

Petaluma Museum Association

Petaluma Historical Library & Museum

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

Quarterly Newsletter



Summer/Fall 2021

Volume 31, Issue 3

On the Cover

by Terry Park

Can't Bust 'Em



Herman Heynemann's company, *Heynemann & Co* (a clothing factory) was a casualty of the 1906 San Francisco Earthquake when it burned down, so he opened an overall plant in Petaluma at 405 First Street, just south of F Street, in the building previously occupied by the Petaluma Fruit Canning Company. The plant produced overalls and jumpers for the "Can't Bust 'Em" brand, as well as "Argonaut" shirts for the working class. The new plant offered more work opportunities for women,

and a 1907 Argus noted: "The girls employed earn \$1.00 to \$2.50 a day according to their ability and most of them prefer the work to clerking, stenography, or house work for they find their tasks imposed much more congenial in every way and the salary much better."

The company partnered with Petaluma photographer Joseph Wayne to create the marketing photo that appears on our cover. The use of two chickens dressed in the company overalls did help promote the Petaluma chicken industry as well, but keep in mind the company had used a rooster for years to promote their products.

Can't Bust 'Em began in 1851 and later competed with Levi Strauss jeans in 1873. Levi Strauss in 1886 created the two-horse patch to convey how tough the jeans were and to build brand loyalty because their patent expired in 1890.

Heynemann's company shut the Petaluma plant in 1913 but continued to operate in San Francisco until 1946 when Lee Company jeans purchased them and the trademark Can't Bust 'Em. So now you know the answer to the age-old question: the chicken came before the horse.



Heynemann Overall Plant at 405 First St. In Petaluma

Petaluma Museum Association Board

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Mary Rowe, **Membership & Newsletter Editor**

Solange Russek, **Collections Manager**

The Petaluma Museum Association Newsletter is published quarterly and distributed to its members. Many thanks to all the contributors and the proofreaders and volunteers who help with mailings.

If you would like to contribute any news or items of interest to our newsletter, you can email

mary@petalumamuseum.com

Deadline for submission is Oct. 1, 2021

Petaluma Museum Association
20 Fourth St.
Petaluma, CA 94952

Message from the President

Clint Gilbert



Change is here...

Your Museum Association is coming back to life these days, so this column is devoted to keeping you up to date. For now, I'm still processing how the last 15 months have changed me and how those changes will manifest in the future.

VIRTUAL EXHIBIT

We were recently awarded a six-week virtual hosting of "BLACK and WHITE in BLACK and WHITE: Images of Dignity, Hope and Diversity in America." The exhibit features striking photographs attributed to African American photographer John Johnson and his images of multi-racial groups, an occurrence that was almost unheard of at the time, and we will look at our own community during this period of history.

Our official opening will be on Friday, Oct 1st, with a poetry reading by the winners of our "ekphrastic poetry" contest (a poem written in response to a work of art) Please see elsewhere in this issue for contest details. The contest is open to poets of all ages and I hope that your entire family will participate. A poetry chapbook of submitted poems will be for sale in our gift shop while supplies last. We are developing additional experiences in connection with the exhibit.

NEW EXHIBIT / FUNDRAISER

Our first new exhibit for 2021, "The Imaginative World of William Caldwell," is a wonderful and whimsical view of the 1950s through the eyes of this local folk artist. His wood carvings were originally displayed on the shelves of Lombardi's clothing store for men and boys on Main Street.

Geno Lombardi and his wife Ruth donated the collection, which will be on display until December 19. Accompanying this exhibit will be toy models by local artist Chris Wall. These toys will be for sale and Chris is donating most of the proceeds to benefit the museum. One of these intricate models could be the perfect Christmas keepsake. Even better, your purchases support the PMA!

CALLING NEW DOCENTS

As we anticipate fully reopening we do have room on our weekly schedule for a few new volunteer docents. I mention it here because having a member as a docent adds a sense of caring and ownership or sometimes even formal experience in some field of history. If you can make a consistent weekly or monthly appointment to spend a few hours in the museum maybe becoming a docent is for you. Please get in touch by email or phone. It can be a way to dig deeper into Petaluma history and meet a group of those similarly inclined.

ELECTION REPORT

This was a year of big changes in our board of directors. During the Pandemic we lost five board members due to moving, motherhood and retirement. Those who were left had to take on even more responsibilities.

In May seven new candidates were elected. In June, when we sat down for our first in-person meeting in 16 months, with our new members, there was an audible sense of relief that lifted our mood and stayed with us throughout the meeting (as did our masks).

I want to acknowledge the entire board for a difficult term served: Shout out for Officers: Erica Barlas, Debbie Countouriotis and Kit Schlich. Shout out for Past President Kathy Fries.

Shout out for Past Directors Madeline Backman, Jaimieson Bunn, Katie Tran O'Neil, Freyda Ravitz, and Marshall West who have left us.

Shout out to current Directors Kate Hawker, Elece Hempel, Rob Girolo, Megan Kelly, (as Parks & Rec City rep, now elected) and Elizabeth Walter.

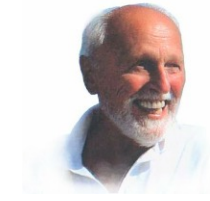
All of us, just doing our best and I include myself, too. I felt, as George Bernard Shaw would say, "truly used up" as President. I welcome the lightening of my load as I begin to follow some of my environmental and community interests that were awakened during the pandemic.

We welcome new board members Jenny Belway, Cynthia Berhtram, KC Greaney, Ernest Ongaro, Angela Ryan and Quin Winter,. We are happy to welcome back Angela as a board member; if her name sounds familiar, she served admirably as our Executive Director for 18 months.

Another change made to the board this year was the creation of the Youth Advisory board position. Quin Winter, a senior at Petaluma High School, approached us and lobbied for a seat, so in a sense he created this new position. Quin restarted the History Club at PHS and this year's Club VP, Finghin Morris, will fill the newly created YA board position next year.

Next issue I'll tell you about some of the un-elected people that pulled us through this past year as well.

Clint
510-644-2701
Clint@petalumamuseum.com



Petaluma History & Commentary

by Skip Sommer, Historian

PETALUMA'S AGRICULTURAL HERITAGE

AS IS THE case in much of California, many of our early ranchers came here through the gold fields. Some had struck it rich, most had not, and some of those adventurers, wishing to stay in our new state, had found their way to the verdant Petaluma valley in the 1850s.

Petaluma was officially designated a city in 1858, but the longhorn cattle driven here had begun to disappear by then. Those mean and unruly animals needed much open-pasture and the terrible drought of 1862-'63 was to make them almost extinct in California. The milk cow, which could be fed from processed feeds, was soon found to be a better investment, as our very early Petaluma ranchers brought barreled water from mountain springs for their cows, and sold-off their longhorns for meat. (Very tough meat, I opine).

Following the Gold Rush, three more major events changed the face of the settlement of California. First: California became a state in 1850 under the presidency of Millard Fillmore. Then, 12 years later, President Abraham Lincoln pushed through Congress the second big event: *The Homestead Act*. This was to affect Sonoma County in a major way, as it awarded a 160-acre parcel to any adult who had lived-upon and improved said parcel, for a five-year period, IF, that was, they had never taken-up arms against the Union of the United States. (No Rebs need apply.) More settlers flocked here then, and our early Spanish settlers

Mariano Vallejo and Bartolome Bojorques began selling-off parcels of their massive Mexican land grants to those new "Californios."



By 1856, ranches were flourishing here and butter had become the "new gold" of Sonoma County. There were over 5,000 milk cows here by then, and much of that milk was processed into butter and cheese, heavily salted for preservation, and then packed into

wooden barrels for shipment. Many thousands of pounds of butter were shipped-out yearly by scow-schooner down Petaluma Creek to the Bay.

The third major event to affect our landscape, was the building of *the Transcontinental Railroad*, with extensions reaching Petaluma by 1872. Following that, Petaluma soon became the largest shipping point for dairy products in the entire State of California, and by 1880 our City's population had soared to 6,000!

Eventually, our local dairymen sought better milk cattle and they began the importation of Jersey, Guernsey and Holstein breeds from Europe. The famed western cowboy soon became the ranch hand here, and the cows were milked each day, usually out-of-doors, rain or shine.

The milk/cream separator was invented in 1894, and soon every local dairy had at least one. That created a need for more creameries and larger feed mills, as demands for our new growing chicken industry also rose dramatically. The Denman Creamery was the first in our county, followed by the Petaluma Cooperative Creamery and the Western Condensing Company, joined by Hunt & Behrens Mill, Vonson's (later Bar-Ale) Mill, Barlas Feeds, McNear Milling Co. and Shelling Feed, in meeting those needs.



As the cattle, dairy and poultry ranches flourished here, so did supporting business. Tanneries, blacksmiths, shoe and harness makers, banks, bottlers, wagon and buggy makers, hardware stores and, even a "chicken pharmacy" had sprung-up. The Royal Tallow & Soap Co., which opened a rendering plant here in 1912, became so busy, they even had to have their own railroad spur. And, of course, our saloon business was thriving too, for the oft-needed "shedding of cares."

The Petaluma Chamber of Commerce in 1914 encouraged future chicken ranchers by publishing this advice:

"The beginner in the poultry business, should have at least \$3,000 [that's about \$80,000 today]. \$1,000 of that, to buy 5 acres of land, \$1,000 to build a house, \$500 for a horse, wagon, tools, well and chicken sheds, and \$800 for baby chicks."

But that was if said future farmer had financed the \$1,000 land purchase with a down-payment of \$250, because then, that would leave about \$400 for emergencies.

Although yearly egg production in Petaluma had risen to over 15 million by 1914, that Chamber ad was found to be too optimistic. The facts were that just buying chicken feed, was very expensive, so during the Great Depression, some local

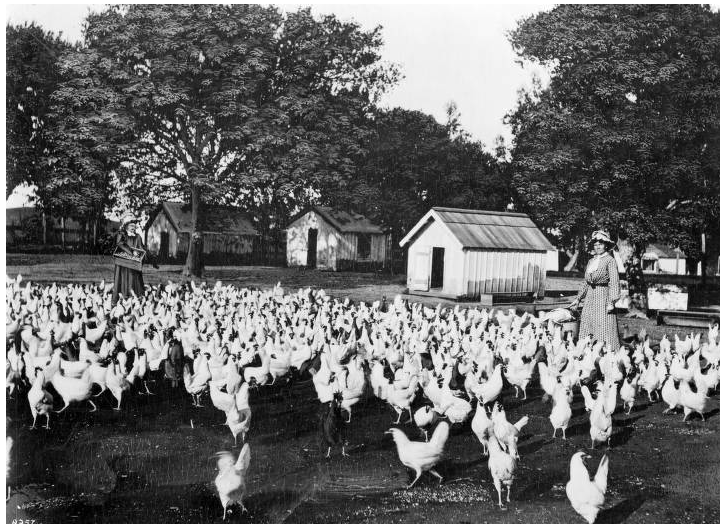


Royal Tallow & Soap Co.

mills began accepting ranch mortgages in lieu of ready cash.

Sadly, many of those small spreads became lost to foreclosure, as those ranchers soon (as the Tennessee Ernie Ford ballad, much later, lamented), "owed their souls to the company store."

The cream-top glass bottle was first used here in 1929. Those bottles had enlarged necks to house the



*Chicken farm, Petaluma ca.1910
cr. University of Southern California and
California Historical Society*

cream and required a 3-cent deposit. The creameries received the milk raw, in cans, from the

ranch, and pasteurized and shipped it out in tanker trucks, to the bottlers. By 1930, the motor-powered truck had replaced the well-loved horse and milk wagon here, for daily home delivery of dairy products.

Construction of the Golden Gate Bridge in 1937 made the transport of agricultural products from Petaluma and environs faster and cheaper, and by 1940, the Petaluma Cooperative Creamery was

processing over 900 gallons of milk per day and our Western Refrigeration Co. was producing two million pounds of butter a year!

By mid-century, our Petaluma Creek had been officially designated a river, but it has carried little farm or ranch cargo since 1950. On many of our ranches, grape vines have now replaced grain fields and pastures, while most of our poultry industry has moved to the Southern United States for lower labor costs. But

the dairyman and the cattle rancher still hold sway here, as Petaluma's agricultural base and the community it built over the last 165 years continues to flourish today.

And now, we have a multi-year drought, as well as the covid pandemic. One can only guess how these tragedies will affect our farmers and ranchers in the long run, but likely,

we won't be harking back to the "Good Ol' Times" for a while yet. Stay Sonoma Strong, folks, we WILL get through this!



BLACK & WHITE IN BLACK & WHITE POETRY CONTEST! OPENS JULY 15, 2021 Submission Guidelines



Submission Period: July 15-August 31

Prizes will be awarded to three poems written in response to John Johnson's photographs from the upcoming virtual exhibit: ***Black and White in Black and White: Images of Dignity, Hope, and Diversity in America**, hosted by the Petaluma Historical Library and Museum. Prizes will be awarded to three poets residing in Sonoma County: a \$50.00 first prize, a \$25.00 second prize and a \$25.00 third prize. Additionally, each finalist will receive a copy of the chapbook created from the selected entries. **There is no entry fee.**

Eligible poets must reside in Sonoma County on the date of the award and be available to read their entry at the opening reception on October 1st, 2021. Poems are to be submitted electronically as one PDF document attachment. Be sure include a description or the accompanying text of the image that inspired your poem.

Send to prize coordinator Sande Anfang at wrdpnr51@gmail.com by Aug 31st. Snail-mail submissions will not be accepted. Poems must be no longer than 500 words of original work. No translations.

One submission per entrant. Submissions open on July 15, 2021, and close August 31st. The winners to be notified by early September. Due to the short turnaround time and the tight publication schedule of the accompanying chapbook, no simultaneous submissions will be accepted. Interested poets may preview the exhibit images at:

<https://www.petalumamuseum.com/black-and-white-in-black-and-white/> Use this passcode: ee2021.

Prizes will be awarded on Friday evening, October 1, 2021, at the Petaluma Historical Library and Museum in Petaluma. Winners must agree to attend this event and to read their submission at the exhibit opening reception. Prizes will be awarded by Sandra Anfang, Founder and host of the monthly series, Rivertown Poets, and a California Poet/Teacher in the schools. The presentation party will take place unless Covid restrictions are reinstated.

Contest finalists also agree to provide a color head-shot photograph, with photographer's credit. The Petaluma Museum Association retains the right to use any of the winning work in promotional materials. For questions and more information contact Clint Gilbert, contest coordinator, at clint@petalumamuseum.com.

***Based on a traveling exhibition curated by Douglas Keister. This online exhibition is sponsored by Robert A. Terrebonne and facilitated by Exhibit Envoy.**



Does Historic Preservation Matter to You?

by Kit Schlich



Interest in the preservation of historic architecture in Petaluma waxes and wanes. At times it feels urgent, at other times it's taken for granted. Yet it's undeniable that our city benefits from its stock of vintage houses and commercial buildings.

Recently, the City Council selected priorities for the City as it updates the General Plan. Preservation issues were notably absent. It was stated that there is not a lot of public support for making preservation a priority among other important issues the city faces.

Heritage Homes & Landmarks is building a list of names of people who care about preservation of historic buildings in Petaluma, in order to submit letters and statements to the Council, supporting both individual issues as well as long-term planning. This list will go by the name Petalumans for Preservation.

Would you be willing to add your name? If so, please email your name, phone number, email address and zip code (We will not use your street address) to HeritageHomes@petalumamuseum.com. Couples, please submit your names separately for maximum impact.

SMILES ALL AROUND ON OPENING DAY, JUNE 5, 2021



PMA President Clint Gilbert helps stake our reopening



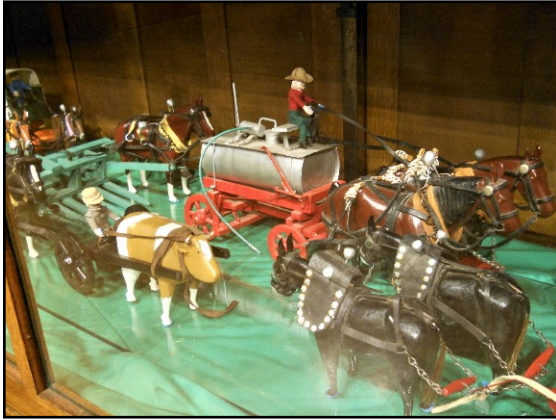
PMA Officer Kit Schlich welcomes visitors



Collections Manager Solange Russek gives a spontaneous talk

Upcoming Exhibit: The Imaginative World of William Caldwell

by Solange Russek



Couple in a carriage

William Caldwell came to Petaluma in the 1950's. He bought a ranch on Roblar road. This is where he was inspired to start carving his western themed world. The PMA is pleased to present a collection of his imaginative work for the first time in decades.

If you grew up or shopped in downtown Petaluma in the 1950s–1970s you might recall Caldwell's many carved western figures facing you while you were being fitted for a new suit at Lombardi's Men's Store. His carvings also could be found at the Floral Chalet and Simoni's Clock Shoppe.

Born in 1889 in Nowata County Oklahoma, Caldwell, like many other children, was fascinated with the American West. Western legends Wild Bill Hickok (1837– 1876) and Buffalo Bill Cody (1846–1917) could have been the inspiration that made Mr. Caldwell start carving a collection that spotlights wagons, cattle, mounted riders, and Native Americans hunting buffalo. Caldwell was a lifelong senior member of the Petaluma Riding & Driving Club. He died in 1971 in Petaluma.

Alongside the carvings will be historic photos of Petaluma in order to create a compelling diorama to complement the collection.

Correction notice: *The printed version of this article in the Summer/Fall 2021 newsletter was incorrect in regards to William Caldwell's birth and death dates. The original printed version stated he was born in 1914 and died in 1992. The corrected dates are 1889 (birth) and 1971 (death).*



The Lombardi's Men's Store was on the ground floor of the American Hotel, now Putnam Plaza (photo circa 1960).



Mounted Riders in detail.

“Custom Made For the PMA”

by Solange Russek

A very generous thank you to Christian Wall! Over the last few years Christian has been busy making Petaluma-themed replicas to donate to the Petaluma Museum Association to be sold to the public! They will be on display for sale in September in the gift shop.

Christian Wall was born in American Territory Aguana, Guam. He worked as a teacher at Petaluma High School and has worked with lumber all his life.

Christian developed a love for the Old West while spending time visiting ghost towns along Hwy 49, which inspired him to create items familiar with the Gold Country.

Christian likes making models for their educational component, and enjoys learning about history, not just Petaluma's, but from other areas of the world. Studying other historical places and museums has given him design ideas, which he has incorporated into his carvings.

Some of the pieces have taken several years to complete, because he lets them sit and then comes back to them. Sometimes he has to push himself to finish a project, which doesn't make him happy. On average, it takes Christian about three months to complete a model. Christian comes by the wood he uses from friends who have given him unused lumber to make his projects.



“Hallelujah Harry”



Paddlewheel steamboat



Charles Blackburn hearse

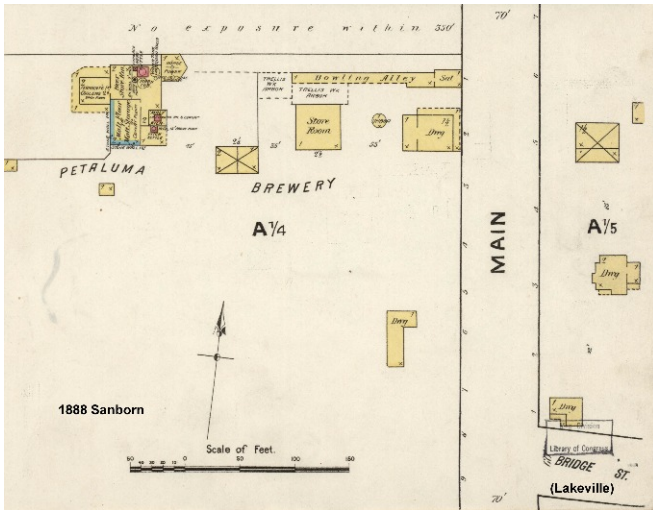


Visit the new “Museum Coffee Shop”

The PMA has partnered with Acre Coffee with the addition of the city sponsored “parklette” in front of the museum. Scheduled to remain until the end of October, it's a delightful spot to enjoy your Acre Coffee and pastry treat. We have incorporated new MUSEUM NEWS QR codes on the table tops for tourists and first time visitors to learn about our current and permanent exhibits with a short video being produced by the Petaluma High School History Club. You can view the first Museum News at: <https://vimeo.com/manage/videos/572820747>

Beer with a Wine Chaser

by Terry Park

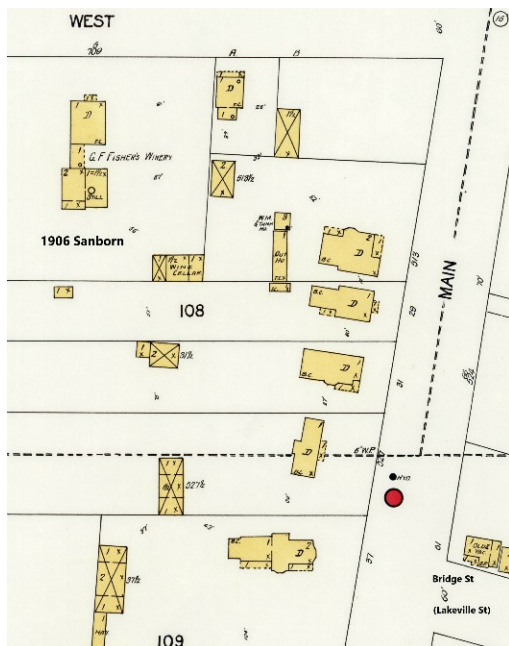


Petaluma Brewery 1888 Sanborn Map

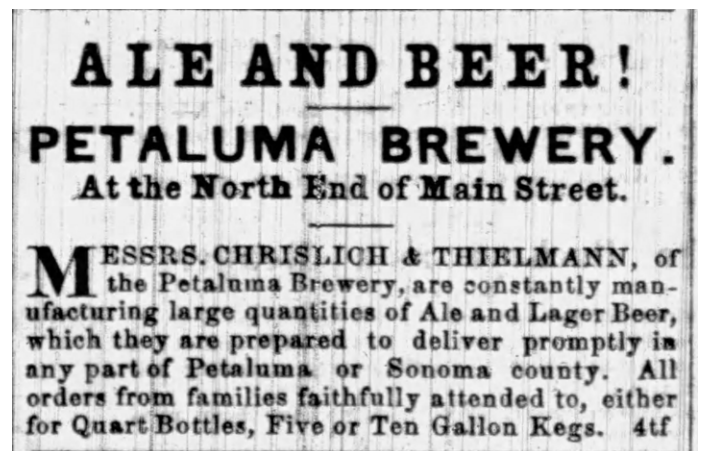
The Petaluma Brewery, the first brewery in Sonoma County, was established in 1855 by Christlich and Erbe and continued to at least 1888 with J.H.L. Gerkins the final owner. The brewery also owned a saloon for retail sales which was located in the vicinity of today’s Merv’s Radiator shop at 693 Petaluma Blvd. North. Nestled between the two were a bowling alley and trellised arbor gardens to encourage patrons to stay awhile and have another beer.

The brewery building may have remained vacant until 1894 when George F Fischer, a German immigrant, converted the building to a winery. Fischer owned a vineyard and opened a winery in Sonoma in 1870 but sold it in 1876. He returned to Germany, got married and eventually returned to America. By 1906 Fischer constructed a dwelling on the north end of the winery and lived there until he died in 1917 at the age of 86. The winery business ended and the winery buildings demolished by 1919, but his dwelling remains today at 25 West Street.

An Argus article mentions the first location of the Petaluma Brewery was in the 1875 location of George B Williams’ feed store on Main Street but later moved to the site noted in this article. Further research failed to identify the location of the feed store but uncovers an interesting story. Williams arrived in Petaluma in 1851 as a legal fight emerged over ownership of Rancho Arroyo de San Antonio. The property stretched from San Antonio Creek in the south to the vicinity of Denman Flat in the north which includes the city of Petaluma on the west side of the Petaluma River. General Vallejo’s property ended on the east side of the Petaluma River and those property sales were secure. The west side sales were in legal jeopardy.



Fischer Winery 1906



Petaluma Journal and Argus, June 2, 1864

(Con't next page)

Williams, in company with Captain George H Luce, purchased a pre-emptive right in an outcome which may have been over this property fight. It wasn't until 1872 when the United States Supreme Court ruled on the matter that Williams found he was on the losing end. Perhaps upon hearing his loss he had a Petaluma Brewing beer while musing over what might have been.■

J. H. L. Gerckens gave a rare entertainment at his Petaluma Brewery last Sunday. It was a "bowling for prizes," the latter being roast pigs. The ten-pin alley was kept bowling during the entire afternoon to the great enjoyment of all present. Five of the prizes were captured by the rollers.

Petaluma Courier, Sept 28, 1887

Next up in the series of neighborhood businesses is a tannery.

2021 EXHIBIT & EVENTS SCHEDULE

Aug 25, 7:00 PM

Wednesday Dialogues @ the Museum:

A Special Zoom Presentation

"Mapping Petaluma"

The history of Petaluma in a map view
with Amy Hogan.

Saturday, Sept 11

**Opening for "The Imaginative World of
William Caldwell"**

Over a hundred western theme carvings along with
a FUNDRAISING SALE of
wooden models by Chris Wall.

Thursday, Sept 16, 10 AM

Children's Story Time Under the Oak

This popular series in conjunction with
the Petaluma Library returns.

Sept 26 — Nov 6

**"Black & White in Black & White: Images of
Dignity, Hope and Diversity in America"**

A virtual exhibit

Friday, Oct 1

**Opening reception and poetry reading for
"Black & White in Black & White: Images of
Dignity, Hope and Diversity in America"**

Poetry Prize winners announced.

Oct 13, 7:00 PM

Wednesday Dialogues @ the Museum

A Zoom Presentation

"BLACK and WHITE"

Thursday, Oct 14, 10 AM

Children's Story Time Under the Oak

Saturday, Oct 23, 10:30 AM

Annual Cemetery Tour

Cost \$20 General / \$15 Member

(Tickets available at the museum on weekends only
or through Brown Paper Tickets online)

Hear the stories of those buried here.

Nov 10, 7:00 PM

Wednesday Dialogues @ the Museum

Dia de los Muertos

Friday, Dec 10, 6 PM

Membership Holiday Party

Dec 18-19

Final Sale Weekend

Chris Wall's wooden models

Dec 31

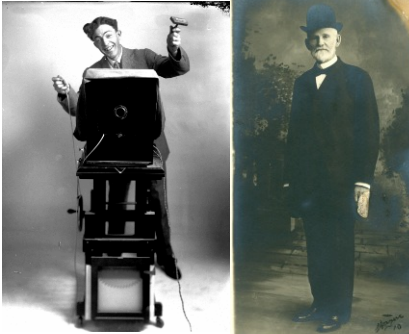
NYE Concert

All events are subject to change regarding whether they are held in person or are presented virtually, dependent upon the current Covid restrictions in place at that time. Please consult our events page on Petalumamuseum.com for the latest information.

Museum Collection

Solange Russek
PMA Collections Manager

The Unique Alliance of Petaluma's John Augustus McNear and Petaluma Photographer Joe C. Wayne



"Come to Petaluma" was the best advice John Augustus McNear gave young photographer Joseph Cleveland Wayne in 1910.

Joseph C. Wayne and his partner Ed Weston* had an itinerant studio in Contra Costa County with their headquarters in Concord. Watson first came to Petaluma in 1908 and bought the LaMott studio from Mr. Healy, located on the ground floor at 168 Main Street. J.C. Wayne continued in his traveling studio in his one-cylinder, five-passenger Reo automobile. What a sight! Ed encouraged Joe to come to Petaluma with its growing population, which appealed to him more than the East Bay.

One year later Weston sold out his studio business leaving J.C. Wayne on his own. Joe opened his own studio which sat on the corner of B and Main Street (the location of the old Chevron station, now the future site of a hotel) G.P. McNear owned the lot, which included a small cottage, and allowed Joe to convert the structure into a darkroom and set up his canvas tent as the studio.

In 1909 Mr. Wayne moved to Guerneville to benefit from the summer resort business as a photographer. In the summer of 1910 he was about to move there once more when John Augustus McNear (G.P.'s father) advised Joe "to get a more substantial headquarters locally and forget the Russian River." Joe took over the location of the Welcome Saloon at 807 Main Street, now 169 Petaluma Blvd. (the parking lot next to Simoni's Clock Shoppe store). Joe kept his studio until 1916 when the chemicals used for photography made him ill. In 1917 Joe went on to manage the Gem Theater, sold cars and insurance and finally became a state employee at the Black Point drawbridge in the late 1920s until his retirement in the 1950s.

The images of John Augustus McNear in and outside of the Wayne studio are not many but speak volumes. From the stately gentleman in the studio to the white horse at John Augustus's front steps and the street photo of J.A. on his bicycle one must wonder if they had a unique sense of humor to attempt to create these images.

Another thing the two gentlemen shared: they were both born on December 23!

*This Ed Weston is not the well-known photographer Edward Weston, 1886–1958.



John Augustus McNear posing with drivers in a Sonoma Express wagon full of chickens, 1910



A horse stands at the foot of John Augustus' stairs (not dated)



Railroad camp photo near Monte Rio, August 1909

James Allen Shares Portraits of his Petaluma Family Members



Photographers: Edwin & Addie Healy (active in Petaluma 1896-1908)
Sitters: George Bailey Williams (1809-1899) & his wife Mehitable Lilly Williams (1807-1899)
Date: between 1896 and 1899
Courtesy of the Allen/Williams Family

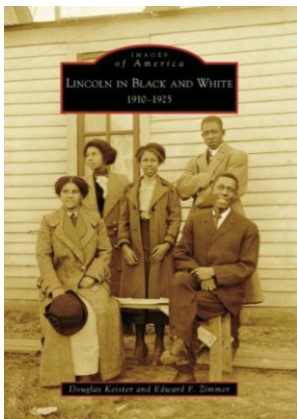
James Allen recently contacted Solange Russek and offered to share digital copies of the portraits of his Petaluma ancestors. Thanks to his thoughtful generosity, over 50 high-resolution scans depicting members of several prominent Petaluma pioneer families were added to the collection.

Of particular interest is this portrait of George & Mehitable Williams. They were among Petaluma's earliest pioneer settlers, and George was responsible for constructing several of the community's first public and private buildings.

All the portraits shared by Mr. Allen will soon be viewable at the PHL&M's online archive, petalumapioneers.org.

PJGF, July 2021

Available at the Museum Gift Store now!

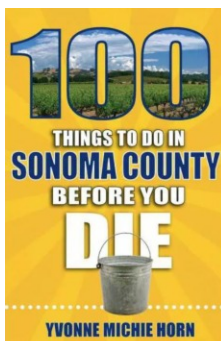


"In Support of our Upcoming Online Exhibit: "Black & White in Black & White" September 26 – November 6, 2021

Lincoln in Black and White: 1910-1925

by Douglas Keister, Edward F. Zimmer

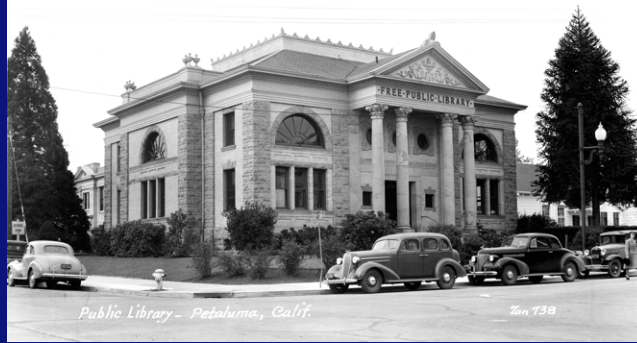
Lincoln, Nebraska's capital, grew from 45,000 to 55,000 residents in the years 1910–1925. The state's second-largest city, Lincoln was also home to Nebraska's second-largest African American community—a "small town" within the Midwestern city. Local race relations were a study in contradictions. Public education and residential neighborhoods were relatively integrated; employment and social institutions were increasingly restricted. Within this setting, a laborer named John Johnson—a native of Lincoln and son of a black Civil War veteran—produced remarkable images as an itinerant photographer of the Lincoln scene, especially of its black community. Johnson left very little written record, so knowledge is fragmentary of his working techniques and of his collaborators or assistants. But his visual legacy takes people through the streets, onto the front porches, and into the backyards and living rooms of a vibrant community.



100 Things To Do In Sonoma County Before You Die

by Yvonne Michie Horn

Harness up and zip through a redwood canopy, view all 21 California missions in one day, get buried up to your chin in a relaxing bath of hot cedar shavings with 97 more items to go as you make your way through *100 Things to Do in Sonoma County Before You Die*. From its stunning wave-dashed shoreline to its lush vineyard-quilted valleys, along the way you will discover that world-class wine with food to match is just one aspect of what this beautiful and bountiful part of the world has to offer. Third-generation resident and acclaimed travel writer Yvonne Michie Horn serves as your insider guide. This is not a guidebook in the traditional sense, but invites you into a nooks-and-crannies exploration of the entire county.



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

You have made the Petaluma Museum a part of your life.
 Now, we hope you will consider making the Petaluma
 Museum Association a part of your lasting legacy
 by leaving a gift in your will or trust.

Your bequest will ensure that the PMA remains a vibrant organization that welcomes our community in the historic Carnegie Library Building and passes down our history to the next generation of Petalumans. To make the PMA a part of your estate plans, contact your financial planner. To find out more about how your will or trust might sustain our educational mission, contact Clint Gilbert, PMA Board President, at clint@petalumamuseum.com



Help the museum and reduce your taxes!

New rules for charitable deductions: The renewed COVID Relief bill continues to allow folks who do not itemize deductions to deduct up to \$300 (single/joint filers) and \$250 (married filing separately) in 2021. As well, folks who do not itemize can deduct up to \$300 (single/joint filers), and \$250 (married filing separately). Those who do itemize can deduct contributions up to 100% of their gross income (previous limit was 60%). . A qualified charitable contribution is a charitable contribution (i) made in cash, (ii) for which a charitable contribution deduction is otherwise allowed, and (iii) that is made to certain publicly supported charities. The PMA is a qualified publicly supported charity. Our Federal Tax ID is #94-2826729. Please consult your tax advisor.

Volunteer Spotlight

by Solange Russek, PMA Collections Manager



Jillian Wertzberger is a fourth year student at UC Santa Barbara where she is studying history and museum studies. She is the chair of the Living History Project at UCSB where she collaborates with student researchers to create photo archives, oral histories, and

articles about past and present student activism on campus. This is her second year volunteering at the Petaluma Museum.

Jill completed archiving the Hoppy Hopkins ephemera collection and is now cataloging the Byce-Skoog collection. Jillian also helped Terry Park index books in the Research Library.



Parris Robertson is a senior at Lipscomb University in Nashville, Tennessee where she studies U.S. History. Originally from California, she has lived in Petaluma with her family for the last six years. During

that time she attended Santa Rosa Junior College and earned two AA's in Art and Art History. It is here in Sonoma County where her love for history and museums has grown. When she graduates she hopes to become a museum curator.

Her current job in Collections is scanning the Woman's Club ledgers and helping sort out photos that will be uploaded to the Petaluma Pioneers website.



John cleaning the cash register

John Cotten has lived in Petaluma for 18 years. He is a man of many talents from automotive repair and anything else that could be fixed! John was able to get the 1919 Schluckebier cash register to work with the bells and working drawers.



The nine drawer cash register was donated by Patricia Stevens. Her great grandfather was Norm Nisson, who worked for Schluckebier's Hardware around 1900. He then opened his own hardware-dry goods store in Penngrove around 1928.

DOWNTOWN WALKING TOURS!



Join costumed docents dressed in period attire as they guide you through the historic downtown Petaluma business and residential districts. You'll be informed by their historical knowledge and entertained by their characters' stories. Tours are FREE to the public and occur Saturdays between May and October. Meet on the steps of the museum at 10:30 am to embark on your trip back through time.

Get onboard THE BENEFIT TRAIN with a unique holiday gift!



On display and FOR SALE during our Fall Exhibit of "The Imaginative World of William Caldwell".



Historically researched wood models by local folk artist, Christian Wall.

All profit from sales support the mission of the PMA

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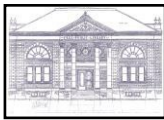
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Upcoming Exhibit: “The Imaginative World of William Caldwell”
Opening September 11 — December 19, 2021
See the article about William Caldwell on pg 8