

Petaluma Museum Association

Petaluma Historical Library & Museum

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

Quarterly Newsletter



"Petaluma Christmas Festival circa 1915"

Fall/Winter 2021

Volume 31, Issue 4

On the Cover

by Terry Park

Petaluma Christmas Festival 1920

CHURCHES, LODGES, AND schools in many towns—including Petaluma—celebrated Christmas along with the local merchants who decorated their store fronts and windows. Along the way Petaluma created a Christmas Festival coordinated by the Chamber of Commerce. In 1916 the event had become so popular the towns of Santa Rosa and Sonoma adopted the Petaluma idea of a Christmas Festival.

In 1920 the entire affair was under the management of Secretary Bert Kerrigan of the Chamber of Commerce who was hired in 1918 to bring more business to Petaluma. He did so by promoting Petaluma as “The Egg Basket of the World.” So it is no surprise he integrated poultry themes into the Christmas Festival including Santa’s float: a snow-covered flying egg!

The Egg Marathon, a distance of three miles, to demonstrate the completion of the main highway through town, was made an annual event during the Christmas festival. Also featured was a “rooster burlesque fight”.

The Christmas Festival Chorus of 150 voices performed outdoors, along with a dinner and ball, weather permitting, to demonstrate it is possible to have these activities at Christmas time in northern California.

The Christmas Toyland playlet and dance on Main Street was another original feature that had characterized Petaluma’s reputation for unique affairs. The toy characters played by 65 children included: snow queen, Jack Frost, tin soldiers, jumping jacks, teddy bears, lion, cat, rabbits, frogs, roosters, hens, baby chicks, all the little people of Toyland followed by animated candy, Christmas packages and sleigh bells.

One of the concluding events was the presentation of chickens to the Guardian of the Flocks for her protection and care of Petaluma’s chicken world. Chickens were held by girls, roasted in trees, and tossed into the crowd by Santa Claus.

The Morning Courier acknowledged the purpose of the festival as a series of events confined to the little ones. It was their celebration, “confined to their world of play and ideas of Fairyland and it was excellent.” “Not such a spirit since the great war. A re-awakening of the old holiday spirit and the sweetness of childhood remembered in the joy of making them happy that seem to prevail the last three days.”

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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 Jan. 1, 2022

Petaluma Museum Association
20 Fourth St.
Petaluma, CA 94952

Message from the President

Debbie Countouriotis

I would like to take a moment to introduce myself as your new President of the Petaluma Museum Association. Many of you may know me already, as I have had the pleasure of serving on our board for six years now, and as your Vice President for the last four; first under Kathy Barron-Fries and then Clint Gilbert. I am honored and excited to take on this role and plan to do all I can to further the mission of the Museum.

As you know, we are slowly coming back to life at the Museum and have reopened on Saturdays and Sundays. We have a new docent, Kim Greenspan, to greet our members and visitors. As mentioned in our last newsletter, our current exhibit, “The Imaginative World of William Caldwell,” has been a huge success! We also have amazing, custom made, Petaluma-centric wood models donated by Christopher Wall for sale with all proceeds going to the Museum. The models are beautiful works of art and will certainly make that unique Christmas gift for someone special.

In addition to our in-person exhibit, we are proudly hosting an online exhibit, “Black and White in Black and White: *Images of Dignity, Hope and Diversity in America*,” sponsored by Robert A. Terrebonne. Opening night of the exhibit included results of a poetry contest with the winning poets and entrants reading their poems live via Zoom. It was an inspiring presentation that reflected the depth of the photographs and the feelings they evoked.

On another note, our New Year’s Eve concert is still on hold. While we have an amazing performance prepared, with carefully chosen musicians, and gentle music to help soothe the soul and prepare us for a prosperous and joyful New Year, we are hesitant to move forward without knowing what attendance to expect. We are reaching out to you, our members, to find out how many would attend before any further plans are made. If you are interested in learning more about the concert please reach out to me at dcountouriotis@petalumamuseum.com, and I will be happy to answer any questions and explain our plans for the evening, assuming it will take place.

Finally, I want to announce that the PMA Board of Directors is excited to share that we are on the path to hire a full time Executive Director again. Our annual appeal letter will soon be reaching your mailboxes, and this year we are asking for your support to pursue this path. The Museum is ready to take on so much more, and the way to make that happen is to ensure that the Museum has professional, executive leadership.

The Petaluma Museum is the true “Historic Heart of Petaluma,” and, with your generous support, we will be able to hire the right person to make sure everyone knows this!



Photo credit Jim Johnson



Petaluma History & Commentary

by Skip Sommer, Historian

The End of “The Naughty Nineties”

IT WAS 1899, the last year of those decadent Gay Nineties: the era of gaslights, saloons and a loosening of morals. A world-wide cholera pandemic was waning, but in the news was something called a “voting machine,” problems in China and Cuba, plus the first U.S. fatality by automobile. Someone said, “History is like a jelly donut, you need to bite into it, to see what you’ve got . . . and then, sometimes, a glob of jelly squirts out onto your new T-shirt.” (Eeww).

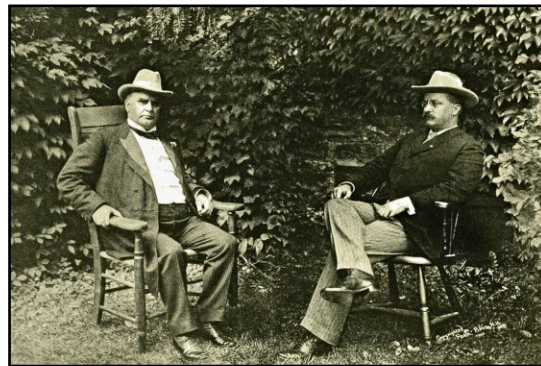
In the area of good news 122 years ago: Both California’s Tahoe area and Washington’s Mt. Ranier were declared National Forests, the paper clip was patented and something called “the aspirin” was brought to market in Germany. Congress approved the first-ever voting machines at the polls, gold was discovered in Nome, Alaska, and there were rumors of “aeroplane” testing. The hot song of 1899 was Scott Joplin’s “Maple Leaf Rag.”

Republican William McKinley was President, and he led us into (and out of) the Spanish-American War, which lasted just four months and resulted in Spain ceding the Islands of Wake, the Philippines and Puerto Rico to the U.S., while Cuba was granted its independence after 400 years of Spanish rule. Our Petaluma Argus said: “The Cubans can, and will, give themselves as good a government as have the petty Republics of South and Central America. There is no doubt that the pacification of the island is now



Voting machine

accomplished.” It continued, however: “The irritation of the Cubans against the Americans’ rule is daily increasing.” Little did they know then, what was to come, many decades later. The popular President McKinley had also initiated the “Open Door Policy” to encourage trade with China. He was re-elected in 1900, but tragically



President McKinley and V.P. Teddy Roosevelt

assassinated by a crazed anarchist in 1901, yielding to the presidency of his vibrant V.P., Teddy Roosevelt.

The Petaluma Daily Argus changed hands twice in 1899. In September, the Argus Publishing Co. ran an interesting blurb:

“The two old fossils who run this paper have been in the business for half a century. The health of one has failed, and the other is losing his eyesight. A couple of vigorous young men could buy the concern for one-third of the actual value and make some money out of it. Little cash required.”

The business was then purchased by George Heald (of the Healdsburg family) and changed from a morning paper to an evening edition. However, on Dec. 27th, it was sold once again, this time to the Olmsted Brothers. The first announcement of that change-over made this clear: “They are staunch Republicans and the paper will continue to be an earnest advocate of Republican principles.” It would remain in the reliable (and moderate) Olmsted hands, for over 60 more years.

In Petaluma, our three major banks, each led by an important Petaluma “name,” were competing in the area of their accumulated capital stock. The Petaluma Savings Bank, with the Fairbanks Family in charge, bragged of \$100,000 in capital stock. The Wm. Hill Co., bankers, with that family at the top, had \$200,000. But, The Bank of Sonoma County, with all

the Denmans, McNears and Mechams leading it, won that “race” with \$300,000 bucks in capital. (In today’s dollars, that was \$960 million). Not so shabby.



Luther Burbank

Local boy Luther Burbank made the Argus news too, that fall, from Hawaii. “The wizard of the vegetable world” (they proclaimed) had a new undertaking of sorting out varieties of sugar cane to find the one that produced the most sugar. “He will experiment here, and in the Sandwich Islands,” they said. Also in vegetation news, a gigantic redwood plank 16 feet wide and 2.5 inches thick, used by the Healdsburg Lumber Co. as an outdoor sign, was sent to the 1899 Paris Exposition, as an example of what Sonoma County forests could produce (over several hundred years).

Two interesting ordinances were passed by our City Trustees in 1899. One: “Prohibiting exhibitions of boxing contests.” (Surprisingly, one such had been scheduled to be held in our posh Hill Opera House, the following January!) Two: “Prohibiting expectorating in public buildings, or on the sidewalk.” It was also noted in that same column that our beloved Steamer Gold was being renovated from top to bottom, including “being fitted with a pleasant ladies’ waiting room. Electric lights may be added.” Progress, it seemed, was rampant!

And, of course, ladies’ fashions were evolving at the end of the “Age of Decadence.” This sketch shows “a gown of pastel rose cloth worn by a stylish young matron at the New York Horse Show.” However, those floor-dragging hems wouldn’t last through that decade and, indeed, the 1890s saw many of the ladies start to show a bit of ankle (for more than one reason).



By December, the Christmas season had begun in our town.

Our Daily Argus headlined on Dec. 21st:

“Prosperity of the Christmas Tide reigns supreme! The streets of our city have been crowded the past few days. Merchants have been liberal in their decorations, with greens, Christmas berries, holly and ferns in most every window. Jolly old Santa Claus dropped in on us. The holiday season is here and our grammar and high schools have closed for two weeks.”

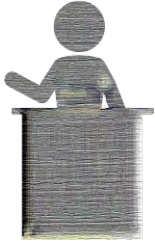
The editorial continued: “At the Rebecca Lodge, Henry Nuart and Carl Plow made an excellent pair of Santa Clauses, cutting some rare capers. Christmas services will be held at St. Vincent’s Catholic Church on Monday and the German Sunday School entertainment will be on Tuesday, featuring a performance from our Ladies Aid Society.” St. John’s Church, not to be outdone, featured “Old Nick, bedecked all in white, coming down a real chimney.” Our Congregational Church staged the Yuletide drama, “The Night Before Christmas.”

And in the private “party scene” of the ‘99 season, the G.P. McNears hosted a dinner party for the entire Denman-McNear clan, while “the Fairbanks held a large family dinner” in their seven-bedroom mansion at D and Eighth Streets, and “Mr. and Mrs. Camm threw a family reunion in their lovely home on D Street.” But, to fill out the icons of Petaluma society, it was also noted that the vestry of St. John’s Church then included such Petaluma “names” as “Weston, Wickersham, Farrell, Denman and Gwinn.” All people who shaped our community, forever.

Merry Christmas folks! Stay safe.



Steamer Gold



The PMA Seeks New Desk Docents

With much jubilation the Petaluma Historical Library & Museum reopened to the public in June 2021, after 15 months of covid-19 restrictions. Since then we have been open only on Saturdays and Sundays because we lack the personnel to staff the docent desk on weekdays. We are grateful to Kim Greenspan, our weekend docent, and members of the PMA Board of Directors for keeping the doors open.

As we look to expand our hours of operation to include Thursdays and Fridays, a number of experienced docents on our roster are understandably hesitant to meet the public again, and we have learned that everyone has a different tolerance level for public exposure. To address this shortfall, the PMA extends and invitation to its members: consider joining our docent roster by volunteering three hours

of your time per month in order to extend our hours of operation.

A mere three hours a month at the front desk will better connect you with the “Historic Heart of Petaluma” and allow you to better acquaint yourself with Petaluma’s history. The job entails greeting the public, helping guests navigate the exhibits, mentioning upcoming Museum events, explaining the benefits of PMA membership and answering general questions. You do not need to be a “Petaluma expert” immediately; there are moments of downtime at the front desk during which you can peruse numerous books on Petaluma’s heritage and learn about it on the job.

If you are inspired to join our fellowship of desk docents, please contact Dianne Ledou at Volunteer@petalumamuseum.com for more information.

Notice to Retrofit Donors

To the generous donors who contributed to the Heritage Homes Revolving Preservation Fund and the Retrofit Campaign for the Petaluma Historical Library & Museum:

The Board of Directors of the Petaluma Museum Association is excited to share that we are on the path to hire a full time Executive Director again. In order to ensure that we are able to make this a sustainable position, we are examining all of our available financial resources. This includes a substantial amount of restricted funds in our Retrofit Account. These funds were donated by Heritage Homes members and donors to our 2014 Retrofit Capital Campaign. Over the past few years, we have recognized that the cost of the retrofit — currently estimated to be at least \$4.2 million — will require a broad-based coalition of philanthropic, civic and community organizations. We continue to believe that retrofitting the museum is an urgent priority; however, the way to make that happen is by ensuring that the museum has professional, executive leadership.

The funds currently in our Retrofit Account are restricted, meaning the PMA is unable to use them for any other purpose. Knowing that our highest priority right now is to hire an Executive Director, we are requesting your consent to unrestrict those funds so that we may proceed with the hiring process. If you would prefer that your donation remain restricted for retrofit-use only, please contact PMA Board President Debbie Countouriotis, at dcountouriotis@petalumamuseum.com by December 31, 2021.

Petalumans of Yesteryear Release History Spots Season 2

by Clint Gilbert

Our historic homes and neighborhoods are a constant reminder of Petaluma's storied past, but ironically, the history lessons can be less obvious in our nationally registered Historic Downtown area because of building facelifts and display advertising.

Fortunately, our Petalumans of Yesteryear have been busy recording Season Two of their popular History Spots Series. You can find these History Spots stickers on commercial structures in the corners of store windows or on glass doors. This latest release brings our list of History Spots to 30, which is a lot to keep track of.



Sarah Rainey

When the original 13 Spots were released for Season One, there were many suggestions — and a few attempts were made — to create an online map. Connie Williams, who runs the Petaluma Library History Room, brought one of her

volunteers, Sarah Rainey, to my attention. Sarah is a graduate student in library and information sciences and she looks for ways to use technology to help others learn about the past.

What Sarah has created was never intended to replace the rich experience of our historical persona-led weekend walking tours, but it does make the stories accessible to all: people outside of the area, those planning a quick trip and deciding which spots to visit, and those unable to visit in person for any other reason.

Working with me, Sarah made virtual spots for each location by combining a three-dimensional version of Google Maps with historical photos from the Sonoma County Library and Petaluma Historical Library & Museum's collections, representing "now" and "then" images for each spot. She then linked these virtual locations to the Museum's existing History Spot audio recordings, which provide the cultural and historical context. The resulting map creates a virtual walking tour, as if you are walking from one spot to the next.

Sarah has created the perfect accompaniment, making the History Spots even more attractive and user friendly. And we can't thank her enough for her contribution.

The new 3D map can be found on our website and we plan to distribute stacks of the QR cards similar to the one below among the downtown merchants.

Existing History Spots:

101 Kentucky Street, Chicken Pharmacy, First Airmail Flight, First Congregational Church, Hotel Petaluma, Herold Building, Iron-front buildings, J.A. McNear Building, Linch Building, Masonic Building / Clock Tower, McNear Building, Mutual Relief Building, Must Hatch Hatchery, Odd Fellows Building, Old Post Office, Pepper School site, Petaluma Creamery, Petaluma Historical Library & Museum, Petaluma River, Petaluma Visitors Center, Phoenix Theater, Poehlmann Hatchery, Rex Hardware, Silk Mill site, St. Vincent de Paul Church, Vacant Lot from "American Graffiti", Volpi's Restaurant, Walnut Park, WCTU Fountain, Wickersham Bank site



Use your smartphone camera to connect to our History Spots Map
Pick a location and start walking!

Google Earth History Spot Map:

<https://earth.google.com/web/@38.23505693,-122.63940024,4.13859382a,2944.31517494d,30y,0h,0t,0r/data=MicKJQojCiExOWhiTTdBcXI4NDhaM005cHB2blpzV3ZXS2tqcFF6SmE6AwoBMA?authuser=0>



Most of you reading this are likely already members of the Petaluma Museum Association. The PMA Board of Directors would like to remind you that a simple upgrade in your membership will unlock the entrance doors to 1,176 other participating museums in the United States, Canada, Mexico, El Salvador and Bermuda — over 600 in the US. alone — with free admission. In other words, by choosing to increase your annual PMA membership from \$35 (individual) or \$70 (family) to \$125, you can visit many other museums for free (or reduced admission).

This “Museum Goer” benefit links you to the North American Reciprocal Museum Association, comprised of historical museums and societies, art museums and galleries, children’s museums, botanical gardens and zoos. Here are some local museums that offer NARM: California Historical Society Museum, de Young Museum, Legion of Honor, Asian Art Museum, Sonoma County Museum, Charles M. Schulz Museum and others.

For more information on the NARM program, including participating organizations, visit narmassociation.org.

Testimonial from Kit Schlich, PMA Officer: One of my personal delights is showing my NARM card at the admissions desk at an out-of-state museum (back when I was traveling). You’d be amazed at how many people know about Petaluma — with good impressions! — and greeted me with a smile.

On a 2019 trip to Santa Fe, New Mexico, I enjoyed free admission to the NM History Museum / Palace of the Governors, IAIA Museum of Contemporary Native Arts, the NM Museum of Art, the Museum of Indian Arts & Culture, the Museum of International Folk Art, and the Georgia O’Keeffe Museum. I came home much richer in my appreciation of art, culture and history, and of course I spent the money I saved on museum admission on local cuisine and small treasures to bring home.

And I knew that the extra money I spent on my NARM membership also supports my beloved Petaluma Museum Association. If you can think of a better win-win concept, please pass it along to me!



Special Thanks to Advanced Business Equipment Technologies for their generosity and ongoing support of our copier needs in our Hoppy Hopkins Research Library and beyond. History is continually being researched and preserved thanks to the workhorse of a copier, the Konica Minolta Bizhub, which they have donated recently and which they currently maintain for us. Very much appreciated!

Don't miss it!

“The Imaginative World of William Caldwell” exhibit will end on Dec. 19. On display is Caldwell’s collection of wood carvings that spotlights wagons, cattle, mounted riders, and Native Americans hunting buffalo. Decorated with leather and metal hardware the Caldwell folk art becomes a world of imagination. This collection has been expanded recently and have been added to the current display.



Western-themed wood carvings can be found throughout the exhibit



William Caldwell with his wood carvings
Photo courtesy of Caldwell family

Special thanks to Solange Russek, curator of the exhibit and her very devoted and creative team of volunteers: Barbara Maxwell, Michael Lanham, Jillian Wertzberger and Teresa Saltzman.



Barbara Maxwell and Michael Lanham working on the background mural.



Jillian cleaning the wagon wheels



Teresa preparing bison for display

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”.

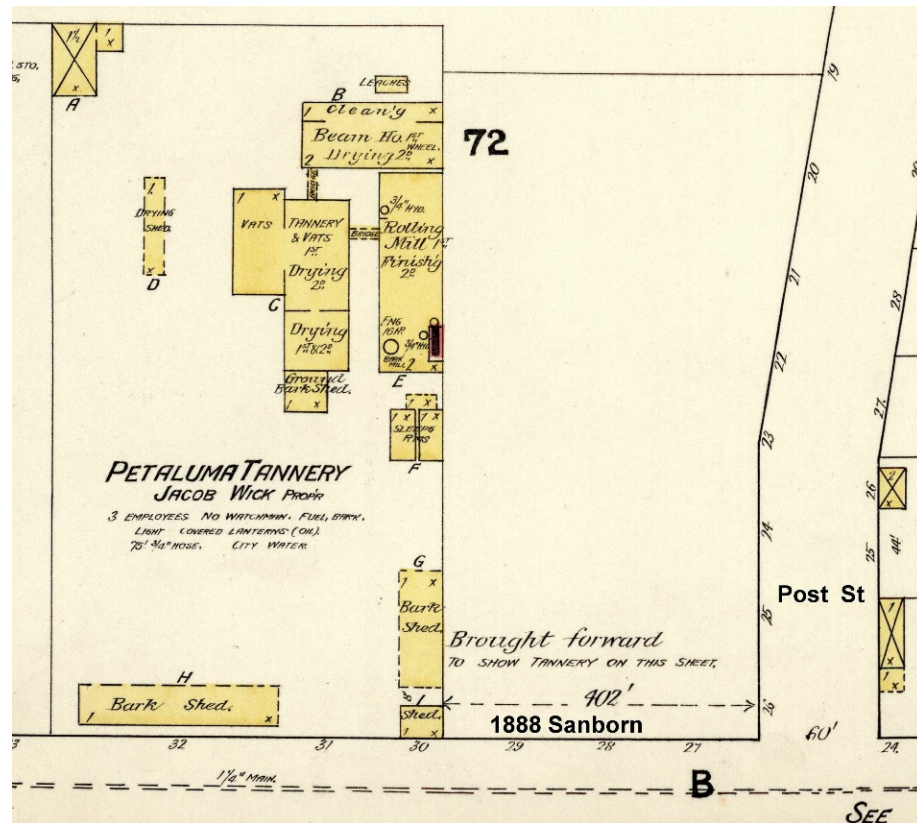


Historically researched wood models by local folk artist, Christian Wall.

All profit from sales support the mission of the PMA

Petaluma Tannery Company

by Terry Park



Petaluma Tannery as shown on the 1888 Sanborn map

AS LOCAL BUTCHERS purchased cattle to support a growing community, the tannery business followed: the process of turning animal hides into leather for use in footwear, garments, gloves, personal leather goods, glue, etc.

Tanning hide into leather involves a process which permanently alters the protein structure of the skin, making it more durable and less susceptible to decomposition, and also enables coloring.

Before tanning, the skins were dehaired, degreased, desalted, and soaked in water over a period of six hours to two days. Historically this process was considered a noxious or "odoriferous trade" and relegated to the outskirts of town.

Traditionally, tanning used tannin, an acidic chemical compound from which the tanning process draws its name. The use of a chromium solution was adopted by tanners during the Industrial Revolution.

These processes require a large amount of water, and even when using today's tanning technology, produces contaminants, which when not properly disposed of, will pollute streams and rivers and eventually enter the food chain.

In 1861 Bailey and Maltby established the Petaluma Tannery Company on the then-outskirts of town on B Street between Post Street and Spring Street at the intersection of Eighth Street. They purchased about two acres; the original cost of the property was \$5,000 (\$155,000 today).

Bailey and Maltby had seven vats for soaking the hides and 24 for leaching and tanning. Two windmills pumped water from a spring and two wells on the property. Mountain oak bark from Sebastopol, Pocket Canyon and the Bodega area was of better quality than that found on the east coast. About 150 cords were used annually to process 2,500 hides which were purchased for \$4 each from Petaluma butchers.

The leather manufactured in Petaluma was of excellent quality and commanded the best market price. Shoe soles sold from 22 to 25 cents each and harnesses from 30 to 35 cents per pound.

Jacob Wick purchased the business in 1873 and was the major buyer of beef and cattle skins from the Petaluma's major butcher shops: Poehlmann Bros., L.F. Carpenter, Johnson Fernald, A.W. Overholser and Joseph Button. Each butcher shop had a slaughterhouse; these, too, were relegated to the outskirts of town because of the smell. By the mid-1870s Wick was using 500 cords of wood a year to tan 10,000 hides, mostly purchased in Sonoma County. The high-quality leather produced commanded higher than average prices with the majority of sales to San Francisco.



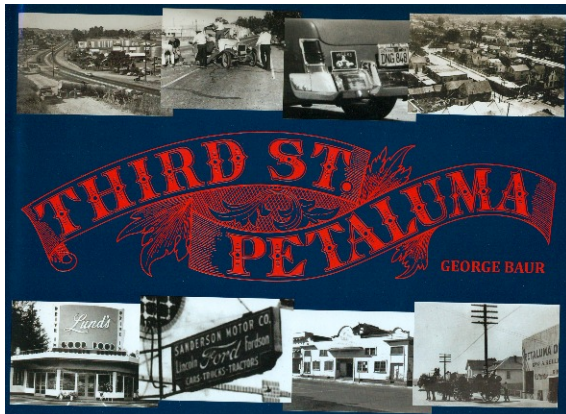
A Wikipedia image illustrating a 19th century tannery

Using wood to heat the vats in wooden buildings—with no watchman—often resulted in disastrous fires, putting many tanneries out of business. An unfriendly fire visited Wick's business in 1897. He wanted to rebuild but the city declined because the area was now more populated with dwellings, so he closed the business. Today the address range of the five dwellings occupying the 250-foot business frontage on B Street is 738 to 752.

The Petaluma Tannery should not be confused with the Petaluma Tanning Company (1900-1927) located in the vicinity of today's DeCarli Propane Company on Wilson Street.

Next up in the series of neighborhood businesses is the story of a saddle and a tree.

Available at the Museum Gift Store now!



THIRD ST. PETALUMA by George Baur

This book takes you on a journey of Petaluma's past, from dirt roads to cobblestones, cement to asphalt, all to support a new invention, the automobile. Take a trip down Petaluma's original "Main Street" and see the many businesses and enterprises that flourished during the city's prosperous history. Many photographs are from the Museum's photo collection.



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

A limited edition collection of 10 poems written by local authors in response to the photographs of African American photographer John Johnson to commemorate the virtual showing of "Black and White in Black and White, Images of Dignity, Hope and Diversity in America" by the PMA. 20 pages. All sales benefit the Museum.

Museum Collection Update

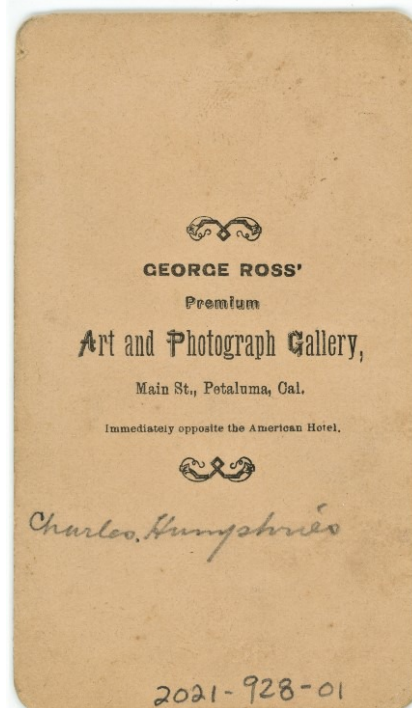
Solange Russek
PMA Collections Manager

Collection of 1860 George Ross Cartes-de-visite

Thank you to Marilyn Galloway for donating a collection of 1860 George Ross cartes-de-visite. She received this collection from Ben Bugge, who left Petaluma over 40 years ago, leaving the collection in a black metal box with the Galloways for safekeeping. The box and contents were donated to the PHL&M. We found a photo of Charles Humphries, Assessor for Petaluma from the 1860-1880s.



Charles Humphries



Below are some Petaluma fun facts for June 9, 1880.

Charles Humphries, our City Assessor, informs us that there are over one hundred widows living in Petaluma. Most of them were widows before coming here. The widowers and old bachelors are not yet enumerated, but there are lots of them.

REGULATIONS OF

The Grand Bal Masque

OF

The Bon Ton Social Club

AT PETALUMA THEATRE,

THANKSGIVING EVENING, 1876.

- 1.—Neither lady nor gentleman will be admitted to the floor unless masked and in costume.
- 2.—Maskers will be required to raise their masks, before the proper Committee, on entrance.
- 3.—All will remain masked until the general unmasking, at 11½ o'clock.
- 4.—Maskers will be admitted at the stage door, at the rear of the Theatre, until 10 P. M. All others will gain admission at the front door.
- 5.—The Grand Opening March will commence at 9½ o'clock precisely. It is important that maskers be present previous to that hour in order to participate.
- 6.—Transferring or exchanging tickets is prohibited. On discovery of either, the holder of such ticket will not be admitted.
- 7.—Sharp weapons must be secured to the scabbard. Firearms will be examined by the Committee.
- 8.—All present will be admitted to the floor after the unmasking.
- 9.—Children will positively be refused admission to the hall.
- 10.—The purchaser of a ticket will be supplied with two ladies' tickets. Any gentleman wishing to take more than two ladies, will be required to pay fifty cents extra for each additional lady.
- 11.—Any lady wishing to attend without an escort, can do so by providing herself with a Ladies' Ticket.
- 12.—All persons, on entering and during the evening, must submit to such regulations as may be provided by the

COMMITTEE OF ARRANGEMENTS.

Tickets of admission, \$2 50.

PETALUMA ARGUS PR.

It was all about mask rules at this 1876 Thanksgiving event.



<https://www.facebook.com/PetalumaMuseum/>

2021-2022 Exhibit & Events Schedule

Friday, December 10, 3 PM
Membership Holiday Party

December 18-19



Final Sale Weekend
Chris Wall's wooden models

December 31



New Year's Eve Concert

January 28



Jazz Concert

A kick-off to Black History Month

February 4
Black History Exhibit
More details to come

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



Linda Buffo as Mrs. Lippitt speaks at the Lippitt family plot



Dale O'Connor as Carolina Dado shares the history of the Dado family

Petalumans of Yesteryear at Cypress Hill Memorial Park and Calvary Catholic Cemetery

Undaunted by the prospect of getting rained on, some 45 stalwarts arrived at the cemetery on Magnolia Avenue Saturday morning, October 23, for our annual visit to the final resting place of a number of Petalumans. Led by Melissa Jane Stewart Mecham and Clara Belle Jewel Ivancovich, interred elsewhere, visitors heard the stories of nine early Petalumans, including Sarah Lippitt (Linda Buffo) and Carolina Dado (Dale O'Connor) pictured here, as well as J.A. Mc Near, Brainerd Jones, Tom Baylis, Addie Atwater, Ida Belle

McNear, William Howard Pepper and Lyman Byce. Skye Bailey, as “Julia Morgan”, a new addition to the group, checked in guests as they arrived. The long walk between grave sites was not wasted, as Ms. Mecham and Ms. Ivancovich enlightened everyone as they walked over the uneven terrain of the old burial ground.

Those who missed this year’s event are encouraged to plan for 2022!



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 Debbie Countouriotis, PMA Board President at dcountouriotis@petalumamuseum.com

♥

Help the museum and reduce your taxes!

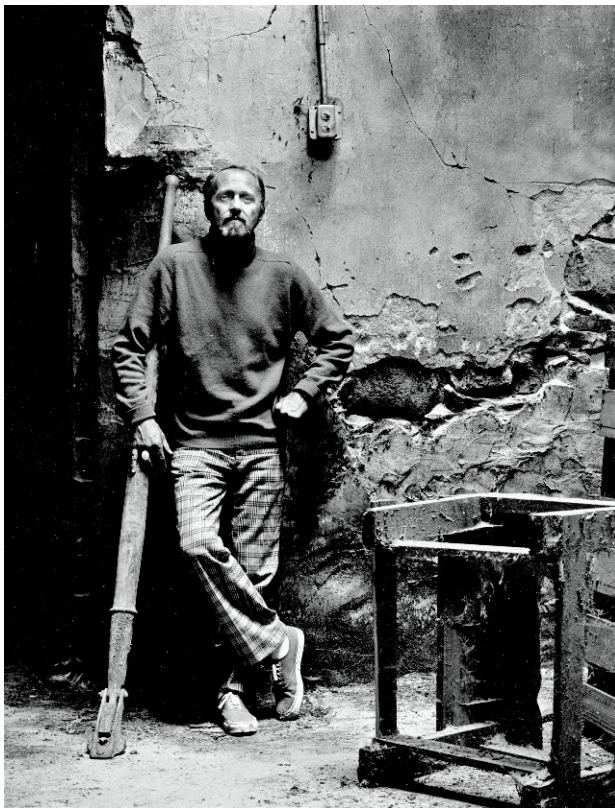
New rules for charitable deductions: The renewed COVID Relief bill continues to allow folks who do not itemize deductions to deduct up to \$300 (single/joint filers) and \$250 (married filing separately) in 2021. As well, folks who do not itemize can deduct up to \$300 (single/join filers), and \$250 (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



Skye Bailey

Skye Bailey is excited to be a part of the inspired group of professionals at the Petaluma Historical Library & Museum. Her background includes fine art, art direction in film and television, education, anthropology and archaeology. Petaluma has been her favorite place to live because it has such a fascinating history, diverse community, and dynamic culture worth every effort to celebrate and preserve. The PMA welcomes Skye to our volunteer group. Recently she has been busy scanning women's journals for the upcoming Garden Club Exhibit and helped accession the Humphries collection and enter it into the Past Perfect museum database.



Skip spearheading the restoration of the Great Petaluma Mill, circa 1971. Photo by Morrie Camhi from the PHL&M collection

Wishing a very Happy 90th
 Birthday to Skip Sommer!

Our local historian keeping
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Petaluma Museum Association



Can you identify me?

Please contact the Museum Collections Department at artifacts@petalumamuseum.com

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