

MEMBER OF: THE AMERICAN ASSOCIATION FOR STATE & LOCAL HISTORY; THE CALIFORNIA HISTORICAL SOCIETY; THE CONFERENCE OF CALIFORNIAN HISTORICAL SOCIETIES.

GUILD MEMBERSHIP DUES: INDIVIDUAL:\$7. FAMILY:\$10.(2 persons). JUNIOR:\$2.(18 or under). SENIOR:\$3.(65 or over). SPONSOR:\$25.(1 or 2 persons). LIFE:\$100.(1 person). LIBRARY:\$5. PATRON:\$100.(Business). FISCAL YEAR: OCT 1 to OCT 1.

OCTOBER, 1984

"Help save yesterday for tomorrow"

Volume XII, No. 1

CALENDAR

October 11 Board Meeting. Carnegie Building. 7:30. pm.
13 California Railroad Museum. Living History Day.
Sacramento. call 443-3272.

WHY IS PALM AVENUE IN LIVERMORE WIDER THAN THE ADJACENT STREETS? J. Newton

The answer is - we don't know. We were asked this question in 1982 and also if at one time there were trees down the middle of the street. As far as I know this was never the case. Neither is it clear why South G Street between Palm and College is not in line with the rest of South G Street.

A collection of news items about that locality might be of interest. The first one is from a poster advertising Livermore's "Southern Addition", an area bounded by College Avenue and 6th, K and Lizzie Streets (Lizzie is now South Livermore Avenue). In the accompanying map Palm Avenue is shown the same width as 8th and 7th streets. The area between Palm Avenue and College is marked "Villa Lots". The ad says, "Palm Avenue upon one side of which are Villa lots of from one half to one acre, each will be lined with beautiful palm trees. Terms 10% down, one half in 30 days, remainder in 18 mos..." The sale was held on Sept. 3, 1887, and the Villa lots were priced from \$250 to \$500.

In 1929, a petition was made to the City Council asking that G Street be opened from Palm Avenue to College. It was signed by 15 property owners, including Geo. F. Tubbs. It was pointed out that no houses would have to be moved. In May, 1930, it was reported that Geo F. Tubbs had recently donated a strip of ground 546 ft. in length and 80 ft. wide through his property to the town, between Palm Avenue and College for street purposes and that he had been asked to name the new street. Mr. Tubbs chose the name Pepper Street, because some of the oldest pepper trees in town were growing there. But in October, 1930, the Livermore Journal reported that a new 80 ft. street from Palm Avenue to College would be named South G Street.

MEMBERSHIP RENEWAL FOR 1984-1985

Renewal notices have now been sent out and we look forward to a record return from those of you who were and were not members last year. The final figures for last year: 66 Family memberships, 46 Individual members, 37 Senior individual members, 9 Junior members, 19 Sponsorships, 24 Life members. Assuming an average of 3 per family on the Family memberships, we have over 330 members. At this time of the year, if you can think of a friend or relative who would enjoy receiving our newsletter and keeping in touch with Livermore, please consider giving a gift membership to someone, as well as renewing your own.

LOCAL HISTORY PROJECT

Friends of California Libraries is sponsoring a Local History Project full-day workshop on October 20th at the Shannon Park Community Center, San Ramon Rd. and Shannon Ave. Featuring seminars on Local History Archives, by California State Archives archivist Chuck Wilson; How Friends Can Start an Oral History Program by Willa Baum, regional oral historian in Berkeley; and Dublin Reflections, a slide presentation and commentary by Virginia S. Bennett, Dublin historian and retired librarian. The fee is \$9, and the registration deadline is October 10. Call Tanya Marie Clark at 828-2338.

HISTORICAL DISPLAY IN CITY HALL

The City of Livermore and the Heritage Guild have jointly purchased a glass display case which will house changing exhibits, to stand permanently in the lobby of City Hall. Currently Barbara Bunshah has placed part of her display on Company I in this case. We hope to change the exhibits approximately four times a year. The idea is to increase the visibility of the Guild, and try to reach some people who may be visiting the City and are unaware of the History Center, notice of which is inside the case. Please drop by City Hall if you are in the neighborhood and view the exhibit.

DOWNTOWN LIVERMORE, URBAN DESIGN PLAN AND REDEVELOPMENT STRATEGY

A copy of the recent paper prepared for the City of Livermore by The Planning Collaborative, Inc. is available for members to read in the History Center at the Carnegie Building. (not to be removed)

Some proposals included in this report are:- the establishment of an Old Core Area as a National Historic District which would be eligible for Federal and State grants, etc. Also the organization of a partnership of public, private, and non-profit entities to serve as a driving force in the revitalization process. The diversion of truck traffic from First Street onto Railroad Ave. with the relocation of Rte.84 as a longterm project, plus the suggestion to convert large areas of the Old Core Area (between 1st and 4th - in the vicinity of Carnegie Park) into pedestrian walkways and courtyards, will have an impact on the Carnegie Building and our tenancy.

You are welcome to come in and read this fascinating study.

CARL R. SCHNEIDER, J. Newton

We were shocked to read of the death of Carl Schneider recently, at the age of 49. Carl was a strong supporter of the Heritage Guild who was willing to work for us in any way he could, from physical work to his ability to assist us in editing and writing. The Board of the Guild has decided to microfilm our last series of old local newspapers in memory of Carl. The collection consists of copies of the newspaper that was first called THE LIVERMORE JOURNAL, then THE SOUTHERN ALAMEDA COUNTY NEWS, then THE LIVERMORE NEWS. A merger resulted in THE LIVERMORE HERALD NEWS and now it is THE TRI-VALLEY HERALD.

ERRATUM

In the September newsletter under OFFICERS AND DIRECTORS FOR NEXT FISCAL YEAR, please insert Lorraine Raison in place of Kitsy Junk, sorry Lorraine! Her phone number is: 443-0751

HIGHWAY GARAGE

Now that the sidewalk is in around the Garage, our plans for planting native shrubs can go ahead. The Board recently voted to put in 51 Coyote bushes and 10 Ceanothus (Carmel Creeper).

ARCHEOLOGICAL DIG

Bill O'Neal reports that an archaeologist has been hired to do a survey of the Anderson property (Robert Livermore's Las Positas) and we may be asked to provide hands to help with a "dig". Also he says that there are excavations already underway at the Hacienda Business Park site in Pleasanton - the first such archeological digging he has heard of in the Valley.

MEMBER OF: THE AMERICAN ASSOCIATION FOR STATE & LOCAL HISTORY: THE CALIFORNIA HISTORICAL SOCIETY: THE CONFERENCE OF CALIFORNIAN HISTORICAL SOCIETIES.

GUILD MEMBERSHIP DUES: INDIVIDUAL:\$7. FAMILY:\$10.(2 persons). JUNIOR:\$2.(18 or under). SENIOR:\$3.(65 or over). SPONSOR:\$25.(1 or 2 persons). LIFE:\$100. (1 person). LIBRARY:\$5. PATRON:\$100.(Business). FISCAL YEAR: OCT 1 to OCT 1.

NOVEMBER, 1984

"Help save yesterday for tomorrow"

Volume XII, No.2

CALENDAR

November	8	Board Meeting. Carnegie Building. 7:30 pm
	10	LARPD Bazaar. LHG participates. 9 - 5 pm. Rec. Ctr.
December	2	LAA Ravenswood Bazaar. 11 - 5 pm. Christmas Boutique
	8	Nostalgia Luncheon. Rec. Ctr. L H G Event, See below

An Invitation to Reminisce.....

NOSTALGIA LUNCHEON

Recreation Center, 8th St.

December 8, 1984

11:30 - 2:00

Chicken & Spaghetti, Salad, etc.

\$5:00 per person

Guest speakers will reminisce on life in the Livermore of the past

A chance to meet old friends

Mail paid reservation to: Treasurer, LHG. P.O.Box 961, Livermore

We plan to have one or two original Livermorsians chat about earlier times. Please come and join in what will be a very pleasant few hours. Names of the speakers will be published in the December newsletter, - but, we promise it will be worthwhile.

GUILD PUBLISHES NEW POSTCARDS

A set of 4 reproduction postcards are available in mixed packs of 12 for \$2.25 per pack. One of the cards, - a scene of the old S.P. Depot has added the word GREETINGS in red so it may be used for Xmas. Packs of this card only are also available for the same price. The other scenes are: the Carnegie Building when first completed, a view of 1st Street during a Rodeo Parade in the 1920's, and Dr. Gordon's residence when it was still on 4th St. (now known as the Nielsen residence on Tesla). Please send in orders with shipping of \$1.50 additional plus .50¢ for orders over \$5. The postcards will be on sale at the LARPD Bazaar on November 10.

~~We will also be selling the traditional Heritage Guild Calendar at the same Bazaar, containing 13 reproductions of early Livermore scenes. The price this year for the 1985 issue is \$2.00 as in previous years.~~

There are 10 new black and white contact prints to view in the History Center. These can be purchased as enlargements, and individually, when framed make lovely gifts. Prices are : 5 x 7 - \$5, 8 x 10 - \$9, 11 x 14-\$18 and 16 x 20 - \$25.

The subjects are: #23 Beck Grocery Store
#35 Old St. Michael's Church
#52 Flagpole Dedication, 1905
#60 Old view of First St. looking west
#63 " " " " looking east
#108 Livermore Collegiate Institute, 1896
#283 Livermore Rodeo 1935
#332 US Veterans Hospital when built, 1925
#435b Tesla Catholic Church about 1900
#379 Highway Garage (old Duarte Garage)

"BUDDY CAN YOU SPARE A DIME"

This will be the theme of a spring dance organized by the LCAC (Livermore Cultural Arts Council) of which the Guild is a member. We will be actively participating in this belated celebration of the restoration of the Veteran's Building where the event will be held on March 2.

Watch the newsletter for more information - meanwhile, please start saving for the food committee any scraps of bright cotton which might be used for napkin squares, sheets which we will patch to use for table cloths, and pie plates, tv dinner plates or any reusable but disposable plates. The depression era theme will be carried into the soup kitchen - for supper. This will be a non-profit event, and the goal is a great evening of music and dancing in the style of the times - the early 30's when the Building was founded.

THE HISTORY OF THE DUARTE GARAGE & LINCOLN HIGHWAY MUSEUM, Janet Newton

The old "Highway Garage" at the end of North L Street in Livermore, was once part of an exciting chapter of American history. What is now Portola Avenue (an inappropriate name, since the Spaniard Gaspar de Portola was never in this valley), was once a section of the first transcontinental highway in the United States. The development of this country and its current high standard of living, in large part depended on the automobile and the roads to accommodate it.

Carl G. Fisher, a noted early inventor and designer, conceived the idea in 1912, of forming a Lincoln Highway Association whose aim was to build an automobile highway from coast to coast. He is reported to have said "A road across the United States. Let's build it before we are too old to enjoy it." He was successful, both in raising money for it and obtaining support for it from leaders of American industry.

The beginning of what was named the Lincoln Highway was in Lincoln park in San Francisco, overlooking the Golden Gate, where there is a plaque commemorating the event. The road was continued eastward along the route of what became eventually, U.S. Highway 50, and it went through Livermore.

The new machines needed service centers where gasoline could be bought, and repairs made. The Duarte's Highway Garage, built about 1917, was one of them. The sign painted in front of the building became a landmark that was familiar to all the motorists travelling the coast-to-coast

But the Duarte family, Frank and his son Frank Jr., did more than service and sell automobiles, they developed a machine shop that became famous for its work in building and repairing machinery for farmers and wine-makers. Thus the family, and the business played an important part, not only in U.S. history but in Livermore history also.

Memorials

We have recently received three memorial donations in the name of Carl Schneider one for Miss Lunney Ryan and one for Ruth Graham.

THANK YOU VERY MUCH TO ALL THE HELPERS WITH THE RECENT OPEN HOUSE AT THE HIGHWAY GARAGE.....YOUR EFFORTS ARE APPRECIATED.

LIVERMORE HERITAGE GUILD



NEWSLETTER

DECEMBER, 1984

"Help save yesterday for tomorrow"

Volume XII, No. 3

CALENDAR

December 8

NOSTALGIA LUNCHEON - 11:30 - 2:00 pm. Recreation Center
8th St. \$5. per person (Chicken & Spaghetti). Please
mail advance paid reservations to LHG. Attention: Treasurer
or drop off at History Center (open Wed.-Sun. 11:30-4:00).
Guest speaker: Leona McGlinchey who taught for many
years at Fifth Street School. There's still room and
there's still time to reserve.

Friday 14

Board Meeting. 7:30 pm. Brown residence, Tesla Rd.
Please bring goodies.

Non Profit Organization
U. S. POSTAGE
PAID
Livermore, CA
Permit No. 172

Season's Greetings



LIVERMORE HERITAGE GUILD

P.O. Box 961 Livermore
CA 94550

ADDRESS CORRECTION REQUESTED

INDIAN EXHIBIT & CHILDREN'S HOUR

Commencing December 3 until mid-January 1985 there will be a new exhibit in the West Room at the History Center. Courtesy of the Indian Center and Mary Puthoff; artifacts including beadwork, displays, dolls and blankets will be shown.

On Thursday January 3 the LHG will host an activity period for children ages 5-12 in the Lecture Room on the lower level of the Carnegie Bldg. An indian game will be made, stories told and small groups will be taken upstairs to have the exhibits explained, by an indian consultant. There will be no charge, but reservations must be made by January 2 as the group size is restricted. Call Carolyn Parrish at 443-3272.

OPEN MEETING

JANUARY 24

GARY DRUMMOND: SLIDE SHOW & TALK ON EARLY LIVERMORE ARCHITECTURE

To be held at the Southern Pacific Depot (courtesy of Coldwell Banker) Save this date, and plan to attend. More information in the January letter.

HIGHWAY GARAGE

We had a very successful day on October 21 for the Open House. Maximum cooperation from volunteers, weather, cooks and attendees, plus of course the wonderful efforts of Henry's A's made it a success. Thanks to Anna Brown for coordinating the team work.

As a result of this opportunity for members to see more of the garage, and observations received after the event, the Board has appointed a specific Curator of the Highway Museum, Bill O'Neal, with Chet Fankhauser assisting.

XMAS GIFT CHECK LIST

Drop by and purchase some of these specialized items at the History Center. Hours are Wed.-Sun. 11:30-4:00 pm. Prices of the items are various but orders can be mailed in.

✓

POSTCARDS of old Livermore

✓

NOTECARDS, with envelopes

✓

PUBLICATIONS, various

MRS MCGEE'S "MERRY CHRISTMAS CAKE", 1879 , from an old cookbook

2 cups sugar
1 cup corn starch
2 cups flour
1 cup butter
½ cup sweet milk
whites of 8 eggs
2 teaspoonsfull of baking powder

Bake in jelly cake pans.
Between each layer when done, on sides and top, spread icing, with grated cocoanut. A very pretty dish.
(no other instructions given)

Best Wishes for a Happy New Year

MEMBER OF: THE AMERICAN ASSOCIATION FOR STATE & LOCAL HISTORY; THE CALIFORNIA HISTORICAL SOCIETY; THE CONFERENCE OF CALIFORNIAN HISTORICAL SOCIETIES.

GUILD MEMBERSHIP DUES: INDIVIDUAL:\$7. FAMILY:\$10.(2 persons). JUNIOR:\$2.(18 or under). SENIOR:\$3.(65 or over). SPONSOR:\$25.(1 or 2 persons). LIFE:\$100.(1 person). LIBRARY:\$5. PATRON:\$100.(Business). FISCAL YEAR: OCT 1 to OCT 1.

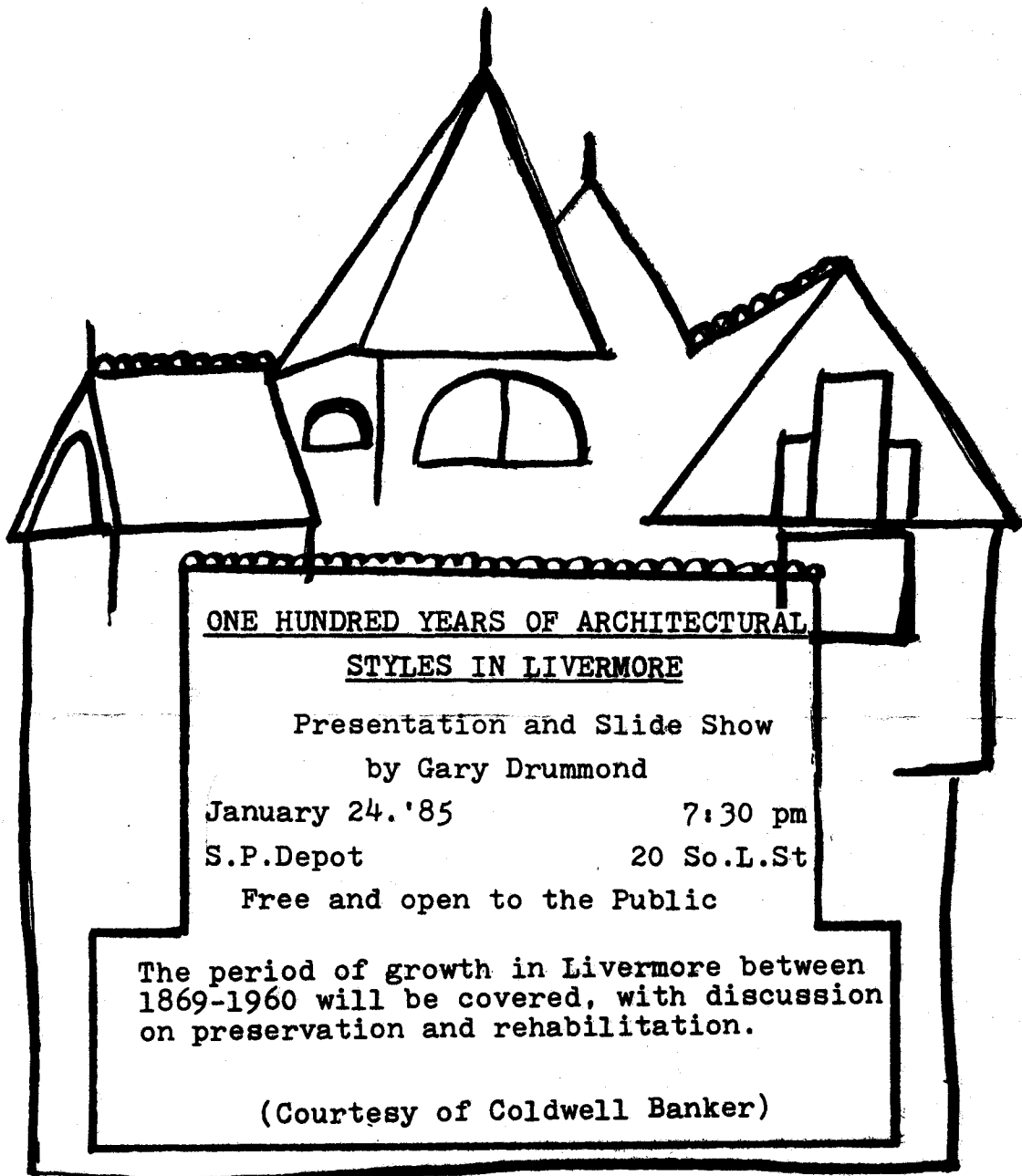
JANUARY, 1985

"Help save yesterday for tomorrow"

Volume XII, No. 4

CALENDAR

- January 3 Children's Program. Indian Games and Stories 1:00-3:00 pm
Free and by reservation 443-3272 - in Carnegie Bldg.
- 10 Board Meeting. 7.30 pm. Carnegie Bldg.
- 24 Open Meeting. S.P. Depot No. L. Street.(see below)
Doors open: 7:30- "A Hundred Years of Livermore Architect-
ure.



FROM THE CURATOR: Janet Newton

During January a new exhibit will be put in the Guild's showcase in the City Hall (or Administration Building) on South Livermore Avenue. It will consist of a collection of photographs of the Livermore Sanitarium that was south of College Avenue on both sides of L Street.

The Sanitarium was a hospital for mental diseases that was founded by Dr. John W. Robertson to carry out his belief that patients suffering from mental diseases would benefit greatly by being treated away from their homes and in surroundings of country fresh air and sunshine where they would eat good food and receive the latest medical treatment.

The hospital began in the old Livermore College building and then extended to the Mendenhall home nearby. By 1896, other spacious buildings had been added and individual cottages built to accommodate patients. The grounds of the hospital, on the banks of the Arroyo Mocho were extensive and beautiful.

Dr. Robertson's home was built at the southwest corner of College and South L Street but later the building was converted to hospital use and Dr. Robertson built a new home further south on L Street, on the same side.

An elegant large building that was called the Hydrophathic was built on the east side of L Street in 1896. The only remaining building that was used by the hospital is the old tank house, now made into a residence on Old Tower Road. The hospital was closed in 1964.

Most of the photos are from a small booklet about the Sanitarium published in 1904, kindly lent to us by the Alameda County Historical Society.

An interesting anecdote about the hospital was told to me by the late Warren Howell, until recently a renowned rare book dealer of San Francisco. Mr. Howell said that the hospital's first patient was a rare book dealer and that Mr. Howell was asked to testify in the legal hearing on the patient's commitment to the hospital. Mr. Howell was asked if the patient was the kind of man who would plan to burn the hospital, to which he replied that the man would not. It turned out in the testimony that the man had planned to do just that.

One of Dr. Robertson's daughters married the famous printer Edwin Grabhorn who turned out what are now very valuable and rare books. Dr. Robertson's daughter Elinor Tobin still lives in the family home on South L. St.

HIGHWAY MUSEUM

Recently a hard-working crew of Board and Guild members spent a Saturday down at the old Duarte garage hauling away some of less necessary accumulation of left-overs from past auctions and associated junk. The tool crib where most of this was stored is now nearly naked and desirous of becoming useful again in it's original capacity - i.e. to store TOOLS. Your donations of unwanted mechanic's tools would be so welcome. The volunteers who work on our vintage vehicles have to tote in their own all the time. Take a peek in your garage and see if there isn't something gathering cobwebs which we could put to use. Many thanks. By the way call Bill O'Neal on this - 447-5957, or Gerry Bireley - 455-1871.

MEMBER OF: THE AMERICAN ASSOCIATION FOR STATE & LOCAL HISTORY; THE CALIFORNIA HISTORICAL SOCIETY; THE CONFERENCE OF CALIFORNIAN HISTORICAL SOCIETIES.

GUILD MEMBERSHIP DUES: INDIVIDUAL:\$7. FAMILY:\$10.(2 persons). JUNIOR:\$2.(18 or under). SENIOR:\$3.(65 or over). SPONSOR:\$25.(1 or 2 persons). LIFE:\$100. (1 person). LIBRARY:\$5. PATRON:\$100.(Business). FISCAL YEAR: OCT 1 to OCT 1.

FEBRUARY, 1985

"Help save yesterday for tomorrow"

Volume XII, No. 5

CALENDAR

- February 7 & 21 Be a Smarter Beef Shopper/Workshop sponsored by Alameda County Cowbellees, California Beef Council & U.C. Coop. Extension. Call 881-6341
- 8 Livermore Art Association. Special meeting to preview work by 4 new members. Carnegie Building 7:30pm
- 14 LHG Board Meeting. 7:30 Carnegie Building.

"BUDDY CAN YOU SPARE A DIME"

Hopefully by now you had already earmarked MARCH 2 on your calendars for the Livermore Cultural Arts Council dance with the above theme. A belated celebration of the restoration of the Veterans Building in Livermore, the dance with the depression era theme will commence at 8:00 pm. Tickets are available from the Guild at \$7.50 per person and must be bought in advance. They are going fast and are in limited number to start with. So if you are interested please give Barbara Bunshah a call either at home - 447-5065 or at the History Center on Wednesdays through Sundays 11:30-4:00 at 449-9927.

The whole evening, which is being operated on a non-profit basis with volunteer help from the member groups of LCAC, promises to be a lot of fun. Dancing to the music of the times with Chuck Eras and the Illusions. Pat and Art Waters will be teaching three dances too, so there'll be no excuse for not getting up and joining in. There will be beer and wine for sale at a nominal fee, and a buffet supper is included in the price.

By the way, we need volunteers to help with some of these activities, all volunteers will be required to have tickets, but we only need an hour of your time during the evening. Please mention to Barbara when you buy your ticket if you wish to help out.

We are still saving foil TV dinner plates and pie dishes, tin cans and fabric scraps for the decorating committee - please call Carolyn Parrish if you can donate any of these; 443-3272.

SEE YOU THERE!!

MEMBERSHIP

As usual at this time of year, we have to remind some friends of the Guild that their memberships are overdue for renewal. Please just check the date on the label of your newsletter - if it doesn't say '85 you're not current. We appreciate your support but we also need those dues, these pay for the newsletters and encourage us in the belief that you still agree with what we're trying to do. Here's a list of current members.

Dewitt Allen's
Peder Andersen's
Diane Andrade
Judith Beery
Virginia Bennett
George Bing's
Myron Bird
Jerry Bireley's

Roger Brown's
Mrs. C. Buckley
Leroy Tezak
C. O. Burdick's
Merilyn Calhoun
James Carothers's
A. Casamjor's
Edna Chance

James Concannon's
Mrs. J. Concannon
Robert Craig's
Chas. Crohare's
F.J.&E.M.Young
James Day's
Richard Deck's
Ann Dellavalle

Giovanna Born
Cathie Brown
David M. Eller
Phyllis Fachner
James Foote's
Terry Givens's
John Green's
The Heanes Family
Carl Holdener's
M. Bettencourt's
Mrs. E. Dopking
Arthur Henry's
Dan Mosier's
Ed Rundstrom's
Marian Hunter
Myrtle Jewett
Keith Ker's
Richard Lerche's
Lloyd Madsen's
Michael May's
Jesse Meadows's
Yucola Jacobson
Ralph Moir's
Henry D. Newton
Tania Selden
Wm. O'Neal's
George Keppel's
Carolyn Parrish
Mrs. J. Pruss, Sr.
Thos. Raison's
Tim Sage
Dun Scullion's
Bill Shook
Jack Stear
Mrs. Harriette Suits
Duncan Tanner's
Dr. & Mrs. Tilles
Juanita Vidalin
K. Waggoner's
Arthur Waters
Marge Stout
Mrs. Frances Wheelock
Ursula Mannix
Beth Brewster
Robert J. Brockman
Donald Nelson
Rotary Club of Livermore
L. C. Schneider

B. S. Christensen's
Suzanne Clark
Walter Eneidi's
C. Fankhauser's
Charles Foscalina
Ernest Gohler's
Leroy Green's
Henry's "A"'s
Bill Holloway
R. Hamlin's
C. Douglas's
Phillip Dean's
David Oakley's
T. Simonen's
Earl Ising's
Elizabeth S. Jones
Walter King's
Mrs. R. Livermore
Helen Magness
Chas. McFann's
Bertha Meamber
Wm. Miller's
Doris Murphey
Dr. & Mrs. Newton
Ian Scott Selden
Mortimer O'Shea's
Marlys Overby
Ed Peiffer's
Sally Pruss
William Ralph's
John Sarboraria's
Mrs. Jewell Shields
Mrs. S. Simerman
John Stein's
Malvern Sweet's
Robert Taylor's
Irene Telles
Dorothy Vittoe
Mrs. John Wallace
Mrs. Karl Wente
Rhett Williamson's
John Miller's
Ralph Herrick
Earlene Walker
J. Bireley, Sr's
Harold Wright
Margaret Rice
Jean Mohn

M. Duarte's
Robert Edward's
Ed English's
Carmel Fannuchi
Capt G. Fulk
K. Grandfield's
Mrs. L. Hansen
Mrs. R. Hewitt
Gary Barber's
W. Cooper's
Gary Drummond
Jean Kruger
Tom Phillip's
Warner Holm's
Leslie Jensen
The Junk Family
Roe Lair
Martin Lyons's
Larry Mauch's
F. McGlinchey's
Philamena Medeiros
Denise Minoggio
Ian Murray's
David Nielsen's
Sterret Perkins
Mrs. Chas. Otto
G. G. Owens's
Paul Phelps's
The Raboli Family
Stephen Sacco's
Barry Schrader's
Dr. & Mrs. Shirley
Joe Sladky's
S. Stone's
Tomas Tami's
Henry Thoms
Mary Twohey
Robert Wade's
Grace W. Heimlich
Dr. & Mrs. Wilson
Ron Johansen's
Gary Dunsmoor
Comfort Family
Mike Pompileo
Erin Cole
Rich Gallagher's
F. Young's

HIGHWAY GARAGE MUSEUM

Bill O'Neal has a variety of projects lined up for us to continue improving the condition of the old Duarte Garage. VOLUNTEER HELP IS BADLY NEEDED. The last Saturday of each month has been designated a workday down there, from 9 am. in the morning. All you have to do is show up and Bill will have the plan of action for the day. Teenagers are especially welcome. We'd like to get some young people involved with helping to preserve some of Livermore's past. Saturday doesn't have to be the only day you can help either...Bill's No.: 447-5957.

MEMBER OF: THE AMERICAN ASSOCIATION FOR STATE & LOCAL HISTORY; THE CALIFORNIA HISTORICAL SOCIETY; THE CONFERENCE OF CALIFORNIAN HISTORICAL SOCIETIES.

GUILD MEMBERSHIP DUES: INDIVIDUAL:\$7. FAMILY:\$10.(2 persons). JUNIOR:\$2.(18 or under). SENIOR:\$3.(65 or over). SPONSOR:\$25.(1 or 2 persons). LIFE:\$100.(1 person). LIBRARY:\$5. PATRON:\$100.(Business). FISCAL YEAR: OCT 1 to OCT 1.

MARCH, 1985

"Help save yesterday for tomorrow"

VOLUME XII, No.6

March 14 LHG Board Meeting. 7:30 pm - Carnegie Building.
23 & 24 Spring Show - Livermore Art Association, at the Barn.

HISTORY CENTER - NEW ACQUISITION

Recently an old relief map was found in the basement of the Carnegie Building, and donated to the Guild. Barbara Bunshah researched and found the following newspaper article from The Herald, August 23 1913.

PUBLIC LIBRARY HAS RELIEF MAP OF PANAMA

Acquired Through Donations Of E. B. Partridge And Others

The public library received a valuable accession this week in the shape of a relief map of the isthmus of Panama showing in minute detail the Panama Canal and the country surrounding the big ditch. The map is carefully laid out according to scale and those local travelers who have visited the canal and who have examined the map say it is a very faithful representation of this great triumph of engineering.

The map is 3x2 feet in size. It is known as Howell's Microcosm. It was made in Washington by a firm which makes the government maps and thus has access to all the government surveys and records, insuring its accuracy. The map cost \$50 and the price was raised by contributions, the major portion being donated by E. B. Partridge. Other donations were as follows: Wm. McDonald, \$1; T.E.Knox,\$1; H.W.Hupers,\$1;J.J.Callaghan,\$1; C.S.Victor,\$1;John D. Ryan, \$1;J.C.Reimers,\$1;Mrs.D.D.Emminger,25 cents; F.R.Fassett,\$1;Jos.Fletcher,\$1;A.L.Henry,\$1;L.M.MacDonald,\$1.

The Library Trustees have agreed to have the map mounted on a suitable stand and placed in a prominent position in the library reading room so that it will be convenient for reference. The map will be invaluable for students as well as the general public which is interested in the canal which is to have such a strong influence on the future of this coast.

A relief map of the State of California would be a great addition to the library and it is hoped that public-spirited citizens will supply the want. The cost would be but little more than for the Panama map and would be correspondingly valuable.

NEW EXHIBIT - Janet Newton

A new exhibit in the west room of the History Center is a tribute to Robert J. Livermore last December at the age of 86. Bob, as his friends called him, was a great grandson of Robert and Josefa Livermore, the ones for whom the town of Livermore was named.

In 1976 Bob brought to the Heritage Guild two large black and white portraits of his grandparents, Robert Livermore, Jr., and his wife Teresa. These two fine photographs dominate the exhibit.

Bob was a charter member of the Livermore Heritage Guild and was a strong supporter of our objectives. We are grateful for the help he gave to us.

(Ed.Note: The aforementioned is part of a new exhibit Janet is currently working on which includes several Livermore families. The completion date will be in the next newsletter.)

Excerpts from an interview with Al Jergentz, uncle of Marge Stout, of Livermore.

The Jergentz family lived in Hayward. In 1931, Al Jergentz came to Livermore to look for work. It was difficult to get jobs and the Hetch Hetchy project near Livermore made it seem a good place to look

Al began working for Charles Bovard, owner of the Livermore Roofing Co. He lived with the Bovard family and he stayed long enough to learn the trade of roofer.

At that time the Bovards lived in the small community of Ulmar. It was on the main highway east of Livermore, on what is now the South Frontage Rd. between Vasco Rd. and Roosevelt Ave. There was another cluster of shacks and small houses on the north side of the highway between Pleasant Way and Herman Ave. It was known as Tubbsville. The houses were built of old lumber from torn down warehouses, but they were freshly painted and had lawns and flowers and trees. The houses were well taken care of. The people had nothing else to do. They couldn't afford to go anyplace. They hadn't any money to buy gas for the few cars they had.

There was still another small place on the south side, at the corner of Mc Graw Ave. called Big Trees. It had a lunch room, a service station and a motel. Mostly there were only gravel roads at that time. The little stopping places probably dated back to the days of horse-drawn vehicles.

Al was paid 15¢ an hour at first, but later got 25¢. When he got an occasional job for Standard Oil, he got 50¢! Men took jobs wherever they could get them. One of his jobs was hauling lumber for George Tubbs from a dock near Bay Point, on the Carquinez Strait. Al and Herb Bovard had to stand on the front bumper of the truck all the way to Livermore to keep the front tires on the road. (There wasn't much traffic in those days.)

Al says he was in Livermore during prohibition when there were no bars, as such. But there was a lot of bootlegging, he says. The Depression was not a joke, but he remembers incidents that made them laugh. One day in a lunchroom in Ulmar, a group of men were sitting around drinking when a woman burst in on them and asked "Does anyone know how to tie a cord?" One of the men answered "Sure I know how to crank a Ford". Not many jokes in the Depression.

Once when they were working putting on a new roof and painting the school house at Midway, they played the hand-cranked Victrola all day every day for a week. They only had one record "Dill Pickle Rag".

They got about two roofing jobs a week. They were not prosperous. Working with hot tar in summer was very disagreeable. There weren't many trees to give them shade outside the town of Livermore. Once they got a job in Crockett in hot weather. They left home at 5 a.m. and got back at 10 p.m.

In Tubbsville there were two lunch rooms, the Purple Cow and the Red Rabbit. The men used to go to them to talk and tell jokes. There was nothing else to do. Al had a small roadster, a '26 Chevy. It was yellow and green. He was lucky if he had enough money to buy gas for it. Livermore often had street dances at that time and Al remembers a carnival near the S.P. Depot when a young woman fell from a highwire and was killed.

Al worked at blowing up the old gravel receptacles that were at the west end of First St. When any of the sticks of dynamite didn't explode they gave them to some nearby pigs. The pigs ate them. The pigs would eat tar also.

There were some racketeers in town trying to sell worthless oil stock, Al says. The racketeers were arrested and jailed. George Tubbs paid Al and another man to wreck a fake oil derrick the men had put up. The men also spread crank-case oil on the ground to persuade people that they really were pumping oil. It is ironic that the fake well was not very far from a real oil well that is still pumping oil today on the east side of Livermore.

LIVERMORE HERITAGE GUILD

P.O. Box 961 Livermore
CA 94550

ADDRESS CORRECTION REQUESTED

Non Profit Organization
U. S. POSTAGE
PAID
Livermore, CA

MEMBER OF: THE AMERICAN ASSOCIATION FOR STATE & LOCAL HISTORY; THE CALIFORNIA HISTORICAL SOCIETY; THE CONFERENCE OF CALIFORNIAN HISTORICAL SOCIETIES.

GUILD MEMBERSHIP DUES: INDIVIDUAL:\$7. FAMILY:\$10.(2 persons). JUNIOR:\$2.(18 or under). SENIOR:\$3.(65 or over). SPONSOR:\$25.(1 or 2 persons). LIFE:\$100.(1 person). LIBRARY:\$5. PATRON:\$100.(Business). FISCAL YEAR: OCT 1 to OCT 1.

APRIL, 1985

"Help save yesterday for tomorrow"

VOLUME XII, No. 7

CALENDAR

- April 11 LHG Board Meeting. Carnegie Building. 7.30 pm
 14 Open House. Ravenswood. 1-4pm. hosted by LARPD
 20 Society of American Indians. POW WOW. 6-11:30 pm
 Junction Ave. School.
- May 4 PRINTMAKERS SWAPMEET - DUARTE GARAGE - 11 am - 4 pm
 An opportunity to see letterpress printing in operation. Open to the public, refreshments will be available. For more information call Barry Schrader - 449-7888.
- 11 ANNUAL HERITAGE GUILD AUCTION - DUARTE GARAGE
 As in previous years we will commence preview and the serving of supper around 5 pm. Please now search out some things for this important fundraiser. We need interesting items and will take goods on consignment. Please call Chet and Henri Fankhauser - 447-3809 or 449-9791 for more information or if you have a donation.
- 13 Archeological Fundraiser - Ravenswood Dig for Wine Museum
 Under the supervision of Bill O'Neal donors to the Museum Fund will have the opportunity to search for treasures in the old winery ruins at Ravenswood. Any finds will become part of the museum collection. Children under the age of 12 must have parental supervision. The dig will probably span a couple of weeks. Call Bill at 447-5957.

HISTORY CENTER

The Livermore Art Association has graciously agreed to allow us to share expenses on the telephone in the Carnegie Building. This means we will now be listed in the new directory in the white and yellow pages. The number is 449-9927; we know this will increase our traffic in the Center and help all those newcomers to town who can never find us.

NOMINATIONS TO BOARD OF DIRECTORS

Any nominations should be received as soon as possible. There are several seats available for the next fiscal year. Please call Barbara Bunshah at the History Center - Wednesday through Sunday. We would like to see more participation from the membership - so if you know someone who would be perfect for this job - take some action!

FROM THE CURATOR, JANET NEWTON

The exhibit about old families in the valley is in the west room of the History Center now includes besides the artifacts pertaining to Robert Livermore Jr.'s family, an exhibit about families of Collier Canyon, and one about the Crosby Ranch.

Included are three old photographs of the McCollier Family given to us by granddaughter Ursula Mannix and a painting of Collier Canyon

as seen from the home of Art and Pat Waters twenty five years ago. We had a larger exhibit about the Armstrong family of Collier Canyon when we first opened the History Center.

In honor of the Crosby Family exhibit, we have published a small booklet about the Crosbys. All paid-up members who visit the Crosby exhibit in the Center, will receive a copy of the booklet free. Otherwise it is \$1, plus 50¢ by mail. The Crosby exhibit includes Captain Crosby's rain-gear that he wore in the Civil War when he was a member of the 7th Maine Volunteers.

Michael McCollier and his wife Mary McMurray McCollier were born in Ireland. They came round the Horn to California in 1849. They were the first ones to settle in what is now Collier Canyon. They both dropped the prefix Mc from their names. It is likely that they bought their land (for a dollar an acre) soon after the boundaries of the Rancho Las Positas were settled in 1871 as a result of the Dyer survey.

Mary Collier was related to the Michael Murray who had a ranch on Hartman Road, north of Livermore. Granddaughter Anne Burns whose parents lived on Third Street, remembered her grandfather coming to pick her up every Friday night, to take her to the ranch. In the ranch house she remembers seeing Dresden figures from the 1896 Midwinter Fair in San Francisco. Her parents' house on Third Street cost \$1600 including the lot. It had a marble fireplace and a bath tub.

(Editors Note: Janet Newton and Malvern Sweet are collaborating on a display featuring Malvern's family - notably John and Anna Young of Lone Oak Farm. This will shortly be completed and be part of the old families in the valley display.)

NEW AND REJOINING MEMBERS

John and Rosalyn Demling	Izzy Lara
Christine Detjens	Margaret Lanfri
Mr. & Mrs. Royce D. Eckhard	Steve & Amanda Leeds
Mr. & Mrs. Charles Folkers	Jean Mohn
Nellie Frobose	Candy & Nathan Prettol
Bob & Roberta Westbrook	

Thank you all for your support.

* ***** *

J. C. Penney's Record Breaking Clearance, from the Livermore Herald July 14, 1933.

Sheets, 81x99.....	49¢	Dainty House Frocks, Newest Styles and Cases, 42x36	10¢	Materials	88¢
Women's Chardonize Hose.....	19¢	Silk Dresses.....	\$2.00	Ladies Purses.....	.49¢
Sport Oxfords.....	\$1.49	Gladio Prints, per yard....	6¢	Luncheon Cloths, linen....	47¢
House Slippers.....	49¢	Men's Shorts or Shirts...	15¢	Oxhide Overalls.....	59¢
Children's Rayon Undies	15¢	Fancy Socks-mens.....	2/ 25¢	Boy's Bathing Suits....	98¢
Men's White Broadcloth shirts	69¢				
Tan Covert workpants	98¢				
White Handkerchiefs.....	6/ 15¢				
Novelty Sport Pants.....	\$1.98				

LIVERMORE HERITAGE GUILD

P.O. Box 961 Livermore
CA 94550

ADDRESS CORRECTION REQUESTED

Non Profit Organization
U. S. POSTAGE

PAID

Livermore, CA

LIVERMORE HERITAGE GUILD



NEWSLETTER

MEMBER OF: THE AMERICAN ASSOCIATION FOR STATE & LOCAL HISTORY; THE CALIFORNIA HISTORICAL SOCIETY; THE CONFERENCE OF CALIFORNIAN HISTORICAL SOCIETIES.

GUILD MEMBERSHIP DUES: INDIVIDUAL:\$7. FAMILY:\$10.(2 persons). JUNIOR:\$2.(18 or under). SENIOR:\$3.(65 or over). SPONSOR:\$25.(1 or 2 persons). LIFE:\$100.(1 person). LIBRARY:\$5. PATRON:\$100.(Business). FISCAL YEAR: OCT 1 to OCT 1.

MAY, 1985

"Help save yesterday for tomorrow"

VOLUME XII, No.8

- May 4, Printmakers swap-meet, Highway Garage, 11 to 4. End of L Street.
- 9, LHG Board meeting, History Center, 7:30 p.m., Carnegie Building
- 11, ANNUAL LHG AUCTION, Highway Garage, pot-luck supper & preview, 5 p.m.
- 13, Archeological dig, Ravenswood. Call Bill O'Neal, 447-5957
- Jun 16, ANNUAL MEETING and election of officers. See below.

Annual General Meeting

June 16 - 3:30-5:30pm

GARY DRUMMOND

"In pursuit of Livermore Trivia"

*FOLLOWED BY SUNDAY AFTERNOON TEA
AND RECITAL BY A LOCAL MUSICIAN.*

Downstairs at the Carnegie Bldg.

Nominating Committee, slate of nominees;

Chairman, to be announced. Vice Chairman, Garrett Drummond
Secretary, Barbara Bunshah. Treasurer, Malvern Sweet
Way & Means Chairman, Henri Fankhauser.

Directors to 1987: Wm. Junk, Wm. O'Neal, Carolyn Parrish, Lorraine Raison, Muriel Dean.
Elected members of nominating committee, Merilyn Calhoun, Peggy Concanon.

History Center

The exhibit about the family of John Young, Malvern Sweet's ancestor, is now complete, with the exception of an old sewing machine. The machines were a great help to the hard working housewives of old ranches. All the family's clothing used to be made at home. This exhibit completes the a series of stories about old ranch families. We will continue to develop exhibits about other families.

The old house museum on the County Fairgrounds has been slated for demolition, \$17,000 having been allocated for the cost of the destruction. Anna Brown is working hard with a committee trying to reverse the decision, pointing out to the Fair Board and the County Supervisors how the building could be made useful and profitable to the community. A letter from the building's first curator, now the Executive Directory of the Kentucky Derby Museum in Louisville, Kentucky (none other than our old friend Wm. W. Ray) gives his professional opinion of the value of saving the building, and outlining a plan for its use. If you would like to help, call Anna, 447-7780, or Supervisor Ed. Campbell.

We are indebted to Alan Winslow for sending to us a copy of an article about the Viennese physicist Ludwig Boltzmann, who, in 1905, when he was giving a series of lectures at UC Berkeley, was invited to visit Phebe Hearst at her hacienda near Pleasanton. Boltzmann describes traveling to Livermore by train and being met by Mrs. Hearst's coachman and gives an account of his stay. We will include an excerpt from this article in a future NEWSLETTER.

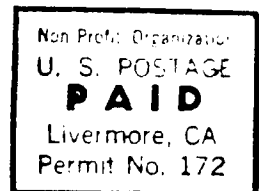
Plans for the new Livermore Valley Wineries Museum are progressing rapidly. At the recent Open House at Ravenswood, Dr. Wm. Bullough, author of the book, THE BLIND BOSS & HIS CITY, gave us some valuable leads for historical research.

From the Membership Chairman: We are pleased that many members have renewed their membership recently. Please check your mailing label to check if your membership is up-to-date.

LIVERMORE HERITAGE GUILD

P.O. Box 961 Livermore
CA 94550

ADDRESS CORRECTION REQUESTED



MEMBER OF: THE AMERICAN ASSOCIATION FOR STATE & LOCAL HISTORY; THE CALIFORNIA HISTORICAL SOCIETY; THE CONFERENCE OF CALIFORNIAN HISTORICAL SOCIETIES.

GUILD MEMBERSHIP DUES: INDIVIDUAL:\$7. FAMILY:\$10.(2 persons). JUNIOR:\$2.(18 or under). SENIOR:\$3.(65 or over). SPONSOR:\$25.(1 or 2 persons). LIFE:\$100.(1 person). LIBRARY:\$5. PATRON:\$100.(Business). FISCAL YEAR: OCT 1 to OCT 1.

JUNE, 1985

"Help save yesterday for tomorrow"

VOLUME XII, No. 9

Don't forget our ANNUAL GENERAL MEETING - June 16 at 3:30 pm, Sunday
Guest speaker will be GARY DRUMMOND who will present a slide show and
talk entitled "In pursuit of Livermore Trivia", followed by tea and
refreshments. (downstairs at the Carnegie Building).

GREETINGS:

During our festivities, celebrating the

100th Anniversary of Livermore Valley

and our ANNUAL RODEO we, the
citizens of Livermore, extend to you a

Sincere Welcome

Geo. F. Tubbs,
Mayor

Livermore, Calif.

This Welcome notice and the
article which follows, both
appeared in the June 6, 1935
issue of the Southern Alameda
County News - Centennial Edition.

1835 was the first year after
secularization that the Valley
was farmed by the individual
rancho owners, and thus the
1935 celebration.

So 1985 sees the 150th
anniversary of the development
of the Livermore Valley.

FIRST RODEO WAS HELD IN VALLEY DURING 1849

Rodeo Association Was Organized in 1919

"The World's Fastest Rodeo!" Appropriately thus reads the slogan
for this year's spectacle to be held here this week-end under the
direction of the Livermore Rodeo Association.

Starting in 1918 as a benefit show to raise funds for Red Cross
activities during the World War, the Livermore Rodeo has grown with
each annual event until this year's show has rightful claims to being
the greatest in the country.

Although it was back in 1918 that what is now known as the Livermore Rodeo derived its name, early history of the valley tells of a rodeo first being held in 1849 near the Ojita de Agua spring at a site about two and half miles southeast of the home of Robert Livermore, sturdy pioneer for whom the valley was named. By coincidence the present Rodeo grounds are located on the same site where 86 years ago approximately 16,000 cattle belonging to Sunol, A. Bernal, Juan Bernal and some of their sons, the Amador Rancho, the Dolores Pacheco and Robert Livermore, were collected together from all parts of the valley to be branded, as rodeoing was termed at that time. About 200 vaqueros are said to have participated in this first rodeo.

The first modern Rodeo had its birth 17 years ago when the World War was still in full swing. The Red Cross made its call for funds to carry on activities and Livermore was asked to raise \$4,500.

It took John McGlinchey, founder of the Livermore Stockmen's Association and one of the leading stockmen of the valley, to originate the idea of reviving the sports of the days when California was in the making to raise the allotted sum.

McGlinchey selected a site for his show in a little round valley along the Santa Rita road on the banks of Las Positas creek and just about 500 yards northwesterly from the spot on which stood the hacienda of Robert Livermore in 1849, another coincidence.

Although it was the first show of its kind attempted in the valley this rodeo was a financial success, and a check for \$4,500 was turned over to the Red Cross ten days after the event was held, putting "Livermore over the top."

The following year when the boys returned from France, it was decided that some memorial should be established to honor their efforts and then it was that the Livermore Stockmen's Rodeo Association was organized and incorporated, with the object of acquiring, equipping and dedicating a memorial field to the soldiers and sailors who served during the World War.

McGlinchey took the leading part in forming the organization.

The late D. J. Murphy, former supervisor from this section of the county, was elected as the first president and other first directors were A. L. Henry, vice president; M. G. Callaghan, secretary; J. O. McKown, treasurer; Jos. S. Concannon, Leo Hansen, Eugene McGlinchey.

The Rodeo grounds were acquired at the time and corrals, fences and grandstands erected. From that date the Rodeo became an annual event and with each year the directors spared no effort in striving to improve the show until today it ranks with the greatest of its kind in the world and every year is the mecca for the best the country has to offer in top notch rodeo performers.

Along with McGlinchey, who was the leading force in the Rodeo's first years, credit for the show's development must be paid to T. W. Norris, who served as president from 1924 to 1932, R. P. Bernhardt, present hard working leader of the Association, and M. G. Callaghan, who has served as secretary of the organization since it was formed, and numerous other directors who have given their earnest devotion to its success.

Attracted by the fame of the Livermore Rodeo and assured of two days packed with entertainment, excitement and thrills, huge crowds jammed the show last year to break all attendance records. Now with the recent improvements made by the directors in installing 24 new chutes assuring the "world's fastest rodeo," even greater attendance is expected this week-end.

LIVERMORE HERITAGE GUILD

P.O. Box 961 Livermore
CA 94550

ADDRESS CORRECTION REQUESTED

Non Profit Organization
U. S. POSTAGE
PAID
Livermore, CA
Permit No. 172

MEMBER OF: THE AMERICAN ASSOCIATION FOR STATE & LOCAL HISTORY; THE CALIFORNIA HISTORICAL SOCIETY; THE CONFERENCE OF CALIFORNIAN HISTORICAL SOCIETIES.

GUILD MEMBERSHIP DUES: INDIVIDUAL:\$7. FAMILY:\$10.(2 persons). JUNIOR:\$2.(18 or under). SENIOR:\$3.(65 or over). SPONSOR:\$25.(1 or 2 persons). LIFE:\$100.(1 person). LIBRARY:\$5. PATRON:\$100.(Business). FISCAL YEAR: OCT 1 to OCT 1.

JULY, 1985

"Help save yesterday for tomorrow"

VOLUME XII, No. 10

JULY BOARD MEETING....POT LUCK DINNER.....JULY 11, 6pm...Call 443-3272
(at Parrish residence)
N.B. There will be no August Newsletter, and no August Board Meeting.
Have a Wonderful Summer

NEW LIBRARY COLLECTION AVAILABLE AT HISTORY CENTER

The Livermore-Amador Valley Genealogical Library Collection has been moved into the east room of the History Center, Carnegie Building.

Genealogical and historical books and materials in the library cover a variety of different subjects with special emphasis on helping family researchers.

Some subject matters found in the library are as follows: general genealogical guides and how-to information, books that pertain to record repositories in the United States and around the world, books and periodicals that cover research aids and material for individual states and counties of the United States, books and research guides for some foreign countries, surname books and family histories, computer information and maps. e.g. sample volumes -

Genealogical Dictionary of New England (Savage) - Four Volumes
Ship Passenger Lists (Boyer) - Four Volumes
Pepys Diary & Correspondence (Pepys) - Four Volumes
The Official Military Atlas of the Civil War
The SOURCE - A Guide Book of American Genealogy

The Heritage Guild is really thrilled at this wonderful addition to the Center. Members of the public and non-members of both groups are very welcome to come in and study in the library. Every week there will be certain days when Genealogical Society docents are on duty, who will be happy to help you with questions you might have and assistance in using the library. Please call the Center - 449-9927 (Wed. thru' Sun. 11:30-4) if you would like to know when such a docent will be on duty.



**Jeanette
MacDonald's
Lovely Hands**

"I GIVE my hands extra special care, to keep them always smooth, soft and expressive. That's why I use Flash de Luxe both at the theatre and at home."
Jeanette MacDonald, star in "Boom Boom."

Write for Free Sample. Flash Chemical Co., 270 Second St., Cambridge, Mass.

FLASH
De Luxe

Makes Hands Beautiful



Final figures on the the 1985 Auction are as follows:

Net sales - \$694.
63 dinners served
Net beverage sales - \$99.
58 paddles distributed
Mountains of elbow grease from loyal hard-working members and
Final Total: \$910.

THANKS GANG

FROM THE CURATOR, Janet Newton - June 12

This morning we enjoyed having sixty third-grade students from the Jackson Avenue School come to the History Center. They were well behaved, else sixty would have been far more than we could have accomodated. As it was, thanks to Rosemarie Wade, who invited the group to walk around the building while she set up the equipment for a slide-sound show in the lower floor. They not only saw the historical exhibits upstairs, but then, all together watched Dan Mosier's excellent show on the Tesla Coal Mines. The show is accompanied by lively music. If you haven't heard and seen it, why not plan to? Ask us to show it to a group if you would like us to. We have four different slide/sound shows to offer.

Ma's on Vacation

The living room chairs are covered with dust,
And the knives and forks are all over rust,
Since Ma's been on her vacation.

The sink's piled high with dishes and such;
We didn't like to wash them much,
While Ma's on her vacation.

The garbage can's full, we oughta unload'er,
"Cause Ma's sure to say "My gawd what an odor,"
When she gets back from her vacation.

And the sink's stopped up and running o'er
The newly waxed and polished floor,
Now that Ma is on her vacation.

We called up the plumber, but he wouldn't plumb-
"Some other time," says he, "I'll come,
"I'm going on my vacation."

We have eggs for breakfast and eggs for dinner,
And day by day we're growing thinner,
Since Ma's been on her vacation.

She writes us she's having the grandest time;
She is dined and wined, and wined and dined,
Where she's spending her vacation.

And we, with our meals we well arrange,
Have an egg or two by way of change,
While Ma enjoys her vacation.

There's not a clean towel or napkin in sight:
Our socks' full of holes and our shirts look a fright,
Since Ma's been on her vacation.

Where a button should be is a safety pin:
Oh, what a terrible plight we're in,
With Ma on her vacation.

And believe you me, when she gets home,
We'll never encourage her more to roam,
And go on these vacations.

A.B., 1926 Sixth Ave, Oakland
(from an undated clipping, c.1930's)

**Sell 3 Dresses
for \$5.50**



Yes! Three beautiful dresses for only \$5.50! Just one of the amazing Fashion Frocks values that are helping women earn \$30, \$40, \$50 a week besides getting all their own dresses without paying one cent. No experience needed. Work spare time. Your big chance. Write today for FREE OUTFIT, style book, and samples.

FASHION FROCKS, Inc.
Dept. B-15, Cincinnati, Ohio

**THE MONTA MOWER
A NEW LAWN MOWER**

Ends Hand Trimming



The mower you've been looking for. Cuts clean—no fringe of straggling grass by walks, around trees. Weighs only 7½ pounds, easy to handle as a rake. New idea! Thoroughly tested. Toothed wheels clip grass. Blades sharpen as they turn. Join the thousands of satisfied users. Cuts long or short grass.

ONLY \$15.00

Save Your Feet

When all else fails end your suffering with the flexible "no metal"

Heefner ARCH SUPPORT

WRITE FOR FREE BOOKLET

Big Earnings
Agents Wanted

Heefner Arch Support Co., 76 M. E. Taylor Bldg., Louisville, Ky.

LIVERMORE HERITAGE GUILD

P.O. Box 961 Livermore
CA 94550

ADDRESS CORRECTION REQUESTED

Non Profit Organization
U. S. POSTAGE

PAID

LIVERMORE HERITAGE GUILD



Phone: 449-9927

NEWSLETTER

MEMBER OF: THE AMERICAN ASSOCIATION FOR STATE & LOCAL HISTORY; THE CALIFORNIA HISTORICAL SOCIETY; THE CONFERENCE OF CALIFORNIAN HISTORICAL SOCIETIES.

GUILD MEMBERSHIP DUES: INDIVIDUAL:\$7. FAMILY:\$10.(2 persons). JUNIOR:\$2.(18 or under). SENIOR:\$3.(65 or over). SPONSOR:\$25.(1 or 2 persons). LIFE:\$100.(1 person). LIBRARY:\$5. PATRON:\$100.(Business). FISCAL YEAR: OCT 1 to OCT 1.

SEPTEMBER, 1985

"Help save yesterday for tomorrow"

VOLUME XII, No 11

CALENDAR

- Sept. 12 Board Meeting. Highway Garage, No. L. 7:30 pm
26 LAA. Open House. Ravenswood. from 3:30 pm til evening.
Bring a picnic supper and join in the fun, banjo singalong.

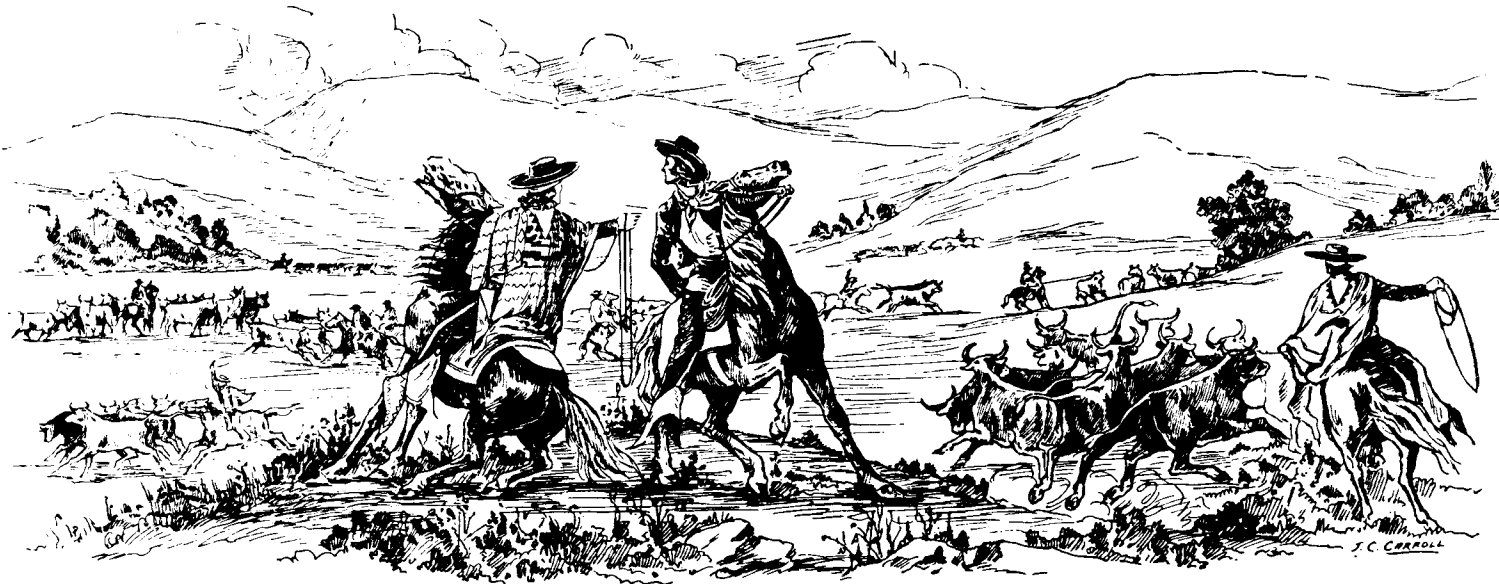
MESSAGE FROM THE EDITOR

For the past two years I've had the pleasure and privilege of writing the Heritage Guild Newsletter, and for 1984-85 the additional honor of being Chairman. Now it's time for some new blood, but I'd like to thank very sincerely all the board members for their support and enthusiasm, not just for me, but the Guild itself. Thank You - Bill Junk, for your co-operation and work with the Mack Firetruck and Garage; Barbara Bunshah, for the endless hours you spend at the History Center, and acting as our secretary; Malvern Sweet, our treasurer; Henri Fankhauser, for your good ideas and for keeping us on an even keel; Janet Newton, for your work as curator and expert in residence; and, Giovanna Born, Gary Drummond, Bill O'Neal, Lorraine Raison, Tim Sage, Nancy Bireley, Anna Brown, Bea Haera, and Rosemarie Wade, for the many things you all do for the Heritage Guild, which usually go un-mentioned but not unnoticed.

I think some progressives in this city see no reason for paying attention to its' past, and definitely regard the Guild as a bumbling group of amateurs. But, we know better - Livermore exists because of its' past and the people who pioneered a way of life here, and because the Guild works to preserve this history, life for future generations will be enriched.

The following article reproduced from a copy of Motorland, June 1931 (very kindly donated to us by Barry Schrader, in mint condition) - fair takes your breath away. There's something to be said for the journalistic styles permitted in the past - so what if there was a little 'puffing' - it made life just that bit more exciting.

Carolyn Parrish



The round-up (el rodeo) was an annual necessity in early California days when each rancho owned many leagues of unfenced land.

Robert Livermore, A Prince of Alameda

By JESSIE DAVIES FRANCIS

Illustrated by J. C. Carroll

TIME was (tradition says) when the gophers of the Livermore Valley sat beside their holes weeping for hunger. So barren was their hillbound, gravel-strewn habitat. But Robert Livermore had gazed long, from the fo'c'stle, on tossing wastes of ocean; and no swells and troughs of earth, however stark, dismayed him. With Jose Noriega, a son of the country, he founded a principality on that desolation.

The gravels and flinty adobe and caked red clay imprisoned a wizard of fertility. Released by cultivation, it conjured up a flood of wheat that heaved the canyon's length, routing cattle and sheep to the uplands. Then followed the reign of the grape—royal purple, imperial scarlet, white. Not France nor Mediterranean Europe could rival the fineness and fullness of that yield. Then diversified farming—

BUT Livermore's was the era of horned cattle and the open range. When in 1856 his son Joseph made the first considerable sowing of grain in the valley, tens of thousands of cattle and horses and immense bands of sheep milled close about his field. The founder of the house of Livermore died two years later.

Seaman turned stockman, he was. From his native London he ran away to a sailor's life in the Royal Navy. He stood to his guns in several sea-fights; then signed in the merchant service. A hide-drogher carried him to Monterey, soon after California, renouncing Spain, had thrown in her lot with Mexico.

Whether he first arrived in '24 or slightly earlier or somewhat later is in doubt; but in 1830 he was resident near Mission San Jose, riding herd, learning the language and manners of the country, and coming to esteem the people.

He was readily welcomed to favor by the

Senors and Senoras because he was upright and courteous; by the Senoritas because he was blue-eyed and smiling. Josefa Higuera Molina, especially, found him pleasing; and the approbation was mutual.

Josefa, a young widow, had returned to the Tularcitos Rancho which her father, Don Fulgencio, had held since 1821 by grant from Spain—one of the last of the scant dozen true Spanish grants, and the only one in the region besides royal San Antonio. Young "Roberto" divided his time between Los Tularcitos and Agua Caliente (Warm Springs) which Don Fulgencio was shortly to add to his domain by patent from Mexico. So advantaged by living under the paternal roof, the young English ranch-hand won Josefa perhaps as early as 1834.

He built a house of his own, then—so handsome that it was called "the adobe castle." It was in the Sunol Valley, where he set up as an independent stockrancher. But shortly his Californian *amigo*, Jose Noriega, sought him out. The two entered partnership, and Livermore shifted his base and initiative.

RANCHO Las Positas (The Little Pools), it was before "Don Roberto" bought out Don Jose and Yankee newcomers fell to calling it Livermore Valley. The partners purchased it from Salvio Pacheco, who had it by grant from Mexico; and on it they put up the first adobe house, collected the first herds; and first planted garden and vineyard, to supply the family board.

They had to hold their own against the Indians, who prowled tirelessly, running off and butchering stock, plundering the *casa*, wounding Livermore, even menacing the

family so that for half a dozen years Senora Livermore with her increasing brood took frequent refuge on the San Ramon grant, under the hospitable, safer roof of Don Jose Maria Amador. (Dublin bore his name, before it became Dougherty's Station and then, because of the predominance of Irish settlers, namesake of Ireland's capital.)

THE Indian troubles passed, and Don Roberto's flocks and herds increased mightily; for, if immediate browse was scant, was not the range open and free? Tradition (again) has it that the wild oats and clover grew so tall, close by, that a man could "climb the stalks and look over Mission Peak." At any rate, the stock of Livermore and his half-dozen neighbors roamed the Contra Costa breast-deep in pasture, and ranged unconfined to the waters of the San Joaquin. So did the inland cattle-kings share half of present Alameda County and overpass its boundaries on every side; while their friend and neighbor, Peralta, enjoyed the coastal half of the country-to-be and as much adjoining range as his cattle strayed over.

Small wonder that those herds, reverting to ferocity, at times uprooted *vaqueros'* tents and kicked down ranch shacks!

By 1844, Livermore was a naturalized Californian and a patriarch in the land; ranching, dealing in hides, trying out tallow (*manteca*) in the great copper kettle which became a Livermore heirloom; irrigating his home fields from Positas Creek; when moved to hunt, bagging game, feathered and furred, and taking an occasional bruin from which he salvaged the bear-grease. Within the limits of the present town of Livermore he held his round-ups, counting, sorting, branding.

In 1846 he purchased the 3-league (or more) Canada de los Vaqueros (chiefly in

Robert Livermore, A Prince of Alameda

present Contra Costa County), thereby more than doubling his principality, and bringing it to the size of Peralta's five-league grant.

When the gold rush set in, one of the direct routes to the mines threaded Livermore Valley. Many would have deplored the invasion. But Don Roberto's neighborliness—unstinted to the families of the vicinity—extended to every traveler past his door. To innumerable "greenhorns" in sore need of advice or more substantial aid, the monarch of hills and herds showed himself a prince indeed.

In 1851, he built a new home—the first frame building in subsequent Murray Township. Its timbers were shipped around the Horn. Construction cost \$700. His original adobe dwelling, rented, had become the first hotel in the valley. It stood till torn down in 1875; but it was the new "residence" which, enduring into the '80's, became "the old Livermore place."

In 1853, Alameda County was created of the western Contra Costa or "Opposite Shore" (opposite San Francisco). Then Don Roberto of pastoral California became Supervisor Livermore of new-born Murray Township.

But he looked on only the dawn of the new order, and passed with the old. He did not see the town of Livermore rise; nor could he have fore-visited the cluster of cities one day to cover Don Luis Peralta's San Antonio Rancho.

Six years after Robert Livermore's death in 1858, Alphonso Ladd built a home near "the Livermore place." Around this nucleus grew up the village of Laddsville. Sheep-herding was the one occupation of the residents. Up to the '60s they bought and sold land at \$2.50 per acre.

Then came the Central Pacific, which located a station in the center of the valley, "midway between Oakland and Stockton, or 45 miles from each place, taking the end of Long Wharf for the distance from Oakland." Track was laid in midsummer of '69; the first train passed over in August; and in September, traffic was heavy with excursionists to the State Fair at Sacramento.

The first depot was a freight car, derailed a half-mile west of Laddsville. Around this "railroad center," William M. Mendenhall, a pioneer of '46, became a land-owner in the station vicinity, had a town surveyed and mapped as of October 1, 1869. Laddsville thereafter became "the old town," and, later, "the east side."

In honor of him who had raised the first roof-tree in that valley, and whose memory was fresh and fair throughout that countryside, Mendenhall called the new town Livermore.

The name is like the muffled voice and trample of far-off herds. And Livermore is still a stronghold of cowdom. Annually, at its *rodeos*, the spirit of the hide and tallow age lives again.

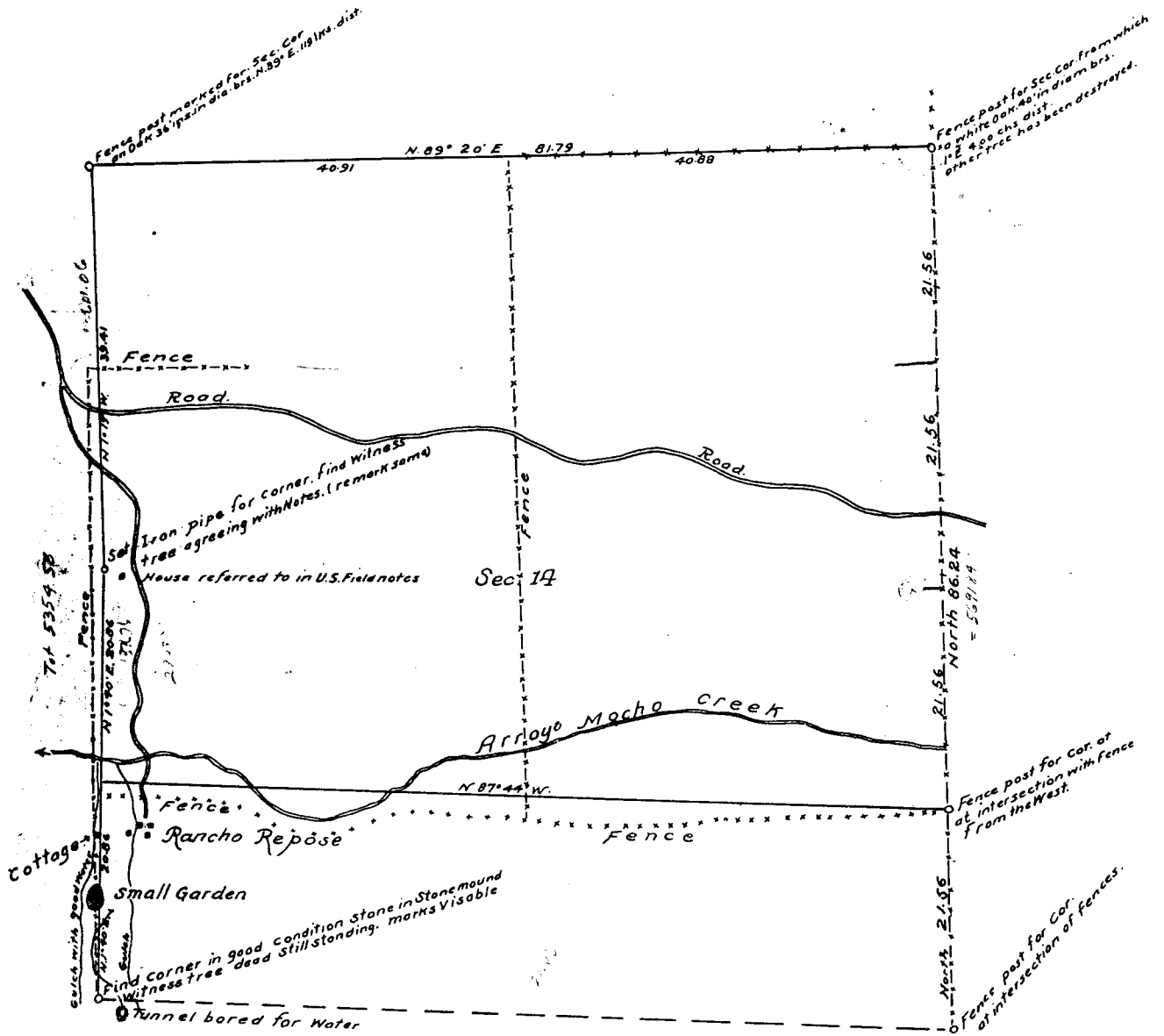
SANDIA GIFT

We have received a surprise generous donation of \$500 from Sandia Corp. to be towards the restoration of the Highway Garage Museum. It is in recognition of the volunteers who so far have spent many hours on the building and collection of vehicles, artifacts, etc. This kind of recognition is very heartening and much appreciated. Thank you Sandia.

SCOTTO FAMILY GIFT

The Heritage Guild is grateful to Anthony Scotto of Villa Armando Winery for the gift of a 1909 printing press. It is a flatbed letterpress and was purchased by them to print wine labels. This is a great addition to our collection and is being housed in the Highway Museum. Barry Schrader was very active in our acquiring this press, and he plans to offer classes to anyone interested in learning how to set type and use the press. The Guild plans to print some of its advertising, events tickets and publication covers eventually. Please call Barry Schrader if you are interested in taking his class (as yet unscheduled): 449-7888.

JANET NEWTON, CURATOR, has recently installed a new exhibit in the City Hall case, including several old maps of the Livermore Valley. One, of the "Southern Addition" in 1887 is available at the Center as a reproduction for .25¢. Can anyone help Janet with map printed next page - exact location??



Plat showing the S 1/2 of S 1/2 of Section 14
 Township 4, South Range 3, East M. D. M.
 As Surveyed by M. F. Reilly, State Licensed Surveyor.
 Scale 10 chs = 1 inch
 April 1921

LIVERMORE HERITAGE GUILD
 P.O. Box 961 Livermore
 CA 94550
 ADDRESS CORRECTION REQUESTED

Non Profit Organization
 U. S. POSTAGE
PAID
 Livermore, CA
 Permit No. 172