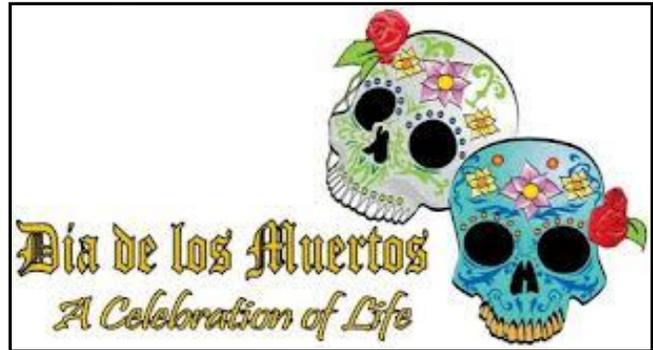


## “El Día de los Muertos” Opens November 1

For the fourth year in a row, the Healdsburg Museum is proud to welcome “El Día de los Muertos” (Day of the Dead), a ten day long special exhibit installation, created and presented by students from Healdsburg High School. Colorful traditional altars honoring the dead will be prepared by members of MAYO (Mexican American Youth Organization) along with Day of the Dead-themed art and ceramics created by school’s art students. The teens appreciate this opportunity to share their culture and creativity with the community. The students also gain experience by working with our audio recording professionals, Elizabeth Holmes and Fred Campbell, to write and record scripts that describe their displays in more detail. Their segments will be available in



both English and Spanish.

**Museum members, students, friends and family are all invited to attend the free opening reception, hosted by the students, at the Museum on November 1<sup>st</sup> at 5:30 pm.**

## “Christmas on the Ranch” Opens November 29

It’s almost time to welcome our annual holiday vintage toy exhibit to the Museum. This year, inspired by the agricultural theme of the “Farm to Table” exhibit and the ranch theme of the MacMurray exhibit, we will present “Christmas on the Ranch.” This exhibit will prominently feature agricultural toys of the 1920s-60s: cowboys, farm

animals, corrals, tractors, rocking horses, barns, toy garden tools, rag dolls and more. We also plan to display charming, homemade rustic toys. We do have some of these toys in the Museum collection, but we would love to show toys from your collection. Please contact Holly Hoods at the Museum (431-3325) soon if you are willing to share your toys!

### Calendar

#### November, 2013

- 1 “El Día de los Muertos” Exhibit Opening Reception, 5:30 pm
- 6 HMVA Meeting, 9:30 am  
Museum Research Center
- 11 Museum Closes for New Exhibit Installation
- 19 Board Meeting, 8:30 am  
Museum Research Center
- 29 “Christmas on the Ranch” Exhibit Opening Day, 11:00 am to 7:00pm

#### December, 2013

- 4 HMVA Meeting, 9:30 am  
Museum Research Center
- 15 Historic Homes Nominations Due to Museum
- 15 Santa’s Visit to “Christmas on the Ranch” Exhibit, 1:00 pm
- 17 Board Meeting, 8:30 am  
Museum Research Center

### Healdsburg Museum

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[info@healdsburgmuseum.org](mailto:info@healdsburgmuseum.org)

**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



The Museum and I will be participating in the Healdsburg High School mentorship program and WorkAbility program. These excellent programs are geared to give high school students a taste of real-world work experience in a field that interests them.

This month we welcome 15-year old Kyle O'Brien from Healdsburg High School for five hours a week of work experience and a 30 hour research project. He is a history enthusiast with experience as a Civil War re-enactor, so the projects I have in mind for him will hopefully engage his imagination and deepen his expertise in the Civil War. Kyle's first project at the Museum will be working onsite with Jack Trotter, a Museum volunteer and Civil War weapons expert, to clean and inventory the guns in the Museum collection and on long-term loan to the Museum. Kyle's 30 hour research project will also involve Civil War research. We have a small collection of Civil War letters and photographs that we would like to know more about. Kyle is excited to start.

The Ark of Taste event that we held at the Healdsburg Museum garden on October 9<sup>th</sup> was a fun and delicious event. We planned it as a "friend raiser," not a "fund raiser," but the event raised enough funds to furnish all of our audio tour units with much-needed new, rechargeable batteries. This was especially appropriate since two Slow Food Sonoma County North members, Lisa Hunter and Elissa Rubin-Mahon, contributed their expert narration to our "Farm to Table" audio tour. After the event, Marie Giacallone wrote, "Working with you & your staff was a pleasure. It was really rewarding to see the interest in the Ark products. One of our main goals is to get these foods into the mainstream, so it is really important that people taste them!" I look forward to partnering again with these new friends.

**Save the Date!**  
**"Christmas at the Ranch" Exhibit**  
**Open House**  
**Friday, November 29<sup>th</sup>**  
**11 am to 7 pm**

## President's Corner

by Stan Becker, Board President



Summer is almost over and what a summer it has been for our museum! It began with the Langhart dinner to honor Nanci and Doreene, followed by the Georgetown Barbecue, the MacMurray ranch event, the water carnival, the volunteer picnic, the Instant Wine Cellar event and, finally, the Antique, Art and Collectibles Fair. We aren't finished. By the time you read this, we will have hosted the Heirloom Tomato event and Mexican Heritage Festival.

It has also been a very busy time for the Gallery exhibits beginning with "Healdsburg: 100 Years Past and Present," "The Movie Stars Next Door" and an informative "Farm to Table" exhibit.

My sincere thanks to our staff, board members and volunteers who make all this possible. Also, please join me in welcoming our newest board member, Jim Brush.

## HMVA News

by Ann Howard



Thank you to everyone who made Meredith's retirement party on October 3<sup>rd</sup> a very special event. More than fifty people added items to the two "Farm to Table" baskets, plus two large bags! Meredith was amazed that people "knew what I like!"

I have a special fondness for the quilt of Historic Barns currently on display in the Gallery. Luckily, a news clipping described a brief history of each of the twelve barns depicted in the quilt. Last June I located and photographed each of the barns as they look today. (Sadly one burned down five years ago; another was torn down and then rebuilt).

This quilt, along with many others, was created by some of the Geyserville River Valley Preschool students' mothers. For many years, they raffled their quilts to raise money for the school during the May Day Festival. On October 11<sup>th</sup>, six of the quilters met at the Museum to view their creation thirty years later. Yael Bernier, Director of the River Valley Preschool in Geyserville from 1980 to 1994, brought a scrapbook and nine pictures of the barns as they looked then. (Yael won a raffled quilt two years in a row!) Please let me know if you know the whereabouts of the other quilts.

I am pleased to announce that I have decided to remain the HMVA Coordinator since I can serve on the Board of Directors for four more years. I am, however, eager to find a co-chair to mentor before my term ends.

Please invite your friends to become receptionists. Cilla Marshall has permanent once-a-month slots to fill, a most rewarding job greeting our visitors.

I'd also like to remind you to write names on the backs of your family photographs, write down your recollections for the generations to come and donate local historical items to enhance the Museum's collection.

Soon the Museum will be mailing the annual appeal letter. My husband and I have become deeply involved with HM&HS. We have decided to give a monetary gift each year so that it can be used now when most needed, and so we can enjoy the results. Your continued membership and a monetary donation will be greatly appreciated.

## Personnel News

*by Holly Hoods*

We had a wonderful retirement party for outgoing Assistant Curator Meredith Dreisback. She plans to rejoin us next year as a collections volunteer. We are pleased to announce that former Healdsburg Museum Collections Manager (2004-2006) Whitney Hopkins will be returning to the Museum as Assistant Curator at the end of January, 2014. Whitney, a third generation Healdsburger, is the daughter of Bob and Toni Hopkins. She grew up on the Hopkins River Ranch on Eastside Road. Whitney has degrees in History and Anthropology from Stanford and a Master's in History of Decorative Arts from the Corcoran. She has worked at the Smithsonian and the Museum of the American Indian, and most recently at the National Headquarters of American Red Cross in Washington, DC. She is friendly, motivated and passionate about public history. I am excited to work with her again.

In the interim, we have been fortunate to have our extraordinary SSU graduate student, Megan Wells, pitching in for the rest of the year as curatorial assistant. She is gaining valuable Museum experience while working on a Master's thesis about the Healdsburg Museum. Her talents have greatly contributed to the success of our exhibits this year.

## Our Newest Board Member – Jim Brush



We are pleased to welcome Jim Brush to the Board of Directors. He has joined with a goal of helping to increase community support for our expanding operations. "The Museum needs to ask for more contributions to continue success in getting access to archives online, more student outreach, and increases in exhibits and related attendance in the Museum," he said.

Jim's background as a CPA in Healdsburg since 1982 will help, as well as his extensive community volunteer efforts since then.

Jim and his wife Nancy raised their three children here and currently serve on several other local boards.

## Museum Gift Shop is Moving!

Well, not really, but we have been hard at work on lots of handcrafted items perfect for holiday gift giving and we can't wait to show them off. While the museum is closed in November for the toy exhibit installation, we'll be selling some of them from our own booth during the Saturday morning Farmers' Markets. Get an early start on your holiday shopping with the best selection of our newest creations. Just like our regular merchandise, all of the profit goes to the Museum.

See you at the Market!

## Historic Preservation Awards

Historic architecture contributes significantly to the character of our community. We are seeking nominations for the Museum's annual Historic Preservation awards for Historic Restoration and Lifetime Maintenance. These awards recognize commercial and residential buildings within the greater Healdsburg area. The buildings must be at least 50 years old and retain historic integrity with respect to materials, design and workmanship. Show some love to your favorite historical building! Submit your nomination (owner, address and photo) to the Museum by December 15<sup>th</sup>. Awards will be presented at the Museum's annual meeting on January 16<sup>th</sup>.



## “Feast of Tomatoes” Festival

We enjoyed the first ever “Feast of Tomatoes” festival at Healdsburg Senior Living Community on September 21<sup>st</sup>. Attendees had a great time enjoying live music, delicious food and wine, craft booths and cooking demonstrations. Ann Howard, Thomas Armitstead, Megan Wells and I enjoyed chatting with people about the agricultural history displays we brought from the Museum. We appreciate Tony Fisher and the folks at the Grove Street community for hosting this event to raise funds for the Museum and promote our “Farm to Table” exhibit.

## Mexican Heritage Festival

Some of the gorgeous heirloom tomatoes raised in the gardens at Healdsburg Senior Living appeared the next day at the salsa-making battle of the chefs at the Museum’s Mexican Heritage Festival. The free, family-friendly heritage celebration in the Plaza on September 22<sup>nd</sup> was a big hit, thanks to perfect weather, an enthusiastic crowd and the dedication of Jeanne Leal Hartlaub and her event committee. Talented young vocalist Valeria Gomez charmed the audience, as did the traditional folkloric dancers. Father Sean from St. John’s Church and Reverend Sally from St. Paul’s Church helped translate the bilingual entertainment. Friends of the Healdsburg Library sponsored a bilingual puppet show and gave away books. Alliance Clinic had an information booth. The Museum’s history booth had lots of visitors, too. It was a great day in the Plaza.



**Contributions in Memory of:**  
**Daniel Rochioli** - from Alma, Shirley, Rick Buchignani  
**Ernie Palmieri** - from Joel & Harlene Wright  
 Holly Hoods  
 Ann Devincenzi  
**Joe Engler** - from Holly Hoods  
 Edson & Ann Howard  
 Ron & Arlene Kron  
 Ed & Margery Neal  
 Mike Bellagio  
**Edith & Heyward Petersen** - from Eugene Valla  
**Shirley Modini** - from Drs. Ellie & Rick Wattles  
**Contributions for Endowment Fund:**  
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**Dale Goode** – from Ann & Edson Howard  
 Dr. Donald & Connie Apostle  
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 Jerry & Mary Lou Eddinger  
 Ken & Gail Cory  
 Marilyn Hayworth  
 Bruce & Elizabeth Johnson  
 Ron & Cheryl Pourroy

**Collections Corner**

*by Megan Wells*



Irene Young recently requested research on John and Zeke’s, so some of you might wonder what these Owl Cigar Store “good for” tokens have to do with a bar. Through research in the card catalogues, historical newspapers, and directories, it has become clear that 111 Plaza (formerly Powell) Street has an established history as a social gathering space. Before John Deck and Basil “Zeke” Brigandi, 111 Plaza Street was owned by Victor Dewey and called the Vic and Sis Bar. Victor Dewey maintained steady ownership of the property from 1924 till his death in 1961, when Deck and Brigandi bought the bar from his widow. During the time that Dewey owned the property, 111 Plaza went through some major changes. Photographs help pin down when the property operated as the Vic and Sis Bar to at least 1939. A newspaper article in 1937 though refers to the place as the Owl Cigar Stand. On December 4, 1924, Dewey and J. G. Richards took over the floor

space of two separate stands that operated on the property. Under their ownership, the Owl Cigar Stand, the soft drink stand, billiards, and card tables were all combined.

Before Dewey took over the property, ownership is not clear. The Owl Cigar stand is listed in a 1915 directory and that is the earliest documentary evidence of the store at 111 Plaza Street. These trade tokens, donated to the museum collection by Robert Hassett, could have been used anytime between 1915 and 1937. Tokens like this were used in local stores, saloons, and other businesses to advertise, promote trade, extend credit, and give discounts. The proliferation of small businesses in rural areas made trade tokens very popular with businesses like the Owl Cigar Stand.



**Board of Directors:** Stan Becker (President), Ted Calvert (Past President), Phyllis Chiosso Liu (Recording Secretary), Bob Rawlins (Treasurer), Lynne Rosenthal (Assistant. Treasurer), Maggie Bates, Diane Bertoli, Jim Brush, Rawleigh Fjeld, Louise Fowler, Lockie Gillies, Nydia Goode, Ann Howard, Jeanne Leal-Hartlaub, Kent Mitchell, Larry Orr, 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.*

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