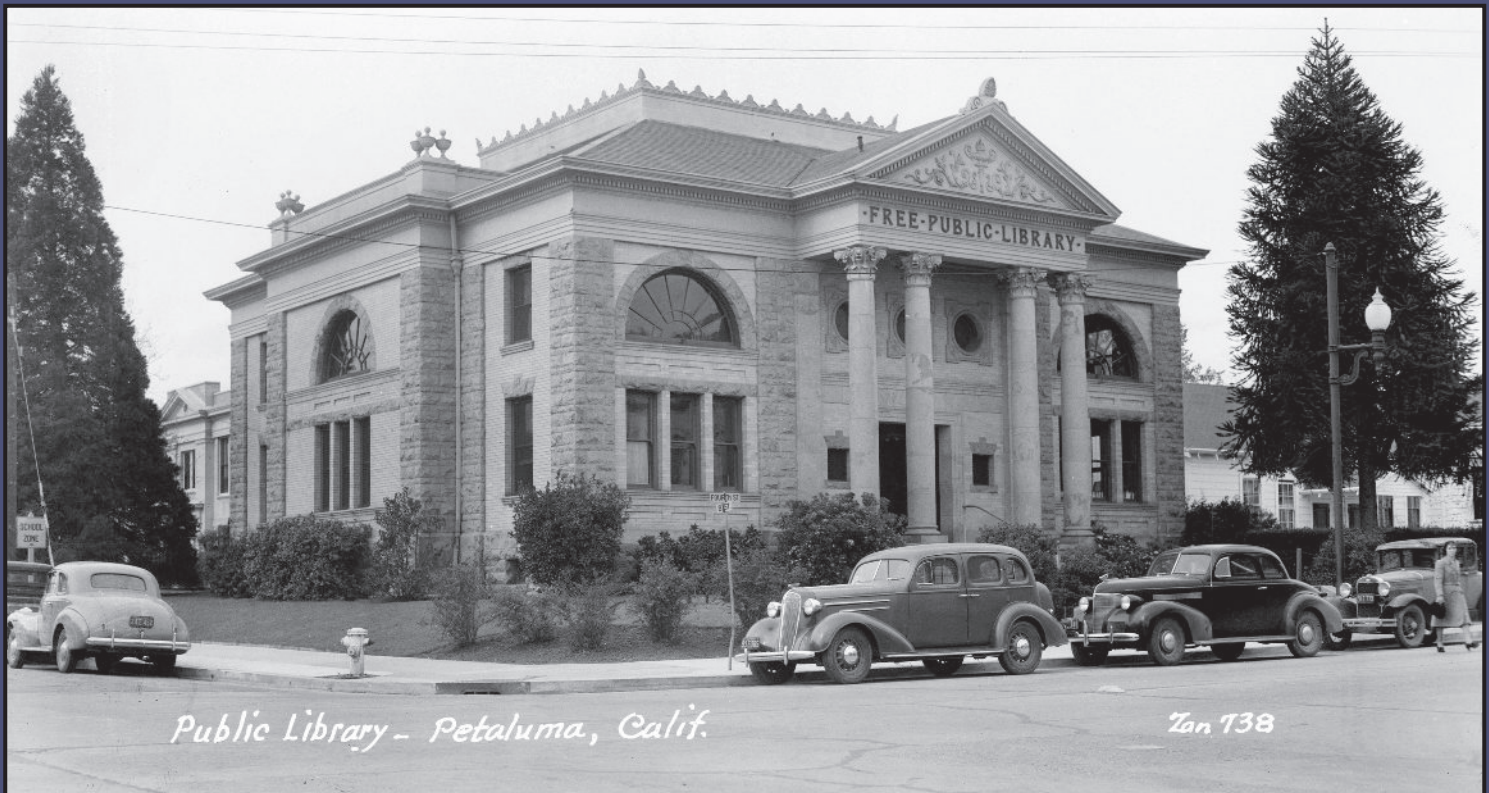


Petaluma Museum Association

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

Quarterly Newsletter



Alexander J. "Zan" Stark (1889-1967), "Public Library – Petaluma Calif.", real photo postcard #738, March 1941

The Petaluma Historical Library & Museum A Story Of Civic Progress & Pride

A PMA Exhibit
October 6 thru December 23, 2018

Summer/Fall 2018

VOLUME 28, ISSUE 3

On the Cover

by Paula Freund



Alexander J. "Zan" Stark (1889-1967)
 "Public Library – Petaluma Calif."
 Real photo postcard #738, March 1941

THE ARTIST WHO captured this image of "Petaluma's Architectural Crown Jewel" was Alexander J. "Zan" Stark (1889-1967). Zan was born in Michigan, but, early in his adulthood, he moved to California and established himself as a photographer and as the owner of Alta Studios. Between 1935 and 1955 he traveled widely throughout Northern California focusing his creativity on producing real photo postcards. Zan created postcards of several locations in Petaluma, and, those photos, along with over 3,000 additional images, are archived in the "Stark (Zan) Collection" at Stanford University.

This real photo postcard is not only a favorite rendition of a beloved building but also a strikingly masterful composition. It has been reproduced many times, but unfortunately, it most often has appeared unattributed and cropped. Here it is reproduced as the artist intended: the sequoia tree and the bunya-bunya tree serve as parentheses demarcating and ennobling the building; the inclusion of the "School Zone" sign on the extreme left sets the provincial, urban scene; the pedestrian in the extreme right provides a human scale which emphasizes the building's monumental proportions; and the automobiles both contrast with and compliment the building while also lending to the contemporary eye a vision of vintage nostalgia. The photographer selected an inclusive angle of view that allows the observer to see: both the north and east façades; the acroterion, in its unbroken state, at the tip of the gable; and the roofline's now missing ornamental crown and freestanding urns. Also, the photographer has captured the light when it best defined and highlighted the texture differences between the brick and the stone, resulting in an articulation of the architectural elements that dramatically heightens the sense of place.

As you can see on the front cover of this newsletter, Zan's photograph has been selected to illustrate announcements of the Petaluma Museum Association's upcoming exhibit, "The Petaluma Historical Library & Museum, A Story of Civic Progress & Pride". For more information about that exhibit and its accompanying events, see pages 9 & 10 of this newsletter.

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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 Oct 1, 2018

Petaluma Museum Association
 20 Fourth St.
 Petaluma, CA 94952



President's Message

Since our last newsletter, the PMA kicked off History Week with three events in one day at the Museum. We started with the Butter & Egg Days Opening Ceremony hosted by the Petaluma Downtown Association. We followed with the Petalumans of Yesteryear, honoring Bill Hammerman in a Bench Dedication Ceremony in front of the Museum. It seems fitting that our downtown walking tours will begin at "Bill's bench." And then we celebrated with a 40th Birthday party, which included a proclamation by Mayor Glass, honoring and acknowledging the PMA's past presidents, and of course champagne and birthday cake! The next day the Petalumans of Yesteryear were back on the streets for the 3rd Annual History Trail Walk. And the following weekend our egg delivery truck won the Helen Putnam Award in the Annual Butter & Egg Days Parade. *Take a breath!*



l-r Solange Russek, Michael Slade, Angela Ryan, Teresa Barrett, Mayor Glass, Marie McCusker, John Crowley & Kathy Fries, ctr

In May, Katherine Rinehart packed the house with her "The Homes and History of Petaluma's D Street Neighborhood" presentation. This was our final Third Wednesday Dialogues for the season. We're in the process of planning the fall season of this successful series. At the end of the month we held our annual Jura Margulis Concert to the delight of patrons. We are so fortunate to offer this caliber of talent in our Museum.

At the May PMA Board Meeting we held a board training, bringing in Marilyn Segal to facilitate. She reviewed our bylaws, policies, financials, etc., and met with directors before bringing us suggestions on being a more efficient and strong board and organization. These suggestions prompted us to request a vote to clean up our bylaws and seek to add a Governance Committee to our organization. In another exciting "behind the scenes" item, we received a \$10,000 California Revealed Phase III Grant to process and catalog our unprocessed archival materials of California historical significance, which include various Petaluma family history ephemera, Bojorquez Family history collection, and more. Once these collections are processed and cataloged, we will nominate them for digitization and inclusion in the California Revealed collections online. Thank you to Solange Russek and Angela Ryan for coordinating and overseeing this exciting endeavor.

On June 10th we celebrated the opening of our "I Do" exhibit with a reception, complete with tiered

wedding cake and champagne. It was a special afternoon with the Museum full of patrons admiring the stunning gowns and accessories. We're so pleased that the exhibit continues to be a big draw this summer. The next day I attended an afternoon tea reception for Debi Riddle, past PMA president, visiting from Georgia. Even after moving away over a dozen years ago, she still knows her Petaluma history!

The finance committee worked diligently over the last few months to create our 2018-19 budget that was unanimously approved at the June board meeting. In having a realistic budget to work from, we were thrilled to be able to extend our Executive Director contract for another year.

We opened the Museum on July 4 with our Annual Bell-Ringing Ceremony. Thanks to Homer Johnstone and Marshall West for leading the program, the Petalumans of Yesteryear, Boy Scout Troop #9 for performing the flag ceremony and pledge, Mayor Glass for reading the proclamation and his kind words, to all who brought cookies to share and to those who attended. It's always a warm and fuzzy, patriotic way to start the holiday. The following day the Travel Channel's "Mysteries at the Museum" aired a segment featuring one of our Museums artifacts. (No, I'm not telling...you'll have to watch it.) The crew had visited us last fall to film the artifact and the interior of the Museum. It also shows a dramatic reenactment of a Petaluma event in the 1950s (that's the only hint I'll give). And tickets are now available (at the Museum or track down a board member) for our 40th Anniversary Wine Raffle. A chance to win 40 bottles of wine! Tickets are \$40 each. (We're still accepting wine donations.)

As July comes to an end we're busy preparing for another active fall. Check out our upcoming events on page 2 and mark your calendar for a Rum Pairing, our Annual Cemetery Tour in October and our Saturday Night Fever Gala in November. And we're looking forward to ending our 40th Anniversary year on a high note with our next exhibit, "The Petaluma Historical Library & Museum, A Story of Civic Progress & Pride," curated by Paula Freund.

Thank you for supporting the Museum. We invite you to visit to view our fine exhibits and encourage you to attend our presentations and events. And a special thanks to our Board of Directors and all our volunteers and staff who keep us moving forward.

Kathy Barron-Fries
kathy@petalumamuseum.com

Executive Director's Corner

New Website and Challenge Met!

Angela Ryan

Everywhere I go these days, it seems our reputation precedes us—all I have to do is mention the Petaluma Museum, and I'm stopped mid-sentence, "You have that fantastic exhibit of vintage wedding dresses, right?!" The buzz is real, and it's a testament to the hard work of Solange Russek, our Collections Manager, and her dedicated volunteers, especially Barbara Maxwell and Michael Lanham, who worked tirelessly for weeks to mount this exquisite exhibit. And if it weren't for the decades of careful stewardship and expert restoration at the hands of Teresa Froschl, the Petaluma Museum would not be in possession of such an unparalleled textile collection. A sincere thank you to them, and a reminder: you have until September 15th to revel in the very best of belle époque and early-20th century matrimonial fashions!

I hope you've had a chance to visit our newly redesigned website at PetalumaMuseum.com. We're so impressed with the work of our SRJC team and can't

thank them enough. This is a website that allows us to present our programs, our events and our exhibits in an easily accessible format, and with a visual style that befits our mission. Take a tour and let us know what you think!

As I write this note, I want to acknowledge that among our newsletter readers is a group of new members who joined us during our Membership Challenge—welcome! Last October we launched a challenge to raise \$10,000 in new memberships, and I'm happy to report that in May we reached that goal and our very special anonymous donor rewarded us with a matching gift of \$10,000. This is a remarkable feat, and I want to thank all of the new members who joined—I look forward to welcoming you all to our museum. And just because the challenge has been met, don't stop spreading the word about the Petaluma Museum, we're always welcoming new members!

We have big things planned for the fall, so keep an eye on the website and check out the previews included in this newsletter to stay informed. Thank you for doing your part to preserve our rich history, we couldn't do any of this without YOU!

Museum Events Schedule

May through October - Saturdays, 10:30 a.m.
Historic Downtown Walking Tours
 Led by costumed docents - Free

Thursday, October 4, 6-8 p.m.
Rum Pairing Dinner Fundraiser
 More details to come – check our website soon



Saturday, October 6, 5-8 p.m.
**"Petaluma Historical Library & Museum,
 A Story of Civic Progress & Pride"**
Exhibit Opening Reception

Please see pages 9 & 10 for details about the exhibit and events scheduled



Saturday, October 20, 10:30 a.m.
Annual Cemetery Tour
 Cypress Hill Cemetery – Reserve now



Saturday, November 3, 7-11 p.m.
"Saturday Night Fever"

The monthly Board of Directors meeting held every second Monday of each month at 6:00 PM. Location: 20 4th Street (Please enter through the back door) Public Welcome.

VOLUNTEER SPOTLIGHT

by Mary Rowe

Amy Hogan



Amy grew up outside of Philadelphia, Pennsylvania and spent her childhood there until her family moved to the west coast. After some years in southern California, she moved to Sonoma County to study music at Sonoma State University. It was there that she met her future husband, Ed, and they settled in Petaluma in 1992

where they have raised their four children and many dogs. With her degree in music focusing on classical piano and vocal jazz, Amy continues honing her craft performing solo and with her bands, writing award winning songs and teaching piano. Additionally, with her father, Leonard Mygatt, she has a metal and woodworking business, The Iron Artisan's Daughter.

Several years ago, Amy found out that a distant relative had come to Petaluma in 1865 to improve his health. Records show that this relative, Winfield Scott Ebey, died in Petaluma but no one knew where. This led Amy and her mother, Connie Mygatt, on a search to find out

where he lived while here and where he died. With this research project, Amy delved into Petaluma history that fascinated her. She was able to locate where her relative lived thanks to the many resources available at the museum, the public library and the Sonoma County History and Genealogy Library.

With this newfound appreciation for local history, Amy started volunteering at the Sonoma County History and Genealogy Library and then transferred to the Petaluma Historical Library & Museum in 2017. Amy also spends volunteer time managing the Save La Cresta Ridge and Ravine Coalition.

Amy has been a great help to our collections office. One of the projects she has almost completed is the scanning of Henry P McCleave's daily journals dating back to the mid 1800's. He was a farmer from the Two Rock/Tomales area who conducted a lot of business in Petaluma. Thank you to the McCleave family for this donation. The current project Amy is working on is scanning postcards of the Carnegie Library from the collection of Lew Baer for the upcoming exhibit "Petaluma Historical Library & Museum, A Story Civic Progress & Pride"

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Petaluma History & Commentary

by Skip Sommer, Historian

1904: THE CARNEGIE LIBRARY CORNERSTONE

IN 1898, THE Petaluma Ladies Improvement Club started a campaign directed at Industrialist Andrew Carnegie, asking him to give the city a monetary grant to build a new library in our town. Up to then, Petaluma had only a couple of rooms set aside in a fraternal club as a library, and the ladies kept nudging this issue for three years before Mr. Carnegie responded in 1901. He said he would donate the sum of \$12,500 toward the library construction IF the two following conditions would be met: a site must be donated and designated, and the City enact an ordinance insuring the support for the library and set aside a sum of \$1,250 for its maintenance.

So, then stepped up our wonderful Addie Atwater, President of the Ladies Improvement Club, who offered to sell a lot she owned to the City, for half of its market value. It was a done deal, and the City hired young Petaluma architect Brainerd Jones to draw up the plans. It was advertised that the 60' X 66' masonry structure would be totally: "up with the times" and even be warmed by one of those "New hot-air heating plants!" (Well, Zowie!)



Addie Atwater

It was then June of 1904, and the big ceremony of laying the cornerstone had all of Petaluma atwitter. On Friday afternoon, June



10th, the bulky cornerstone for our long-awaited library would be set, to great celebration. R.W. Ravenscroft, editor of our Petaluma Courier, stated:

"All the stores and places of business will be closed. Visitors will come from every town in the State. A big time is anticipated. Mr. Carnegie's gift to the City, will give Petaluma one of the prettiest library buildings in the State."

As the paper anticipated, a parade from Washington Street and Main Street, down to B Street and then west a block to the future library lot, was to start at noon that day, Mayor Veale was to give the first address and present "the trowel to E.S. Lippitt" (who *always* had a lot to

say). A special three-coach train came down from Santa Rosa, bearing spectators. The new Petaluma Library Board consisted of S. Hopkins, E. Lippitt, W. DeTurk and Thomas Maclay. Our first librarian was to be Sara Cassiday, daughter of Argus Editor Sam Cassiday. All were in attendance on June 10th, 1904.

With the parade finished, the big event was ready to start, the huge crowd encircled the lot, and *THEN, as the horse-drawn wagon bearing the stone arrived on-site*, a stranger jumped from the crowd and (as Ravenscroft described it) "flung his arms and jaw into the air and shouted that the whole canoodle of workmen were SCABS, if they continued to work on the library building!" Well . . . what was that about? Who was that dude? And, what do we do now? One can just imagine the pall that hung over the large crowd then. Mouths were agape.

It turned out, the guy was a visiting union organizer from Colorado and was complaining that the "Driver of the dray, bringing in the stone, was *NOT* a union member!" The stone had been cut by union men and the stone and its delivery had been donated, and there really was no bad anti-union attitude to this otherwise union construction project.

So, here's what happened in a speedy fashion: A local union representative jumped on the dray,

drove it out to the city limits and then back to the site and all was deemed okay for the ceremony. The wait in between had been filled with music and drink, and the dedication proceeded just an hour or so late. The Courier commented, "The catastrophe of not having a stone to lay was averted by the heroism of the Teamsters Union." The mouthy dude from Colorado had apparently snuck off, and I'm sure our Professor Lippitt, trowel in hand, was much relieved, and the stone was set. (Whew).



Henry Ford in his 1904 automobile

1904 was a busy year. The automobile was becoming fairly well established, with Henry Ford leading the way. Teddy Roosevelt won his second term as President and through his efforts, the U.S. purchased the Panama Canal property for 10 million bucks. '04 was the year Orville and Wilbur Wright tried out their flying machine, the Russo-Japanese war began, "Peter Pan" and "Madame Butterfly" both debuted and the first ice cream cone was consumed. Interestingly, one of the "names" that year, was baseball hero "Ty" Cobb, whose grandson, (of the same name), became one of current President Trump's attorneys more than a century later.

We were years from "The Roaring Twenties" in '04, and women were still being constrained by some of the Victorian mores. Consider these items: The Olympics were held in St. Louis, Missouri, that year and out of 100 events, only archery was open to female com-

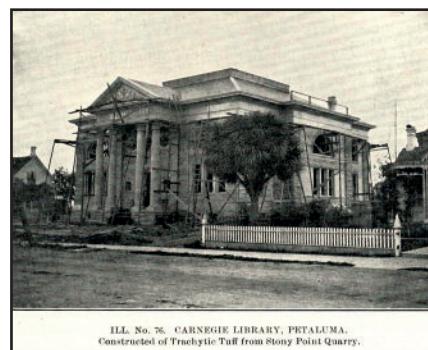
petitors. In New York City, a lady was arrested for smoking a cigarette in public, and in Rome, Pope Pius X banned "low cut dresses, when in the company of churchmen." (Oh well . . .)

In California news, the Bank of Italy, (later to become Bank of America), opened its doors in San Francisco; the electric railroad from Petaluma to Sebastopol and Santa Rosa began hauling apples, poultry and redwood; the Petaluma Elks Club was founded; the Heritage River West Vineyard (to become Rodney Strong Winery) was planted; and a young man named Sam Melnick became our first Jewish chicken farmer when he bought seven acres outside of Cotati. By 1920, verdant southern Sonoma County would grow to contain the largest assemblage of Jewish farmers in the entire country! Many of their descendants were to become the leaders of our city for decades to come.

In Petaluma, which sported a population then of about 5,600, the Wickersham Banking Company, (Thomas Maclay, president), was boasting a capitalization of \$200,000, a young lad named Denman McNear graduated from Petaluma High, the Bank of Sonoma County was opened, Josie Hill had begun work on her Hill Opera House, and the new theater would be faced with Stony Point stone. It was said: "It will be one of the best play houses north of S.F.!" (It's now the Phoenix Theater).

Our Chamber of Commerce was boasting about Petaluma's excellent location, pointing-out that we had a: "fine asset in our sewer system, the refuse being carried to the bay, on each tide," and it got there by way of our Petaluma Creek!

(Hopefully, there were other community highlights, as well). That year, an average of 11,000 dozen eggs were shipped out of here *daily* to SF, and we also sported a shoe factory employing 100; three tanneries; the only silk mill on the West Coast, employing 90; the Golden Eagle and the McNear Mills and the Petaluma Incubator Company. Speaking of incubators, inventor Lyman Byce sold his existing buildings that year to expand to a new larger factory on the river, but also fronting Main Street (now Jan Rosen's restaurant, 256 North Main).



Carnegie Library, just finishing construction 1906

And, last but not least . . . *dredging of our river* was an issue in '04. (Really?) The river just had to be straightened out too, and that involved lopping off some pieces of embankment to accomplish. Two of our city founders, John McNear and Hiram Fairbanks, stood to lose some property footage by that, and were "very concerned." City Trustee Zartman moved that "a cut" above the Washington Street Bridge would "result in an open canal," and the city would offer \$500 for that parcel. However, both Fairbanks and McNear volunteered to donate their land, and the motion was passed. Both the dredged and straightened river and the new Carnegie Library (then less than two years from completion) were to make major positive differences in the life of our community. Both were great steps forward.

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.

*Check out these news articles
about Petaluma's Carnegie Library!*

Press Democrat, Number 97, Sept 8, 1900

Want a New Library

Carnegie the great

Andrew Carnegie, the great steel king of America, is interested in Petaluma's library. He may give Petaluma a \$25,000 library building, according to the Argus.

Last January the Ladies' Improvement club wrote to Carnegie asking him for \$25,000 for a library building and promising to secure a lot if the multi-millionaire would put up the building. Councilman Walsh is also greatly interested in the Petaluma library and he too wrote to Carnegie.

At the time these letters were written Carnegie was abroad. He has since returned home and answered the letters in a letter to City Clerk Newburgh.

In his letter of reply the steel magnate and library promoter wants to know what aid Petaluma would give to a fund for library purposes as stated.

From the tone of his letter it is gathered that Carnegie as yet promises nothing, but he wants definite information of the proposed plan of action.

S.F. Call, Vol. 109, Number 121, March 31, 1911

CANADIAN ON RAMPAGE IN PETALUMA LIBRARY

Stanley Moyer Tries to Smash Books and Cases

[Special Dispatch to The Call]

PETALUMA, March 30.—Jumping to his feet and shouting on religion, Stanley Moyer, lately of Canada, proceeded to demolish books and book cases, in the public library today and was with difficulty restrained. When the spell came on Moyer was alone in the library with the librarian, Miss Sarah Cassidy. It took two men to quiet him. Moyer is 24 years old. He came to California from Canada for his health and is at the Continental hotel with an elder brother.

Not quite the quiet, contemplative atmosphere that Carnegie no doubt had in mind for the library.

Carnegie did, of course, eventually provide the funds which resulted in the splendid building that houses the museum.

MUSEUM HIGHLIGHTS



“I DO” , a PMA exhibition of vintage wedding dresses dating back to the 1880’s from the Petaluma Historical Library & Museum’s collection opened on June 10 with a champagne and wedding cake reception. The attendance for this wonderful exhibit has been tremendous and visitors are impressed with the historical details and preservation given to these garments of the past.

Solange Russek, Barbara Maxwell and Michael Lanham are the curators. They created a visually appealing display that highlighted the intricate details of each dress and arranged them to compliment the interior of the museum.

The exhibit is dedicated to Teresa Fröschl for her many years of diligently caring for the PHL&M’s textile collection.



Teresa Fröschl with dresses



Solange Russek and Barbara Maxwell dressing a mannequin. Michael Lanham poses with one of our gentleman mannequins.

Thank you to the many volunteers who helped with the exhibit: Karen Bates, Daya Celia, John Fitzgerald, Paula Freund, Zoe Frothinger, Leena Michel, Emily Poehlmann, Lauren Poehlmann, Freyda Ravitz (BOD), Helene des Rosier, Kit Schlich (BOD) and Michael Slade (BOD). Also special thanks to Clint Gilbert (BOD), who donated his skills as a lighting designer to illuminate the collection.

Our appreciation to those who donated items: The Biskind/Shaw Family, Janet Otis Balshaw (Otis/Balshaw Family), The Burke/Babcock Family, Sherry Brungart, Florence Murphy Carter, The Korbelt/Johnson Family, Teresa Froschl, Kay Hardy, Vicki McDill (Tomasini Family), the McNear Family, Alice Rebizzo.

Opening reception cake made by:

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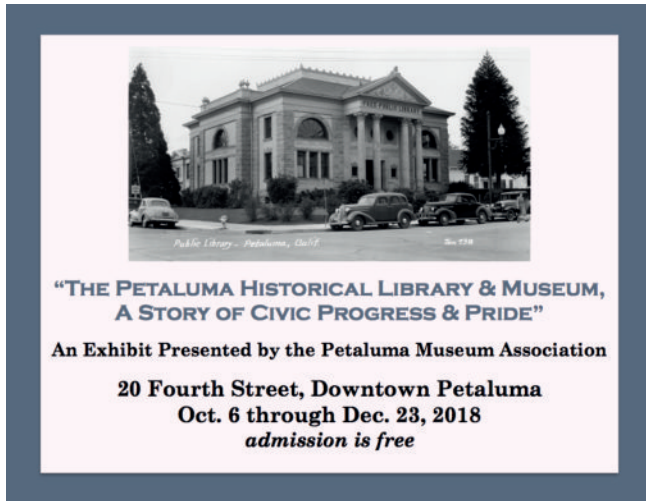
Special thanks to our sponsor Korbel Champagnes Cellars



Don't miss it! This exhibit will be on display until September 15.

(Continued on page 12)

THE PMA'S UPCOMING EXHIBIT



As part of its 40th Anniversary Celebration, the Petaluma Museum Association has scheduled **"THE PETALUMA HISTORICAL LIBRARY & MUSEUM, A STORY OF CIVIC PROGRESS & PRIDE,"** an exhibit to be on display from October 6 through December 23. This exhibit affords the opportunity to highlight the history of the PMA while also imparting the remarkable story of the building in its manifestations as the Petaluma Carnegie Library and as the Petaluma Historical Library & Museum.

Three themes will run throughout the exhibit. The first is the wisdom of architectural preservation; a goal of the exhibit is to bring to the attention of the community the need to retrofit the PHL&M. The second is the cooperation between Petaluma's citizens and city officials in planning, building, repurposing and maintaining the PHL&M; an audio tour narrative will accompany the exhibit telling this story of "Civic Progress & Pride." The third theme will be the essential role women and Progressive Era policy played in the building's history, and particular attention will be given to the role of early female librarians.

An extensive, free Program of Public Service has been scheduled to accompany the exhibit. Please see the page opposite this page and mark your calendars! Additionally, each weekend the curator, Paula Freund, will conduct a tour of the exhibit, and reservations for private and school group tours will be taken.

PLEASE PATRONIZE OUR EXHIBIT'S GENEROUS, COMMUNITY-MINDED SPONSORS



QUATTROCCHI KWOK
ARCHITECTS



With many thanks to **Quattrocchi Kwok Architects** for their generous check, to **Korbel** for the donation of champagne to be enjoyed at the exhibit's opening reception, and to the **Petaluma Woman's Club** for offering their facility for our co-sponsored, October 8th event.

**EVENTS CORRESPONDING TO THE PMA EXHIBIT,
“THE PETALUMA HISTORICAL LIBRARY & MUSEUM,
A STORY OF CIVIC PROGRESS & PRIDE”**



Opening Reception

A Celebration of Historian **Lucy Kortum**
Saturday, October 6, 5:00 to 8:00

“A Candidate Conversation Moderated by Congresswoman Lynn Woolsey”

Co-sponsored with the **Petaluma Woman’s Club**
@ Petaluma Woman’s Club, 518 B St. Petaluma
Monday, October 8, 7:00 to 8:30



Jeff Elliott,

Sonoma County Historian,
“The Making of
Young Brainerd Jones”
**Saturday,
October 20, 2:00**

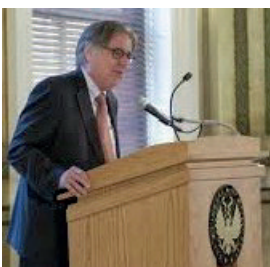
Bridget Maley, Principal **architecture + history, San Francisco**

“Civic Beautiful: California’s City
Beautiful Inspired Civic Centers”
Wednesday, November 7, 7:00

The Petalumans of Yesteryear

conjure the world of turn-of-the-century
Petaluma and discuss the origins of
Petaluma’s Carnegie Library.

Wednesday, November 14, 7:00



Kenneth Breisch, Ph.D., Associate Professor, School of
Architecture, University of Southern California
“Andrew Carnegie & the American Public Library Movement”
Saturday, December 8, 4:00

(All events are free. For additional information visit petalumamuseum.com)

Saturday Night Fever

Gala Fundraiser

Celebrating 40 years of the PMA: 1978 – 2018

Saturday, November 3, 2018

7 to 11 p.m.

We're looking for live and silent auction items for our groovy event. Do you or someone you know have a unique item, service or experience (vacation rental) that you're willing to donate, please contact us!



Wine Raffle

PETALUMA MUSEUM ASSOCIATION

**GET
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TODAY!**

Celebrating our 40th Anniversary!

Win 40 Bottles of Wine!

\$40/Ticket

Winner will be drawn at our Gala on Nov. 3, 2018. Winner need not be present to win.



For 40 years the Petaluma Museum Association and the Petaluma Historical Library & Museum have been dedicated to preserving the unique history of Petaluma and providing educational and cultural services to our community. Your support helps us continue our mission.

Thanks to our generous donors for their wine contributions.

www.PetalumaMuseum.com

If you have a bottle you're willing to part with, we'd love to add it to our raffle!

Thank you to our 40/40 Wine Raffle Donors:

Ellen & Barry Richter, Sonoma Portworks, Clint Gilbert, Annette Daunell, Karah Estate, Enriquez Estate, John Ryan, Kathy Fries and Erica Barlas

Museum highlights..... from pg 8



4th of July tradition continues at the museum

Children line up to ring the Korbell Bell, which has been a tradition handed down from Helen Putnam to the museum celebrating ringing of the bells of freedom across America on July 4th. Homer Johnstone and his granddaughter Kylie sing the national anthem with Marshall West looking on.



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Consternation and Regulation

by Terry Park

“YOU’D BETTER GET a move on, Mr. Johnson, and turn your automobile loose before it is too late.” The Petaluma City Council had enough of LJ Johnson’s auto and tasked the city attorney to find a suitable law to prosecute as it was 1900 and no ordinances had yet been passed to address the emergence of the auto. LJ, a horse shoer by trade, had built his own three wheel auto but it would not be until 1903 when Joe Steiger sold the first Petaluma auto, an Oldsmobile. You may say LJ was also Petaluma’s first lucky hot rodder as the city never successfully prosecuted him.

Nationwide auto production increased from over four thousand in 1900, three hundred fifty thousand in 1912, to four million in 1924 and by 1928 twenty eight million. The impact was felt in large and small communities so it was not long before national, state, and local auto regulations followed, some of which were very necessary and others in retrospect downright silly. Some communities addressed the issues by simply banning autos on public streets as did Chicago in 1895 but Petaluma was unsuccessful in 1903. Thankfully Massachusetts in 1905 was unsuccessful with requiring a bell ring once for each wheel revolution.

The speed of autos was the grave concern so various attempts to effectively regulate it

evolved. England’s Red Flag Act of 1865 which lasted to 1896 stifled England’s advancement of the automobile. It limited speed to 4 mph in the country and 2 mph in town and required a man carrying a red

approaching thirty-five miles per hour!

Petaluma in compliance with 1907 law erect signs “Slow down to 10 miles per hour” in town California finally passed the following speed law in 1919; not to exceed 35 miles per hour in daylight hours on straight roads with no cars to pass; 15 miles per hour in business sections; 20 miles per hour in residential districts; and 15 miles per hour on blind curves. Driving under the influence of alcohol becomes a felony. In 1899 Jacob German, a New York taxi driver,

going 12 mph in a 8 mph zone is the first recorded United States speeding infraction. The first paper speeding ticket issued was not until 1904 in Dayton, Ohio.

There was much local joy in 1905 when the California Legislature overturned a Marin county ordinance prohibiting driving an auto after sundown. Also at this time Novato became known as a speed trap to generate local revenue from unexpected non local drivers passing through downtown.

By 1909 the Automobile Club of America raised funds to defend their arrested members, appealed cases to higher courts, and wrote angry articles. They charged policemen were discriminating against car owners of expensive cars as they would allow smaller



flag to walk ahead of such a machine. Sonoma County Board of Supervisors in 1903 was considering regulating the speed on county roads because of concern with those San Francisco drivers some of whom were operating at speeds



Petaluma in compliance with 1907 state law erects signs “Slow down to 10 miles per hour” in town.

and cheaper cars to pass through the speed traps unmolested. The magazine offered maps identifying speed traps.

Karl Benz, inventor of the first production auto in 1886, had to receive written permission from the Grand Ducal authorities to operate his auto on public roads in 1888 after residents complained about the noise and smell of his auto. This is considered to be the world's first driver's license.

In 1903 New York becomes the first state to require an operator's certificate costing \$1 to operate a vehicle on the road and 2,382 are issued. In 1910 New York also requires a first time road test and 20,000 licenses are issued. California first required a driver's license in 1916. In 1954 South Dakota becomes the last state to require a driver's license and California licenses begin to include photographs.

Along with an auto's registration came the license plate as a very visible indicator of compliance which had its origin in early 1660s England. England experienced a surge of horse drawn coaches and carriages for hire with irregular driver behavior so an ordinance was passed requiring a license. These vehicles were referred to as Hackney carriages and later shortened to "hacks."



Top license is red background with white lettering. Bottom is yellow background with black lettering.

France in 1893 became the first country to issue numbered plates for autos. In 1901 New York became the first state to mandate plates for vehicles which the owner had to fabricate usually out of leather. Massachusetts became the first state in 1903 to provide state issued license plates. It was not unusual for cities and counties to also require their own additional registration so the motorist had to pay additional fees and also carry additional plates.

California first required residents to register their motor vehicles in 1905. By 1909 California had 18,000 registered autos which averaged one auto per 132 people and the Sonoma County average was 104 people. The first vehicle registered in California belonged to John Spreckels (sugar refining) and members of his family also received early plates numbered 2, 3, and 4. Registrants would receive

Petaluma acquired traffic signals in 1951 at Main and Washington and Third and D Street and in 1953 at Main and Western. What a wonderful starting mechanism for drag racing on the street!

their numbers and had to make their own plate and hang it somewhere on the machine. California began issuing permanent license plates in 1914 which were metal covered in brick red porcelain with white letters. From 1920 to 1941, California annually issued new plates that displayed the registration year but was discontinued in 1942 because of the war.

California vanity license plates have been allowed since 1972 but one may think the precursor is the 1928 Idaho plate which was the first to contain a slogan "Idaho Potatoes". California now offers digital custom message plates which make vanity plates seem so passé.

Argus 1949 Petaluma School's Course In Driver Education Deemed Most Outstanding In State

This year 100 sophomores, some seniors and 51 adults in the evening program are enrolled in behind-the-wheel driver education. Last year this course was deemed the "most outstanding course in driver education in the state of California," particularly since ninety hours in "Driver Education" and "Driver Training" are offered. The number of students completing the course and receiving licenses has been well above 90%; the course in- Howard Hill also teach behind the wheel teacher Bob Locke

The very early auto dealers taught buyers how to drive and formal driver training began as a business in the United Kingdom in 1909. Amos Neyhart included driver's training as part of the high school curriculum in 1934 at College, Pennsylvania. In 1948 California included mandatory driver training in the high school curriculum as teenage drivers were ten percent of the driving population but responsible for thirty percent of the accidents. Murphy Chevrolet donated the first driver's training car for Petaluma High in 1948 and the program continued until a legislative

change in 1981 ended the requirement.

Increased city traffic congestion ushered in the first electric traffic signal in 1914 in Cleveland, Ohio. Petaluma acquired traffic signals in 1951 at Main and Washington and Third and D Street and in 1953 at Main and Western. What a wonderful starting mechanism for drag racing on the street!

The auto was just like any new emerging industry which begins to have a profound impact on people resulting in regulations so it is not surprising to witness the consternation and resulting regulation with the emergence of Uber, Lyft, and recently electric motor scooters.



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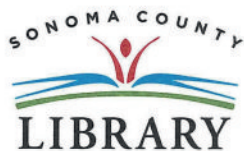
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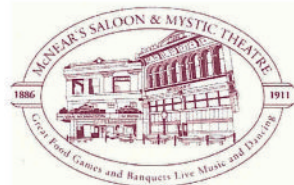
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Petaluma Historical Library & Museum
20 Fourth Street
Petaluma, CA 94952-3004**



Museum Collection Update

by Solange Russek
Museum Collections Manager

New Donations for June 2018

THANK YOU TO Kim and Julie Jamieson from Granbury Texas! The Jamiesons donated a post card collection that belonged to Kim's great Grandmother Thora Mueller. Thora married Daniel Jamison who was Foreman at the Egg Filler Factory, then in 1917 he worked for E.F. Adams. In 1921 he then worked at the pattern cabinet shop at 307 E Washington. Their residence was 410 3rd; now Petaluma Blvd.



Two rare beauties that are in the collection are postcards. The one pictured above is a postcard of Walnut Park with the Hebe Fountain with the water tower in the background.

This donation is a vital part of an intriguing puzzle concerning this very important example of Petaluma Public Art.

This has created an exciting buzz with our historians; the statue was removed and has never been heard from since! (Watch this space for more info to come)

The second postcard is of a woman sitting in the driver's seat of a 1908 Maxwell delivery truck with F.A. Morrow's Cornucopia 5 cent Candies, Ice Cream and Peanuts written on the side. There are three women standing at the doorway of Morrow. The business on 144 Kentucky Street was found in the 1917 City Directory. It does not show up in 1914 or after 1917: It appears they all lived there too!

Per the 1917 City Directory:

Morrow Mrs. Annie, mgr. F. A. Morrow, res. 144 Kentucky.

Morrow F. A., confections and ice cream, 144 Kentucky, res. same.

Morrow Miss Nettie E B, clerk FA Morrow, r 144 Kentucky.

Next door to the Economy is the doorway into the Elks Hall on 140 Kentucky Street.



The third item from Thora's collection is an enamel tray salvaged from the 1914 Steamer Petaluma's burnt remains. The note is Thora's writing from 1914.



*This little pan was
on the Steamer
Petaluma when it
was destroyed by fire.
Thora Jamieson.*



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