

Ed. Note: The following is the first in a planned series of articles explaining the origin of Santa Rosa's geographical areas and street names.

McDonald purchased

had most recently been a

tisement identified Santa

Rosa as the capital of one

of the finest agricultural

counties in California

at the time; ranked the

planned for each state in

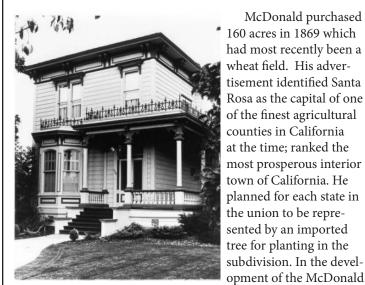
opment of the McDonald

wheat field. His adver-

# Street Names and the McDonald Addition

By Kelly Carrillo Fernandez

Mark L. McDonald was heavily involved in the development of Santa Rosa, including development of the first free library and the first horse-drawn street car system servicing McDonald Avenue to the Downtown, and real estate development.



The Savage House, the first built on McDonald Ave.

Addition the most prominent street was given his

Sonoma County Library name, as determined by

'a vote of the people', which may have resulted from a showing of hands present, or a common sentiment.

Each block contained 12 parcels. An alleyway ran through the middle of each block providing access to the carriage houses. The boundaries of the Addition were North Street to St. Helena

Avenue and College Avenue and 4th to (also) St. Helena Avenue.

Maps show St. Helena Avenue followed today's Pacific Avenue path. Today's St. Helena Avenue was added with the McDonald Addition map. The avenue

was named

for Mount St.



McDonald Ave: McDonald Avenue and Horse Car Tracks

Sonoma County Library

Helena. The vertex of the two avenues pointed toward Mount St. Helena.

continued on page 3

Ed Note: Got a memory to share? The following is an example of the sort of personal recollection the HSSR is looking to print for its readers. So, warm up your memory banks and jot down what you recall. It'll see print. Check out "Submission Guidelines" elsewhere in this edition.

#### The Whistle Sent Us Home

By Mike Daniels

I was born some weeks before the attack on Pearl Harbor pulled the United States into World War II, so I was not properly a Depression Baby and certainly not a Baby Boomer. Soon after the war, because things were looking up financially and socially for all levels of society, my generation enjoyed the benefits. As a result, it has been called the "Luckiest Generation," and I think it an appropriate label as life certainly was good to us.

Post-war Santa Rosa was still a small town, one in which most everybody knew most everybody else, and the lessening of war time fears and restrictions resulted in freedoms greater than any earlier kid had known.

In 1950 I was nine years old. From then until I could legally drive a car I got from one place to another by walking or riding my bike. Because the obsession with abduction so widespread

## President's Message

by Mike Grace, HSSR President



It was nice to see you at our latest events. On February 2 we sponsored a HSSR Members' Night at the Sonoma County History Museum, and once again curator Eric Stanley led a tour of the exhibit "Journey to Fountaingrove: From Feudal Japan to California Utopia." About 45 members attended the very successful evening. Our next HSSR Members' Night at the Museum was March 22,

with a look at "Building the American Dream: Sonoma County After the War." I am sure those of you who attended enjoyed the exhibit and the opportunity to share your experiences of that time with other attendees.

The next two events we have planned for 2016 are the third Annual Historical Hunt, which will occur in the fall and will again be organized HSSR Vice-President Staci Pastis. We are also planning a program focusing on the new Smart Train that will look at the history of railroads in Santa Rosa. Nick Tipon is chairing that event. I am sure we will come up with a few more ideas between now and then.

I want to thank two new additions to our board: Kelly Carrillo Fernandez and Bill Turner. Both of them have immediately dug right in and gotten involved. They are a welcome addition to a wonderful board.

I will step down as president in the middle of May. It has been a rewarding and challenging experience these last two and one-half years, and it has been my pleasure to serve as the second president of the HSSR. I look forward to serving on the board and continuing to help the HSSR with all of its activities. When I think about our early days in 2014 as we cast about for a sense of who we were and where we were going, I realize what we have accomplished. When Gaye LeBaron led off our Speakers' Series at the 6th Street Playhouse, we were launched and on our way. I have said at many of our events that the beauty of the HSSR is there is no roadmap, no set agenda. We were free to try whatever we thought might be of interest, and we have succeeded in each and every endeavor. Thank you so much for your support and enthusiasm for the HSSR.

Please stay tuned for the release of the film the HSSR is sponsoring: "A Documentary History of Santa Rosa" to be produced by local writer and producer, Don Cambou. It will be finished in July, so watch for information about opening night.

Mike Grace, HSSR President

# A Dreadful Catastrophe Visits Santa Rosa

by Kelly Carrillo Fernandez

That was the Press Democrat headline on April 19, 1906. Despite the Third Street printing plant's reduction into rubble because of the previous morning's earthquake, the paper managed to print.

The disaster began with a foreshock at 5:12 am, then a violent shaking lasted 45-60 seconds. The result was days of fires and smoky skies. Rebuilding the city required years. This month marks the 110th anniversary of that unimaginable devastation.

The Sonoma Heritage collection of photographs available at the Sonoma County Library website documents the damage of the '06 quake. One can lose hours and hours looking at the shock and awe the survivors felt. The website allows address listing and geocoding so the user can access a mapping tool for an interactive experience.

The collection shows smoldering fires, men and horsedrawn carts extracting bodies, trains removing debris, National Guardsmen maintaining order, Bowler-Hatted men carrying machinery from the ruins of the Press Democrat building, a man wearing Levis Strauss "waist overalls" evaluating damage, and brick buildings reduced to rubble, their bricks fallen into scattered piles.

Downtown Santa Rosa suffered the greatest devastation, as the mercantile, industrial and hotel buildings had been built of unreinforced brick to lower the risk of fire. The Carnegie Library, for one, was demolished out of fear about a future natural disaster.

Rebirth of the city began soon. Removal of debris and reconstruction provided employment for those who had lost so much. A number of buildings that went up between 1907 and 1911 are still standing—the Lee Brothers Building, the Mailer Building, the LaRose Hotel, The Post Office (today's Sonoma County Museum), and most of the 100 block of Fourth Street.

The railroad depot, the Western Hotel and the Fountaingrove Round Barn, constructed before the quake, survived the shaking.

Other survivors include homes found in the McDonald district, a tour of which the HSSR will conduct this month and again in May. Instead of horse-drawn cars to ferry people during the tour, HSSR will use Rosie, the City's motorized cable car.

Visit the HSSR web page! www.historicalsocietysantarosa.org Find us on Facebook and YouTube

#### Street Names, continued from page 1

William Morris Stewart, one-time Attorney General of California, and Nevada Senator had been a close friend of Mark McDonald's. Mark and Ralphine named their second son Stewart for whom Stewart Street was named.

A prominent citizen of the time, B.M. Spencer held positions within principal corporations in the city. In 1884 McDonald sold lots within the Addition to B.M. Spencer which is also around the time 17th Street became Spencer Avenue.

Park Street had once been the full length of the Addition. The block which is home to the First Presbyterian Church housed a park to which the 'street car' transported residents.

In 1817, President James Monroe visited Detroit, Michigan. While conducting the procession, the City Marshal Williams passed his own home to be beckoned by his wife with urgency. Shortly after exiting the President's procession, he welcomed a son into the world and named him James Monroe Williams. Many years later the child moved out to California and became the President of the first Board of Trustees of Santa Rosa (before a Mayor and Council) and started the first water works, later purchased by McDonald. There were three Williams families in the town. This Williams was also called 'Bridge' Williams due to the proximity of his family home to the bridge over a slough which ran through town. Monroe Street was named for James Monroe Williams.

Santa Rosa water works was located on the Hahman tract where water came from the 'Hahman Springs'. The water sources had been natural springs, perhaps contributing to the naming of Spring Street.

Ralphine North, McDonald's wife, shares her name with North Street and reservoir Lake Ralphine. There had also been a daughter of the same name who succumbed to diphtheria before her 8th birthday in 1877, five years before completion and naming of the reservoir.

# Turn Left at McDonald

by Kelly Carrillo Fernandez

We name things after people--buildings after people, schools after people, streets after people, and we even name people after people. Some people name things after themselves when given the opportunity. We do so out of respect for their time stamp and contribution to the culture, developing landscape, leading industry, or governing as the people of the time wished.

Some were the pioneers of a time in history. Others knew or related to the right person at the time. Regrettably, generations pass, and those that follow may not give a second thought to the origin of a name. Names are words we add to our vocabulary, to identify location, like the name of the street on which to turn left on the way to a destination.

This issue of the HSSR newsletter welcomes the first of a series that honors the origins of Santa Rosa's names. Some will likely be commonly known, some not. Those that are common, such as household names, may be a fact, a tidbit or correlation previously uncelebrated. As anyone who has researched understands, the answers may not always be definitive, but likely correlations given the discoverable facts.

# Historical Society of Santa Rosa Board of Directors

| Ann Galanti  |
|--------------|
| Mike Grace   |
| Denise Hill  |
| Bryan Much   |
| Staci Pastis |
| Nick Tipon   |
| Bill Turner  |
|              |

n Galantine Secretary ke Grace President nise Hill an Much ci Pastis k Tipon Turner And we aim to renew honor for some names that have long solely been the street where you turn left toward your destination. We first explore Santa Rosa's McDonald's Addition as it was called in the 1870's, as it was Santa Rosa's first subdivided residential development, a part of what had once been the Rancho Cabeza de Santa Rosa. Additionally, the area coincides with the upcoming HSSR hosted walking tours of McDonald's Addition. As we raise awareness of the names that surround today's Santa Rosans, you too may find namesakes are closer to home that you had realized.

# Submit your articles for the HSSR Newsletter!

The Historical Society of Santa Rosa is looking for articles to fill the pages of its newsletter. Submissions can range from research about the history of Santa Rosa and its people to personal reminiscence and anything in between. Photos accompanying text are especially welcome.

While payment is not available, writers can experience the joy of seeing their names in print and sharing their work with a wide audience of readers.

Please submit articles without anchors and in unformatted text. A length of 500 to 1,000 words is desireable. Please submit photos separately from text but do provide identity of subjects and other relevant information. Send submissions to mdaniels@sonic.net

All submissions are subject to editing and become the property of the HSSR. All photos will be returned. Next deadline is July 1.

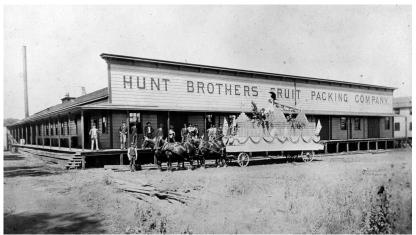
## Santa Rosa in the 1880s

- 1880 Santa Rosa becomes the railroad shipping center for Sonoma County's farm products. Grand Jury finds Courthouse and jail unsafe and recommends new buildings. Santa Rosa Democrat has largest newspaper circulation in northwest California. J.W. Ragsdale debuts Santa Rosa Republican newspaper. Ursuline Sisters buy Christian College, open Ursuline Academy. The Wheelmen organize Santa Rosa's first cycling club.
- 1881 In March, Warren Dutton orders 20,000 prune trees from Luther Burbank, who fills order by September and becomes known as the "Plant Wizard."
- 1882 Sonoma County Agricultural Park Assn. holds first exhibit at what would become today's Sonoma County Fairgrounds.
- 1883 City agrees to construction of courthouse in Plaza. Decision much debated. Sonoma Avenue extended to Lake Ralphine. Chinese Mission School opens.



Ursuline Academy and Grounds

Sonoma County Library



A load ready to be shipped at Hunt Bros.

- 1884 "Santa Rosa" chosen as name for hops grown in Sonoma County. New Courthouse constructed in Plaza and new City Hall goes up on Hinton Avenue on Plaza's east side.
- 1885 Luther Burbank buys 18 acres west of Sebastopol.
- 1886 Kronke's Park expands, excursion trains bring "hoodlums" who create problems for citizens. Kronke loses liquor license in 1890. South Park Addition sells all 195 properties, mostly to real estate investors.
- 1887 Scale bug epidemic spreads among fruit trees. W.J. and Joe Hunt build fruit dryer at foot of Third Street. Hunt Bros. Cannery comes later. Santa Rosa Cannery employs 160 people.
- 1888 Southern Pacific's Santa Rosa and Carquinez Railroad depot is built on North Street.
- 1889 Anabel McGaughey Stuart becomes Santa Rosa's first female doctor. Guy Grosse files map for Rincon Heights subdivision.



Office of the Santa Rosa Republican Newspaper Sonoma County Library

Sonoma County Library

# United States in the 1880s

- 1880 Washington Monument completed. Population of U.S.
  50,189, 129. James Garfield elected president. Douglas MacArthur born. Thirty eight stars on flag. About 50,000 telephones in use.
- 1881 Garfield assassinated. Chester Arthur becomes president. Sitting Bull surrenders. Gunfight at OK Corral. Billy the Kid shot and killed.
- 1882 John Rockefeller forms Standard Oil. Franklin Delano Roosevelt born. Jesse James shot to death. Polygamy outlawed. First Labor Day.
- 1883 Brooklyn Bridge completed. Supreme Court invalidates parts of Civil Rights Act of 1875. Now permissible for individuals and corporations to discriminate on basis of race. Thomas Edison invents electric light bulb.
- 1884 Labor unions call for 8-hour work day. First post-season games in baseball. National League Providence Grays defeat American Association New York Metros 3 games to 0. Grover Cleveland elected president.

- 1885 Statue of Liberty arrives in New York from France. U.S. Grant dies. Fingerprints used for identification. Kodak camera sells for \$25.
- 1886 Thomas Edison establishes laboratories in West Orange, New Jersey. Haymarket Riot in Chicago. Coca Cola invented. Geronimo surrenders.
- 1887 Pearl Harbor leased by U.S. Navy. First Groundhog Day.
- 1888 Thomas Edison invents phonograph and develops motion picture camera. Benjamin Harrison elected president.
- 1889 Oklahoma Land Rush. Johnstown Flood. First issue of Wall Street Journal. Jefferson Davis dies.

The HSSR is looking for new members! Join today and become a part of Santa Rosa history!





The Courthouse and Jail Sonoma County Library



Guy Grosse, circled, and the Bullshead Breakfast Club Sonoma County Library

#### Remember When: 1962

by Rick Blaine

1962 was a good year. The world was safe and secure. Times were good.

President John F. Kennedy had been in office just a few months when he talked about passing the torch to a new generation and had a program he called the New Frontier. He was forty-three years old.

It was the year that fifty-six million people watched Jackie Kennedy conduct a televised tour of the White House. The newspapers said she had a . . . "soft, breathy voice, was poised, dignified and was an immediate hit." I was impressed.

In February John Glenn circled the earth three times in the Friendship 7 space capsule and instantly became a national hero. Kennedy had said the United States would put a man on the moon by the end of the decade, and we suddenly thought we could do that. The Mercury space program would later be

followed by the Apollo program. We were off and running. Spirits were high. Things were good.

The introduction of the Volkswagen had changed the US automobile market. Smaller cars, both domestic and foreign were being produced. Do you remember the Ford Falcon and the Chevy Corvair? Whatever happened to the Hillman-Minx and the Simca? How about the Renault Dauphine with the "country horn" and the "city horn?" Remember what you paid for gas? About 31 cents a gallon.

Prices weren't bad. You could buy The corner of Exchange Avenue and a hamburger, French fries and a Coke Fourth Street in 1962.

for less than a dollar at Gordon's Drive

in or Eat-n-Run. A supreme burger-bacon, cheese and "the works"-cost 35 cents at Roger's. Capri pants for girls went on sale at Rosenberg's for \$5.99. At Keegan Brothers a charcoal suit cost \$55. To mail a letter or a bill, you had to buy a 4 cent stamp. The minimum wage was \$1.15 an hours, and the average annual wage was \$4,291. Times have changed!

Big changes were happening in Santa Rosa that year. Rosenberg's was being remodeled and the city had its first try at one-way streets. State Farm announced plans to move its headquarters to Santa Rosa. The Los Robles Lodge on Cleveland Avenue opened and became the place to for seafood and buffet on Friday nights. Remember the ice sculptures?

1962 was the year Alfred Hitchcock began filming "The Birds" in Bodega Bay. The Cal and the Roxy movie theaters had double features while the Village and Redwood rive-ins sometimes featured triple features.

Back then, 54 years ago, there was still a rural aspect to Santa Rosa. The local prune growers convinced the Board of Education to delay the start of school so that students could help harvest the crop. Classes started one week later than usual. Can you see that happening today? Grapes have replaced prunes and apples and pears and about everything else.

The Academy Awards that year focused on people of strength and conviction. Anne Bancroft won Best Actress for "The Miracle Worker," and Gregory Peck was Best Actor for his role in "To Kill a Mockingbird." Best picture was "Lawrence of Arabia." Probably the most suggestive movie that year was "La Dolce Vita."

We had a choice of westerns on TV. "Gunsmoke" on Friday nights and "Bonanza" on Sunday nights. "Wagon Train" with a young Clint Eastwood as "Rowdy" was popular. Remember "Twilight Zone," the program where ordinary people found themselves in bizarre and astounding situations? Rod Serling, the creator, may have been a little bizarre himself I always

thought.

Music was becoming more varied. The top ten included "Runaround Sue," by Dion, "Please, Mr. Postman" by the Marvelettes and "Big Bad John" by Jimmy Dean. New groups appeared. Not only did we have the Kingston Trio and the Limelighters, but Peter, Paul and Mary introduced their first hit albums. Folk music was having a revival.

Columbia Records released Bob Dylan's first album and the Beatles were rejected by Decca Records. Other new groups appeared, in-

cluding the Smothers Brothers, the Sonoma County Library Tijuana Brass and the Supremes. Talk about variety. Me? I was still learning how to do the twist.

Marilyn Monroe died and actors Mathew Broderick, Tom Cruise and Jodie Foster were born that year. The first James Bond film, "Dr. No" hit the movie screens. Sonny Liston knocked out heavyweight champ Floyd Patterson within two minutes of the first round. Johnny Carson took over as host of "The Tonight Show." Richard Nixon was defeated in the California election for governor and declared, "You won't have Nixon to kick around any more."

We could not foresee the Kennedy assassination, the overthrow of Kruschev or the Cuban blockade. In 1962 the United States had "military advisors" in Vietnam. We never dreamed that they would become armed combatants, that thousands of young men would go to Vietnam and that many Santa Rosans would be among them.

We could not foresee what was yet to come. Maybe that's why 1962 was such a good year.



#### Whistle Sent Us Home, continued from page 1

today didn't exist, my parents allowed me to go just about wherever I wanted.

My friends and I rode bikes all over, even to Mark West Creek to fish for trout. As we got older, we hiked out to the unsettled wilderness of Riebli Valley through the eastern edges of Fountain Grove Ranch and the old "stagecoach road" (think today's Cross Creek Road) with our bb guns or 22s and plunked at targets or jack rabbits. In the fall, we sometimes bagged quail with our shotguns. We were well versed in safety and respect for firearms. And we built box traps and captured ground squirrels.

Hidden Valley was another wilderness for us. In the spring, the area, dotted with vernal pools, made for floating around on

the diamond's outfield grass. Flag football was great fun but best was tackle because you'd get to flop and slide in the mud and wet grass.

I did have chores. It wasn't all play. The lawns had to be mowed on Saturdays before I could go to the park. After dinner my sister and I washed and dried the dishes one night and my two brothers the other. No automatic dishwashers then. I often helped with dinner preparation--salad making was my specialty. My bed had to be made and clothes put away every day, and the vacuum cleaner and I had a close relationship. When it came time to paint the house, Dad made sure I was a part of the crew. But otherwise, I was free to do about anything I wanted.

Several acres of apple trees occupied the ground where the

rafts built from scraps or wading barefoot to catch pollywogs. Our parents told us to stay way from those pools, fearing we'd come down with polio, but we generally ignored their concerns.

Today's Grace Heights and the walnut orchard that preceded the Grace Tract gave yet another area to explore. Dynamite Cave on the top of the



An almost finished clubhouse proudly sits on Franklin Avenue Franklin Park Association Archives

hill lured us with its potential for danger. I don't know anyone who actually went very far into the cave. In retrospect, I think we all had a healthy fear of it collapsing.

I grew up in the Hillcrest subdivision above Franklin Park. My grandfather had developed the area, the first subdivision in Santa Rosa after the war, and he built our house. The park didn't yet exist when we moved in, though the city, which didn't yet have the cash, had slated it to become one. The acreage was made up of an orchard, a sort of hilly field where Mr. Wolf raised his sheep, and Wolf's old, unused sawmill. (Many years later I understood the irony of a Wolf raising sheep.) Mom worried that we'd injure ourselves playing around the old mill, so she turned to Dad, who spearheaded the effort to get rid of it.

Because the city couldn't help, Dad called meetings of neighborhood parents, and they created the "Franklin Park Association." It was comprised of parents who shared Mom's worries. Because they were the "can do" generation of the Depression and WW II, the parents tore down the old mill, held fund raisers, gathered donated materials and built the Franklin Park Clubhouse. When it was complete, after a "month of Sundays, 35 of them" they gave the keys to the city. Such a magnanimous act couldn't happen these days filled with its myriad of restrictions.

The park became a magnet for us. In the summer we'd slide down the hill's dry grass on cardboard or we'd play ball on the baseball diamond. There were always enough kids to at least play "work-ups" or "flys-up." In the wet months we'd play football in should always ask permission.

The Rural Cemetery provided an exciting place for Hide and Seek. Out of superstitious fear we carefully did not step on graves, but we hid behind tombstones and the trees, sometimes up in them. The Peary mausoleum on Franklin Avenue we gave wide berth to. It was spooky.

them home and Mom

would bake pies—af-

ter warning us that we

And Townsend's candy store! After a fun-filled afternoon, we'd gather at the store opposite the Presbyterian Church for a "Suicide," a soda mixture of each of the syrups or a lime syrup "Green River" or a bag of nuts or some chocolate.

Then we'd hear the Grace Brothers Brewery whistle. It was 5 pm and time to head for home because "Be back by dinnertime" was the rule. At dinner Mom or Dad would often say something that made it clear they knew where we'd been that day. Yes, everybody knew everybody and the parental hot lines were kept buzzing with news of where kids were and what they were up to. It was a safe world then for kids. And it was fun.

# Historical Society of Santa Rosa Newsletter Staff

Mike Daniels Kelly Carrillo Fernandez Don Silverek

Ed Note: The following excerpt is from "The Carrillo Family in Sonoma County: History and Memories," by Alma McDaniel Carrillo and Eleanora Carrillo de Haney. Number five in a series.

# The Story of Josefa Carrillo de Fitch and Rancho Sotoyome

Maria Antonia Natalia Elyra Carrillo was born December

29, 1810 in San Diego and was the daughter of Joaquin Victor Carrillo, Jr. and Senora Maria Ignacia Lopez de Carrillo. The long name given the baby was shortened to Josefa, and she was known by that name all her life.

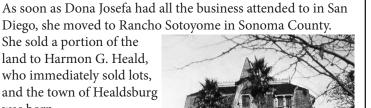
Senorita Josefa Carrillo was married to Capt. Henry Delano Fitch on July 3, 1829 in Valparaiso, Chile. They also lived in Lima and Callas in South America. Their marriage is thought to be the most romantic in California history. To --Sonoma County Library this couple was born four daughters and seven sons. There are books written on this famous couple, but remember Josefa was the devoted daughter of the Senora Maria Ignacia de Carrillo, the "Mother of Santa Rosa." Dona Josefa was a generous, very aristocratic Spanish lady.

Capt. Henry Delano Fitch and Dona Maria Josefa Carrillo de Fitch were granted Rancho Sotoyome in several different grants from two governors. (Governor Manuel Jimeno and Governor Micheltorena) The large acreage was in the beautiful Russian River area and the fertile valleys of northern Sonoma County.



from her loved ones. She Josefa Carrillo de Fitch died in Healdsburg on January 26, 1893 and was buried in the Healdsburg cemetery (Oak Mound).

was born.



Capt. Henry Delano Fitch passed away on January 14, 1849

in San Diego and was buried in the Presidio Hill Cemetery.

## **HSSR Welcomes New Members**

Jim and Diane Keegan Jim Carrillo Christopher Smith Michael and Judy Farrell Lenka Myers Joan Stolting Wilson

Dona Maria Iosefa Car-

rillo de Fitch lived on the

rancho until death took her

Ted and Christin DeJung Donald Tarpley Stephanie Meyler Peter Meyerhof Marie Laskelle Cappie Garrett

The Fitch House in Healdsburg

--Sonoma County Library

#### Historical Society of Santa Rosa Membership Application

The Historical Society of Santa Rosa intends to build a strong and diverse organization of individuals, families and groups to investigate, record and relate the history of the City of Santa Rosa. Members will receive the newsletter and discounts on events and purchases.

Memberships make wonderful gifts! Share the benefits of membership with your family and friends. Dues are paid annually and membership is valid for the current year, expiring on December 31 each year.

|  | \$25 Individual membership   | \$40 I   | Household Membersh | İp  |  |
|--|--|----------|--------------------|-----|--|
| Name _   |  | <i>i</i> | Amount Enclosed    |     |  |
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| I prefer the newsletter delivery via U.S. Postal Service, not an electronic version.   |  |          |                    |     |  |
| Addit  | Additional Donation Enclosed Join online! www.historicalsocietysantarosa.org |          |                    |     |  |
| Make your check payable to <b>Historical Society of Santa Rosa</b> and mail it to <b>PO Box 164, Santa Rosa, CA 95402</b><br>The <i>HSSR has IRS non-profit status</i> . |  |          |                    |     |  |