

ca. est. 2012

Historical Society of Santa Rosa

Upcoming HSSR Events

always free admission!

- July 19: Night at the Museum: Art and Evolution of the Guitar
September TBA: Premier, SR History Film
October 8: Annual History Hunt
October 18: Railroad History Event
November 15: Story Behind the Story: Little Known Law Enforcement

HSSR is a 501 (c) (3) public charity Tax ID 46-2740806

Founded 2012

Vol. 3, No. 3

Summer 2016

John Lewis, the School, the Road and the Streets

By Kelly Carrillo Fernandez

John Lewis arrived in Sonoma County in 1846 and the next year bought 2,880 acres of land from William Marcus West. Much of this land is now northern Santa Rosa. He donated property for a school and in 1860 Lewis School opened for an academic year of 200 days.

In 1861 the school received \$51 "in aid" for an enrollment of 60 students--or 85 cents each. It was located at the corner of Lewis Road and Cemetery Lane (now Franklin Avenue). An 1867 map shows the boundaries of the Lewis School District extending from far in the west into Rincon Valley. Its spread was generally along the northern edge of the Rancho Cabeza De Santa Rosa land grant.

By 1916 Lewis School was overcrowded. A 1922 proposal to reorganize the Sonoma County Schools resulted in updated facilities, new buildings and curricula. The new Lewis School opened that year on Lomas Avenue (now Chanate) and Lewis Road. Hailed as one of the county's latest and finest achievements in modern school buildings, it was built by W.J. Meeker in a mission style and was painted grey with a crushed brick roof.

Lewis School increased the total of elementary schools to five in the Santa Rosa City School District when it joined in 1947. It closed when Hidden Valley School opened in 1980. After its



Lewis School students on their new campus

Sonoma County Library

Ed. Note: Periodically, the HSSR newsletter will print a vignette telling the brief history of a long-time Santa Rosa business.

Evolution of a Nursery

George Franklin King began his working life as a book-keeper but later trained at making whips, items often needed in the horse drawn nineteenth century. He was also a graceful dancer. He opened the largest and most elegant dance academy in San Francisco once he abandoned the whip trade.

After he sold the academy, he relocated to Santa Rosa and opened a grocery and merchandise store on Fourth Street. It was a "finely outfitted" store and evidently a successful one as King operated three delivery wagons. He also built a home on the corner of Humboldt and Cherry Streets.

King's store sold seeds and fruits trees in the 1890s, an enterprise that evolved into a retail nursery business, King's Nursery, that George King's descendants operate still today on 13th and Stewart Streets.

closure Lewis served the school district as continuation and adult schools. Today it is the temporary home of Santa Rosa Charter School for the Arts.

The streets south of Lewis Road emphasize the names of early settlers and were laid out to continue the north/south pattern begun in the 1880s. Santa Rosa's second junior high/middle school and Slater Street honor Herbert Slater, who represented the area in the state senate for 37 years. He focused on preserving parks, education, rights of the disabled and fish and game. He also wrote a political column for the Press Democrat, and his constituents thought of him as a great friend.

Many settlers who arrived in the Santa Rosa area did so by traveling south through Humboldt County, a fact that certainly prompted the naming of that street. The two counties, Humboldt and Sonoma, shared timber and milling industries for years.

Orchard Street pays homage to the variety of cultivation close to town. The orchards gave way to residential development as

continued on page 3

President's Message

by Staci Pastis, HSSR President



In case we've not met at one of our events, I thought I'd introduce myself. I'm Staci Pastis, and I was born and raised in Santa Rosa and have always had an interest in anything old. History or the story behind a place or object has always been a part of how I see the world. It is, I believe, what brings us together. The history of our city belongs to us all, no matter our backgrounds.

I'm excited to take over from Mike Grace. I'll strive to continue Mike's work and achievements. The HSSR runs great events highlighting our history and giving us a chance to learn and share that history. For example, we recently had very popular walks on McDonald Avenue conducted by Kay Ward and Gaye LeBaron that gave insight into the famous street's development. We hope to do it again next spring. We also had a history walk of SRJC that taught about the history and importance of this educational jewel. And recently we hosted a night for members at the Sonoma County History Museum's exhibit on guitars.

This fall we'll invite our members to come to the Sonoma County Library Annex and scan their photos relating to Santa

Rosa. In September we'll launch our documentary on the history of Santa Rosa, which promises to be an amazing look at our city. In October we'll have an event about the train and the third Great Santa Rosa History Hunt as well as talks at Sixth Street Playhouse. I hope you will join us.

Documenting and sharing the history of Santa Rosa wouldn't be possible without your support. I thank you for it and encourage you to help us grow by telling others about the HSSR. Membership dues enable us to run our events.

In celebration of all that has come before,

Staci Pastis, President

Historical Society of Santa Rosa Newsletter Staff

Mike Daniels

Kelly Carrillo Fernandez

Don Silverek

Bear Flaggers Remain Slaying Mystery

by Thomas Pastis

Recently, searches have tried to dig up the resting places of Thomas Cowie and George Fowler, two Bear Flag rebels who were killed in northern Santa Rosa. Their story is integral to that of the Bear Flag Revolt of 1846, and volunteers have been trying to find their burial spot for more than a century.

In 1846, several Americans, backed by a wave of manifest destiny and the commencement of the Mexican-American War, took control of the Sonoma Pueblo and declared the Republic of California. They were intent on adding the Republic to the United States, as they knew General John C. Fremont and his troops were nearby.

Cowie and Fowler were sent to present-day Healdsburg for gunpowder but were captured by furious Californios. Allegedly, the pair had raped Ramon Carrillo's wife in addition to other atrocities when they stopped at the Carrillo Adobe on their journey north. The Californios were said to be out looking for them and seeking justice. Once captured, they were tortured and killed. Their burial spot is said to be in the Chanate area of Santa Rosa.

Supposedly, a Native American named Chanate knew the location of the burial and pointed it out after Americans came in force to the area. However, no one alive today knows the spot, and the stones placed there are nowhere to be found.

Several locations have been suggested, as the search has continued since 1900, but the most recent attempt to find the remains was conducted in Hidden Valley. Although that attempt did not turn up the two rebels, the search will inevitably continue in a new location, and perhaps the burial spot will be discovered.

HSSR Welcomes New Members

Pamela and Rick Belluzzo

Mary Hadley

Kathy Gillis

Ray and Cheryl Hulsman

Larry and Rita Tanner

Emily Walski

George Coppinger

Tim and Cathy Grace Hayes

Kathryn Latham

Wendy Palin

Ward and Pat Thompson

Tom and Laurie White

Visit the HSSR web page!

www.historicalsocietysantarosa.org

Find us on Facebook and YouTube

John Lewis, continued from page 1

Santa Rosa's housing needs expanded the town center. Urbanization took place and agriculture receded.

W.S.M. Wright crossed the plains from Missouri to Santa Rosa with his family and 400 head of cattle. He acquired 4,500 acres of land and raised stock, hay and grain. He served two terms in the state assembly in the 1870s and helped found Pacific Methodist College. Wright Street honors his memory.

Nelson Carr, after whom Carr Avenue gets its name, was a Bennett Valley pioneer. From New York State, he arrived in Sonoma County in 1854. He farmed and grew grapes. In 1901 he donated \$1,000 to the Santa Rosa public library.

McConnell Avenue is named for attorney and Santa Rosa Bank president William E. McConnell. He arrived in the area in the early 1860s. He was considered an honest and conservative businessman. He also served as district attorney.

Franklin Avenue, once known as Cemetery Lane, received its name in 1893 from the settlement that preceded Santa Rosa, Franklin Town. The town was named by French-Canadian fur trapper Oliver Beaulieu for his brother, Franklin. Beaulieu had come to California with General John C. Fremont and purchased 640 acres from Julio Carrillo in 1850. Three years later he laid out the short-lived town.

Richard Fulkerson, after whom Fulkerson Street is named, farmed over 900 acres with his sons, the acreage including much of today's Rincon Valley. The Rural Cemetery began as a burial site for his family. Fulkerson was a director of the Santa Rosa Bank. He was born in Hardin County, Kentucky.

Hardin County may have been the source of the name for Hardin Avenue. Or perhaps it was named for either 1870s asses-

sor and city attorney Taylor Hardin or for W.J. Hardin, a farmer and dairyman who owned 3,800 acres. Recorded history doesn't say.

Henry Beaver, the namesake of Beaver Street, was a blacksmith, well digger and brick maker in Franklin Town. He also owned 120 acres of timber. In 1858 he served on the committee that set the boundaries for Santa Rosa's first school.

Given the early impact of the Lewis family on northern Santa Rosa, it's likely that Lewrosa Way received its name as a blend of Lewis and Santa Rosa. However, contractor Lewis Meyers built homes on that street, so his name may be the source.

Silva's Creamery was located on the corner of Healdsburg Avenue (today's Mendocino) and Silva Avenue. The street was named for creamery owner John Silva, who operated Santa Rosa's first ice cream "truck." His wagon sported an umbrella to shade the driver and customers as it moved about town.



Silva's Creamery Wagon—note the umbrella
Sonoma County Library

The sources of Santa Rosa's street names offer a fascinating look at the early pioneers and events of the city's past.

New Deal Art Talk on Horizon

The Sonoma County History and Genealogy Library and Friends of Santa Rosa Libraries recently announced the forthcoming presentation of Art and Architecture of the New Deal in Sonoma County. The free admission discussion is scheduled for Wednesday, September 7 from 6 to 7 pm in the Forum Room of the library's E Street location. For more information telephone Katherine Reinhart 545-0831 ext. 1562 or email history@sonoma.lib.ca.us

Historical Society of Santa Rosa Board of Directors

Doug Bower	Ann Galantine	Secretary
John Bribescas	Denise Hill	
Larry Carrillo	Bryan Much	
Mike Daniels	Staci Pastis	President
Nina Felciano	Nick Tipon	Treasurer
Kelly Carrillo Fernandez	Bill Turner	
Dave Franzman		

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 desirable. 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.

Farm Life in 1950s Sonoma County: Through the Eyes of a Child

by Anita Garayalde Carrillo

In the late 1940s my father decided to sell his half of Western French Bakery and invest in 60 acres of prunes and walnuts in east Santa Rosa, very near Kenwood. Shortly afterward, the opportunity arose to purchase an adjoining 15 acres of pasture. Farming was in Dad's blood, having grown up on Guerneville Road. I won't mention the source of his father's farming endeavors during Prohibition as that is another story.

Growing up on the large Kenwood spread was quite wholesome. I could safely ride my "recycled" pony, Pecos Bill, to all points of that acreage. Originally a buggy pony, Pecos' training afforded him little respect for children. My skinny little legs often scraped against wire fencing. Often he ran under a tree limb to sweep me from his back. Oddly, he plodded along as though he was at death's door, except when aimed in the direction of home. Then he could bolt like a shot.



A hop yard ready for harvest

Sonoma County Library

The pasture land allowed my two older brothers and me to delve heavily into our own agricultural endeavors. Both boys were Future Framers of America students at Santa Rosa High School. One raised 60-plus Duroc hogs, the other 70-plus Corridale sheep, and the 4-H'er (me) 30-plus head of Shopshire sheep. (Interestingly, my husband's grandfather, Larry Carrillo, Sr., started my brother and other FFA and 4-H boys in the breeding of quality Duroc stock.) Added to the mix were chickens, cats, dogs, a horse named Jeff (who only knew stop and start shot from a cannon), a milk cow and a couple of steers being grown for the freezer.

We were a full-fledged farm family. Mom tended a productive vegetable and flower garden, which resulted in lots of fresh produce. We made cheese and butter with tons of milk to spare for three growing teens from our high-fat producing Jersey cow, Jezebel. (Yum! Fresh cream over fresh strawberries!)

Our modest farmhouse, situated for the best view, lay directly south of Hood Mountain—absolutely majestic! The mountain resembled a huge, overstuffed easy chair. As I say yet today, "I grew up where Oakmont exists." Thousands of people now live there, facing that overstuffed easy chair.

Although Dad loved the role of a farmer, it was by no means an easy life. Success or failure hinged on timely rains, untimely frost and a reliable work force at harvest time. A spring rain could ruin a crop in the blooming stage, a winter rain could erode valuable top soil, and a summer rain could create lethal brown rot in a ripening crop just before harvest time. Frost could be the most serious. We had experienced all of them.

We had a state-of-the-art temperature alarm that would truly wake the dead as it alerted the household the crop was in danger. The alarm performed well many times. One April 3 (Mom's birthday) frost destroyed our entire crop. No amount of frantic middle-of-the-freezing-night lighting of smudge pots could save the crop. Sadly, Dad had to go to work off the farm to support the family. I don't believe that neither my brothers nor I ever felt disadvantaged during those periods of hardship. Mom, a fantastic Italian cook, served lots of luscious low-budget pastas during such times.

Smudge pots created a lot of ugly, polluted skies in all of Sonoma County then. Today the pots would draw criticism—creating "Spare the Air" days. My parents took a risk and procured a loan and invested in the first wind machine in Sonoma County. It was installed in our main orchard half way down Pythian Road and east by about a football field. It roared like crazy when it fired up and ran its north and south facing propellers. A 30-foot ladder led up to the engine and props. I



Apple picking time in the orchard.

Sonoma County Library

tried many times to climb to the top but always chickened out part way up. The wind machine did the trick, and we never lost another crop.

Counting on a reliable work force was often a challenge for the farmer. Sonoma County schools often delayed the start of classes so students could help with the fall harvest. Many friends, including DeVotos and Scintos, showed up to help us and earn money for their school clothes.

One season we housed several black families in our workers' cabins, and they proved to be so much fun on warm summer evenings, creating a junk band in the garage and making great music on guitars, drums and my brothers on their accordions.

Another time a not so stellar workforce was an entourage of gypsies. Many tools disappeared from the barns that season. Our most reliable crew came during the Mexican Bracero pro-

gram. We made special housing and other improvements, and they were worth the investment. The workers were hardworking, honest and polite and had a tremendous work ethic. Dad was very disappointed to see the program come to an end.

In the early 60s a visionary came from Southern California with a plan to buy acreage adjacent to and including ours to develop a "Senior Citizen Community," a plan for 55 year olds and older who yearned to settle in a desirable country climate. The plan satisfied the farmers who still loved to farm and who could lease back their acreage, satisfying their passion to work the land.

Such were my parents, whose sons were completing college and their daughter was about to graduate from high school. The eventual sale of their land allowed them to retire in sound health and buy land closer to Santa Rosa, take up golf and build a lovely home for which they had worked so very hard for so very many years.

Agriculture and education bloom in Santa Rosa

by Mike Daniels

For some time now, certainly since Santa Rosa's growth took off in the 1960s and 1970s, the local economy has shifted away from its historical broad agricultural base to embrace viticulture. Back in 1920, Sonoma County ranked number eight in the nation in agricultural production.

As the importance of a diversified agriculture to the economy grew, so did the need to develop an educational program for future farmers. The teaching of agriculture first was recognized in Santa Rosa in 1920 at its high school on Humboldt Street. There, W.W. Everett taught the three classes of agronomy, farm math and ag project. Classes were held in the Annex, the concrete and steel building constructed to the north of the wooden classroom building.

When the wooden building burned to the ground in the fall of 1921, ag students took their classes along with other members of the transient student body in rented and donated space in down town Santa Rosa.

The new campus for Santa Rosa High School opened in brick splendor in the spring of 1925 but did not include dedicated space for ag instruction. On Mendocino Avenue the ag student found himself (no females until 1959) stuffed into small rooms in the basement, rooms often puddle-filled during the rainy months as the water table of the campus rose to infiltrate the building.

Through the years, the agriculture department regularly produced judging teams and individuals who won local, state and even national championships. In 1923, a livestock-judging team that included future SRHS ag instructor Wes Jamison won third-place honors in an international show. In 1928 the team was in first place.

In 1931, when Jamison joined the faculty, the department expanded to seven instructors, an indication of its significant role.

In 1934, Jamison coached a dairy cattle judging team to a national championship in Kansas City. The team, made up of Dick Gray, Lex Murray and Noble Ledson, sent daily reports of its progress and activities to the Press Democrat. After high school, the three enjoyed successful careers in local agriculture. Gray, for example, produced many championship dairy herds.

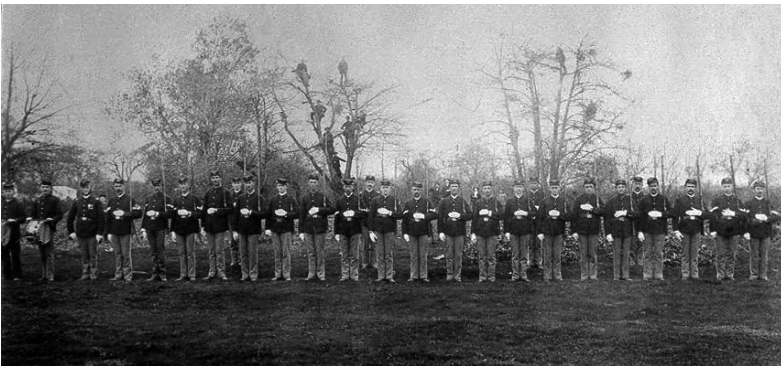
The ag department finally had its own home when available Work Progress Administration (WPA) money built Burke Hall in 1940 on the western side of the campus. In this building, almost a school within a school, the ag student enrolled in English, math economics, shop and other ag-influenced courses. The department had its own newspaper, the Prune Whip, and its own sports teams that competed in an informal league with agriculture teams at Healdsburg, Sonoma and Petaluma.

As agriculture made a shift from diversification to grapes and wine (by 1989 grapes were the second highest income producing Sonoma County crop), ag instruction shifted also. The instruction and practice of viticulture has become important to the SRHS ag department.

On acreage north of Santa Rosa on Alba Lane (land the school district acquired to offset the wetlands impact of Elsie Allan High School's construction), the SRHS ag department has planted five acres of chardonnay grapes. Here ag students develop the skills necessary to managing vineyard production. They cultivate, they prune, they harvest. They are involved at every step of the production of quality chardonnay wine—until the step involves alcohol. Then the process is turned over to Kendall-Jackson Winery, a partner in the project. The wine is available through the SRHS Ag Boosters. Contact the department for more information.

Santa Rosa in the 1890s

- 1890 The railroad allows Santa Rosa to replace Petaluma's steam-boats as shipping center for Sonoma County. One hundred fifty baseball fans ride the train to San Francisco to watch Santa Rosa's "town" team defeat the city's nine. Fountain Grove Winery produces 200,000 gallons. The Exchange Bank moves into the Doyle-Overton Building at Fourth and Mendocino.
- 1891 The Central Street Railway lays track on Humboldt Street to Carr Avenue, thence along Benton Street to North Street. Mark McDonald sues, claiming the Central organization damaged his tracks on Fourth Street, the suit ultimately decided in favor of Central.
- 1892 South Side Railway's tracks run down Main Street to South Park and on Pressley Street to the racetrack at the fairgrounds. Congressman Thomas Geary authors an extension of the Chinese Exclusion Act. Later he is considered as Grover Cleveland's vice-presidential running mate.
- 1893 Guy Grosse buys Mark MacDonald's horse drawn rail line. Cemetery Lane renamed Franklin Avenue, honoring Franklin Town, Santa Rosa's predecessor. East Street becomes F, C becomes Main, 8th becomes Hewitt, Guerneville Road becomes 9th, Healdsburg Road becomes Mendocino Avenue and Summer becomes Ripley Street.
- 1894 Alturia community builds on six acres in Mark West area, lasts nine months. City residents refuse to pay 25 cents municipal water tax. Volunteer fire department abolished in favor of paid, professional organization. First Rose Carnival and Parade.
- 1895 City directory lists "Chinese Business" section. Ernest Finley establishes the Evening Press. White House Department Store opens. Santa Rosa High School gets its own campus on Humboldt Street.
- 1896 Guy Grosse's olive tree plantings in Rincon Heights produce enough oil to supply all sixteen Santa Rosa grocery stores.
- 1897 Max Rosenberg opens Red Front Store. Santa Rosa Improvement Club forms to bring new businesses to Santa Rosa. Thomas Thompson, editor of Sonoma Democrat, becomes U.S. Minister to Brazil and J.W. Ragsdale, editor of the Santa Rosa Republican, becomes U.S. Consul in China. Ernest Finley buys the Democrat and merges it with the Press. Grace brothers Frank and Joseph buy the Metzger Brewery on Second and Wilson Streets, only to see it destroyed by fire. They soon rebuild.
- 1898 Volunteer Company E of the California Eighth Regiment is called to service in the Spanish American War but does not see action, never leaving the Bay Area. Mark McDonald, Jr. becomes manager of his father's water company.
- 1899 Chinese employed in Santa Rosa canneries without complaint. Businessman's Association organizes, forerunner of Chamber of Commerce.



Santa Rosa's Company E ready for action

Sonoma County Library



Tom Wing, "mayor" of Santa Rosa's Chinatown, and his family

Sonoma County Library



The Exchange Bank in its new building

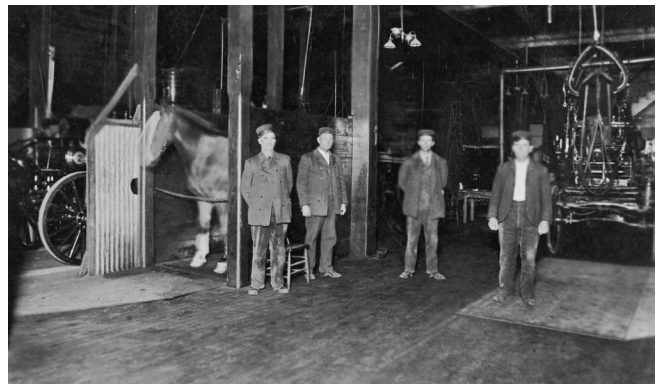
Sonoma County Library

United States in the 1890s

- 1890 Wounded Knee Massacre: last major battle with Native Americans killed hundreds of men, women and children and 29 soldiers. Population 62,979,766, 25% increase in ten years. Sherman Antitrust Act passed. Yosemite National Park created. McKinley Tariff enacted. John C. Fremont and Sitting Bull die.
- 1891 International Copyright Act passes Congress. Wrigley Company founded in Chicago to sell soap and baking powder. Chewing gum added next year. Carnegie Hall opens under guest conductor Tchaikovsky. Thomas Edison develops motion picture film and patents radio. James Hogg, first native Texas governor. William Tecumseh Sherman and Herman Melville die.
- 1892 Ellis Island opens as east coast immigration center. First basketball game played according to James Naismith rules. General Electric formed. First recital of Pledge of Allegiance in public schools. Grover Cleveland elected president. John Muir founds Sierra Club. Oil discovered at Spindletop in Texas. Cotton crop destroyed by boll weevil. Walt Whitman dies.
- 1893 Telephone service from New York to Chicago installed. Financial panic. Hawaii becomes U.S. Protectorate. Lizzie Borden acquitted of murdering parents. Rutherford B. Hayes dies.
- 1894 Coxe's Army of the unemployed marches on Washington, D.C. Pullman railroad car strike. International Olympic Committee created. Labor Day established to honor contributions of workers. Coca Cola first sold.
- 1895 White House Christmas tree first lit by electric bulbs. Alfred Nobel, inventor of dynamite, establishes Nobel Prize. First slot machines put in use--in San Francisco bars. First gasoline powered automobile race—Chicago to Evanston and back. Frederick Douglass dies.
- 1896 First modern Olympic Games held in Athens. Separate but equal principle in South ruled legal. William McKinley elected president. Dow Jones first published. Average price: 40.94. American Tobacco Company broken up. Harriet Beecher Stowe and Alfred Nobel die.
- 1897 Klondike Gold Rush. Duryea Brothers build first successful American automobile. First Boston Marathon held. U.S. Grant dies.
- 1898 U.S.S. Maine explodes in Havana harbor. U.S. declares war on Spain. First escalator installed. Battle of San Juan Hill. War ends and U.S. gains Guam, Phillipines and Puerto Rico.
- 1899 Aspirin developed. Great Blizzard. Phillipine/American war. Newsboys Strike New York City in protest of child labor.



The White House in temporary quarters
Sonoma County Library



Santa Rosa's first paid firemen pose with equipment
Sonoma County Library



Santa Rosa High School at its new campus, 1895
Santa Rosa High School Archives

“Great Outdoors” of Lewis School Neighborhood mid 50s to early 60s

by Doug Bower

My family moved to the Lewis School area in 1956. At the time, the school was K-4 with most kids going to either Steele Lane or Fremont for grades 5-6. I started in Mrs. Bravo's second grade class, followed by Mrs. Barnett for third grade and Mrs. Kishbaugh for fourth before moving on to Steele Lane. Morton Traub was the school principal.

In many ways, this northern edge of town was still something of a frontier. Most of the homes in the area were built within the previous ten years, but there was still ample open space within bicycling distance to provide a seemingly endless supply of elementary school-aged kids with a seemingly endless supply of options for all sorts of outdoor activities—at least for a while.



**A number of stores now fill the field across from Lewis School
*Sonoma County Library***

Lewis School itself was of course the site of many activities, mainly games of “Home Run,” which were often interrupted by the Canevaris’ German shepherd, Teddy, wandering onto the field to remind us that this was his playground first. After the game, a visit to Stark’s Market (later Lynn’s and circle K; now C Market) across the street or Wayland’s Market (now Café de Croissant) at the corner of Chanate and Lomitas for a soft drink and pack of baseball cards was mandatory.

Fierce pick-up basketball games were typically held in driveways with the hoops attached to garage roofs. Touch football often occurred in the streets, with more serious games of tackle generally moving to the soft grass fields at Franklin Park or the junior college. For a while, fledgling golfers could practice at Floyd Faulkner’s driving range on Ridgway Avenue before it was displaced by Ridgway High School. Also on Ridgway, the opening of the Swim Center provided a welcome option for hot summer days under the watchful eyes of lifeguards like Bob Miyashiro, Carole Hanzlik, Katie Harrington, Judy Gondola, Phil Arnold, Bob Young and Janice Horn.

For sports-oriented kids, it was easy to fill days with these options but other popular outdoor activities required natural open space that existed but was not destined to last much longer as the area developed. Nearby empty lots that provided opportunities for all sorts of creative play were the first to go. In the immediate neighborhood, the large empty lot at the corner of Lewis and Slater gave way to Santa Rosa’s first A&W Root Beer (now La Palapa Mexican Restaurant), which provided a tasty alternative to the ever-popular Zesto’s (later Roger’s, now Jalisco’s) over at the corner of Dexter and Mendocino.

Soon after, another valuable empty lot further west on Lewis Road became a car wash and, now, is a fire station. The Coca Cola Bottling Company was next door on the property now occupied by a thrift store and a rental center. The big field on Mendocino Avenue across from Lewis School became home to back-to-back supermarkets Safeway and Lee Bros. Even we kids had a hard time understanding why two supermarkets were built right next to each other. Lee Bros. didn’t last long and later became Yardbirds.

Another large field/orchard was lost when the Long’s Drugs (now CVS) shopping center displaced a trailer park and its neighboring walnut and redwood trees that attracted hobos from the train spur that ran along Pacific Avenue by PG&E, Gaddis Nursery, Maxwell Sand and Gravel on the way to Sterling Lumber at College and North. Across Mendocino a large apartment complex took out more fields while existing businesses like Square Deal Market and Silva’s Ice Cream Parlor became automotive-related stores.

As it is now, Mendocino and Steele Lane/Lewis Road was the main intersection in the area and thus was a popular location for gas stations that, in turn, were popular hang-outs. At the time, three of the four corners had gas stations, with the exception of Exchange Bank on the northwest corner. The Flying A operated by Cecil Rowe and then Charlie Head is now a Chevron, and Memeo Bros. Union 76 is now Safeway Gas. The third gas station on the southeast corner has been the site of other types of businesses over the years.

As the empty lots in the neighborhood disappeared, more bicycle travel was required to get to outlying fields and hills for different kinds of outdoor activity. For bow and arrow hunting, the vast open spaces further north on Mendocino Avenue offered pheasant and jack rabbits before becoming the site of the County of Sonoma Administration complex. These hunts were never successful, but the sight of the large, ring neck pheasant flying away with my arrow wedged between its tail feather still lingers.

Across the street, Moving Mountain provided an accessible wilderness that featured fossil-hunting. Further east, a trip up to the top of Parker Hill Road was occasionally rewarded with a sighting of the roadrunner that inhabited the area. Rifle and shotgun hunting were available in the hills behind the Wallstrums’ house on Nielsen Road until developments like Hewlett-Packard and Cobble stone rendered those areas off limits.



The author poses with his catch of the day

Doug Bower Family collection

For little anglers, fishing in the Lewis area was limited unless a pass could be obtained from the cemetery office to fish for bass in the big pond behind the burial plots on Franklin Avenue. The small creeks in the area mostly offered just minnows, tadpoles and frogs, so longer journeys to Mark West Creek or Santa Rosa Creek were required for real fishing.

Although I suspect the same is true for most any neighborhood that experienced the rapid growth and change that we Baby Boomers helped influence during the 1950s and 1960s, the Lewis School area pretty much had it all as far as outdoor activities for kids—at least for a while.

Pete Rugolo: A Memory

by Donald Tarpley



Peter Rogolo as a SRHS senior

SRHS Echo, 1934

A bit of Santa Rosa's Westside Italian folklore passed into history with the death of Hollywood music composer Pete Rugolo at the age of 95.

Pete was born on Christmas Day 1915 in San Piero Patti, a small village in Sicily. The family immigrated to the United States in 1920 and settled in Santa Rosa's Westside Italian community. They rapidly became involved with their new surroundings. Tony, Pete's father, joined the all-Italian L'Indipendenza band, playing baritone horn, and shortly afterward he opened a shoe repair shop on Wilson Street near the old Forni market. Many people remember the ever-present music in his shop.

His musical talent surfacing early, Pete started with his father's instrument but soon branched out to piano and French horn. Like most of the Italian children in the Westside, he attended Lincoln School. At Santa Rosa High School, he participated in the music program under the leadership of Josef Walter. After high school graduation in 1934, he enrolled at San Francisco State College, earning a degree in music in 1939.

He applied to Mills College in Oakland to study with French avant-garde composer Darius Milhaud, who quickly recognized Pete's potential. He was accepted as a graduate student in the all-girls school. After his studies with Milhaud, he was awarded a Master of Arts degree.

During World War II Pete was stationed at San Francisco's Fort Scott, headquarters of coast defense for the Bay Area and was placed in charge of the band because of his background.

When Stan Kenton's band appeared at a San Francisco theater, Pete brought some of his arrangements to him. Kenton said he liked them and told Pete he had a job with him when he got out of the service. He was true to his word.

In the mid-1940s, when the Big Band sound was beginning to phase out, the musical emphasis shifted to listening as opposed to dancing. Clubs like New York's Birdland, which allowed people to sit and listen to musicians improvise, began to spring up. A new style of music, called "progressive jazz" by Kenton himself, was born and Pete, as Kenton's chief arranger, was considered a major force in this new movement. For his work, Pete received an award from Downbeat Magazine in 1947.

Pete worked with Kenton until the mid-1950s. He became head of Capitol Records in 1950. He co-produced Miles Davis's great hit "Birth of the Cool," and created arrangements for other artists, including Harry Belafonte, Nat "King" Cole, Julie Christy, Billy Eckstein, Peggy Lee and Mel Tormé.

In an interview, he related, "I came out to Los Angeles to do a Nat "King" Cole album and just decided to stay." In the mid-50s he found work as an arranger for MGM, then in 1958 broke into television in 1958 by writing a theme for "The Thin Man," starring Peter Lawford.

Among other shows for which he wrote themes were "The Thriller," "Run for Your Life" and "The Fugitive," starring David Janssen. He won two Emmys, one for the TV movie "The Challengers" in 1970 and the other in 1972 for "The Lawyers." He wrote his last soundtrack for the movie "This World, Then the Fireworks" in 1997.

Pete passed away in 2011 in Sherman Oaks where he made his home with his wife and family.

Ed. Note: Much of the factual detail in the following was gleaned from Gaye LeBaron's *Santa Rosa: A Nineteenth Century Town* and from files of the *Press Democrat*.

Agriculture: The Early Years

Once mankind left his hunting and gathering lifestyle to embrace permanent settlements and farming, the business of agriculture fed and provided a way of life. While Native Americans in the Santa Rosa Plain generally lived according to the former, the area so blessed by nature offered the first white settlers a promise of a cornucopian agriculture

Wine grapes, so prevalent today in Sonoma County, might well be the oldest form of local agriculture as the Russians, who arrived in 1812, planted grapes and made wine at their Fort Ross Settlement.

The Carrillo family, the first non-native settlers in the Santa Rosa area, did the same, Early settler Barney Hoen, said to be the first commercial winemaker in the area, made use of the Carrillo plantings before he put his own in the ground. His wine sold for 50 cents a gallon in 1857. Hoen's vintage was quickly followed by Issac DeTurk's in 1858. DeTurk made considerable money from viticulture and other agricultural enterprises and used much of it to raise trotters. His refurbished round barn, built for those horses and now city owned, stands still on Donahue Street and receives considerable use for social functions.

Thomas Lake Harris of Fountain Grove notoriety planted vineyards and sold his wine on an international basis. The winery itself, surrounded by contemporary development, suffered years of vandalism and only recently was destroyed by the city.

But local agriculture featured far more than wine grapes, even from the beginning. When the railroad reached Santa

Rosa in 1875, the means of transporting fresh fruit and vegetables to distant markets resulted in larger and more varied farms.

Money was to be made. C.F. Juilliard, for example,

planted an orchard just across Santa Rosa Creek in 1876, the same year soon to be world famous Luther Burbank set down roots across the street. Juilliard's orchard today is, of course, the site of Juilliard Park.

By the 1880s the number of orchards was increasing in and around Santa Rosa, and a number of fruit dryers were constructed. Warren Dutton popularized the French prune, which became the big money crop for many years, and many Santa Rosans can recall picking the fruit in order to buy clothes for the new school year. A number of times the opening of classes was delayed so that students could help bring in the crop.

Other significant crops included walnuts, pears, cherries, and apples. Guy Grosse planted olive trees in the Rincon Heights area and supplied olive oil to local grocery stores.



Dairying was a big part of farming in the early days

Sonoma County Library



Apples once a big crop, here the packing crew takes a break

Sonoma County Library

In 1887 Joe Hunt and his son Joe opened the Santa Rosa Cannery on Third Street alongside Santa Rosa Creek. Joe's other son, Will, joined the enterprise and by the early 1890s it was known as Hunt Brothers. It provided jobs, seasonal and otherwise, for many people, local and itinerant.

Of all the crops produced in the area, it was hops that would dominate and make large amounts of money for growers and brokers. Hops became important in the 1880s and remained significant until the 1950s.

Today, wine grapes and wine production are certainly the dominate product of local agriculture, marking a sort of return to the beginning of agriculture in Santa Rosa and Sonoma County.

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

The Story of Julio Tomas Carrillo

Julio Tomas Carrillo was born in San Diego on December 20, 1824. He was the fourth son and the eighth child born to the famous Carrillo couple. He was young when his mother came north, but he helped on the rancho until he was old enough for military service during the early 1840s.

When the Senora Maria Ignacia passed away, she wrote the most beautifully worded will we have ever read. She tried to divide the rancho among her children. The boys were willed most of the land, while the girls were given the adobe house and quite a large acreage surrounding it.

Julio's share of his mother's estate included the adobe house in Sonoma and about 2,000 acres. The eastern boundary was Rincon Valley, the north along Mark West Creek. The west was bordered by the Laguna de Santa Rosa and almost to Cotati on the south.

Where did it all go? We often wonder. To think of the owner of this property being destitute in old age makes a person feel that his friendships with the business men wasn't real friendship. They had their profits and forgot him. The Americans were clever and worked all angles in business, and Julio did not suspect they were gradually taking all his property. His mother had the business ability and he had none.

Some lots in the center of town he sold for \$2 or a bag of beans. He also donated many lots on Fourth and Fifth Streets. One lot was given to the Masonic Order where the Masonic Hall was built in 1854. This was the third building in town, chartered May 2, 1854.

Another large lot was given to the County of Sonoma for public purposes, on which a large building was built. The Occidental Hotel was built on the property in 1876. Julio donated property to the Christian Church and the Christian College was dedicated on September 23, 1872. On the day the college opened it was worth \$35,000. Another lot on Fifth Street was given to the Catholic Church.

These are only a few generous gifts of Julio's. The only one mentioned now is his gift of the Court House Plaza. This he wished with all his generous heart. The streets were surveyed in blocks around the plaza.

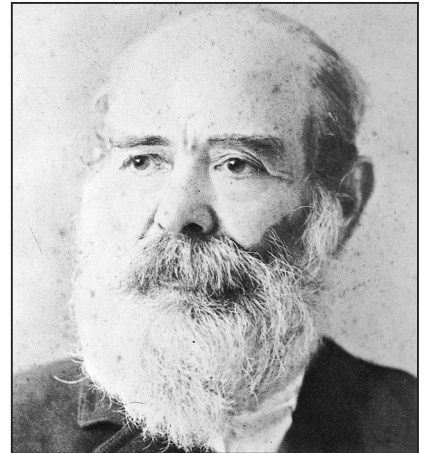
One big enjoyment for Julio (on October 20, 1855) was when the Agricultural Society had the first County Fair on the public square. The Court House at that time was on the corner of Mendocino Avenue and Fourth Street. This County Fair was an all-day-and-into-the-evening affair of exhibitions, picnics and dancing. The animals came from everywhere in the county and included horses, cows, mules, buggy horses, draft horses and best specimens of cheese, wheat and saddlery. Julio won \$8 for the best brood mare.

The beautiful shade trees on the plaza helped make the picnics enjoyable. In the evening a ball was held in the Masonic Hall. This was a day Julio wished could be repeated, and this was also his idea of a Plaza, with a bandstand and lots of music.

Julio kept the county legal papers under his constant guardianship in his house until a Court House could be built. He did not

charge the county for this duty. There was a great danger of these papers being stolen. The first term of court sessions was held in Julio's house. The board meetings were held there also.

One house he built was on the corner of Second and Main Streets (now Santa Rosa Avenue), one block south of the Plaza. The other house was on the southwest corner of E and Second Streets. This lot went through to Santa Rosa Creek. Whether Julio had this house built for himself is not known, but according to rumors he lived there.



Julio Carrillo died penniless in the town he helped found.

*Courtesy Gaye LeBaron, Santa Rosa:
A Nineteenth Century Town*

Julio was supposed to have been married when he was nineteen, but we haven't found any records of a marriage. He was married to Teodosia Bojorques de Prudon in 1862. The copy of their license shows permission to marry and is signed on September 30 by William Anderson, County Clerk. They were married in Petaluma by Reverend J. Chandler. Twelve children were born to them, and five outlived their father.

Many legal papers are filed with Julio's signature. They involved nearly every prominent man in Santa Rosa at that time. These papers were filed to collect money Julio loaned or for sale of property. When Julio was older and needed money, the county finally hired him as custodian in the Court House. His salary was \$10 a month.

After he was unable to work, the county continued to pay him. And with this small amount he paid off the mortgage on his home and property that was rightfully his by his mother's will.

On October 10, 1889 the longest funeral ever seen in Santa Rosa made the sad trip to the rural cemetery. Julio's remains made the last ride through the city he had owned and planned. As the town bell tolled his age of 63 years, the funeral cortege let his home and traveled slowly up Fourth Street and out McDonald Avenue to the cemetery.

Members of the Masonic Lodge, Sons of the Golden West, the fire department and military organizations followed the casket. Julio's friends and relatives rode in 46 carriages. Business in Santa Rosa stopped, and the owners and clerks stood on the sidewalks reverently silent.

Pall Bearers represented the two fraternities and fire department, the sheriff, a congressman, county clerk and prominent citizens. At the conclusion of the graveside ceremony, Julio's brother-in-law, General Mariano Vallejo, spoke on behalf of the family.



PO Box 164
Santa Rosa, CA 95402

<<cont_id>>/<<gpb_id>>

NON PROFIT
US POSTAGE
PAID
PERMIT #161
SANTA ROSA, CA

<<endorse>>*****<<sequence>>
<<FIRST NAME>> <<LAST NAME>>
<<ADDRESS>>
<<2ND ADDRESS>>
<<CITY>>, <<STATE>> <<ZIP>>

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 Household Membership

Name _____ Amount Enclosed _____

Address _____

City _____ State _____ Zip _____

Email Address _____ Telephone _____

I prefer the newsletter delivery via U.S. Postal Service, not an electronic version.

Additional Donation Enclosed _____

Join online! www.historicalsocietysantarosa.org

Make your check payable to **Historical Society of Santa Rosa** and mail it to **PO Box 164, Santa Rosa, CA 95402**
The HSSR has IRS non-profit status.