



# RUSSIAN RIVER RECORDER

Winter 2017 • Issue 134

An Official Publication of the Healdsburg Museum & Historical Society

## The Sotoyome Scimitar

## The Healdsburg Enterprise

And The Healdsburg Tribune

## The Healdsburg Tribune

ON THE REDWOOD HIGHWAY



## The Healdsburg Tribune

AND ENTERPRISE

## The Healdsburg Tribune

## The Healdsburg Tribune

Enterprise and Scimitar

## The Healdsburg Tribune

## The Healdsburg Tribune

## In This Issue

This issue of the *Russian River Recorder* is the conclusion of our two-part historical retrospective of Healdsburg and the surrounding area, as revealed through our local newspapers. We left off in 1920 in our previous issue, so we will complete the historical overview from that time to the present. We think you will be struck, as we were, by interesting parallels in the civic, social and economic concerns of the past with similar concerns that we face as a community and a nation today.

We selected a largely chronological approach in presenting the material. Former Curator Marie Djordjevich Shobe researched the history of Healdsburg's newspapers through 1950. Part one of her 1999 article appeared in the last issue. It has been updated to 2017.

The 1920s and 1930s highlight major social and economic issues, including Prohibition and its locally unpopular legal enforcement; the need for more housing construction; and the struggle to overcome the Depression. Healdsburg's position in the wine industry in 1933 on the brink of Repeal is fascinating, as well as the growing need for farm labor in the 1940s. Supportive attitudes toward the military and shared sacrifice are described during both World War II and the Korean War.

Social issues of the 1960s were played out in news headlines alongside growing concerns about the town's increasingly shabby appearance and the commercial downturn that continued into the 1970s.

The rise and fall of Larry Wilson's proposed "Plaza of the Flags" themed tourist town in the late 1970s remains a cautionary tale today. It illustrates how economic conditions paved the way for City decisions to implement many of the community planning ideas generated by the R/UDAT study.

Mildred Howie's fondly descriptive article about the decline of Healdsburg's celebrated prune industry in 1981 helps set the stage for the reemergence of the wine industry.

Lauren Carriere's oral history interview with Ray Holley, the dedicated managing editor of the *Tribune*, brings the newspaper history up to present day.

There is so much more we couldn't include in this publication, but we hope that this taste of local newspaper research will inspire you to do your own searching. The Healdsburg Museum's collection of local newspapers from 1860-1990 is available and freely searchable on the California Digital Newspaper Collection (<https://cdnc.ucr.edu>).

Our project is nearly complete. We will be fundraising to complete the digitization of the remaining newspapers in our collection: 1990-1999. Please contact us (707-431-3325) if you can help support this effort.

We hope you enjoy these historical views of the evolution of Healdsburg.

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

### RUSSIAN RIVER RECORDER

*The Official Publication of the*  
HEALDSBURG MUSEUM & HISTORICAL SOCIETY

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# History of Healdsburg's Newspapers from 1920 to 2017

by Marie Djordjevich Shobe (updated by Holly Hoods)

In keeping with the time period covered by this issue of the *Russian River Recorder*, we continue the history of Healdsburg newspapers. Executive Director/Curator Holly Hoods has updated the research from an article originally written in 1999 by former Curator Marie Djordjevich Shobe.

For forty years (1898-1938) Healdsburg was a three-newspaper (*Sotoyome Scimitar*, *Healdsburg Tribune* and *Healdsburg Enterprise*) town. The “musical chairs” nature of the ownership seat in almost all of these papers speaks to the difficulty of running a journalism operation in a small town.



Source: Healdsburg Museum Collection  
*Early 1900s ad for Tribune advertising by “Sam, the Cheerful Liar” columnist.*

## *The Healdsburg Tribune and Enterprise*

In 1928, R.E. Baer of the *Healdsburg Enterprise* became partners with Earle Adams. Baer consolidated his weekly *Enterprise* with the weekly *Tribune*, but after a year, in 1929, Baer sold his interest to Adams. Adams ran the paper for the next eight years.

On January 1, 1937, Adams leased the *Healdsburg Tribune and Enterprise* to Larry Thatcher, who had been working for the paper for three years. A year later, with the consent of Adams, Thatcher merged the daily and weekly editions into one paper, and published semi-weekly

on Mondays and Thursdays. The daily edition had become too difficult to maintain due to the development of radio and the increasing cost of production. Even so, with these changes, Thatcher was financially unable to sustain his lease, and Adams came out of his retirement to resume management of the *Healdsburg Tribune and Enterprise*.



Source: Healdsburg Museum Collection  
*Healdsburg Tribune office, 1917.*

In 1938, the *Tribune* was housed in a single-story brick building on a corner lot of Tucker and Fitch Streets. Earle Adams was editor in chief, and his wife Agnes acted as office manager. Two employees worked on content: Max Farmer, the advertising and commercial printing department chief; and Martha V. Hansen, society and local editor. Three regular employees staffed the

mechanical department: Lawrence Rosasco, commercial printing; Edwin Taeuffer, make up and floorman; and Felix Lafon, linotype operator.



Source: Healdsburg Museum Collection

*Interior of Tribune office on the corner of Fitch and Matheson Streets, c. 1942.*

### *The Healdsburg Tribune, Enterprise and Scimitar*

In 1941, Lawrence Rosasco, another regular employee of the *Tribune*, was given a lease by Earle Adams, but by September 1942 Adams was back in charge and soon changed the paper back to a weekly. In 1946, Edd Roundtree bought the *Tribune*. Roundtree also bought the *Sotoyome Scimitar* from Ande Nowlin, and merged the papers together. The name *Scimitar* was incorporated into the newspaper's heading.



Source: Healdsburg Tribune

*Arnold Santucci and staff members, 1950s.*

When Arnold Santucci came to Healdsburg in 1950 to take ownership of the *Healdsburg Tribune*, the population was 3,500 and the

circulation of the paper was 1,600. In 1949, the previous owners, Ruben and Robert Carlson, had built the new *Tribune* building located at 133 Matheson Street (now housing the Healdsburg Senior Center).

It was the beginning of the end of the "Hot Type" era, using hot metal type to produce the body of the paper and smaller headlines. Slowly, but reluctantly, they converted to cold type. The paper was produced in a Cranston press using flat sheets hand-fed into the press. They usually printed 15 pages in two sections.



Source: Healdsburg Museum Collection

*Tribune publisher Dean Dunicliff (left) with Healdsburg Mayor Doug Badger, 1964.*

In 1962, Arnold Santucci sold the paper to Dean and Maryalice Dunicliff. The Dunicliffs continued Santucci's emphasis on community events and local sports. Dean Dunicliff, also a Healdsburg resident and member of the Beautification Committee, operated the newspaper until 1974, when it was purchased by Dean DeVries.

By that time the newspaper office was located in the 700 block of Healdsburg Avenue. The front office had desks for an office manager/receptionist and the four-member news staff: an editor, news reporter, sports editor and community news reporter. A production crew worked at light tables in back, wielding exacto knives to cut and press the strips of typeset copy onto paper coated with wax on the back side onto dummy pages.

Del DeVries succeeded her husband as publisher of the *Tribune*, and, in April 1982,

subsequently sold the newspaper to Kawana Publishers, Inc., a subsidiary of the *Press Democrat*.

In the Sesquicentennial edition of the *Tribune*, former editor Gabriel Fraire recalled: “We were so successful that the *Tribune* got sold to the *Press Democrat*, which then got acquired by the *New York Times*. For a brief moment, we were all *New York Times* reporters, but the *Times* quickly sold us to Leshar Communications, a large East Bay newspaper conglomerate, whose flagship paper was the *Contra Costa Times*. Leshar wanted expansion into Windsor. I was given the opportunity, by Leshar, to start a new paper there and I became its first editor.”

When the Leshar Communications sold the *Tribune* to Thomas and Beverly Reeves in 1995, it became a family operation. Daughter Kathryn Roth moved from Ukiah to oversee the new business; son Michael became the sports editor; granddaughter Star Justus got into the advertising side; and granddaughter Sarah Gutchess worked in the composing room, getting the paper ready for the press.

Dynamic Barry Dugan served as managing editor and news editor in two separate stints for nearly two decades: first from 1985-1995 when the Reeves family owned the paper and again later from 2000-2007 when Rollie Atkinson and his wife Sarah Bradbury bought it.



Source: Healdsburg Museum Collection  
*Healdsburg Tribune's Center St. office today.*

Rollie Atkinson recalled that when he started the newspaper, it was produced on Computographic typesetting terminals, called “cold type.” All the pages were “pasted” together with wax and scissors and photographs were developed in a darkroom. Today, the production process is virtually paperless, done with digital files, no darkroom and many emails, computer networking, PDFs and website uploading.

Led by Rollie Atkinson and Sarah Bradbury, the *Tribune* is one of four newspapers owned by Sonoma West Publishers today.

The *Tribune* is entering a new era in 2017. Publisher Rollie Atkinson and Managing Editor Ray Holley recently commented on the changes ahead:

*“In the last generation, newspaper readers are increasingly turning to online sources for news on their computers, tablet devices and mobile phones. Most successful newspapers have websites and social media pages in addition to their print products. The newspaper industry is in turmoil as we try to predict what you want, what you need and what you’ll support in a news delivery system. Online news organizations are launching every month and everyone has a new idea. We like an old idea—an idea of accurate, trustworthy and verifiable news...We want to take advantage of new ways to communicate. Beginning now (January 2017), we are unshackling ourselves from our weekly deadlines. Timely, interesting and accurate news stories, features, police logs, commentary and more will be posted to our newspaper’s website—[www.Healdsburgtribune.com](http://www.Healdsburgtribune.com)—as they occur. You won’t have to wait until Thursday to find out what happened. Once a week, we will assemble the most significant and interesting news and continue to deliver it to you in print. The size of the weekly paper will change a bit, but we’ve redesigned it to be more readable and easier to navigate. Technology changes—we no longer use hot lead type and engravings for the illustrations—but our community journalism values haven’t changed.”*

Healdsburg has had a long and varied newspaper history. Despite the difficulties experienced over time, we have been fortunate to have experienced continuous newspaper coverage.

# A Dangerous Condition

*reprinted from Healdsburg Tribune, September 1, 1921*

Healdsburg has no ordinance which would assist the national prohibition law enforcement and, as a result, no effort is made by local police to close up certain "joints" in this city which are said to run wide open and where local persons receive much of their "inspiration" for hilarity.

Regardless of one's opinion on the merits of the prohibition act, it remains a fact that a "joint" is a "joint" under wet or dry law and there is certainly no excuse for them to operate under present conditions.

The status of sobriety in the vicinity of the railroad depot is a disgrace to this city and a remedy

should be applied before serious trouble results. We believe there is law enough now on the statute books to eliminate much of the disgraceful conditions in that vicinity, but if our peace officers must have an ordinance modeled after the dry act, there is no good reason why they should not have that backing.

Every other municipality around us has such an ordinance and we fail to see how Healdsburg is doing herself any good in refraining to adopt it. While one may have his personal opinions regarding prohibition legislation, still no one who really respects peace and decency can countenance the conditions mentioned here.



Source: Healdsburg Museum Collection

*Three Dry Creek men on the back of a truck advocating against prohibition, c. 1919.*

## 400,000 Gallon Healdsburg Wine Seizure

### Largest Confiscation in History of Enforcement

*reprinted from Healdsburg Tribune, October 12, 1922*

Four hundred thousand gallons of wine were seized in Sonoma County Saturday by federal prohibition agents working under the direction of Prohibition Director S. H. Rutter, according to a dispatch from San Francisco this afternoon.

Several wine men in Healdsburg are involved in the seizure, said to be the largest single confiscation in the history of prohibition enforcement in California.

The names mentioned in the San Francisco

wire include: Sargent Brothers, Healdsburg; Andrew Frei, Healdsburg; Joe Azevedo, Healdsburg; W. W. Furber, Cloverdale; Armond Requier, Oakville.

According to information from the office of Prohibition Director Rutter, the wine was seized by the government on charges of illegal withdrawal and transportation. The dry agents are said to have acted on evidence that the accused men have illegally sold wine or transported it to San Francisco in violation of the Volstead prohibition enforcement law.





Source: Healdsburg Museum Collection

*A group of men drinking discarded wine along Old Redwood Highway, Foppiano Winery, 1926.*

## **River of Wine Runs on Sunday: Many Take Drink**

*reprinted from Healdsburg Tribune, August 16, 1926*

A river of wine ran down the ditch from the Foppiano ranch toward the creek between the property and that of the Cummiskey ranch adjoining on Sunday, on orders of the federal authorities, and the process was the cause of some hilarity among autoists who stopped to view the strange sight.

Notwithstanding that the wine is souring and has a very strong sour smell, it is reported that thirty or forty people, both men and women, could be observed at one time quaffing the liquid which they

scooped as one might scoop water from a babbling brook.

Impromptu Charlestons and songs of festivity were staged on the highway in celebration of the waste of jazz fluid, as the volunteer sponges began to get the "kick" from the fermented product of the vine.

Today little pools of red wine still stand in the ditch, while everybody who passes on the highway cannot evade the wonderfully sour smell which arises therefrom.

## **Liquor Raid at Oak Lawn Inn**

*reprinted from Healdsburg Tribune, February 19, 1932*

A one-man raid by a federal prohibition officer from the newly established federal prohibition agency at Santa Rosa on the Oak Lawn Inn today resulted in a \$250 fine for Gino Buffi, arrested by the officer.

The case was heard in the recorder's court here before Judge Edward Quinn, who administered the fine. Buffi pleaded guilty to the charge, which was that of possession and not of sale of intoxicants.

The raid was made Friday by Federal Officer Walker without difficulty. A quantity of liquor was found in the place which was grounds for the complaint.

While the arrest was made by a federal authority, the case was turned over to city authorities for settlement because the charge was only that of possession.

# Many People Do Not Stay Here for Lack of Good Homes

*reprinted from Healdsburg Tribune, December 21, 1926*

Can you answer the question what it avails Healdsburg to spend money on its Chamber of Commerce to attract people to this community, in view of the fact that should a family want to come here to live it is almost impossible for them to find a good house now vacant (or likely to be at an early date) into which they could move and establish themselves?

The *Tribune* perhaps, next to the real estate men, realizes the truth of this statement. During the past summer, we had many people come to us to see if there were any vacant houses advertised for rent here, stating that they desired to make their home here if they could find a place to stay, but that they had about come to the conclusion that they could find nothing and would have to go to Santa Rosa or some other community prepared to handle an increase in population.

It is a serious question and one which ought to engage not only the attention of the real estate men—who ought to be the prime movers for an increased housing campaign—but the Chamber of Commerce, the Kiwanis club and the merchants themselves ought to endeavor to interest capital to improving this city.

There is plenty of money in Healdsburg for this purpose if it can be pried loose. Healdsburg has more available money in its midst than most any other community of like size and yet it is less available for building up this vicinity than money is in any progressive city of California.

What is first necessary is to convince those who have money to invest that there is just as big an opportunity in Healdsburg as there is in the McKittrick oil prospect sections, the Willits dry holes or the gold mines of the high Sierras. Nobody will build new homes in Healdsburg until somebody with money starts the financial stream in that direction. And this community will never develop as it should; property values we now have will never increase in value like they should; business houses will not find the increase in business they should until we show signs that we want Healdsburg to grow.

Isn't it worth thinking about and acting upon? Why look always for a greener field over the hill? We have a fine field right here at home going to seed for lack of appreciation.

## Healdsburg Needs New Homes Built

*excerpted from Healdsburg Tribune, April 23, 1927*

The "housing problem" is a vital one in Healdsburg. Everyone knows we need a larger population and everyone knows that added population must have a place to live. What has Healdsburg to offer in the way of homes for, we'll say, ten families if they would all decide to move to this city at one time? The larger part of them would have to live in tents down by the river as far as available homes in this community are concerned.

Healdsburg is noted for its large bank deposits, which in itself is a boost for the town, but

bank deposits will not build up the city when they are left in the bank.

Past history shows that owning property is the safest and best investment that can be made.

Everyone who wants to see this city grow and prosper should boost for more new homes, and those that have the wherewithal should not only boost but should pull down some of the money that is beginning to get rusty in those savings accounts and build some nice new homes which would be an invitation for people to come to Healdsburg to live.



Source: Healdsburg Museum Collection

*People gathered at the Healdsburg train station, loading a "casket" inscribed with the words: "Old Man Depression, from Healdsburg, Buried in Deep Water" onto the "Prosperity Special," 1931.*

## **“Prosperity” Special Gets Big Welcome**

*reprinted from Healdsburg Tribune, April 23, 1931*

The return of prosperity, personified by the “Prosperity Special”—a fifty-car train carrying redwood lumber for Sonoma County distribution—was welcomed with ceremony at the Northwestern Pacific Monday.

In the parade were pupils of the seventh grade of the grammar school, the American Legion carrying the colors, the Lytton band, representatives of the Chamber of Commerce, business and professional women’s club and a funeral train, bearing the remains of Old Man Depression.

The body of Mr. Depression, garbed in appropriate black, was loaded onto the train, as the band played a funeral dirge.

Many private cars joined in the parade.

Mr. Prosperity was present in the person of Gino Buffi, whose smiling countenance was typical of the spirit that prevailed at the ceremony.

The parade formed at the Plaza, while the band played popular airs. When the train arrived at

the local station, the engine was placarded with prosperity banners and each car bore banners in large letters, naming the various cities in Sonoma county to which the lumber was consigned.

The hearse which led the funeral procession was provided by Bill Beck. His well-known Ford truck was considered by the audience as most appropriate for the occasion. Pallbearers loaded the coffin of Old Man Depression onto the train, with the devout hope that he would be buried so deep that he would never return here again.

The lumber originally was from the Union Lumber company of Fort Bragg, and various cars of the train will be unloaded as it progresses along the line.

Newspaper photographers were aboard the train and “shot” scenes on the greeting Healdsburg tendered the “Prosperity Special.”

# What the World Will Learn About the Wine Industry of Healdsburg

by *Richard C. Wilson, U. P. Staff Correspondent*  
reprinted from *Healdsburg Tribune, June 29, 1933*

(Editor's Note: The following story was broadcast on the United Press wire service for afternoon papers throughout the United States Thursday and is the result of a personal visit by the writer to this section of the state to get first-hand information about one of the largest industries in the state.)

California wineries hold enough bonded wine to provide every drinking inhabitant of the United States a toast at the end of Prohibition which residents of this "wine capital" today predicted would be early in 1934.

In the 138 bonded wineries of this state, which yesterday became the 16th consecutive state to ratify repeal of the 18th amendment, repose 18,219,210 gallons of aged wines of all vintages and varieties.

When that is gone—it wouldn't last a month, Healdsburg vintners estimate—California's 27,000 grape growers will have 2,000,000 tons of grapes ready to produce more.

The overwhelming supremacy of California in the wine industry is shown by the fact that the second state, New York, has but 2,000,000 gallons of wine in bonded warehouses. Ohio has 582,000 gallons, New Jersey 234,000, and Missouri 61,000.

While election officials were tabulating the state's endorsement of repeal, this correspondent walked among the imposing vats in the huge, cool buildings of Scatena Brothers' winery on the outskirts of Healdsburg. More than 600,000 gallons of wine, some of which is 12 and 13 years old, is stored in these 10,000 and 20,000 gallon vats.

Since 1890, the Scatena Brothers have made wine. Throughout the 13 years of Prohibition they have continued to keep their vats filled with fine Sauterns, Muscatel and other favorite vintages, believing wine eventually would be recognized as a table drink and not an intoxicant.

The correspondent was proffered a bottle of 3.2 per cent wine, recently legalized. It had been made from naturally fermented wines by dilution.

"It's not good," commented William J. Massoni, manager of the winery. "You can't doctor wines without spoiling their natural flavor."

For that reason, California vintners have made little effort to push the sale of 3.2 wine. They prefer to await legalization of naturally fermented wine.



Source: Healdsburg Museum Collection  
*Scatena Brothers Wine Co., c. 1940.*

California's wine industry represents a \$350,000,000 investment, according to Sophus Federspiel, president of the State Grape Growers' league. The rolling hills of this region are literally dotted with grapevines. In 1870, Italians imported grape plants from France to start the wine industry in California.

"After the war," Federspiel said, "California wine grapes were considered so good that France imported plants from this region to re-plant the devastated battlefields."

Before the World War Healdsburg ranked seventh in the United States in per capita wealth. As a result of ratification of repeal by California and West Virginia yesterday, Healdsburg residents today were looking forward to regaining this envious position by 1934.

# Youth Speaks on the War

*reprinted from St. Helena Star in Healdsburg Tribune, January 8, 1942*

*We commend to you the splendid editorial below, which we are prone to believe ranks as literature in any language in any age. Written by a young lady who will not permit her name to be used, this editorial, we happen to know, represents a complete about face, an entire reversal of a deeply held conviction. It is in a sense, the visible evidence of the reaction the impact of Japanese treachery has had on young people of her generation. But its utter sincerity means even more, it epitomizes the tremendous resolve on the part of Americans, young, old and in-between, that these things shall not happen again. That blood, sweat and tears which are the fruits of violence, shall not again be visited upon us by aggressors.*

This is the first war in our experience, for we are the generation that begins at the close of World War I. We never knew that war as a reality, yet our lives have been shaped around it. During the "jazz age" while we grew up, people were trying to forget it. During the depression of the thirties, while we went to high school, people were suffering the disastrous results of it. While we went to college, people were engaged in a vigorous campaign to prevent its happening again.

They told us that the next war would mean the end of civilization.

They told us that war was a brutal, costly, ugly thing and that it didn't solve anything.

They told us that knowledge was to use for good and intelligence to point the way to better living—not to build instruments of destruction, not to make battleships, not to make submarines.

Think of what we could do with the money it takes to build one battleship or two—think of the schools, the hospitals, the libraries, think of the housing projects, the parks, the bridges, the highways!

They told us that it was the munitions makers that wanted war. That patriotism was a device to suck us in.

We believed in the brotherhood of all men.

We didn't hate the Germans.

We didn't hate the Japanese.

We didn't hate anybody.

We read about the last war in history books.

We said, they were going to make the world safe for democracy and look at it now!

We said, the world will be safer for democracy if we stay home and mind our own business.

We said force and violence are without meaning. What about love and charity?

Jesus said to turn the other cheek, didn't he?

And now, this war that we didn't want, this war that we didn't make, is here.

We, the children of the last war, are the fighters of this war.

Some of us are fighting at Corregidor, some of us fought at Wake, some of us fought at Pearl Harbor, others are building airplanes, making bandages, driving ambulances.

Our country, which we have never seen agree on anything, is unanimous in its determination to give blow for blow to the enemy.

In our lives, we have seen people make sacrifices separately, but never anything like this...never this complete change in everyone's life at once, and most suddenly, for the same purpose.

We have discovered that there is a place for violence in our lives and that valor and heroism are more than words of books.

There is ugliness and misery and suffering ahead—more than we can possibly know. We who have never experienced them; but we accept the challenge!

The path before us lies clear and the answer is simple: to defend our homes, to protect those we love and to preserve our way of life,

We shall willingly give everything we have—our lives, if necessary, because life without these, our most priceless possessions, wouldn't be worth living.



Source: Healdsburg Museum Collection

*Mexican nationals working in the strawberry fields at Craig Whites's Keyhole Ranch on Forman Lane.*

## **Mexican Farm Workers Coming by Hundreds**

### **Healdsburg Needs Over 600 for Local Harvest**

*excerpted from Healdsburg Tribune, June 25, 1943*

Eldon R. Campbell, Farm Security Administration Supervisor for Sonoma, Mendocino, Lake and Marin Counties, announced today that FSA had transported 100 Mexican farm workers into his area for work in the hop fields, harvesting apples, prunes and grapes. The 100 Nationals now on the job are employed by the Sonoma County Farm Labor Association headed by R. E. Oehlmann of Sebastopol. Twenty Nationals were scheduled to arrive in Sebastopol on June 24 to be employed by the Employers Labor Association of Sebastopol. This association has an additional 188 men due to arrive around July 6 to help in the apple harvest. The recently organized Healdsburg Farm Labor Association, with George Stanley as chairman, had placed an order for 643 Mexican laborers and later made an application for 50 more for work here in prunes, grapes, hops and apples.

Supervisor Campbell said that FSA recently had passed the half-way mark in moving Mexico's Good Neighbor land army into this country. He said that in bringing in 25,000 of the 50,000 workers scheduled for this country, FSA Regional Director L. I. Hewes had advised him that the program was running slightly ahead of schedule.

Campbell said that the ever-accelerating movement has now reached a peak of 250 workers a day. "And if the railroads could carry more, we'd step that figure up still higher." Mexicans are willing to do this important work and have given

their government's widespread appeals for recruits' a remarkable response.

"The efficient human machine which passes upon candidates' health, agricultural ability and character before enlisting him in the Good Neighbor land army is sending us some exceptionally good farm workers. Mexican government and FSA personnel and U. S. Public Health and Immigration officials all take part in the process of passing only able workers.

"Of the first 25,000 to enter this country, less than 10 have been returned to Mexico because of inability to work. Less than three percent of all workers have returned to Mexico before completing their contracts."

Campbell said the performance of the Mexican workers now on the job had met with high praise in Sonoma County.

Besides the application for the Mexican help, plans are being made for a group of workers from Y.M.C.A. of Oakland, San Rafael High School and American Woman's Volunteer Service of San Francisco, to come to Healdsburg to aid in the harvest.

A meeting for that purpose had been scheduled for Wednesday night but no one showed up except George Stanley. If Healdsburg section does not receive its quota of laborers, the farmers signing the original contracts will be given preference, according to Stanley.



Source: Ed Clark/Time & Live Pictures/Getty Images

*Quonset huts helped the nation transition from wartime to the postwar-era by offering an affordable, "building-in-a-box" that allowed people to construct a home with minimal cost and effort. Here neighbors chat outside one of the Quonset huts put up after the WWII to house approximately 8,000 veterans and their families in Canarsie, Brooklyn, NY, 1946.*

## Happy Veterans Move to New Housing Units

*reprinted from Healdsburg Tribune, March 14, 1947*

There were 12 happy families at the Healdsburg Veterans' Housing development this week following issuance of keys and rent receipts.

And within 60 days it was expected that 12 more families would be made happy when the second section of houses is opened.

Herbert Linthwaite, head of the County Housing Authority said that the next units would be Quonset huts, arranged for two families in each building. The huts are now being dismantled at Camp Shoemaker, the former big Navy staging depot.

Linthwaite said that the authority realizes that the units are not "beautiful" but declared that as soon as the next group is constructed, work on landscaping will begin. Some of the units are

without screens at the present, but these will be added, Linthwaite said. Sidewalks will be rebuilt and the entire development will be made more attractive.

As of Thursday, there were still 15 veteran families on the waiting list, desperately in need of housing here in Healdsburg. Many of these were families with children, some of whom are now living under conditions almost unfit for human habitation.

The veteran units now open range in size from two to three bedrooms and a large utility room which serves as kitchen, dining room and living room. They are equipped with new stoves, new water heaters, gas heaters, and ice boxes. Furniture is available for rental by the tenants.



Source: Healdsburg Museum Collection

*Sign in Healdsburg Plaza, identifying Healdsburg as having adopted the 1st Battalion, with the First Battalion Committee (Mrs. William Stewart, Nercilla Harlan, Earl Osborn, Smith Robinson, Adaline York and Mildred Walker), 1950s.*

## Col. Weyand Returns Home; Expresses Appreciation of Battalion Adoption

*reprinted from Healdsburg Tribune, November 29, 1951*

Returning home after more than a year's tour of duty as commander of Healdsburg's Adopted First Battalion, Lt. Col. Fred C. Weyand expressed the gratefulness of the entire battalion for the wonderful morale boosting work done by the citizens of Healdsburg.

Col. Weyand said that "all I can say is thank you, but that doesn't express the deep feeling we all had."

In an interview with the *Tribune*, Col. Weyand remarked that the men of the battalion seemed to have two hometowns and that "Healdsburg was the first town they called home." And when the packages started to arrive it was "like birthday and Christmas all rolled into one."

Col. Weyand marveled at the perfect condition which the packages from Healdsburg arrived in Korea, remarking that often other

packages to the men from their families were often "banged up."



Source: Healdsburg Museum Collection

*Sgt. Wilmer, a member of Healdsburg's adopted battalion, opening a package.*



The adoption of the battalion did a great deal to keep up the morale of the men of the entire division and, as phrased by Col. Weyand, "made my job of commanding officer easy as falling of a log." He said that there never was a morale problem even when the going was toughest. The big problem, he said, is feeling that what is going on in Korea is being appreciated and the support from the people of Healdsburg helped the men to know that they were not forgotten. The men, stated Col. Weyand, now are not doing much fighting and that necessary provisions are reaching them, but they still need to be reminded that they have not been forgotten.



Source: Healdsburg Museum Collection

*American soldiers and Korean children with packages from Healdsburg. The sign reads, "Compliments of Healdsburg, California."*

Of special interest to the Chamber of Commerce, stated Weyand, is the fact that the 50 brochures sent to the battalion were "avidly read." The men were constantly amazed that a town of only 3,184 citizens could keep a 1,000 man battalion supplied so well. As Col. Weyand said, "The mail clerks expressed gratitude that they hadn't been adopted by a larger community such as San Francisco."

Col. Weyand related an incident that is of particular interest to the community. During the Chinese offensive on the Imjun River in April, a line across Korea, termed the "Kansas Line" by headquarters was to be held all costs. When asked by the commanding general if the "Kansas Line"

was being held the first battalion commander replied that it wasn't but that the "Healdsburg Line" (which the battalion had renamed the "Kansas Line") was being held. It was the only section that held when the rest of the line gave way on April 2. Col. Weyand stated that Healdsburg was used often in battalion terminology.



Source: Healdsburg Museum Collection

*American soldiers in battle.*

Most of the men of the battalion planned to come to Healdsburg to offer their personal thanks, said Col. Weyand, however, the system used at the port of debarkation—San Francisco or Seattle—makes it almost impossible. When they reach port, they are given passage home within four to eight hours. Rotation of the First Battalion started in July and to date almost every man has been returned.

Col. Weyand arrived in Seattle on November 20. He was met by his wife, the former Arline Langhart. He, his wife and children, Carolyn 9 and Robert 7, spent Thanksgiving in Berkeley.

On the agenda, said Col. Weyand, is a lot of golf, relaxation and getting reacquainted with the family.

In January, he will go to Fort Benning, Georgia, where he will serve on the faculty of the Army War College.

Col. Weyand is the holder of the Silver Star and the recipient of the Legion of Merit for his meritorious services as Commanding Officer of the First Battalion. Prior to his return, he was 3rd Infantry Division operations officer.



Source: Healdsburg Museum Collection

*Aerial view of Healdsburg looking south, with the interchange connecting the old highway with the new, 1961.*

## **Decision on Highway an Excellent One**

*reprinted from Healdsburg Tribune Editorial, April 28, 1955*

We must commend the members of the City Council, the Healdsburg Planning Commission and the Healdsburg Chamber of Commerce for their quick and decisive action regarding the location of the proposed new highway through the Healdsburg area.

At last Thursday's noon meeting, the three groups met, with accord appointed a highway committee to represent Healdsburg and, most importantly, went on record as favoring the location of the new highway somewhere west of the present railroad tracks. Resolutions from the three civic bodies will be drawn up and sent to the Division of Highways, in this way telling the Highway Commission where Healdsburg wants the new highway.

We firmly believe that the members of the three representative organizations are right in their standpoint of favoring the highway going west of the railroad tracks, for as we have also contended, it is the logical location.

What we were particularly pleased about the meeting, in addition to the outcome, was the united front presented by all those who attended. There was not one dissenting vote cast when the time came to choose the approximate location site of the proposed highway West, East or through town. And

this united front is extremely important if the Healdsburg area is to obtain the highway as soon as possible and, even more important, that the highway be located for the best interest of the community.

Other locations we know have been discussed and may be proposed when the actual meetings the Division of Highways with the City Council are called. But, as we all know, Healdsburg's residential growth is north and east of the present city and a highway on the slopes of Fitch Mountain would ruin this important residential growth. And a highway through the city limits, west of Oak Mound Cemetery, would divide the town in half—an extremely undesirable situation.

With the highway located somewhere west of the railroad tracks, area for industrial expansion might be opened up as well as area, for what we think, will be much needed housing.

A united front to obtain the highway swiftly and where it should go is what we need. This united front has already been established and everyone in the area should cooperate to the fullest to keep this united front, to avoid "quibbling" so that we may get our highway, where it should be, with the minimum of opposition as soon as possible. And this we can do, if this united presentation is maintained.

# Beautification . . . Yes . . . No . . . ?

*excerpted from Healdsburg Tribune Editorial, October 5, 1967*

How far can Healdsburg go with beautification?

It's a many-pronged opportunity to do something that will win plaudits from the outside and pride among residents inside.

Beautification can cover a lot of items, and while most of them are "pro," there may be some "cons," especially in consideration of how far the community can go.

## Items . . .

To paint-up or not;

To establish a routine weekly trash pick-up (on a regular fee basis) or leave it as it is—part pick-up service by franchise and part haul-your-own;

To phase out non-conforming billboards, limiting them to entrances and highway or leave them be;

To extend a program of planting of trees in both residential and downtown areas or have it on an individual basis;

To take positive action on eyesore buildings which have been abandoned or leave them be;

To move ahead with sidewalk construction where there now is none or settle for a paved street alone, forcing pedestrians into a ditch during good weather or onto the pavement in bad;

To come up with a design to be followed on new construction, remodeling and painting or have no architectural master theme;

To hope that one of the civic organizations, preferably one of those with young members, will take on sponsorship of an annual clean-up, paint-up and fix-up week or go along without a campaign.

## In discussing those points . . .

There are some businesses in town which cannot afford a major construction project, but there shouldn't be an owner of a structure in town who periodically doesn't see to it that the walls are repainted, repairs made and the premises given a good pick-up.

Billboards are a controversial topic, in Healdsburg and any town. The chamber's beautification committee feels that non-conforming

billboards should be phased out as the zoning ordinance provides and as the planning commission has supported the ordinance. Let's "unclutter" our appearance and strive for the natural look and appeal and keep only the conforming signs.

Too many people are without the means of hauling their own trash and they feel there is a problem of expense in getting big accumulations carried away. Other communities have a regular pick-up of anything left on the curb, but there is a regular charge for the service, and property owners or tenants must pay for it, used or not. The question arises . . . would this be a good program here?

The planting of trees in part of the downtown area has drawn tremendous response. The city staff has been commended time and again for its work with the chamber in the start of this planting; it's a popular program and one that should be continued, moving both ways along Healdsburg Ave. and into other streets.

The city-initiated action on the old theater building in asking the owner to bring the structure up to code or eliminate it, since it was last used some 16 years ago. This was a popular action and should be continued by the council and supported by the public. The city has begun a list of other structures not quite so obvious—which should also be brought up to code or razed.

One of the quickest ways to improve the appearance of any street is to construct curbs, gutters and sidewalks. This is a plus for appearance. It's also a plus for safety.

The chamber has a painting theme for re-doing some of the buildings along Healdsburg Ave. This should be resurrected, encouragement given to property owners to paint periodically and extended to the rest of the community.

There is no architectural theme as such, but one should be stressed. New construction should insofar as possible follow the theme, even if it's possible to follow only to a slight degree.

Any organization in town which takes on an annual campaign of paint-up, fix-up and clean-up will have the undying gratitude of the vast majority of the community. The question then . . . Who?



Source: Douglas Young, San Francisco Remembered

*The back of a Hells Angels vest displaying the club's sanctioned patches.*

## **Are We Alert to Congregating Hippy Types and Trouble Rousing Cyclists?**

*reprinted from Healdsburg Tribune Editorial, May 23, 1968*

The arrest of a man allegedly manufacturing drugs on the slope of Fitch Mountain and the appearance of hippy types in the area now and then is a cause for alarm. We don't necessarily always go along with the old adage "...where there's smoke, there's fire." But when you find hippy types congregating you can be assured there's something behind it and that particular "something" is nothing good.

In the beginning, there were the "flower children" type of hippy. Then there were the militants. And now it would seem there is only the loathsome hippy... he and she of the foul minds and filthy bodies. Nothing kindly or Christian-like about them at all...if you can believe all the cries of outrage from people who try to use Golden Gate Park in S.F. only to find that the hippies with their threats and actions cause the ordinary person to become frightened.

We don't know what kind of action any city can take to keep a hippy congregation from taking place. But it behooves a city to look ahead in the search for a plan of action. To anyone who cries that this is discrimination, we can only reply that it's

discrimination between right and wrong. For experience is showing time after time that wherever the hippies go, wrong seems to follow in short order.

The same reasoning for our community must follow in the case of any motorcycle group which latches onto property. The Hells Angels are trouble makers. The only instance we can recall where they didn't make trouble was at Bass Lake east of Modesto and that was because the sheriff's office, the California Highway Patrol, and other law offices and authorities combined ahead of time to come up with a plan that kept the Hells Angels conclave isolated, concentrated and under constant surveillance. Seems to us that the law officers also got a court order ahead of time which required some kind of sign-up regarding potential damage or lawbreaking.

Certainly, we in this area should be hep to what could be done in case any kind of trouble-making group shows up. We can't think of anything that would ruin a community faster than to have an entourage of hippies and hell-raising motorcyclists move in.



Source: Healdsburg Tribune

*Artist's rendering of the remodeled Fairchild plant at 33 Healdsburg Ave. shows the familiar sight of the old Sunsweet building with the addition of decorative fencing and landscaping, 1973.*

## Fairchild in Healdsburg

*by Michael Mecham*

*excerpted from Healdsburg Tribune, April 26, 1973*

The announcement by Fairchild Camera and Instrument Corp. that it has purchased the 84,000-square foot Sunsweet processing plant means more to Healdsburg than 400 jobs over the next three years.

To the world of high finance where a multi-million-dollar business like Fairchild chooses to locate a new plant may not have much importance. The business world is concerned about products and how well they sell, not that part of the manufacturing process is located in a small Northern California city.

But to Fairchild, the location is important. The location needed sufficient water and electric power for the sophisticated computers and furnaces used in growing the crystals. It also had to be close

enough to the company's headquarters in Mountain View for easy communication and transportation.

Healdsburg met those needs. Besides the purchase price, which has not been announced, but was substantial, millions of dollars of the world's most advanced production equipment will find a home in Healdsburg

And, of course, there are the employment opportunities it will offer the area. But what may be even more important is that Healdsburg will become the center for the most advanced silicon materials plant in the industry.

The expensive equipment will all be here for one purpose: to grow large silicon crystals that can be cut into wafer thin pieces for the manufacture of semiconductors.

## Fairchild to Sell Plant; Drop 200 Jobs

*by Kevin O. Gartland, Tribune Staff Writer*

*excerpted from Healdsburg Tribune, May 3, 1985*

Fairchild Semiconductor, citing a nationwide slump in the semiconductor industry, Wednesday announced plans to sell its Healdsburg wafer manufacturing plant, putting some 200 local employees out of work.

The move is part of an effort by Fairchild to bail out of the silicon wafer production business,

which in recent years has contributed to company losses of more than \$100 million annually.

Fairchild President Donald Brooks said the decision to sell the Healdsburg plant was "a strategic move to exit from a business that is not in line with Fairchild's long-term goals...became more efficient to purchase our wafers from outside vendors."



Source: Healdsburg Tribune

*Larry Wilson, 1976.*

## He 'Bought' Healdsburg ... and Now Larry Wilson Has 'Sold' It

*by Michael Mecham*

*reprinted from Healdsburg Tribune, August 25, 1977*

Larry Wilson, the man who brought national attention here last summer with news accounts that he was the "man who bought Healdsburg," has sold it. That announcement came to the *Tribune* Tuesday from Healdsburg Plaza Co., the successor to Wilson's Plaza of the Flags, which only last year was proposing a phased development to give the downtown area around the Plaza a "turn of the century" look, complete with flying pennants.

"Larry Wilson and his wife, Cheryl, have sold their remaining 50 percent interest in the Healdsburg Plaza properties to Lawrence Herrington," the three-paragraph statement read. No sale price was announced.

Mr. Wilson stated that "serious health problems made it impossible for him to remain a functional business partner" the statement added.

"The sale was finalized on Wednesday, Aug. 17, leaving Mr. Herrington the owner, continuing to do business as the Healdsburg Plaza Co. with Pat Sammons as general manager."

Herrington, a Canadian businessman and cattle rancher, purchased controlling interest in the properties last November and immediately announced a scaled-down version of Wilson's renovation plans which had once been characterized as bringing Disneyland to Healdsburg.

Herrington now makes his home in the Healdsburg area.

Upon obtaining control, Herrington began renovation of buildings along Healdsburg Avenue, but ran into structural problems. A painting project for the properties was begun two weeks ago.

Wilson began buying Healdsburg properties six years ago. Many of those he purchased had fallen into disrepair; others had existed with low rents for many years. He raised them, although not, he insisted, to parity with area standards.

For several years little was said about his plans. He appeared before the Planning Commission in March, 1975, to describe his plans for "quality control growth... progress" and a "turn-of-the-century Main Street USA atmosphere." He said the Plaza could be a magnet for outdoor fashion shows, theater, music, arts and crafts exhibits, antique shows and other attractions that would draw "country oriented" people to Healdsburg.

He contracted with design firms to handle the restoration, he told planners, but whatever plans were produced apparently didn't go much beyond artist renditions in a downtown store window.

Wilson was warned then by Planning Commissioner Robert Haviland that the city would not tolerate a "Hollywood facade with nothing behind it." Wilson said no flagrant code variances would be sought, but asked for the city's indulgence to retain the old buildings.

For more than a year nothing more was heard. Then Wilson announced a \$23 to \$28 million redevelopment plan to the *Santa Rosa Press Democrat* and shortly thereafter national press attention was focused on the "man who bought a town." Wilson was available to the press at his own choosing, which also brought him the epithet, "The Howard Hughes of Healdsburg." This image was enhanced by his own characterizations of himself as a wheeler-dealer. Flamboyant statements made to the press inflamed local opinion. Wilson was quoted as saying, "We don't relax in Healdsburg. Our social life takes place in Honolulu. Water seeks its own level."

He also told the *San Francisco Examiner's* John Todd, "Just because it is owned by an individual is the reason for the screaming. The buck stops here. It is my money we are spending. Someone has to make the decisions.

"You can say my attitude is this. Act. Just act. Don't think. I'll take care of the thinking. That's what I tell them on my boat."

Bumper stickers began appearing, saying, "Do it to Hawaii, Larry."

Wilson appeared before the City Council in June, 1976, to pour oil on the troubled waters of public opinion. He admitted that he had a "lack of communication" with townsfolk. He said then he was considering offers to purchase his interests, noting he had health problems.

He assured an overflow crowd in the council chambers that his plans would be tasteful, and announced a three-phase development. But he was warned once again that code infractions on the buildings would not be allowed.

"This community has a lot more going for it than to knock everything down and put up concrete buildings," Wilson said, referring to what might happen to Plaza buildings.

"We're not going to put money into buildings that won't pay, we'll close them all," he warned them. But Councilman Allan Beer charged that "some of your buildings are junk" and a "little bit of painting and changing the facade isn't going to do it."

Wilson's phased development never arrived. In December the sale of the controlling interest was announced. Despite talk of millions, the sale price then was estimated at \$500,000. Herrington immediately moved to tone down the grandiose plans. The company took on a much lower profile.

Herrington also said that redevelopment plans would have to be done economically. He told the *Tribune* he would preserve what buildings he could, but admitted some may have to be tom down because the cost of renovation will be prohibitive.

In February, sandblasting of several buildings was begun as a prelude to reconstructing them, but structural problems were immediately encountered and further work was put in limbo.

Two weeks ago the company began repainting 15 buildings.

Wilson has been in poor health. A week ago he was hospitalized for a serious illness at Peninsula Hospital, although yesterday he was in Healdsburg making business arrangements.

Sammons said the sale includes all Healdsburg property owned by Wilson in his wife's name.

He reportedly makes his home in Honolulu. *Tribune* efforts to talk with Wilson have been unsuccessful for two years.



Source: Healdsburg Museum Collection

*Prune trees blossoming in Dry Creek Valley, c. 1940s.*

## The Vanishing Harvest

*by Mildred Howie*

*reprinted from Healdsburg Tribune, September 16, 1981*

For a few weeks at the end of August and the beginning of September, there are pockets of perfumed air on the edge of Healdsburg and dotted about the Russian River Valley. Those in the know recognize that the prune harvest is in full swing, and that the slightly cloying, sweetish aroma is the scent of thousands of tons of prunes being dried.

Even though the harvest runs into thousands of tons, it is only about one-fifth as large as it was a mere ten years ago.

Don Mitchell, manager of Sunsweet Growers' operation on Healdsburg Avenue near Memorial Beach, said this year his plant will run through about 4,800 tons from local growers, plus another 1,000 from Sacramento.

"In 1970," Mitchell remarked ruefully, "we were handling about 171,000 tons, and could have taken more. This plant was built in 1960, and at that time was about twice the size it is now. We sold that half of it," he points at the squat buff building just over the chain-link fence, "to Fairchild about eight or nine years ago."

The varieties of prunes being dried has dropped, too. Only one of the 60 member growers delivering to Sunsweet locally grows the big Imperials; everything else that comes in is the French prune, a direct descendent of the cuttings carried to California by Pierre Pellier in 1856.

The plump, oval prunes arrive at Sunsweet in 1,400 pound bins and, in less than a day, are

transformed into wrinkled versions of their former selves. Freshly dried, they still gleam with a rosy hue and a thick layer of moist, chewy pulp surrounds the small, pale pit. They are a delicious, natural product, since all that influences them from arrival at the processing plant to departure is a quick plunge in clear Healdsburg water and 14 hours of heat.



Source: Healdsburg Museum Collection

*Jack deLong watches a box full of prunes being dumped into the water where leaves and other debris are floated off, 1966.*

The bins are fork-lifted up and dumped into big tanks of water. The bath floats off any leaves or twigs, and clods of dirt dissolve and drop to the bottom. The prunes are pumped up to drain off the water and to be placed on trays. Then the trays, stacked 26 high, move on tracks into the dehydrator



where they will spend 15 hours in 184-degree heat, traveling from the front end of the tunnel to the exit.

Hot air, pulled through the heat chamber by a huge fan, is supplied by enormous gas burners mounted above each pair of tunnels.

After dehydration, the prunes go back into bins and travel to Redding to be packaged. "We like to keep them in the warehouse at least two weeks before shipping," Mitchell said, "but that's not always possible because of the consumer demand."

Consumers are welcome to stop in at Sunsweet where they may buy prunes (at a 10-pound minimum purchase) and other products from Sunsweet's affiliated companies: Sunmaid, Diamond Walnuts and Blue Ribbon Figs.

This time of year, the pickings are lean, since the apricots, peaches and pears are sold out, but about the first of October things start picking up and the Christmas packs come in, so the small office where Beth Howe holds sway becomes more attractive and a great deal busier.



Source: Healdsburg Museum Collection

*Arranged in trays which are stacked 26 high, prunes enter the dehydrator, where they sit for 15 hours in 184-degree gas-fired heat, 1964.*

Sunsweet isn't the only processor in the area. There is Manani's on Eastside Road, Sonoma Distributors and Mitchell thinks Valley View in Geyserville still handles some prunes, though Mayfair has closed. A few individual growers still dry small quantities, too, but most of those are for special, private customers.

A drive through Alexander Valley as short a time as 12 years ago would have been a journey through orchard country. Then prune prices dipped and the wine grape explosion hit almost simultaneously.

"A lot of the orchards were at an age when the decision had to be made whether to replant or turn to another crop," Mitchell said. "And grapes looked a lot better to some of the farmers. It's too bad, though. Prunes have always played a big part in the life of the valley. The average bearing life of a prune tree is estimated to be 30 to 40 years, but there were trees out by Cyrus Alexander's old home that had been in the ground for 90 years or more."

Prunes were so much a part of life here that until recently Healdsburg schools started later than most others around the county—giving local youths time to complete their harvest chores.



Source: Healdsburg Museum Collection

*Sunsweet Prune Co. assembly line, 1955.*

Back when prunes were still king, the Healdsburg Chamber of Commerce in May 1924 selected "the buckle of the California prune belt" as its slogan for Healdsburg. The Chamber also created the annual Blossom Tour and thousands of visitors meandered through hundreds of acres of snowy white blossoms every spring.

Now when they take the tour, the blossoms are more likely to be golden bursts of mustard bloom. And where a stand of prunes trees once tossed perfumed branches in the March breezes, grapevines now snake along wire trellises and only memories cover the valley with the beauty of prunes.



Source: Healdsburg Tribune

*Drawing depicts the R/UDAT's plan for the Plaza area, which uses a "green network" of landscaping to extend the park's influence. A diagonal walkway links the Mill Street shopping center (at top) with the Plaza, 1982.*

## **R/UDAT Implementation Begins City Picks 'Top 10' Goals**

*By Guion M. Kovner, Tribune Editor*

*reprinted from Healdsburg Tribune, November 18, 1982*

The first chapter of Healdsburg's biggest adventure in long-range planning ended Tuesday with the official disbanding of two citizens' groups.

At the same time, Chapter Two was heralded by the City Council's selection of a "top ten" list of goals stemming from the Regional Urban Design Assistance Team's (R/UDAT) final report.

"The charge to us now is the implementation of R/UDAT," Mayor Paul Dix said, as members of the R/UDAT steering committee and task force met for the last time.

"You folks worked like heck," Dix told some 14 task force members. "I want to compliment and congratulate you."

The task force, which handled countless preparations for the four-day R/UDAT visit here

early last month, was being disbanded because, in Dix's words, "We want new blood."

The mayor said work on implementing R/UDAT will "continue to involve the community in just as broad a sense as we have in the past."

While task force members are welcome to renew their involvement, Dix encouraged them to help get others involved in the process.

The city will establish a R/UDAT-related speakers' bureau, as well as a "resource catalog" of people with experience or expertise in certain areas, Dix said.

In addition, special purpose committees will be formed to study such issues as the proposal for a new public library.

Maintaining community involvement emerged as a top priority last week when City

Council members and city officials held a two-day retreat on the coast to pour over the R/UDAT report and plot the implementation phase.

City Manager Mike McDonald and Councilwoman Rita Schroeder hailed the retreat as a smash hit.

"It was electrifying," Schroeder said. "We all came away so enthused. Instead of seeing all the problems, we saw how we could get things accomplished."

McDonald said, "The retreat came off better than I'd expected. Everyone felt real energized and enthusiastic."

In preparation for the retreat, McDonald said he poured over the R/UDAT report and identified nearly 100 distinct recommendations, predictions or admonitions.

They all fit under one of five general goals: strengthening the economy; maintaining small town quality of life; providing recreational facilities for all segments of the community; providing housing opportunities for all segments of the community and maintaining high quality public services.

Of those, the council identified strengthening the economy and maintaining small town atmosphere as the two most important goals.

After two days of discussion, the council refined its R/UDAT implementation plan into a "top ten" priority list, as follows:

1. A hotel on the west side of the Plaza;
2. A loop road running just west of the railroad tracks between Mill and Piper streets;
3. Community involvement;
4. Foss Creek improvement;
5. A redefinition of boundaries for the downtown business core area;
6. A redefinition of uses allowed in the downtown core;
7. A specific plan for commercial development in the Dry Creek Road/Highway 101 area aimed at serving Lake Sonoma visitors;
8. Promotion of the city, particularly as a tourist "destination;"
9. Downtown rehabilitation;
10. Architectural guidelines for new development.

Dix, Schroeder and McDonald noted that the list does not include some items, like a public

library, which might be considered major priorities. Time and financial constraints made the ten items the logical first steps, they said.

"The library was tops for me," Schroeder said Tuesday, "but when we looked at it, we saw a lot of steps that need to be accomplished, so it can't be a top priority."

Tops on the list are development of a Plaza hotel and the "Vine Street" loop road west of Healdsburg Avenue.

### **Timetable for Hotel**

City officials have drawn a specific timetable for establishing the hotel by June 1974. Steps include Design Review Commission consideration of the size and scope of the hotel, an economic feasibility study and sending out a prospectus to developers.

At the coastal retreat, council members and officials got as far as the third priority—community involvement—and halted their detailed discussion, for the time being.

Time was running out and, as McDonald said, "We realized it would be inappropriate to go beyond that step until we get it (community involvement)."

To get the other city decision-makers involved, McDonald said the Council and Planning and Design Review commissions will hold a one-day "mini retreat" at the Villa Chanticleer early next month.

Getting all three panels involved will enable them to consider specific land use issues with the R/UDAT objectives as guidelines.

"There will be less of a tendency to deal with an issue on an isolated basis," McDonald said.

At the same time, disbanding and restructuring the R/UDAT task force will bring new people into the picture, officials hope.

The task force, created in April, was a broad-based citizens' group whose members coordinated the R/UDAT visit. It was an expanded version of a special steering committee established in December 1981 with the goal of coordinating downtown redevelopment.

One of the steering committee's first ideas was to ask the American Institute of Architects to send a R/UDAT to Healdsburg.



Source: Healdsburg Museum Collection

*Aerial photo of Healdsburg with the Plaza located in lower center and the West side just above, 1982.*

## **Need Cheap Materials? Try Clearing Plaza's West Side**

*by Guion M. Kovner*

*reprinted from Healdsburg Tribune, April 11, 1984*

Looking for a good deal on old sheet metal and weather-beaten wood?

Make the City of Healdsburg an offer on the three vacant buildings on the west side of the Plaza, and they may be yours providing you can haul them away within two weeks.

The city is soliciting offers for purchase and removal of the buildings; the old Wright's Feed Store on West Matheson Street (vacated late last month); the metal Quonset structure between West Matheson and North Streets; and a faded green metal building on Foss Street behind the Quonset.

"We may or may not get any bids on it," Finance Director Kurt Hahn said.

Potential buyers may be discouraged by the requirement that the material be removed within two weeks after the sale is concluded, he said.

If no offers are received by the 2 p.m. deadline Thursday, April 19, Hahn said the city will "more than likely" proceed with demolition of the three buildings.

"Any money the city earns from the sale of the structures will defray the cost of clearing the site," Hahn said. Even if a buyer hauls off the wood and metal, the city will bring in a bulldozer to scrape away the buildings foundations.

A rancher who wants to build a barn or an outbuilding might find the material worth buying, city officials figured.

"Our objective is to find some residual use for the lumber and metal rather than just hauling it to the dump," Hahn said.

The three buildings stand on land purchased last year by the city's Community Redevelopment Agency. That holding consists of 4.6 acres on Healdsburg Avenue between West Matheson and North Streets and includes the site of a luxury hotel to be built at the south end of the block.

Groundbreaking for the hotel may occur in August, Hahn said, but the more pressing reason for clearing the site is a major sewer repair job expected to start in June.

The city got word last week that a \$1.68 million grant is on the way, meaning the \$2.1 million repair project can proceed.

One leg of the relocated "R line," a major sewer collector main, will run parallel to Foss Creek past the old Wright's Feed Store site, Hahn said, explaining why the store had to be vacated.

The Quonset structure had been vacant for more than a year, and the metal building on Foss Street had been rented to a local painter.

Clearing the three buildings will leave the Arctic Circle restaurant as the only tenant on the city-owned land on the Plaza's west side.

# Potpourri

*In the process of assembling articles for this issue of the Recorder, we frequently discovered pieces unrelated to our search. Frequently, they were little gems located in columns adjacent to our target article. Some were indicative of a time gone by; some were amusing; many were surprising. We couldn't resist sharing a few of them with you.*

*As you execute your own searches in the historic newspaper online database (<https://cdnc.ucr.edu>), you're sure to discover some gems of your own. Happy Hunting!*

## **Plane Service, to S. F. to Begin in July** **Local Man, Former Pilot, to Purchase Plane for Enterprise** *reprinted from Healdsburg Tribune, April 13, 1922*

Healdsburg will have a 40-minute service to and from San Francisco this summer, if the plans of George Ludue, one of the proprietors of the Republic Machine Shop, are carried through. Mr. Ludue plans the purchase of a powerful airplane, the establishment of a municipal landing field here and the inauguration of a Healdsburg-San Francisco air passenger service.

Mr. Ludue is a former army pilot and a member of the Ninety-First Air Reserve Squadron and he proposes to interest in his project J. E. Russell, also a former pilot, who was a member of the Crissy Field recruiting party which recently visited here.

He plans to establish a landing field near the

river bridge, which will be the starting and finishing point for the service. One plane will be used and two trips daily, morning and afternoon, will be made. A charge of \$20 for the round trip has been tentatively decided on. He is of the opinion that such a service will be a successful venture and that it will do a good business. It will provide rapid transportation between this city and San Francisco, and would be invaluable to local business men with urgent business in the city, requiring rapid trips between Healdsburg and the bay region.

As projected, the service will start about July 1 and will continue during the summer, with Russell and Ludue alternating as pilots on the two daily trips.

## **Wife of Jack London, Noted Author, Visits Here** *excerpted from Healdsburg Tribune, July 31, 1924*

Mrs. Charmian Kittredge London, widow of Jack London, the famous novelist, is spending a few days with her uncle and aunt, Mr. and Mrs. Wylie, at their summer cottage on Fitch Mountain.

Mrs. London recently returned from an extended tour of Europe, during which she acquired some beautiful lace and other rare art treasures, and had many rich experiences.

## **One Phone to Every Eight People in United States** *reprinted from Healdsburg Tribune, September 11, 1924*

The United States boasts 132 telephones per 1,000 population, as compared with 12 telephones per 1,000 population in Europe during 1924, while California cities show a much higher ratio of telephones per 1,000 population than the rest of the country with a few minor exceptions, according to a report of the Railroad Commission.

The definite relation between the

development of a particular country and the degree to which the telephone is used in that country is effectively shown in connection with the development of certain large cities, the report points out. San Francisco has a record of 252 telephones per 1,000 population, being exceeded only by Atlantic City with 337, Omaha, 280; Des Moines, 260; and Pasadena, 259.

## Gas Price War in Healdsburg Has Reopening

*reprinted from Healdsburg Tribune, June 6, 1931*

The gasoline price war which had stabilized at 12 cents a gallon in Healdsburg, 10 and 11 cents in Santa Rosa and as low as 9 cents in San Francisco, reopened Friday in this city and was continuing Saturday with a variety of prices being offered.

The lowest Healdsburg price was 10 cents. Some sold at 11 cents, and the majority of stations still held to the former 12 cent rate.

The price fall here was said not to be due to competition between local retailers as much as it was to an effort to meet the cut rates of highway stations, some of which have been selling as low as 9 cents. The highest price found over the Memorial Day holiday a week ago on the Redwood Highway north to Eureka was 15 cents and, in that northern city, it was at a 10-cent level due, it was said, to the cheapness of water freight there.

## Fred McMurray Wows Girls Here

*reprinted from Healdsburg Tribune, June 9, 1941*

A star fell in Healdsburg. This was the thought when local girls were thrilled and amazed when they saw Fred McMurray and his wife in Healdsburg. Girls ran for paper and pencils while the boys wondered what it was all about.

A local girl first saw him in Rio Nido Thursday night. She told him she was from Healdsburg and after some thought he remembered that it was a great prune growing center. Perhaps

this remark urged him to visit this town.

He stopped at the bank where a local girl rushed up to him and got his autograph. (If anyone is curious as to the identity, "Cherchez la Femme.")

One of the lucky girls described him as "tall, dark and. good-looking." She said that while Fred is tall, his wife is short, but that both are friendly and don't at all act as movie stars.

## Mother of Two Asks for Work

*reprinted from Healdsburg Tribune, June 18, 1942*

A mother with two small boys living at the Lytton Salvation Army Home and who lives in Richmond is anxious to get work in Healdsburg so as to be near her sons.

She has written the *Tribune* the following letter: "I am not acquainted around Healdsburg, but through your paper would like to find employment with room and board and wages with some nice people as mother's helper, or looking after or caring

for elderly lady, sewing or doing light housework. I am alone and must make my own way. I have two small hoys in the Salvation Army Home at Lytton and would like to be closer to them so that I might see them oftener. I am white and a true American, aged 41. I would appreciate it if you would publish this in your paper for me."

Mrs. Harriet Davis,

General Delivery, Richmond, Calif.

## Missourian Likes Name "Healdsburg"

*reprinted from Healdsburg Tribune, July 30, 1943*

The *Tribune* recently received a letter from a gentleman in Poplar Bluff, Mo. Somewhere he had heard the name "Healdsburg" and it so appealed to him that he would like to come here to live.

Following is an excerpt from his letter: "Editor—Would like a copy and advertising rates of your paper. Am thinking of locating in or near

Healdsburg. Am a rheumatic, not hunting work, but a place to doctor my arthritis. Have never been in your town, but the name appealed to me that it might be a good place to locate. Am a young man of 72 and married and living with same for 45 years and none better and hope to continue."

## **Don't Be a Stranger**

*excerpted from Healdsburg Tribune Editorial, August 2, 1951*

With California's steadily rising population—estimated at 25,000 a month—we have an unusually high percentage of newcomers in our midst at all times.

Most of these people have come here of their own choice to enjoy the better life which California has to offer. Their presence and the contribution of their time and talents to the vast diversity of the Californian enterprises are helping to create a more prosperous economy and is enabling them and others to realize the full measure of better living.

But being in unfamiliar surroundings some of the new arrivals are somewhat timid in making new contacts. Yet, it is through such contacts that they will more quickly feel at home and more readily taken an active part in local, civic, social and organizational activities.

Local merchants and tradesmen are always glad to meet the newcomers and to be of service to them. So, it is well for the stranger to introduce himself that he may quickly become known. Your newspaper editor also likes to hear from new residents.

## **Survey on Beds, Housing Will Start Tomorrow**

*reprinted from Healdsburg Tribune, April 24, 1952*

Robert Fletcher, Chief of Mass Care, Healdsburg Civil Defense and Disaster Council, announced today that a house to house survey to compile a list of accommodations which Healdsburg can supply in the event of a major disaster will commence on Friday, April 25.

The survey will be conducted by the Healdsburg High School Sophomore World History classes as a community service project.

The survey will serve to determine how many beds, cots, mattresses, pads, blankets and housing accommodations are available for evacuees from the Bay area in case of an Atom Bomb strike.

The students, under the direction of Fletcher, assisted by Paul Gilbert, will make the survey on their own time mostly. However, in order to facilitate the progress, some time will be taken from the World History classes.

## **Family Groups Needed for Prune Picking**

*reprinted from Healdsburg Tribune, July 31, 1952*

Some family groups will be needed for prune picking which begins in the Healdsburg-Geyserville area in mid-August, the California State Department of Agriculture reports. No housing is available so

workers must bring camping equipment. Main activity in farm employment in Sonoma County is the apple harvest, the Department continues, with a current surplus of both pickers and packers.

## **Louis Galeazzi: This and That**

*excerpted from Healdsburg Tribune, August 12, 1965*

How are you fixed for credit cards? . . . There's no end to them. . . I just got my new one . . . It's the Bell System phone card. . . You just simply

dial the operator and give her the credit card number and keep your loose change in your pocket. . . Clever . . . (you still need a dime to get the operator) . . .

## **We Went by Many Names Before 1867**

*excerpted from Healdsburg Tribune, November 13, 1969*

Sotoyome, Heald's Store, Stringtown, and Russian River, were names of our town prior to 1857 when it was first called Healdsburg. It was in this year too that Harmon Heald subdivided part of

the land he had purchased the previous year from the Fitch heirs. He offered town lots for as little as \$15.00, but speculation and a brisk demand soon multiplied this many times.

## Letters to the Tribune

*excerpted from Healdsburg Tribune, August 30, 1973*

To the *Tribune*,

I enjoyed your article on the Chambaud Winery in last week's paper. It was especially interesting to our family as it mentioned my great-grandfather, D.D. Phillips, as being president of the Healdsburg Cooperative Winery in 1876. A fact that was unknown to us. D.D. Phillips arrived in the Healdsburg area in 1856, having come to Placerville in 1849 from Missouri. He purchased a portion of the Tzabaco Rancho land grant from Jose German Pena and remodeled the adobe on the property for his home. The house on Dry Creek Road is still standing, owned and occupied by Jasper Long and his family. The Sonoma County Historical Atlas of 1877 shows a sketch of the house with an established vineyard surrounding it. My father, Harold Phillips, grandson of D.D. Phillips, still owns and operates a portion of the original property with an assist from my husband and our son, making five generations and 117 years in one place. Major

Phillips, another grandson of D.D. Phillips, also owns and operates a portion of the original purchase. Although prunes have been our major crop for many years (we are now planting grapes like everyone else), there have been some grapes on our ranch since the early 1870s. We believe this sets some kind of record, at least in Dry Creek Valley. 117 years of continuous farming by one family, 100 years in grapes!

People in the Healdsburg area have to thank Ed Langhart for being the one and only person who has collected so many historical facts and for so graciously sharing them. I have long hoped we could have a local historical group formed to help preserve our past. There are so many people still around who can tell us so much. If any interested persons reading this will call me, perhaps we could get a group started...

Pat Schmidt

Dry Creek Valley

## Hinton Angry About Nude Bathing Idea

*by Karl Olson*

*excerpted from Healdsburg Tribune, April 19, 1979*

The state has proposed setting aside eight "clothes optional" beaches and Healdsburg's anti-nude crusader Alice Hinton is incensed at the idea.

Hinton, who led the successful fight last year for a tough anti-nude bathing ordinance in Sonoma County is coordinating her opposition with that of State Senator John Briggs, the Fullerton Republican who is no stranger to Healdsburg residents.

Briggs made Healdsburg the focal point of his Proposition 6 on November's ballot, the measure that would have allowed school boards to fire openly homosexual teachers. The measure failed both in California and in Healdsburg.

Briggs told United Press International last week. "It is a crime to expose oneself in public. Being in a state park doesn't make it any less a crime. Public nakedness is one step away from sexual lewdness."

Hinton was characteristically outspoken in her opposition to the idea.

"Why should the taxpayers pay for these creeps? Let 'em run around in their backwards. let

'em get sun lamps, let 'em buy their own piece of property. It really burns me up," she told *The Tribune*.

The object of Hinton's and Briggs' ire is a proposal to establish "clothing optional" beaches in designated units of the state park system.

Hinton, blasting "lazy, apathetic" lawmen for failure to enforce existing statutes against nude bathing, waxed indignant about the idea of state authorized "clothing optional" areas.

"Everyone's griping about Proposition 13, we can't even get decent police protection, the schools are cut back, and they're gonna provide beaches for these long-haired creeps!

"They should take the money and get the creeps off the beaches that everybody else wants to go to," she said. "They don't want to be somewhere secluded; that's where the whole problem started in the first place."

Calling nude bathers "vermin," Hinton said, "I wish a snake would bite 'em on their personal property or a giant alligator or something."



## **Prudent Investments**

*reprinted from Healdsburg Tribune Editorial, July 19, 1979*

There's more than one way to skin a cat.

In this era of the taxpayers' discontent, many suggestions have been made about how to cut spending. But one way in which cities, counties and other government agencies can make the best use of the taxpayers' money is to use it to get the highest rate of return.

The city of Healdsburg has made great strides in this area. Through the use of a computer and by astute investments, the city has increased its

income from investments from about \$8,000 two years ago to \$119,000 in fiscal year 1978-79, Finance Director Kurt Hahn reports.

Hahn and account clerk Barbara Ward, who acts as a deputy city treasurer and does the day-to-day handling of investments, deserve a tip of the hat for the increase.

And those who criticized the purchase of the computer should admit that they were wrong. The computer is paying for itself, and then some.

## **Nudity – SF Man Wages Campaign for Bare Beaches**

*by Paula Lombardi*

*excerpted from Healdsburg Tribune, August 6, 1980*

Alice Hinton, the apostle of anti-nudity, has moved off Fitch Mountain, taking with her the steam of the campaign to ban nude bathers from the Russian River.

But Hinton's legacy—a controversial county ordinance prohibiting public nudity - has drawn a new standard bearer into the battle over bare skin.

From his home in San Francisco, Charles J. Finley (not the notorious baseball club owner) is

hard at work behind an effort to establish "swimsuit optional" areas along the Russian River in Sonoma County.

What he's up against is the county ordinance Hinton's protest prompted the Board of Supervisors to adopt on Aug. 15, 1978. The measure, in part, bans "nudity on public property and private property open to public view even when such nudity is not sexually motivated or otherwise lewd."

## **Inside Story**

**Gossip rumors occasional innuendo and miscellaneous tidbits of local information you don't really need to know but will be interested to read anyway**

*reprinted from Healdsburg Tribune, October 26, 1983*

We're headed for a cash-free society, and Master Card II is going to help us get there. Master Card II is a new piece of plastic that allows consumers to deplete their bank accounts without writing a check or withdrawing cash. When you

buy something with a Master Card II (also known as a debit card), the funds are deducted directly from your checking account. The debit appears on your monthly bank statement just as if you had written a paper check.

## **\$2,000 Jingle Promotion Campaigns Not in Total Harmony**

*by Rollie Atkinson, Tribune Staff Writer*

*excerpted from Healdsburg Tribune, May 20, 1987*

What is a "quaint" town to do, faced with "shopper drift" and runaway "Mall mania?" Why not spend \$2,000 and write a "Healdsburg Jingle" and lure the shoppers and new visitors back home?

*Get up, get up,*

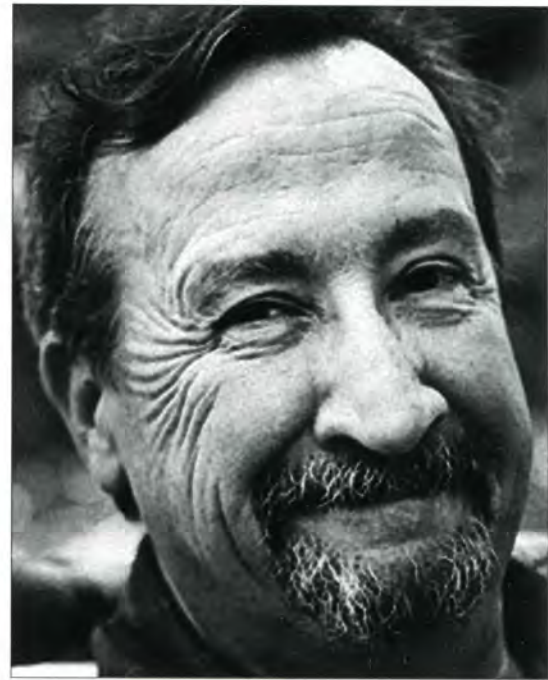
*Come to downtown Healdsburg:*

*Where our town is your town, too!*

Putting a catchy jingle with the message "our town is your town, too" on the radio was just one of a year-long series of promotions and strategies outlined by the year-old Healdsburg Downtown Business District Monday night before the City Council.



Ray Holley, 1998



Ray Holley, 2016

Source: Ray Holley

## Ray Holley, Community Journalist: An Oral History

by Lauren Carriere

*I had the privilege of interviewing Ray Holley at the Healdsburg Museum in September, 2016. This transcription of Ray Holley's journalism career is excerpted from that interview.*

*Ray Holley was born in Santa Rosa, California in 1955. Young Ray Holley was an avid reader of the newspaper with a passion for writing; however he did not get involved in journalism until later on in his career. Holley began working for the Healdsburg Tribune in 1998 and remained there until 2005. After a hiatus, Holley came back as the managing editor of the Healdsburg Tribune, the Windsor Times, Sonoma West Times & News and the Cloverdale Reveille, all newspapers owned by Sonoma West Publishers. In addition to being managing editor of the papers, Holley still writes columns for the Healdsburg paper twice a month.*

### **A Reader at an Early Age**

I always read the local paper wherever I lived. When I was a teenager, I started reading the *San Francisco Chronicle*. That was considered to be a very cool, intellectual thing to do. We would try to find the *Chronicle* sometimes, it was hard to find. You could always find the Sunday, but not always the paper the rest of the time. And then I just got in the habit. I have always read lots of newspapers.

### **Making the Paper: The First Time**

I was about eight or nine. I was out after dark with a couple of friends, these happened to be black friends. An older boy came along and basically tried to shake us down for whatever change that was in our pockets. I had a little bit of change, but I refused to give it to him. So he punched me. I got a bloody nose and, of course, he ended up with my pocket change. I went home and my aunt, who was very racist, called the police and the police came. A couple of days later, my name

was in the paper. [The article said] that a boy out on Petaluma Hill Road was attacked by a Negro. Even then I thought it was weird (this would have been the early sixties), because I didn't think of him that way, I just thought of him as another boy. He was a couple of years older than me, but we were all just boys. We played together, we went to school together. That was the first time I was in the paper.

### **From Reader to Journalist**

When I moved to Healdsburg in 1988, I got involved in local politics and social activities because my wife was running the Chamber of Commerce. Occasionally I would write a letter to the editor. It was always sort of a shock and a thrill when you got the paper and there was your letter with your name on it. So that encouraged me to write more.

In 1998, I wrote a memo to the owners of the [Healdsburg] newspaper. [It was] A two or three-page memo telling them everything they were doing wrong. They [the owners] had just owned the paper for a couple of years. The publisher took me out to coffee, and she showed me the memo. She said "okay, all these suggestions for what we should be doing instead of what we are doing are good suggestions, how do you want to help? How do you want to get involved?" So I started writing a column which was weekly for many years, now it is twice a month. After writing the column for a couple of months, they asked me if I would become a reporter. At that time, I had a writing job. I was getting paid pretty well, [but] I was bored, didn't like it. I was interested in the idea of going to work for a newspaper and also working in the town where I lived [Healdsburg]. So I took the job, and shortly after I became the editor and stuck with it.

### **Changes in Technology**

When I started with the paper, the newsroom always smelled like crayons. We would print the pages out and the various elements of the pages; the type, the ads, the photos, we would print them all out separately, run them through a hot melted wax machine and then burnish them, and rub them down on big pieces of cardboard in the right shape. Then the printing company would take a photograph of that and make the plates. There's no more hot wax machine, no more crayon smell.

In 1998, we had a layout person, we had a photographer, we had a dark room technician, we had an editor, we had a reporter, and we had a copy editor. And now I do all those jobs. I can take a photo at 11:30 on a Wednesday morning, and I can still get it in the paper and get the paper off to the printer by our noon deadline. Everything is composed now all on the computer.

Technology has speeded us up a lot. We do more work with fewer people. The staff we have now producing four newspapers on the production and news side is about the size of the staff we had in 1998 that was producing only the Healdsburg and Windsor papers. Technology makes it easy, but it also creates more work because it means that you are never not at work. Every person on my news staff has their cell number printed on their business card, and they are at work 24/7. And that is the blessing and curse of technology.

### **A Dedication to Community Journalism**

I was an activist before I was a journalist. Part of the way it came about is that I didn't know the difference. I didn't go to what we call "J" school, journalism school. Didn't have a lot of professors with no life experience telling me about theory. There's a common thread of theory around journalism about this myth of objectivity that you have to be completely objective all the time. I don't even try to be balanced, because I don't know how. What I try to be is honest.

In our newspapers, a lot of the people in management are involved in other things. I volunteer at the high school. [I'm] just starting another project relating to at-risk high school kids and getting them involved in art. Our publisher is a Rotarian, which in some newspapers would be considered a conflict of interest. We can't afford to pretend that we are not involved in our community, and we don't want to. We want our community to know that we are involved.

We do a big senior dinner here in Healdsburg and hundreds of people come. It is a way to appreciate the elders in our community. There are plenty of newspapers in America that would frown on me showing up there and volunteering because they would consider that overstepping my bounds, and muddying up my objectivity. We don't do that. We think community

journalism is really important. And if we see something good out in the community, whether it's remodeling the museum or saving the animal shelter, we get behind it. We don't pretend to be objective about that, we get behind it. For us, that's community journalism.

### **The Power of Journalism**

There was a woman in town, June DeSilva was her name. She was very ill, she had terminal cancer. The community had really rallied around her. Her friends in the community were bringing her food, and helping her and doing all this really neat stuff. She decided that the best way for her to thank people would be to have something in the newspaper. It's almost like a sacred space when someone says, "these are my dying words, and I

want you to write them down, and put them in the [news] paper." So I wrote, we called it a living obituary. I wrote about her and I wrote about all the people she cared about and all the people she wanted to thank. And I put that in the paper and it made her happy. And a few weeks later, she died.

That means a lot to me that I was able to do that for her as the agent of the newspaper. It's not that I am that special that I was able to do that. There's a privilege that I never take for granted that we have as journalists. We can go places and ask questions and stick our noses in things that most people can't (actually most people can, but they don't know it). So we do that for them. Being able to do that and to try to do it with integrity, and to try to present that information to people is very powerful.

Third Class



**Healdsburg Museum & Historical Society**  
P.O. Box 952  
Healdsburg, CA 95448

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