

est. 2012

Historical Society of Santa Rosa

Upcoming HSSR Events

October 8: Annual History Hunt
October 18: Railroad History Event
TBA: Story Behind the Story: Little Known Law Enforcement

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Stranger than Fiction: My Train Trip to Santa Rosa

by Alice Richardson

When my father died in October of 1951, we lived in Altoona, Pennsylvania in a large, brown house at the bottom of a hill. It was three-stories with a large backyard and was within walking distance of my elementary school. I lived with my father and mother, my sister, an aunt and my grandfather.

Back then, Altoona was a Pennsylvania Railroad company town and had the country's largest locomotive repair facility. The area is home to the famous "Horseshoe Curve," U-shaped rails that hug the Allegheny Mountains between Harrisburg and Pittsburgh. During World War II, the span shipped tons of supplies and equipment and thousands of troops both east and west. Books have been written about the military guarding the railroad 24/7 because the Nazis said it was one of their top three U.S. targets.

Many of Altoona's citizens, including my father and grandfather, worked for the railroad. They both worked in the Round House. In an on-the-job accident, my grandfather lost most of one finger. Two of my aunts worked as operators for the railroad switchboard. Numerous cousins also worked there.

Two of my mother's high school friends moved with their husbands to California after the war. One, Jane Ebright Phillips, moved to San Francisco before settling in Santa Rosa. Vernon, her husband, worked as banquet manager at the St. Francis Hotel. Later, in Santa Rosa, he was the food and

beverage manager at the Flamingo Hotel. They lived on Spring Creek Drive in the Montgomery Village area.

The other friend, Jane Cunkle McCloskey and her husband Richard, also moved to Santa Rosa where he operated a successful custom cabinetry business. They lived on Sullivan Way, just off Montgomery Drive.

After my father died, followed shortly by my grandfather, the two friends urged my mother to come to California to visit. She and her sister decided to go. So the two sets of sisters, Mom and her sister, and my sister and I, boarded a train in Altoona in the summer of 1952 and headed west.

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

Pedersen's and Early Undertakers

Frequently, household furnishing stores offered burial service and supplies. Supplies included burial "rakes" and coffins, and services included "dressing the body." Funerals, often a social event, included a viewing of the body in the family parlor for visitors until the burial ceremony.

Over time, furniture stores added parlors that replaced those in the home. Such stores delivered heavy furniture and other items, allowing them to match the needs of a funeral service. Their black horses indicated the wagon was transporting a deceased. Passersby removed their hats and bowed their heads in respect for the dead and the mourners. White horses, on the other hand, indicated delivery of furnishings was underway.

In 1892 J.C. Pedersen, a Danish immigrant and cabinet maker, opened a furniture store in Santa Rosa at Fourth and A Streets. A 1902 advertisement shows "Furniture, Carpets, Linoleum and Undertaking Supplies." The 1906 earthquake destroyed the store, and the Santa Rosa Mall now occupies the space.

Descendents of J.C. Pedersen today offer fine home furnishings to Santa Rosans at their Fifth Street store.



Northwestern Pacific Railroad Depot was built in 1904

Sonoma County Library

President's Message

by Staci Pastis, HSSR President



In September the Historical Society of Santa Rosa released its documentary, "Santa Rosa: The Chosen Spot of all the Earth." The title honors the phrase Luther Burbank used to describe our fair city. The documentary is the brainchild of Don Cambou and Mike Grace.

Cambou grew up in Santa Rosa, graduated from Santa Rosa High and retired in the area after living and working in Los Angeles. He became an acclaimed television writer, producer and director, notably for Modern Marvels, a series for the History Channel. Upon returning to Santa Rosa, his thoughts turned to a record, a documentary of his home town, thus the movie.

Cambou worked with Grace, past president of HSSR, to raise funds and support for the undertaking. Grace has deep roots in Santa Rosa—think Grace Brothers Brewery, an integral part of the city's past. Grace is also a Santa Rosa High graduate.

Some people thought the film a crazy idea but the two saw it as a way to document history and all that is special about this place we call home. They were a perfect partnership, bringing together technical know-how and community support to create a gift to Santa Rosa and its residents.

To celebrate, the HSSR sponsored two showings at the Roxy Theater. The second was added because the first was quickly at capacity. The premiere on September 13 was a time to celebrate Santa Rosa's history and to come together. Attendees enjoyed a wine and beer reception, popcorn and question and answer period with Cambou and Gaye LeBaron. It was a great way to celebrate Santa Rosa and even to learn something new.

The HSSR received incredible support from businesses that helped make the premiere a success. Thanks go to the Roxy Theater and the Tocchini family for donating screens for two showings of the film, to Trione Vineyards and Tom Mackey Cellars for wine and Lagunitas Brewery for beer.

Of course, HSSR members were notified first about the film, and the society thanks those who came to support the endeavor. If you did not see it, DVDs will soon be available on the HSSR website. You can view the trailer there as well. It is truly a wonderful film, professional, engaging, and one not to miss.

You also won't want to miss the HSSR's next events, the Great Santa Rosa History Hunt and the Train event, both coming in October.

I thank you for your continued support, which allows the HSSR to sponsor great events. We couldn't do it without you.

In celebration of all that has come before,

Staci Pastis, President

HSSR Welcomes New Members

Ron Babbini
Doreen Bacon and Mark
VonTagen
Jeanne Behler
KC Casement
Wes and Carol Daniels
Gail Ellestad
Gail Fadenrecht and Walter
Flom
William Finkelstein and
Mary Mack
Carol Guanella
Lynn Heyer
Douglas Johnson
Martha Keegan
Andrew Kleist
Ron Kristof
Scott Minnis
John Noonan and Anne
Fadenrecht
Janis and John Oatham
E.C. O'Malley
Gail O'Neal
Elva Pringle

Deborah Ramos
John Renfree Family
Bill and Mary Louise
Reinking
Heather Rosales
Bernard Schwartz and
Michelle Audrey
Nancy Simpson
Danny Taub and Kora Smith
Sharon Smith
Tim Tesconi
Mark Trione
Sonoma State University
Library

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

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Stranger than Fiction, continued from page 1

I was only five at the time but remember the trip as if it was yesterday. What an adventure! We had a sleeping compartment, and every night we'd wait as the porter made up the room. My sister and I slept in the top bunk, and my mother and aunt in the lower.

I remember eating in the dining car, playing card games, the clickity-clack of the rails, the changing topography and the cavernous Union Station in Chicago.

I remember very clearly the train arriving at the Northwestern Pacific Railroad depot in Santa Rosa. We stayed with the McCloskeys, whose house was the only one on Sullivan Way although another was being built.

I remember the new shopping area called Montgomery Village where wagon wheels were propped up against the sides of the buildings. I remember a picnic in Armstrong Woods where I was stung by a wasp. We went to the Pacific Ocean. My sister and I played with the McCloskeys' two cocker spaniels. We visited San Francisco and rode a cable car to Fisherman's Wharf. We went to Twin Peaks, Gump's, the Cliff House and Golden Gate Park. It was quite a summer!

Today I have worked at the Visitors' Center in Railroad Square in the former train depot since 1997. Talk about karma! Who knew a five-year old girl, years later, would be welcoming visitors to Santa Rosa at the first place she saw the city as a visitor herself?

Movies Filmed In and Around Santa Rosa*

(either completely or partially)

The Moneymaker	1921
Braveheart	1925
Shadow of a Doubt	1942
Storm Center	1956
Pollyanna	1960
The Birds	1963
American Graffiti	1973
The Goonies	1985
Peggy Sue Got Married	1986
Howard the Duck	1986
Die Hard 2	1990
Flatliners	1990
Basic Instinct	1992
So I Married an Axe Murderer	1993
Scream	1996
I Know What You Did Last Summer	1997
Inventing the Abbotts	1997
Lolita	1997
Rumor Has It	2005
Bottle Shock	2008
Mothers and Daughters	2016
13 Reasons Why	2016

* Incomplete list? Perhaps.

Submit your articles for the HSSR Newsletter!

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

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

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

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

History Hunt and RR History on Horizon

The third annual HSSR Great Santa Rosa History Hunt will this year be held in the Rural Cemetery on **October 8** at 10 am. As in the past, clues will be available to participants, this year to 16 historical gravesites. The first hunter to locate all the sites and return to the start will win a \$50 cash prize. A donation of \$10 is required to participate. For more information and to make a reservation, email historicalsocietysantarosa@aol.com.

On **October 18** the HSSR and the Northwestern Pacific Railroad Historical Society (NWPRHS) will jointly sponsor a celebration of the railroads that once crisscrossed Santa Rosa. The event will include tours of Santa Rosa's historic train depot at the foot of Fourth Street from 3:30 to 5:30. A presentation and discussion moderated by Gaye LeBaron will follow at the Sixth Street Theater. Admission is free, but attendees must register in advance. Telephone: 707-321-4792 or email nicktipon@comcast.net

Tocchini Family Rooted in SR Movies

by Mike Daniels

In the past, Saturday matinees at the local movie theater could be a headache for the theater manager because of boisterous kids. Horseplay and noise once were almost the norm for kids at the movies on those afternoons. Daniel Tocchini remembered those times, chuckling as he recalled that he was “kicked out of the California for seven years” because of his behavior.



The Analay Theater was torn down to make room for a Safeway
Sonoma County Library

But he matured and, ironically, ended up owning that theater. Today, he works to ensure that all ages of movie goers will enjoy the viewing experience at his theaters. His roots in the movie business, interestingly, go back further than the day he was banished from the Cal. They lie at the very beginning of the movie experience in Santa Rosa.

The movie as entertainment first emerged in the U.S. in the 1890s, and the first theater, the Nickelodeon, appeared in a Pittsburgh, Pennsylvania storefront in 1902. By 1908 thousands of storefronts across the country contained the five-cent

admission devices. The new technology was an immediate success.

Santa Rosa's Nickelodeon also opened in 1902, and as movies improved in quality theaters followed with their own enhancements. Tocchini's father, also Dan, built the Strand Theater on the corner of Fifth and Davis in 1924 and found himself in the movie business when the owners left town owing him for the construction.

The elder Tocchini was so involved with the operation of the Strand that he even played the organ during the showing of silent films. But he understood that movies with sound were the future and quickly installed necessary equipment in his theater. Movies with sound were popular so quickly that lines waiting for admission to the Strand stretched around the block. Events such as “Dish Night,” a giveaway of dinnerware place settings, and a drawing for a couch each week encouraged attendance.

Movie production companies—United Artists, Loew's (MGM) and Warners—were also quick to see the financial advantages of owning theaters, so they began to buy them. In some cases they paid successful independents to shut their doors. Such was the case with Tocchini. United Artists paid him to close the Strand.

But the movie business was instilled in Tocchini. He moved west to Sebastopol and built the El Rey on South Main Street. After the Korean War, he decided to build a subdivision and developed Belmont Terrace at the northern edge of Sebastopol. Ahead of a wave in construction, the houses didn't sell well at first. Advised to put people in them to make the area attractive, Tocchini sold to family members, including his son, who was just out of the army.



The former El Ray Theater became home to a furniture store
Sonoma County Library

The younger Dan joined the business when he bought a half share of the Analay Theater on Sebastopol's North Main. Before his father retired and turned the business over to him in 1957, it included the Mystic in Petaluma and the Rose, Empire and Roxy in Santa Rosa—in addition to the Sebastopol theaters.

In 1972 Dan established the Tocchini family company that would become today's Santa Rosa Entertainment Group, a circuit of theaters that stretches from Southern California, through the Peninsula and the East Bay to Santa Rosa.

Currently, the company builds and refurbishes theaters, turning them into comfortable multiplex operations. Plans are in the works to remodel the theaters by reducing seating but adding enhancements that will increase attendance. One

interesting element concerns reserved seating in which patrons can go online and pick the comfortable, reclining seats where they'd like to sit. A walkup would choose from unreserved seats, if any were available.

Technology, sound and three dimension revolutionized the movies, and the advent of digital promises to do the same. The Tocchini family is poised to remain at the forefront of entertainment change.

Where the Rail Cars Arrived: Santa Rosa's West End

by Kelly Carrillo Fernandez

Upon hearing the whistle across Santa Rosa in 2016, one can imagine the arrival of the first rail cars in 1870. The West End Neighborhood received visitors to the agricultural town north of San Francisco and exporting of crops began. The San Francisco and North Pacific Railroad (SF&NP), called the Donahue Line, connected the two. The depot area became a hub of transportation, commerce and social activities.

Hotel LaRose operated a speakeasy during the prohibition era and neighbored the depot. Restaurants such as Guidotti's (later Michelle's and now Stark's Steak House) provided a home away from home for regular patrons. Lena's (DeMeo teen club "Chop's") was the first night club. Reminiscent of the early Italian community, a bocce court remains at DeMeo Park on Polk Street. In 1871 a roller skating rink on Fifth Street was a social center, providing activities for Santa Rosans.

Horse racing was a popular pastime for the men. Julio Carrillo sold his Third Street Union Livery Stables to J.P. Clark in 1859 and in 1880 a grandstand for 500 spectators stood. Issac DeTurk's round barn was built for his race horses. The rail connected owners, breeders and gamblers in and out of town. Over the years, enthusiasts included notables like Robert Crane, George Trowbridge, George Guerne, Guy Grosse, James Summerfield, William Finlaw and Manville Doyle. The list reads like a local map.

Santa Rosa's "Original Town" map of 1854 established First to Fifth and A through E streets. Clark's Addition arrived in 1870 with the SF&NP and Sixth through Eighth, Washington, Davis and Wilson streets. J.P. Clark was 1860s town sheriff, racetrack and stagecoach owner.

Washington Street is believed to honor George Washington. Davis and Wilson Streets could be named for pioneers developing early additions; however, neither they nor others by the names uncover historical significance meriting important streets honoring them.

Another theory for Davis and Wilson streets arises. Confederate sympathy and Civil War era tension in the county are known. Many pioneers arrived from southern Democrat states. The first United States president is honored with Washington Street while Jefferson Davis, the first and only Confederate States president may be honored with Davis Street. In 1865 Union Major General James H. Wilson led "Wilson's Raid," capturing Davis, ending the war. The curious name

connection continues with Santa Rosa's Union Militia, the Washington Guard. Sheriff J.P. Clark, a Tennessee Democrat, may have been referencing the Civil War through street names.

Residential developments continued to form the area near the railroad depot. Six years and several additions later, H.T. Hewitt's and Boyce's additions arrived on the west side of the tracks. Hewitt's streets were named for presidents John Adams and/or his son John Quincy, Thomas Jefferson, James Madison and James Monroe. Monroe Street was later renamed for James Polk.

Hewitt Street was Eighth Street until 1896 when Eighth shifted northward, connecting to Eighth across the railroad. In addition to developing real estate, H.T. Hewitt owned 160 acres of timber near Guerneville, estimated to produce 10 million feet of timber.

The Boyce Addition continued numbered streets until Boyce and Decker Streets were inserted, shifting Ninth north to replace Green Valley Road and match Ninth east of the railroad. An origin for Decker Street could not be uncovered.

Boyce Street is named for Santa Rosa's first physician, John F. Boyce. His practice began as he tended his store and public house in Franklin Town, Santa Rosa's predecessor. Accidents and the epidemics of smallpox, typhoid and diphtheria required his attention during the second half of the nineteenth century. A hardy pioneer, his full-time assistant was known to be a bottle of whiskey.

Donahue Street honors Colonel Peter Donahue, who is credited for the extension of the SF&NP north to Santa Rosa in 1870. He "won" the right to build the rail from Petaluma. Trade and commerce exploded and tourists from San Francisco began with the ten miles of track laid by his Irish crews.

Donahue Street is home to the restored DeTurk Round Barn, an icon of the early years. Issac DeTurk, a wine industry pioneer, was among the first to appreciate the valley's climate and soil as ideal for growing wine grapes. He sold his first crop from Belle Mount Vineyards at the base of Bennett Peak and produced the first DeTurk wine from the second crop. He purchased a fire damaged winery near the depot and bought grapes. The 1870s depression hit the industry hard, yet DeTurk encouraged perseverance and planting. His foresight paid off.

When the Rail Cars Arrived, continued on page 11

Santa Rosa in the 1900s

1900 Average farm size 213 acres. Santa Rosa creates first zoning ordinance. Two of Santa Rosa's 26 lawyers are women—Luda Barham and Frances McGaughey Martin. Both are former teachers.

1901 George Schelling gives up manufacturing automobiles in favor of selling Oldsmobiles (\$650). Fred Wiseman sells REO autos. Anti-Saloon League formed. Ursuline Academy chartered as college, offers liberal arts degrees until 1936. California Gas and Electric (forerunner of PG&E) installs new poles and rewires town. Dog pound installed on First Street.

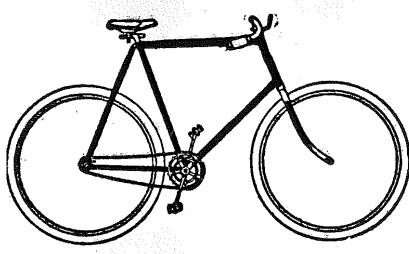
1902 Because of complaints, cattle drives discontinued from Southern Pacific depot on North Street down College Avenue to Noonan's Meat Market at Northwestern Pacific Tracks. Santa Rosa Labor Council organized. City installs sewer system, abandons septic tanks. Sunset Telephone Co. installs offices on Third Street. Buffalo Bill's Wild West Show plays Santa Rosa.



Frances McGaughey, one of two female lawyers in 1900
Sonoma County Library

1903 Southern Pacific Railroad buys Northwestern Pacific. Press Democrat publisher Ernest Finley's partner Charles Dunbar elected to state assembly. Salvation Army constructs building on Main Street (today's Santa Rosa Avenue) between Second and Third. Fire destroys railroad depot, Western Hotel and several homes. Gas plant built on First Street. Northwestern Pacific Railroad incorporated.

1904 Carnegie Library dedicated (collapses in '06 quake).



New and
Second-
Hand
BICYCLES
Repairing
and
Supplies

Cordingley's Cyclery
Native Sons' Bldg. Phone 313 R

SRHS Echo, 1911

1905 Street railways converted from horses to electricity. Petaluma and Santa Rosa Railroad purchases them. The lines run from Plaza out Fourth Street and up Humboldt to Benton, and south along Santa Rosa Avenue to the fairgrounds and west to Olive Street. Battle of Sebastopol Avenue between steam and electric railroads over crossing, decided in favor of electric. Walter Nagle signs with L.A. Angels of Pacific Coast League, pitches several years. Plays also for Pittsburg Pirates and Boston Red Sox.

1906 April 18 earthquake reduced most of Santa Rosa to bricks and mortar. One hundred people die. Fires increase death and damage. Recovery begins almost immediately. New steel-reinforced courthouse proposed. Plans for pavilion and convention center are abandoned. Nearly 1,000 telephones in Santa Rosa.

1907 San Francisco and North Pacific Railroad becomes Northwestern Pacific, a partnership with Southern Pacific and Santa Fe. Local banks survive statewide panic.

1908 1884 courthouse cornerstone rechisled and set in place for new structure. Bertoli Bros. Macaroni and Grace Bros. Beer back in business after quake. Joe Grace becomes president of Pacific Coast Hop Growers' Union.

1909 Ben Noonan drives Stoddard-Dayton automobile to victory in first California Grand Prize Race. California Packing Corporation cannery burns. State Building Trades Council praises Santa Rosa as "union town." Louis Juilliard elected to state assembly.

1910 Fire destroys Santa Rosa Shoe Factory. Post Office built at Fifth and A Streets. Herbert Slater elected to state legislature, serves two terms, then elected to state senate and serves until death in 1947. Santa Rosa population 7,817, 1,000 less than in 1900.

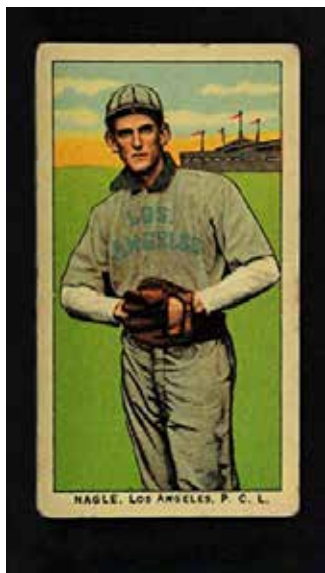


Ursuline Academy offered liberal arts degrees for many years

Sonoma County Library

United States in the 1900s

- 1900 U.S. currency placed on gold standard. Carrie Nation demolishes saloons. Population 76,212,168—21% increase since 1890. Galveston hurricane kills 8,000, 135 mph winds. President William McKinley elected to second term, Teddy Roosevelt to vice president. J.P. Morgan founds U.S. Steel. Work begins on New York subway.
- 1901 Spindletop, Texas oil discovery. American Baseball League now considered major league—Baltimore Orioles, Boston Americans, Chicago White Sox, Cleveland Blues, Detroit Tigers, Milwaukee Brewers, Philadelphia Athletics, Washington Senators. McKinley assassinated, T.R. becomes president. Cuba becomes U.S. protectorate.
- 1902 First Rose Bowl football game—U of Michigan 49, Stanford 0. Cuba gains independence from U.S. Air conditioner invented. American Automobile Association (AAA) founded. First movie theater opens—in L.A. Andrew Carnegie donates \$10 million to establish Carnegie Institute.
- 1903 Wright Brothers first flight. “Great Train Robbery” movie opens. Ford Motor Company founded. First World Series—Boston Americans beat Pittsburgh Pirates, five games to three. Big Stick foreign diplomacy. Department of Commerce and Labor join presidential cabinet. Jack London publishes *The Call of the Wild*. Bob Hope and John Dillinger born. First cross-country auto trip—San Francisco to New York.
- 1904 Cy Young pitches first perfect game—Boston Americans vs. Philadelphia Athletics. T.R. wins presidential election. Field tractor, heavy agricultural machine invented. Daytona Educational and Industrial Training School for Negro Girls opens. Louisiana Purchase Exposition in St. Louis. Ice cream cone invented.
- 1905 Rotary Club founded. City of Las Vegas formed, 110 acres. Lewis and Clark Centennial Exposition in Portland.
- 1906 San Francisco Earthquake in April. Santa Rosa leveled, most damage per capita. Intercollegiate Athletic Association formed to set rules for amateur sports, becomes NCAA in 1920. Devils Tower named national monument and Mesa Verde becomes national park. Pure Food and Drug Act passed. First presidential trip abroad as Teddy Roosevelt inspects Panama Canal. Antiquities Act passed,



Walter Nagle's Los Angeles Angels baseball card
Sonoma County Library



The steel reinforced courthouse goes up after '06 earthquake
Sonoma County Library

gives presidents power to name national monuments.

- 1907 Charles Curtis, first Native American senator, takes office. Financial Panic and Depression. RMS Lusitana launched. Oklahoma becomes 46th state. Great White Fleet begins world cruise.
- 1908 Tradition of dropping a ball at the New Year in Times Square begins. Muir Woods, Grand Canyon and the Pinnacles named national monuments. First passenger airplane flight. First Model T. William Howard Taft elected president.
- 1909 Robert Peary reaches North Pole. Clyde Barrow and Barry Goldwater born. Frederic Remington and Red Cloud, Oglala chief, die. U.S. Army buys first airplane. First auto race at Indianapolis Motor Speedway. Oregon Caves made National Monument. Zion National Park. Alaska-Yukon Pacific Exposition in Seattle. Vic McDaniel and Ray Francisco, two SRHS students, bicycle 1,000 miles to the exposition. Their adventures recounted in *Two Wheels North*, by Evelyn McDaniel Gibb.



Stoddard-Dayton races to victory, note lack of safety barriers
Sonoma County Library

Plenty of Early Entertainment Choices

by Mike Daniels

What do indoor plumbing, a safety match, a paper clip and the vacuum cleaner have in common? These disparate items are examples of a slew of late nineteenth and early twentieth century inventions that eliminated much of the drudgery of people's lives.

They resulted in something new—leisure time. Because of that, Santa Rosans as participator or spectator found opportunities to enjoy a number of entertainment options. New activities and inventions were developed at what must have seemed for the times breakneck speed. With increased free time, Santa Rosans and the rest of the country embraced all forms of activity. If there was something happening, people were there to do it or see it.

While the movie had been developed in the 1890s and was certainly technologically fascinating, it wasn't really an attractive option until the 1920s or so even though the Nickelodeon, the first "movie



Costumed children at McDonald Avenue Rose Parade party
Sonoma County Library

theater" opened in 1902. By the '20s, one could choose among several theaters for films.

Consider also the bicycle. It freed people from the burdens of horse-drawn transportation. It also provided the rider with the opportunity to enjoy the sensation of speed. In 1895, bicycle racing was so popular that the Santa Rosa Wheelmen constructed a dirt track at the north end of McDonald Avenue. Four years later, Ben Noonan on his bicycle won a race with the train from Santa Rosa to Sebastopol.

Noonan and Fred Wiseman (later to carry the country's first air mail--from Petaluma to Santa Rosa) were known to speed about on bikes, autos and airplanes. In 1909 Noonan drove a Stoddard-Dayton to victory in the California Grand Prize Race.

The Rose Festival, begun as the Rose Carnival in 1894, brought great numbers each spring to downtown Santa Rosa to take part in activities and to watch the parade. Special trains brought people from as far as San Francisco.

Probably rivaling the Rose Carnival in attendance was the circus. Different circuses came to Santa Rosa as early as the late 1850s, but Ringling Brothers was the big one. That show came to town regularly for 20 years beginning in 1903, unloading its cars at the train depot on North Street and transporting equipment and animals along city streets to the Big Top. The circus so enthralled the town that Santa Rosa High School let classes out early and began the extra-curricular activity known as "Circus Days."

Buffalo Bill's Wild West Show first arrived in 1902 with its reenactments of the Rough Riders and San Juan Hill and other feats of daring. Bill came again in 1910.

Horses, particularly trotters, achieved a share of local and national fame. Lou Dillon, owned by Henry Pierce, broke the mile record by covering the distance in less than two minutes. Sonoma Girl, owned by S.B. Wright, also earned large amounts of fame. The local track became a favorite racing spot for horsemen. The city, aware of the money they spent while in town, allowed bars to remain open past midnight.

Base Ball (the term not compounded until 1922) first appeared in Santa Rosa in 1861, and by 1900 the sport involved large numbers of young men. Many businesses sponsored teams in a town league. Walter Nagle organized and managed a number of them. In 1903 the Santa Rosa Nine, with Nagle as "captain," joined the Central California Baseball League. By 1909 Nagle signed with the Los Angeles Angels of the Pacific Coast League and later played with the major league Red Sox and Pirates.

Football, too, became popular--primarily at high schools, although the semipro Santa Rosa Bonecrushers with Ernie Nevers on hiatus from the professional playing field was a dominate gridiron force in the late '20s. Games attracted capacity crowds at the town's only football field, Santa Rosa High School.

Track and field, one of the most popular sports in the early part of the century, was almost completely a male activity at schools and



Rose Parade Float, note the heavy use of flowers
Sonoma County Library

community events. In the public schools, dance was about the only physical activity for girls. But boys and young men, on the other hand, ran and jumped and threw in intra-school meets and in games hosted by service clubs and by Sonoma County cities and towns. A number of track clubs, such as the Petaluma Spartans, were popular.

Basketball, far different then from today's fast-paced game, was played by both sexes. Both games were often low-scoring affairs, and girls were prevented from running the length of the court and could dribble the ball only a restricted number of times. Boys, however, could run and sweat all they wanted even though the jump shot, the hook and the dunk hadn't come into play. Most shots were two-handed from a set position.

Golf early on had a difficult time attracting players. The first links, a nine-hole course playable only by invitation, was in operation in Roseland in the early 1900s. But when the Santa Rosa Golf Club opened its hilly nine holes on Los Alamos Road in 1920, the game became very attractive.

Athletics weren't popular just with males. The Santa Rosa Girls' Tennis Club was organized in 1905, playing first on the court at the

Overton house on Cherry Street and then at a court built at the south end of McDonald Avenue, about where it meets Fourth Street. Earlier, in 1902, women had organized the Physical Culture Club.

Ping Pong was popular in beer gardens by 1902, including the Grace Brothers Park on Fourth Street.

Athletics also weren't the only game in town. Mental exercise played a part in the new leisure time. The Chautauqua Circuit in 1916 included Santa Rosa and brought with it lectures, dramas and concerts. Such notables as William Jennings Bryan, Edgar Bergen and his dummy Charlie, Helen Keller, poets Carl Sandburg and Edwin Markham and Senator Alben Barkley (later, Truman's vice president) all drew large audiences.

The Athenaeum at Fourth and D also hosted theater, lectures, opera and other "learned" activities and was quite a popular venue—until it collapsed in the '06 quake.

All in all, early Santa Rosans enjoyed a number of choices to fill their new and welcomed leisure time in the early twentieth century.

John Greeott: Apartments, Winery, Theater

by Denise Hill

Born Giovanni Griotti in the Piedmont area of Italy in 1868, John Greeot Americanized his name when he came to the United States in 1889. He was 21 when he arrived in Santa Rosa where he worked at chopping wood and in the vineyards until he saved enough money to purchase some land on Alpine Road (off Calistoga Road) where he planted grape vines.

There, more or less by accident, where he opened Alpine Winery. A friend in Tonopah, Nevada operated a bar and ordered some wine from Greeott. The friend liked it as did the bar patrons, so he ordered more wine. That started the winery, small in scale and crude in fashion by today's standards.



The California Theater, torn down for a shopping mall
Sonoma County Library

By 1911, the winery had grown to the point a larger facility was needed. That was built at 15th and Stewart streets, a location that reduced the trip from eastern Santa Rosa and eliminated the need to navigate the steep grade of Calistoga Road. The winery consisted of two large buildings, one for fermenting and storage, the other for storage, processing and shipping.

Greeott brought grapes to the winery from the Sonoma Valley on freight cars. (The cars were open, slatted cattle cars that were cleaned before grapes were loaded.) A Southern Pacific Railroad spur ran between the two buildings with a platform used to run the grapes into the crusher. A tilt-down ramp crossed the driveway and was used to roll barrels into freight cars for shipment. Alpine Winery shipped many freight car loads to the East Coast using this method. The winery had a capacity of more than 200,000 gallons.

Kanaye Nagasawa, one of the first Japanese to immigrate to California and the winemaker at Fountain Grove, was a regular customer at Greeott's winery.

The onset of Prohibition in 1920 caused Greeott to abandon the wine business. But before he did, he publicly declared, "If I cannot drink my wine any more, I will eat it." He did so by pouring wine over the bread he took with him for lunch when duties kept him away from home. His statement made the front pages of newspapers at home and abroad, often with the line "Eats His Wine."

Greeott moved on to property development and became one of Santa Rosa's early leaders and developers. In 1923 he partnered with Eligio (John) Storbino to build the finest theater north of San Francisco. Located on B Street, it was first

John Greeott, continued on next page

HSSR Premieres SR Documentary

By Mike Daniels

If you've watched "Santa Rosa: The Chosen Spot of all the Earth," the HSSR documentary about the history of Santa Rosa, you know it's a winner. What you may not know is the film's superb quality is the result of Don Cambou's talents, hard work and interest in Santa Rosa and its history.

Executive producer and Show Runner for 450 episodes of the History Channel's "Modern Marvels," 30 episodes of A&E's "Biography" and "American Revolution" and many other productions, he was before all that a writer, producer and director. Add to that his work with such notables as Ron Howard, Mel Brooks and George Lucas, and a career filled with awards, including a number of Emmys, Cambou celebrates a heady resume. He recently retired to Sonoma County after an accomplished 37 years in the business.

His interest in film emerged early on. Cambou's "happiest times" were enjoying a Saturday afternoon matinee at the California or Roxy theaters of a serial, five cartoons and a double feature. After graduating from Santa Rosa High and UC Davis, he took postgraduate work at CSU Chico where he was influenced by noted documentary producer and film maker Ira Latour.

Then, when the HSSR decided the story of Santa Rosa should be told in film format, former HSSR president Mike Grace talked with Cambou, who agreed the story needed telling. He created a budget and Grace went about raising money. With financing in place, Cambou went to work. He researched, interviewed and wrote for days, much of the effort never making it into the film.

He spent over four hours, for example, interviewing Gaye LeBaron but she appears only briefly. Nevertheless, she and others—including the Press Democrat's Catherine Barnett, Nick Tipon, Don Silverek, Vic Trione, Mike Grace and Mayor John Sawyer, all of whose roots are deep in the story of Santa Rosa—shared their experiences, and Cambou, the professional, captured just the right sound bite and matched it with appropriate photos. The result is a very professional work, enhanced by the narration of Lloyd Sheer, the voice on 400 or so episodes of "Marvels."

"The Chosen Spot" does more than relate Santa Rosa's history. It explains and emphasizes how people and the community shaped time, events and place from the area's prehistory through the 1960s and finally to the present day.

The filming was not without its share of obstacles, however. Cambou found the workload far busier than he was used to. In Los Angeles, his support staff did the legwork, but this time those activities were his. Fact checking, scheduling interviews and conducting them, writing and editing and filming consumed his time. Much of the interview content, while significant, didn't fit exactly with the script, so they were cut. But they weren't tossed into a documentary dustbin. Instead, they were saved for possible future use.

Cambou hopes the documentary will be seen eventually by many individuals and groups because it is a significant work, one that can help solve what is becoming a 21st century psychological dilemma—loss of awareness of individual and communal roots and sense of the self. Cambou believes we are fast becoming walled off from each other, the sense of community disappearing.

The documentary, he says, is not a "gloss job," but one he hopes the quality of which will help restore the sense of belonging through its use in schools, service organizations, museums and even private hands. He noted that many local people were eager to help on the project, from searching for information and photographs and by donations. Those efforts exemplify evidence of a desire to belong.

The result is a valuable work in Cambou's opinion and one worthy of awards. The story the film tells is important, offering a clear vision of Santa Rosa's history and one that should not die after a single viewing. "People need to find it and show it," he said.

The HSSR intends to make it available as a limited run of DVDs. Interested? Go to www.historicalsocietysantarosa.org to see the film's trailer and for more information.

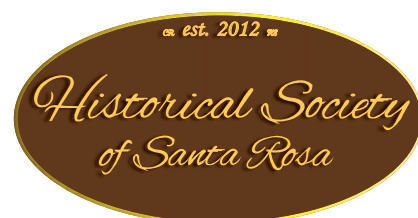
John Greeott, continued from page 9

rate, including room for a nine-piece orchestra. First known as the G&S (for Greeott and Storbino), it became the California Theater in 1930. The first movie screened there was 1923's "The Hunchback of Notre Dame" starring Lon Chaney.

Many Santa Rosans were saddened when the California was torn down in 1977. Macy's Department Store occupies the space today.

Greeott also is responsible for the building that for many years housed the Topaz Room, Santa Rosa first two-story parking garage on B Street and the Grayott apartment building, also on B.

In 1928, Greeott moved from Santa Rosa to retire on property he bought on Chalk Hill Road. He passed away at 74 years in 1942.



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 seven in a series.

Ramona Carrillo de Pacheco de Wilson and Rancho Los Guilicos

Maria Ramona Carrillo was born July 12, 1812 in San Diego, California. She married Romualdo Pacheco in San Diego, and the year was 1827. It was a double wedding ceremony—the other couple was Augustin Zamorano (who later became governor) and his bride Senorita Luisa Argiella. It was a gay wedding and celebration that followed.

Dona Ramona Carrillo de Pacheco and her husband made their home in Santa Barbara. Two sons were born to this couple, Mariana and Romualdo. The happiness ended with the death of Captain Romualdo Pacheco in a challenged single combat.

Dona Ramona de Pacheco married Captain Juan Wilson in 1837. She was beautiful and kind to everyone. She was described as "queenly." Three children (two girls and one boy) blessed this marriage.

The Los Guilicos Rancho was granted in 1837 to Captain Wilson and contained four square leagues on 18,833 acres. This tract of

land lies between Santa Rosa and Glen Ellen. Kenwood is about the center, with Glen Ellen at its southern point. Captain Wilson had a number of very large buildings built on the rancho, and it was managed by a mayordom.

Captain Juan Wilson died in 1860 and his wife Senora Ramona Carrillo de Pacheco de Wilson passed away on December 16, 1888.

On June 16, 1866 the rancho was patented to William Hood and William Pettit.



Ramona Carrillo de Pacheco de Wilson

Maria Carrillo Adobe Site officially recognized by the State as a significant archaeological site

On July 29 the State Historical Resources Commission (SHRC) determined the nomination for the Maria Carrillo Adobe site to be eligible for the National Register of Historic Places. The nomination is submitted by the state to the National Park Service in Washington, D.C. for final review by the Keeper of the National Register of Historic Places. The determination of eligibility by the SHRC automatically lists the archaeological site on the California Register of Historical Resources.

The nomination includes four parcels, three owned by Silicon Valley developer Barry Swenson Builders and one owned by the Catholic Diocese. Both officially opposed the nomination. The site is therefore limited to an eligibility determination for the National Register.

Buildings or sites are determined eligible by the SHRC through four areas of significance, at either the local, state, or national level: Historically significant people, events,

architecture, and opportunity to learn from further study. The Maria Carrillo Adobe site was nominated and approved under people, events, and learning opportunity. Unfortunately, the neglected Adobe structure is deemed 'ruins,' thus ineligible under the Architecture criteria.

The City approved housing development plans for the site in 2005, which includes a city park around the Adobe and public path along the Santa Rosa Creek. Recent archaeological data confirmed an high number of artifacts in the sample area. Much can be learned about prehistory and early California history from further study. Archaeologists, historians, Carrillo and Native American descendants are concerned as the current plan grading could unearth significant cultural deposits, and place residences atop the early California foundation, which some say may have been the next Franciscan Mission. All would irreparably damage the historically significant site and further historical discovery from the site ceases.

When the Rail Cars Arrived, continued from page 5

Agriculture shifted from wheat and grains to fruit and grapes in the next decade, aided by the influx of Italian immigrants. DeTurk Avenue is west of the fairgrounds racetrack where he raced his horses.

Sterling T. "Squire" Coulter, after whom Coulter Street and the addition are named also ran a store in Franklin Town. He served as state master for the California Grange in 1883. His daughter Minnie was the first president of the Santa Rosa Women's Improvement Club and was elected to county superintendent of schools in 1898. The club planted trees along sidewalks and placed signposts with street names on corners.

Prince Street is named for the Prince family, Prussian immigrants arriving in the 1860s. Maurice Prince began in the carpet business and married Petaluman Matilda Lodge. They inherited her father's substantial real estate holdings in Santa Rosa and Petaluma. The one million dollar 1951 trust grew to six million 41 years later. Matilda's will provided that after no less than 25 years the trust would be donated equally to the cities of Santa Rosa and Petaluma solely for parks and playgrounds honoring the family name.

The West End Neighborhood street names truly offer many interesting stories about pioneers of the early railroad era.



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