



2017 Langhart Honorees Diane Schmidt Carriger and Maggie Bates

## 2017 Langhart Honorees Diane Schmidt Carriger and Maggie Bates

by Holly Hoods

Mark your calendars for Saturday, July 8 to attend our Museum's Volunteer Appreciation Event and Langhart Award Dinner! The prestigious Langhart award, named for Museum founder and volunteer Edwin Langhart, recognizes outstanding volunteer service to our Museum. This year's award will be

presented to stellar volunteers Maggie Bates and Diane Schmidt Carriger.

Both Maggie and Diane have been volunteering for the HM&HS since 2010. Dedicated Diane has been involved in nearly every aspect of

*(continued on page 8)*

### Calendar

#### June, 2017

- 1 "Destination Healdsburg"  
Exhibition Opens to Public,  
11:00 am
- 7 HMVA Meeting, 9:30 am  
Museum Research Center
- 18 Antiques and Arts Fair,  
9:00 am to 4:00 pm, Plaza
- 20 Board Meeting, 5:30 pm  
Museum Research Center

#### July, 2017

- 5 HMVA Meeting, 9:30 am  
Museum Research Center
- 8 Langhart Award Dinner,  
Castelli Ranch
- 18 Board Meeting, 5:30 pm  
Museum Research Center

### Healdsburg Museum

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Healdsburg, CA 95448

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[www.healdsburgmuseum.org](http://www.healdsburgmuseum.org)

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

#### Museum Hours:

11:00 am - 4:00 pm

Wednesday – Sunday

## History Matters

by Holly Hoods,

*Executive Director/Curator*



As I write this, the Museum is closed while we install our new exhibition, "Destination Healdsburg," about the history of Healdsburg tourism. This exhibition opens to the public on June 1, after the Museum members' reception on May 31 at 5:30 pm. Whitney, Jane and I are thoroughly enjoying delving into this fascinating history through historic newspaper research and review of vintage promotional materials. The highlight of our exhibition will be Jon Lacaillade's scale model of West Street (Healdsburg Avenue), circa 1935, complete with buildings, cars, trucks, bicycles, signs, street furniture and electrical wires. His ingenious display will astonish you.

Thanks to Board members Phyllis Chiosso Liu and Carol Peterson; Board President Ronnie Devitt and intern Lauren Carriere for hosting the Family History Essay awards at the Museum. We are all proud of this longstanding Museum program that encourages kids to learn more about their own family history while polishing their writing skills. The prize-winning student essays will be displayed soon at the Healdsburg Library. This year, Phyllis thoughtfully printed the students' essays in a bound volume which she presented to their delighted families.

There are many wonderful things underway at the Museum this spring. We continue to make progress organizing and cataloging our collection at our new storage facility. Thanks to Assistant Curator Whitney and volunteers Diane Carriger, Kay Robinson, Carol Peterson, Ann Howard, Stan Becker and Phyllis Chiosso Liu for their continuing efforts. We are also developing ideas and content to revise and update our Museum website and informational brochures. Volunteers Lois Grace, Nanci Gunnerson and Janet Piseni have been reviewing and gleaning our research files. Margaret Dean and Pat McCracken continue to index the Museum's scrapbooks. We are reconfiguring the Museum's back room to better utilize the space for office, research and work areas.

Event planning is also underway for the Langhart Award and Volunteer Appreciation Dinner; the Antiques and Arts Fairs, the Instant Wine Cellar raffle and the History Lives Pioneer Award Dinner. Many good times to come.

## President's Corner

by Ronnie Devitt,

*Board President*



I recently had the privilege of attending the Family History Essay Awards night for the 15 second to sixth grade competition winners. The Museum gallery was packed with proud parents, grandparents, siblings and teachers who snapped photos, cheered the presentation of awards and then listened with rapt attention to each child reading his or her essay. The compositions about an ancestor from each family were amazingly diverse. Thanks to Phyllis Chiosso Liu and Carol Peterson for again putting this competition together. A booklet of the essays will be available at the Museum and the essays will be displayed at the Healdsburg Library.

Our annual essay contest is just one of the many services the Healdsburg Museum & Historical Society provides to the community consistent with its mission of preserving local area history.

The restoration of the historic section of the Oak Mound Cemetery has been another major commitment for HM&HS both in fundraising and volunteer hours by our members and the community. (For the latest update, see Jim Dreisback's article on page 4.)

HM&HS offers a wealth of information for historical research. The research room at the Museum is open to the public by appointment. The most popular topics for researchers are genealogy and property history.

There is now a database of almost 20,000 photographs which can be searched online. Digital copies may be purchased for only \$25 per photo.

The digitization of all local area newspapers is another monumental community service achievement which is nearing completion.

Of course, we are a Museum and museums are known for exhibitions. Be sure to see our new exhibition, "Destination Healdsburg," to learn about 150 years of tourism in Healdsburg...and the complaints about parking for almost as long!

### Thanks to Our Student Internship Sponsors

American Association of University Women  
Jane & Nelson Weller

## HMVA News

by Ann Howard, HMVA Co-chair



The 41<sup>st</sup> annual revived May Day Festival was held on May 7 at the Hoffman Ranch Picnic Grounds north of Geyserville. Children danced around the 1921 maypole that was found years ago stored in the 1880 red barn, weaving wide pastel ribbons into

a perfect braid down the pole. Young dancers of the Ballet Folklorico also performed. Agile youth and older folks tried to find their holds on the climbing wall. Everyone enjoyed a beautiful day eating tacos, burgers and voting for the best BBQ.

It is almost certain that the ancient oak shading the picnic tables provided shade for Dr. Elisha Ely's log cabin as the first white settler in 1851. Perhaps the 1873 photograph by Joseph Downing proves it.

Among the large display of historic photographs at May Day was a timely find of a 1935 panoramic newspaper photograph. It was discovered in a box of Dane Petersen's mother's clippings. The photo was taken from the second story window of the Geyserville I.O.O.F building in the center of town. It depicts the remains of businesses destroyed during the devastating fire the evening of October 9. I recently took a color panoramic photograph from the same location to display alongside it.

After earlier tragic fires in Geyserville, the May Day Festivals from 1925-1931 were focused on raising money to build a fire truck. This was accomplished in 1931 by men at Lampson's Blacksmith and Garage. Milton "Dint" Rose, a member of the GVFD for 50 years, told me, "That truck helped save the rest of the town" in 1935. He was determined to help protect Geyserville.

The Antiques and Arts Fair will be held in the Plaza on June 18 and again on August 27. If you can assist Rawleigh Fjeld with early morning or late afternoon directing the vendors' parking, please contact the Museum.

I made an unfortunate typing error in my column last month. The correct name for the 1887 Bryant quilt pattern is Bear's Paw, not Bear's Claw.

I have appreciated good health, enjoyed research projects and planted flowers and the best vegetable garden ever. My next CT scan and appointment with the surgeon at Stanford is scheduled on June 28 to learn what comes next.

## Historic Vim and Vinegar

by Jane Bonham, Office Manager



If challenging our minds keeps us young, working at the Museum must be a fountain of youth for me! I am constantly learning. Growing up, Healdsburg was to me a small, comfortable place, content with itself.

The 1950s produced a sense of economic well-being. Based on census numbers, there was little change during the early '60s either, with not much to challenge that memory. I retained a child's assumption that Healdsburg was, and had always been, as I experienced it—bucolic. It is easy to understand why I am often amazed at glimpses of unanticipated historic vim and vinegar.

That occurred again, in preparation for our new exhibition, "Destination Healdsburg," while learning about the town's tourist trade during the 1920s and '30s. While culling through newspapers of the time, I discovered two organizations that worked with North Bay Chambers of Commerce and other organizations and businesses.

One group, the Redwood Highway Association, represented nine counties as well as cities from San Francisco to Grants Pass, Oregon. The primary function of this organization (comprised of representatives from each of the geographic areas) included advocacy for expanding roadways and transportation services along the Redwood Highway and the development of nationwide advertising campaigns to build up the tourist trade!

A worthy effort considering that tourists in 1931 "passed 12,205,172 tourists days" and "spent \$68,252,583 in Northern California, which exceeded by more than \$5,000,000 the total value of California's gold production for 1931 and the preceding years." (*Healdsburg Tribune*, November, 1932)

These statistics were reported by the second group, Californians, Inc. It was a non-profit organization whose purpose was to promote tourism, through written and other media and to entice new residents to the state.

Californians, Inc., were clearly besotted with the land, as they so described it, "deeply, irremediably in love with [this] land..One must not give nature too much credit for California. The California landscape of today, with its intricate and enchanting pattern of tilled fields and blossoming orchards, is but the product

and reflection of a splendid human adventure. If Californians are romantic, if they live largely and vividly in the present and dream vast untrammelled dreams of the future, it is part of their tradition. They are merely continuing the rapid sequence of a human cinematograph almost without parallel in history.”

That’s some movie!

### **Oak Mound Cemetery Update** *by Jim Driesback*

Maintenance work continues at the Oak Mound Cemetery. A very wet winter caused vigorous growth of grasses and weeds at the cemetery, especially in the “mound” section near the fountain. The thistles alone were “as high as an elephant’s eye.” Well, maybe a baby elephant.

Thanks go out to all the volunteers, armed with string trimmers and rakes, who attacked this overgrown area on Saturday, April 29. A hard-working group from the American Legion Post #111, along with some Museum volunteers, were able to clear a wide swatch. Although the Kiwanis Club was unable to volunteer as a group, several Kiwanians also showed up to work as Museum volunteers.

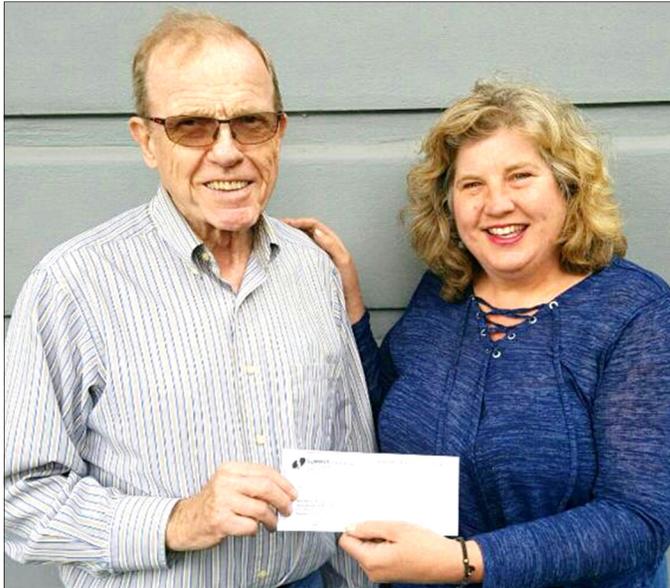
Here is a list of all the volunteers who participated:

- Mark Archambault
- Ron Collier
- Roger Dormire
- Meredith Dreisback
- Matt Foreman
- Tony Grado
- Wendy Grado
- Holly Hoods
- Harry Jackson
- Jerry Jaramillo
- Fred Leoni
- Rita Loskill
- Don Marshall
- David McAleece
- Doug Newton
- Shirlee Perry
- Terry Perry
- Mark Salisbury
- Eddy Sauers
- Jerry Strong
- Loretta Strong
- Matthew Thompson
- Brian Wells

Thanks to Joe Belli of The Belli Corporation for donating the time of one of his employees, who followed up on our Saturday work and cleared the remaining high weed areas.

Work continues on the fountain. The irrigation system is in place and as of this printing, Leda and the Swan should be in her rightful place of honor at the top of the fountain. The rock surround is next on the agenda with a completion date planned in June or possibly July. Museum members will be the first to know when we have set the dedication date for the fountain.

**Thanks to Our Latest  
Cemetery Restoration Project Donor**  
William McDowell



### **Summit Bank Donation**

Phil Hartlaub, Healdsburg Museum & Historical Society Board Treasurer, and Holly Hoods, Executive Director/Curator, proudly show off a check for \$1,375 presented to the Museum through the Summit State Bank Nonprofit Partner Donation Program. Summit Bank has a strong commitment to Sonoma County, and takes pride in distributing 5.7% of their net profit through this program to 165 county nonprofit agencies.

Thank you, Summit Bank!

# ANTIQUES AND ARTS FAIR

## HEALDSBURG PLAZA

### Support the Antiques and Arts Fair!

*by Ronnie Devitt*

The first Healdsburg Antiques and Arts Fair of the season will be held on the Plaza on June 18 from 9:00 am to 4:00 pm. It will feature 80+ vendors, artists and craftspeople displaying their treasures and artistry. Vendors with the best merchandise in previous years have been invited back along with a selection of new vendors and artists. The Healdsburg Center for the Arts will also have a display.

This is an important fundraiser for the Museum. Our profits come exclusively from rental of the spaces to the vendors. HM&HS' inveterate volunteer and Board member Rawleigh Fjeld solicits and selects the vendors and determines the rental price of the various plots depending upon their size and location. Other volunteers obtain permits and publicize the event in various publications and online calendars.

On the night before the Fair, Rawleigh and her team of volunteers are on the Plaza marking the borders of almost 100 plots. They return at dawn the following day to expedite the vendors' efficient unloading and setting up of merchandise. They put out signs and, at the end of the day, retrieve them and perform general clean-up. Other volunteers work at the Museum's table and stroll around the Plaza welcoming people to the Fair.

The success of every Fair depends in part on the volume of foot traffic and the amount of purchasing. We can all do our part by attending the Fair and inviting our friends and neighbors to take a leisurely stroll through the Plaza and perhaps buy a item or two. We want the best vendors coming back to each Fair begging for larger spaces to rent.

See you there!

### Welcome Our Newest HM&HS Members

Diane Delfino  
Kent Nickel  
Blair & Linda Swezey  
Marva Wiedemer

### Who Let the Dogs Out? *by Pam Vana-Paxhia*

Actually, they're called "pups." These particular pups are the basal offsets of the Museum's sago palm tree.

The palm, donated in 2011 by Robin See and Kim Fiori, had been given a prominent location in the Museum garden. At the time, the tree was reputed to be at least 100 years old. It was a stunning example with a distinctive architectural shape.

Unfortunately, the palm succumbed to a fungus that attacked the crown of the plant. And, even more unfortunate for me, it happened at the beginning of my watch as the Museum gardener.

Since I don't have any prior experience with palms, I was more than a little reluctant to tackle the job of harvesting the pups by myself. The tree's historic connection and high visibility added to my trepidation. After waiting for more than a year, no sago palm expert materialized.

I did some online research, consulted my favorite local nurseryman, gathered my courage...and a shovel. In early May, the pups were harvested and the mother plant was removed. Luckily, the process proved to be much easier than I had feared and the tree produced many pups. In fact, the harvest yielded five very large and many smaller pups. I've potted them all and they are now in their temporary residence at my house.

As soon as we have at least one new set of fronds on the largest surviving pup, I will happily plant it back in the Museum garden. Be forewarned, however, my local source indicated that it could take a year for that to occur. Have patience.



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Museum and Historical  
Society on Facebook**



*2017 Family History Essay Challenge Winners*

## Family History Essay Challenge

The Museum was filled with talented young authors and their families as we hosted the awards ceremony for winners of this year's Family History Essay Challenge. The students interviewed family members and wrote stories recording events from inventing the atom bomb to founding a garbage company. After reading hundreds of essays, our committee selected fifteen winning essays from local students from grades 2 through 8 to receive cash prizes ranging from \$15 to \$35.

After receiving their certificates and prize money, the students read their essays to a most receptive audience. We are so proud of the efforts of all the students, their families and teachers in connecting a part of their own family history to the present day.

We will have a booklet of this year's winning essays available at the reception desk. The Healdsburg Public Library has also graciously offered space to display all the winning essays. Please stop by and take a look.

*by Phyllis Chiosso Liu*

### 2017 Family History Essay Challenge Winners

#### 2<sup>nd</sup> and 3<sup>rd</sup> Grades

- 1<sup>st</sup> Hugo Traverso
- 2<sup>nd</sup> Keely Collins
- 3<sup>rd</sup> Paolo Maraviglia
- HM Kylie Bruner
- HM Logan Jones

#### 4<sup>th</sup> and 5<sup>th</sup> Grades

- 1<sup>st</sup> Thea Meyer
- 2<sup>nd</sup> Emilia Bennett
- 3<sup>rd</sup> Harper Simons
- HM Preston Woolman
- HM Nathan Solomon
- HM Hadley Reuter

#### 6<sup>th</sup> to 8<sup>th</sup> Grades

- 1<sup>st</sup> Miles Ridder
- 2<sup>nd</sup> Zemarah Suarez
- 3<sup>rd</sup> Ella Holland
- HM Aiden Overdorf

Congratulations to all of our young authors!

**SAVE THE DATE!**

**Saturday, September 9**

**History Lives Pioneer Award Dinner**

**Honoring Jim & Meredith Dreisback**

## Membership Benefits Enhanced

Recently, there have been new benefits added to already existing benefits for the various HM&HS membership levels.

Our quarterly *Russian River Recorder*, monthly *Review* newsletter, members only exhibition opening receptions and 10% Museum gift shop discount are given for the \$30 individual and \$50 family memberships.

For the \$100 Contributing membership, there is free admission through the North American Reciprocal Museums to almost 900 member museums in addition to all the benefits of basic membership.

The \$250 Supporting membership has all the benefits listed above plus recognition in the *Review* and on the Museum website.

by Jeanne Leal Hartlaub

The \$500 Sustaining membership offers all previous mentioned benefits plus a voucher for a gift redeemable in the Museum gift shop.

The \$1,000 Benefactor membership, receives all benefits listed above plus sponsorship recognition for one Museum exhibition and recognition at the History Lives Pioneer Awards Dinner along with two tickets to the event. In addition, there will be an invitation to a private tour of a historical site or exhibition.

Your membership keeps the Museum open and free to all. We value your support.

### Supporting Members

Stanley & Blanche Becker

John Bippart

Catherine Bottini

John & Geri Holt

Tom Jordan

Eileen O'Farrell & Reid Borgwardt

Jim & Phyllis Pedroncelli

Lew & Elaine Sbrana

Taste of Tea

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### Benefactors

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Cindy & Greg Martin

Wanda Scalione

Bruce & Carmen Selfridge

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**Kurt Hahn** from Billie Harrison

**Lewis A. Norton** from Liz & Bruce Johnson

**Robert O'Neill** from Ron & Arlene Kron

## Thanks to Our Geyserville Newspaper Digitization Donors

Geyserville Chamber of Commerce  
Joseph and Sue Pelanconi

**2017 Langhart Honorees...** *(cont'd from page 1)*  
Museum activity! She has devoted hours of skilled assistance to our collections, research, exhibitions, events, photo scanning, typing and digitizing. Artistic Maggie's dazzling creative talents have enhanced all of our Museum exhibitions, graphics and publications for the past seven years. We look forward to this opportunity to honor and thank them.

We are very excited that our Langhart event will again be hosted by the Steve and Glenda Castelli family at the spectacular Castelli Ranch on Grapevine Lane off of Eastside Road. The Castellis have incredible historical collections in an array of outbuildings, rarely open to the public. The petroleum building, for example, displays vintage vehicles, gas

pumps, oil cans and metal signs. Their home is a treasure trove of neon signs, a soda fountain, antique toys, bikes, pedal cars, artwork, quilts, dolls and one-room schoolhouse mementos. The Castellis will offer guided tours of their collections for two hours before the evening event begins.

Our dinner menu will feature an Italian feast featuring local meats, cheeses and fresh produce with homemade fruit cobbler for dessert. Top quality Sonoma County wines from the Museum wine cellar will be poured.

Tickets for the event will be \$85 per person, however the event will be FREE for the extra special Museum volunteers who worked 50 hours or more in 2016.

Invitations will be mailed shortly. Attendance will be limited to the first 100 people.

## Thanks to Our Latest Annual Appeal Donor

Catherine Curtis



*If you haven't seen the Museum's newest exhibition, "Destination Healdsburg," yet, here's a small portion of Jon Lacaillade's scale model of Healdsburg Avenue, c. 1935. You really should take time to stop by for a visit – We'd love to see you!*

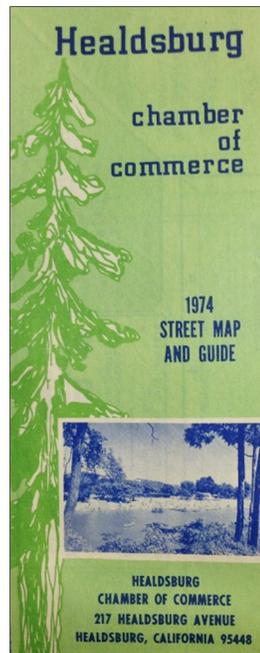
## Collections Corner



Our new exhibition, “Destination Healdsburg,” opens on June 1, so it’s fitting that I recently received a 1974 Healdsburg Chamber of Commerce Street Map and Guide from Katherine Rinehart, Manager of the Sonoma County History and Genealogy Library.

The brochure provides an interesting look back at Healdsburg (population 5,900) and features many advertisements for local businesses, some of which still exist today, including Eddinger Enterprises, Opperman & Son, Inc., and the L & M Motel. The brochure described Healdsburg as “the Gateway to a water wonderland, to a unique geothermal resource, to valleys and fields of grapes that go into the finest wines in the world.” It highlights Healdsburg’s history, as well as its recreational offerings: swimming, boating, golfing, fishing, hunting, bowling, canoeing, baseball and a free barbecue area (at the Villa Chanticleer).

Inspired by this brochure I looked back at the *Healdsburg Tribune* in 1974 to see what events the Healdsburg Chamber was organizing to promote



by Whitney Hopkins, Assistant Curator  
Healdsburg. In February, 1974, the *Tribune* noted that the City Council approved a \$1,500 stipend to the Chamber of Commerce for advertising. In March, 1974, the Chamber of Commerce organized the “Spring Blossom Tour.” The tour was originally begun in 1961 as the “Prune Blossom Tour.” The 1,000 plus visitors (with approximately 800 on buses from the Bay Area) started at the Villa Chanticleer with coffee, prune cookies and prune samples and picked up a map of a 30-mile driving route to see the blossoms. The Russian River Farm Bureau Center offered a home-cooked luncheon at the Alexander Valley Community Hall for tour participants.

The Chamber also organized the Third Annual Russian River May Wine Fest on the Plaza. Patrons of the festival had the opportunity to “taste some of the world’s finest wines at 25 cents a glass for generics and 50 cents for varietals” while listening to local song and dance entertainment. Thirteen wineries of the “Russian River basin” participated, including Italian Swiss Colony, Simi, Dry Creek Vineyard, and Chateau Souverain. A summary of this event concluded that it was so successful that “parking was a problem and traffic was a hazard—and included a three-car accident.”

The 1970s were a period of transition for Healdsburg. As seen in the brochure, the Healdsburg Chamber promoted the Russian River and the Geysers as destination highlights, as it had for over 100 years. Although it was still promoting Healdsburg’s prunes, it was increasing its emphasis on fine wines as an attraction for visitors.

*Board of Directors: Ronnie Devitt (President), Jim Brush (Past President), Eric Ziedrich (Vice-President), Phyllis Chiosso Liu (Recording Secretary), Phil Hartlaub (Treasurer), Barry Stallard (Assistant Treasurer), Rawleigh Fjeld, Lockie Gillies, Ann Howard, Jeanne Leal-Hartlaub, Carol Peterson, Ken Spadoni (Directors)*

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

### **Membership Dues:**

*Benefactor: \$1000 Sustaining Member: \$500 Supporting Member: \$250 Contributing Member: \$100  
Business Premier: \$500 Business: \$100  
Family (2 or more): \$50 Friend: \$30*

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

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