

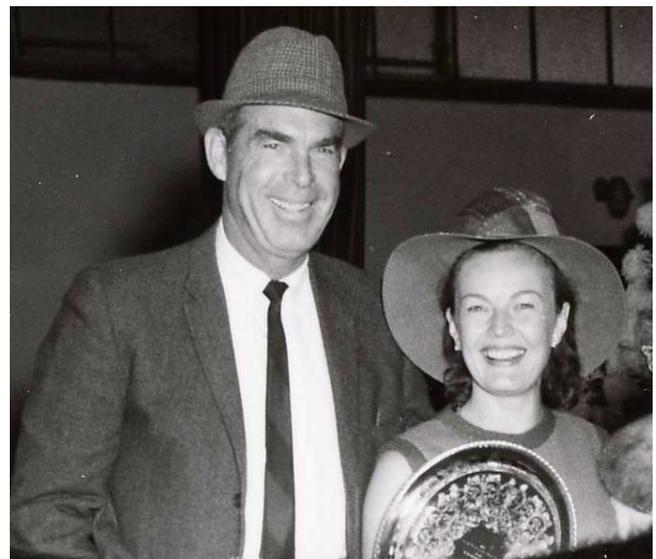
The Movie Stars Next Door: Fred MacMurray, June Haver and the MacMurray Ranch

by Holly Hoods

“The Movie Stars Next Door: Fred MacMurray, June Haver and the MacMurray Ranch” is the subject of the next Healdsburg Museum exhibit opening on May 15th. This unique exhibit will feature rare authentic photos, posters and scripts from the screen careers of these famous actors, some of Fred’s artwork and hunting/fishing gear, family history and mementos, plus stories and artifacts from Twin Valley Ranch, their prize-winning cattle ranch on Westside Road.

Sponsored by the Fred and June MacMurray Foundation, this exhibit would not be possible without the personal involvement of Fred and June’s daughter, Kate, who is a longtime Healdsburg Museum supporter and dear friend. Kate is generously sharing never before displayed photos, artifacts and memorabilia from her family’s collection which will be the basis for the exhibit.

We encourage people who have their own MacMurray Ranch memories, mementos and Fred



Fred MacMurray and June Haver at the State Fair

and June stories to share them for possible inclusion in the exhibit. Please contact me at 431-3325 or

continued on page 4

Calendar

May, 2013

- 2 HMVA Meeting, 9:30 am
Museum Research Center
- 5 AAUW Historic Homes Tour
- 11 Langhart Award Dinner, 5pm
Tayman Golf Club
- 11 Human Race
- 15 New Exhibit Opening
Reception, 5:30pm
- 21 Board Meeting, 8:30 am
Museum Research Center

May, 2013 - cont'd

- 23 FFA Parade and BBQ, 5pm
Museum Garden
- 26 Antique Fair, 9am to 4pm
West Plaza

June, 2013

- 5 HMVA Meeting, 9:30 am
Museum Research Center
- 18 Board Meeting, 8:30 am
Museum Research Center

Healdsburg Museum

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Museum Hours:
11:00 am - 4:00 pm
Wednesday – Sunday
CLOSED MONDAY and TUESDAY

Research Center
open by appointment
Thursday – Saturday

History Matters

by Holly Hoods, Curator



I frequently receive research requests from journalists. Last month I shared Alexander Valley agricultural history with reporter Lynda Hopkins for an upcoming *Discoveries* magazine feature article and provided historical photos to

Sarah Bradbury of *Sonoma West Times and News*. I also furnished photos and history of the Healdsburg Plaza to *Press Democrat* reporter Clark Mason when Healdsburg Plaza was named one of the 15 “most beautiful town squares in America.” Now we are also contributing “Then and Now” local photos on a weekly basis to Ann Carranza for the *Press Democrat*’s online “Towns” section.

I recently provided Barbara Ray of the Windsor Historical Society biographical information about Ande Nowlin, the infamous early 20th century editor of the *Windsor Herald* and Healdsburg *Sotoyome Scimitar* newspapers. You may recall him from our “Twisted History” exhibit as the man who rudely disparaged Isabelle Simi, the 1904 Floral Festival queen, as “a swarthy Dago.” In response, outraged Healdsburgers burned a cabbage-headed figure of him in effigy. Nowlin reveled in attention and controversy. Barbara wrote a great article about him for the Windsor Historical Society newsletter, an excellent local history publication.

I am also working with the wineries at Old Roma Station at Front and Hudson streets to create a brochure for visitors to their tasting rooms. It will provide information about the historical photos (from the Museum) that each tasting room has on display.

Thanks to Harry Bosworth and Ann Howard for donating a large number of Geyserville High School yearbooks to the Museum. These yearbooks contain photos and background about students and teachers, but also advertisements for local businesses which are helpful for research. They are a very welcome addition to the collection.

President’s Corner

by Stan Becker, Board President



As the current exhibit, “Healdsburg: 100 Years Past and Present,” winds down, it’s time to thank the curatorial staff and volunteers for another exciting display. Enormous effort and knowledge goes into creating each of these themed exhibitions. We have received great

press and congratulations from our visitors. Last year, museum visits reached an all-time high. If you have not been to see and hear (the audio tour is outstanding) a recent temporary exhibit, I suggest you put it on your “must do” list.

These exhibits not only take a great deal of effort, they also cost money to produce. We are grateful to the Fred and June MacMurray Foundation for their generous sponsorship of the upcoming exhibit. If anyone would like to sponsor a future exhibit, please let me know. Your help is always appreciated.

HMVA News

by Ann Howard, HMVA Chair



Thanks to Gisela Babb, Anna

Darden, Janet Pimenti, Peter Leary, Fran Schierenbeck, Kaye Stallard, Pam Vana-Paxhia, Marva Weidemer and intern Megan Wells for helping Holly and me by hosting the Museum display during the outstanding quilt show at Healdsburg Senior Living Community on April 13th. The event proved to be another successful outreach effort in our partnership with the Senior Living Community.

In addition to displaying three antique quilts from the museum collection, Kathi Zunino of the Geyserville Grange #312 kindly loaned us a red and white quilt made in 1934, embroidered with the names of many Grange members.

We also offered a few quilt-related items for sale. Christmas stockings made from vintage quilts, pillows made from a circa 1900 crazy quilt and copies of my booklet published after the 2009 Museum quilt exhibit brought in +\$330 in sales.

With so many helpers, we were all able to view the stunning variety of quilts on display, partake of a delicious lunch and enjoy quilt expert Julie Silber’s entertaining and informative discussion of the beautiful quilts brought in for show-and-tell. It was a long day from the 8 am setup to 4 pm takedown, but with many hands.....

Here Comes the IWC!

by Bob Rawlins

In 1995, knowing that HM&HS needed operating funds, board member and HMVA Chair Betsy Bippart suggested an Instant Wine Cellar (IWC) raffle as a fundraiser. And so the IWC was born with 101 bottles of premium Sonoma County wine offered as the prize.

Fast forward to 2013. HM&HS still needs

money to keep the lights on and the doors open, so we continue to host this signature event. We plan to raffle at least three 100 bottle wine cellars during our celebratory event at Sbragia Winery on Sunday, August 18th from 2 pm to 5 pm. Do save the date. There will be fabulous food, great music, an enticing silent auction, along with great applause and huzzas for the IWC winners. It's a fun afternoon.

Raffle tickets will be mailed later this month. Even if you're not into wine, take a chance or two anyway. Support the Museum so that we can keep our good works coming for the enjoyment of all. Do support the IWC and, thus, the Museum.

Putting on the IWC is a ton of work and our small committee needs help. What sort of help you may ask? Well, I reply, help to make follow up calls to wineries, help selling raffle tickets at the weekly Healdsburg Farmer's Market, help in getting really neat items for the silent auction and, finally, the best part, help in picking up donated wines at wineries.

FFA Parade Watching Party and BBQ

It's time once again to join fellow Museum members and their invited guests in the Museum garden for our annual Future Farmers' Country Fair Parade Watching Party and Barbeque. The parade will be held on Thursday, May 23rd. Our BBQ begins at 5:30 pm; the parade starts at 6:00 pm.

This year Chef Peter Leary will be serving delicious grilled chicken with homemade barbeque sauce, grilled vegetables, homemade salads and desserts. We will also be offering local wines, soft drinks and water. Enjoy the fun, food and fellowship and cheer on the parade!

Please reserve your place in advance so that we know how much food to buy. The full meal with beverages and dessert is \$25, payable to HM&HS. Please RSVP by May 18th. Call the Museum at 431-3325 or send an email to holly@healdsburgmuseum.org.

Bring a lawn chair and your appetite. We look forward to seeing you there!

Antique Fair 2013

by Bob Rawlins

Pay no attention to all those rumors you may have heard. The Healdsburg Antique Fair WILL take place this year in May and August. It just won't be ON the Plaza, but a teeny, weenie bit OFF the Plaza. Actually, the first fair will take place on Sunday, May 26th in the parking lot where the Saturday morning

Farmers Market is held. And the even better news is that HM&HS will have its usual booth selling stuff of questionable age to passersby.

We had such success last year that the storage locker is in dire need of antique type donations. So, ladies, if you have something around the house that seems not to be of any more use (no, not your husband), please consider donating it to the Museum for the Antique Fair. We can use small furniture, china, glassware, small Rembrandt sketches, unmarked Paul Revere silver, jewelry, and basically anything that Granny, Mom or Auntie Louella may have handed down and is just gathering dust, but not that ugly clown lamp that you got as a wedding present!

Contact Co-Chair Rawleigh Fjeld (431-1146 or consignmentcottage@yahoo.com), me (431-1109 or rawlins@sonic.net) or simply gently drop off your donation at the Museum. Be sure to tell the staff that it's for the Antique Fair. Please do not leave broken, torn, cracked, stained or otherwise damaged items.

Rawleigh will need help selling at the booth on the 26th. If you would like to try your hand at selling "stuff" to people, please contact her. Actually it's a lot of fun and I say that after more than five years of experience.

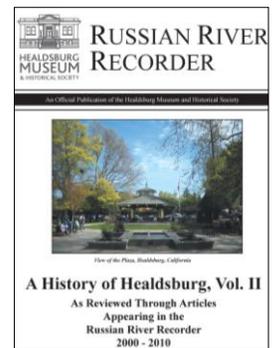
Second Volume of History Anthology

by Arnold Santucci

Almost two years and hundreds of volunteer hours later, the Museum's Publications Committee is pleased to announce that the second volume of the *History of Healdsburg* as reviewed through articles appearing in the *Russian River Recorder* from 2000 to 2010 has been completed and will be available for sale this month.

The new volume contains 252 pages with many photos from the museum's archives. The book has been divided into ten chapters. It covers such topics as: People and Pioneers, Wine Families, Buildings and Structures, Schools, Agriculture, Business, Industries, Transportation, Sports, Nostalgia, Clubs and Organizations, and Murder, Mayhem, Etc.

After the articles were selected and chapters were determined, then came the very important tasks



of scanning the original material, finding photos, indexing and proofreading. The Publications Committee includes Arnold Santucci, Editor, Holly Hoods, Curator, Jeff Bishop, Diane Carriger, Gabriel Fraire, Eileen O'Farrell, Kay Robinson and June Maher Smith. Reid Borgwardt and Al Loebel also provided assistance.

Through his publication connections, Gabriel Fraire arranged for the book to be published by Amazon. It will be available at both the Museum's Gift Shop and Amazon.



Seasons of the Dollhouse

"Seasons of the Dollhouse" is a special installation on display during 2013. This enchanting dollhouse, designed and decorated by Nydia Goode of Healdsburg, will change with the seasons. This photo shows the dollhouse in spring. Visit throughout the year to see each magical miniature transformation!

Our Community Service Project

*by Carly Georg and Rebecca Haviland
Healdsburg High School Seniors*

Our time spent with the Healdsburg Museum has been a great experience. We began this journey with the mission to complete our community service, a requirement at Healdsburg High. In order for us to finish our very last year we must have at least 40 hours of community service under our belt. We walked into the Museum not knowing what to expect...perhaps sweeping? Filing papers? No! We were thrilled to be offered a project that would not only give us hours, but would allow us to actually participate with the Museum's current exhibit, "Healdsburg: 100 Years Past and Present."

We were given a copy of an 1884 map with

key spots of Healdsburg identified and a magnifying glass. Our project was to go around to what was then churches, school buildings and streets and capture the changes that had been made. Once handed the project, we drove around the town scouting the exact spots. To our surprise, many of sites are now empty lots, parking for hotels and houses. Finding this out was quite sad, however maybe that is necessary in a growing, prospering town like Healdsburg. Our favorite place to explore was the train station depot. The buildings are still standing, which made visualizing the past easier.

The project was done in four weeks. Of the 32 key spots, we managed to find 30. In the end, we not only gained 18 hours of community service, but we gained knowledge of the history of our home town.

Working with the Museum has been a blast for us, and we would recommend it for other students looking to finish their community hours.

Welcome Our Newest HM&HS Members

Kelly Conrad

David and Carla Ramey, Ramey Wine Cellars

Mac Murray Exhibit

continued from page 1
holly@healdsburgmuseum.org if you have a possible contribution.

Kate will introduce the exhibit during the Museum's 5:30pm opening reception on May 15th.

We are also planning two exciting events in connection with the exhibit that will benefit the Museum. We will present a tour of the MacMurray Ranch and along with a talk by Kate on July 19th. This event will include hors d'oeuvres by Savvy catering, MacMurray Ranch wines and soft drinks, and a screening of a Fred MacMurray film in the MacMurray Ranch barn which has been outfitted as a theater. Kate will also introduce the film.

Another exceptional event is planned for August 4th. Kate and her longtime family friends, Guy and Michelle Smith, will welcome a limited number of lucky guests to a tour and barbeque at the remarkable property known as "Georgetown." "Georgetown" is a privately owned Old West replica town in Graton that houses George H. Smith's extraordinary collection of vintage Hollywood memorabilia.

Contributions in Memory of:

Pat Saini - from Phil & Becky Bebbler

Marie Moretti Boatman - from Janet & Ed Pisenti
Joe & Vivienne Rochioli

Wes Sheehy - from Lois Grace

Richard Beaumont - from Lois Grace

Frederick Budworth - from Darla & Dave Budworth

**Contributions in Honor of 2013 Langhart Award
Winners:**

Doreene White Zanzi - from Dorothy Sawyer

Nanci Gunnerson - from Jane & Nelson Weller

Contributions for Langhart Fund:

from Bill Auradou

Clinton Folger

Robert Rawlins

Catherine Curtis

Ann & Edson Howard

Janet & Ed Pisenti

Mel & Geri Amato

Lewis Sbrana

Collections Corner

by Stacey Stern

Through the Lens of Mervyn Silberstein



Photographer Mervyn Silberstein (1885 – 1956) was the son of prominent Healdsburg retailer Jacob Silberstein. He graduated from Healdsburg High School where he was instrumental in the production of the yearbook, the Sotoyoman.

As a cartoonist and writer for the local paper, the *Sotoyome Sun*, he took up photography, later opening his own photographic supply store in Healdsburg until 1905.

One of his cameras on display is the Seneca View, manufactured by the Seneca Camera Manufacturing Co., a camera maker that was based in the American photography capital of Rochester, New York. Photographs with the Seneca View were taken on glass plates, producing an image size of 3¼” x 5½”. This format is known as postcard size. Postcard format cameras were made in great numbers by many manufacturers.

In fact, postcards were a huge national phenomenon in the early twentieth century. According to Daniel Grifford, author of *Rural*



Examples of Silberstein’s equipment currently on display.

Americans, Postcards and the Fiscal Transformation of the Post Office Department, 1909 – 1911, there were more than 667 million postcards mailed in the U.S. in 1908 – which represents seven postcards for every man, woman, and child in the nation.

Large printing companies, such as M. Rieder of Los Angeles canvassed small towns to find a market for selling postcards, as well as a local publisher who was willing to front the costs. Photographing Healdsburg at the turn of the century, Mervyn Silberstein was one of these publishers.

Board of Directors: Stan Becker (President), Ted Calvert (Past President), Steve Babb (Vice-President), Phyllis Chiosso Liu (Recording Secretary), Bob Rawlins (Treasurer), Lynne Rosenthal (Assistant Treasurer), Maggie Bates, Diane Bertoli, Rawleigh Fjeld, Francie Forchini, Louise Fowler, Lockie Gillies, Nydia Goode, Ann Howard, Jeanne Leal-Hartlaub, Kent Mitchell, Larry Orr, Gail Richard, Karen Tynan (Directors)

The mission of the Healdsburg Museum and Historical Society is to record the history of the Healdsburg area through the collection and preservation of historical materials; to actively foster the appreciation of local history of the Healdsburg area through educational programs, activities and historical research; and to provide finances for, and to support, operate and manage the Healdsburg Museum, Edwin Langhart, Founder.

Membership Dues:

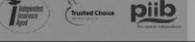
Centennial Circle: \$1000 Patron: \$500 Gold: \$250 Gold: \$100 Family (2 or more): \$50
Business: \$75 Individual: \$30

Newsletter Editor: Pamela Vana-Paxhia, **Printing:** Amoruso

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