



RUSSIAN RIVER RECORDER

FALL 2016 • ISSUE 133

An Official Publication of the Healdsburg Museum & Historical Society

RUSSIAN RIVER FLAG

HEALDSBURG ENTERPRISE

Sotoyome Scimitar

The Healdsburg Tribune

In This Issue

In this issue of the *Russian River Recorder* we offer a historical retrospective of Healdsburg as conveyed through the newspapers of 1857-1920. Newspapers reveal so much about community development and the larger concerns of the day. They also disclose cultural perspectives of the writer and era, from the flowery “pen pictures” of the Victorian era to the racial slur headlines of the early 1900s.

Former Curator Marie Djordjevich (Shobe) researched the history of Healdsburg newspapers in 1999, which we excerpted and updated for this issue. Assistant Curator Whitney Hopkins described the Museum’s newspaper digitization project, our inspiration for this issue of the *Recorder*. The rest of the articles are taken from actual newspapers.

We start, appropriately, with a description of the brand-new town of Healdsburg, as published in the *Sonoma County Journal* (Petaluma) in 1857. Ten years later, we revisit the town through the local eyes of the *Democratic Standard*. The 1870s saw efforts to shame and ban “lewd women” and a rise in anti-immigrant hostility, especially toward the Chinese. By the 1890s, the attitude of white American settlers toward the local Native population had essentially

become “assimilate, evacuate or die.” Native people, stripped of traditional practices and uprooted from the lifeways of generations, struggled to find footing in an incomprehensible new era. Ugly cultural clashes played out in racist depictions in newspapers and in citizen demands to force Indians onto reservations, as happened in Healdsburg in 1895.

The centrality of agriculture is highlighted in the 1880s articles about work at the canneries, the 1902 description of Healdsburg and the Sonoma County Italian grape growers’ 1918 protest of Prohibition. The local impacts and damage from the 1906 San Francisco Earthquake are illustrated in words and vivid historical photos. The longstanding friendship of San Francisco and Healdsburg is highlighted in the front-page article from the *San Francisco Call* lauding Healdsburg’s Floral Festival of May 1895 which was attended by 5,000 people.

We hope you enjoy these historical views of our evolving City of Healdsburg. A future issue of the *Recorder* will highlight subsequent decades as seen through the lens of our local newspapers.

Holly Hoods, Executive Director/Curator
Pamela Vana-Paxhia, Editor



RUSSIAN RIVER RECORDER

The Official Publication of the
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Contents

- 4 History of Healdsburg's Newspapers from 1860 to 1920**
by Marie Djordjevich Shobe (updated by Holly Hoods)
- 8 Newspaper Digitization Project**
by Whitney Hopkins, Assistant Curator
- 9 1857 Letter from Healdsburg**
reprinted from Sonoma County Journal, November 20, 1857
- 10 1866 Letter from Healdsburg**
reprinted from Democratic Standard, February 14, 1866
- 11 Worse than Chinese Lepers**
reprinted from Healdsburg Enterprise, May 30, 1878
- 11 A Disgrace to the Town**
reprinted from Russian River Flag, November 22, 1877
- 12 Fruit and Vegetable Canneries of Healdsburg, 1888 Harvest Season**
excerpts from Healdsburg Enterprise
- 16 To Round Valley Where the Indians May Have to Go**
reprinted from Sonoma County Tribune, August 29, 1895
- 17 A City by the River**
reprinted from New Year's Edition of Healdsburg Enterprise, January 1, 1902
- 20 The Shock in This City**
reprinted from Healdsburg Tribune, April 26, 1906
- 22 The Losses**
reprinted from Healdsburg Tribune, April 26, 1906
- 23 Vineyardists Protest Prohibitory Law; Mass-Meeting of Italian Growers
Formulates Forceful Appeal to President Wilson on Behalf of Wine Industry**
reprinted from Healdsburg Tribune, August 8, 1918
- 25 A Dazzling Array of Beauty Seen at the Healdsburg Floral Carnival**
reprinted from San Francisco Call, May 17, 1895

History of Healdsburg's Newspapers from 1860 to 1920

by Marie Djordjevich Shobe (updated by Holly Hoods)

Short-Lived Early Newspapers

Only three years after the town of Healdsburg was founded, the first newspaper was established. Published in January 1860 by A.J. Cox, it was called the *Review*. [The Healdsburg Museum's monthly newsletter, *The Review*, is named in tribute to this historic newspaper.] The *Review* continued until June 1864 when it was replaced by the *Advertiser*, published by James Fenno and John Warren, with Cox as editor. One year later, in June 1865, the name was changed to the *Weekly Advertiser*.

A new rival paper was established in October 1865 under the masthead of the *Democratic Standard*. The owners were William R. Morris and John B. Fitch. William Morris in his Salutory address of the *Democratic Standard* stated, "No apology is necessary for our presenting claims for patronage as a public journalist. It will not be questioned that a very powerful influence is exerted by the press of the country upon the character, intellectual and moral, of its inhabitants."

Mercurial Fitch had ideas of his own concerning the running of the paper that differed from Morris'. He offered Morris 45 acres of land, part of the original Sotoyome land grant, in exchange for his newspaper shares. Morris accepted, and Fitch took over management of the paper on his own. His enthusiasm flagged within a month and he sold the paper to L. W. Boggs and C. A. Menafee. Boggs then sold his interest to W. A. C. Smith. In 1867 Fitch (again) and Joe Davis (Fitch's relation by marriage) became the owners. This partnership did not last long. The two fought, and "Fitch made the imprint of the butt of a Colt .44 under Davis' left eye." Davis left town for the Gold Country and Fitch sold the *Democratic Standard* to John G. Howell in 1868.

The Russian River Flag

In the fall of 1868 John G. Howell was a passenger on the stagecoach running between Petaluma and Healdsburg. He immediately liked the Healdsburg area, and in November 1868 bought the

Democratic Standard from John B. Fitch. Two changes occurred as a result of that sale - the *Democratic Standard* became the *Russian River Flag*, and the underlying political ideology became Republican. In his salutory editorial John Howell asked "that every old Missouri Democrat of Healdsburg and its surrounding country subscribe for the *Russian River Flag*."



Source: Healdsburg Museum Collection
Russian River Flag newspaper office building, 1877

In 1876 Howell sold the *Flag* to the Jordan Bros. Elder brother Leslie Jordan soon after became sale proprietor. Four years later, in 1880, Jordan became Postmaster, and put the *Flag* up for auction. J.W. Ragsdale was the high bidder. Ragsdale had been an editor and printer in Santa Rosa, and brought with him to his new paper a new press and type, slugs, and rules. He carried on the paper's Republicanism. In fact, Ragsdale had political ambitions, and became a state senator, and later,

ambassador to China. Ragsdale sold the *Flag* in 1885 to R.F. Eagle. A year later W. Frank Russell and his sister held the mortgage on the plant, and wanted to “cash in.” This not being feasible, by a small payment they took over the *Flag*. In 1887 the *Flag* was sold to Felix Mulgrew.

The Healdsburg Enterprise

The *Healdsburg Enterprise* was established in May 1876 by brothers John F. and Felix Mulgrew, along with Samuel Englehart. Both John and Felix had served printer's apprenticeships under big Republican John Howell at the *Russian River Flag*, but they were not swayed from their Democratic party ideals. Their established *Enterprise* was politically Democratic. Financial partner Sam Englehart was a Republican, and soon sold his interest to the Mulgrews. Felix Mulgrew took charge of the editorial management, while John handled the business and mechanical departments.



Source: Healdsburg Museum Collection

Healdsburg Enterprise on West Street (Healdsburg Avenue) north of Matheson Street. Left to right: Lizzie Livernash, John Livernash, Mary Livernash, Ed Duncan, Florence Keane, Ed Thompson, circa 1890.

It was during this time that Healdsburg had two distinct and ideologically different newspapers: the Republican *Russian River Flag* and the Democratic *Healdsburg Enterprise*, serving the community. Sometimes the two would “have it out” in the public forum. “At times the *Enterprise* and the *Flag* would enter into a verbal warfare...A disagreement in civil, social and political problems would kindle the fire and from an outside observing station it would seem that there would be knives and pistols due any minute, and that someone was sure to be butchered,” according to the *Healdsburg Tribune* in 1940.

Felix Mulgrew remained editor of the *Enterprise* on and off during the next few years. He first left to become deputy to Santa Rosa Democrat T. L. Thompson, who was elected as Secretary of State. Three years later he returned as editor of the *Enterprise*, only to leave when chosen as Assemblyman. In 1881 John Mulgrew became County Clerk and sold his interest in the paper to Felix. In 1883 Felix was appointed Wharfinger in San Francisco, and sold the paper to dry goods merchant William Ruffner. Ruffner sold a year later in 1884 to Robert Lee. Lee in turn sold a year later to W. D. Crow. A year after that, in 1886, Felix Mulgrew returned and bought back the *Enterprise* with Frank Merritt. Mulgrew resumed the editorial duties, while Merritt ran the mechanical department. In 1887 Mulgrew bought out his political rival—the *Russian River Flag*—and for a short time (one year), the *Healdsburg Enterprise* was the only paper in town.

In 1888 Felix Mulgrew, wanting to return to politics, sold the *Enterprise* to Julius Myron Alexander and C. H. Pond. Alexander and Pond made the *Enterprise* an “independent in politics” paper, and paid much attention to civic and educational matters. They sponsored a clean-up and ornamental planting of the downtown plaza, and helped in the formation of the first high school district. In 1890 they sold the *Enterprise* to Edward J. Livernash and his brother John, who returned the paper to Democratic ideology.

Edward soon left for San Francisco to join the *San Francisco Examiner* staff. John took over the paper, and was aided by his sister Lizzie. John too left for San Francisco to work on the *Call*, and Lizzie, aided by her sister Mary, was left to run the paper. Lizzie Livernash ran the paper with great success. She

was a compositor and business manager, as well as a writer (she wrote under the pen name "Mignonette"). In 1898, upon the sale of the *Healdsburg Enterprise*, the *Healdsburg Tribune* wrote of Lizzie, "It is not too much to say that "Mignonette" has performed a task in the last few years that not many men could have carried out."

In 1898 Winston Harper bought the *Enterprise*, but sold it the same year when he formed a company of volunteers for the Spanish American War, and then became a Captain in the Army. The new owner, J. P. McDonnell was a Sebastopol newspaperman, and made E. S. Fyfe editor. In 1901 Fyfe became the owner of the *Enterprise*, but Grace Bros. became the financial backers of the paper, and when Fyfe decided to leave, it was Grace Bros. that put the *Enterprise* on the market. They sought out R. E. Baer, owner and publisher of the *Cloverdale Reveille*, and in 1901 Baer bought the *Enterprise*. He ran the *Enterprise* until 1929 (one of the longest stints of ownership of any paper to date).

The Sotoyome Sun/Scimitar

The Sotoyome Sun was a newspaper that was established in March 1898 by J.C. Keene. In keeping with the manner of the times, the paper was politically slanted. Keene was a Democrat with strong socialistic tendencies, and the *Sun* reflected these beliefs. In 1908 the *Sun* was sold to Ande Nowlin, who changed the name of the paper to the *Sotoyome Scimitar*. The *Scimitar* was financed by a group of local business men including Ed Dennes and Alex Flournoy, in opposition to the *Healdsburg Tribune* and its publisher at the time, Frank Cooke, who was campaigning to prohibit the sale of alcohol in Healdsburg. Local businessmen and bankers financed the *Scimitar* at \$100 per week, since the town's other paper, the *Healdsburg Enterprise*, did not challenge the position of Cooke. The "drys" lost the election, and the *Scimitar* went on to have a long history under the Nowlin ownership.

Ande Nowlin was a Southerner who loved to provoke controversy and inflame public opinion. He boldly bashed racial and ethnic groups, once vilifying newly-crowned floral festival queen, young Isabelle Simi, as a "swarthy Dago" in print. The city responded by creating an effigy of him complete with cabbage head, which was jeered at and paraded around the Plaza before being "killed." Nowlin

reigned over the *Scimitar* until 1946, when he retired and sold the paper to Edd Roundtree, the new owner of the *Healdsburg Tribune*. Roundtree merged the papers. The name *Scimitar* was incorporated into the newspaper's heading and lives on today in the *Healdsburg Tribune*.

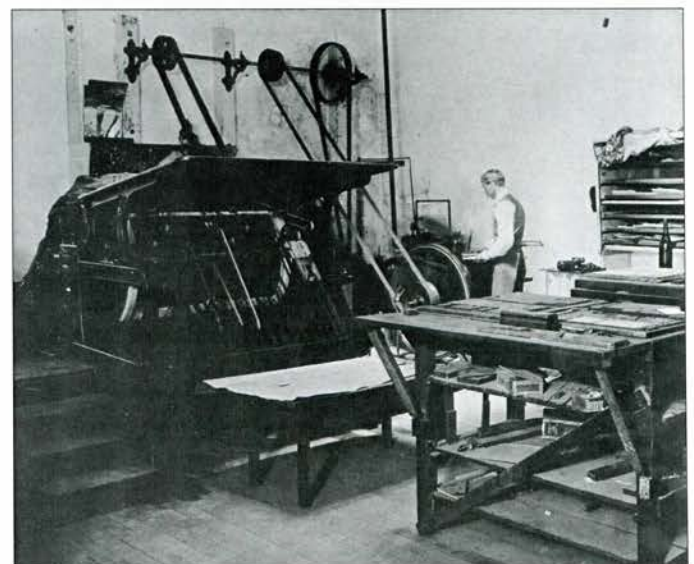


Source: Healdsburg Museum Collection

Ande Nowlin at Sotoyome Scimitar printing room, 1905.

The Healdsburg Tribune

In February 1888, Louis Meyer, the oldest son of Healdsburg merchant Sam Meyer, unpacked all the equipment for a small printing plant in a little attic storeroom in his father's building on West Street. By March 21 the *Sonoma County Tribune* had made its debut. Eighteen-year-old Louis made his twenty-nine-year-old lawyer uncle, Isadore Abraham, editor. The paper was politically Republican, and rivaled the *Enterprise*. Salutatory editorial of the *Sonoma County Tribune*:



Source: Healdsburg Museum Collection

Tribune printing press.

In ushering our weekly into the journalistic firmament, where already shine so many luminaries of surpassing magnificence and dazzling splendor, we justly appreciate the magnitude of our undertaking, and of our weighty responsibilities to the public ...it is our aim to make the TRIBUNE a spicy, interesting family paper - one that should meet with a kind welcome at every hearth ...

"In politics, we propose to marshal our forces under the banner of the Republican party... We shall, therefore, devote our best energies towards promoting its aims and purposes. But, while pledging our adherence to the principles of the Republican party, we make this special observation. We place party principles above the men who aspire to expound and administer them ... A good Democrat is far preferable to a Republican of questionable character ...

"Our journal will be published in the interest of Sonoma County in general, and Healdsburg in particular ... From the public we ask a kind reception and a reasonable support. We shall try to deserve it."



Source: Healdsburg Museum Collection

Charlotte Lowery at the Tribune linotype machine, 1912.

Louis Meyer sold the *Sonoma County Tribune* in 1897 to Frank W. Cooke. It was at this time (March 11, 1897) that the paper's name changed to the *Healdsburg Tribune*. Cooke was publisher of the *Tribune* during the 1906 earthquake. The trembler destroyed the office and plant located on West Street (Healdsburg Avenue), next to the Odd Fellows building. He rebuilt the office and plant further north on West Street.

Cooke published the *Tribune* until 1908, when he sold to gospel minister E.B. Ware and his silent partner, minister G.W. Brewster. Ware found

juggling his ministerial duties and newspaper work difficult, and sold the paper to Alexander Crossen in 1909. Crossen liked the artistic aspects of publishing a newspaper, but did not like editorial work, so in 1912 he sold the paper to former owner Frank Cooke. Cooke ran the paper until 1916 when he sold to R.L. Dunlap, who operated the paper on a "shoestring" budget for eight months, and then resold the paper to Cooke.

In this, his third time attempt at newspaper ownership, Cooke lasted two years. In November of 1918 Cooke leased the *Tribune* for a year with the option to buy to M. Earle Adams, a newspaperman and printer from Palo Alto. When his year lease came to a close, Adams was encouraged by Healdsburg's business community to exercise his option and buy the paper. On November 1, 1918 Adams started publication of the daily *Healdsburg Tribune*, keeping the weekly going as well. Healdsburg entered the 1920s with one daily newspaper and three weekly newspapers!

To be continued...

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Munro-Fraser, J.P., *History of Sonoma County, California*, San Francisco: Alley, Bowen and Co., 1880.

Democratic Standard: December 28, 1866; January 10, 1867; February 27, 1867; December 7, 1867; October 3, 1868.

Healdsburg Enterprise: March 9, 1888; April 2, 1891; September 26, 1903.

Healdsburg Tribune: June 4, 1896; March 11, 1897; January 20, 1898; December 28, 1899; June 30, 1901; July 3, 1902; December 25, 1908; July 2, 1909; November 15, 1911; March 9, 1916; April 10, 1916; November 6, 1919.

Russian River Flag: November 19, 1868; March 3, 1869; October 14, 1869; February 20, 1873; July 15, 1875; February 15, 1917.

Sonoma County Tribune: March 21, 1888; March 23, 1893.

Sotoyome Scimitar: December 15, 1908; July 1, 1909.

Tuomey, Honoria, *History of Sonoma County, Volume I*, San Francisco: S.J. Clarke Publishing Co., 1926.

Newspaper Digitization Project

by Whitney Hopkins, Assistant Curator

An essential component of our Research Center is our collection of historic Healdsburg newspapers. Our historic newspapers include the *Russian River Flag*, *Sotoyome Scimitar*, *Healdsburg Enterprise* and *Healdsburg Tribune*. They contain a wealth of local history about people, businesses, houses, events, schools, etc. Did you know Healdsburg once had three concurrent newspapers?

Originally, we only had the bound hard copies of the newspapers. Then, in the 1990s, the Museum, along with the Healdsburg Library, received a grant to copy the newspapers on microfilm. At that time, the Museum and the library each received a set of microfilmed newspapers.

Up until recently, these microfilmed newspapers were only accessible here at the Museum and at the library, which both have microfilm reader-printers. Today, with computers and digital technology, microfilm readers are considered outdated technology, and thus increasingly expensive to purchase, maintain and repair. In 2014, one of our two microfilm reader-printers started failing, which prompted us to investigate new options.

Thanks to the encouragement and support of longtime Museum member and Healdsburg history buff Eric Drew, we began exploring the possibility of digitizing our microfilmed newspapers and integrating them into the California Digital Newspaper Collection (CDNC). Rollie Atkinson, owner of the *Healdsburg Tribune*, was also supportive of the idea.

The CDNC is based at the University of California, Riverside, and is the largest online, freely accessible repository of digitized California newspapers from 1846 to the present. Using optical character recognition (OCR) software, the CDNC allows for keyword searches of the digitized newspapers. It also uses crowdsourcing to correct the text generated by OCR. In other words, the general public can edit and improve the digitized text, as well as comment on it and tag it.

To scan our newspapers and use optical character recognition was expensive. Nevertheless, we were undaunted. We set up a crowdfunding – on

the website Razoo for the project. This was the Museum's first venture into crowdfunding. Eric and Mary Drew generously kicked off the fundraising effort with a \$6,000 matching donation.

With both donations from Razoo and direct donations from a wide variety of community members and local organizations, we were able to secure over \$50,000 for this project. So, it is thanks to our members and the greater Healdsburg community that we were able to accomplish this feat!

Over time, CDNC has been putting our digitized newspapers online. The dates range from as early as 1868 to as recent as 1990. Healdsburg is the first town in Sonoma County to have its historic newspapers made available on CDNC. We are proud to provide this research tool to local residents, as well as people around the world who are interested in Healdsburg's history.

Now our newspapers are accessible anywhere, and at any time (rather than simply at the Museum or library.) You can search for a name or a keyword or a date. The research opportunities are amazing. If you haven't been on to the CDNC, please check it out. You won't regret it. In fact, you might find yourself up beyond your bedtime reading.

Digital archivist at the Library of Congress Trevor Owens writes, "The single most important reason to put digital collections online is to make history accessible and invite students, researchers, teachers, and anyone in the public to explore and connect with our past."

We plan to do another phase of digitizing and adding more newspapers to CDNC up through 1998, which as far as our *Healdsburg Tribune* microfilms go. We would also like to add some Geyserville newspapers. In order to do that next phase, we will need to raise more funds. Let us know if you'd like to contribute. Thanks again for your support in making this wonderful project happen.

<https://cdnc.ucr.edu>



Source: Healdsburg Museum Collection

West Street (Healdsburg Ave.) view North from Plaza, c. 1860

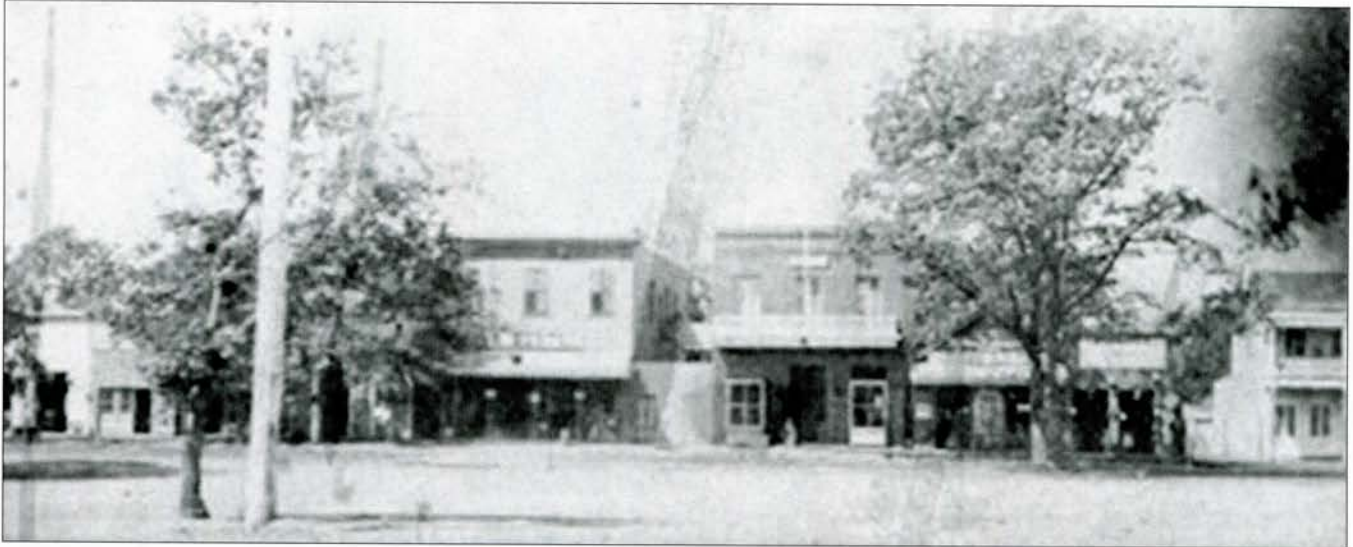
1857 Letter from Healdsburg

reprinted from Sonoma County Journal, November 20, 1857

Mr. Editor:

Agreeable to promise, I will endeavor to give your numerous readers a faint idea of this most flourishing village:

Healdsburg is situated on Russian River, about 30 miles from Petaluma, with which place it is connected by a daily line of stages, driven by skillful and experienced drivers. The population of Healdsburg is about 500, consisting of the bone and sinew of our country – sober, quiet, and industrious – among whom are many families; and the sight of neat cottages and dwelling houses, reminds one of our country villages in the East. We have also two brick stores, erected by Mr. Rathbun, which will compare with any in the country. There is also an Academy in course of erection, which, when finished, will be capable of accommodating 125 scholars; together with a Fire Company, well supplied with hooks, ladders, buckets, etc.; a Masonic Hall, Sons of Temperance Hall, and Concert Hall; three Livery Stables, one Paint Shop, a Billiard Saloon, etc., -- together with about twenty large business firms. Nothing, Mr. Editor, can prevent this place from becoming the most flourishing, as well as the largest inland town in the county, and being in direct communication with the Geysers, and adjacent towns, renders it a favorite stopping place for gentlemen of leisure, and those inclined to sport. More anon,
Yours, S.



Source: Healdsburg Museum Collection

West Street (Healdsburg Ave.) view looking West from Plaza, 1864

1866 Letter from Healdsburg

reprinted from Democratic Standard, February 14, 1866

We copy the following concise description of Healdsburg, with editorial comments, from the *Portfolio*, a manuscript paper conducted by the students of the District School, and commend it to the earnest consideration of our readers:

“This beautiful little village is situated on Russian River, and took its name from Mr. Heald, an old resident of the place. Healdsburg is in the northern part of Sonoma County. It contains a population of near one thousand and has from three to four hundred houses and a great many more are undergoing completion; in a few years it will rival any town in the county. – It now contains one hotel, one restaurant, nine stores, two gun-shops, two barber-shops, one paint store, two hat-makers, three dentists, four churches, and I am sorry to say (yet it is moderate) that there are four drinking saloons in the whole town. A large steam flouring mill is doing the very best of work at present; there are several cobblers in the town and two tanneries and two saddle and harness shops. There are two excellent schools that are well attended. The public school is under the control of W.A.C. Smith, assisted by Mrs. Smith and Miss Nellie Pond; it has about one hundred and forty students. The Sotoyome Institute is an excellent school, and is conducted by Prof. Anderson. I am unable to say

how many students there are that attend this institution of learning, yet judging from what I see passing every day, there must be at least sixty or seventy. Healdsburg in the summer time is a great place of resort; a great many persons of means come here in pursuit of pleasure, while others come to improve their health. – There are some very fine springs near here, the hot spring and the soda springs; and about eighteen miles from here are the famous Geysers – a good road all the way. The only thing we need at present is a railroad and a new School House.

Henry Love

Henry, we corroborate every word of your statement and are greatly in favor of railroad and the erection of a new school house; yet this is not all that is required to make Healdsburg a flourishing little place. A vast amount of enterprise could be used here and it would be advantageous too. At present our roads and side-walks are in a dreadful condition, the foot-bridge is in an awful condition, and it is unsafe to undertake to cross it in the night. Let us have new side-walks, the plaza fenced in, a railroad to Petaluma and more than all else, a new District School House immediately.

Editor Portfolio

Worse than Chinese Lepers

reprinted from *Healdsburg Enterprise*, May 30, 1878

Our beautiful city has long been cursed with two sinks of iniquity well known to our residents and no attempt has been made to close them. These places are poisoning the minds of our young and educating them for crime and the prison – they are undermining the morals of the people and entailing vice and misery upon the community. We call upon all good citizens to aid our officials in rooting out those plague spots, and restore once more the good name of Healdsburg. Emboldened by their immunity from punishment, the keepers of these dens have lately indulged in orgies of the vilest character, which would not be tolerated even among the most licentious communities, and the drunken bouts and fights of Saturday and Sunday nights ought to convince every man who has the welfare of our city at heart that the time has fully come to enforce the laws against this vile class.

On Friday several depraved characters from Mendocino and Napa, on one of their periodical cruises through the country, visited this city and indulged in a grand carousel, which ended in a free fight. The keeper of the bagnio on West Street and one of her Mendocino visitors had been drinking

freely, the Mendocino hag becoming gloriously drunk; while in this condition she was attacked and handsomely whipped by the Healdsburg virago. The latter was arrested upon complaint of her victim, taken before Judge Luce, who fined her thirty dollars. More depraved creatures



than these women can scarce be imagined, and the “gentleman” who witnessed the combat, was not one whit better than the women. We trust that strong measures will be taken to break up the bagnio, and prevent a reoccurrence of such disgraceful scenes.

Source: Healdsburg Museum Collection

Madam Lucinda Walker, 1870s

A Disgrace to the Town

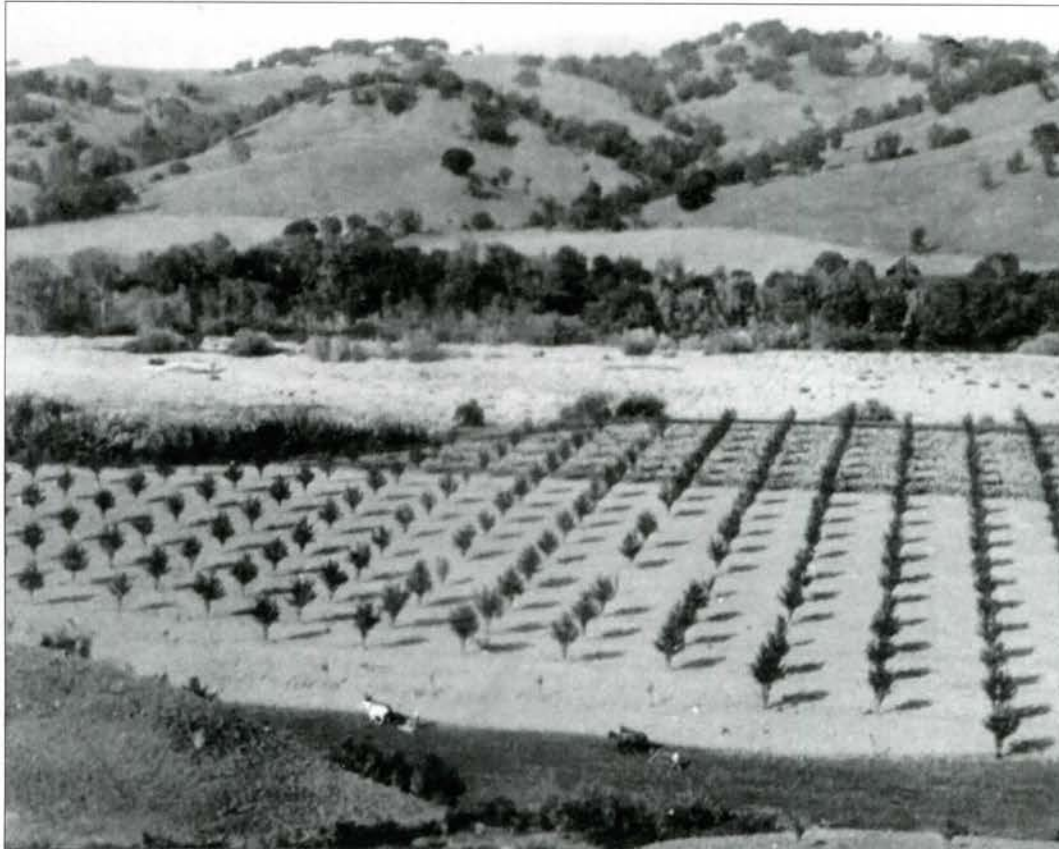
reprinted from *Russian River Flag*, November 22, 1877

A couple of females are occupying a house in the midst of a most respectable portion of this city. About the hour that peaceable citizens begin to retire, the habitues of this den assemble and from that time till day-break, almost every night, a pandemonium is enacted – dancing, stamping, boisterous songs, profanity, etc., being the annoyances which the neighbors are compelled to endure. Our notice has been called to it by various citizens who are disturbed by it. All we can do is to expose the matter; the course to pursue to abate the nuisance is for one of the neighbors to go before the magistrate with the proofs, and enter complaint. The matter will then be summarily disposed of.



Source: Healdsburg Museum Collection

1884 lithograph showing “sinks of iniquity” on West street (Healdsburg Avenue) between Piper and Grant Streets



Alexander Valley prune orchards

Source: Healdsburg Museum Collection

Fruit and Vegetable Canneries of Healdsburg

excerpts from Healdsburg Enterprise

Van Alen Cannery

There are several well established and well known fruit canning factories in and near the city, of which the Van Alen is the pioneer... Wm. Van Alen is owner and proprietor. He has found a ready market for his canned goods in the East and has received many favorable comments in the New York press for the superior quality of his fruits. The average pack of the cannery is about 20,000 cases each year.

July, 1888

During a recent visit to the Van Alen Fruit Packing Company, we were shown some peaches packed in glass jars that had been prepared for exhibit at the Santa Rosa Fair. The fruit is of three varieties, the Orange Clings, Lemon Freestones and the Honest Abes. They are packed both sliced and whole and are not only the largest that we have seen, but are packed with care and neatness that makes them doubly

tempting. It is a pity that they could not have been used as intended, for they are an excellent sample of the work of the cannery. They were packed by Mrs. Groom, the wife of the superintendent, and they are a credit both to her and the cannery.

CANNERY NOTES.

Next Tuesday incipient operations at the Russian River will be commenced. About two hundred hands will find employment there next week. Later on, probably the force will be largely increased. Peaches will be the first article put up at that concern.

Steady work commenced at the Magnolia yesterday.

The Van Alen is now operating with a heavy force.

The Russian River received a carload of sugar last Monday.

Tons upon tons of peaches are received constantly at the Magnolia and Van Alen canneries.

Source: Healdsburg Enterprise, July 30, 1891

Cannery Notes

September, 1888

J. H. Curtis exhibited Sonic peaches, grown on his place below town, that measured eleven inches around. They were taken from a load delivered at the Van Alen Cannery and were considered an average of the load.

Magnolia Cannery

The Healdsburg and Magnolia Fruit Canning Company, T.S. Merchant, proprietor, with E.H. Barnes, Treasurer and Geo. Warfield Secretary, is situated in the corporate limits of the city. It was established in 1888 and is one of the largest canneries north of San Francisco. The pack will average about 50,000 cases each year.



Source: Healdsburg Museum Collection

*Magnolia Cannery, 1888
T. S. Merchant in foreground*

July, 1888

A visit to the Magnolia Cannery impresses one with the idea of a "boom" especially in the part of town around the cannery. The energy, life and business qualifications of Mr. Merchant, the proprietor, are evident on every hand. He always knows just what he is about and just what to do to make a success of the enterprise he has undertaken. Already over \$40,000 has been expended in the business and it will require almost double the outlay before he receives a cent for the investment. A man that thinks he can run a cannery on a small capital of a few thousand dollars is laboring under a delusion. The name of Healdsburg Fruit Cannery has also been added to that of the Magnolia Cannery, thus enabling the placing of fruits to different firms in the same city in the Eastern markets. A name

that will add much to the reputation of Healdsburg abroad as the center of the greatest fruit section in California.

NOTICE.

On or about the last of June of this year (1888) I will need at the **MAGNOLIA FRUIT CANNERY**, at the Healdsburg Depot Station, from 200 to 250 Women, Girls and Boys to work on preparing and canning Fruit.

All those who desire employment are requested to come forward at once and register their names in books left at **JOHN DALY'S**, Healdsburg; **W. P. WHITE'S**, Healdsburg; **W. ROSENBERG'S**, Healdsburg; **R. POWELL'S**, Healdsburg.

Camping ground will be furnished free to families who wish to work, and I assure them that they will be treated respectfully while in my employ.

All farmers or orchardists who will have **FRUIT** or **VEGETABLES** to sell this year are requested to call upon **JOHN DALY**, at Healdsburg, or **MR. J GILBERT**, the Superintendent, at the factory, before disposing of their stock, as they will undoubtedly find it to their interest to do so. As I expect to pack a large number of cases of fruits and vegetables this year, I wish to give Healdsburg and its vicinity the preference.

T. S. MERCHANT.

ap13tf

Source: Healdsburg Enterprise, March 1, 1888

"Help Wanted" advertisement

The foundation for an additional storehouse is now being laid giving more and much needed storage capacity. About 330 to 400 hands will be required next week, as the peach crop will then be ready. 280 hands are now on the payroll. A corn canning machine arrived yesterday by freight from Maine, which is one

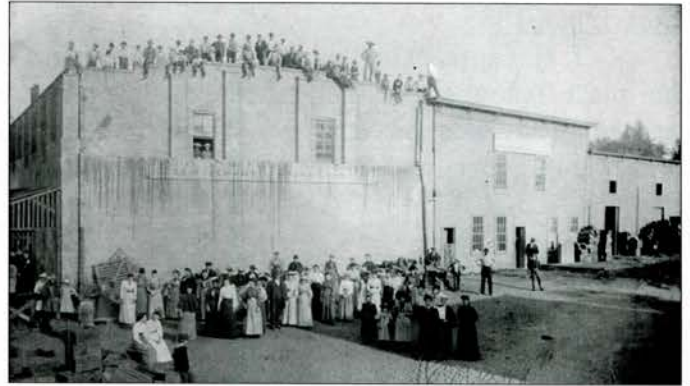
of the latest and most improved inventions in that line. Ten tons more of blackberries were contracted for this week from Hunt Brothers of Sebastopol at three cents per pound. An acre will yield four tons, showing an immense profit in the berry business if properly conducted. The Magnolia Cannery with Mr. Merchant as proprietor is as good as a gold mine for this locality.

August, 1888

On Friday morning at about 2 o'clock, some person entered the tent of one of the families that are camped near the depot, and working in the Magnolia Cannery, presumably for the purpose of pilfer. In his efforts to obtain some plunder he aroused one of the children, a girl of 12 or 15 years, who gave the alarm, upon which the would-be burglar struck her in the face, causing quite a disfiguration over the left eye, and made good his escape. It was impossible to identify the party. Mr. Merchant has placed a guard over the camp grounds, with instructions that if a like offense be committed to use his firearms, and it is hoped that his instructions will be obeyed to the letter.

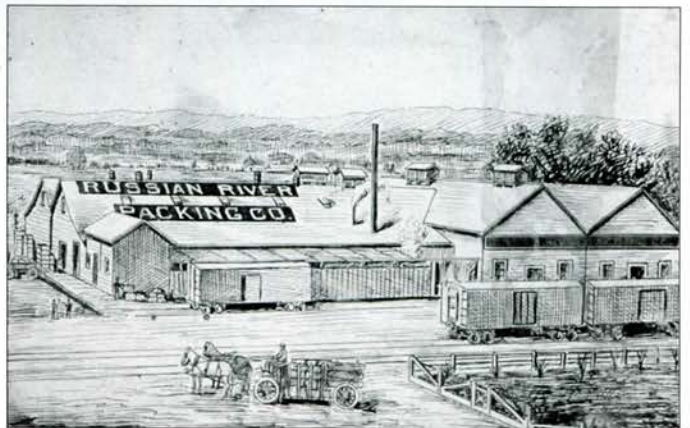
September, 1888

Although the fruit season is far advanced. a visit to the Magnolia Cannery will convince anyone that the work in this institution is far from being completed and that they have many weeks of active work yet before them. Mr. Merchant, the proprietor, informs us that the pack up to date amounts to 40,000 cases. Already thirty car-loads have been shipped on special orders for Eastern trade and from two to four car-loads are being sent away daily, each car containing about 400 cases of twenty-four cans to each case making a total of 9,600 cans in each car-load. Not a complaint has ever been entered regarding the quality of the fruit, and in fact most of the orders have been duplicated, which speaks well for the cannery and ranks it us one of the best in the State. Owing to the scarcity of tomatoes, it will be necessary to order from the city 1,000 cases to fill orders now contracted for. Had the farmers planted tomatoes as requested by Mr. Merchant, he could have easily used them all. From his own farm, he raised fifteen tons to the acre which, at \$7 per ton, netted him \$105 per acre. He states that twenty-five tons is an average crop, which would show a good profit to those who will make this a business, and the quality of those raised in this section are superior to those of other places.



Source: Healdsburg Museum Collection
Magnolia Cannery, 1891

One hundred and twenty-two hands are now employed in the cannery putting up squash, apples and grapes. Another season he expects to put up at least 65,000 cases or 15,000 in advance of this year's pack. The work in the cannery this season has been very harmonious, the employees holding Mr. Merchant in the highest regard and esteem. Work in the cannery will continue for several weeks yet.

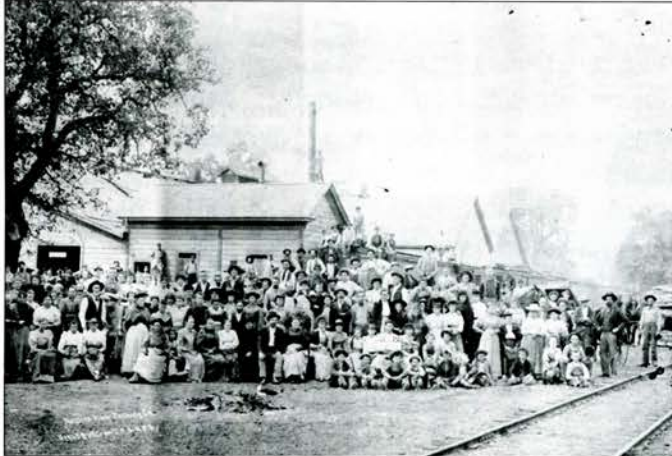


Source: Healdsburg Museum Collection
Russian River Packing Company

Russian River Packing Company

Miller & Hotchkiss rank as one of the largest handlers of the raw material. Their cannery at Healdsburg is incorporated under the name of the Russian River Packing Company, and is one of the largest of the interior packing houses of the state. This factory was established in 1891, and its goods have steadily grown in favor in the markets of the world. Their packing-house is located at the depot and the various buildings cover more than an acre of ground. During the busy season from 500 to 800 hands are employed, and no effort is spared to pack their fruit in the best and cleanest condition. White labor only is

employed. In addition to the cannery and packing house at Healdsburg the line operates a large cannery at Sebastopol. Messrs. Miller & Hotchkiss also do a large business in handling green and dried fruits under the name of the Star Dried Fruit Company. Their dry yard comprises about fifteen acres. The firm has done a great deal to develop the dried fruit industry of Sonoma County, and to educate the growers in the care and handling of their fruits.



Source: Healdsburg Museum Collection

Russian River Packing Company

June, 1897

Considerably over 150 hands are still at work on cherries at the Russian River Packing House, and not until the fore part of next week will the season's pack be completed. About 4000 cases is the output of cherries at that establishment this year. Asked as to general prospects, J. R. Miller said they were most discouraging "Prices for canned goods are low," said he, "very much lower than at this season last year, and naturally the prices paid the grower for his product will be in accordance. There is plenty of fruit, an abundance of it, despite the predictions to the contrary by many orchardists. The cherry crop was the largest California has ever known. The apricot crop will be the same. A considerably larger crop of prunes will be harvested this year than last, and when other fruits have been gathered, it will be found that the crop throughout is a big one. Yes, the outlook is very discouraging, with no prospect for improvement, and if that tidal wave of prosperity doesn't strike us pretty quick there will be greater cause for discouragement." The Russian River Cannery will not run on blackberries. This fruit will be put up at their Sebastopol packing house, however—to what extent Mr. Miller does not know. Operations on

peaches will commence at the Russian River Cannery about July 25th, and it is probable that the run made will be a heavy one.

May, 1898

The following is a list of carload shipments from the Healdsburg freight depot during the past week: One car of paint from Healdsburg Paint Company to San Francisco. One car of wine from Scatena to Scatena & Co, New York. One car of wine from Simi to Simi & Co., San Francisco. One car canned goods from Russian River Packing Co. to the Field & Stone Co., San Francisco. One car wine from Massoni to E. Masscni, San Francisco. Two cars cream of tartar shipped by Healdsburg cream of tartar factory to O. de Latour, San Francisco. Car of brandy from de Latour to de Latour & Co., New York. A car of canned goods from the Russian River Packing Co. to Field & Stone Co, Philadelphia. Two cars canned goods, Fontana & Co. to Fontana & Co., San Francisco. A quantity of cherries was shipped to San Francisco this week.

November, 1891

The Russian River Packing Company has dried nearly one million pounds of prunes during the season just finished. Seventy car-loads have been shipped by this firm from Healdsburg.

Sources:

Healdsburg Enterprise, January 1, 1888, "Healdsburg Annual Review of Its Various Industries."

Healdsburg Enterprise, July 11, 1888, "Van Alen Fruit Packing Co."

Healdsburg Enterprise, September 12, 1888, "Thousands of Dollars"

Healdsburg Enterprise, July 25, 1888, "Magnolia Cannery"

Healdsburg Enterprise, August 1, 1888, "Local Brevities"

Healdsburg Enterprise, September 19, 1888, "The Magnolia Cannery."

Healdsburg Enterprise, June 26, 1897, "Fruit Packing in Sonoma County."

Healdsburg Enterprise, May 19, 1898, "Railroad Shipment."

Healdsburg Enterprise, December 28, 1899, "Miller & Hotchkiss - A Firm that Has Done Much to Develop Sonoma's Resources."

To Round Valley Where the Indians May Have to Go

The Secretary of the Interior Petitioned to Take Them to the Reservation
reprinted from Sonoma County Tribune, August 29, 1895

Two hundred citizens of Healdsburg and the country contiguous have attached their autographs to a petition which if gratified will be a source of much relief to the populace here and also that of every other locality in Russian River Valley.



Source: Healdsburg Museum Collection
Maximillian family matriarch, c. 1890.

The petition is to be presented to the Secretary of the Interior and asks that the Indians inhabiting the Russian River country be removed and domiciled in the Round Valley Indian Reservation. Those who have subscribed their names to the instrument include the most influential and prominent citizens of this locality and there are none in the entire district but who are heartily in

accord with the petitioners. It is a well-known fact that the prevalence of crime among the Indians puts the county to more expense than all offenses of other elements combined. Though the number of the dusky natives is gradually decreasing, their lawlessness is becoming greater and more insufferable. In the past year there were more murders, assaults and general disorder perpetrated by the Indians than was ever before known and with the keenest vigilance the delinquency and barbarity of the aborigines does not seem to lessen.

Despite every effort on the part of the officers of this township to prevent their getting any liquor, the Indians have their weekly carousal just the same and during which they engage in the most vociferous quarrels which invariably culminate in a fierce fight, cutting scrape or tragedy.

The removal of this undesirable genus would be a good riddance for everybody, especially those whose peace has been disturbed by their pugnacity.

The petition reads as follows: "To the Honorable, the Secretary of the Interior — Sir: We, the undersigned citizens in the County of Sonoma, State of California, do hereby represent and show to Your Excellency that there is a large number of Indians belonging and accredited to the Round Valley Indian Reservation of this State roaming about in the county of Sonoma, principally in the Russian River Valley and the vicinity of the towns of Healdsburg and Geyserville; that all of said Indians are addicted to drunkenness and when drunk are very quarrelsome and disorderly; that murders and assaults have become so common as to be an unbearable burden, both on account of their disorderly conduct and on account of the great expense to this County in the trial of criminal cases occasioned thereby. Wherefore, we do hereby petition and pray that all of said Indians be removed at once to their said Reservation and that proper measures be taken to keep them thereon."



Source: Healdsburg Museum Collection

Postcard of Healdsburg Plaza from southeast corner, c. 1902

A City by the River

reprinted from New Year's Edition of Healdsburg Enterprise, January 1, 1902

Healdsburg a Lively City of 4,000 Inhabitants, Capital of the Sotoyome, The Trading Place of a Valley That Has No Equal as a Producer of Diversified Crops, A Progressive and Growing Municipality, Within Three Hours' Ride by Rail of the State's Metropolis and Only Sixteen Miles from the County Seat.

This is not the first time in the history of Healdsburg that a special edition of a local paper has extolled the beauty of our own particular landscape, the richness of its soil, the charm of the climate and the sturdy loyalty of our sons and daughters. The facts, however, were not proclaimed with sounding brass and the booming of artillery. No journalistic town crier or real estate huckster has called attention to our many resources amid the marts of the home-hunting tourists of the East. Whatever was said, whatever was written was more in the nature of a selfish festival for the gratification of our own people.

This is not meant to throw discredit on the work of our predecessors. Their purpose was commendable, and their efforts immediately awakened that local pride that has shown evidence of a splendid growth by the many public improvements in the city during the past ten years.

Perhaps the city is fortunate because of the failure of some gigantic boom to sweep into the valley and leave wrecks of many fortunes among the fertile hills.

It can be said and proved that there has never been a stimulus applied to the value of Sonoma County real estate. Those who have invested capital in the lands beside our rivers and upon our wooded hills have invariably gathered the harvest that was anticipated. Land values have steadily risen, and the conservative business men of Healdsburg are not losing sleep over the thought that prices of realty have reached the limit.

Ours never was a desert that some grafting real estate prophet said would blossom as the rose. We need no irrigating canals, no vast public benefaction to soften the climate or enrich the earth so that our people might live and prosper. Nature has given us everything, keeps us supplied with

everything. We have no record of a failure of crops either by drought, flood or frost in the annals of Sonoma County. There is a strip of land following the courses of Russian River and Dry Creek, ten miles above and ten miles below the city of Healdsburg that for richness of soil is unequalled in the state of California. The peaches, pears, prunes, plums, cherries and other varieties of fruits grow larger and with finer flavor than is possible to produce in any other section.



Source: Healdsburg Museum Collection

Russian River below Fitch Mountain

This country furnishes the life of Healdsburg. The town nestles in the valley near the junction of the two streams—Dry Creek and Russian River. The land on which the city rests is slightly elevated above the rich loam of the river sides and slopes gradually upward toward Fitch Mountain in the background.

Only sixty-five miles separates from us San Francisco, thirty from Petaluma, and nearest navigable waters of the Bay, and sixteen from Santa Rosa, the capital of Sonoma County.



Source: Healdsburg Museum Collection

Healdsburg Railroad Depot, c. 1908

The California Northwestern Railway connects the town with the insatiable markets of the Bay cities. None of our produce is lost; nothing wasted, so that with its tributary country, its convenience to market, Healdsburg is destined to be for all time the center of a happy and prosperous community.

The growth of the town has been steady. In 1852 Harmon Heald erected the first house upon the present site of the city. Two years later the post office was established, with Mr. Heald as postmaster and H. M. Wilson as assistant. The town as laid out by Heald consisted of four streets that intersected and formed the present Plaza. The corner now occupied by the Healdsburg bank is the spot where, in 1857, Heald erected a new store building. Ten years later the town was incorporated.

At present Healdsburg has a population of about 4,000. The taxable property, according to the city's books for the past year, was \$888,417—a gain of \$83,530 over the previous year.



Source: Healdsburg Museum Collection

Ladies' Improvement Club Fountain erected in Plaza, 1901

Private corporations and individuals have not been alone in adding to the beauty and convenience of the city. The town trustees and the Ladies' Improvement Club are leading with energy the movement to improve streets and other public utilities. The city's electric light and power plant is worked to its fullest capacity, and plans are now being formulated to increase the efficiency of our lighting system. The city's water supply, owned and operated by the municipality, is the pride of the people, and during the past year it has saved more

property than the plant has cost. Several serious conflagrations have been averted by the prompt response of the local fire department and the splendid water supply.



Source: Healdsburg Museum Collection

Bank of Healdsburg, Northeast corner of West (Healdsburg Ave.) and Powell (Plaza) Streets, 1898

These municipal enterprises mark an epoch in the history of the city's growth and development. The Silurian has been abrogated, the mossback dropped from the ranch, while a new spirit and a new purpose have animated the town people, and now the easy-going citizens of a dozen years ago can scarcely be recognized in the modern merchants and bustling business men that occupy the high stations in our city government and commercial life. The germ of modernity is in the air. Some of our prominent ladies have been affected with it, and as a result we have had our streets carefully plotted, and neat signs designating them may be found at every corner. A splendid granite drinking fountain occupies the place in the Plaza where once stood the decrepit bandstand.

The city has reasons to be proud of its schools, if not of its school buildings. Besides the primary grades, we can boast of a high school that is second to none in the state in regard to the thoroughness of its course. H. R. Bull, the principal, has been in charge for a decade. Under his guidance, ours was the first high school of the County to be placed on the accredited list by the state university. G. W. Warren and G. E. Murdock are his assistants.

The city possesses a splendid library, located in the city hall and its patrons are many. Besides a complete list of reference and text books, all of the medieval and modern writers of fiction may be found on its shelves. Magazines and periodicals are on file in the reading room.



Source: Healdsburg Museum Collection

Healdsburg City Hall and Plaza, c. 1905

Healdsburg is a town of churches and all the more prominent denominations are represented.

In the way of business, Healdsburg has its share. The streets surrounding the Plaza are occupied exclusively by business houses. Trade is brisk, and oftentimes it is impossible for the country customers to find a place about the square to hitch their horses. Goods of every description are shown from the plate glass windows, and all the modern methods employed by metropolitan merchants are used to attract and enliven trade.

The California Northwestern depot, on the southern side of the town, is the center of an extremely lively section. The fruit packing houses of the Fontana Co., Russian River Packing Co., Porter Bros. Co., and the Star Dried Fruit Co. are clustered in close proximity to the shipping station. During the busy fruit season the scene about the depot is as animated as any within the centers of commerce.

The fruits and the vintage are not the only source of revenue. Large quantities of hops, hay, grain, livestock and poultry are shipped to market from this point. Some years the hops yield an income to the growers of more than \$40,000.

There are many other things that might be written, many details added, but space forbids. Remember this, however: Healdsburg is situated in a County that grows one hundred crops every century without irrigation, where the people neither freeze in the winter nor wither beneath the torrid suns of summer, where luscious fruits ripen in season and the heart of the husbandman is glad.



Source: Healdsburg Museum Collection

Red Men's Hall, northwest corner of Powell (Plaza) and Center Streets, 1904 and 1906

The Shock in This City

reprinted from Healdsburg Tribune, April 26, 1906

Tuesday evening, April 17th, was as fair and pleasant as one could desire, but later in the night the atmosphere grew warm and sultry, and surplus covers were thrown off. This was the only indication of unusual conditions.

At 5:13 Wednesday morning, the shock occurred. It started quite gently, but quickly increased, until it became absolutely terrific in its force. It was accompanied by a fearful noise, atmospheric and subterranean, interspersed with the crash of falling buildings.

subterranean water spouted. In places the ground was left in ridges.

Near the Bidwell place, on Russian River, ten or twenty acres, covered with timber, were badly fissured and many trees were torn up.

The long bridge crossing the River in Alexander Valley was thrown down, and many fissures were made.



Source: Healdsburg Museum Collection

Odd Fellows Building, 1906

Chimneys went down by the hundreds and weak structures collapsed.

Along the Russian River and Dry Creek bottom lands the earth opened in small and large fissures, through which, in some instances,



Source: Healdsburg Museum Collection

Alexander Valley Bridge, 1906

Rocks were heaved from their beds on Fitch Mountain and rolled down into the River.

Many farmhouses were more or less injured. The residence of M. V. Frost was lifted from its foundations, and is practically ruined.

Such a tremendous seismic disturbance has never, within the memory of man, been felt in this valley or County.



Source: Healdsburg Museum Collection

Damaged Gobbi block, Center Street

Shocks were felt at intervals for several days, but they were slight, and did no damage, though causing considerable uneasiness among the timid ones.

While the structures erected by man have been damaged by the shock, the beautiful lands surrounding the wrecked cities have not been injured. The flowers are blooming with a beauty so

unexcelled as to be remarkable, and the gentle breeze at this writing is heavy with the perfume of the locust. Roses are everywhere, the chirping of mating birds comes from tree and bush, and a feeling of peace has taken the place of anxiety and fear.

While ruin and death startled and shocked and dazed us all, and people looked haggard from the effects of their fright and shaking up, no one has lost hope, and the world will go on as though the calamity had not come to us. In a few years all of the scars will have disappeared, the indomitable energy of the descendants of the Argonauts will have reconstructed the ruined cities, and progress and prosperity will be on every hand.

Singular Fatality

One of the most remarkable incidents of the recent tremblor occurred at the quicksilver mines, near Guerneville. It is stated that two men, Fred Miller and J. O. Anderson, were being hoisted from the shaft, and when but a few feet from the surface, the shock came. A huge rock was loosened from its place on the mountainside above by the quake, rolled down the slope and jumped into the shaft. It struck the skip, and it and the men fell to the bottom of the shaft, a distance of four hundred feet. The men were instantly killed. Miller's relatives in Dry Creek Valley took charge of his remains and they were interred in Oak Mound Cemetery last Thursday.



West Street (Healdsburg Avenue), northwest of Plaza, 1904 and 1906



Source: Healdsburg Museum Collection

The Losses

reprinted from *Healdsburg Tribune*, April 26, 1906

Although approximately small, the loss sustained by Healdsburg was comparatively as great as those sustained by other places. The business men of this city have taken their losses with good spirit and the work of rebuilding is progressing as rapidly as possible.

The Odd Fellows' fine building, Whitney's drug store, the Cohen brick building adjoining the Odd Fellows' building, the Grangers' building and S. J. Hall's brick building are all total wrecks.

One end of the Odd Fellows' building dropped onto the *Tribune* office, and a portion of the two story Mill building also dropped onto the office. The two job presses were badly crippled, but the newspaper press was uninjured. The type cases were buried under plaster and bricks and it will take some time to straighten things out.

Every brick building in town was more or less damaged. As near as can be ascertained, the losses sustained are about as follows:

California Northwestern Railroad	\$ 500	Mrs. Gaines (brick residence)	\$ 500
Russian River Packing Co.	\$ 500	Dr. F. T. Grant (office)	\$ 400
Fontana & Co.	\$ 3,500	J. A. Brown	\$ 300
Q. V. Sewell	\$ 1,500	Tribune	\$ 250
John McGuire	\$ 800	Henry Fox (two buildings)	\$ 3,500
Red Men's Hall	\$ 6,000	Old Mill building	\$ 2,000
C. D. Evans	\$ 700	James Skee	\$ 400
Sotoyome Hotel	\$ 3,500	Al Byers	\$ 1,500
Rosenberg & Bush	\$ 500	Kruse building	\$ 4,000
Mrs. Cohen, buildings	\$ 2,000	Telephone Co.	\$ 300
Norton & Stussy, building	\$ 200	Western Union Tel. Co.	\$ 100
A. W. Garrett	\$ 250	City ??? and Power House	\$ 400
Carl Muller Building	\$ 2,500	Dr. Ottmer, buildings	\$ 1,000
Cummings Bros.	\$ 1,200	Kinslow and Bell building	\$ 3,500
Daly Building	\$ 500	J. Silberstein	\$ 400
Racket Tea Store	\$ 100	F. and M. Bank building	\$ 750
Miss Casey (three brick buildings)	\$ 1,000	Gunn & Ferguson	\$ 100
Sam Meyer	\$ 1,500	Taylor's harness shop	\$ 1,500
Bank of Healdsburg building	\$ 700	S. J. Hall building	\$ 1,800
Union Hotel	\$10,000	Mizner buildings	\$ 1,000
Tom Young	\$ 400	Whitney's Drug Store and buildings	\$ 6,500
Odd Fellows' building (total loss)	\$15,000	Bush's Grocery Store	\$ 200
Von Tillow (brick house)	\$ 500	Miss M. Gray	\$ 150
Dr. Biddle	\$ 1,500	L. L. Granger	\$ 100
McCormick (brick residence)	\$ 500	Every family in town lost from \$25 to \$300	

JAMES SKEE Furniture and Undertaking

Now located next to Passalacqua & Cook's feed store on Center street. Our stock of Furniture, Carpets, Wall Paper, etc., is practically uninjured.

Evans' Drug Store

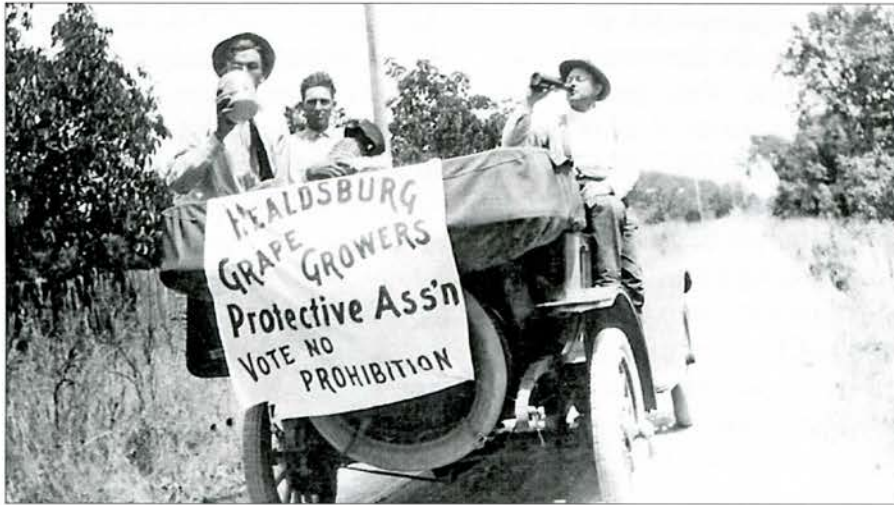
Has been removed to the store room next to Passalacqua's Grocery Store, where your wants in the drug line can be supplied.

BROWN The Buggy Man

is now located four doors east of his old stand. A few Buggies were scratched by the earthquake disaster, which will be sold at cut prices. Give us a social call.

Source: Healdsburg Museum Collection

Various newspaper business ads posted after the 1906 earthquake



Source: Donn Reiners

Healdsburg grape growers vote no, 1918.

Vineyardists Protest Prohibitory Law

Mass-Meeting of Italian Growers Formulates Forceful Appeal to President Wilson on Behalf of Wine Industry

excerpted from Healdsburg Tribune, August 8, 1918

A most enthusiastic meeting of the Grape Growers of Sonoma County was held Sunday afternoon at the Healdsburg Opera House. Every seat in the big auditorium was taken and many had to stand throughout the proceedings. The purpose of the meeting was to protest against the proposed Prohibition amendment to the agricultural bill in Congress, which will wipe out the grape growing industry of Sonoma County and of California. Father Andriano acted as chairman and others on the stage included the following: Frank T. Swett, president of the state viticultural commission; Chevalier Andrea Sbarboro, Edmund A. Rossi, manager of the Italian-Swiss Colony, Asti; A. Maggenti, president of the committee; A. O. Perelli-Minetti, secretary; S. Scatena, president of the committee; A. Ferrari, all of Healdsburg; Secretary Horatio F. Stoll of the California Grape Growers; E. Prati and P. Pellegrini, Asti; Rev. Dr. T. Bandini. Cloverdale, Carlo Colabella, Fulton; G. Sorini and S. Sebastini, Sonoma; A. Lencioni, Dry Creek; Attorney Sylvestri Andriano, San Francisco; P. Stefani, Geyserville; G. Mentasti, Sebastopol; G. Morelli, Occidental; A. Nicoletti, Mill Creek, Editor G. Bertini of L'Italia, San Francisco; Louis M. Rossi, of Bank of Italy, Santa Rosa; L. Foppiano

and G. Sodini, of Grant; Felice Pagani of Glen Ellen.

At the close of the meeting the following statement of the vineyardists' cause was adopted and was forwarded to President Wilson:

To President Woodrow Wilson,
White House, Washington, D. C.

The vineyardists and wine-makers of Sonoma County of Italian birth or descent, loyal citizens of the United States, in mass meeting assembled, want vigorously to protest against the injustice and untruth of telegrams and communications recently sent to Washington by a certain element in the population of our County implying that the majority of the people of Sonoma County consider that Prohibition at this time would not be a calamity to this County, but be for its best interests; and wish at the same time to set their plight before the President of the United States.

Sonoma County grows more grapes for the making of light table wines than any other County in the whole United States. Nothing could be farther from the truth than the statement that the majority of the population is favorable to Prohibition. There are in this County about 24,000 acres devoted to the growing of wine grapes, consisting principally of

small holdings, so that the wine grapes exceed in acreage any other fruit grown In Sonoma County. The wine to be made from this year's crop represents a wholesale market value of \$4,000,000. The banks of this County, ALMOST WITHOUT EXCEPTION, have sent their protest to Washington against the proposed unwarranted destruction of our vineyards. The Sonoma County Farm Bureau, at a meeting attended by 17 directors from the different Farm Centers, and various Chambers of Commerce throughout the County have also done so. How, then, can it be implied that the majority of the people of our County would look with favor on Prohibition?

A considerable part of the vineyards and wineries of this County belong to loyal and law abiding citizens of Italian birth or descent. A more sober, industrious and thrifty people cannot be found in the United States. We came to this country to engage in an industry that has been fostered by the Federal and State Governments. With incomparable patience, industry and hope we cleared forests and planted profitless sheep ranges to wine grapes, turning barren slopes to beautiful vine-clad hills.

After years of hard labor and thrift and saving, is our life-work to be turned to naught by senseless overnight Prohibition? And are we to be ruined financially to satisfy the fanatical movement of the extremist? Are our beautiful vine-clad hills now valuable, to be turned back to profitless pasture lands?

We said senseless Prohibition. Our allies, France and Italy, have seen fit to give a regular dally ration of light wines to their soldiers. The brave soldiers of the United States in France are not deprived of light wines, and testimony proves of their exceptional temperance and sobriety "ever there." They write home that the use of light wines and beer is the true road to temperance. Since the beginning of the present war those of our kin and blood have shown their affection to this country by enlisting or promptly answering the call when drafted, so as to give about one-third of all the soldiers from California. But whilst we proudly give our cherished ones to our Country, is our Country going in return to destroy our lands and our crops and deprive vs of our sustenance? The Italians of this County have ever been foremost in

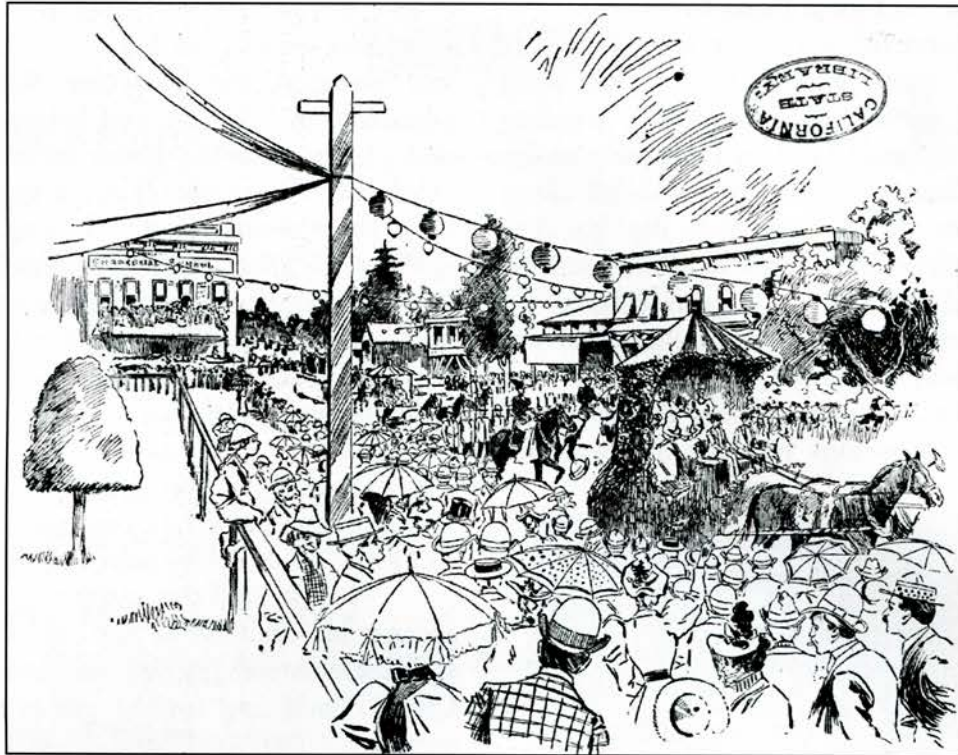
Liberty Bond drives, Red Cross contributions and War Savings Stamps purchases. For the Third Liberty Loan a mass meeting was called in this city, just as one is now called today in the interests of the vineyardists, and the Italians surprised the entire County by their most generous subscriptions. And we Italians propose to continue to do our full share of duty toward the Government in a financial way in any future loan or subscription. However, in spite of our good intentions, if our means of livelihood are taken away from us, we shall find ourselves unable to give that generous support which we have in the past.

And if Prohibition should prevail and we should be ruined financially, must we still be subjected to a further burden by sharing an increased tax that must necessarily ultimately come upon us through the loss to the Government of a great source of revenue which it is now enjoying.

And in making wine from grapes we are not unpatriotic, for wine moderately used, has an intrinsic food value. And the destruction of wine grapes, far from conserving food, will waste it. Wine grapes as such have no food value. They cannot be used as table grapes and are useless for raisins. But it is proved that temperate light-wine drinkers consume a negligible amount of sugar and butter fats, which the entire world is so anxious to conserve.

It seems strange that in such a matter as Prohibition our nation seems loathe to follow unanimously the good judgment of our Honorable President and that of such other great men it has seen fit to honor with large responsibility in the hour of great need, such as Mr. Herbert Hoover, Chairman Hurley and Mr. Bainbridge Colby of the Shipping Board, Postmaster General Burleson, etc., whereas it is so ready to give these same men its implicit and generous support in other important matters.

Therefore, we, the undersigned, in mass meeting assembled at Healdsburg, Sonoma County, this 4th day of August, pray you to use your influence with Congress to see that we wine-growers of Sonoma County receive proper protection at the hands of Congress, and urge that if the Prohibition amendment should be passed by Congress, that you exercise your power of veto.



Source: San Francisco Call

Queen Emma leading the pageant at the Healdsburg Floral Festival

A Dazzling Array of Beauty Seen at the Healdsburg Floral Carnival

Scores of Gay Floats

California Blossoms Arranged in a Variety of Magnificent Designs

Contest of the Knights

Balloting for Babies

reprinted from San Francisco Call, May 17, 1895

Healdsburg has reached up and placed a standard on the heights of her history. For her great day is already in history. Her future will not look up to this flag to be sure, for Healdsburg never goes back—a height once attained is made secure—but the flag will mark what a greater step may be taken under the influence of enthusiasm and united effort.

The features of today's demonstration were sufficiently distinctive to have invited the enthusiastic attention of even those who have seen all the others, and the crowds that came by the regular and the special excursion trains from north and south and who have trooped into the city by every road leading this

way, and in every style of vehicle, are loud in their praise of Healdsburg and her carnival, and will go away to tell the stay-at-homes what fun they had.

The day was perfect, the sky unflecked by a cloud, but the sun's straight rays were tempered to entire comfort by a cooling breeze. All the morning hours were enlivened with that bustle of preparation that goes before a pageant, the dashing abreast of men on horseback, the tat-tat-tat of drums, the far-sounding call of bugles, the movement through the streets of detachments of the parade, the tramp and the slow elbowing of the good-natured mass on the streets.

Five Thousand Attend Floral Float Procession

The procession formed in the streets west of the park and very shortly after the hour set the word was given, and it moved away westward, winding through the principal streets and then returning to the Plaza. Sightseers had found favored points all along the route to view the parade, but the peculiar advantages of the Plaza, where the cavalcade could be seen for a quarter of a mile of its length as it traversed wide streets, attracted the great mass there and not less than 5,000 people packed the sidewalks and looked from the windows and porches and awnings, or stood upon the housetops fronting the beautiful square.



Source: Healdsburg Museum Collection

Watching the procession from a rooftop

The procession was over a mile in length, and this despite the fact that many of the floats anticipated as coming from neighboring cities did not arrive. Geyserville was the only place outside of Healdsburg that was represented in the line, but she did herself proud. She was given almost the right of line, with a neat little donkey turnout.



Source: Healdsburg Museum Collection

Queen Emma Meiler in front of Union Hotel

But to follow the line in its order: The Queen, of course, came first, led, to be sure, by the marshal and his men, the Sotoyome Band—a prize-taking organization—the armored knights with their lances and plumes and the glitter of burnished silver and steel. They were the Queen's guard of honor—and then the Queen's float. It was an immense and substantial affair, covered completely with green things and flowers, except the canopy which stretched above the throne at the top. Her four maids of honor occupied places about her on the steps leading to her high position. The float was drawn by four white and plumed horses. Surrounded by her mail-clad knights, and followed by a long troop of other knights and ladies, arrayed in bright costumes, the Queen and her following made a very imposing spectacle.

Just behind this inspiring array, as though to present the contrast of the old, dull order of things with the new and gay days of spring revelry, came the City Council and invited guests in some everyday carriages.

In sharp contrast again came the flowers on wheels, led by a beautiful conceit in sunflowers. The canopy of a surrey was an immense sunflower. Two black horses were harnessed in yellow, and the rig trimmed in small yellow flowers, while the four fair occupants wore so many yellow sunflowers. Mrs. Dr. Swisher of Healdsburg and Miss Byington of Santa Rosa rode in a low-seated, four-wheeled rig that was entirely covered with roses.

Now came the Geyserville contingent, led by another gallant company of knights and ladies. Back of them came a float done up in white, with a dozen pretty little girls in white winding a Maypole. The float was drawn by four white horses with white harness. George Rimmel and wife followed in a tandem, the rig in yellow and lavishly decorated in wild sunflowers. Two footmen in white led the horses. Now came the Geyserville Bicycle Club, all trimmed in blue and gold and flowers the wheels of some of them—J. V. Harlan, Dr. D. C. Lazie, Cad Ellis, John Hall and Charlie Anderson. Here were more riders in dresses designed to create a beautiful effect: Misses Florence Ellis, Chloe Ellis, Nanon Knowles Miss Hart, Miss Addie Goodrich, Mrs. Jeff Wisecarver, Mrs. George Black, Bert Ellis and Shirley Black. Little Homer Black led the Geyserville contingent on a gaily dressed donkey.

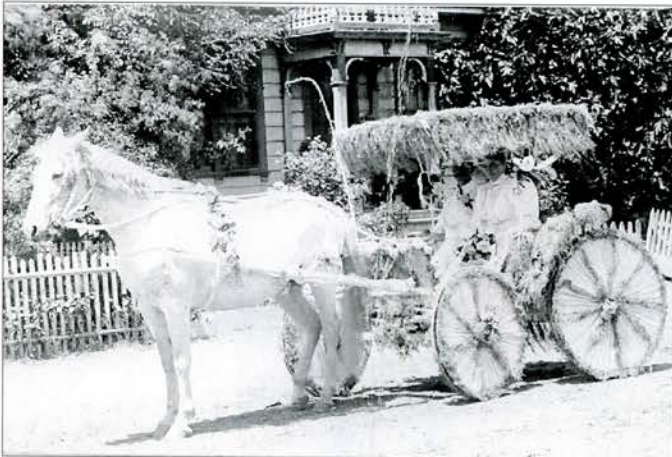
E. C. Goodrich rode in a carriage smothered in flowers, while at the end of this division was Joe McMinn's clever float, covered with greens, and in which was a small orchard of cherry trees, with four summer girls stripping the luscious fruit from the branches and tossing it into the crowds on the sidewalk. On the side of the float, done in flowers, was the legend, "Heart's Desire."

A band of Sotoyome Indians gave an occasional yell from under a grassy tent on wheels.

The Lytton Training School at Lytton Springs was represented by a handsome and cool-looking float built of ferns, in the shade of which were a dozen pretty young ladies, forming a picturesque tableau in blue.

Now came the most spectacular single turnout in the line. Mrs. Anita de Fitch Grant, dressed in a flowing robe of pink, with an immense white straw hat trimmed with pink flowers, was seated in a low four wheeled rig that was entirely covered with pink flowers. She was half-buried in roses. She drove four white horses harnessed in pink and decorated with flowers.

A very effective individual float followed, in which little Stella Rosenberg sat alone. It presented two pictures. One labeled "New England" presented a miniature cottage and a landscape that is snow-bound—a liberal spreading of white cotton serving for the snow. The figure of a man was half buried in the snow. The other was labeled "California," and presented the bower of ferns and fruits and flowers, in which the smiling child is taking her ease. The float was applauded all along the line.



Source: Healdsburg Museum Collection

Anson Burlingame and Miss Baker

A. A. Burlingame drove a four-wheeled rig trimmed with roses and pinks. Riding with him was Miss Baker.

H.R. Galloway and family and Miss Newlands drove a four-wheel, rig covered with grasses and ferns. Mrs. W. J. Hotchkiss and Miss Emma Wightman carried the prevailing color of the gold as seen in marguerites and sunflowers and appeared in heliotrope rig and dresses, and all making a distinct impression,

Mrs. Austin's float was the cottage home, windmill and complete equipment for housekeeping, all built of roses, except the windmill. G. W. Michael shared the credit of the float. Charley and Hazel Michael sat on the porch of the house, while Annie Peters and Emile Austin sat within the house throwing flowers from its windows. This very properly took the first prize for floats.

A float that must have given the judges some bother in deciding against it for first prize was an immense floral shoe with the old lady who lives in it there with her children—a whole bevy of them. It was very pretty. It was designed and executed by Miss Isaacs, who lives out of Healdsburg a little way and brought this beauty to town with her this morning, taking it completely by surprise. There was nothing prettier in the parade. Miss Isaacs sat up in the heel of the big shoe herself, representing the famous old lady.

One of the features that provoked laughter and applause along the line was the toy turnout of little Baby Capell, driving two little lapdogs in harness, under an umbrella of roses.

The procession circled the Plaza, moved east about the distance of its length, returned to the Plaza and moved in review before the Queen, whose car took its station there, and then the long line disintegrated. The sun had crossed the zenith long before this, and the afternoon was well advanced.

The awards were as follows: Best surrey—Miss Harrietta Seawell. Best phaeton—Mrs. Anita de Fitch Grant. Best buggy—Mrs. Eli Bush. Best cart—Mrs. George Rimmel. Best float—Mrs. Charles Austin. Best farm wagon—Mr. Joseph McMinn. Best lady equestrienne—Miss Stella Haigh. Best lady bicyclist—Miss Lola Bond. Dog wagon—Little Kathleen Swisher. The award for the best decorated business house was given to the Union Hotel.

Tilting Competition

At 3 o'clock the knights, in their gorgeous trappings, assembled on the Center Street side of the plaza for the tilting tournament. A large crowd was attracted and held by the dashing exhibition of riding until the finish. Five of the knights were from Alexander Valley and five were from Healdsburg. The contest was an individual one, but a lively spirit of rivalry between the two corps added much to the interest of the contest. Three little rings were to be caught on each ride, and in a stretch of 150 yards, riding at full speed, the rings suspended from scaffolds erected at even distances, and at a height a little above the horseman's eye.

Frank Sinclair of the valley won the first prize of \$40, and William Patterson and Early McPherson of the valley and Bert Haigh of Healdsburg tied for the second.

Baby Competition

While all this was going on, a pretty feature of the festival was attracting no little attention at the theater, also on Center Street. It was the baby show, in which fourteen little buds were bidding for popular

approval. They were Babies Gully, Galloway, Kelly, Dall, Johns, Hoadley, Phillips, Ferguson, Alexander, Rogers, Ormsby, Anderson, Field and Hickok. After a spirited and profitable contest—for it cost money to vote as an evidence of good faith—little Irene Kelly carried off first prize in the less-than-one-year class and Beth Martihue Galloway took another in the two-year-old class.

Music in the Plaza and Moonlight Picnic

Tonight, the city is in the full flood of its hilarity. The Plaza is brilliantly illuminated and crowds throng the streets, for the trains did not carry away as many people as they brought by any means. The Sotoyome Band is rendering an open-air concert in the Plaza, while the Midwinter Fair Quintet is entertaining a big crowd in the pavilion. A moonlight picnic is being held at the Healdsburg grove, a short distance out of town.

Tomorrow will be a day of sport—bicycle, foot, sack and Indian horse racing in the morning, a chorus of 100 children in the afternoon and in the evening, a concert.



Third Class

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