Sonoma Valley Historical Society
P.O. Box 861
Sonoma, CA. 95476-0861

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THE DEPOT PARK MUSEUM REOPENS OCT. 21, 2017

VISIT THE MUSEUM

270 First Street West
Sonoma, CA. 95476
(707) 938-1762
http://depotparkmuseum.org

Museum Hours:
Saturday - Sunday
1:00 - 4:00 pm

By appointment
Call (707) 938-1762
(Leave Message)
or email
info@
sonomavalleyhistoricalsociety.
org

Board of
Directors
Meetings

Second Wednesday
12:00 pm
Depot Park Museum

MARCY HOUSE
ARCHIVES
AND RESEARCH
CENTER

205 First Street West
Sonoma, CA. 95476
Call for Appointment
(707) 343-1335

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Sign up for AmazonSmile and help us make an impact in our community. Visit smile.amazon.com and select Sonoma Valley Historical Society. For every eligible purchase you make, the Amazon Smile Foundation will donate 0.5% of the price to our organization. It's easy, quick and powerful!

NEWSLETTER

Volume 48 No. 4 October November December 2017

PRESIDENT'S REPORT

This is an exciting report for me to write…….

On October 21, 2017, the Depot Park Museum will re-open with new exhibits and major changes inside the building. I want to thank all those involved in this major undertaking: Peter Meyerhof, exhibit design; Nick Tipon, Native American exhibits; Bridges Construction, deconstruction of the dated exhibits; Fred Allebach, painting; James Peterson, deconstruction of the Bear Flag exhibit; Sherri Michaels, cleaning and painting; Pat Pulvirenti, cleaning and lemon-oiling the train room; Rich Merlo, drywall repairs; Dennis Grimes and crew, moving exhibit cases, overseeing the new flooring installation and finish carpentry and the families of the original founders of the museum that provided information on their beloved relatives. I apologize if I have forgotten anyone but know that your efforts were greatly appreciated. Special thanks go to the generous donor who supplied the funds to replace the flooring. The interior of the museum now has a fresh new look.

The Third Grade "History Community and Me" program at Sassarini School began September 20, 2017. We would like to thank participating Sassarini teachers Debbie Bacher, Lauren Campos, and Gabrielle Heppe. Intern Autymn Garvisch created a wonderful curriculum highlighting the history of Sassarini School, Maxwell Park, the Sonoma Plaza and the Springs to engage students into understanding their community. Nick Tipon, a tribal member of the Graton Rancheria, will lead the program's first October lesson with information about Tolay Lake Regional Park.

Patricia Cullinan

WELCOME NEW MEMBERS

Richard Stier
Marilyn Vernon

MEMBERSHIP DUES

Your membership will be up for renewal January 1, 2018. Membership in the Society is vital to sustaining our mission.

Watch your mail/email for your renewal notice. For questions about your membership, please contact Yvonne Bowers.

yvonnebowers@mac.com
(707) 843-0109

OUR MISSION

The mission of the Sonoma Valley Historical Society is to provide a forum and a resource for the study and dissemination of Sonoma Valley history for present and future generations by identifying collecting, preserving and sharing artifacts, documents and images.

SONOMA VALLEY
HISTORICAL SOCIETY

OFFICERS
Patricia Cullinan, President
Open, Vice President
Open, Secretary
Ron Price, Treasurer

DIRECTORS
Fred Allebach
Tamera Honeybourne
Carol Page
Yvonne Bowers
Dr. Peter Meyerhof
Pat Pulvirenti

ABOUT THE SOCIETY

The Sonoma Valley Historical Society was formed in January 1937 and has served the Valley as a nonprofit organization ever since. It is dedicated to the colllection, preservation and dissemination of the historic heritage of the "Valley of the Moon."

THE DEPOT PARK MUSEUM

The Sonoma Valley Historical Society's Depot Park Museum is located at 270 First Street West in the city's old train depot one block north of Sonoma's historic plaza.

Mailing Address:
PO Box 861, Sonoma, CA. 95476-0861
Telephone: (707) 938-1762
Web Site: www.depotparkmuseum.org
Email: manager@depotparkmuseum.org

ABOUT THIS PUBLICATION

"Sonoma Valley Notes" is the official publication of the Sonoma Valley Historical Society and is published quarterly.

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GRAND REOPENING OF THE DEPOT PARK MUSEUM!

Member Meeting and 80th anniversary of the founding of the society

SATURDAY OCTOBER, 21, 2017

1:00 - 4:00 pm

RIBBON-CUTTING

NEW EXHIBITS

SPECIAL BOOK SIGNING

REFRESHMENTS AND MORE

EVERYONE IS WELCOME!

FIFTH ANNUAL HOLIDAY TRAIN SHOW

THE SONOMA SHORT LINE MODULAR GROUP & SVHS

Depot Park Museum

Friday, Saturday, Sunday

December 8, 9, 10 &

15, 16, 17, 2017

12 noon to 4 pm

The event will be dedicated to the memory of Dick Foster.

The talented Paul Marcucci was the proprietor of Paul's Resort on Verano Avenue. A multi-instrumentalist and song writer, he also became a licensed contractor in order to make improvements on the resort. (photo courtesy of Yvonne Marcucci.)

Unfortunately described as a "negro orchestra," the Funmakers featured Johnny Alston and Jeanne DeMetz. Alston and DeMetz recorded extensively. To get an idea of what they might have sounded like at the Fetters Resort, listen to this recording of "Sam the Boogie Man," 1946, from the Prelinger Archive: http://tinyurl.com/yawlsht6

Friday, July 15, 1949

Page Three

FETTERS HOTEL FAVORITES

PACKING 'EM IN on Friday and Saturday nights at the Fetters Springs Hotel are the "Funmakers," rhythmic negro orchestra out from a successful tour of Eastern night spots. Johnny Alston heads the orchestra which includes "Red" Howse on the bass, Oliver Richardson at the piano and Johnny Alstact, tenor sax. Vocalist and song stylist is torchy and terrific Jeanne DeMetz who likes the customers to join with her in various specialty numbers.

Fetters Hot Springs Hotel
PRESENTS
"THE FUNMAKERS"
Direct from many smash engagements at NEW YORK'S Most Elaborate NIGHT SPOTS
DINING — DANCING — ENTERTAINMENT
Friday and Saturday Nights and Sunday Afternoon
OUR SPECIALTY
Boneless Chicken, Rice Stuffing with Wild Game Sauce
Choice Selection of other Fine Foods
SWIM IN THE VALLEY'S LARGEST OUTDOOR POOL
2½ Miles North of Sonoma, Calif.

UPDATE FROM THE ARCHIVIST

By Annie McCausland

The Society recently nominated the Sonoma Valley Expositor newspaper collection to be digitized and hosted by the California State Library funded project called "California Revealed."

It is critical to get this important historic resource digitized before it becomes too fragile and frail to handle and read. The Sonoma Valley Expositor was an early Sonoma newspaper printed from 1895 to 1912.

At the bottom of one of the newspaper storage boxes we found an extensive collection of original copy, letters, stationary, and hand-written notes, circa 1903-1907, from W.O Hocker, the editor of the newspaper. This has lead me to believe that this collection could possibly be from the Expositor's original archive.

Hocker also ran a local printing business. He printed stationary, official city forms, business cards, ephemera, and advertisements for local businesses and community members.

MUSIC AT THE RESORTS: A sampler

Contributed by Michael Acker

From earliest European settlement (and possibly before), the Valley of the Moon was a place of rest and healing, but by the late 1890's excitement was added to the activities: show business. First and always there was music. Theater and the spectacle of the circus were also popular. Movies arrived by 1917.
The following is a sampler of the variety of music available at the resorts.

Art Hickman had been coming to Sonoma Valley since 1910. He was a newspaper man who became the leader of a popular band in San Francisco. He is sometimes credited with inventing the word "jazz," in Boyes Hot Springs. This dubious claim is fully discussed in Bruce Vermazen's interesting article: http://www.gracyk.com/hickman.shtml. Hickman's arrival in Boyes Springs was front-page news in 1923. (No elucidation as to the nature of his accidental burns is given.)

In that year, Prohibition was in force, which did not prevent the resorts from offering refreshing beverages to their guests, to enhance there musical appreciation. As we see from the headline, the El Verano resorts were "Again Raided."

"In the Valley of the Moon"

The Sonoma Index-Tribune

VOL. XLV SONOMA, SONOMA COUNTY AUGUST 18, 1923 NO. 12

Highway Contract Is Awarded

Eliza Shepard to Arrange for Legion Auxiliary Convention

Bridegroom Is Fined Twenty Dollars By Marrying Judge

WILL MANAGE THE ENTERTAINMENT OF VISITING DELEGATES

Fire Dept. Benefit On August 22

State Highway Commission Lets Bid To W. A. Ellis For $238,888

Bond Election To Be Called In September

FIRED SWALLER FINDS SWALLOW'S WEDDING A COSTLY PROPOSITION

Art Hickman Arrives At Boyes Springs

Art Hickman, whose orchestra has been playing at Boyes Springs, but who was delayed himself in arriving here on account of severe burns, is now leading his famous musicians at the theatre nightly.

Mr. Hickman's presence puts added pep in the music and his magnetic leadership makes dancing at Boyes a dream these summer nights.

All the latest dance music is featured in the inimitable manner of these artists of syncopation. There is only one Hickman. Art is his name.

Saturday, February 18, 1928

Hard Times Dance Was Big Success

The hard times dance given on last Saturday night by the two upper valley improvement clubs for the water fight fund was a big success. The Boyes Springs club house was crowded and there were a number of comical costumes. First prize went to Adolph Kuehn, second to Lew Jones and first prize for ladies went to Mr. Peterson as a Mack Sennett bathing beauty and to Mrs. Ward. The $5 door prize was won by Fay Maloney, nurse at Barndale. Gus Marcy won the candy.

The music furnished by Prof. G. Nimpfer was par excellence and the committee of ladies furnishing refreshments showed that they had the real spirit of California hospitality.

El Verano Resorts Are Again Raided

Federal prohibition agents visited El Verano this week, raiding the resorts of Messrs. Rossi, Parente and Pat Vansuccki

Card post marked 1916. (Author's collection)

Between 1920 and 1950 there were over a dozen ads in the Index-Tribune for "Hard Times" dances. Attendees were expected to come dressed in stereotypical farmers' clothing, and decorations leaned towards hay bales, wagon wheels, and animal harnesses. The music for this 1928 affair, held at the Boyes Springs Cub House, was provided by Prof. G. Nimpfer, who was originally a tailor and had run a resort in Agua Caliente under his name. What discipline his PhD was granted in is not known.

Vallejo's Moving Day From the Casa Grande to the Casa del Pabellon

Contributed by Peter Meyerhof

May 2, 1853 was a memorable day in the life of General Vallejo and his family. That's the day they moved from the Casa Grande, their Spanish-style adobe on the Plaza, to their new American-style Victorian a half mile to the west.

In an obscure deposition, Vallejo's one-time trusted friend, Rafael Guirado, provided what is probably the only contemporary record of the move. Guirado states it was on that day Vallejo left him in charge, for a two-year period, of the Casa Grande, its garden, and its orchard. Guirardo continues, "When he left his house with his family, he did not deliver me anything by a written instrument but simply said to me here is your house and there your bed, for you and your son. Take care of my interest. He left in the house a piano, several trunks, paintings and carriages, etc. and delivered all the keys of the house. He removed at intervals such things as he left without ever intimating to me that anything was missing." Vallejo would continue to use the large upstairs room as his business office.

Guirado refers more than once to Vallejo's new residence as the "Casa del Pabellon" – the Pavilion House. Although Vallejo later built a distinct gazebo/pavilion to the east of the house, perhaps his new home reminded Vallejo of a pavilion because of its two porticos, its large windows, and its gingerbread-adorned eves. Today we refer to the Casa del Pabellon simply as Vallejo's home at Lachryma Montis, the name of his estate. Perhaps we should consider reverting back to Vallejo's original name for his home.

"SECOND SATURDAY" LECTURE SERIES

2:00 pm at the Community Center
276 East Napa Street, Sonoma
(Unless Otherwise Noted)

October 14, 2017

THE MAN WHO LIT LADY LIBERTY:
THE EXTRAORDINARY RISE AND FALL OF ACTOR M.B. CURTIS
presented by Richard Schwartz

As the Statue of Liberty stood unlit and unloved by American politicians in 1886, one of her saviors was creating a theatrical sensation at New York's Fourteenth Street Theatre. Actor M. B. Curtis came to Lady Liberty's aid. Curtis' rise to the top of his profession and his resulting fall from grace is a dramatic arc that rivals anything created for the stage. "The Man Who Lit Lady Liberty" rescues his story from the dusty archives of forgotten history and re-examines an actor whose creativity and cultural influence still resonate today.

November 11, 2017

STORIES ABOUT MFK FISHER
presented by Kathleen Hill

Katheen, a well-known name in Sonoma food culture, had a personal history with the iconic food personality MFK Fisher. MFK Fisher lived for over 20 years in 'The Last House' built for her by David Pleydell-Bouverie on what is now Audubon Canyon Ranch in Glen Ellen. Kathleen will tell us stories about MFK Fisher and Fisher's life at the Last House.

December 9, 2017

There will be no lecture in December.

DRAWING AND TEXT BY BARBARA WHITE PERRY

Sonoma Mission Creamery, 1929
400 First Street East, Sonoma

The history of cream and cheese in Sonoma is linked to several buildings on and near the Plaza. The Sonoma Mission Creamery is one of them. Built in 1929 by Joe Vella the concrete building was constructed to store cheese in the basement, and to make and sell ice cream on the ground floor. It was known as a gathering place for families and for years had a sign with a large ice cream cone and the words: "Vella's Ice Cream Fountain-Lunch". The courtyard east of the building (now La Casa restaurant) was the receiving site for milk brought by local farmers in horse-drawn wagons, and later by truck.

The Mission Creamery building is a unique version of Mission Revival and was designed by Peter D. Canali, an Italian immigrant who had an impeccable European architectural education and many Bay Area commissions. He also designed the Italian fountain on the Plaza, the Vella home on Chase Street, and the Sonoma Cheese Factory. The Creamery building has 3,800 square feet and a full basement originally used to store cheese. In 1920 Joe Vella got his start next door in the Pinelli Building where he was in charge of the Mission Creamery cheese operation. The industry thrived because dairy farmers could now bring their cream to Sonoma rather than shipping it to San Francisco. Joe's brother, Tom Vella, established an operation on Second Street East known today as Vella Cheese, and his colleague, Celso Viviani, eventually opened his own business, the Sonoma Cheese Factory.

The building was sold in 1966. When affiliated with Viansa Winery, it was a restaurant, Cucina Viansa. Unable to attract a new tenant, it stood empty from 2006 to 2012. The building is now owned by Dick and Mary Ann Cuneo who completed a full seismic upgrade prior to the current tenant, Burgers and Vine.

The next time you pass by, look where the Mission Creamery joins the PInelli Building. The arch ends half way, I wonder why?!

The Sonoma Mission Creamery will be part of Drawing Sonoma, the Second Edition, to be published in fall 2017. Drawing Sonoma is a collection of ink and vine-charcoal drawings featuring historic and unique properties of Sonoma Valley from 1823 to 1938, with stories of each property's past. Drawings and text by Barbara White Perry.

Songs from the Attic
contributed by Dave Brummett

A picture of a Sonoma so different from today.

1896
S. Schocken
Dealer in General Merchandise
I have marked down everything.
If anybody else sells what I sell for less
tell me and I'll mark it down again.

1902
Handsome buggy robes and serviceable whips
Chas. Wilson's

1907
Get your De Laval Separator
Schluckebier Hardware Co.

1912
Everybody is Doing it
Doing What?
Buying their Fruit Jars
N. & M. Hardware Co.

1923
The Best Place to Trade
BOCCOLI'S
Sells at Old Prices, Saves You Money

1923
Cash and Carry Meat Market
Fresh Meats, Hams, Bacon, Sausage & Lard
Ask About Our Photo Offer

1923
Fetters Hot Springs
Headquarters for Moving Picture Companies
Modern Accommodations, Best Cuisine

1924
Sonoma Mission Creamery
Let Us Help You Cut the High Cost of
Hog Feed by Using Our Whey

1925
ARE YOU RUPTURED?
If so, you need a Truss that holds.
I can guarantee you a perfect fit.
A.L. Johnson
Masonic Bldg.

1928
The Toggery
David J. Eraldi
Jantzen Swimming Suits
100 percent pure wool
Adults $5.00 to $6.50

1935
Hans Von Sydow
A Country Store for Country People
At Buena Vista Railroad Station
…our everyday prices are Specials.
(A gallon of Muscatel for $1.30!)

1935
Beer, Wine and Sandwich Parlor
Specializing in Fine Sweet & Dry Wines
Since Prohibition Repeal

1936
Sprouse, Reitz Company
Nothing Over 49¢

NOMINATING COMMITTEE UPDATE

As chair of your 2018-2019 Nominating Committee, I would like to provide a status report. We currently have two openings on the Sonoma Valley Historical Society Board of Directors and are in the process of vetting several potential-nominees. We will be presenting the list at our October 21, 2017 Museum Reopening and Member Meeting. Elections take place at our Annual Membership Meeting on November 11, 2017. If you are interested in serving on our Board, or know of a good candidate, please contact me and provide the contact information.

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