



Upcoming Events

May 26: West End Historic District Walk
 Summer 2018: St. Rose Historic District Walk
 September 8: Santa Rosa Downtown Sesquicentennial Celebration and
 HSSRs Fifth Annual Great History Hunt

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Educational Jewel Completes First 100 Years

by Kelly Carrillo Fernández

The turn of the century brought with it a movement that would change the college educational system. Dr. William Rainey Harper, President of the University of Chicago, identified the opportunity based on the first two years of college work being general in nature. Early college could be addressed by the communities. Deemed the “father of the junior college” in the U.S., Harper outlined the benefits, which remain unchanged today, of creating a two-year college system. Significant savings for the family could be realized, youth could remain at home longer preparing them for long-term success, employment opportunities within the communities would develop. Both the families and the communities that embraced the movement would realize a positive effect. In 1907 the California State Legislature embraced the movement and passed the Caminetti Bill allowing communities to form two-year colleges.

In 1910 Fresno, 1911 Hollywood, and 1912 Los Angeles each opened two-year community college institutions. In 1918 Santa Rosa would join in and establish the eighteenth such college in the state — a system already serving 1,500 students. At the time the community remained largely rural, incomes were primarily agriculturally based, the county boasted a population of 51,000, and Santa Rosa had roughly 13,000 citizens. Wages of \$1.50 for a ten-hour work day, existed in a six-day work week.

An organization of women, wives of prominent citizens, and historically identified by their matrimonial title, made up the Federated Home and School Association. Together they identified Santa Rosa as a community fit for a junior college. Their energy was key to realization of the plan as they publicly pressed the idea forward on November 16, 1917 urging there was little time to waste. The recommendation at that public meeting was carried to the Board of Education. By the Spring of 1918 the trustees approved and established the Santa Rosa Junior College. Some of their husband’s names adorn the walls of the campus today.

That fall classes commenced for 19 students, taught by eight joint faculty members of the high school, in shared facilities, using shared books and equipment. Similarly, the administrative duties were shared by the district superintendent and principal. It was a difficult period to establish a new

category of learning institutions. There were no standards for scholastics or funding, WWI continued into that first semester of classes, the Spanish Influenza hit Santa Rosa hard taking hundreds of lives with it. An emergency school closure became necessary for more than five weeks.

The financial woes deepened throughout the state system. While the two-year institutions were part of the public system and fees could not be charged, the “post-graduate” courses could not be counted toward apportionments from state high school funds. The contradicting funding reality forced six of SRJCs institutional predecessors’ doors closed just three years after opening their own doors.

A further period of unrest plagued the second year. The college’s first dean, Dr. Clyde Wolfe, hired the Fall of 1919 lasted only one year, resigning his post predicting the school

“And so it was, without operating funds, using high school instructors on a part-time basis, in the face of a world war and a serious epidemic, in borrowed quarters with borrowed books, that SRJC began.”



Floyd P. Bailey
 Instructor, 1919-1921
 Dean of Students, 1921-1934
 President, 1934-1957

would be, “no more than a bump on the top side of the high school.” Wolfe, widely acknowledged as a brilliant mathematician, left to head the mathematics department at the California Institute of Technology. Dissatisfaction with the operation of the college deepened within the community and faculty until the 1920-21

school year. A public meeting was called and a citizens’ committee was formed to enact change. A new board, headed by Hilliard Comstock resulted. Comstock’s suggestion to discontinue classes, was wholly rejected by faculty and students. Fortunately, the idea was never more than one suggestion.

The high school and junior college students were far from one happy family. Sharing of facilities and equipment while operating different class schedules was confusing and disruptive. Passing between classes at different times was distracting for all. Strong athletic rivalries were fueled by junior college students having attended different high schools, now cohabiting the Santa Rosa High School building on Humboldt Street. Friction often erupted in the shared hallways. The junior college students felt like ugly step-children in the system.

The fall of 1921 was unfortunately eventful. The 45-member student body rallied together to form and fund a football team, through candy sales and self obligation. Permissions were obtained, and candy and equipment bought on credit was stored in the basement. On November 15 around midnight, the shared school, burned to the ground. Classes were held wherever space could be found, and... *Continued page 11*



*Staci with a vintage car
at HSSRs 2017 Great
Santa Rosa History Hunt*

President's Message

This is a year for celebrations for our fair city. This year is Santa Rosa's Sesquicentennial, or the 150th anniversary of its incorporation, and the 100th anniversary of the founding of the Santa Rosa Junior College. I think it is important to mark these occasions as they give us a chance to stop and think

to come to terms with our recent losses. There are many events planned, by the HSSR and by other community groups, to honor significant contributions to our city over the past 150 years. You can find a list of these events on our web site. Please join us at these events to celebrate the city of Santa Rosa.

Recently, we collaborated with the History Museum of Sonoma County to bring our documentary movie to the public. The movie is currently showing in the Santa Rosa Room at the Museum as a part of the exhibit *Lost Santa Rosa*. It is a great exhibit that explores some of the changes our community has undergone. In addition, the Museum is showing the items from the time capsule, buried 50 years ago by the City of Santa Rosa, which was recently unearthed. We encourage you to visit these exhibits, on display through September.

As always we value the support of our members. Without you we would not be able to help bring these events, or this newsletter, to our membership and community.

In celebration of all that has come before,

Staci Pastis, HSSR President

about the place in which we live.

The SRJC is an educational jewel available to all of us and it is important to celebrate this institution as it has educated so many in our community. If you have not already attended one of the events held in honor of the Junior College's anniversary you should. Or take a class — registration's open to all!

In addition, the Sesquicentennial Celebration for our city will be held on September 8 in Old Courthouse Square, providing us a chance to come together as a community. This celebration will include entertainment, food and a chance to stop to ponder this 'plucky little town', so called after the earthquake of 1906, which has come so far in 150 years. In addition, this event will give us a chance to remember and try

The HSSR Acknowledges Our Donors:

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Our events and programs are made possible through the generosity of our members and community partners.

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The West End Historic District – Santa Rosa’s Little Italy

by Denise Hill

The West End Historic neighborhood is located in downtown Santa Rosa just north of Railroad Square. It became a Preservation District in 1996. This district is significant as a large and reasonably intact 19th and early 20th century working-class residential neighborhood. It represents a good cross-section of modest residential architecture from the 1880s through the 1940s. The homes are small, predominantly bungalows, and Colonial and Queen Anne cottages. Other historic structures include the DeTurk Round Barn, Franco American Bakery, and Stark’s Steakhouse (historically Michelle’s Restaurant).

In the early days of Santa Rosa many Italians proudly called the West End neighborhood “home”. The first wave of immigrants came from Italy around 1885. By the 1920s, city records show about 90% of district residents were Italian. In 1860, the Italian population in the U.S. was only 10,000. From 1850 to 1870 Italy was under foreign domination and in the throes of revolutionary activity. By 1880, the Italian population in the U.S. grew to 44,000 — 34,000 Italian immigrants in just 20 years.

In 1870, the new Italian government had essentially been a North Italian government. Many, especially the peasants and those living in the South, felt disconnected. Over 80% of the people living in southern Italy at the time, depended upon agriculture for a livelihood. However, the supply of agricultural labor exceeded demand and the average annual income was less than \$300 per year. Those that had immigrated to the States sent back letters reporting the significantly higher wages they were earning. The message was clear — a peasant suffering hardship and exploitation in Italy may experience the same in the U.S., but would have money to ease the pain. These conditions triggered the mass immigration of Italians to the country, principally from the south of Italy, from 1880 to 1914. In the 1880s, steamship companies started searching the countryside of Italy offering a better life across the sea. The ports of Genoa, Naples, and Palermo became the great emigration ports. As many as 15,000 Italians passed through

Ellis Island in a single day. From 1887 to 1906, more than 1,875,000 Italians arrived. The onset of WWI in 1914 virtually halted immigration. By then, Santa Rosa, like many large cities in the U.S. had an “Italian section” of town. Santa Rosa’s was located in the area now known as the West End Historic District.

Once in the States, Italians made up a minor portion of agricultural workers — probably because of their experiences in Italy. They avoided general farming but engaged in “truck farming”. Many of Santa Rosa’s Italian immigrants owned businesses. They opened bakeries, bars, restaurants, and hotels. Many more worked for local companies. Some were quarryman in the basalt mines, others stone masons who built stone buildings in the area from the mined basalt. They built St. Rose Church, the social and spiritual center for the Italian community. Others worked at the nearby DeTurk Winery, Del Monte-California Packing Corporation, Santa Rosa Woolen Mills, and, of course, on the railroad.

A few of their businesses are still active today, while others closed and the names, well-known Santa Rosans of the early 20th century, faded with time.

One business still in operation, weathering 118 years, is the Franco American Bakery on West Seventh Street. Started by Mario and Frank Bastoni in 1900, the brothers built their company supplying residents of Sonoma County with bread, delivered door to door. In the early days of the company,

Mario and Frank would deliver loaves of bread to vineyard and hop growing farm employees. The main facility is in the very same location where it began back in 1900 at 202 West Seventh Street. Santa Rosans can still come to the

original location to buy their fresh bread.... and that is why the West End Neighborhood still enjoys the amazing aroma of freshly baked bread in the evening.

Possibly the most iconic building in the West End District is the DeTurk Round Barn. Born in Pennsylvania in 1834, Isaac DeTurk arrived in Santa Rosa in 1858 and soon started planting vineyards. He planted 100 acres of vines east of Santa Rosa, adding each year until he had one of the largest vineyards in Sonoma County. In 1878, he built a winery located at Donahue and West Eighth Streets by the railroad tracks. The winery had a storage capacity of a million gallons. His specialties were clarets, riesling, sherry and port wines, and grape brandy. All of the buildings connected with the Santa Rosa winery were built of brick and equipped with all known modern improvements of the time. Next to the winery he built the first round barn in Santa Rosa which held his prize-winning trotting horses.

...Continued page 10



The Battaglia Hotel at 509 Adams Street, Circa 1911
Sonoma County Library Collection



Franco American Bakery workers pose with delivery trucks



VIEW OF PORTION OF ISAAC DE TURK'S WINERY SANTA ROSA.

1800s artist renderings of Isaac DeTurk's Wine Cellars in Santa Rosa's West End Neighborhood

Frank P. Doyle — A Forward Thinking Santa Rosan

by Karen Weeks

You might ask yourself what do the Golden Gate Bridge, generations of Santa Rosa Junior College students, the Sonoma County Fair, and a preeminent Sonoma County financial institution all have in common? The answer is a forward-thinking Santa Rosan by the name of Frank Pierce Doyle. Look around Santa Rosa, Sonoma County and the North Bay and you will see the hand of Mr. Doyle.

Frank P. Doyle was born in Petaluma on May 30, 1863 to Manville Doyle and Mary Conley Doyle. The Doyle family came west from Illinois in 1850. Frank attended Heald's Business College in San Francisco, graduating in 1880. He worked for the Petaluma Water Company (also known as the Sonoma County Water Company) for ten years.

In 1890, the Exchange Bank was chartered by Manville Doyle and Hollis Hitchcock. Young Frank began his banking career, starting out as a cashier. In 1903, he married Polly O'Meara. Polly, born in Idaho, spent some childhood years in San Francisco where her father, James O'Meara was a journalist. The couple lived at 1030 Third Street (circa today's Salvation Army Store). They had one son, also named Frank, who tragically died at the age of 13. In Frankie's honor, they founded Doyle Park – originally named Frankie Doyle Park, for the youth in Santa Rosa. They were married for forty years, until Mrs. Doyle died January 7, 1944 of pneumonia.

In 1916, Manville passed away and Frank took over as head of Exchange Bank. The bank's building stands as a familiar sentinel at the corner of Fourth Street and Mendocino Avenue. He held the position for 32 years, until his death on August 5, 1948. Flags in Santa Rosa, at the Sonoma County Fair and at the Golden Gate Bridge all flew at half-staff. The funeral, held at the Church of the Incarnation, was a tribute to the man who had such an impact on the community. There were over 50 pallbearers.

Frank, along with Joseph Grace and Ernest Finley, was instrumental in reviving the Sonoma County Fair in 1936. This occurred after the state approved horse betting, which became a major part of the annual event. The three formed the Sonoma County Fair Association and convinced the city to buy the fairgrounds back from a private citizen. Frank was so devoted to the fair that one of his requests when he was on his death bed was to know how attendance was at the Fair.

Frank Doyle became known as the "father of the Golden Gate Bridge". In January of 1923, Frank began his quest to join the North Bay with San Francisco via a bridge. Mr. Doyle, president of the Santa Rosa Chamber of Commerce, and with support from the Chamber's Board, called a meeting of city and county officials in the North Bay and San Francisco bay area. This group was called "Bridging the Golden Gate Association". Over 100 people attended the meeting in Santa Rosa. They discussed the possibility with Joseph Strauss, a world famous bridge builder. There was overall support for the idea of a bridge. The State legislature passed legislation to form a special

bridge district. In 1930, a bond election supported the bridge project.

Legal challenges delayed construction, which commenced in January 1933. Four years later and two months before the May 1937 dedication, Frank met with members of the Golden Gate Bridge and Highway District at the bridge. As a tribute to his role in the bridge, a bridge worker got in Mr. Doyle's car and drove him across. His obituary recalled —

With bared head, his eyes misty as conflicting emotions struggled for control, he mutely gave thanks that his life had been spared for realization of this dream. His one regret was that this experience had been denied to others who had shared his early enthusiasm. He, of all the devoted sponsors of the great bridge, was accorded the honor of crossing it first in a privately-owned car.

The bridge opened to pedestrians on May 27, 1937 with 200,000 walking across the "modern marvel". Doyle Drive, the San Francisco approach to the toll plaza, is named in his honor.

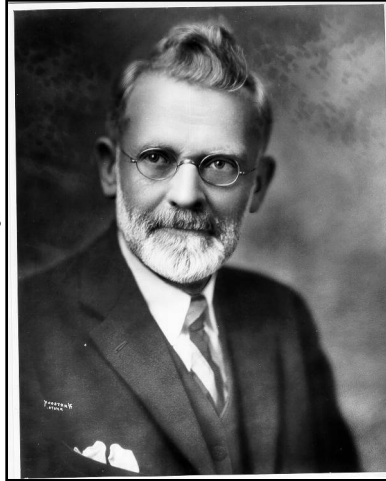
The November 16, 1934 Press Democrat praised Mr. Doyle as "the best there is in American citizenship." During Prohibition he carried many hop growers, helping them survive those long years. Bank examiners had told him he would have to write off their obligations. He did so and in fact ended up carrying them himself, refusing to accept any bonuses when times were better.

Upon his death in 1948, Frank P. Doyle's majority interest in the stock of Exchange Bank, was placed in the Frank P. Doyle Trust. He had designed the trust so that it would make continuing distributions of the dividends earned on its Exchange Bank stock in perpetuity. When his estate totaling \$1,423,452 was probated, it included \$629,875 in Exchange Bank stock. This stock was set up to assist "worthy young men and women attending Santa Rosa Junior College". The first Doyle Scholarships were awarded in 1950. Since that time, more than 127,000 Doyle Scholarship awards have been awarded and over \$82 million has been paid to provide financial assistance to Santa Rosa Junior College students.

A "Doyle" has become synonymous with the generous scholarship covering much of the enrollment, books, and supplies costs for Santa Rosa's high school graduates attending the Junior College. The current award is \$1,200 per academic year, and is renewable. Multiple generations' community college educations were funded by Frank Doyle's generosity and foresight.

The SRJC library is named in honor of Frank P. Doyle. The four-story, 145,000 square foot building is the second largest on campus. Tastefully designed with brick facia, it is a modern complement to the original structures. With rooftop solar, 280 computer workstations, and media rooms, great care was taken toward energy efficiency and environmentally conscious details.

There is so much more about Frank Doyle – how he saved large portions of Sonoma Coast from private development; how he was instrumental in developing the current city manager form of government for Santa Rosa; how he provided many unnamed contributions to charitable causes throughout the region. We are so grateful his heart was in the North Bay.



Above: Frank P. Doyle
Below: SRJC Library named in his honor



Burbank's Memorial Park Became Junior College Campus

by Lisa Kranz

On October 23, 1920, The Santa Rosa Republican banner headline proclaimed, "Councilmen Told That Big Memorial Park Here Will Attract World-Wide Notice." The day before, the city council had held a special meeting where it acted "with unanimity and great harmony" in approving purchase of 39 acres (in partnership with the Chamber of Commerce) for a joint city park and the Burbank Creations Park. The acreage was located just north of the site planned for a modern high school, the future Santa Rosa High.

The Burbank Creations Garden, also referred to as the Burbank Memorial Park or Burbank Jubilee Park, was planned to honor Santa Rosa's then-most famous resident, Luther Burbank. Burbank had arrived in Santa Rosa in 1875, and the park was conceived to honor his nearly 50 years of work as a horticulturist. He developed over 800 new plants during his lifetime at his gardens on Santa Rosa Avenue and his Experimental Farm in Sebastopol. Burbank was familiar with the site of the future park, having used native plants from this location in some of his work.

An ambitious landscape and park plan was conceived that would erect an enduring memorial to Burbank. A committee of the Chamber of Commerce imagined transformation of the site, which was envisioned to include an auditorium, 5,000 seat stadium and open air theater with a seating capacity of 300, along with an agricultural plant breeding station which would become "a mecca for thousands seeking knowledge and instruction in the Burbank methods."

A playground and rose garden rounded out the plans, along with a 9 foot granite statue. This feature was estimated to cost

\$28,000 with funds to be contributed by school children, among others. The park design was supervised by Dr. Carol Aronovici, a consultant to the city and a lecturer in the Extension Division of the University of California. It was estimated that \$2 million would be needed to realize this vision.

Burbank Memorial Park was dedicated on May 20, 1923, as part of a multi-day Golden Jubilee in Santa Rosa, celebrating Burbank's leadership in horticulture. The dedication included a talk by Burbank which outlined new creations he expected to introduce before year's end.

From the beginning, financing the park proved difficult. Various events were held to raise funds. The opera "Martha" was staged with local talent in January 1925, with all proceeds

to assist in improving the park. When the Depression hit in 1929, improvement of the park became unachievable.

Around 1930, with the junior college board seeking a permanent home, it proposed to use the land for this purpose. With the consent of Elizabeth Burbank, Luther's widow, and the cooperation of the Santa Rosa City Council and the Chamber of Commerce, the site of Luther Burbank Memorial Park was transferred for the establishment of a junior college. The gift of

the land included the stipulation that a strip running 350 feet back from Old Redwood Highway (now Mendocino Avenue) would be reserved for park development, for the use and enjoyment of the public and future student body. The institution was to be named Luther Burbank Memorial Junior College.

Once the property title was transferred, a campus building plan commenced. Under the oversight of architect W.H. Weeks, the campus began to take shape, with the first building, Pioneer Hall, completed in 1931. A Works

Progress Administration grant funded many of the buildings, including the Luther Burbank Auditorium. The auditorium was designed by architect Calvin Calkins and built in 1939 at a cost of \$177,200. It originally seated 700 people and housed music, speech and theater arts programs. Today it undergoes its third remodeling.

The link between Luther Burbank and Santa Rosa Junior College continued in subsequent years. Mrs. Burbank endowed a scholarship honoring Luther Burbank, and in 1931, the first Luther Burbank Science Award was presented to J. Carroll Reiners. The gold medal was awarded for Reiners's research of native plant material endemic to Sonoma, Mendocino and Lake Counties and was presented by Mrs. Burbank during commencement ceremonies. Reiners, a devoted horticulturist and photographer, later noted that the medal was his most prized academic award and possession.

In 1934, for \$5,000, Santa Rosa Junior College purchased much of Burbank's experimental gardens in Santa Rosa from Elizabeth Burbank. The junior college used the one and a half acres as a "working laboratory" for the Botany Department students. This relationship continued for about 20 years, until the college discontinued its use as a training ground. The college deeded the property to the City in 1955, and Mrs. Burbank retained life tenancy.

The Santa Rosa campus of the Santa Rosa Junior College now includes around 100 acres. The first 40 acres intended for a city park honoring Luther Burbank seeded its initial development.



Burbank sits on a Fordson tractor at park dedication, 1923
Sonoma County Library Collection



The Luther Burbank Memorial Auditorium on SRJC campus, 1941
Sonoma County Library Collection

The World in the 1960s

by Barb Beatie

1960 The national average price for a loaf of bread is 20 cents. John F. Kennedy and Lyndon B. Johnson are President and Vice President. Hugh Hefner opens the first Playboy Club in Chicago. "The Flintstones" debuted in Prime Time. Pioneer 5 Spacecraft launches. U.S. sends 900 soldiers to Vietnam. *To Kill a Mockingbird* is published. Beatles give their first public appearance with Pete Best, as drummer.

1961 Patsy Cline has the Number One record on the charts with, "I Fall to Pieces." The Peace Corps are established. A dozen eggs are 30 cents. *Franny and Zooey* by J.D. Salinger dominates the best seller charts. Bay of Pigs Invasion occurs. Billy Wilder's *The Apartment* wins Best Picture.

1965 The Voting Rights Act of 1965 is enacted. Selma Marches to Montgomery occur. Forty men burn their draft cards at UC Berkeley. "Woolly Bully" tops the charts. Everyone is talking about The Source by James Michener.

1966 Jacqueline Susann's *Valley of the Dolls* commands the best-seller lists. "California Dreaming" by the Mamas and the Papas is the hot single. Star Trek begins. Earl Warren writes the opinion in *Miranda v. Arizona*, creating the Miranda warning. 1966 Mustang offers AM /FM mono radio. The Space Race continues. The bundt cake is so popular it creates national demand for that distinctive pan.



February 8, 1962 cover of Life Magazine featuring Astronaut, John Glenn
Life.com

1962

John Glenn is the first American to orbit Earth. Katherine Porter's *Ship of Fools* is the book to read. Marilyn Monroe gives one of her last public appearances singing "Happy Birthday" to President Kennedy. "Spiderman" created by Stan Lee and Steve Ditko appears. Sugar Free Dr. Pepper is created.



Ella Rita Helfrich, second place winner in the 1966 Pillsbury Bake-Off, places a bundt pan with her prize-winning Tunnel of Fudge cake in the oven. AmericanTable.org

1967 Ronald Reagan is governor of California. The Doors release their debut album. Dr. James Bedford is the first person to be cryonically preserved. "To Sir, With Love" is the song playing. The Chatty Cathy doll is on every little girl's wish list. 485,600 soldiers are in Vietnam. The Big Mac bursts on the scene and sells for 45 cents.

1968 Lyndon Johnson stuns with his announcement — he will not run for President. "Laugh-in" debuts. NBC airs Elvis's concert return. Yale University announces it will admit women. Dr. Martin Luther King Jr. is assassinated. Robert Kennedy is assassinated. Tet Offensive is launched. Civil Rights Act is passed.

1963 Betty Friedman's *The Feminine Mystique* is published. Martin Luther King Jr. delivers his "I Have a Dream" speech. Alcatraz opens as a maximum security prison. "Mutual of Omaha's Wild Kingdom" debuts. "Days of Wine and Roses" by Henri Mancini wins Best Oscar Song. *Cleopatra* is top grossing film of the year. President Kennedy is assassinated.

1964 the Beatles perform on "The Ed Sullivan Show". "Hello Dolly" opens on Broadway. Jeopardy debuts. Elvis Presley and Ann Margaret light up the screen in *Viva Las Vegas*. Cassius Clay beats Sonny Liston. Congress approves the Tonkin Gulf Resolution.



The Beatles perform on the Ed Sullivan Show, 1964
Blog.Levitt.org

2001: *A Space Odyssey* is the popular movie.

1969 Apollo 11 lands on the moon and returns safely. Woodstock Music Festival happens. *Midnight Cowboy* is released with an X rating. The Boeing 747 appears. Richard Nixon is the 37th President. The Beatles release "Abbey Road". John Wayne wins the Oscar for his performance in *True Grit*.

Santa Rosa in the 1960s

by Barb Beatie

- 1960 Santa Rosa High School graduates 347 students. Santa Rosa population is 31,027. Levi's sell at Keegan Bros. for \$4.00. Henry Trione and Ken Blackman begin their plans on creation of Annadel Park. Kids dance the Twist, the Swim, and the Monkey. Enrollment at SRJC grew to 15,000 students, with 70 full-time faculty members.



In 1960 Carnegie Library stood proud. View of the west side and Anabel McGaughy Stuart drinking fountain as seen from the TOWER Theater

- 1961 The Veteran's Memorial Building opens. Sonoma State University opens. SRJC Trustees include Norton Forsyth (President), Bernard Plover, Warne Lark, Robert Shone, and Robert Quinn. The five men would dominate governance of the College through the decade.
- 1962 There is a "sit in" at the Silver Dollar Saloon, site of the current Jackson's. Coddington Mall developed. Plaid sports jackets are the hot fashion item for men.



Left:
Rosenberg's
Department
Store in the
1960s
*Sonoma
County Library
Collection*

- 1963 Santa Rosa High and Montgomery High students double up at Montgomery while SRHS is remodeled. Gas is 29 cents a gallon. SRJC responds to Federal government passage of the Vocational Education Act — Evening College eventually had enrollment that exceeded that of the day college as reentry and older working students returned to school.

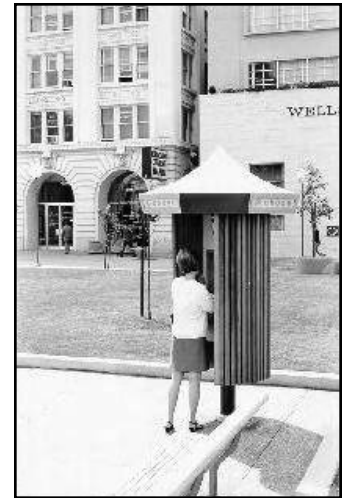
- 1964 The Hanley Fire starts on Mount St. Helena, and the Nuns Fire starts in Kenwood. The fires are bolstered by

high winds, and they wreaked havoc. That winter, the Russian River floods. Rosenberg's Department Store is remodeled. Construction starts on the the future Oakmont Development. In response to the assassination of Dr. Martin Luther King, Jr. SRJC begins recruiting minority students, offering ethnic studies, and directly combating racism.

- 1965 A hamburger at Arctic Circle is 19 cents. The Ivy League look is the popular local fashion. Local's comic strip "Peanuts" is on the cover of Time.
- 1966 The beloved courthouse in downtown Santa Rosa is demolished. Avocado colored appliances begin to appear in kitchens as introduced by GE. Hemlines climb upward.
- 1967 The Stonehouse is bought and renamed the Peppermint Lounge, a roadhouse with wild entertainment.



The Empire Building (Crocker Bank) and a phone booth inhabit Courthouse Square in the 1960s



- 1968 Football Coach Ed Lloyd begins Cardinal Newman's twenty eight game winning streak that continues for four years. Santa Rosa celebrates its centennial. Two time capsules are buried by the City — one to be opened in 2018 and the other in 2068. Fashion forward men are wearing turtlenecks or Nehru jackets.
- 1969 A pair of earthquakes close to the Healdsburg fault rock Santa Rosa, damaging buildings and killing one. Gas is 35 cents a gallon. Santa Rosa businessman and former SRJC Associated Student Board President

Alan Milner worked with President Randolph Newman to form a SRJC Foundation to assist the College in developing broader educational opportunities to students.



Left: Atrium display in the window of the Emporium in 1966

All images: *Sonoma County
Library Collection*

Students Initiate Tradition

by Kelly Carrillo Fernández

The 1930s marked the greatest period of expansion in SRJC history. The first permanent structure was semi-completed, and inhabited in 1931 — Pioneer Hall. Within three short years the college would include five structures plus the football field. By 1934 the Board had granted permission and allocated funds to light the football field. After the '34-'35 season commenced funds were raised by the American Legion and the Block S Society for an entrance gate to the football field and an entrance gate, Legion Gate was erected.

In that Spring of 1935 a committee made up of outstanding students approached the Board,



Geary Hall, Circa 1930s

proposing that the football field be named Bailey Field and the gymnasium Tauzer Gymnasium honoring Dean, Floyd P. Bailey, and Board of Trustees President, C.J.

“Red” Tauzer. The

student initiated tradition to honor its administration and contributors then began.

“Red” Tauzer (for his head of red hair) coached both football and basketball, was a Stanford athlete and attorney who would



make the dream of a junior college campus a reality. In '47 he became a California State senator.

Trustee W.W. “Bill” Shuhaw was the Board’s first President. A graduate engineer from the University of California, he was also a district manager for PG & E. Widely liked he contributed to the early years’ development with special attention to mathematics and engineering.

Trustee Sheridan Baker was a long-time farmer of a calm and analytical nature. Although quiet and a good listener, Bailey remarked at when Baker did speak, others listened.

Trustee George Beck held the Board’s longest tenure of 27 years, also serving as Board President. He carried a reputation of integrity, ability and genuine interest in the college. He left the Board and became the college’s first business manager.



Tauzer Gymnasium 1939

Analy Hall is dedicated to the Analy High School District, the only District that initially joined the Junior College District.

A.M. Garcia was appointed to fill the first vacancy on the original Board of five members. From the Sebastopol contingent, he went on to serve 18 years guiding through great challenges, until his death.

Trustee Peter Bussman was appointed in '38 when Sheridan

Baker resigned. Bussman was a prune and hop farmer in Fulton the area. He served until his death in 1951. The Hall was named in his honor posthumously.

In '42 Tauzer reentered the armed services. W. Finlaw Geary sat the Board in his place. Geary, also an attorney, was also an avid fan of the sports program.

Warne Lark was Trustee from 1950-69. An Analy High graduate, educated in Pharmacology at the University of California. Lark was an extremely active civic member.

Trustee and attorney Bernard C. Plover serving from 1947-68, filled the vacancy created when Tauzer was elected to the State senate.

The Bertolini Student Center is named for Lawrence Bertolini, SRJC alumnus and Board Trustee. He was the voice of the college and the Sonoma County Fair, as “the” sports announcer. He was an initiator of Day Under the Oaks, Bear Cubs Athletic Trust, and the SRJC alumni association.

Zumwalt Parking Pavillion is named for 20-year veteran Trustee Don Zumwalt.

Albert Maggini was Board Trustee for 33 years, the longest representation in the 100 year history of the college. Each Trustee honored contributed significantly to the college for many years.

Time Capsule Contents on Display at History Museum

On January 31 the 50-year time capsule buried during the Centennial Celebration in March 1968 was unearthed. Plans had been made to remove the items on the following day at Sonoma State University. However, when the capsule was opened the team was faced with an unexpected note. It read, “Do not remove contents for 72 hours.” Could it be because of the dampness of the items that were buried on the rainy day in 1968? Or, a practical joke left in safe keeping for 50 years?

Regardless, the items were not revealed until the following Saturday. Observers agreed, the contents were unexciting. The reveal did not live up to the anticipation. There were letters from President Lyndon Johnson and California Governor Ronald Reagan. A two dollar bill and a Kennedy 50-cent piece. A copy of the City Charter, a Chamber of Commerce brochure, and various business cards. Then, the missing (disintegrated) key to the City. Two of the most interesting items seemed to be unplanned, spontaneous toss-ins. One, a wedding favor from a reception coincidentally held at Lena’s West End restaurant where the City officials enjoyed a celebratory time-capsule lunch. Second, a penny tossed in by then 14 year old Santa Rosan Craig Moeller.

On March 17, when the contents were publicly displayed in Courthouse Square, now Mr. Craig Moeller, and Councilman John Sawyer, were two of eight people in attendance who were present 50 years ago to seal the time-capsule contents. Craig did not get his penny back — it’s on display with the remaining contents in the History Museum of Sonoma County through September.

SRJC Archives

Santa Rosa Junior College Digital Archives collection serves as a repository for the historical records documenting the founding and evolution of the College. Its mission is to collect, organize, preserve, and make available the official and historically valuable records of the College. The Shared Shelf Commons is available online at www.socommons.org

Want to do research or enjoy Santa Rosa Junior College days of yesteryear through the printed words of the school newspaper? The SRJC Newspaper (years 1924-2000) – “The Oakleaf” is available, and searchable, through the California Digital Newspaper collection: <http://cdnc.ucr.edu>

Shone Farm an Agricultural Learning Lab

by Bill Turner

Shone Farm is a 365-acre outdoor learning laboratory for the SRJCs Agriculture and Natural Resources Department. The farm provides students with hands-on experience which cannot be duplicated in the classroom. Located in the heart of the Russian River Valley AVA (American Viticulture Area) it is named for Robert Shone. Shone was a very active leader in Sonoma County agriculture and was a Santa Rosa Junior College trustee in the 1950s and 1960s.

The college acquired the land for the farm in 1972 when the federal government declared the property surplus. The property had been an Army Air Corp listening post during WWII and possibly during the Cold War. Formerly the property was part of the Fred MacMurray Ranch. Its location deemed it a perfect place for monitoring radio traffic from around the world.

Chris Wills, Shone Farm Pavilion and Winery Manager, stated the station was the first to receive the distress call from the USS Pueblo. The USS Pueblo was attacked and captured by North Korean forces in 1968 in what is known today as the "Pueblo Incident".

The Department of Defense turned the property over to the Department of Education and determined it to be surplus property to be used for educational purposes. Three agencies applied for the use of this prime location; the County of Sonoma, the Ya-Ka-Ama Tribe, and Santa Rosa Junior College District. The County operated a juvenile probation camp. The Ya-Ka-

Ama Tribe's use is unverified as an educational facility. Santa Rosa Junior College District acquired 288 acres and commenced operation of the College Farm. In 1990, the college applied for 80 more acres bringing the total to 365.

Today Shone Farm includes 120 acres of forest, 100 acres of pasture, 90 acres of vineyard, 12 acres for crop production, 4 acres of olive and apple trees, and 39 acres of buildings and improvements. Altogether Shone farm is one of the largest agriculture sites in the California Community Colleges system. In addition to the agricultural land, there is open space around the farm's perimeter that serves as wildlife corridors and habitat. Santa Rosa Junior College's Ag/Natural Resource students are taught commercial production techniques at Shone Farm, which prepare them for the workplace, or to transfer to a four-year university.

Shone Farm also features products for sale, such as award-winning Shone Farm wines and olive oil, produce, and grass-fed beef. Its wine is served in the Culinary Café, the college's culinary program restaurant. Other agricultural products are incorporated into the culinary program as available. Teaching facilities at the farm are used for specialty culinary classes in the evenings. The farm has evolved into a diversified agricultural center that provides a wide variety of educational opportunities for students majoring in Agriculture and Natural Resources. A farm of this size and diversity is extremely unusual within the junior college system.

Evolution of the Culinary Arts Program

by Kelly Carrillo Fernández

The SRJC Culinary Arts program has roots dating back to the late 1980s in the Consumer and Family Studies Department. The program was revised and rewritten in 1993 by current, full-time Chef Instructor Michael Salinger. In addition to classes, they operated a student-run restaurant in Garcia Hall, primarily serving college staff and students. Students wore several hats, prepping, cooking, and serving as was needed on any given day of operation. One Culinary Arts Certificate was offered.

The program outgrew the main campus setting. Addressing the culinary education demand, the college secured off-site space. In 2003 they expanded to the downtown Brickyard Center at Seventh and B Streets. The demand for vocational education ebbs and flows with the economy — preparation for entry level or mid-level jobs competes heavily with employment opportunities. The timing of the move downtown, with visible kitchen windows showcasing busy culinary students in their toques coincided with the rise of the Food Network and all things culinary quickly becoming fashionable. Both aided the ongoing needs for enrollment and patronage.

At the Brickyard there were "Food and Wine Fridays" — a popular pairing class open to community (non-certificate seeking) enrollment. Chef Michael discussed the flavor profiles and restaurant operations instructor, Betsy Fischer, discussed the wine pairings. The community patrons lunching were enrolled students as were the culinary students preparing, and serving the meal. Everyone benefitted from the curriculum.

It was a three-course pre-fixe lunch ranging \$25-35 during the life of the program. The paired wines came from all over the region, donated to the college program. A regular lunch service was also offered outside of the pairing classes.

The Brickyard location had two dining rooms, as does the current location at the B. Robert Burdo Culinary Arts Center on Mendocino Avenue. Various classes performed the "front" and

"back of house" restaurant functions, also as they do today.

Interest continued to grow, as did community support for the value of the vocational training. Over time the program became more and more sophisticated offering a Baking and Pastry, Front House, and eventually Restaurant Management certificates.

Operating on both the main campus and at the Brickyard presented great logistical challenges. The passage of the JC District "Measure A" made the facility, named in honor of 29-year Board Trustee B. Robert Burdo, a reality. They moved into the \$20 million, 22,000 square foot state of the art facility in 2012. They teach the importance of using local, organic products and embracing sustainable practices — serving 75% organic product, and 100% organic produce.

Today, operation of the three-day a week lunch restaurant and retail bakery is performed completely by the students of the various classes as part of the five certificate programs, and two Associate Arts majors offered. The entire facility is a Culinary Arts, Baking and Pastry, and Restaurant Operations classroom — all while operating a full-service restaurant, open to the public. It's a unique situation, and a success story stemming from the shift of the 1930s when the state junior college system was permitted to, and embraced, vocational education and community access for educational goals outside of preparation for four-year college.

The program is a shining star within the college's Career & Technical Education (CTE) program. It prides itself on providing students with technical culinary skills, in addition to the soft job market skills such as being on time, a team player, a leader, and a positive work-place contributor. Over the years the program has continued to gain regional praise. Their Career Center regularly works with more than 400 employers who seek out graduates from the program.

Who Murdered Marcus Farwell?

by Karen Stone

In February 1930, a Santa Rosa man was murdered — shot in the back by persons unknown — by the intersection of Seventh and Washington Streets, near General Hospital. Until the mid-1960s, the street behind General Hospital, today's Morgan Street, was the southern extension of Washington Street. The crime, occurring at the location of today's Catholic Charities Family Support Center, was never solved.

Marcus Z. Farwell and his wife, Elizabeth lived at 718 Beaver Street. Originally from Iowa, Farwell was an attorney. He had served six years as a Colorado state senator. Now in his sixties, Farwell was president of his own company, Consolidated Adjusters, Inc., working as a (bill) collection agent.

On February 25, 1930, The Farwells were finishing dinner when Marcus told his wife he was going out to make two business calls in another part of town, — calls he could not make in the daytime. He was to collect money for Dr. Bonar (probably Dr. R.M. Bonar). He left on foot at 7:30 in the evening.

Farwell's first stop was the home of Dan Chiaroni, 708 South Davis Street. After conducting his business there, Farwell prepared to leave. The skies were threatening rain, so Chiaroni offered to drive Farwell home. Farwell declined, stating he had one more call to make. He left the Chiaroni home on foot at 8:30. None of the newspaper accounts mentions how much — if any — money Farwell collected from Chiaroni that night.

At 9:15, Mr. and Mrs. Schultz, 700 Washington Street — a few blocks east of the Chiaroni home — heard an explosion that sounded like the backfire of an automobile. At about the same time, Felice Bertoli, a patient at General Hospital, heard a loud noise.

At 9:30, Bertha Moyes, 608 Washington Street, Casa Del Sol Apartments, heard "moans or calls of someone in distress". She heard a man crying, "Oh, please, someone help me." Moyes gathered other occupants of the apartments, Daniel Grady and J.K. Babcock, to search for the source of the noises. They discovered Farwell in a field near the intersection of Washington and Seventh Streets, near General Hospital. He was lying in a pool of blood and had been shot in the back. "Who shot you?" Babcock asked Farwell. "Kids," Farwell responded.

Grady called the police. Sergeant Emil Biavaschi arrived on-scene before Farwell was carried to General Hospital. He

asked the wounded man again, "Who did this to you?" Farwell was unable to answer and died soon after.

Sergeant Biavaschi and several patrolmen were joined by Police Chief Charles O'Neal in a search for suspects.

There were few leads for police to investigate. Farwell had been shot in the back at close range with a .38 caliber bullet, close enough to leave powder marks on his coat. The gun was found in the grass next to where Farwell fell. There were no fingerprints on it. The serial number had been filed off, and the initials "R.G." and three notches were scratched into the handle. The Press Democrat described the gun as "one that cowboys

use". The newspaper printed a photo of the gun, hoping someone could identify it. Although several people offered information about the possible identity of the gun's owner, none of the leads panned out. Someone reported hearing a woman scream about the time of the shooting. A woman's footprints had been found near the crime scene. However, no eyewitnesses came forward.



Attempt to identify owner of the murder weapon in March 2, 1930 edition of the Santa Rosa Press Democrat

During their investigation, police considered several theories:

- Was it a robbery gone bad? Due to Farwell's bill collection activity, he could have been carrying a large amount of money.
- Was he the target of a disgruntled collectee? Farwell's two employees stated that he had been well-liked.
- Was he the victim of a "footpad"? [Footpad: a highwayman (robber) operating on foot rather than horseback.]
- Had he been the victim of mistaken identity? A neighbor on Beaver Street told police that he believed HE might have been the intended target, as he claimed he had been receiving threatening letters before the murder. The two men had similar builds.

The coroner's verdict was "Death from gunshot wound in left chest, inflicted by person or persons unknown". However, "in left chest" may have been a typo; the coat that Farwell was wearing when shot, and all of the newspaper articles indicate he was shot in the back.

Eight decades later, questions remain: Who were the "kids" that Farwell stated had shot him? Who was R.G.? Who murdered Marcus Farwell?

West End... continued from page 3

The DeTurk Round Barn survives today due to a group of dedicated Park and Recreation staff, West End residents, and others committed to save it. The latter spoke on the floor of the State Capital in Sacramento requesting preservation funding. The State appropriated funds, and in 2010, the City opened the renovated Round Barn, available to rent for private events. On occasion it is open to the public. While the interior no longer has horse stalls, it is an amazing space worth visiting, as is the entire neighborhood.

The HSSR is hosting a walking tour of the West End Historical District on Saturday, May 26. Reservation is required and space is limited.



Left:
The restored
DeTurk Round
Barn in Santa
Rosa's West End
Neighborhood,
present day

First 100 Years... continued from page 1

all needed books and equipment were destroyed in the fire. Conditions were bad, and again, the institution's future was at risk.

The students' spirit would prevail. It was during this rough time that the undaunted student body managed to absolve the debt they had incurred and decided to publish an annual, named the "Bear Cub." Like all other junior colleges in the state, SRJC was placed under the direct supervisor of the University of California, boasting its proud Golden Bear mascot. The Bear Cub was an obvious choice. This was a small band of high-spirited, motivated, and academically capable students — the college entrance requirements were then identical to those of the University of California.

However, from that spring 1921 shake-up a lasting leader would emerge. Floyd P. Bailey, was elected Dean of the college. Bailey had thus far been the head of the college Physics Department, having arrived from Tamalpais High School where he taught Physics and coached athletics. Bailey would hold the position of Dean for 13 years, until elected as SRJC's first President in 1934. His Presidency would endure nearly 23 years until his retirement in 1957 when he felt his "job was done". Bailey's tireless energy and contribution to the growth and success of the college is honored through the dedication of the athletic stadium, Bailey Field, and the administration building, Bailey Hall.

By May of 1923 the Board of Education approved plans for the new high school on Mendocino Avenue. Complete by the fall of 1925, the students again shared space, and conflict. However, that year was the first that commencement ceremonies were held separately.

The opportunity to create a separate district for the junior college had been made possible by 1921 legislation. Now meeting the minimum requirements to form such a district, the 1927 voters approved the Junior College District. The college then qualified for state funding of \$2,000 plus \$100 per student in average daily attendance. Nine years after the first classes commenced, the college was semi-independent from the High School and envisioned a future.

The creation of the Junior College District meant the voters needed to elect a Board of Trustees. Committees were formed to select potential trustees the Chambers of the attending Santa Rosa and Analy districts could endorse. College administration impressed upon the committees, the need to attract individuals who were "able, interested, independent, influential people who had exhibited previous interest in the college," recalled Floyd Bailey in his memoir, 'A Personal History.' The five-man team would have significant power to shape the future of the college. The first board, and those who would replace, and join in the fifteen or so years that followed, would later be credited with the long-standing academic prowess that SRJC would earn and maintain through its first 100 years.

The 1930s and 1940s would continue to challenge the college's path to continued success. The stock market crash of '29 and The Great Depression would drive students into college without prospect of employment — an education/economy reality that continues today. Despite enrollment increases, interest and the value of education plummeted as doctors, lawyers, teachers, and engineers suffered job loss equally. The college educated stood in the same work relief lines as blue-collar workers. Motivation in and out of the classroom suffered.

The State Legislature had fortunately amended the entrance requirements pertaining to the junior college system just prior to the Great Depression. The function included vocational training, cultural self-improvement, and community serving, in addition to the previous single-focus on four-year college preparation.

In 1930 the 40-acre parcel that would become the college campus was owned, half by the City, and half by the Chamber of Commerce. The parcel was to be a park honoring the late Luther Burbank. It was covered with oak trees and wildflowers and lay unused. The Board obtained ideological permission from Mrs. Burbank to develop the land into the college campus. Adjacent to the new high school it was deemed ideal. The student body, numbered at 300, was cramped sharing space at the high school. Trustee Tauzer's donated legal expertise proved invaluable to the lengthy process of transferring the land to the college. Living at Elliot and Mendocino Avenues, Dean Bailey paced the parcel each evening, foot-plotting out the campus buildings, paths, roads, and athletic fields.

And while Dean Bailey planned and plotted, Trustee Tauzer succeeded in transferring the Chamber's 20 acres to the college by June 1930. The City had not yet determined a path to donate their portion and problems remained as some wanted it to remain as Burbank Park. Still, the Board began obtaining general campus building plans from architects. By September a solution for the remaining 20 acres was secured — the Board agreed that no buildings would be erected within 350 feet of the Mendocino Avenue border, retaining the park-like atmosphere which remains today.

Louis Halvorsen was selected to build the first permanent structure, which would become Pioneer Hall. His low, winning, bid was \$39,137. The 300 students would occupy the unfinished building by April of 1931, making the first time the college had a home of its own. All aspects of operations could finally be elevated to the college level.

W.H. Weeks was hired and began on the science building, which would become Geary Hall. Geary Hall, completed 1932 for \$36,700, was on the site currently occupied by the Frank P. Doyle Library.

The 1930s would become the greatest period of expansion in college history. What would become Tauzer Gymnasium, Bussman, Analy, and Garcia Halls, and Burbank Auditorium were all completed in the 1930s.

The Depression deepened. Roosevelt's New Deal contributed to Analy Hall, Burbank Auditorium, stadium bleachers and employed labor on campus digging drainage ditches, and landscaping, all projects funded through the PWA. Federally provided surplus food was served in the cafeteria to reduce costs. Projects were pieced, spaces shared, opened before full completion, absent heating systems, and lacking needed equipment. On one hand construction moved rapidly, and on the other, everything seemed incomplete.

The 1940s rapidly reversed the enrollment growth as students and faculty joined the war effort. Enrollment had peaked at 1,012 in the fall of 1940 and plummeted to 235 during the war. Again, efforts and programs shifted to meet the need. The Aviation Program was developed, peaked, and moved by the government to Nevada. The Nursing Program was a response tied to the changed community educational needs in view of WWII.

And so it has been, decade by decade for the first 100 years. Citizens' confidence wavered. Like the conflict and its resolution, attendance rose and fell. Shake-ups occurred and great leaders emerged. Individuals possessing tremendous vision tirelessly worked toward success while new unimaginable challenges surfaced. Great challenges required great vision and endurance. Students and faculty worked toward a shared dream. Adjustments were continually made as the college adapted to changing needs. Pride spread from one generation to the next, purpose evolved, and progress was made. And so it will surely continue for the next 100 years.



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