



## Upcoming HSSR Events

*always free admission!*

September 12: History Hunt  
October 10: Day at the Adobe

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## Remember When: 1951

by Rick Blaine

I graduated from high school 64 years ago, in 1951. Much has changed in Santa Rosa during those years.

Computers and texting another other electronic phenomena were unheard of in 1951. But we did have TV—well, not all of us. A television was a big expense back then. You could buy a 12-inch console set for \$499—about \$4,500 in 2015 dollars—or a table top version for \$269.95 at Stone's Furniture on Fifth Street and get a “free home demonstration.” The Press Democrat printed articles on how to place the rooftop antenna to bring in the three San Francisco channels—4, 5 and 7. Remember the circular screen? Watching TV was sometimes a chore because of the “ghosts” in the reception.

If your family had a TV, you probably watched Jack Benny or Milton Berle in “Texaco Star Theater.” Maybe you watched Sid Caesar and Imogene Coca in “Your Show of Shows.” Maybe you even watched Howdy Doody or Beany and Cecil. “I Love Lucy” premiered that year, and it's still going strong in re-runs.

The radio also still kept us occupied. We listened to “Burgie Music Box,” sponsored by Burgermeister Beer, and sang along to the top songs.

We didn't have the cell phone either. We didn't even have the dial phone. We picked up the receiver and the operator asked, Number, please.” The PD's number was 54. I re-



The Rose Parade, 1951

Sonoma County Library

member that because I had a paper route when I was in junior high and sometimes had to telephone the circulation department.

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## Santa Rosa—long ago

The condition of Santa Rosa's streets have been an item of public discussion a while ago. They today total 690 miles, good and bad. In 1889 the streets were also under discussion, but the city had 18 miles of graveled streets. By 1925 pavement covered the same number, 18 miles, perhaps the same streets good and bad.

Franklin Town, the settlement along Santa Rosa Creek south of the Carrillo Adobe, preceded Santa Rosa and bequeathed its buildings to the newer settlement. Then in 1893, Cemetery Lane by the Rural Cemetery (think Town and County Shopping Center) was renamed Franklin Avenue in honor of that early attempt at town building.

Radio station KSRO hit the air waves for the first time in 1937. It was the creation of Ernest Finley, who founded the Press Democrat in 1897 when he merged his fledgling Evening Press with the Sonoma Democrat.

Julio Carrillo, the fourth and youngest son of the eight children born to Maria Ignacia de Carrillo, died in 1889 and was buried in the Rural Cemetery. The property he inherited from his mother included most of what is today's downtown Santa Rosa. Envisioning a true plaza, he donated 50% of the land that has become Courthouse Square.

In 1938 Santa Rosa Junior College was twenty years old. Beginning in 1918 it shared campus space, books and instructors

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# President's Message

by Mike Grace, HSSR President



On July 21st we had the pleasure of hosting Congressman Mike Thompson at the 6th Street Playhouse. The house was packed and Mike and moderator Pete Golis did not fail to deliver. Mike discussed his Vietnam experiences and prompted by Pete elaborated on various topics ranging from the war to coming home experiences to current discussions of the Iraq and Afghanistan wars and general topics in foreign affairs. The place was buzzing after the talk and so many people said how much they enjoyed the presentation and urged the HSSR to continue with their current course of getting topflight speakers to come to the 6th Street Playhouse to present their perspective on past and current events. Thanks also for Bill and Suzie Friedman for being the major supporter of this event. This is the second talk they have sponsored.

By the time you have received this newsletter we will have completed the second annual Historical Hunt at Santa Rosa Middle School. Staci Pastis and her daughter Julia (a freshman at SRHS and the 4th Panther generation in Staci's family) were in charge of the event with other members of the HSSR board helping. There were 10 historical sites in and around downtown Santa Rosa, and I am sure all who participated enjoyed themselves. We look forward to another Hunt next year and hope this becomes a Santa Rosa tradition.

On October 10 we will sponsor "A Day at the Adobe". Board members Nick Tipon and Bryan Much are in charge of this event and have been diligently planned this day. For many Santa Rosans, the day will provide an opportunity to see the Adobe up close and to hear a variety of speakers on topics ranging from the purely historical to

demonstrations of archeological digging. Perhaps an interest in archeology will develop among attendees. This event will inform the community about the diverse histories of the peoples that have lived here before, during, and after the Carrillo Adobe was built. This event will be in cooperation with the city of Santa Rosa, and we will be working more closely with the city as we approach the Sesquicentennial of the founding of Santa Rosa... See our website for more information.

We are in the process of planning the yearly membership meeting. At this time it looks like we will meet on November 12 at the Santa Rosa High School multi-purpose room. The site is subject to change, but we email you the time and place once it is settled. At this time we are hoping to have John Burton set up a display of Grace Brothers Brewery collectanea. He has the biggest and best collection I have ever seen and is very knowledgeable about the brewing scene in Santa Rosa past and present. We also are hoping for 2-3 more collectors to exhibit their wares.

As far as next year, we plan a springtime McDonald Avenue tour headed by Gaye LeBaron. Details will follow early next year. The format will be similar to the West End Tour we did earlier this year. We will have the Historical Hunt and possibly something celebrating the railroads in Santa Rosa. Other than that we will be examining other activities and I am hoping we can have at least one speaker event at the 6th Street Playhouse.

I hope to see many of you at one or all of the above activities. Thanks and urge a friend or relative to join the HSSR.

See you at the next event,

Mike Grace, HSSR President

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## *Santa Rosa—Long Ago, continued from page 1*

with Santa Rosa High School—first at Humboldt Street; then, when that school burned, at Mendocino Avenue. It moved to its own campus in 1932 on land that had been earmarked for a park in tribute in Luther Burbank. Also in 1939, the Bear Cubs won its first conference football championship.

Considering the hindered pace of the SMART Train's attempt to restore passenger rail travel to Santa Rosa and northward, it's sort of refreshing to note that similar difficulties hindered the first attempts to bring the train to Santa Rosa. But on the last day of 1870, the completed San Francisco and North Pacific Railroad, built by Peter Donahue, ran an excursion train from Santa Rosa to ferry connections at San Francisco Bay. The Santa Rosa Depot for this train was finished in 1904 and is in use today as the Convention and Visitors' Bureau and the California Welcome Center.

Then, in 1888, with the assistance of Southern Pacific Railroad, Mark McDonald succeeded in bringing a railroad to the eastern side of Santa Rosa. Named the Santa Rosa and Carquinez Railroad, it ran through the Sonoma Valley to connect with Southern Pacific lines at the entrance to the Sacramento Valley. Its Santa Rosa Depot was at North and 13th Streets. Ultimately, a spur line to connect the two railroads was built along today's Pa-

cific Avenue and between the Santa Rosa High School and Santa Rosa Junior College campus.

The Ursuline Sisters opened the Select School for Girls in 1880 with an initial enrollment of two. It grew, became Ursuline Academy and was chartered as a college in 1901, offering degrees in liberal arts until 1936. From then until its closing in 2010, Ursuline offered faith based secondary education for girls.

Santa Rosa Junior College began instruction in 1918 on the Santa Rosa High School campus. Floyd Bailey, SRHS chemistry instructor became SRJC dean in 1921, then president when the college moved across the railroad tracks to its own campus. Bailey would serve SRJC for 36 years. Both the football field and the administrative building are named in his honor.

The fires that consumed vast acreages in Lake County last August rekindled memories of the fire in September 1964 that burned from the foot of Mt. St. Helena to within yards of the former county hospital on Chanate Road on Santa Rosa's northern edge.

### *Remember When: 1951, continued from page 1*

We also had the Rose Parade every spring. It was a big deal with floats, marching bands, horses, clowns, cub scouts and campfire girls. And you could smell the roses. They were on everything. It seemed everybody wanted to be in the parade, and if they weren't marching they were on the sidewalk watching.

The average yearly income in 1951 was \$3,515. A first class postage stamp cost 3 cents and there were no zip codes. If you mailed a letter someone in Santa Rosa, you wrote "City" below the street address. Gasoline was 20 cents a gallon, and the lowest priced new Ford cost \$1,424. You could buy a six-pack of Coke for 37 cents, plus deposit. If you returned the bottles, your deposit was given back. No recycling and no diet drinks

The population of Santa Rosa in 1951 was almost 18,000, but that number would increase quickly as developer Hugh Coddington built many, many homes surrounding Montgomery Village, the 12-store shopping center he opened in 1950 on Farmers Lane and Sonoma Avenue.

We didn't need a clock to tell us the time. The Grace Brothers Brewery whistle sounded at noon at 5 pm. If you were downtown, you could look at the clock on the American Trust Bank building on Exchange Avenue or the one on the big wall at Gensler Lee Diamonds at Hinton and Fourth. Yes, the courthouse was still down town then.

If you went to the Roller Palace on the weekend to skate, you'd see more than one person you knew. The Roller Palace was at the south end of town, just beyond Automobile Row on Santa Rosa Avenue.

The media called us "juvenile delinquents," a new term for the language. They said we were rebellious, but looking back I'm sure we were innocent enough, though not like our parents when they were our age.

There was a big explosion in the Pacific in 1951 when the U.S. set off its first hydrogen bomb. Lots of atomic tests were conducted in Nevada too. In class we had lectures about the bomb and what to do if one was dropped on us. Remember "Drop and Cover?" We even practiced how to evacuate the school. Soon the "red Scare" would be in the news and everyone's mind.

In March President Truman announced he wouldn't run for another term. Liz Taylor had her first divorce that year, and Mickey Mantle hit his first home run.

While we could remember WW II, the situation in Korea sort of snuck up on us. But we rallied around the cause, understanding it was "our turn," as a dozen of us left school to join up as had happened after Pearl Harbor.

We teenagers dressed as informally as the dress code would let us. Girls wore long skirts and short hair. They liked sweaters and white shoes. We guys liked our jeans with the cuffs rolled up inside out. We could buy "GlowCord" socks that glowed in the dark for a buck at the White House at Fourth and B Streets. Turtle neck sweaters cost \$2.50 and nylon stockings at Rosenberg's sold for \$1.55. At Smith's Shoes you learned

your size by putting your feet in an ex-ray machine. No one thought the machine's radiation nor the socks that glowed were bad ideas then. Synthetic "drip-dry fabrics were popular as clothing manufacture was changing.

Yes, much has changed in Santa Rosa and the world since 1951. Now in my 80s, I'm glad to have seen those changes and I look forward to more of them, but I'm also glad I can look back on those years with fondness.

## HSSR Welcomes New Members

Laura Dilley	Michael and Sherry Franchetti
Elizabeth duPlessis	Michael and Elaine Von der Porten
Harry and Dee Richardson	Linda Engel
Don Cambou	Bill and Suzie Friedman
Jenni Klose	Janice Adams
Nancy Berto	Danitsa Finch
Dan Johnston	Hugo and Beth Martinez
Virginia Pyke	Will Spires
Lisa Pesce	Susan Milstein
Steve and Linda Stroot	Kimberly Clark
Kelly Carrillo Fernandez	JoAnn MacDonald
Jim Carrillo	

***Visit the HSSR web page!***

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

**Find us on Facebook and YouTube**

## Historical Society of Santa Rosa Board of Directors

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# Let's Eat Out Tonight!

After World War II and into the early fifties, Santa Rosans accustomed to scrimping, savings and struggling through wartime shortages and rationing found they could enjoy a wide variety of dining choices.

The Topaz Room on the east side of the Courthouse had opened during the war and was still drawing the thirsty and the hungry. (Flavor occupies that spot today.) On the other side of the Courthouse was Eisenhower's, a less formal but still upscale establishment.

Mac's Deli, still a downtown dining institution, opened on Fourth Street in 1948.

Lena's (today's Chop's for teenagers), Guidotti's (Stark's Steaks today), both west of the railroad tracks, and Hagel's (long gone) on Santa Rosa Avenue served drinks, dinner and a smorgasbord.

Marico's (Cricklewood today) was north of town, but closer in was Fisherman's Port (later Mill's Patio, then Fiori and Grace).

The dining room in the Occidental Hotel on Fourth Street served dinner for \$1.50. The Twin Dragons on Third and D served Chinese

food and had a full bar. Jam Kee, further west on Third, also was Chinese.

The fast food of the time was not fast at all. Burgers were cooked to order at Foster's Freeze on Fourth Street (still there), Lindquist's on Sebastopol Avenue, The C&W Drive In on Mendocino just beyond Zesto's (later Roger's Burgers; today Jalisco Mexican food). Drivers hungry for a burger or hot dog or sandwich didn't have to leave their cars at Gordon's Drive In at Fourth and Mendocino

## Newsletter Submission Guidelines

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

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

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

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



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Join online! [www.historicalsocietysantarosa.org](http://www.historicalsocietysantarosa.org)

Make your check payable to **Historical Society of Santa Rosa** and mail it to **PO Box 164, Santa Rosa, CA 95402**



Join the Santa Rosa Historical Society on October 10 for

# **A Day at the Adobe**



On October 10, the Historical Society of Santa Rosa (HSSR) will host a free public event themed around the first building in Santa Rosa, the Carrillo Adobe. The event, “A Day at the Adobe,” will inform the community about the diverse histories of the peoples that have lived before, during, and after the Carrillo Adobe was built and will demonstrate current archeological research methods. This is the first event HSSR will sponsor in cooperation with the City of Santa Rosa to celebrate of the upcoming Sesquicentennial of the founding of the city.

Demonstrations of archaeological methods will begin at 11:00 and a series of short presentations at 12:30. The presentations will conclude with a panel of all speakers, moderated by Gaye LeBaron and Kent Lightfoot. This free event will be held at the Adobe at Montgomery Drive and Franquette Avenue. Food and drink will be available for purchase.

More information about HSSR can be found at

<http://historicalsocietysantarosa.org>

Ed. Note: The following excerpt from “The Carrillo Family in Sonoma County: History and Memories” by Alma McDaniel Carrillo and Eleanora Carrillo de Haney. Number three in a series.

## The Story of Jose Ramon Carrillo

We know that every member of the Carrillo family didn't have a rancho in Sonoma County, but they lived important lives both in Sonoma County and other parts of California.

Jose Ramon Carrillo was the second son born into the Carrillo family in San Diego in 1821. As a young boy at the age of fifteen when his father died, Ramon came north with the family to establish a home and a living.

Naturally, the first thing needed for the family was a dwelling, and after this was accomplished, the senora stocked her rancho with the best livestock in northern California. Ramon was the livestock supervisor. He was an excellent horseman, having been raised in the saddle. Enjoying the animals, he was the man for the job. Remember, he was only fifteen years old and to supervise untrained horses and cattle is hard for us to believe.

Many stories are written of Ramon as a bear fighter. Maybe you don't believe this, but Sonoma County had its share of bears roaming around. An average bear weighed around 2,000 pounds and roared like a lion. Bears stand on their hind legs and spar, fence and strike as a prizefighter. A man has to be very quick to avoid the bear's sharp claws. Ramon was known to fence with a bear for an hour, with quick, stinging thrusts with his rapier, the final one to the heart. In those days this was a very dangerous sport but was nevertheless enjoyed by the young men.

Ramon married a beautiful girl named Rosita but no records have been found of the marriage. They must have been married in Sonora, Mexico because Ramon went to Mexico about that time. It is recorded that they went to a dance together. As they danced so beautifully together, everyone applauded.

The version of this next incident was handed down in the Carrillo family from one generation to the next.

When Thomas Cowie and George Fowler (members of the Bear Flag Revolt) came from Sonoma to Mark West Creek to get ammunition stored there and stopped at Rancho Cabeza de Santa Rosa, they accepted hospitality and, in return, committed all kinds of atrocities. They included the raping and killing of Ramon's wife before vigilantes (defensores) could arrive to help the Carrillo family.

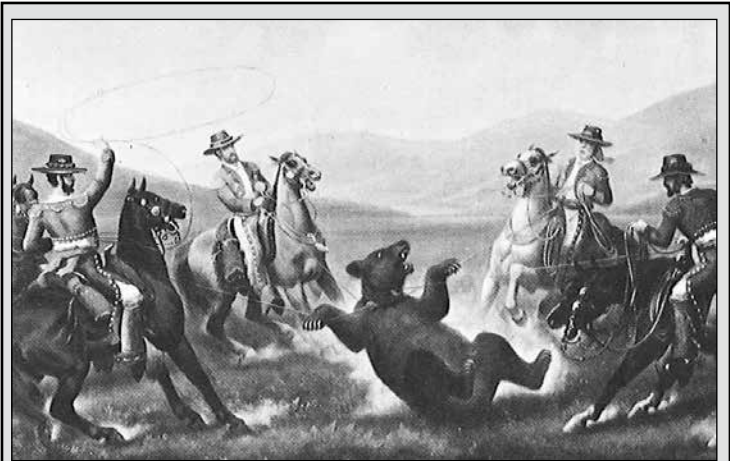
The Senora didn't want trouble on her property and begged everyone to leave. The vigilantes took Cowie and Fowler up the hill to the north of the rancho (the location of the Sonoma County Hospital). These murderers were killed but first were given some rough treatment in revenge for the crime they had committed at the adobe.

Afraid and heart-broken, the Senora disappeared. She rode over to Tomales Bay and hid. She caught a severe cold and developed pneumonia. The result finally caused her death in 1849.

Ramon joined the vigilantes and went south with them, fighting for their rights in California. He might have been identified as one of the Joaquin Murietas, as at least five individuals were known by that name.

Ramon married Senora Maria Vicenta Sepulveda de Yorba, the widow of Don Tomas Yorba. She and Ramon lived in the large Yorba adobe near Santa Ana and had eight children. Ramon managed several large ranchos near Santa Ana and the Jonathon Warner rancho in San Diego County.

Honest but dedicated to what he saw as right, Ramon was accused of acts of violence of which he was innocent. Other men confessed to these crimes. Finally, in 1864 In Cucamonga, he was shot in the back and killed without seeing the murderer. He was buried in Pomona.



Artwork and copy used by permission.  
Santa Rosa: A Nineteenth Century Town, Lebaron, Gaye, et. al.

William Heath Davis recounted two of José Ramon's exploits as a bear tigher in his *Seventy Five Years in California*. In one, Jose Ramon fought a bear with only a knife and the *mochila* from his saddle used as a shield.

In another, he was “riding alone through the woods, when, seeing a bear a little distance away, he went after him on his horse, prepared to throw his reata and lasso him.” The country side was overgrown with low brush and, according to Davis, “the bear plunged suddenly into a ditch perhaps five or six feet deep.” Before José Ramon could stop his horse, they were in the ditch also.

“Don José Ramon instantly took in the situation,” said Davis, and judged that he would have a hard time defending himself without room to maneuver. The bear, frightened, was attempting to climb the steep sides of the pit and “Carrillo, with wonderful presence of mind, braced his strong arms under the brute's hind quarters and, exerting all his strength, gave him a good lift.”

The bear went off through the woods without a backward glance. José Ramon and his horse, both badly bruised, climbed out more slowly.