

# THE PETALUMA HISTORICAL LIBRARY & MUSEUM

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# UPDATE

Petaluma Museum Association  
Bi-Monthly Newsletter



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## Elvis Takes the Stage in Petaluma

“The King” is back and in the building: a show of never-before-exhibited photographs of Elvis Presley, *ELVIS! Grace and Grit*, opens **April 1** at the Petaluma Historical Library & Museum and runs through early July.

The 33 candid and on-the-air photographs from the CBS archives document the young Elvis of the late 1950s and early '60s.

Many rare Elvis artifacts, included with the photographs, make this event the largest Elvis exhibition honoring The King's 75<sup>th</sup> birthday to be held in the Bay Area.

Petaluma is the first stop for this year's tour of *ELVIS! Grace and Grit*, a traveling exhibit circulated by ARTVision Exhibitions, a company that provides photographic exhibitions to museums worldwide.

Pulitzer Prize-winning photo editor John Filo, director of photo operations at CBS curated *ELVIS! Grace and Grit* to offer fans an opportunity to see rare photos of Presley as he began his ascent to the throne as The King of Rock 'n' Roll. Filo, former photo editor for *Newsweek* magazine and deputy picture editor at *Sports Illustrated*, is currently responsible for the marketing of the CBS Photo Archive.

A **special members-only preview party** at 6 p.m. March 31 includes a silent auction of rare



Copyright CBS Photo Archive

Elvis special edition lithographs. At 7 p.m. on the same date, the Museum opens the party to the public for a showing of the famous “1968 Comeback Special” when Elvis, in his legendary black leather suit, reclaimed his crown. Refreshments will be served.

Every Saturday while the exhibition is at the Museum, a 61-minute documentary, *Elvis '56*, featuring rare early performance footage including an early appearance on the Ed Sullivan Show, will be shown at 1:30 p.m.

For more information, call the Petaluma Museum at 707-778-4398, email JoeNoriel@PetalumaMuseum.com. or visit [www.petalumamuseum.com](http://www.petalumamuseum.com).

**Petaluma Museum Association  
Mission Statement:**

“To preserve the history of Petaluma and the surrounding area; to provide educational and cultural services to the community which stimulate interest in the history of Petaluma; to undertake fund-raising activities to preserve, enlarge, and exhibit the Museum’s collections.”

**Petaluma Museum Association  
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Katherine J. Rinehart

*Historic SPARC Representative:*

Bill Wolpert

**UPDATE** is a bimonthly publication of the Petaluma Museum Association. Many thanks to all contributors to this issue and to Katie Watts for donating her proofreading skills.

**UPDATE Contributors:** The deadline for information to be included in the June/July 2010 issue of UPDATE is May 10th. Any news or item of interest is welcome. Submissions can be placed in the newsletter box in the Museum office, faxed to 762-3923 or e-mailed to newsletter@petalumamuseum.com.

## PRESIDENT’S MESSAGE

Hello Members,

It was January 28th, 1956, when a then-unknown performer prepared to take the stage on CBS’s “Stage Show.” Host Tommy Dorsey introduced Cleveland disc jockey Bill Randle, who in turn, introduced Elvis Presley to his first national audience. Randle commented on the young man standing before him:

*“We think tonight that he is going to make television history for you. We’d like you to meet him now – Elvis Presley.”*

Through his talent and charisma, Elvis did make history, becoming the undisputed King of Rock ‘n’ Roll.

The rumors are true, Elvis is in the building. This summer the Petaluma Museum is honored to be celebrating what would be Elvis’s 75<sup>th</sup> birthday by hosting a very special traveling exhibit - **Elvis! Grace and Grit**. Come see a true American icon in his prime at what is the largest Elvis exhibit in the Bay Area!

*Thank you,  
thank you very much . . .  
Joe Noriel*



*Boardmembers Gloria Robinson, Joe Noriel and Brian Granados meet Melba Beals at her presentation at the Museum in February.*

## CALENDAR OF EVENTS

Thursday, April 1st through early July

**“Elvis! Grace and Grit” Exhibit**

**Members-only Preview Party on**

**Wednesday, March 31<sup>st</sup> at 6 p.m.**

Public invited at 7 p.m. for screening of the  
*1968 Comeback Special*

Monday, April 12<sup>th</sup> at 2 p.m.

**Volunteer Meeting**

Bring a friend

Saturday, April 17<sup>th</sup> at noon

**Good Egg Award Presentation**

Sponsored by the

Petaluma Downtown Association

Monday, April 19<sup>th</sup> at 6 p.m.

**PMA Board of Directors Meeting**

Visitors welcome

Wednesday, April 21<sup>st</sup>, 5-8 p.m.

**Applebee’s Dine to Donate**

15% of proceeds benefit the PMA  
(see page 6)

Saturday, April 24<sup>th</sup> at noon

**Butter & Egg Days Parade**

PMA members enjoy preferred seating on our  
front steps - *Look for the PMA parade entries!*

Sunday, April 25<sup>th</sup> at 8 a.m.

**PMA Attic Sale**

Bargains and treasures galore

Monday, May 10<sup>th</sup>, 4 to 7 p.m.

**Petaluma River Cruise via Dolphin Charters**

\$35 per person; advance registration at  
Museum docent desk

(see article at right)

## Second Annual Petaluma Fundraiser River Cruise

Have you ever seen Cloudy Bend, the last unspoiled bend in the Petaluma River? Have you had large flocks of birds rise up from the grey-green surface of the Petaluma River and swoop around your boat?

The Petaluma Museum Association offers all members (and friends) a unique opportunity: an up-close view of the Petaluma River from one end to the other. Through a special arrangement with Ronn Patterson, the skipper of Dolphin Charter, we will sail out of Petaluma towards San Pablo Bay at 4:00 p.m. returning to the Turning Basin at moonrise just before dark.

The three-and-a-half-hour cruise is limited to 34 passengers. Captain Ronn is knowledgeable on the indigenous birds and animals you will see, and is equally familiar with the Petaluma River and its history.

**WHEN:** Monday, May 10<sup>th</sup>

**WHERE:** Leaves from the dock at the Turning Basin (River House side)

**HOW:** Mail or bring \$35 per person to the Museum and we will add you and your guests to the passenger manifest.

The tour is courtesy of Dolphin Tours and all net proceeds benefit Museum programs and events. Your participation will greatly help the Museum financially.



*PMA Street walkers with Captian Ronn  
by the S.S. Delphinus*

## Volunteer Profile: Harlan Osborne

by Don Bennett

Harlan Osborne, the museum's spotlight volunteer, has so excelled in his quest to learn and share knowledge of Petaluma history that the City has bestowed upon him this year's Good Egg Award.

Each year, one person whose dedication to our City's history is exceptional is selected to receive the Good Egg honor. As the honoree, Osborne will be featured in the Butter and Egg Days parade.

He received the award in part for his regular column on Petaluma history in the Argus-Courier, as well as for his extensive volunteer efforts at the Museum.

His family moved to Petaluma when he was 6, and not long after that he became fascinated with local history from reading Bill Soberanes' daily column in the Argus-Courier.

His first association with the Argus-Courier was 31 years ago, when he became a sports "stringer," and he started his column three and half years ago. He has been a volunteer at the Museum for 13 years, serving as desk docent and guide for school tours. He particularly enjoys working with the younger people.

One of his favorite memories of his youth is working as a "chicken catcher." Nightly, he was on a crew that worked at a local chicken ranch, catching 10,000 chickens a night.

Harlan Osborne with Pru Draper at the 2009 Sonoma County Historical Society annual awards ceremony, where both were recognized for their preservation efforts.



Photo courtesy of Katherine J. Rinehart



### Question of the Month



**Last Issue's Answer:** The first round of golf played in Petaluma occurred on June 18, 1922, at the newly completed Petaluma Golf & Country Club. The club officially opened on September 24, 1922. Located on the south edge of Petaluma just west of Highway 101 the new club was formed by 112 Petalumans on 100 acres donated by George P. McNear, first president of the Board of Directors.

**Jim Foster** wins a gift certificate for the driving range and lunch at Lombardi's for answering correctly.

### This Month's Question:

Out of all the movies Elvis made, which was his personal favorite?

### Passive Fund Raising:

### Dine at Applebee's and Support the PMA

On **Wednesday, April 21st** from 5 to 8 p.m., the Petaluma Museum Association will receive 15 percent of all Applebee's proceeds from folks who bring in the flier on page 6.

This includes all food and alcohol for dine-in as well as Carside to Go orders. Simply take the flier to the Petaluma Applebee's, 5301 Redwood Highway.

You have to eat anyway - why not support the PMA while having a great meal!

# Petaluma's Landmark

## Livery Stable

By Katherine J. Rinehart

Buildings associated with transportation come in all shapes and sizes. In some instances they occupy the same property. That is the case with the livery stable that once stood at the corner of First and D Streets where a five-story garage is now located.

The McKinney Livery Stable, a Petaluma landmark, represents an early 20<sup>th</sup> century false-fronted building. Although simple in construction and design, the livery stable is significant for its ability to convey a sense of a bygone era when the horse was the primary form of transportation. Fortunately, when plans to build a parking garage on the site threatened the stable's future, the City required it be moved rather than demolished. Today, this piece of Petaluma's history can be found just a few blocks away at Steamer Landing Park, where it awaits conversion to an agriculture and river history museum.

Just who McKinney was remains a mystery. Despite having this name printed on the front of the structure, it is John Grimes and, later, John E. Tierney with whom many associate with this building. Grimes, an Englishman, built the structure around 1906. He boarded and sold horses from this location until 1920, when he sold the property to George P. McNear. McNear leased the building to veterinarian John E. Tierney.

Originally from Contra Costa County, Dr. Tierney trained in San Francisco and then set up his practice in Petaluma in the teens. He operated his business out of the livery stable until his death in 1945. During the 1950s and 1960s, Allen Shainsky of Sonoma Poultry & Feed maintained an office in the building.



Photo courtesy of Lee Torliatt

Today the building is owned by the City of Petaluma and managed by the Friends of the Petaluma River, a non-profit organization, which is seeking historic photos of the livery stable that will aid in efforts to rehabilitate the structure. If you have any you'd like to share, please contact Bill Wolpert at (707) 789-0822; wolpert@sonic.net.



### Take Your Place in History

Celebrate a life, recognize a special occasion, or honor an achievement while supporting the Museum. The Donor Wall is located in the Museum's lobby. Individual names start at \$100; corporate sponsorships are \$500. Your contribution includes a free one-year membership to the Museum. If you are already a member, you will receive a free year after your current membership expires.

Those who have contributed \$100 or more for any reason will be invited to have their names added to the wall. For more information please call 707-778-4398 or email [info@PetalumaMuseum.com](mailto:info@PetalumaMuseum.com).