

est. 2012

# Historical Society of Santa Rosa

## Upcoming HSSR Events

February 28: Tales of Santa Rosa Police Department's Past: Events and Unsolved Crimes of 1950s and 60s with Gaye LeBaron and others. Doors open at 5:30 at 6th Street Playhouse

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## Grace Heights, the Tract and Dynamite Cave

by Mike Grace

For kids growing up in the 1950s, the hill and the orchard that's the new Grace Tract was a veritable paradise. They could roam around looking for adventure, shooting bb guns and exploring before heading for home when the brewery whistle blew at 5 pm.

Among the places to explore was Dynamite Cave, a place of intrigue and center of many stories. A friend asked me recently about the cave size and if it still existed. I remembered I could crawl in about 10 to 15 feet and that it was bulldozed over and filed in. My Uncle Tom and his friend Ben Race (a civil engineer) filled the

cave with cement out of fear of someone getting hurt. Ben said that kids cleared the opening, so it remained accessible for a few more years.

The cave was located on the east side of the top of Grace Heights, and you could look out to Rincon Valley and the Highway 12 area. Lore about the cave ranged from a burial place for Chinese workers to bank robber treasures to a make-out place for teenagers.

Teens did park their cars at night about a quarter mile from Dynamite Cave on Happy Valley Court. Kids would sneak up on couples and pound on the car and run away up the hill. A great Friday night activity, but one I'm sure some of the kids later in life did their own Happy Valley night time smooching.

The Heights had a couple of fairly steep slopes on which kids would slide down on Grace Brothers Beer cardboard boxes found in a shed at the bottom. The unused boxes were stored in a barn in the orchard. Because they were waxed, they slid easily down the grassy hill, maybe 15 to 20 yards of it. They made for a great afternoon for all ages of kids, sliding down the hill, tumbling off from time to time. Kids could also catch blue belly lizards and the occasional garter snake. The hill and the orchard were easily accessible since no gates or fences kept kids out—not that they have stopped anyone. The area was really a kids' paradise.

Parents didn't seem to worry as long as the sons and daughters got home for dinner and any cuts and scrapes were cleaned up. The brewery whistle at five functioned as a kind of curfew, and parents simply said, "Be home when the whistle blows." There was no excuse for being late for dinner since it could be heard all across town at noon and at five. The moms got the kids out of the

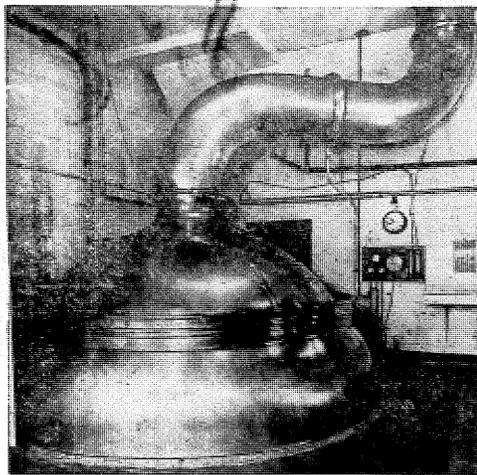
Ed. Note: Periodically, the HSSR newsletter will print a vignette telling the brief history of a long-time Santa Rosa business.

## Grace Bros. Brewery

Frank and Joseph Grace bought Santa Rosa's Metzger Brewery in 1897 and Kroncke's Park the next year. Both purchases became very popular, and Grace Brothers Beer was served in all of the many saloons in town. When Prohibition outlawed alcohol sales and consumption in 1918, the Graces made sodas, built an ice plant and a creamery. They invested wisely in land in Sonoma County and in the Central Valley. When Frank died in 1930, his five sons entered the brewery business, which produced labels sold throughout the state. The brewery was so successful another plant was opened in Los Angeles. The postwar change in beer tastes and an onslaught of competition forced the breweries' closures in 1953. A reopening in 1958 was successful until a 1966 sale to Maier Brewing closed the plant for good.

## GRACE BROS. BEER

Where Quality Starts!



Say...  
BOTTLE  
OF  
GRACE  
Please!

Brewing 9,424 Gallons of Wort From 100 Per Cent California Cereals, Malt, Sonoma County Hops and Fine Water---With Sonoma County Labor.

Every Sip Tells You Why

**NEVER FINER --- Since 1897**

GRACE BROS. BREWING CO. SANTA ROSA

Early Grace Brothers Beer Advertisement

Santa Rosa: A Twentieth Century Town,  
LeBaron, Gaye, et.al. Used with permission.

continued on page 11

# President's Message

by Staci Pastis, HSSR President



It is funny how life works, how if you pause to notice you can find connections everywhere. I believe history creates those correlations and serves to bring us together as a community. Right now that seems more important than ever. This belief has strengthened the dedication of the Historical Society.

I attended UC Berkeley—Cal to me—as a history major. As I grow older, I find that experience was formative and that there are connections between my time in Berkeley and my life today.

The history department on the Berkeley campus, housed in a crazy building named Dwinelle Hall, is the work of two architects. Most freshmen dread taking classes in the building as the floors are not ordered consecutively and illogically numbered rooms prevail. It is a rite of passage for a history major to learn his or her way around Dwinelle and worth a visit if you enjoy the unusual.

The link between that experience and my life today is the recent Great Santa Rosa History Hunt in the Rural Cemetery.

During research for the Hunt, I found Charles Hascall Dwinelle is buried in the Odd Fellows Cemetery. Charles Hascall was a professor of entomology at UC Berkeley after graduating from Yale. He later settled in Santa Rosa and purchased a home on McDonald Avenue after marrying Maria Louise Woolsey.

Charles Hascall was the son of John Whipple Dwinelle, an attorney in San Francisco and a force behind UC and the UC system that California has today. Named in his honor, Dwinelle Hall stands as a symbol of John Whipple's achievements.

I believe that history is a force that connects us and creates a community as we share Santa Rosa's past. It is important to remember that we have this connection in common and we need to protect and preserve that link. Your support of the Historical Society of Santa Rosa does just that. Thank you.

Last fall the HSSR produced a successful railroad event and sponsored showings of Santa Rosa: The Chosen Spot of All the Earth at the Roxy and Summerfield theaters. More great events are coming this spring. Please watch for emails.

In celebration of all that has come before,

Staci Pastis, President

## HSSR Welcomes New Members

Dorothy Beattie and  
Stephanie Willinger

Sheila Bell

Jeanie Benefield

Valerie Burns

Mike Capitani

Deborah Colyer

David Comstock

Chris Coursey

Ron and Sandy Dodge

Dale and Nancy Godfrey

Jack Hassett

Robert Higham

Barbara Holmes

Terry Katzman

Karin Kelly

Fred King

Howard Lamb

Janet Lanz

Patrick McDonald

Patti Morrison

Douglas and LoraLee Nunes

Susan and Steve Parmer

Donna Dutton Peterson and  
Edward Peterson

Jorjan Powers

Judy Sanders

Bob Sherwood

Loretta Smith

Jennie Snyder and Vanessa  
Mitchell

Mona Spinetti

Valerie Stanfill

Steve and Lori Tiedeman

Maggie and Michael Treinen

Michael Trulson and Susan

Thollaug

Betsy Westing and Dan

Podell

Janis Wright

### Donations

The following have made  
donations in excess of  
membership dues:

Fred King

Kim Marois and Randy

Kenworthy

Steve and Lynn Olsen

Bob Sherwood

Thomas Wright

**Join Today!**  
**Become a member of**  
**the HSSR and enjoy**  
**Santa Rosa's legacy.**

## Historical Society of Santa Rosa Newsletter Staff

Mike Daniels

Kelly Carrillo Fernandez

Don Silverek

*Visit the HSSR web page!*

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

**Find us on Facebook and YouTube**

## Historical Society of Santa Rosa Board of Directors

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## News from SoCo History Library

Thanks to the passage of Measure Y, the Sonoma County History and Genealogy Library will expand its hours. In addition to being open Wednesdays from 10 am to 9 pm, Thursdays from 10 am to 6 pm, Fridays from 10 am to 6 pm and Saturdays from 10 am to 4 pm—the Library will be open Mondays from 10 am to 9 pm and Tuesdays from 10 am to 6 pm starting Monday, April 3, 2017.

Presentations at the Library focus on the 50th anniversary of the Central Library:

**Wednesday, February 15 at 6 pm** — Evolution of the Central Santa Rosa Library: A Long and Winding Road—from Carnegie Foundation to Urban Renewal Project. Presented by Katherine J. Rinehart

**Wednesday, February 22 at 6 pm** — The Central Library: Organic Modernist Architecture in Santa Rosa, Sonoma County. Presented by Darren Bradley, architectural historian and photographer. Sponsored by Friends of the Santa Rosa Libraries.

**Sunday, February 26 2 pm to 4 pm** — 50th Anniversary Party in the Forum Room of the Central Library.

**Saturday, February 25 at 10 am** — “Johnny Has Gone for a Soldier:” Researching Your Civil War Ancestor. Presented by Ron Cannon. Hosted by the Sonoma County Library, Sons of Union Veterans of the Civil War, Col. Elmer Ellsworth Camp No. 23 and Ivy Stiers Auxiliary to the SUVCW

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Ed. Note: HSSR held its third Great Santa Rosa History Hunt in October in Santa Rosa’s Rural Cemetery. Participants received a number of clues that led to historically significant grave sites. Following is one clue and its answer.

### Cemetery Houses Clues to SR Past

by Staci Pastis

**CLUE:** This former slave came to Santa Rosa and became one of the city’s most beloved citizens and a barber. You can visit his grave in the Rural Cemetery.

**ANSWER:** John Richards, born in 1824, was an African-American slave who was a trail-blazer in the sense that he became affluent and an integral part of the Santa Rosa community at a time when it was a difficult undertaking for a former slave.

Richards secured his freedom in 1850 and settled in Santa Rosa in 1856. Enjoying much business success, he purchased a number of properties while operating a barbershop at Second and Main streets. The barbershop was a place to get a shave but also to meet and talk. It became a gathering place for early Santa Rosa. Richards also owned barbershops in Ukiah and Lakeport. He and his wife Philena had two children, Ella and Frank.

Richards also gave back to his community. He and his wife opened their home to freed slaves who were looking for a new life, both before and after the Civil War. He supported a

school for African-American children and was a representative for Elevator, an African-American newspaper that was a venue for black voices asking for the right to vote.

When Richards died in 1879, his funeral was attended by the largest number of people at a funeral until that time. The large attendance and elaborate headstone reflect the importance this trailblazer held in the Santa Rosa community. His grave is located in the Western Half Circle, Plot 60.

### 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](mailto:mdaniels@sonic.net)

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

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



# Family-Owned Businesses Remain Strong

by Mike Daniels

Business transactions among the Californios, the first non-native settlers in Northern California, was largely a matter of a handshake and trust. The arrival of Anglos changed all that into a cash and carry enterprise. After Maria Carrillo died in 1849, her daughter Juana and husband David Mallagh understood the change and turned the adobe into a tavern and inn.

Vying for business with the adobe was the development of Franklin Town, a settlement across Santa Rosa Creek and a bit to the west. It boasted a store, a tavern, a blacksmith and a number of other operations. The county seat's removal in 1854 from Sonoma to Santa Rosa doomed the existence of Franklin and spurred the growth of the new city.

The first building constructed in Santa Rosa was the Masonic Hall (interestingly, the second was a saloon) and within a year the businesses of Franklin had moved into Santa Rosa, which now included stores, a hotel, a restaurant, blacksmith shop and private homes.

In the years since, considerable Santa Rosa businesses have come and gone, but some have remained. Certainly the oldest is **E.R. Sawyer's Jewelers**. Established by John Sawyer in 1879, the operation has sold, manufactured and repaired watches, jewelry, locketts and other fine articles, always on Fourth Street.

At the elder Sawyer's passing in 1889, his son Elbert R. took over the operation for the next

50 years. In 1949 Allan and Virginia Flood and their partner Orrin Magoon purchased Sawyer's.

When Magoon retired in 1962, Robert Van Dyke, the Floods' son in law, joined the business. Then, in 1978 the Floods retired. Ten years later Robert and Kathleen Flood Van Dyke's son, Doug, joined the business.

In 2002, Doug became president and today with his wife Ame they oversee a staff of eight and maintain watch and jewelry sales, repairs and appraisals, and an active role in community affairs.

Jens Christian Pedersen, a Danish immigrant, came west in the 1880s and in 1892 decided that Santa Rosa was truly the "chosen spot." A cabinetmaker, he built furniture and expanded into carpets and linoleum and funeral supplies, even serving as undertaker for the county's indigent. **Pedersen's Furniture's**

first location at the corner of Fourth and A Streets collapsed in the 1906 shaker.

## J. C. PEDERSEN Furniture, Carpets, Mattings, Linoleums, Etc.

Wholesale and Retail Dealer

Corner Fourth and A Streets, Santa Rosa

*Santa Rosa High School Echo, 1905*

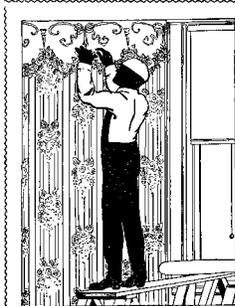
Afterward, Pedersen sold furniture from the porch of the family home on Second Street. Later, a location on Tupper Street housed the store and from there it moved back to Fourth Street where it remained until 1952. Later, Pedersens purchased the Methodist Church location on Fifth Street where the store remains today—expanded and remodeled in the time since. The store is now operated by the fourth and fifth generations of Pedersens.

Brothers Frank and Mario Bastoni opened **Franco American Bakery** in 1900 on Seventh Street in what today is Santa Rosa's West End, a historic ethnic neighborhood settled in the 1880s by Italian immigrants. The area was home to a number of long-time but now-gone businesses like Lena's, Guidotti's, California Packing Corporation and Santa Rosa Bottling Works.

The Bastonis first baked bread using a sourdough starter still used today. They sold their bread door to door and in the vineyards and hop fields. Mario's son Robert began work in the bakery at 16, becoming full time in 1962. Today, his daughter Kristin, who started at age 13, is the general manager and oversees a staff of 39 employees.

Franco American bakes nine types of breads in 150 styles, some under the Mezzaluna label, and distributes to grocery stores throughout the Bay Area.

After the 1906 earthquake leveled Santa Rosa and its people began rebuilding houses and stores, painting contractor D. K. Hawley found he couldn't keep up with the demands for his services and so opened **Hawley's Paints** on Exchange Lane opposite the town plaza where he also offered wallpaper and decorating supplies. Hawley maintained his contracting business, painting both houses and buildings. By 1912 the business had moved to Mendocino Avenue.



We guarantee our Rose City Paint to be equal to any on the market and if it is not perfectly satisfactory your money will be refunded.

### A Touch of Nature

A cut-out border to the wall adds a charm to a room impossible with the ordinary frieze.

It suggests out of doors; living things.

The effect is natural, rather than artificial.

The Maxwell line of Wall Paper includes a well-selected variety of cut-out borders.

Our decorators know how to apply them properly.

Coming in, did you say?

**D. K. HAWLEY**

407 Mendocino Avenue  
Phone 494R SANTA ROSA, CAL.

*Santa Rosa High School Echo, 1912*

**E. R. SAWYER**  
**Watches, Chains, Locketts, Rings**  
**Buttons, Bracelets, Buckles**  
**Scarf Pins, Brooches, Fobs**  
**Silver Toilet Articles, Etc.**  
529 Fourth Street Santa Rosa

*Santa Rosa High School Echo, 1912*

Sometime later Bob Knight bought into the business, and after WWII he encountered a young soldier from San Francisco who was in Santa Rosa to attend a wedding. They talked and Knight offered Jim Cook a job in his store. That was in 1945. Within the next six years, Cook had purchased the store, then at one of its two Fifth Street locations.

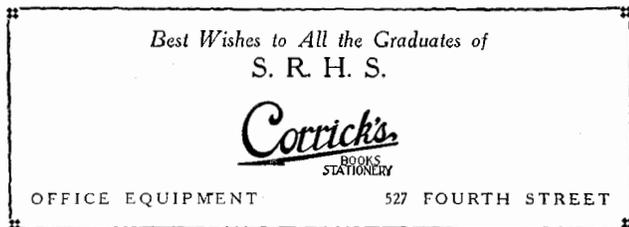
Cook's son, also Jim, remembers hanging around the store as a kid, even setting up his own miniature operation in the back, cash register and all. After graduating from SRHS in 1975 and then after majoring in business at Sacramento State University, young Jim took over the business in 1980.

Today in its location off Santa Rosa Avenue, Hawley's maintains an inventory of paint and supplies and advice for the DIY homeowner and the professional.

Another of the older Santa Rosa businesses still in the family is **Corrick's**. Arthur Rae Corrick in 1915 purchased C.A. Wright's Stationery and Appliance on Fourth Street and in 1918 added gifts and china to the inventory, later expanding into greeting cards, furniture and office supplies.

The construction of the Rosenberg Building in 1921 meant Corrick's had to relocate, a move down Fourth toward B Street. Three more moves happened before the store settled into its current location on Fourth.

The Corricks' daughter Marjorie married Kenneth Brown during WWII, and he bought into the store and added fine china, silver and crystal. In 1957 the Browns' son Corrick (who became a noted pianist and conductor of the local symphony) took over the business and expanded offerings again, this time including art supplies, toys and games and maps and globes.



*Santa Rosa High School Echo, 1928*

In 1992 Corrick's son Keven became the fourth generation of the family to operate the retail establishment. When Keven's wife Jeri became involved, offerings expanded once more to offer art work by members of Art Trails of Sonoma County, framing by My Daughter the Frammer and a weekly tasting of local wine.

Lee Hardisty opened a coffee and housewares store in 1923, and in 1926 bought the Enterprise Coffee and Crockery operation at the southeast corner of Fourth and B Streets. He soon brought nephew Clem into the business, and Clem's brother Elwin joined the team a little later. In 1930 **Hardisty's** located to the southwest corner of the intersection of Fourth and B, diagonally from the old White House department store.

Elwin's son Gerry came into the business in the early 1960s after a short career operating a speed shop for hot rods and

other related automotive activities. One remnant of those activities today is Major Muffler on Dutton Avenue.

After the 1969 earthquake and urban renewal changed the face of downtown Santa Rosa, Hardisty's moved to Montgomery Village, later to its current location at the end of Farmer's Lane. Today the store continues operation by family members.

By comparison, **Santa Rosa Auto Parts** is a newcomer. Bob Call worked for B.F. Goodrich Tires and was asked to transfer to Denver. Not wanting to move, he borrowed \$5,000 from his uncle Charlie on a handshake. He and Ray Escola decided to start an auto parts store. Now celebrating its 70th year, SR Auto Parts opened in 1946 on Johnson Street. Call and Escola guided the supplier into the 1950s when Jack Kellar became a partner. By that time the store had moved to Third and A streets. Sister company Santa Rosa Bearing Company (today's Power Industries) was established in 1951 to supply bearings and transmission products to area sawmills. In 1955 SR Auto Parts moved into a former grocery store at Third and A Streets. Urban Renewal of the 1960s generated a move to the current Santa Rosa Avenue location.

Through the years SR Auto Parts has outlasted other local auto parts businesses and during the 1970s expanded into Healdsburg. During those years Fred Dahlbom, Ralph Stewart and Ray Escola, Jr. became partners in the business..

Rick Call, Bob's son, worked in summers and after graduation from Chico State in 1971, joined the firm full time and became president in the mid-1980s. (Rick's only other employment was as an extra in the Disney filming of "Pollyanna" in 1960.) More changes and growth occurred in the 80s and 90s as the company embraced electronic technology and bought Sebastopol Auto Parts and Rohnert Park Auto Parts. Santa Rosa Auto Parts has played a large part in the growth of North Bay automotive, industrial and agricultural communities.

Other family owned businesses that still exist include **Grohe Florists and Greenhouse** in its original location at Pacific and McDonald avenues. Grohe's roots go back to 1902. Another is **Friedman Home Improvement** on Santa Rosa Avenue. It began in Petaluma in 1946 and moved to its current location in 1970. **Imwalle Gardens**, still in its original location on Third Street, opened in 1886.

## Some family-owned businesses no longer in operation

EC Kraft Auto Parts	Stone Co. Furniture
Healy Shoe Store	Talmadge "Babe" Wood
Keegan Bros. Men's Clothing	Cadillac
Mallory Bros. Auto Parts	The White House Department Store
Niles Buick	Yaeger and Kirk Lumber Co.
Reynaud Oldsmobile	Zumwalt Chrysler-Plymouth
Rosenberg's Department Store	

## Santa Rosa in the “Teens”

- 1910 Rose City Sarsaparilla is produced at Rose City Soda Works on Main Street. Santa Rosa Woolen Mill manufactures blankets sold at Wanamaker's Department Stores in the East. Fire destroys Santa Rosa Shoe Factory and Levin's Tannery. Ursuline nuns open St. Charles Preparatory Academy for Boys. Roseland and South Park schools are added to Santa Rosa district.
- 1911 Fred Wiseman flies homebuilt airplane from Petaluma to Santa Rosa. Hailed as first air mail delivery. Requires two days. Santa Rosa boasts two cigar stores, two bottling works and a large number of saloons. Pedersen's Furniture moves to Fourth Street near D.
- 1912 Santa Rosa passes first traffic ordinances. New courthouse replaces one destroyed in '06 earthquake. Luther Burbank Company is formed to market his seeds and plants. Company E of State Militia guards border with Mexico in struggle against Pancho Villa. City hall is built on Hinton Avenue. Carnegie Library opens. Women vote in city election for first time.
- 1913 Chamber of Commerce initiates nationwide effort to convince businesses and people to move to Santa Rosa. Frank Doyle assumes duties as president of Exchange Bank but remains cashier.
- 1914 Good Roads Club is created to improve streets and roads. Bus service between Santa Rosa and Petaluma begins but is quickly discontinued because of bad roads. Road to Healdsburg is paved, first in county.
- 1915 Complaints about “speedburners” on College Avenue. Two auto dealers and six auto garages in city. Citizens who did not install curbs and gutters are charged for city work. Anabel McGaughey Stuart, known as “Doctor Dear” dies. Thomas Edison. Henry Ford and Harvey Firestone visit Luther Burbank. One block of Mendocino Avenue is lit by electric lights, replaces gas.
- 1916 Taxi service for 10 cents inside city. District Attorney Clarence Lea begins 32 years of service in Congress with House of Representatives. Frank Doyle officially becomes president of Exchange Bank.
- 1917 Company E is called to service in World War I. City population less than 10,000. California Packing Company (CalPak/Del Monte) operates three-block long cannery on Third Street. Santa Rosa High School forms a band. General Hospital opens on A Street.
- 1918 Spanish flue epidemic hits Santa Rosa, 175 die in Sonoma County. CalPak requires loyalty oath from 700 workers. Santa Rosa Normal School, teacher preparatory institution, closes. Frank Brush resigns from Santa Rosa National Bank in embezzling scandal. Bank closes.
- 1919 Volsted Act becomes 18th Amendment. Prohibition hits wineries and grape growers. Grace Brother Beer converts to carbonated beverages and ice cream. Robert Ripley, who left SRHS in 1908, begins “Believe It or Not” newspaper feature in New York Globe. Santa Rosa Golf Club is organized, builds hilly nine hole course on Los Alamos Road. Roseland School petitions to withdraw from city system.



Frank Brush and SR National Bank staff  
*Sonoma County Library*



Chamber of Commerce  
car promotes Santa Rosa  
*Don Silverek Collection*



Company E gets ready for WWI action  
*Sonoma County Library*

## United States in the “Teens”

- 1910 Boy Scouts are founded. US Population 92,228,496—21% increase in ten years. Wright Brothers make first flight together. First cargo flight—Dayton to Columbus, Ohio. Mann Act is passed. Made illegal the transport of a female across state lines for “immoral” purposes.
- 1911 First landing of airplane on warship (San Francisco Bay, USS Pennsylvania). Standard Oil is declared monopoly and broken up. First Indy 500 automobile race is won by Ray Harroun in a Marmon Wasp. Number of Congressional Representatives is limited to 435. First transcontinental flight, New York City to Pasadena (numerous stops).
- 1912 Girl Scouts are formed. Boston Red Sox Fenway Park opens. Woodrow Wilson is elected. Titanic sinks. Marines sent to Nicaragua as country defaults on Loans. New Mexico and Arizona are admitted to Union.
- 1913 Grand Central Terminal opens in New York City. Income tax and direct election of US Senators now law, 16th and 17th amendments. Panama Canal is completed. Financial and banking reforms, establishment of Federal Reserve System. End of Philippines and US war. Ford Motor Company develops modern assembly line.
- 1914 Ford workers are granted five dollar, eight hour day to replace two-fifty, nine hour day. National Guard kills 24 striking miners in Colorado Coalfield Massacre. Babe Ruth makes major league baseball debut with Boston Red Sox. US pledges to stay out of World War I. The brassiere is patented.
- 1915 Coast Guard is established. Panama-Pacific Exposition in San Francisco. Dwight Eisenhower graduates from West Point, is commissioned first Lieutenant. Luisitania is sunk by German U Boat, 128 Americans lost. US occupies Haiti.
- 1916 Pancho Villa raids Columbus, New Mexico. General Pershing pursues his forces into Mexico. President Wilson authorizes 12,000 troops but Pershing takes 1,500. Rural Credit Act allows financial aid for farmers. US buys Virgin Islands from Denmark. National Park Service is created. Wilson elected to second term. Jeanette Rankin of Montana first woman elected to House of Representatives.
- 1917 Diplomatic ties with Germany are cut. Four days later Congress declares war. Airmail service begins between New York City, Philadelphia and Washington, DC. Spanish flu epidemic kills 20 M worldwide, 548,000 in US. Wilson first president to travel to Europe while in office. Espionage and Sedition Acts are passed.
- 1918 Time zones and daylight savings time are established. General Motors acquires Chevrolet. World War I ends on November 11. Boston Red Sox beat Chicago Cubs in World Series, would not win again until 2004. Mississippi first state to ratify Prohibition.
- 1919 Prohibition becomes law. Acadia National Park is created in Maine. US Navy seaplane completes first transatlantic flight (with stops). Black Sox scandal. Teddy Roosevelt dies. US Senate rejects League of Nations. Red Sox sell Babe Ruth to Yankees. Grand Canyon becomes National Park. Congress approves women’s suffrage. Oregon first state to tax gasoline, 1 cent per gallon.



Thomas Edison,  
Henry Ford and  
notables with  
Luther Burbank  
*Sonoma County  
Library*



New City Hall on Hinton Avenue  
*Sonoma County Library*



Fred Wiseman home built plane lands on historic flight  
*Sonoma County Library*

# Grace Tract Streets

by Kelly Carrillo Fernandez

The Grace Addition replaced the orchards between Guy Grosse's development and William Grahn's Montecito Villas, each having streets bearing their names. It remains one of the few Santa Rosa developments affectionately referenced by the original subdivision map, or "Grace Tract" for the family who developed it.

A handful of post-war developments contributed to Santa Rosa's greatest population boom. Population nearly doubled as Santa Rosa evolved out of its wartime activity and farm town reputation toward a proper California urban city.

The Grace Brothers Brewery dates from 1897 when it rooted from brothers Frank and Joe Grace's grocery store on Fourth and A Streets. The sons of Irish immigrants bought the Metzger Brewery that would grow to produce a fine product distributed throughout the state. The business survived Prohibition by producing carbonated beverages and ice cream and operating an ice house. Frank simultaneously managed juxtaposing positions: brewery owner and county sheriff and was the father of five sons (Frank Jr. "Moses", Thomas, James, John "Jack", and William).

In 1953 the brewery's doors closed but reopened five years later by Frank's son, Thomas. The walnut, prune orchards and truck farm that became the Grace Addition were managed by his brother, Frank Jr. "Moses" until his death in 1940. His farm house sat near today's intersection of East Foothill Drive and Grosse Avenue. The farm, hillside and dynamite cave provided great childhood entertainment before and after the addition. The homes under construction provided new exploration and teens picked the prunes during harvest in the remaining orchards nearby.

Plans for the addition began in 1939 but progress was slow until after the war. Lots sold for \$1,000 to \$1,500. Many of the homes were built by Lewis Meyers and sold for less than \$10,000. Though there were models, homes were customized and varied, built to suit, not like the "ticky-tacky" construction in urban areas across the country. As the development progressed from Bryden Lane toward the farmhouse, the appetite for larger homes grew. Homes were evolving, adding family and living rooms that resembled "parlors." Two car garages arrived with two car families. Hugh Coddling's Town and County Shopping Center was a short walk away. As the name suggested, the surrounding neighborhood offered the conveniences of living in town while retaining country freedoms.

Santa Rosa was a safe and pleasant place to live in the 1950s with an absence of traffic, ample parking and abundant locally owned businesses. The Grace Addition was representative of that ambiance where American flags could be proudly flown and the American dream was realized.

The brewery closed for good in 1966 with the passing of Thomas, the last of the five brothers. The farmhouse was torn down and the neighborhood evolved. The wide streets, laid out for families and walking, honor the Grace family with Grace Drive as well as family members and friends.

James Avenue honors Sergeant James C. Grace, one of the five brothers who died in WW II in 1943. He had requested duty overseas and was said to be popular and well liked.

Finlaw Street and Geary Drive are named for Finlaw Geary, a trial lawyer possessing great skill at reading witnesses, judge and jury. He was the son of Congressman Thomas Geary and brother to Superior Court Judge Donald Geary. A bachelor, he was among Santa Rosa's greatest sports fans and gamblers. Some suspect the two streets named for him is justified for the many times he aided the five Grace brothers with the law.

Julianne Place and Pamela Drive are named for the daughters of William Grace, one of the five brothers. The girls' mother was Juliette Proctor, whose branch of the Proctor family was active in the local hop growing and brewery industry.

Patricia Place was named for the daughter of John "Jack" Grace, another of the five brothers. Patricia's maternal grandfather, Cornelius Shea, had lent her paternal grandfather and his brother \$5,000 to purchase the Metzger Brewery in 1897.

The source for the naming of El Camino Way (Spanish for "The Road") is unknown. It perhaps is a reference to El Camino Real, the historic 600 mile path connecting California's Franciscan missions.

The origin of Norte Way is disputed. Some allege it was named for Norton "Nort" Forsyth, the owner of Forsyth Tire, and SRJC Trustee and Foundation Director. Forsyth Hall, the SRJC music building, honors him. Another possibility points to the Spanish translation of "north" as the two "Ways" in the Grace Tract run parallel and share a Spanish meaning where "North Way" is north of "The Road Way."

Delevan Way was named for the Graces' Colusa County ranch. Upward of 350 acres of rice and corn were grown there for use as a lightening adjunct in beer production. There, the family and friends hunted waterfowl among the crops.

Mendota Way was named for the 1,400 acre family cotton ranch in Fresno County, likely acquired for oil and gas rights. The family also owned and operated the nearby Fresno Brewery.

Today, the Grace Tract continues to offer a safe family environment where residents walk to the neighborhood market and children ride bikes and play. Original residents share fences with new generations. The labels Proctor Terrace (from Walter Proctor's 1920s development east of McDonald's Addition) and Grace Tract have evolved to encompass several developments from Rogers Way to Franklin Avenue.

The Grace family and their impact on Santa Rosa history remains alive in Santa Rosa's Grace Addition.

# City and High School Share a History

by Mike Daniels

The City of Santa Rosa and Santa Rosa High School are bound together because of shared history. SRHS will be 150 years old in 2024. Santa Rosa will reach that milestone six years earlier, in 2018. (That's next year!) A look at some of Santa Rosa's early pioneers and some early graduates of SRHS reflect the connections.

The Crane family from Petaluma Hill Road is well known today because of the Crane melon, a highly popular fruit sought after every fall. Three members of the Crane family—Joel, Martha and Olive—graduated in 1878, the first graduating class of SRHS. They were followed by Thomas and Robert in 1883, Edna in 1910 and a number of others in later years.

Have you walked the Prince Memorial Greenway in Santa Rosa? Theo Prince graduated in 1896, Burton in 1897 and Sanford in 1899.

Ware Avenue, in the Burbank neighborhood, is named after A.B. Ware, a lawyer and county district attorney of the late 19th century. Of his children, Nettie was in the first class of 1878, Allison graduated in 1896, Phillip in 1900, Lilla in 1904, Mabel in 1908 and Wallace in 1911.

Feodor Hahman partnered with Barney Hoen in a business at the Carrillo Adobe in Santa Rosa's earliest years. His family name graces Hahman Avenue today. Clara Hahman graduated in 1883, Martha in 1885, Henrietta in 1924 and Paul in 1927.

Clement Young was elected California governor in 1926. He graduated from SRHS in 1886 and sister Lena in 1889. Roy Simpson, who became California State Superintendent of Schools, graduated in 1912. Alice Simpson is a 1915 alumna.

Loren Hardesty, whose family would open a family business in 1923 selling house goods and coffee among other items, graduated in 1898. The store is still in operation today.

Fred Juilliard, whose family operated a nursery on Santa Rosa Avenue that is today's Juilliard Park, graduated in 1886.

Henrietta Metzger's family operated the Metzger Brewery that was purchased by Frank and Joe Grace in 1897. She graduated in 1899.

William and Charles Lee came to Santa Rosa from Michigan and by the 1880s had created a successful storage and moving company. Charles was elected mayor in the mid-teens. They were the first to rebuild after the 1906 earthquake. The Lee Bros. building still stands at Fourth and Wilson Streets. Ina Lee graduated in 1897, Nellie in 1908, Galen in 1909, Annabel in 1911, and Stacy in 1921 (Stacy played with Ernie Nevers on the 1920 championship football team).

Did you ever buy tires at Forsyth Tire Co on Third and A Streets or later on Fourth Street? M. Margaret Forsyth graduated in 1900, Mary and Henry in 1911, another Margaret in 1915, Gladys in 1923, Norton (who ran the tire business, was a trustee of SRJC and has a building on that campus named for him) in 1927, John and Betty in 1931.

Jesse Peter, after whom the SRJC museum is named, graduated in 1902.

Archie Lockhart served on the Santa Rosa City Schools Board of Education for many years. He graduated in 1908, his sister Mabel in 1907 and his brother Robert in 1910.

Remember the White House Department Store on Fourth and B Streets? Donald Carithers of the W.H. family graduated in 1917 and his brother Will in 1919.

The overhead storage area of Mailer-Frey Hardware on Fourth Street housed some SRHS classes after the 1921 fire destroyed the school. Jesse Mailer graduated in 1895 and Clark in 1927. Clark was known for his athletic skills.

Obert Pedersen of the furniture store family graduated in 1907. Fred Pedersen in 1913.

Thomas Geary, elected district attorney in 1882 and congressman in 1888 and was considered to run for vice president on the Grover Cleveland ticket, fathered a number of SRHS graduates: Marion in 1903, Finlaw in 1906, Jean in 1907, Donald in 1910 and Ella in 1910. Both Finlaw and Donald were supporters of Ernie Nevers, who had attended SRHS in 1920. Finlaw was associated with the Geary law firm that still is in business and Donald was a superior court judge for many years.

If you were a student at Santa Rosa Junior High School in the 1940s or 50s, you remember Esther Serel who taught and was vice principal. She graduated from SRHS in 1924.

If in your younger years you were a patron of the Children's Library in the basement of the Carnegie Library at Fourth and E streets, you encountered Librarian Dagney Juell, who graduated in 1913.

Helen Cochrane, who taught vocal classes at SRHS for years and years, was a member of the graduating class of 1914. Mildred Turner taught PE and dance at SRHS and together with Cochrane annually created student song and dance performances also graduated in 1914.

Martha Erwin, who taught English for years and years, graduated in 1922. In the fall of her senior year, 1921, SRHS burned to the ground.

Long time SRHS science teacher Ted Leifrinck graduated in 1921. His brother Will was in the same class.

Legendary SRHS agriculture teacher Wes Jamison graduated in 1926. Juanita Baird, who shepherded the night school to success, graduated in 1925. PE teacher Frances McCause graduated in 1923—sister Mabel in 1920 and brother James in 1926.

Glen Murdock, who later figured in development of northern Santa Rosa in the Lewis Road area, graduated in 1893. He helped organize the very first SRHS football team in 1892.

The Earle Baum Center supports people with sight loss and annually hosts the Earle Fest, a musical fundraiser. It takes its name from Baum, a 1915 alumnus who lost his sight but still operated a farm.

# Hotel Anchors RR Square

By Thomas Pastis

The Hotel La Rose on Wilson Street has graced Railroad Square for almost 110 years. It is the only Santa Rosa hotel to have been open that long. Constructed in 1907 in the wake of the devastating 1906 earthquake by owner Bautiste Bettini and stonemasons Peter Maconi, Natale Forni, Massimo Galeazzi and Angelo Sodini, the La Rose is a familiar anchor for the square.

The hotel was built out of a desire to capitalize on the popularity of the railroad and its passengers. The depot for the Northwestern Pacific Railway across Wilson Street had been built in 1903 after a fire destroyed its predecessor. The railroad eventually fell into obscurity, carrying its last passengers in 1936, but the hotel was thriving and continued despite the loss of traffic.

The masons used basalt rock to ensure that, in the event of another catastrophic quake, the building would not crumble. The stone was quarried from the Maroni Quarry, located in present day Trione-Annadel State Park. The stone masons were responsible for several other buildings in Sonoma County, most notably parts of Jack London's Wolf House and Santa Rosa's St. Rose Church.

In the 1920s, the hotel's bar, operating in secret because of Prohibition, became a popular spot. According to legend, a well-known citizen or policeman (depending on who tells the story) tried to shut down the hotel. Due to dissatisfaction about the 18th Amendment and its ban on alcohol, the man was tarred and feathered, dissuading further attempts to shut the hotel. It continued to serve wine not so secretly throughout the prohibition years.

The hotel today still contains the wainscoting and staircase once a part of the San Francisco Cable Car Barn on Nob Hill. Much of the hotel's interior is largely unchanged since its construction. Most of the rooms are named after people who had a hand in building Railroad Square and its structures.

In 1978 the hotel was inducted into the National Trust of Historic Hotels, the only Sonoma County hotel so honored. In 1985 the La Rose expanded across Fifth Street into the Carriage House, which added 19 rooms. Today the hotel houses the restaurant Bistro 1907, offering French cuisine and a large selection of wines, including many from Sonoma County.

For 110 years La Rose Hotel has offered historic architecture and charming character to business executives and vacationers.



Hotel La Rose in mid 1970s, before refurbishment

*Sonoma County Library*

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## HSSR Receives Bequest

Recently the Historical Society of Santa Rosa received a gift from the Trust of Lorraine and Ralph Morse. The Board of Trustees of HSSR gratefully acknowledges the community spirit this gift represents and pledges to use it to continue work in making history accessible to the community. Deep gratitude is in order.



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 eight in a series.

## The Story of Maria Marta Carrillo

Maria Marta Carrillo was born in San Diego on July 29, 1826. She was ten years old when her father died, and her life was completely changed after that loss. At this early age she had her own horse and was an expert in the saddle and roping cattle.

Maria Marta married her cousin, Don Joaquin Carrillo, on August 26, 1855 in Santa Rosa. The marriage license was filed and recorded on August 30 and signed by J.E. McNair, County Judge of Sonoma County and N. McC. Menafee, Recorder' and by Thomas H. Pyatt, Deputy.

Don Joaquin was born in 1829 in Paboca Lucas, Baja California. He was a very tall man with a heavy beard and mustache. His grandchildren spoke kindly of him and enjoyed watching him roll his home grown tobacco leaves to smoke.

Marta was willed about 1,600 acres of the Rancho Cabeza de Santa Rosa by her mother, Senora Ignacia de Carrillo. This property was between the two creeks (Santa Rosa and Matanza), from Santa Rosa Avenue on the west to the hills of Bennett Valley on the east.

She was served with a notice of ejection, and when she did not believe it to be true, they showed her a deed, and they said it was her signature. Her brother-in-law, Salvador Vallejo, made the sale and received the money. She never received anything.

Marta felt so crushed by her brother-in-law taking all her estate. She knew it was useless to fight any longer. Salvador had threatened her before. She could not speak much English, so she found difficulty in expressing herself.

Marta and Joaquin retained a portion of the land on Fourth Street where College Avenue and McDonald Avenue join Fourth Street. They had a large house and barn at 1049 Fourth Street. Many family fiestas were held at this house, and our generation can remember the dinners, dancing and singing with the hand organ played by Joaquin turning the crank. This organ is still in the family with many paper rolls of the old songs and music.

Dona Maria Marta and Don Joaquin Carrillo had ten children, six boys and four girls. Maria Marta passed away in Santa Rosa on October 15, 1905. Don Joaquin died in Santa Rosa in 1911. Both are buried in the Santa Rosa Cemetery.



Maria Marta Carrillo de Carrillo was expert horsewoman

*Carrillo Family Collection*

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### *Grace Bros., continued from page 1*

house for the day, and the kids got to play at whatever came to mind. Prune orchards were in what is now Grosse Avenue. Many of the kids picked prunes there at one time or another, usually to earn money to buy school clothes.

And the closest thing to summer camp was park and rec activities at Doyle or Franklin Park. Older kids had their summer jobs, a necessity to buy the first car. The time may have been Nirvana, as a friend recalled it.

Santa Rosa in the 1950s and the early 1960s was a place where doors were unlocked during the day, where bikes were left unattended as were cars, where kids could walk with bb guns or 22s and not be suspect, where bikes were ridden around town without parents sending out a search party.

It was our hometown, and we had a ball. Those kids who grew up in the Grace Tract had a front seat to all the action and fun of exploring Grace Heights, Dynamite Cave and the pure thrill from sliding down the hill. It was a far cry of today's Great America Amusement Park, but it was certainly enough for kids being kids using their imaginations. Perhaps I exaggerate as time has flown by, but heck, what fun to embellish the stories of our youth.

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





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## 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. Membership includes subscription to the newsletter and invitations to HSSR member only events.

Memberships make wonderful gifts! Share the benefits of membership with your family and friends. Dues are paid annually, and membership is valid for one year.

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