as a pump in front of a grocery store in the early twentieth century has been replaced by pumps in front of convenience stores. The gas station has come full circle in its short but vivid and fascinating history."***

Other topics including Petaluma's petroleum plants, oil wells, auto camps and courts, and rural gas stations, can be found in my self-published Petaluma Gas Stations at the Petaluma Museum, Petaluma Library History room, and Santa Rosa History and Genealogy.

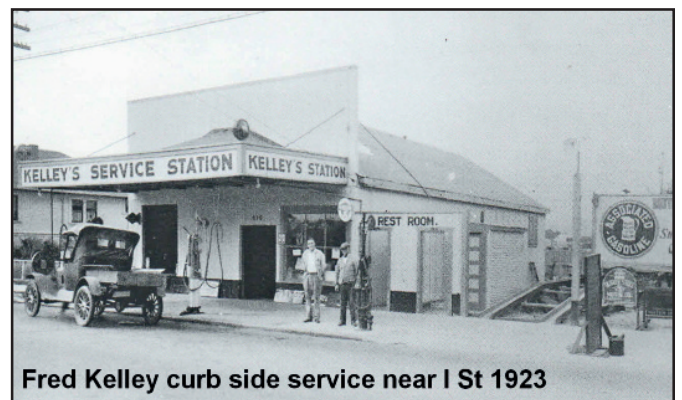
The youngest operator was Carlos Jim Ricci who was a senior at Petaluma High partnered with his older brother Remo in 1942 for the Texaco station at 3rd St and D St. Their military enlistment required selling the station, but in 1948 they opened their new Union 76 Station on the corner of East D St and Wilson St. just down the street from their Wilson St. family home.

Twenty nine station buildings survive, seventeen of which are operating gas stations. The table provides the five oldest surviving station buildings.

Station Yrs	Occupancy Today	Address
1928-1982	Bill & Jay's Repair	2 Blvd S & B St
1933-1971	European Car	700 Blvd S. at I St
1936-1986	Vanda Floral	501 Blvd N at Kent St
1937-1978	Petaluma Auto Craft	619 Blvd S. near I St.
1940-1975	Vacant	330 Western at Howard



Roy Heyward



Fred Kelley curb side service near I St 1923

## PETALUMA MUSEUM ASSOCIATION: 2018 EVENTS

February 10, 10 a.m. – Noon  
**Black History Month  
 Children's Story Time**  
 Parent must be present

February 21, 7 p.m.  
**Third Wednesday Dialogues:**  
 Petalumans of Yesteryear and the  
 founding of Petaluma's Carnegie Library  
 \$5 suggested donation

March 4, 6:30 p.m.  
**"Women and Goddesses"**  
**Braslavsky Ensemble Concert**  
 With Pre-Concert Lecture  
 by Kayleen Asbo  
 see museum website  
 for details and reservations

March 5, 12, 19, & 26 7 - 8:30 p.m.  
**The Art of Women, Sex & Politics:**  
 Lecture & Musical series  
 by Kayleen Asbo  
 tickets available at kayleenasbo.com

March 11, 3 - 4:30 p.m.  
**The Myth of Inanna**  
 Presentation by Nancy Castile  
 Free

March 15, 6:30 p.m.  
**New Member/Volunteer  
 Orientation**  
 Learn about the many  
 aspects of the PMA

March 18 at 4 p.m.  
**Petaluma Ladies' Improvement Club:  
 Municipal Housekeepers of the Past**  
 Presentation by  
 Katherine Rinehart & John Sheehy

March 25, 4 - 6 p.m.  
**Return to the Garden  
 Salon & Poetry Reading**  
 led by Kayleen Asbo  
 Tickets available online

March 28, 7 p.m.  
**Wednesday Dialogues:**  
**"How a Mountain Was Made"**  
 Greg Sarris discusses new book and  
 local Miwok history  
 \$5 suggested donation

March 29, 6-8 p.m.  
**Bourbon Pairing  
 Dinner Fundraiser**  
 Preferred Sonoma Caterers & Willibee's  
 team up again for an evening of  
 tantalizing plates and spirits to support  
 the Museum  
 See Museum website for details

April 18, 7 p.m.  
**Third Wednesday Dialogues:**  
**"The River, The Railroad and  
 General Vallejo"**  
 John FitzGerald and the  
 Petalumans of Yesteryear

April 21, Noon  
**Butter & Egg Days Opening  
 Ceremony**  
 Kick off History Week  
 and celebrate the 2018  
 Good Egg & Grand Marshall recipients

April 21, 1 p.m.  
**The PHL&M and the PMA's  
 40th Birthday Party!**  
*Festivities to include:*  
**Bill Hammerman Bench Dedication**  
 More to come!

April 22 at 1:00 p.m.  
**3rd Annual History Trail Walk with  
 The Petalumans of Yesteryear**  
 Meet some of Petaluma's most colorful,  
 influential and fascinating  
 characters of the past

May 16 at 7 p.m.  
**Third Wednesday Dialogues:**  
**The Homes and History of  
 Petaluma's D Street Neighborhood**  
 Presentation by Katherine Rinehart

June, tbd  
**"I Do" Exhibit  
 Opening Reception**

July 4, 10:30 a.m.  
**Annual Bell-Ringing Ceremony**  
 Flag Ceremony by the Boy Scouts,  
 Proclamation by the Mayor & more.  
 Ring the Korbel Bell, then cookies &  
 lemonade in the Garden Court.

SAVE THE DATE: November 3rd  
**2nd Annual PMA Gala Fundraiser**  
 More details to come

## EXHIBIT SCHEDULE

February 8 – 25, 2018  
**Black History Month Exhibit**  
**"Reflections"**  
 Telling the story of Petaluma's black  
 population since the 1880's

March 2018  
**Women's History Month Exhibit**  
 Women and the Search for Wisdom  
 through art, poetry and music

April-May 2018  
**To be announced**

June - September 2018  
**"I Do" Exhibit**  
 Vintage wedding attire, artifacts and  
 photos from the Museum collection

October - December 2018  
**Petaluma Historical Library & Museum,**  
 A Story of Civic Pride & Progress



## MUSEUM HIGHLIGHTS



### Petaluma Arts Association Exhibit

Petaluma Arts Association celebrated its 60<sup>th</sup> Anniversary with us featuring an exhibition of the works of local artists. The reception on November 18 was very well attended and a number of art work was sold.

### 9TH ANNUAL NEW YEARS EVE GALA



On December 31st we celebrated our 9th Annual New Year's Eve Gala. This year we enjoyed works by a variety of our favorite composers: Schubert, Handel, Mahler, Ravel and Beethoven. The Piano Quartet in A Minor by Gustav Mahler was performed by our own Elizabeth Walter on Piano, accompanied by three string players from the San Francisco Symphony. Kayleen Asbo entranced us with the narrative behind Handel's Suite in E major "Harmonious Blacksmith" before her performance of the piece. The evening ended with a Piano and Cello Sonata in A major by Beethoven performed by Cellist Shu-Yi Pai and Elizabeth Walter. Join us next year for our 10th Annual Gala – but do purchase tickets early as this event always sells out.

### John Schubert

On January 17 we had an entertaining evening with local author, John Schubert. This was the first in the series of Third Wednesday Dialogues @ the Museum. We now have signed copies of his latest book, "Hidden History of Sonoma County" in our Gift Shop!

You can find the schedule for our upcoming dialogues on page 13 or go to [petalumamuseum.com/dialogues](http://petalumamuseum.com/dialogues)



### Eugene Urbain's Masterpiece "California Yesterday and Today"

On January 20th Paula Freund gave a fascinating presentation to a full house on Eugene Urbain's Masterpiece "California Yesterday and Today". John FitzGerald, who attended the lecture said that it was interesting and informative with a great slide presentation. Please visit the museum to view this wonderful masterpiece.

Continued on page 14

## VOLUNTEER SPOTLIGHT

by Mary Rowe



### Camille Jordan



.....*in her own words*

I have been a volunteer for two years, lately helping at museum events & with membership mailings. Earlier I worked with Solange in collections. I am a San Francisco native, growing up in the Noe Valley district of the city. After receiving a B.A. in political science from U.C. Berkeley, I entered the Peace Corps. As a PC volunteer I worked in Bolivia with the Aymara Indians doing community development projects. The locale was in the Andes at an elevation of 13,000 feet. Conditions were primitive to say the least!

Upon returning home, I worked briefly for a new non-profit organization where I organized a library of community resources and did some job development. I then began a long career with what was then called the State Employment Service and later renamed the Employment Development Department. Most of the time there was spent doing research : forecasting industry employment trends for many of the

metropolitan areas in northern California, as well as industry trends in the rural counties of northern and central areas of the State. I also computed unemployment rates for these areas, and wrote career guides for students and adults. These were/are called California Occupational Guides and are used largely in school career centers and by vocational counselors.

After taking an early retirement, I began painting watercolors, which I am still doing as a fun hobby. Some of my work was on display at our recent Petaluma Arts Association exhibit in November/December. A high point of my early retirement years was owning an extraordinary parakeet who got into the 1995 Guinness Book of Records as "the bird with the largest vocabulary." He was noted with 1,728 words after a 6-month observation period involving 21 people (mostly members of a local parrot owners club). No bird has yet surpassed his record! I have videos of him, as well as 30 hours of tape recordings, and binders filled with his sentences and humorous quips. I plan to donate these to PMA in the future. You can go online and read about him with the search "Puck, bird with most words."



Diane Ledou  
Volunteer Coordinator

I feel so lucky to be associated with such a wonderful group of volunteers! So, as we approach the new year, I want to take this opportunity to thank each and every one of you for your time, your support and your care in making Petaluma Museum Association the great organization that it is. We have been through a very interesting transitional year but with our goal centered around our mission, that of preserving the unique history of Petaluma and providing educational and cultural services to the community, Petaluma Museum Association is and will continue to be a wonderful

service organization with awesome volunteers. May peace, joy, hope and happiness be yours during this new year!

We have a wide variety of volunteer opportunities to get involved in. If you're curious about our volunteer opportunities, visit us at [petalumamuseum.com/volunteers](http://petalumamuseum.com/volunteers) or reach out via email to [volunteer@petalumamuseum.com](mailto:volunteer@petalumamuseum.com). By becoming a volunteer of the Petaluma Museum Association (PMA), you are directly contributing to the exciting exhibitions, education programming, our School Tour programs, outreach programs and of course, the preservation and display of Petaluma's unique history and cultural heritage. Our museum is truly an exciting and constantly evolving space.

I sincerely hope that this step to become a volunteer will inspire you to become an active participant in the museum community. You are joining a circle of diverse, dedicated, and enthusiastic members and I welcome you to engage with them through volunteering. Your support and contribution help keep us strong and moving forward.



An appreciative Thank You to Liz Young, Kay Hardy, Patricia Webb, Camille Jordan, Jeanne DeLucca, Rod Washowich, Cathy Teague, Alice Rebizzo, Solange Russek, Camille Jordan, John FitzGerald and Kate Hawker.



## Heritage Homes & Landmarks Plans Big Change in 2018

by Kit Schlich, your PMA representative to Petaluma's Historical and Cultural Preservation Committee

As the PMA marks its 40th anniversary, Heritage Homes & Landmarks reaches its 50th! That's a lot of shared effort in preserving Petaluma's history, and now both organizations are united. The original HH and the community worked together to persuade the City to designate the Carnegie Library as a community space, which then evolved into the Museum we have today.

Heritage Homes' mission statement created in 1968 states: *To preserve the architectural and cultural heritage of the Petaluma area through the promotion and encouragement of the preservation and restoration of vintage buildings and settings of historical or cultural significance.* The City's Planning Department now includes the Historical and Cultural Preservation Committee, and three Historic Districts—one commercial and two residential—have been designated. More people are buying homes in Petaluma because of their beauty and uniqueness, and are preserving them. Fewer homes are being lost to demolition by neglect or devastating remodels. One could say that HH&L has achieved its mission.

So where does HH&L fit in with today's cultural landscape? Over the last decade HH&L has been strug-

gling to engage interested volunteers to do its work, most notably finding homes for the Biennial House Tours and annual Holiday Parlour Tours. These tours take a lot of volunteer hours to plan and execute, including finding docents to staff the tour, creating tour books and finding businesses to buy ad space.

The public is still interested in taking tours, but adequate volunteer support has been lacking. In order to continue, HH&L either needs MORE committee help—which doesn't seem likely—or a change in its programs. We believe this year is the time to make a change.

Together with the PMA's Executive Director, Angela Ryan, and Board President, Kathy Barron-Fries, HH&L has concluded that it cannot continue to hold its traditional indoor tours. Instead, it is working to develop a program of summer walking tours of various historic neighborhoods, conducted by Petalumans of Yesteryear, who already lead the Downtown Walking Tours during warm-weather months. These newly designed tours would allow for viewing house interiors by means of 360-degree videos to be seen at convenience of the tour-goers.

To develop this program, the PMA can offer its research library, volunteers looking for specific tasks, and contacts such as architects and historians. So, stay tuned for more news as we forge a new decade for our organization, the community and the greater good of preservation.



### *Interested in volunteering at the Petaluma Museum?*

We have a variety of volunteer opportunities available. To see the full list, visit us at [petalumamuseum.com/volunteers](http://petalumamuseum.com/volunteers)

Or, join us at our next  
**New Members & Volunteers Orientation**  
March 15th 6:30 - 8pm at the Museum

Please RSVP:  
778-4398 or [volunteer@petalumamuseum.com](mailto:volunteer@petalumamuseum.com)

Hear from each committee chairperson who will give a short presentation of the various volunteer opportunities available.

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### **PMA SPRING VOLUNTEER WORKDAY** **SATURDAY, MAY 5, 2018** **9:30 - 1:00**



The PMA's **Facility Care & Maintenance Committee** invites you to the upcoming spring workday. As a community of volunteers, we can ensure that our museum is well cared for and will look its best as we move into the summer season.

Please come and help out for whatever amount of time you are able. Work clothes & garden gloves are recommended. Coffee & pastries provided.

Thank you.

Please RSVP to: [liz.cohee@petalumamuseum.com](mailto:liz.cohee@petalumamuseum.com)

## HISTORICAL NEWS OF PETALUMA

by Solange Russek & Michael Slade

We would like to acknowledge the California Digital Newspaper (CDN) Program of UC Riverside, the source of all of the items that are going to be presented in this column. The CDN Collection is a project of the Center for Bibliographical Studies and Research (CBSR) at the University of California, Riverside. The CDN Collection is supported in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

Daily Alta California, Volume 10,  
Number 42, 12 February 1858

Daily Alta California, Volume 10,  
Number 44, 14 February 1858

**QUICKSILVER MINE DISCOVERED AT PETALUMA.**—From a gentleman, who came down from Petaluma yesterday, we learn that a rich quicksilver mine was discovered several days ago within the borders of the town of Petaluma. Several parties, who knew of the discovery, were making arrangements to purchase the grounds covering the mine, when others stepped in and bought the title to the property. On the announcement of the discovery, a great deal of interest was felt in the matter by the citizens of Petaluma. Our informant stated that the value of the "cinnibar" was placed as high as sixty per cent., and that from surface specimens.

**Discovery of Quicksilver at Petaluma.**  
PETALUMA, Feb. 11, 1858.

EDITORS ALTA :—Being desirous that you should be early acquainted with all events transpiring here, I would hasten to inform you, that upon the half league reserved from the ranch Arobla, owned by M. Rase, Esq., estate of Dillon, and by Mrs. Guime, there has been discovered a quicksilver mine of immense wealth. It yields from 45 to as high as 80 per cent. The squatter's claim owned by a Mr. Williams, has been purchased by one Dr. Elliott, of your city. All our town is in commotion, and the only wonder is, that it was not discovered before, as it is only one mile from the town of Petaluma, directly on the St. Rosa road. Parties are now exploring the county in every direction. Coal has been found, which promises largely. Gold also lies in all our ravines, and there does not exist a doubt but the whole of our portion of the county is full of minerals. Now is the time for some of your surplus population to strike out. Fortunes are here, and to be had for the looking after. Our section of the State is bound to be one of vast mineral importance, and happy the man who discovers them. The steamer Petaluma leaves Vallejo street wharf, at 1 o'clock, daily. Pray send us along some of your knowing ones to examine our hills.

A CITIZEN.

### The Petaluma Quicksilver Mine.

EDITORS ALTA : The very free use which your Petaluma correspondent makes of my name, in your yesterday's issue, displeases me very much. He calls me "one Dr. Elliot, of your town," and says that I have been buying out a person who had squatted on some quicksilver in his town. Now, I don't like this for two reasons—first, because *there is not one word of it true*; and second, because it would seem to indicate that I make use of large quantities of mercury! whereas, I am very much opposed to the use of that mineral in medical practice.

Then the liberty which he has taken with the name of my friend, Col. Michael Reese—spells it *Rase esquire!* And then the name of the good lady of one of our Senators in Congress, he writes Guime! But as no such Gwin as this was ever seen off of paper, I have come to the conclusion that it must be a *Pen-guin*.

Petaluma is a most delightful place to visit, (by one of the finest steamers in the bay,) for those who like a jaunt into the country; but if any gentleman should make that trip with the view of seeing the "quicksilver mine of immense wealth," I would advise him to take along a little horn to put a small specimen in, to bring home with him, and he will find it a most unique addition to his cabinet of curiosities.

Your obedient servant, S. F. ELLIOT.

*A mid-19th century con-artist at work?*

"A Citizen", was clearly making questionable claims about "The vast mineral importance" in our section of this State, most likely for reasons of personal gain.

Fortunately, Dr. Elliot provided a fine riposte to the overblown and inaccurate statements before any fortune seekers set out for Petaluma.

## *A Special Thank You To Our 2017 Annual Appeal Donors*

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Exhibit Planned to Honor the

**PETALUMA HISTORICAL LIBRARY & MUSEUM**



In celebration of its 40<sup>th</sup> Anniversary, the Petaluma Museum Association is planning an exhibition for the fall of 2018 dedicated to honoring the Petaluma Historical Library & Museum. The exhibit's working title is "The PHL&M, A Story of Civic Pride & Progress". The exhibit's curator, Paula Freund, is seeking artifacts and stories pertinent to the building's history. If you have photos or memories to share about the PHL&M's early history when it was "The Petaluma Carnegie Library" please contact her at [paula@petalumamuseum.com](mailto:paula@petalumamuseum.com) or 707-789-0662.

**PMA Wish List:**

- The loan of 10 mannequins, of mixed sizes and gender, for upcoming "I Do" exhibit, needed May through September.
- Unique bottles of fine wine for 40th Anniversary wine raffle (40 bottles needed by April 5th)
- Table wine, sparkling cider, sparkling water to serve at our many events
- Roomba vacuum - we're a little museum, until you have to vacuum it! A "robot" vacuum would help greatly.
- The PMA would love the help of a web designer/developer to assist us in improving the design and layout of our current WordPress site.

Petaluma Museum Association Board of Directors meetings are on the second Monday of each month at 6:00 pm. They are open to the public. Follow us at:  
[www.petalumamuseum.com](http://www.petalumamuseum.com)  
[www.facebook.com/PetalumaMuseum](https://www.facebook.com/PetalumaMuseum)  
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**Third Wednesday Dialogues @ the Museum**

*Join us at 7pm on the following evenings for a stimulating exchange and illuminating journey through Petaluma history.*

- ◇
- February 21**  
 The Petalumans of Yesteryear on the founding of Petaluma's Carnegie Library
- ◇
- March 28 (note date change)**  
 Greg Sarris on *How a Mountain was Made*, stories of Petaluma's Miwok history
- ◇
- April 18**  
 John Fitzgerald and the Petalumans of Yesteryear on the River, the Railroad and General Vallejo
- ◇
- May 16**  
 Katherine Rinehart on the Homes and History of Petaluma's D Street Neighborhood
- ◇
- June—August: Hiatus
- ◇
- Register for free at Eventbrite  
 Suggested \$5 donation at the door

## Edward & Wally Scandall ....from page 4

Wally had provided an opportunity. Knowing what we do now, that may have been true.

Meanwhile, Edward's brother, the new King George VI, (who suffered a bad stuttering problem), pledged to the people, his loyalty. He was 41 years old and his young daughter, then Princess Elizabeth, was moved up to first in line for the throne. Elizabeth would, indeed, succeed her father and as of this year, she became the longest serving monarch in Great Britain's history. Quite the story, Edward — from Prince of Wales, to King of England, to Duke of Windsor — all in the same year. And, oh yes, he DID marry Wally and was ostracized to the British Bahamas.

Now, in 2017, Edward's great-grandnephew, Prince Harry, is engaged to another "divorced American commoner." What's different is that Harry is already a British hero, very admired, and is only fifth in line for the throne. (When his sister-in-law, Kate, has her third child next spring, Harry will be sixth in line). Plus, Harry's betrothed is being christened in the Church of England and has already passed the intense scrutiny of "The Queen" who well remembers her Uncle "Edward" and his "Wally" Simpson. A new book, *17 Carnations*, by Andrew Morton, tells even more of the details of that strange British scandal of 1936.

## Museum Highlights.....from pg 8

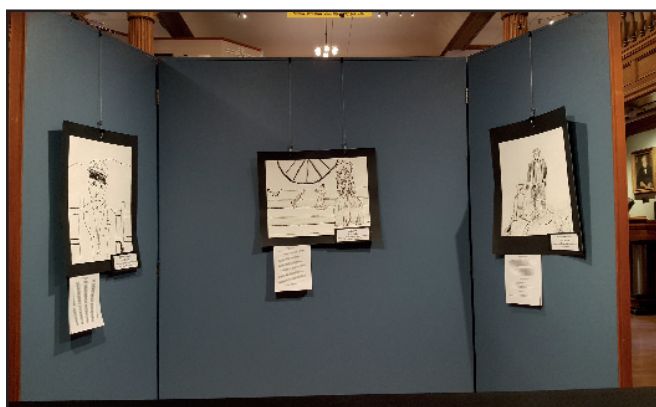
### Petaluma Historical Museum and our Schools

by Freyda Ravitz-Director of Education Outreach

A number of years ago I read a quote attributed to a Lakota Sioux that said, *"Tell me and I'll listen. Show me and I'll understand. Involve me and I'll learn"*. This illustrates the relationship between classroom instruction and museums. During the past several months, a collaboration between The Spring Hill School and the Petaluma Museum Association exemplified the concept.

To kick off the school year and brand new middle school program, lead teacher Megan Gallagher, along with Pam Tambe met with me over the summer to begin planning a unit that would correspond with the "Portraits of Petaluma Pioneers" exhibit and help root the students in the history of their community. I coordinated a program at the museum spanning a two-month period that included a presentation by the curator on the exhibit, a

discussion on the importance and uses of historical maps, a presentation of the artifacts and ephemera held by the Museum and how they can be used for research. The final session was a meeting with the Sages of Petaluma who regaled the students with stories and answered their questions.



Pop-up Exhibit

At the conclusion of this unit each student wrote a memoir from the perspective of an early Petaluma or California pioneer using information that they had learned during their classroom studies and our Museum presentations. The students were

thrilled to have their memoirs and accompanying art pieces displayed at a pop-up exhibit at the Museum in January. A reception was held on January 21<sup>st</sup> that was attended by 74 adults and students. Said Megan Gallagher, *"The Spring Hill Middle School looks forward to continued collaboration with the Petaluma Historical Museum for years to come"*. The Petaluma Historical Museum thoroughly enjoyed the experience as well.

I want to thank the teachers of the Spring Hill School and their students for allowing us to partner with them on this project. Additionally, I want to thank the presenters: Paula Freund on her Portraits of Petaluma exhibit; John FitzGerald for the discussion on historical maps; Solange Russek on the artifacts and documents, as well as her help with installing the pop-up exhibit; and The Sages of Petaluma. I also thank Kate Hawker and Sandy Wilkins for their help at the reception.

## Disaster Prevention/Preparedness Seminar by Solange Russek



On November 29, 2017 Barbara Maxwell and I attended the Western State and Territories Preservation Assistance Service (WESTPAS) Disaster Prevention/Preparedness, Response and

Recovery Seminar. The training was hosted by Katherine Rinehart from the Sonoma County History & Genealogy Annex.

The group reviewed risk assessments for cultural collections and how to prevent and address safety hazards. Situations on which we focused were water, fire and smoke damage and securing contents on shelves against earthquakes. We also discussed that institutions should get to know their first responders and salvage and recovery companies.

We are now finalizing our emergency response plan and developing site maps for all of the storage units and museum galleries. If you would like to get more information please visit these websites that were created by the WESTPAS trainers.

[www.connectingtocollections.org/archiveresponseplan/](http://www.connectingtocollections.org/archiveresponseplan/)  
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If you prefer, you can join online at [petalumamuseum.com](http://petalumamuseum.com), or call 707-778-4398

**Petaluma Museum Association**  
**Petaluma Historical Library & Museum**  
**20 Fourth Street**  
**Petaluma, CA 94952-3004**



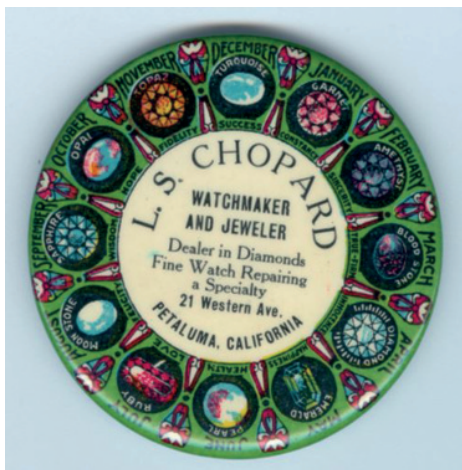
# Museum Collection Update

by Solange Russek  
Museum Collections Manager

## New Donations!



Thanks to Adele Galuhn for your donation of the 1903 Hamilton Railroad watches that your Great Grandfather Louis Chopard made. The watch was made for Juliette Chopard's husband John Larcombe. Louis Chopard's jewelry store in 1906 was at 911 Western Ave., and moved to 21 Western in 1914. Louis' work was so respected that he was the official jeweler for Queen Liliuokalani of Hawaii. The second item is a pocket mirror and birthstone chart with Mr. Chopard's business advertised on it.



**THE SOCIAL VIEWPOINT**  
by MARGARET SAMBUCK

**PARTIES:** The big party of the week so date was the Women's Club fall luncheon Tuesday. Much chatter...  
**THIS IS THAT:** Have you noticed the big Halloween...  
**TRAVELERS:** The Hawaiian Islands are...  
**HOMES:** If you happen to see Christine Hill...

Thank you Lori Lafranchi for donating your mother's collection of her society column from 1957-1960. Margret Henrichsen Sambuck grew up on Keokuk Street in Petaluma, graduating Petaluma High In 1939. Margret married Louis Sambuck in 1941. Louis worked at AF Tomasini where he got this child's bowl and cups for his children.

