

Petaluma Museum Association

Petaluma Historical Library & Museum

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

Quarterly Newsletter
Digital Edition



Celebrating 50 Years of American Graffiti

Exhibit opens May 18 – September 3, 2023

Spring/Summer 2023

Volume 33, Issue 2

On the Cover

Where Were You In '62?

by Terry Park

Thanks to the iconic movie “American Graffiti,” which is turning 50 years old this year, most Americans are familiar with the question, “Where were you in '62?” That’s because the question figured prominently on the poster for the movie, which was filmed largely in Petaluma the year before its 1973 release.

The clapperboard on the cover of this newsletter is special because it was used in the filming of “American Graffiti” and donated to Cruisin’ The Boulevard (CTB) by the movie’s clapper loader. The shooting date of 8-2-72 it displays was toward the end of filming. One Petaluma street scene it launched was the freshman hop action in the Petaluma High School gym parking lot, where Curt Henderson (Richard Dreyfuss) spots his “dream girl” (Suzanne Somers) in the white T Bird.

The start of every movie scene involves the director’s clapperboard, which is also known as a “dumb slate.” Yes, it announces visually and with the sound of the clap that filming was about to begin, but it also has a more important role. In the silent film era, the simple slate was used to identify the various takes. With the introduction of “talkie” movies, a method was needed to synchronize the film and sound. Otherwise the result would be lip flapping. Leon Leon, a pioneering sound engineer, is credited with adding the hinged stick to the slate to make it “clap.”

The slate is held in view of the cameras, information is spoken for the benefit of the audio recording, and the clapper stick is shut. The shutting of the stick is easily identified on the visual track, and the clap noise is identified on the audio track. The script supervisor is responsible for the information on the clapperboard and the clapper loader is responsible for the maintenance and operation.

The clapperboard has sounded, and here is the feature announcement:

Since this year is the fiftieth anniversary of the release of the movie, it will be celebrated in Petaluma with two special downtown events. CTB, a nonprofit, has celebrated the filming of “American Graffiti” in Petaluma since 2006 with a free downtown car show. This year, it will take place on Saturday, May 20.

CTB is collaborating with the Petaluma Museum Association and the Petaluma Historical Library and Museum in creating the American Graffiti Celebration Exhibit, which will run from May 18 to September 3.

The exhibit will explain the filming of the movie, particularly in Petaluma, and take you back to 1962 featuring drive-in restaurants, car clubs, cruising, and more.

CTB’s story also will be told, including how the organization has distributed over \$200,000 in grants to the Petaluma community over the years.

So, come downtown to enjoy these two nostalgia-inspired events. Perhaps they will help you answer the question for yourself: Where were you in 1962?

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Thank you to all the contributors and
special thanks to Carl Molesworth, copy
editor. If you would like to contribute any
news or items of interest
to our newsletter,
email mary@petalumamuseum.com

Deadline is July 1, 2023

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

Message from the President

Debbie Countouriotis

As I began to reflect on my message for this newsletter, I realized that this will be my last article as your president of the Petaluma Museum Association. It has truly been an amazing experience and one I could not have done on my own. With gratitude for all the support I received over the years, my final message will be recognition and thanks to those who helped me on this incredible journey.

To the staff — Liz Cohee, Mary Rowe, Solange Russek, and Kim Greenspan — thank you. Your combined knowledge, talents and strengths are invaluable. You were always there to help me get the job done; reminding me of what was coming up next, scheduling, organizing and executing so many things that needed to be done. I will truly miss the conversations and strategizing that took place. I do know that without you I would have taken a much more circuitous route to finding my way. Thank you all for being there and guiding me onward over the long and winding road we traveled.

To all the volunteers who have done so much of the work that encompasses being a volunteer at the museum. The desk docents, POYs, artifact, textiles and collections individuals, the research library volunteers, exhibitors and their helpers, event support, newsletter contributors and copy editors and any of those I may have missed mentioning, thank you for giving of your time so generously. Know that you are the genuine workforce of the museum, and your help and commitment are sincerely appreciated.

To the board members, thank you for your support over my tenure as president. You have been the driving energy behind the scenes, keeping the museum open and sustaining our programs.

KC, thank you for stepping up to fill the VP role when I needed you. You were a Godsend, and your advice and opinions are invaluable to me.

Kit, even though you have left us for warmer waters, I still feel your presence every time I read an email from the PMA, the minutes or when I am at the museum. You did so much to support me that it would take a thousand-plus words to tell the full story. You were my rock and sounding board, and I appreciate all those short chats that turned into hour-long talks. We got so much done! Mahalo!

Elece and Megan, thank you for your presence on the governance and executive committees; you guided us through some very challenging times, and we came out better for it. Megan, you have taken on Kit's role and are doing an amazing job! I know you will continue to be a great board secretary and carry on where Kit left off. Elece, thank you for stepping up to be the VP so that KC can be our treasurer. Both of you will do great things in your new positions, and the board is fortunate to have you there.

To Angela, Stacey (our new executive director), Tom, Elizabeth (keep those concerts coming!), Amelie (our student representative), Jenny, Cindy, Melissa, Rob (the go-to person for programming) and Marianne: Thank you for all your support and all you did to make my job easier. I will miss all of you.

To Kevin, our city liaison, thank you, thank you, thank you. You made so much happen for the museum, and I know that our combined accomplishments will preserve the museum for generations to come.

To the membership, thank you for supporting the Petaluma Museum Association and in turn my presidency. Your membership, partnership and generous donations over the years have allowed the museum to not only remain open but also to provide the exciting and engaging exhibits/events that we host. It has truly been my pleasure serving as your president.

Finally, thanks to my family, my husband Steve, our children Athena, Demetrius, Alethea and Niko, their spouses and our fourteen grandchildren; you were there through it all. Your support, feedback and encouragement helped me throughout my tenure, and I know I couldn't have done it without you. Thank you from the bottom of my heart.

Welcome our fantastic new Executive Director, Stacey Atchley!



The PMA was thrilled to have multiple candidates apply during our search process. Stacey quickly rose to the top of all the candidates. As a current board member, Stacey has been instrumental in developing our strategic plan and facilitating our DEI Committee. She joins us with 25 years experience in successful fundraising. Her background in both fundraising and the PMA will help her to hit the ground running when she starts on May 8th. We look forward to the community meeting our wonderful new Executive Director! Welcome Stacey!



Heritage Homes Spring Parlor Tour

Saturday, May 13, 2023

\$25 for adults and children over 12. (Children 12 and under are free when accompanied by an adult.)

Time: 1:00 — 4:00 pm

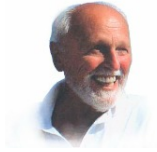
More info and tickets at:

<https://www.petalumamuseum.com/calendar-event/heritage-homes-spring-parlor-tour/>

Gardens in bloom and lovely parlors of three heritage residences will offer a glimpse of Petaluma's past within three periods of home styles.

An important tour stop will be the Garden Court of the Petaluma Historical Library & Museum, where a Tea Service will be served by volunteers, with historical commentary by our vintage-costumed Petalumans of Yesteryear.

Tickets would be a great Mother's Day gift, and lovely way to spend time with family and friends on Mother's Day weekend. Ticket sales directly benefit the Petaluma Museum Association.



Petaluma History & Commentary

by Skip Sommer, Historian

WHEN 'AMERICAN GRAFFITI' CAME TO TOWN

THE YEAR 1972 was rife with problems: anti-war protests, biological warfare, President Richard Nixon's Watergate kerfuffle, an inflated cost of living, (especially poultry), and a minimum wage of only \$2.20 per hour. On the positive side: Nixon halted military draft calls, and the U.S. and the Soviet Union signed the Strategic Arms Limitation Talks (SALT) agreement to limit nuclear weapons.

Petaluma was smoking hot that year. Our community was proposing to build a new 100-bed, 54,000-square-foot hospital on a 25-acre East Side lot, to replace our smaller Hillcrest facility. Petaluma General Hospital would include more than 40 services -- such as coronary, obstetrics and intensive care units -- that had not been available at Hillcrest. Plus, that spring the Washington Square Shopping Center was approved for the corner of McDowell and Washington. Our city council also voted to preserve the old Christian Church on English Street to be re-utilized for community activities, such as art shows, children's theater, recreation center, puppet playhouse or senior



*The Petaluma Christian Church ca 1911
courtesy of Norma Billings*

citizen center. Heritage Homes Association wanted it for meetings as well. The building was later designated The Polly Klass Center, in memory of that little girl.

Another hot topic here in 1972, was ... (ready for this?) ... women in government. The amazing Helen Putnam had been our mayor for seven years by then, and a lot more females wanted to get into the action. Argus Columnist Bill Soberanes quipped: "Remember when they used to say it's a man's world? Now we have two ladies

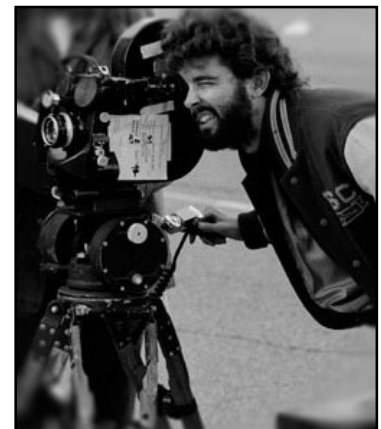
running for City Council, lady employees in the post office, the police department, banks, restaurants and shops, plus real estate agents as well." (Oh NO, not real estate agents, too!) He further noted that the only reason there were no female bar tenders was that state law still forbade them at the time. (Boy! Has that ever changed.)

Movie Makers Arrive

Hollywood came hot-rodding into town in '72 with the filming here of "American Graffiti." The movie crew



*Architect's rendering of new Petaluma General Hospital 1972
courtesy of Sonoma County Library*



George Lucas behind the camera

had been kicked out of Marin County because of complaints from local merchants that the filming was disrupting business, and the production moved here with its future stars: Richard Dreyfuss, Harrison Ford, Ron Howard, Cindy Williams, Suzanne Somers and others, plus its budding director, George Lucas. The film's producer, Francis Ford Coppola, by the by, fell so in love with our county that he later built his massive winery here.

"American Graffiti" was a film about teen-age culture in the early 1960s, and it featured such stuff as rock music, hot rods, underage drinking, drag racing and 'cruising,' plus just "hanging out" scenes. Interestingly, the picture had been turned down by several major studios before Universal finally took it on. The negative thought then, was that the plot was "disgraceful and unreleasable." But hey! Petaluma was game, and the whole crew arrived here on June 28, 1972.

The Argus reported:

"A large crew worked through the nights, turning back the clock in downtown Petaluma. Souped-up jalopies and cars that were new 15 years ago, lined Petaluma Blvd. and Kentucky St. The plot featured four life-long friends spending their last night together after high school graduation." Local police blocked traffic, and merchants left their lights on all night, to give the appearance of early evening. The empty lot next to McNear's Restaurant was featured, too, with a cop car losing its axle, due to "teen mischief."

Some 300 vehicles were used for the shooting, and local guys got \$20 a night to provide some of them. It was a hot time in the old town, for sure! Of course, "American Graffiti" became a huge hit. Against the budget of \$775,000, the film went on to gross about \$140 million at the box office after its debut in 1973.

For the record, "American Graffiti" wasn't the first movie to be filmed in Petaluma. That honor goes (fittingly) to "California Poultry," an 11-minute documentary made in 1913. Other earlier Petaluma movies include, "The Farmer's Daughter" (1947), "Thieves Highway" (1949). "The Milkman" (1950), and "Pollyanna" (1960).

Wide World of Sports

And, of course, I would be remiss if I left out the World's Wrist Wrestling Championship of 1972, which took place in Petaluma and was covered by ABC's Wide World of Sports.



Ronald Reagan and Bill Soberanes 1972
courtesy Sonoma County Library

Local lads featured were Bill Rhodes, Jim Pollock and Jim Dolcini. Wrist wrestling had always been just a "bar-room sport" until our Bill Soberanes started promoting it and added such things as actual rules and referees. He also introduced special T-shirts and even got a statue made by famed sculptor Rosa Estabanez, erected on the corner of Washington and the

Boulevard, to honor the many competitors who flocked to Petaluma.



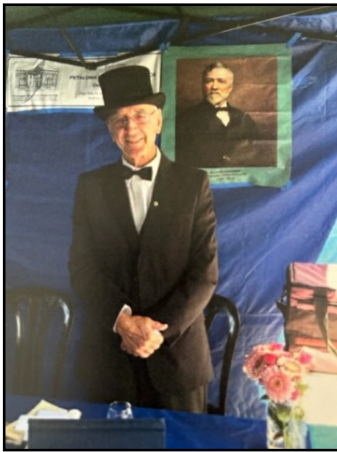
Bill Soberanes statue

To provide perspective on overall costs in our town that year, Golden Land Realty was advertising a "Victorian, 2 story w/ 5 bedrooms, 2 baths, 2 parlors, a panoramic view, 2 car garage, very well maintained. \$37,500." Meanwhile, at General Tire Co. on 2nd and 'F' streets, you could buy FOUR nylon cord tires for \$67. (That purchase would run about \$375 now.)

Big names in the news 51 years ago included: Henry Kissinger, Spiro Agnew, Angela Davis, George Wallace, Joan Baez, Wernher von Braun and Jane Fonda (who had just made a controversial trip to North Vietnam). The hot song of the time was "Coal Miner's Daughter" by Loretta Lynn, and "The French Connection" won the Oscar for Best Picture. Truly, 1972 was an interesting year.

In Memoriam

Longtime Volunteer Steve Buffo Will be Missed



Long-time museum member, supporter and volunteer Steve Buffo passed away at his home in Petaluma on March 5, 2023, at the age of 86. Steve was born in Salt Lake City, Utah, and grew up in Red Lodge, Montana, and Selma, Iowa. He had a flare for the stage, performing in his younger years with a popular singing group called The Generation

Gap. He attended college at Wesleyan University, where he was president of his fraternity; Lambda Chi Alpha.

After college Steve began a teaching career in Iowa but soon moved to the Bay Area, where he became a science and physical education teacher at Mill Valley Middle School. He served as summer school vice principal and principal, and he coached sports over a 39-year career. He was an excellent and popular

Marshall West



The Petaluma Museum Association was deeply saddened to hear of Marshall's passing on March 30. Marshall has a long history of volunteering at the Petaluma Historical Library & Museum going back to 1998 as board treasurer, a position he held for several years. He

also served on the PMA board as a director for many years. Marshall also volunteered as a Petaluman of Yesteryear where he played the part of one of Petaluma's leading citizens and banker, Isaac Wickersham.

Marshall will be forever remembered as a wonderful man who shared his enthusiasm about the history of Petaluma with the community and visitors to our town. He will be dearly missed by many.

educator who received many notes and calls of thanks over the years from students who said he had "transformed their lives."

Steve's involvement in the museum began in the 1990s, when the Petaluma Museum Association was looking for volunteers to lead school tours. Steve and his wife, Linda, signed up; Linda led the inside tours of the museum, and Steve took the children outside on tours of the downtown neighborhood. He always had a few props and pictures to enhance his stories, keeping the young students interested.

About 10 years ago, Steve and Linda were approached by Bill Hammerman to become members of the Petalumans of Yesteryear (POY). Steve always loved history and was a natural performer, so it was a great fit. Marshall West suggested he and Linda take on the characters of early prominent Petalumans Edward and Sarah Lippitt. Lippitt was a lawyer and one-time partner of President Rutherford B. Hayes, but he also was active in education, which suited Steve. Within the POY, Steve was a steady, positive and calming influence, with a heartfelt smile at the ready and of enduring good cheer. He will be greatly missed by all who who knew him.

Below is a clip from a 2012 PMA newsletter where Marshall shared his thoughts about being a walking tour guide.

Marshall West (AKA Isaac Wickersham)

I have been a walking tour guide for about 15 years, since 1997. Having moved from Denver in 1995, I wanted to be interested and involved in my new city. The inspiration to become a tour guide came from my own daughter, Stephanie Simon, and her next door neighbor Connie Hammerman. Both ladies rejuvenated the Museum's walking tours in the early 90's, and they wrote the script for the downtown tours.

Being new to town, and knowing very little about its unique history, I studied under such early historians as Hoppy Hopkins, Debi Riddle, Ross Parkinson, and Don Campeau and later began to do the weekend walking tours, then the elementary school tours, and finally the custom "step-on" tours with bus loads of folks from all over California.

I think the most memorable of my tours were the Dolphin boat cruises from the turning basin down to the Highway 37 bridge and back, with Captain Ronn Patterson. One trip was done with Ronn and I up front in the wheelhouse, and Susan Villa on the upper deck - all with microphones. We three narrated and talked for three hours about the Petaluma River, its flora and fauna, the city, its architecture, and its rich history. We had a packed house, and it was fun for all. Another memorable tour was a bus group from the Sacramento area who had watched the movie "American Graffiti" on their bus on the way to Petaluma, then they picked

me up at the museum and we drove by all the filming spots around town. I used the map created by the American Graffiti group and I figured out where those sites are today.

All in all, being a walking tour guide is a great way to volunteer. You meet a lot of people, it is good exercise for everybody, and you see Petaluma up close and personal. And, you are helping to preserve Petaluma's history by relating stories about its inhabitants, its architecture, and its history.



Celebrate Petaluma



NATIONAL HISTORIC PRESERVATION MONTH

May is National Historic Preservation Month when cities and towns throughout the nation host events that promote historic places and local history.

Petaluma has much to celebrate with a rich history and a treasure trove of historic structures and landmarks!

For more information:



https://www.petalumamuseum.com/about/historic_preservation_month/

MAP OF THE CITY OF
PETALUMA
SONOMA COUNTY CALIFORNIA

May 2023

Thursday, May 4, 7:00-8:30 pm

Petaluma's Historic Commercial District:

A History in Preservation

*Katherine Rinehart, Petaluma Historian,
and the Petaluma Museum Association*

Saturday, May 6, 10:00-11:00 am

Kickoff Event & City Proclamation

Petaluma Museum

Tuesday, May 9, 4:00-5:00 pm

Small Town Historic Surveying: A Case Study

*Jerri Holan, Architect, and the City of Petaluma's
Historic & Cultural Preservation Committee*

Saturday, May 13, 1:00-4:00 pm

Spring Heritage Homes Tour

Petaluma Museum Association

Sunday, May 21, 2:00-4:00 pm

Historic Downtown Petaluma Churches Tour

Petalumans of Yesteryear, Petaluma Museum

Saturday, May 27, 10:00 am-4:00 pm

Living History Day,

Including Special Guided Tours

Petaluma Adobe State Historic Park

Sunday, May 28, 1:00-3:00 pm

Tour, Petaluma's "A" Street Historic District

Petalumans of Yesteryear, Petaluma Museum

All Saturdays in May, 10:30 am

Downtown Petaluma Historical Walking Tour

Petalumans of Yesteryear, Petaluma Museum

All May, during open hours

Petaluma in Images, Then and Now

Petaluma Regional Library/Sonoma County Library



Petaluma Airports' History Uncovered

By Carl Molesworth, Museum Library Volunteer



A 1929 Waco biplane, registration number NC765K, is parked in front of the Doolittle Flying School hangar at the Petaluma Airport on Ely Road in 1935. PHLM photo



An Aeronca Champion training plane awaits its next student in front of the Petaluma Sky Ranch office during the 1950s. The building also served as the home of the George Justman family, who operated the airport. PHLM photo

In the summer of 2022, Research Library Volunteers at the Petaluma Historical Library and Museum began compiling information about the development of airfields in and around Petaluma since the beginning of powered flight. The goal is to record all of them, from private, grass airstrips to today's modern municipal airport. This will be an ongoing effort, as we hope more information may become available over time.

Our criteria for this study are as follows:

1. An airfield is any plot of ground that was or is used for the operations of aircraft over a sustained period of time.
2. To be included in the study, an airfield must have been located in the immediate vicinity of Petaluma. This is a loose standard, perhaps best described as the area served by the Petaluma Post Office at the time an airfield was operational. For instance, San Antonio Valley and Two Rock are included, but Cotati, Rohnert Park and Sebastopol are not.

Our primary sources of information, beyond period maps, telephone books and city directories, are Sonoma County newspapers published between 1910 and 1985. We thank the Sonoma County Library system for making these available online from the searchable service, www.newspapers.com. Online sources of aerial mapping—including the aerial viewer of Sonoma County, 1942-2021, on the City of Santa Rosa's web site, www.historical.aerials.com and Google Maps—also provided valuable information.

We appreciate the community members who as well have contributed to the project. They are a key source of personal material – primarily stories and photographs – that help to make the history come alive. We will continue to reach out to the community for further contributions of photo images, as we hope to compile a more complete visual record of Petaluma's airfields. Actual photographs need not be donated to the Museum, as digital copies are sufficient for our purposes.

Our findings to date

As of May 2023, we have uncovered evidence of 12 definite airfields and possibly four more, along with one other that was proposed but never built. These are the airfields we have confirmed:

1911-13	Kenilworth Park racetrack, E. Washington Street
1925-36	Buck/Pingpank/Doolittle airport, Ely Road
Summer 1928	J. Paul Sales temporary airstrip, Denman Flat
1930s-80s	Elmer Mazza private airstrip, San Antonio Valley
1945-52	Petaluma Airport/Petaluma Skyways, N. McDowell Road
1945-48	Justman Flying Service, S. McDowell Road
Spring 1946	Oakview Airport, Frates Road at Old Adobe Rd
1949-84	Sky Ranch Airport, E. Washington Street



Map showing six airports

Ca. 1949-54	Two Rock Airport, intersection of Walker and Pepper roads	Information about all these airfields is stored on the Museum's computer system, to be made available for researchers, aviation enthusiasts and others to study as time goes by. In addition, we will be publishing our reports on some of the airfields in this newsletter over the next few months. Please contact the Museum if you have further material to offer about the airfields of Petaluma.
1940s-present	Liberty Field (now radio-controlled models only), Stony Point Road	
1985-present	Petaluma Municipal Airport, E. Washington Street	
Ca. 2000-present	private airfield, Stage Gulch Road	

Congratulations to Solange Russek Petaluma Historical Library & Museum Collections Manager



Solange Russek (right) with her award presented at the Flamingo Hotel. Left is Margie Purser, Chair of the Sonoma County Historical Records Commission. (Photo by Don Silverek)

Solange Russek was a recipient for the Collections and Archives Recognition Award from the Sonoma County Historical Records Commission on March 12th during the Sonoma County Historical Society's annual awards and luncheon at the Flamingo Hotel in Santa Rosa. Solange was nominated by Linda Buffo (1988 Good Egg Recipient & Petaluman of Yesteryear), representing the Petaluma Woman's Club.

The Petaluma Museum Association is proud to have Solange as part of our team. Well done on your achievement!

What's New in Collections

by Solange Russek, Collections Manager



Thanks to Joan Marotto of the Mattei-Gilardi family for her donation of a Victorian remembrance brooch. There is an intricate hair design on the inside. These were made with the hair of a loved one for keepsakes. Also donated is a very itchy wool swimsuit.

Thank you, Barbara Webster, for ongoing donations of her family's collection. This collection of paper cuts was offered by the Lion Coffee company.



Petaluma Daily Courier
September 25, 1897

Wake Up!

Buy for Cash at
VIERA'S GROCERY

As cheap as any store in town.

Extra Star Oil.....	95c
K. C. Baking Powder.....	15c
Lion Coffee.....	10c
Arbuckle's Coffee.....	15c
Genuine Costa Rica Coffee.....	25c
Best Green Coffee.....	20c
Spider Leg Tea.....	25c

Other goods in proportion. As I do the work myself can sell as cheap as any one else.

Yours truly, **JOS VIERA.**

Petaluma Daily Courier
September 29, 1897

You can buy Arbuckles and Lion coffee at Cnopius & Hamilton's cheaper than you ever bought it in your life; 13 cents a package, two for 25 cents.

Lines of care stood on his forehead,
Tears of anguish filled his eyes
Failure sat upon his threshold,
For he did not advertise.



Jura Margulis Master Pianist

Performing Music of
Beethoven, Chopin, Liszt
& Strauss

Sunday, June 4th 2023

4:00 pm

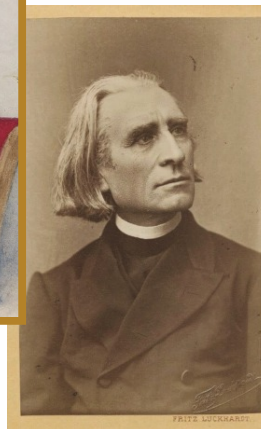
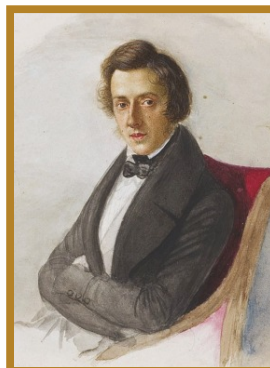
Petaluma Historical
Library & Museum
20 4th Street

*\$35 general seating
\$50 balcony seating with
Elite Beverage Service*

petalumamuseum.com/events

707-778-4398

"...excellent pianism" *Los Angeles Times*, "...titanic reserves of sheer power" *Washington Post*, "...the perfect Beethoven for the audience of our time... sweeping lyricism... imagination, originality, and good taste pervaded every phrase." *Fort Worth Star-Telegram*



Petalumans of Yesteryear to the Rescue!

by Susan Coolidge



Ida Belle at the Hotel Petaluma
photo credit Rio Helmy

Ida Belle McNear was able to step in at the last minute when the Petaluma Rotary speaker for its February 16th meeting at the Hotel Petaluma was unable to attend due to COVID. The Rotary and the hotel both are celebrating their 100th anniversary this year, so it was fitting to have Mrs. G.P. McNear pay a visit (although 100 years ago there were no female Rotarians). Her husband, George, was a Rotarian as well as the major contributor to the fundraiser for the hotel. Visiting 100 years later, Susan Coolidge, portraying Ida Belle, told a bit of the history of the hotel and the Rotary. G.P. had warned the community that the site was too far from the

railroad and the river to be successful, but he was overruled. Unfortunately, he was proven correct as the hotel failed to profit in its early days.

The Rotary has silent film footage from an early meeting at the hotel that ends with members exiting through the courtyard, past the fountain. You can see it here by clicking on this link: <https://californiarevealed.org/islandora/object/cavpp%3A18740> Today's Rotarians -- now including many women members -- recreated this, once again filing past the fountain in the beautifully restored courtyard.

The Petalumans of Yesteryear always appreciates the invitation to speak to community groups. Our mission is to promote and share knowledge, enjoyment and love of Petaluma history through the personification of citizens of the past. We provide presentations of historic interest to citizens of all ages, guide and provide walking tours, and generally support museum activities with a goal of enhancing pride in Petaluma's heritage.

We have lots of stories to tell. Interested? Have an emergency of your own? Get in touch through your Petaluma Historical Library and Museum! Staff will contact us.



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. Petaluma Museum Association is a 501c3 tax-exempt organization.

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 Stacey Atchley, Executive Director, PMA at 707-778-4398.

The Secret Life of Victorian Homes... *As Told by Their Interiors!*



Modern life began quite suddenly in the Victorian period. The Industrial Revolution prompted a mass migration to cities and a new middle class was born. And, for the first time people were not responsible for growing all their own food.

A new event series presented by the Petalumas of Yesteryear explores how everyday life so dramatically changed in this era; when our city was born and prospered. And, how homes adapted to the new life style... you will be surprised!

Coming soon... How the Victorians got to California, what the Dining Room reveals about the revolution that took place in society, and who was responsible for a whole new system of food choices that affect all of us to this day!

At the Petaluma Historical Library & Museum.
Tickets and more event details at
<https://www.petalumamuseum.com/events>



**Lots of exciting events are happening
at your museum!**

For all the latest updates for events and exhibits
please visit us on our website at:

<https://www.petalumamuseum.com/events>

Museum hours: Thursday–Sunday, 10:00 AM - 4:00 PM
Exhibits are free to the public — Donations Accepted



Cheers to the Petalumans of Yesteryear!

The Petaluma Museum Association's entry in the 40th Annual Butter & Egg Days Parade was selected by the judges to receive the Helen Putnam Memorial Award.

Thanks to the enthusiasm and creativity of the Petalumans of Yesteryear we received the Helen Putnam Memorial Award for "Most Entertaining / Use of Historical Theme." This year the theme was "There's No Place like Home. 40th Ruby Anniversary." Thanks to Binky Thorsson, POY member, who had the idea for the "ruby slippers" and arranged to get the shoes painted red and decorated the vintage truck.

DOWNTOWN WALKING TOURS! *Saturdays, May thru October*



The Petaluma Historical Library & Museum invites you to join a "Petaluman of Yesteryear" dressed in period attire for a guided tour of our historic downtown. Petaluma has a unique and fascinating history as a bustling river town during and after the Gold Rush, then the "Chicken and Egg Capital of the World," and now a town that loves its history. Learn about Petaluma's incredible architecture (including 8 sites listed on the National Register of Historic Places) and other important and interesting facets of our town's history. You'll be informed by your docent's historical knowledge and entertained by their characters' stories.

Meet on the steps of the Museum at 4th and B Street at 10:30am to embark on your trip back through time.

For more information click on link: <https://www.petalumamuseum.com/calendar-event/weekly-downtown-petaluma-historical-walking-tour/>

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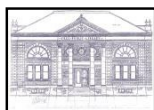
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All membership dues are valid for one year beginning the month of enrollment and are tax deductible as provided by law.

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