



Upcoming Events

November 9: Book signing with Gaye LeBaron — History Museum of Sonoma County event

November 13: Atomic Preparedness in the 1950s - HSSR hosted Panel Discussion at Sixth Street Playhouse

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Founded 2012

‘Medicine Man’ Show Visits Santa Rosa

The Medicine Man (Brother Benjamin)

By Alma McDaniel Carrillo

Story told by my 86 year old brother Victor G. McDaniel on June 18, 1975

As a boy in Santa Rosa, I knew all the events that were happening in the town. I was riding my bicycle around town when I saw a horse drawn wagon in front of the Old Court House (many years before the 1906 earthquake). The horse was being prodded along by a man who seemed half-asleep. On the back of this wagon was signs advertising a Medicine Show. This was interesting, so I moved a little closer to the wagon. The signs were sloping up to the center ridge-pole and then down the other side. Everyone on both sides of the street could read it. “Brother Benjamin’s Cure-All”. “That sounds good— how nice.” The place for the show was the old Ridgeway lot that extended from Second Street to Third Street with B Street along the west side. The time was early this evening. I made up my mind I would sure be there. The wagon moved on to the other streets. A little bell attracted the attention along the way.

As I started home I saw many signs that made me doubt if this medical show could improve what was already so highly advertised. There before my eyes was Lydia Pinkham’s Perfect Woman. How could this be improved on? A Little farther down the line I saw this sign “Keep in the middle of the road to Keegan Bros.” I couldn’t buy new clothes — I only had a dime to get into the show tonight. Thank goodness, I had picked the cherry tree for that old lady on Third Street. I had never read all these old signs before — but now I saw “Liver Pills”. I suppose I had a liver but what to take for the liver if it should get sick?

Should I stop to read this beautiful sign that covered one side of



Santa Rosa “Old” Courthouse Square, pre-1906 Earthquake
Sonoma Heritage Collection

the building? I would like to know if the quote “Medicine Man” had anything better. How could I ask questions when I had so little knowledge on sickness? I had always been well and our old family lady doctor didn’t like anyone to complain unless they were really sick.

By this time I came to the bridge. I noticed the sign hanging high on the frame on the bridge — “\$5.00 fine for driving fast than a walk”. I jumped off my bicycle and walked across the bridge.

There was “Watkins Salve” — good for man or beast — Wow! I knew this salve being a dark brown gooey mess that stained all the clothes it came in contact

with. But there was no fear about the healing ingredients. The Medicine Man could not beat that!

In the evening I entered the Ridgeway lot. I could see that I was none too early.

Horses and wagons lined two sides of the lot. The

horses were tied to hitching posts. I saw people walking around and looking at big bottles in front of the platform. I had to see what was in those bottles. The lady standing there said that this was the proof of this medicine. I looked and thought that if the people were cured they would still have some of these parts inside of them. First bottle was a big worm labeled “Tape Worm”. Oh my goodness! How terrible! I saw hearts, lungs and there were livers — so that is what they look like! I begin to feel peculiar in my stomach — did I have a tapeworm? Something was jumping around. I found a seat and quickly sat down. Just then a horse “whinnied”. I jumped about a foot off the chair. I thought for sure it was that worm.

...Continued page 9



Advertising banner for Lydia Pinkham’s medicinal products, circa 1900

HSSR President's Message



Hello everyone. My name is Bill Turner and I'm the new President of the Historical Society of Santa Rosa Board of Directors. I love being involved in the preservation of history. Santa Rosa's rich history has many stories yet to be told, and I look forward to bringing them into the light.

My roots in Santa Rosa and Sonoma County go back to the 1850s when my paternal

third great grandfather, David McCoy, came west from Missouri with family. Upon reaching California, David McCoy went to Redlands to live with his daughter, but his son, my paternal great great grandfather, General (his first name, not his rank) Landon McCoy, settled in the Bloomfield area with his wife and three children. Upon General's wife's death in 1863, he married Carolyn Jones Fine. After a number of "issues," they divorced. McCoy believed he was entitled to some of Carolyn's property yet Judge Pressley disagreed. Seeking revenge, General stalked his ex-wife's lawyer, Alonzo Thomas, and shot

him on the steps of the Sonoma County Court House that was located on our recently reunified Courthouse Square. Thomas survived, and General was sentenced to eight years in San Quentin. He was ultimately pardoned and released in 1882 as the prison doctor judged he was insane. General McCoy was eventually committed to, and 1812 died in, Napa State Hospital.

My father told me that story many years ago. That single story ignited my love of genealogy and history to this day. I've since learned that there are as many aspects to a story as there are story tellers. Somewhere in all those stories is the truth. And that's what makes the study of history so fascinating — having common stories in all of our pasts, and a desire to remember them.

We invite you, our members and our community, to remind us of stories that need to be told. Without you we would not be able to help bring these stories to light through our newsletter and the events that we sponsor for our membership and our community. Feel free to contact us through our website www.HistoricalSocietySantaRosa.org.

Bill Turner, HSSR President

Newsletter Contributors

Kelly Carrillo Fernández
Denise Hill
Ann Galantine
Katherine J. Rinehart
Bill Turner

The HSSR Acknowledges Our Donors:

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**Our events and programs are made possible
through the generosity of our members and
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Welcome New HSSR Members

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Nancy Breazeale
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Become a Member! Join or Renew at:

[HistoricalSocietySantaRosa.org/
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Want to Contribute Content for the HSSR Newsletter?

The HSSR seeks Santa Rosa Centric memoirs and research based
pieces for our newsletter. Contact us at
Newsletter@HistoricalSocietySantaRosa.org for more information.

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Camp Orton — National Guard Summer Camp

by Denise Hill

Located in Santa Rosa, Camp Orton was a temporary "summer camp" location for the California National Guard that operated during July of 1889. The camp was named for the then Adjutant General of California, Brigadier General Richard H. Orton and was located on McDonald Avenue between G and H Streets. However, it wasn't guaranteed that the camp would be in Santa Rosa. Napa County competed with Santa Rosa to sponsor the camp. Santa Rosa had an advantage with the cheapness of the railroad fare, which had been placed at 75 cents per man for the round trip from San Francisco. Napa County, however, was not to be left out, and came in with an offer to make up the difference in the fare if the regiment would encamp there. The railroad fare to Napa was \$1, but the citizens of that city offered to make up a purse and meet the difference so the members of the Guard received round-trip tickets at 75 cents. In June 1889, after considerable discussion on the merits of each location, a vote was taken which resulted in favor of Napa. There doesn't appear to be a record of what caused this decision to be reversed, but less than a month later the Press Democrat reported the following:

Between three and four hundred members of the First Regiment, N. G. O., which is to hold its annual encampment here this week, arrived via the North Pacific at 1 o'clock this morning. They were met at the depot by Company F, and a large number of our citizens whose curiosity, or wish to extend a hearty welcome to the soldiers, proved stronger than their inclination to sleep. As soon as the lines were formed the march to the camp ground on McDonald avenue was taken up. There was something almost fantastic in the midnight march. The hour had much to do with it, but the flickering of the torches, the occasional glitter of polished trappings, the steady tramp, and darkly moving shadows united in producing an effect which the absence of light would make it difficult to transfer on canvas. At Camp Orton everything was in readiness to receive the Regiment. The grounds were lighted by torches and gaily-colored lanterns. In their arrangement the tents differ materially from the plan of three years ago. They are not so far back from the street and occupy a smaller space than formerly. The camp is attractive in every respect, and combines many other conveniences with the advantages of locality. As company after company filed onto the ground the First U. S. Artillery Band enlivened the scene with a patriotic air and it was not long until each tent contained its sleepers and the tramp of an occasional sentry was the only sound which broke the stillness of the bewitching hour.

Therein began a week of activity covered in great detail by local newspapers. The first day there was a dress-parade at 4pm accompanied by the First US Artillery Band.

By day two, visitors were strolling through the camp and sharing "iced water and waffles" with the troops outside their tents. To add to the celebratory nature, a case of champagne was opened at 11am. That afternoon a dress parade was attended by several hundred people and long lines of vehicles cruised along McDonald Avenue. Music was provided by the Third Artillery Band and the day ended with a reception and dancing in Argyle Park till 10:30pm.

As the week passed, guard members amused themselves by naming their tents such names as "Ali Baba" and "Santa Rosa Girls' Home". It was reported that Captain Burdick had an

insatiable appetite for chicken tamales resulting in the entrance to the captain's tent being strewn with corn husks and that "Thomas" the cat was hanging out with Lieutenant Duff.

On Friday, the captains of Companies C and G, composed an excursion party to Mark West Springs. Later that day the troops were reviewed by General Dimond attracting another large crowd, including several hundred local ladies. The final reception that evening was quite crowded with the Parks Band replacing the artillery band which had already returned to San Francisco. Souvenirs were given to the lady visitors and several Glee Clubs provided singing entertainment. The evening ended with dancing and goodbyes as the troops returned, prepared, to San Francisco the next day.

A Short History of the California National Guard

The California National Guard and the history of the First Regiment are nearly concurrent. The First Infantry Regiment was organized on May 18, 1861. Prior to 1860, the California National Guard, existed only as the California State Militia, the principal department of which was the then "First Regiment of Infantry, California Militia." Many men

in the ranks of the several California militia companies which organized between 1849 and 1866, had both military training and experience as veterans of the Mexican War and the New York Volunteers. The first of these militia companies formed in San Francisco under the name of the First California Guard. It was an artillery company, but also drilled in the tactics of the infantry. At the time, such a military organization was not recognized by the laws of the United States. It was simply a state militia and nothing more. In former times the state militia was composed of, and included, nearly if not all of the able-bodied citizens of the state, and two days were set apart in each year as training days. Gradually this term was superseded by those of Light Guard, State Guard, National, and various other Guards. The innovation, it is believed, had its first introduction in New York, and eventually become a popular military designation throughout the United States. On the 17th of July 1866, by S. O. No. 3, from General Headquarters the California Militia was reorganized as the National Guard of California.



Above: First Infantry Regiment, Camp Orton, 1889

Below: Training activities at Camp Orton, 1889

Calisphere.org



Santa Rosa in the 1980s

by Ann Galantine

- 1980 Santa Rosa's population is 83,320. Luther Burbank's Gold Ridge Farm is restored. Hewlett-Packard hires over 2,700 employees.
- 1981 Luther Burbank Center for the Arts opens to bring top entertainment to all of Northern California after funding from 24 local individuals.
- 1982 The downtown shopping mall opens to the public with numerous controversial lawsuits. The Santa Rosa Symphony moves to a new venue, Luther Burbank Center for the Arts.
- 1983 Two women win political seats in Sonoma County: Janet Nicholas upsets to win a seat on the Board of Supervisors and Nancy Burton wins a seat on the Santa Rosa City Council despite a diagnosis of breast cancer. The first Gay and Lesbian Parade and Picnic are held in Santa Rosa.
- 1984 Flood deterrent and water storage Warm Springs Dam is finally completed after decades of controversy.

McGregor co-founds the National Women's History Project that helped organize Women's History Month throughout the Nation.

- 1988 After housing Santa Rosa's fine department stores for 90 years, the doors of the Rosenberg's Building close. Barnes and Noble Book Stores saves the building from a wrecking ball.
- 1989 NASCAR founded the first Cup Series at Sears Point/Sonoma Raceway. Santa Rosans are shocked at the national news of local gruesome murders — a winery worker, Ramon Salcido, kills seven people including his wife, his two children, his mother-in-law, her two children and his co-worker, also dumping his three year old daughter with the bodies of his slain children.



Warm Springs Dam shown under construction in 1975. Completion occurred in 1984.
Sonoma Heritage Collection



The Russian River swelled far beyond its banks in February 1986. The town of Guerneville records a 48.75 foot flood.
Sonoma Heritage Collection

- 1985 In February a mere spill of 750,000,000 gallons of Santa Rosa wastewater found its way into the Russian River triggering a demand for wastewater removal.
- 1986 Russian River floods to 48 feet 9 inches at the Guerneville Bridge. *Peggy Sue Got Married* is filmed in Santa Rosa by Francis Ford Coppola starring Kathleen Turner and Mr. Coppola's nephew Nicolas Cage. Nearby, the citizens of Sebastopol approve an initiative declaring the city a nuclear-free zone.
- 1987 Wine grapes are the leading farm commodity at \$68 million making top commodity milk of 37 years take second at \$64 million. Sonoma County native, Molly



Heavy rains of January 1986 transformed Spring Lake from recreational area into the flood protection for which it was created. Only the rooftops of the park buildings near the swimming hole are visible.

Photo: Kelly Carrillo Fernández

The World in the 1980s

by Ann Galantine

1980 Mount St. Helens erupts in Skamania County, Washington. The Rubik's Cube, designed by Erno Rubik, is introduced at the International Toy Fair.

1981 John Hinkley Jr. attempts to assassinate Ronald Reagan. The space shuttle Columbia is launched.

1982 Argentina invades the Falkland Islands, the movie ET was released and the Vietnam War Memorial opens in Washington, D.C.

1983 Sally Ride becomes the first female in space. Michael Jackson releases the album "Thriller".

1984 Steve Jobs introduces the first Macintosh Computer. Union Carbide has a huge poison gas leak in Bhopal, India.

1985 Iran – Contra Scandal erupts, Microsoft introduces its "Windows" operating software and Bill Ballard discovers the wreck of the Titanic.

1986 The Space Shuttle Challenger explodes 73 seconds after lift-off. Classrooms of children across the nation

watch the event live as the the seven shuttle occupants included two Payload Specialists — one a school teacher — intended to be the first teacher in space. Catastrophic nuclear accident, the Chernobyl Disaster, occurs at the plant located about 65 miles north of Kiev, Soviet Union.

1987 The introduction of DNA is used to convict criminals and exonerate innocent prisoners. Eli Lilly Drug company is allowed to sell Prozac. The US stock market experiences record plunge named Black Friday.

1988 Pan Am flight 103 bombed over Lockerbie, Scotland, CD's out sell vinyl and cassette tapes, and Who Framed Roger Rabbit is the top grossing film of the year.

1989 Oil tanker, the "Exxon Valdez" creates an oil spill of 11 million gallons of crude oil off the coast of Alaska. Student protestors are killed in Tiananmen Square and the world sees unforgettable images of a tank versus a peaceful protestor. China and The Berlin Wall fall. Prince Charles marries Lady Diana Spencer.



Mount St. Helens eruption of 1980 blasted off the upper 1,000 feet of the summit
USGS Image



The world watched the "fairytale wedding" and "wedding of the century" when Prince Charles wed Lady Diana Spencer of Wales, July 1981
Express.co.uk



Christa McAuliffe, Nasa civilian astronaut and school teacher, a casualty of the Challenger Disaster.
Spaceflight.nasa.gov



The image, by Jeff Widener, AP Press photographer, was banned in China and nominated for a 1990 Pulitzer Prize. Dubbed "Tiananmen Tank Man" it has become one of the world's most recognizable photographs.

The Santa Rosa Planning & Economic Development Department - Planning Project Application: Caritas Village File Number PRJ18-052

Project Description: The applicant proposes the following:

- 1) demolishing the existing Catholic Charities facilities and residential buildings on the Project site;
- 2) constructing the Caritas Center, which is a three-story, 41,290 square foot building comprised of a 23,206 square foot emergency housing shelter for up to 52 families, a 6,071 square foot day center, 2,300 square feet of transitional housing for up to 20 program participants and 9,713 square feet of ancillary office/service/medical facilities;
- 3) constructing Caritas Homes Phase 1, which is a four-story, 69,100 square foot residential apartment building with 91 units; and
- 4) constructing Caritas Homes Phase 2, which is a four-story, 47,000 square foot residential apartment building with 48 units.

Location: The proposed Project encompasses one city block, plus two lots on the southeast corner of an adjacent block, totaling approximately 2.28 acres, bordered by A, Morgan, Sixth, and Seventh Streets in downtown Santa Rosa.

Project Website: <https://srcity.org/2910/Caritas-Village>

The application file and plans are available to review in the Planning & Economic Development Department. You may reach me and send written comments to: Kristinae Toomians, Planning & Economic Development Department 100 Santa Rosa, Rm. #3 Santa Rosa, CA 95404 Phone: (707) 543-4692 Fax: (707) 543-3269

Email: KToomians@srcity.org

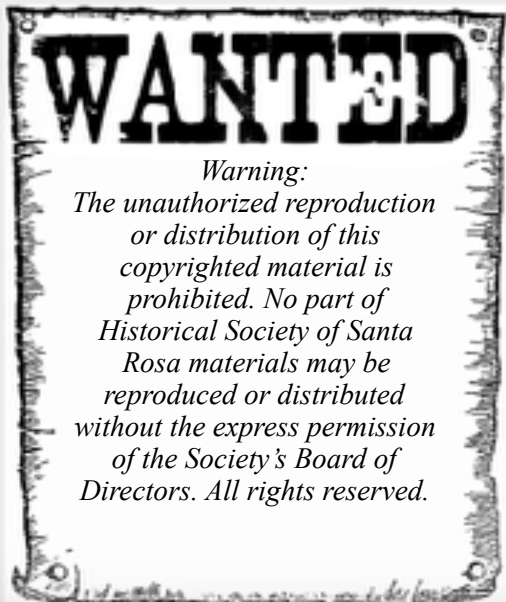
Please cc the Chair of the Cultural Heritage Board:
sdeshazo@srcity.org

Seven structures under consideration for demolition within the St. Rose Historical Preservation District:

- 608 Morgan Street – Casa Del Sol Apartments – Built 1920-1924
- 600 Morgan Street – Anthony Toscani – California Bungalow - Built 1930
- 520 Morgan Street – Queen Anne Cottage – Built 1890
- 516 Morgan Street - Bungalow – Built 1920
- 512 Morgan Street - Francis Toscani - Craftsman Bungalow – Built 1915-1923
- 506 Morgan Street – Provincial – Built 1915-1925
- 437 A Street - General Hospital – Built 1917



Santa Rosa's General Hospital on A Street is under consideration for demolition as part of the Caritas Village project, circa 1940s
Sonoma Heritage Collection



Casa del Sol Apartments on Morgan Street in the St. Rose Historical District is under consideration for demolition. Building constructed in the 1920s, image circa 1940
Sonoma Heritage Collection

Santa Rosa's Chapel of the Chimes

by Katherine J. Rinehart, Manager Sonoma County History and Genealogy Library

People often think that because Julia Morgan did a redesign of Oakland's Chapel of the Chimes in 1928, that she also designed Santa Rosa's Chapel of the Chimes. Not the case; although, there is a connection to the famous architect.

The Chapel of the Chimes located at 2601 Santa Rosa Avenue was designed by Lazer Nusbaum, a former associate of Julia Morgan, in 1937 and dedicated in 1938. In 1941, Nusbaum was hired again to design a mausoleum. I came to



Vintage postcard of Santa Rosa's Chapel of the Chimes, 1947
Courtesy of Denise Hill and Joe Lilienthal Collection

the collection to the Sonoma County Library in the 1990s. The collection consists of materials related to Wallace's career as a private consultant as well as items that date back to the 1900s which belonged to his uncle, Marshall M. Wallace, a former County of Sonoma Road Commissioner, a sanitation engineer, and surveyor.

As a surveyor for the County of Sonoma, Marshall Wallace reviewed a lot of plans including those associated with the Chapel of the Chimes. Those records apparently were transferred to his nephew at some point.

Although I have yet to find the 1937 drawings for the chapel, it was the plans and specifications for the 1941 mausoleum that provided the clue I needed for further research.

A Press Democrat article dated April 23, 1937, which was easily found using Newspapers.com which is accessible through the Sonoma County Library, describes how a Spanish type community chapel and crematory was to be designed by L. L. Nusbaum, "widely known architect until recently associated with Julia Jordan (sic)" on a five-acre tract on the Redwood Highway near Hearn School.

Using a variety of resources such as Ancestry.com, I learned that Lazer Nusbaum was born on November 18, 1896, in Duluth, Minnesota. His father was from Russia and his mother from Austria. At the time of their immigration to the United States, Nusbaum's parents were living in Russia.

Continued page 9



Interior of the Chapel of the Chimes designed by Lazer Nusbaum
Sonoma County Library Collection

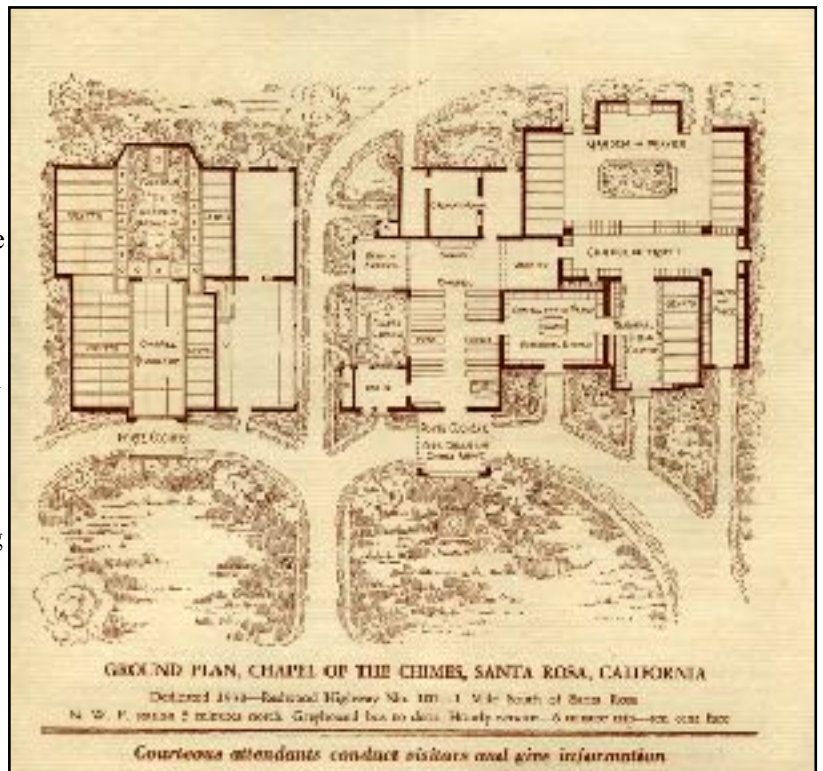
learn this by a chance discovery while looking through an unprocessed stack of architectural drawings at the Sonoma County Archives. The Archives are managed by myself and other staff at the Sonoma County Library.

The Sonoma County Archives are housed in a 3,800 square foot building that was once part of the Los Guilicos School for Girls located off of Pythian Road, about nine miles east of downtown Santa Rosa. Within the Archive is a large collection of materials known as the Henry N. Wallace Collection.

Henry N. Wallace (1916-1974) was a Sonoma County-based civil engineer and surveyor. During the 1930s Wallace served as the director of two different New Deal Era programs: State Emergency Relief Administration (SERA) and the Civil Works Administration (CWA). Later he was employed by the County of Sonoma's Surveyor-Road Commissioner's Department. In 1955, Wallace founded his own consulting firm of Henry N. Wallace and Associates in Santa Rosa.

Following Wallace's death in 1974, his collection of field books, property surveys, engineering records, architectural drawings, building and bridge specifications and hundreds of other documents were deeded to the Sonoma State University Special Collections Library by Wallace's former associates. Sonoma State, in turn, gave

Below: Ground plan from a brochure, Chapel of the Chimes
Henry N. Wallace Collection



Register Now for HSSRs Hosted Panel Discussion

Historical Perspective of Atomic Preparedness in the 1950's

This will be an evening of radiation recall where we revisit those golden years of smiling students under desks awaiting the big blast. Memories of your neighbor pacing off his back yard after reading the latest copy of Popular Mechanics describing how to build your very own bomb shelter. Tonight, we'll take a stroll down Santa Rosa's memory lane to the 1950s and 60's of "our town" when atomic energy was both friend and foe.

Join our distinguished panel as each provides a glimpse into those days when our stalwart Santa Rosa citizens busied themselves visiting some of the various "open-house" bomb shelters and shopping for the latest in hand cranked ventilation systems. Learn how our city and its citizens dug deep to assuage their nuclear fear.

Bill Turner - Will set the stage for this panel by briefly describing the Cold War, the politics and the movies and television of the 50's and 60's that contributed to the Cold War Hysteria. He'll also describe how Santa Rosa prepared for the "inevitable."



Karen Stone - Researcher will walk us through the steps necessary to recover the facts and writing from an era quickly disappearing and unknown to the current generation.

Mike Daniels - Historian and researcher will provide the color commentary on the little-known facts of the era to help us understand the day to day life of the typical Santa Rosan.

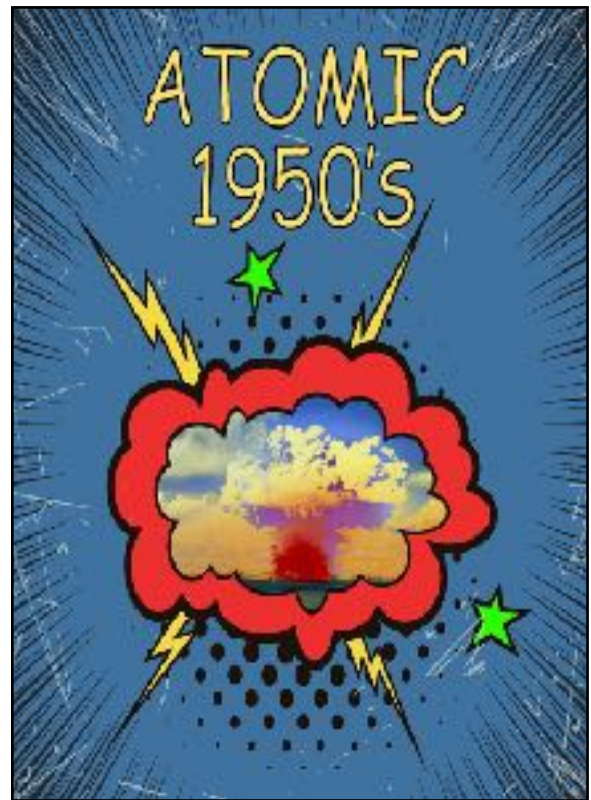
Andrew Esch - Historical researcher/collector of Post War Atomic memorabilia will provide a treasure trove of preparedness items from his personal collection of city and county's preparedness gear and artifacts.

Don Silverek - Past president of the Sonoma County Historical Society will moderate the panel.

Step back in time to Santa Rosa in the 1950s through narrative and photographs to encapsulate the feel of the 1950s.

Focus into the hot topic of potential war and the city/county effort to prepare its citizens.

Experience the options available to the average citizen



on bomb shelter options and how to properly furnish your very own concrete bunker or re-purposed steel tank.

Participate in a question and answer period allowing those audience members with civil defense preparedness memories to share their stories of those glowing 1950s years.

Reservations for the Atomic 1950s event
are required.

Visit our website: historicalsocietysantarosa.org
or Email us at info@historicalsocietysantarosa.org

Celebrating the Centennial of Women's Suffrage in 2020

The National Women's History Alliance, based here in Santa Rosa, reports that tens of thousands of organizations and individuals are finalizing plans for extensive celebrations for 2020 in honor of the 100th anniversary US women winning the right to vote.

Throughout the country, students, activists, historical societies, civic groups, artists, government agencies, and countless others are preparing to recognize women's great political victory as never before.

It's not too early to start planning for the Centennial celebration both nationally and locally.

One project that is currently underway here in Sonoma County is the Votes for Women Trail Map Project that was inspired the National Votes for Women Trail <http://ncwhs.org/index.php/projects/trails/293-votes-for-women-trail>.

If you'd like to research and nominate sites specific to Santa Rosa's suffrage movement, please contact Katherine J. Rinehart at the Sonoma County History & Genealogy Library – krinehart@sonomalibrary.org or (707) 308-3212

Benton Street Fire House Repurposed with Honor

by Kelly Carrillo Fernández

Santa Rosa's Benton Street Firehouse received a make-over. The structure had aged, thus appearing unremarkable, slipping away with time. Built in 1940 the building's renovation retained and embraced the original stylistic elements of its Streamline Moderne architectural style. Streamline Moderne, or Art Moderne, is a late type of the Art Deco architecture and design that emerged in the 1930s. Its architectural style emphasized curving forms, long horizontal lines, and sometimes nautical elements.

Developed by Community Housing Sonoma County the firehouse has been repurposed into Benton Veterans Village. The Village includes six one-bedroom apartments providing housing and access to a range of services for chronically homeless Veterans. A seventh unit provides housing for the on-site House Manager.

Many generous donations from community sponsors made the project possible. Santa Rosa Firefighters contributed time and energy to raise funds to outfit the apartments. They also donated their time to assemble and move in furnishings for the Veterans as well as create artwork displayed in the apartments.



Great effort was taken to preserve and embrace the Streamline Moderne architectural features while transforming it into the Veterans' housing community. The original fire truck bay has been replaced by an aluminum and glass roll-up door. The roll-up door will facilitate events at the Village with the neighborhood and community. Inside, the bay serves as a community room for the residents. The wine-colored paint accents the horizontal lines, a key style element emphasizing modernity and the rectilinear pattern of exterior ornamentation in Streamline Moderne architecture. Honoring both its firehouse roots and the housed Veterans an American flag flies high.

The renovation demonstrates creative utilization of existing historical architecture to address a present day community need. The success story elevated the architectural visibility of the Benton Street Firehouse from unremarkable to remarkable joining other Art Deco period commercial structures such as downtown's Rosenberg's Department Store (Barnes and Noble), and the Thurlow and Hamlin Medical Buildings in the St. Rose Historic Preservation District.

Medicine Man... continued from page 1

Soon the Medicine Man came onto the platform by the back stairway. He had a high top hat - two long tails on his "cut-away coat," and a neat bow-tie. With a flourish he removed his hat and welcomed us. I wished I was home!

He started right away to convince us that we had one of the ailments represented in those big bottles. He didn't have to tell me because I already knew. I still had something jumping inside me.



There were men running up and down the aisles trying to sell medicine. They had to sell a certain amount before they could put on the entertainment. I couldn't buy any medicine — I didn't have the money. I would have to go to our old family doctor to get rid of the worm.

The entertainment wasn't too good so I left right after that. I ran all the way home and went to bed as quickly as possible.

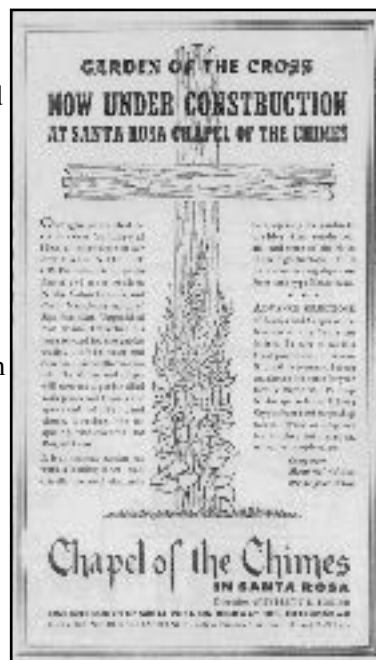
The next morning I jumped out of bed — nothing the matter with me, and I didn't buy that old medicine either.

Chapel... continued from page 7

After graduating from City High in Duluth, Nusbaum worked as a draftsman for a well known local architect named Anthony Puck and later attended the Carnegie Institute of Technology in Pittsburg, Pennsylvania. By 1924, Nusbaum was calling himself an architect when he applied for a passport; was living in San Francisco and working in the Merchants Exchange Building - the same building in which Julia Morgan had her offices between 1904 and 1950.

Other documents found within the Henry N. Wallace Collection related to the Chapel of the Chimes include building specifications and plans for an addition to the Garden Mausoleum prepared by architect Aaron Green, an associate of Frank Lloyd Wright, dated July 22, 1952; building specifications and plans for a mausoleum addition, prepared by architect, John D. Wagenet, a former draftsman for Julia Morgan, dated March 4, 1955.

Santa Rosans may not be able to claim a Julia Morgan design when it comes to the Chapel of the Chimes, but her association with those who did is notable as is the connection to Aaron Green.



Other treasures related to Santa Rosa's and Sonoma County's architectural history will soon be revealed as efforts to fully inventory the Henry N. Wallace Collection are underway thanks to funding from the Sonoma County Historical Records Commission, the Sonoma County Historical Society and the Sonoma County Landmarks Commission. Stay tuned!

In the meantime, stay connected with the Sonoma County & History and Genealogy Library by liking our facebook page.

Left: Advertisement appearing in the Press Democrat, 1955

Santa Rosa Fire Department Through the Years

The following vintage photos were featured on the HSSRs Facebook page October 2018. Follow us on Facebook and enjoy fun and fascinating Santa Rosa datum and historical images.



Top left: Fire Department near Fourth And Hinton, 1884.

Shown: Kopf & Muller, furniture and bedding.- Charles D. Frazee, apothecary.-W. E. King, watchmaking and jewelry. Jim Garrett (driver); Henry Baker; Bill Grissim; Ed Colgan; Ike Titus; L.W. Juillard; Dunbar; Bob Ross; De Turk;---; George Tupper;---; Frank McGregor; Walter Davis; L. Breitenbach.

Top right: Santa Rosa Fire Chief, 1900

Middle: Horse drawn equipment, 1889

Bottom left: Ladder wagon and fire station at 500 block of Fifth Street, 1903

Bottom right: Fire station steam pumper, 1904

All images sourced from Calisphere.com



Santa Rosa Fire Department Through the Years



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The Firemen's Drill - 1890

The streets surrounding the courthouse, Friday evening, were thronged with people to witness the practice drill of the several companies composing the Fire Department. At a few minutes after 8 o'clock, the alarm was sounded from the city hall bell and a grand rush was made by all of the companies for the corner of Third street and Exchange avenue. The new hose carriage, with members of Eureka Hose Company, started from the lower station, the Engine Company, Hook-and-Ladder Company, and Hose Company started from the city hall and the juvenile hose team from the engine house on Fifth Street. They all made a good run for it, but to the juveniles belonged the victory. They ran down Fifth street to B, down B to Third and up Third to the intersection of Main, beating the hose carriage from the Eureka Company's house. The Eureka's laid their hose in excellent style and in good time, as did the other companies, and

the hook-and-ladder boys had their cart out and ladders and pipe up to the Grand Hotel roof long before the water began to flow. Fully twelve minutes were consumed in getting up steam, which time can be greatly reduced after a little practice. The drill was witnessed with lively interest.

Source: May 17, 1890 Santa Rosa Press Democrat

Images this page:

Top left: Fire trucks parked by Courthouse Square, 1939

Top right: Santa Rosa's A Street Fire Station, 1936

Bottom left: Vintage fire pumper decorated and participating in the Rose Parade, 1950

Bottom right: Fire truck and personnel pose in Oakmont, 1964

All images sourced from Calisphere.com





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