



CARNEGIE LIBRARY

# LIVERMORE HERITAGE GUILD



HIGHWAY GARAGE

PHONE : (415) 449-9927

**" HELP SAVE YESTERDAY FOR TOMORROW "**

NEWSLETTER

MEMBERSHIP OCT 1 TO SEPT 30: FAMILY \$10, INDIVIDUAL \$7, SENIOR \$3  
JUNIOR \$3, LIFE \$150, PATRON \$100, SPONSOR \$25, LIBRARY \$5

## CALENDAR

Thursday, October 14, 7:30 p.m.  
LHG Board Meeting, Carnegie Bldg.

Saturday, October 16, Livermore Amador Symphony Guild with specialists from Butterfield & Butter field will offer an Appraisal Day with fair market appraisals at \$5 per item from 11 a.m. to 3 p.m. at the AT&T Visitors Center, 4400 Rosewood Dr., Hacienda Business Park, Pleasanton. For more information please phone: 443-0751 or 443-9279.

## HERITAGE GUILD HAPPENINGS

**REMEMBER TO RENEW YOUR LHG MEMBERSHIP. YOUR DUES HELP US OPERATE THE HISTORY CENTER AND MAINTAIN OUR EXHIBITS AND PUBLICATIONS. IF THERE IS A DATE ON YOUR LABEL AND IT IS OTHER THAN 94, THEN YOUR MEMBERSHIP IS DUE FOR RENEWAL.**

.....

Charles Callison's presentation at the Annual General Meeting on Joaquin Murrieta was very informative and well received. The Board wishes to thank Mr. Callison for his time and efforts.

.....

A memorial fund has been established in the name of Ralph and Janet Newton to aid in the preservation of their extensive collection. The Guild has acquired additional space at the Carnegie Library and is currently planning to install custom secured storage to house the wide variety of maps, photographs and

various artifacts that were part of Janet's collection. Anyone wishing to make a contribution can do so via check. Please make check payable to the Livermore Heritage Guild and note "Janet Newton Memorial Fund" on the check. Send to Livermore Heritage Guild, P.O. 961, Livermore, CA 94551.

### The Other Robert Livermore

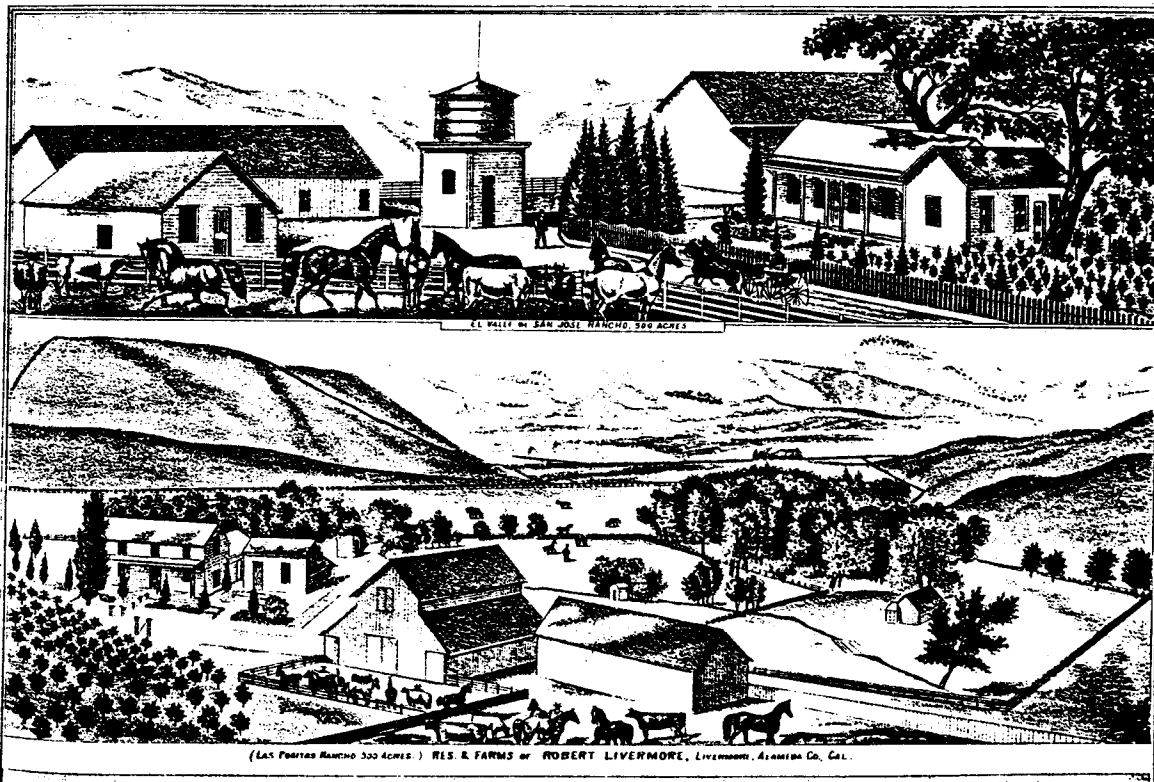


*Robert Livermore*

Robert Livermore, Jr. from 1883 History of Alameda County

Born in 1840 Robert Livermore, Jr. was only 18 when his father, whom the valley is named after, died. The oldest son, Robert lived in Santa Clara County until the age of 7 years old and then moved onto his father's Rancho in the Livermore Valley. Educated at both the College of Santa Clara and Benicia, Robert Jr. later raised cattle on 500 acres of land he retained from his father's original Las Positas land grant (located in the vicinity of the current Las Positas Road). Married in 1861 to Senor Teresa Bernal, they had six children. In 1868 switching to the cultivation of grain, Robert Jr.

acquired an additional 500 acres located on the original El Valle de San Jose Rancho along what is now known as Stanley Boulevard, halfway between Livermore and Pleasanton. Like his father, Robert Jr. was well respected in the valley. Unlike his father, Robert Jr. lived to see the founding of the town of Livermore in 1869. Passing away in July 1886, Robert Livermore Jr. is buried in St. Michael's Cemetery. Several of Robert Jr.'s descendants still live on portions of the original Las Positas land grant handed down through the family.



El Valle de San Jose Rancho (top of picture) and Las Positas Rancho (bottom)

**LIVERMORE  
HERITAGE  
GUILD**  
"Help Save Yesterday for Tomorrow"

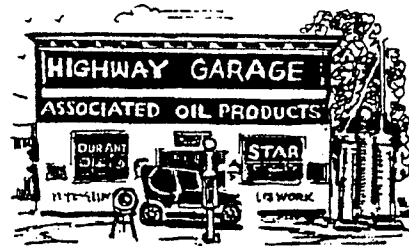
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NOVEMBER 1993      Vol. XXII      No. 2

## CALENDAR

Thursday, November 11, 7:30 p.m.  
LHG Board Meeting, Carnegie Bldg.

Sunday, November 21  
Red Flower Sunday

**The new 1994 calendars will be available at the History Center**

Please note: the History Center will be closed for the Thanksgiving Holiday on Thursday and Friday, November 25 & 26 and open on Saturday and Sunday, November 27 & 28.

## HERITAGE GUILD HAPPENINGS

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### Historymobile - Marilyn Calhoun

The LHG Historymobile toured Livermore in 1993 allowing hundreds of children and adults to look at Livermore's past through pictures and artifacts.

The Historymobile visited 10 elementary schools where third grade students study their community past and present. Docents who helped included Bobbie Baird, Mary Lou Hodgson, Arlene Webster Folkers, Bill Junk. Bill also drove the Historymobile as did Bob Wade.

During the two days of the September Harvest Trails event, the Historymobile was parked at Concannon Vineyards. The special exhibit of grapes used in wine making was particularly enjoyed by visitors. Docents included Walter and Joan Detjens, Muriel Dean, Treva Mauch, Bobbie Baird, Joanne Bezis, Peg and Connie Frydendahl.

Visitors to the Historymobile during the two days at Robertson Park for the 25th Annual Festival of the Arts were challenged to identify the uses of native plants by the first settlers. One visitor was pleased to learn the location of the Hetch Hetchy Hospital where she was born thanks to Malvern Sweet docent at the time. Other docents and helpers included Jewell Sweet, Bun and Ted Schofield, Henri Fankhauser, Gary Drummond, Bobbie Baird, Lori Davies, Walter and Joan Detjens, Vanna Born. Bill and Susie Junk and Tim Sage helped with setup and takedown.

More docents are drivers are needed if you are interested in helping with this project.

Excerpted from the Livermore Herald, February 6, 1909

### Promising Gold Mine in Livermore Valley

How many of the Herald's readers know that there is a genuine gold mine in operation within a few miles of Livermore? It actually exists and what is more the men who are operating it believe they have a small-sized bonanza. It is located on a little creek in the foothills between Dublin and Pleasanton. Gold has been known to exist in that locality for forty years. After every big storm nuggets are found. After the heavy rainfall of two weeks ago a nugget valued at \$1.25 was picked up and several years ago one was found which was worth \$7.50. All these indications are found on the north side of the creek; not a speck of gold ever having been seen on the south side.

It was these surface indications which caused the present operations, which began several months ago. Several experienced miners were put to work and a

shaft thirty feet deep was dug and a tunnel was driven forty feet into the hillside. Just what has been discovered is not known but it must be promising as it is reported that a small stamp mill is to be erected at once.

Those interested in the venture are all Oakland people, the most prominent of whom are P. O'Kane, the well-known liquor drummer, and J. J. Carroll, a saloon-keeper.

Editor's Note: There is no further mention of this operation in the papers again.



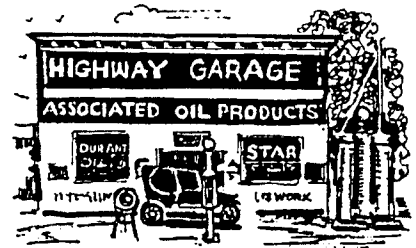
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DECEMBER 1993      Vol. XXII      No. 3

## CALENDAR

Friday, December 10, 7:30 p.m.  
LHG Board meeting at the home of  
Phillip and Muriel Dean  
2163 Mercury, Livermore

Friday, Saturday & Sunday, December 10-12  
LARPD Christmas Faire at Ravenswood  
Arroyo Road, Livermore  
For more info: 373-5700

Saturday & Sunday, December 11 & 12  
Noon to 5 p.m.  
Winter tour of Livermore's wineries  
For more info: 447-9463  
(There is an article in December 1993 Sunset Magazine)

## HERITAGE GUILD HAPPENINGS

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Some of you may have noticed a large hole in the cottage side of the Duarte Garage. This is because in early November a car went out of control while travelling down Junction Avenue. Failing to make the turn, the car drove up on the lawn through a section of picket fence in front of the cottage, through the side of the garage, ending up under the fire truck inside. The damage sustained to the fire truck was minimal. Several wooden uprights on the side of the garage will have to be replaced along with one window. Fortunately, the driver of the car was not hurt.

**Christmas Greetings from all the board members of the Livermore Heritage Guild. We hope all of you have a very Merry Christmas and the New Year 1994 brings you all health and happiness.**

### EXTRA! EXTRA!

The 1994 Livermore Heritage Guild calendars are here! This year's calendar covers the period from the 1880s to the 1920s and is part two of a series on Livermore history. If you have already purchased part one (1993 calendar covering 1835-1880), then you may purchase this year's calendar for \$6 plus tax. If you have not purchased part one and would like both calendars, they are available at \$10 for the set.

NOTE: The 1995 calendar will cover Livermore's history from the 1930s to the present, completing the series.

# LIVERMORE

THE TOWN GROWS



1880's  
TO  
1920's

LIVERMORE  
HERITAGE  
GUILD  
1994 CALENDAR



View on First Street

Cover of the 1994 LHG calendar

*MERRY CHRISTMAS AND HAPPY NEW YEAR*

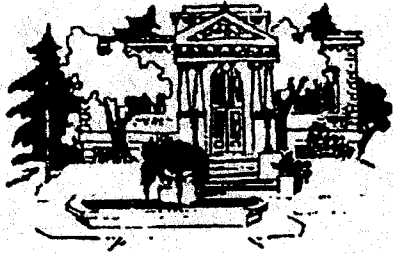


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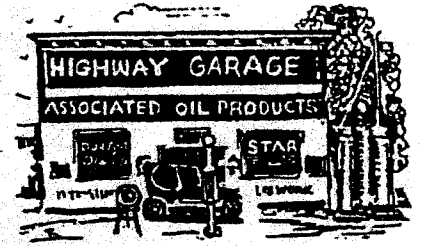
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JANUARY 1994

Vol. XXII

No. 4

MIGHT BE INTERESTED IN JOINING, YOU MIGHT PASS YOUR COPY OF THIS NEWSLETTER ON TO THEM.

## CALENDAR

Thursday, January 13, 7:30 p.m.  
LHG Board meeting, Carnegie Bldg.

We hope that all of you had a Merry Christmas and the New Year has begun on a happy note. Some of you may have noticed that the Highway Garage received a Christmas present in the form of a new roof. For those of you who remember, several years back we refurbished the old roof. Unfortunately, it didn't last as long as we hoped so we have decided to put on a completely new roof. It definitely enhances the appearance of the Garage.

## HERITAGE GUILD HAPPENINGS

IF YOU HAVE NOT ALREADY RENEWED YOUR MEMBERSHIP, ENCLOSED IS ANOTHER FORM FOR RENEWAL. YOUR DUES HELP US OPERATE THE HISTORY CENTER AND MAINTAIN OUR EXHIBITS AND PUBLICATIONS. IF THERE IS A DATE ON YOUR LABEL AND IT IS OTHER THAN 94, THEN YOUR MEMBERSHIP IS DUE FOR RENEWAL. IF YOU KNOW OF SOMEONE ELSE WHO

The hole in the side of the Garage from the accident we reported in the last newsletter should be repaired soon.

The 1994 calendar sales have started out with a bang! Approximately half the calendars are already sold.

.....  
**COME JOIN US!**

Name \_\_\_\_\_

Address \_\_\_\_\_

Please contact me at phone number: \_\_\_\_\_

I would like additional information about the Livermore Heritage Guild.  
Please contact me at the above phone number.

I would like to renew my membership for 1993/1994

This year's calendar covers the period from the 1880s to the 1920s and is part two of a series on Livermore history. If you have already purchased part one (1993 calendar covering 1835-1880), then you may purchase this year's calendar for \$6 plus tax. If you have not purchased part one and would like both calendars, they are available at \$10 for the set. If you are interested in one or both calendars, they are available at the Carnegie Library on Third Street. Sales have been brisk so we suggest you not delay.

Included with this month's newsletter is a supplement on the Livermore Brewery. The Livermore Brewery was located on First Street. Some of you may have noticed the brass letters in the sidewalk between J and K Streets marking the location of the Brewery. In

future newsletters, we will also cover Anthony's Hardware Store which also is marked with brass letters and was located on First Street between South Livermore Avenue and J Street. Other topics for upcoming articles include Livermore dairies and the I.O.O.F. building.

The Heritage Guild is always trying to expand its photograph collection. If you have any photographs that you think are of historical interest, we would be interested in possibly making copies for our files. Please contact Barbara Bunshah at 449-9927 or bring them by the Carnegie Library.

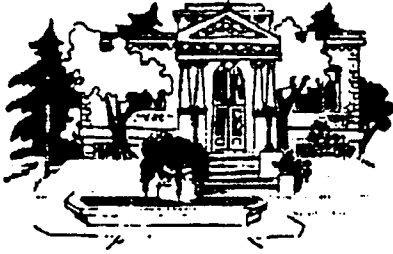
**In February, the Heritage Guild will feature a display on old hotels in Livermore. If you get a chance next month, stop by the Carnegie Library to check it out.**



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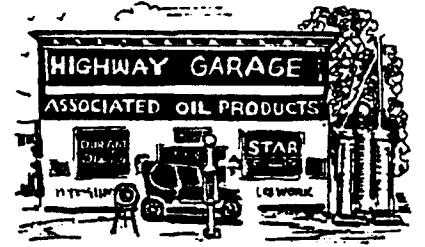
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FEBRUARY 1994 Vol. XXII No. 5

## WHERE IS THE CLOCK?

### CALENDAR

Thursday, February 10, 7:30 p.m.  
LHG Board Meeting, Carnegie Bldg.

### HERITAGE GUILD HAPPENINGS

A new display has been put in the Carnegie Library on Livermore Hotels. The display features pictures of all the prominent hotels from Livermore's past, china artifacts recovered from the Mally's Hotel site last year as well as several old hotel keys. Downtown Livermore supported 6 hotels at the turn of the century.

The repairs are complete to the side of the Duarte Garage where it was struck by a car several months ago. Our many thanks to Bill Junk for coordinating not only the repairs but also the installation of the new roof. Finding people who specialize in refurbishing these old metal structures and going out for bid was quite an effort. Thanks again, Bill.

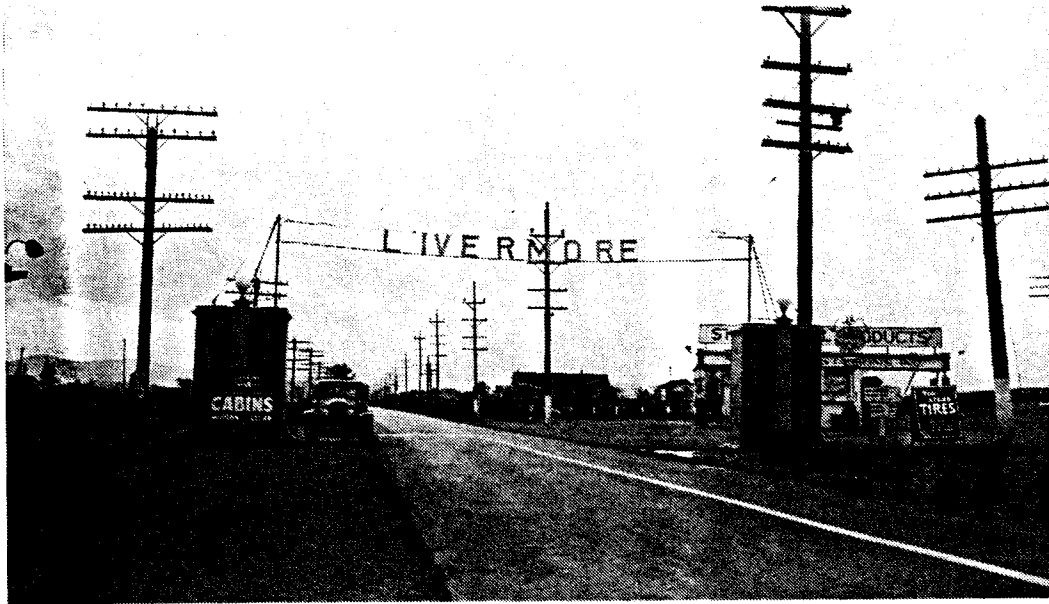
Does anyone know where the original downtown street clock went? Main Street Project is currently searching for the two sided street clock which graced First Street in front of what is now Kempo Karate. The original clock was installed on the light standard on Christmas Eve in 1931. Barbara Bunshah from the Livermore Heritage Guild provided some great information. Her best guess is that it was removed in the mid 1940s due to electricity shortages after World War II. This project is to be a memorial for Bob Howard, who recently passed away. He was an invaluable volunteer to the Main Street Program and will be missed greatly. If we cannot find the original, a comparable street clock will cost in the neighborhood of \$10,000.00. Yes they are taking donations! If you have any information about the clock, please contact Barbara Sewell at the Main Street Project, P.O.Box 1067, Livermore, CA 94551 (Phone: 373-1795)



**The Mystery of the Livermore Sign is Finally Solved**

Many of the old-timers in town remembered that Livermore had a sign marking its entrance similar to the quaint sign in downtown Pleasanton. For years people have wondered if it was an arch or some other type of structure. There was one next to the Duarte Garage as you came into Livermore on Highway 50 and another on Old First Street as you came into town

from that direction. The pillars supporting the sign are shown in several pictures of the Duarte Garage but not the sign itself. In the 1930s the supervisors ordered the structures removed. The picture below of the Old First Street entrance shows the stone pillars with the Livermore sign stretched between them. As you can see, despite the massive pillars the banner itself left a lot to be desired! Now it's easier to forgive the supervisors for having the sign removed!



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MARCH 1994

Vol. XXII

No. 6

Brainteaser of the Month

## CALENDAR

Thursday, March 10, 7:30 p.m.  
LHG Board Meeting, Carnegie Building

Friends of the Library Annual Book Sale  
Friday, March 18, 7-10 p.m. MEMBERS ONLY  
Saturday, March 19, 9 a.m. to 4 p.m.  
Sunday, March 20, noon to 3 p.m.  
Duarte Garage, Portola and North L Street  
ALL REGULARLY PRICED BOOKS WILL BE  
HALF PRICE ON SUNDAY

## HERITAGE GUILD HAPPENINGS

Donations are now being accepted for the 15th Annual Fundraiser in May for the Lincoln Highway Museum. All usable items (except books and clothing) will be accepted. Remember your donations are tax deductible! Make this a fun time for all! Phone: 449-9927

Work has begun on obtaining additional storage cabinets to house Janet Newton's collection and other Guild collections. Additional filing cabinets have been purchased and installed and we are currently purchasing cupboards to be put in the Harp memorial room downstairs at the Carnegie Library. Those of you who contributed to the fund in Janet's name, we give our sincere thanks for this additional storage is a result in part because of your donations.

Last November a plaster plaque was discovered in the attic of the main building at the Livermore High School by Mr. Leon Horst and was brought to our attention by Mrs. Maryalice Faltings, Chairman of the Historic Preservation Commission. The plaque pictured appears to be a symbol for Livermore's city hall. From the appearance of the plaque, it probably was not a



permanent fixture on the outside of any building but rather a temporary fixture or possibly a proposal for some type of decoration. Because the plaque has 48 stars surrounding the exterior, the guess is that it dates between 1917 and 1959. The piece measures approximately 3 feet by 4 feet. If anyone recognizes this plaque, please contact Barbara Bunshah at 449-9927. It's a very striking piece and any information regarding its history would be greatly appreciated.

### Rexall Drug Store -- The End of an Era

As many of you already know, the Rexall Drug Store in town closed its doors in February. The history of the store goes back to 1876. Originally known as the Excelsior Drug Store, the store was located on the corner of First and J Streets. By 1885 the store was known as the Mill Square Drug Store. (At that time, the area around the flag pole downtown was referred to as Mill Square because C. J. Stevens, one of the first businessmen downtown, had located his mill there). J. O. McKown purchased the store in 1886 and changed the name to J.O. McKown Druggist. In 1894 C.F. Mess became a partner with Mr. McKown and the name was changed to McKown and Mess Drug Store. In 1909 a two column article on the front page of the local paper proclaimed "a great enterprise comes to

Livermore". The article went on to talk about how McKown and Mess were now distributing products from the Rexall drug chain which had annual sales of over \$75,000,000. The article went on to claim that this association with such a large chain would bring great benefits to the town of Livermore. In 1925 a pharmacist for McKown and Mess, J.M. Bezell, purchased the store and it was renamed Bezell's Drug Store. The store moved across the street to 1118 First Street in 1934. In 1944 Manuel Duarte, a pharmacist for Mr. Bezell, purchased the store and changed the name to Duarte's Pharmacy. In 1948, the original building at the corner of First and J Streets was torn down. In 1960, Manuel Duarte and his pharmacist, John Sarboraria, opened a second store on Second Street, the R-X Rexall Drugs. Duarte's Pharmacy on First Street closed down in 1973. The closing of R-X Rexall Drugs marks the end of 118 years of an independent drug store being located in downtown Livermore. We wish John Sarboraria and Pete Zodtner the best of luck in their association with the new Safeway pharmacy in town.

An exhibit of artifacts from McKown and Mess, Bezell's and Duarte's Pharmacy may be seen at the Carnegie Building.



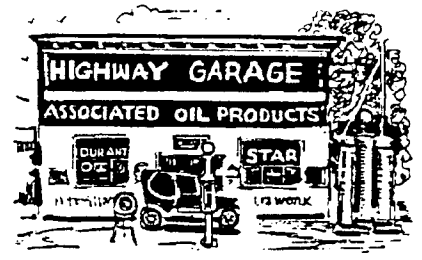
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APRIL 1994

Vol. XXII

No. 7

## CALENDAR

Thursday, April 14, 7:30 p.m.  
LHG Board Meeting, Carnegie Building

Saturday, May 28, Lincoln Highway Museum  
14th Annual Dinner and Auction Fundraiser for  
Lincoln Highway Museum. Open to the public.  
Dinner is at 6:00 p.m. and Auction at 7:00 p.m.

## HERITAGE GUILD HAPPENINGS

**Donations are now being accepted for the 15th Annual Fundraiser in May for the Lincoln Highway Museum. All usable items (except books and clothing) will be accepted. Remember your donations are tax deductible! Make this a fun time for all! Phone: 449-9927**

This month we are featuring an article submitted by Sherry Conyers, one of the members of the Livermore Heritage Guild. We want to thank Sherry for her time and effort.

Jackson Perkins Rose Garden  
by Sherry Conyers

There was a time, starting back in the Depression, when Livermore scientists studied to improve the Rose rather than The Bomb; when hundreds of acres

were planted in fragrant blooms; and when Pleasanton, not Wasco, was known as "The Rose Capital of the World."

Many long time residents of the Valley will recall the days when rose hybridization and farming was a big industry here, when red, yellow, white, pink, and even mauve roses blanketed hundreds of acres around Livermore and Pleasanton. The biggest rose company of them all was Jackson and Perkins, now world famous both as the largest Rose sales company in the world and for its many contributions to the development of modern Rose varieties.

Jackson and Perkins (Charles E. Perkins married A.E. Jackson's daughter) became business partners in 1872, growing grapes and berries in Newark, New York. But in 1901, the company's plant propagator, E. Alvin Miller, changed the direction of the company when he hybridized 'Dorothy Perkins,' which became the most popular pink climbing rose of its time. By 1928 the Perkins nephews had bought out their elders' share in the business and moved the company to California, with growing fields in Niles and San Jose. They were in debt to the tune of \$875,000-- and the Great Depression was just around the corner.

But the gamble paid off. During the early years of the Depression, J & P was lucky enough to get distribution rights for 'Better Times' an aptly named red rose that produced an abundance of straight-stemmed blooms on each bush. Perfect for florists as well as

home gardeners, it won national and international gold medals, and netted its credited hybridizer, Joseph Hill, a half million dollars in royalties, paid out of J & P sales, before the plant patent ran out.

Perhaps 'Better Times' helped J & P pull out of the Depression. By 1937, J & P was looking for more land, and like several other rose growing concerns, finally settled in what is now known as the Tri-Valley area, which had near-ideal growing conditions. The sunshine, dry air, well-draining gravelly loam, available irrigation water, and relatively predictable frost times were to make the TriValley a leader in garden and florist rose production.

In 1938 the company had its first major rose crop here: two million bushes planted on the August Hageman ranch west of Livermore. J & P had gambled that Livermore's predictable frost would come in time to drive the rose sap down to the roots of each plant and wither the leaves. "Then workmen will move in, trimming off the cuttings which will be distributed throughout the world, to provide rose bushes for a couple of million homes." ((no byline) The Valley Herald, Oct. 21, 1938, 1:2) But wholesaling rose cuttings to nurseries was only part of the plan. By 1940 J & P had planted more than a half million new cuttings on forty acres of the W. Gatzmer Wagoner ranch. These were hot-house roses destined for the J & P greenhouses in Indiana, the largest in the world, where their blooms would eventually be picked, packed, and shipped to florists.

The labor for such prodigious rose farming was provided by immigrants, including Japanese and Filipinos as well as Mexicans. One of their residential camps, called Camp Corregidor, was out on Tesla Road, across the street from the Concannon Winery.

Jackson and Perkins settled into the Valley as good citizens. They were kind enough to donate a thousand rosebushes, worth about a dollar apiece, to Pleasanton

to start a civic garden at the corner of Main and Ray streets. Pleasanton already deeply appreciated the rose industry. For example, Harry J. Harding, President of the First National Bank of Pleasanton, decided to celebrate the bank's 25th anniversary (this was 1935) and honor the Rose by giving away a deep pink, perfumed 'Charlotte Armstrong' rose bush

"to every person who walked through the door. By the end of the day, he had given away close to 200 bushes...the following year, several bank patrons came in with cut roses and they were displayed in vases on the bank counter... the impromptu displays became such a tradition that in 1938 it evolved into the bank's first official rose show for Valley residents."

(Victoria Colliver, Valley Times May 6, 1988, 1:2)

This was the beginning of the annual Pleasanton Rose Show (see sidebar).



*'Gloire de Dijon'*

During the second World War, Jackson and Perkins continued planting and harvesting roses, and added an innovative direct mail marketing system: anyone could buy a J & P rose from a tempting catalog, just as people bought goods from Sears or J. C. Penney. But Jackson and Perkins also pitched in with the war effort in its own unique way, with a Victory Garden of three hundred acres of tomatoes!

Jackson and Perkins didn't always have the Midas touch for sales and marketing. In fact, they missed a once in a lifetime opportunity, with the greatest rose of all. During the Depression J & P had originated a new class of cluster-flowered roses they called "floribundas" -- one of the most popular American rose classes to this day. They focussed so much on floribundas, they refused an offer to introduce the hybrid tea 'Peace' to the United States. Their competition, Conrad-Pyle, got the rights to distribute the rose, and the first cuttings of 'Peace,' developed by the famous Meilland family of growers, were smuggled out on the last diplomatic bag out of France before the Nazis captured Paris. Conrad-Pyle was officially granted the right to use the name 'Peace' by the Meilland company on April 25, 1945, the day Berlin was liberated. At the San Francisco conferences that gave birth to the United Nations in 1945, thousands of blooms of Conrad-Pyle's 'Peace' decorated the negotiating tables.

Yet after the war Jackson and Perkins became even more successful, as millions of returning G.I.'s and their brides bought little tract houses and started raising families. A rose bush by the door became part of the concrete image of the American Dream.

With the 'Fifties emphasis on science and progress, rose research became an even more important part of the J & P program. The company had a separate research facility in Livermore dedicated to the scientific, and confidential, study of rose hybridization. It can take a decade to introduce a new rose, starting with perhaps hundreds of crossbreeds, then testing promising seedlings, and finally growing a prospect in hundreds of test gardens around the country. At each stage the plant is monitored for form and fragrance of flower, disease resistance, and cold hardiness.

Times were beginning to change for all forms of agriculture in the Valley. Although the rose industry contributed a great deal to local sales tax revenues, urbanization was bringing a new people to the valley, people who resented the pesticides used in crop dusting the precious rose plants. At the same time, land prices were rising along with local property taxes. The soil itself was beginning to become depleted after nurturing the hungry plants for decades, and water became scarcer and more expensive. As well, older



*Indica fragrans*



*Noisette rose*

members of the Perkins clan began to pass away, along with other old friends and business associates. All these things helped loosen J & P's ties to the Valley, and by the mid sixties they had moved most of their operations to Arizona, and to Wasco (near Bakersfield), now known as "The Rose Capital of the World."

Finally Harry and David, the mail order fruit gift company, bought J & P and moved its offices to Medford, Oregon, where the head office remains to this day. During the 'leveraged' 'Eighties, J & P passed to Shaklee International, along with another great rival, Armstrong Nurseries. In 1989, a Japanese company took over the rose growing end of the business, which became known as Bear Creek Productions. Still, the mail order end is going strong, and the Jackson and Perkins catalog is still the most famous wish book for those of us infatuated with love of the Queen of Flowers, the Rose.

Pleasanton Rose Show  
56th Annual  
Mother's Day Weekend  
May 7th and 8th  
May 7th 6 p.m. 9 p.m.  
awards 800  
Sunday 12-5 p.m. FREE  
in conjunction with Mt. Diablo Rose Society



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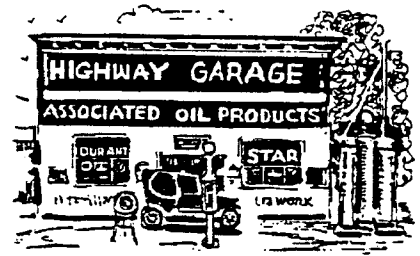
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# LIVERMORE HERITAGE GUILD



HIGHWAY GARAGE

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" *HELP SAVE YESTERDAY FOR TOMORROW* "

NEWSLETTER

MEMBERSHIP OCT 1 TO SEPT 30: FAMILY \$10, INDIVIDUAL \$7, SENIOR \$3  
JUNIOR \$3, LIFE \$150, PATRON \$100, SPONSOR \$25, LIBRARY \$5

MAY 1994

Vol. XXII

No. 8

## CALENDAR

Thursday, May 12, 7:30 p.m.

LHG Board Meeting, DUARTE GARAGE

Saturday, May 28, Lincoln Highway Museum  
14th Annual Dinner and Auction Fundraiser for  
Lincoln Highway Museum. Open to the public.  
Spaghetti dinner is at 6:00 p.m., Auction at 7:00 p.m.  
\$5.00 for dinner

## HERITAGE GUILD HAPPENINGS

Donations are now being accepted for the 15th Annual Fundraiser in May for the Lincoln Highway Museum. All usable items (except books and clothing) will be accepted. It's getting near auction time, so let's clean out those attics! Remember your donations are tax deductible! Make this a fun time for all! To arrange for pickup phone: 449-9927 (Wed.-Sun. 11:30-4:00); or call 447-5475 or 455-4261, if no answer, leave a message.

### Good Morning, Miss Smith

The following poem was written by Miss Susie Kelly and read at a Livermore picnic held in Mosswood Park in Oakland on June 27, 1937. The picnic was one of a series arranged by the late Miss Emma Smith, another fondly remembered Livermore teacher, who had as her pupils three generations of young Livermoreans. The picnics were held every summer

in Oakland and were attended by hundreds of Livermore residents and former Livermoreans, particularly those whose families were pioneer residents. The poem was dedicated to Miss Smith, and its title, "Good Morning, Miss Smith" was the greeting extended by her pupils as her receiving grade, corresponding to today's kindergarten, convened at the beginning of the school day.

Turn backward, Miss Smith, for a few moments today.  
And listen to a message we have to say,  
A message that carries us back many years,  
Mingled with memories held by all so dear.

How oft do we wish as the days go by,  
To be back once more if we could but try,  
In our dear little school room in days of yore,  
with you, as our teacher in Livermore.

Around us today are familiar faces,  
And I wish you could arrange us back in our places,  
With your own wise system, row by row,  
Just as you did, years ago.

That first day at school, will we ever forget,  
When we all tried so hard to be teacher's pet?  
You were our idol, our pedestal, our joy,  
And all kinds of methods you did employ,  
As you tried so hard, your patience to keep.

On your desk you'd have hidden a toy dog or sheep,  
Then all our tears would turn into smiles,  
Which have carried so on for thousands of miles.  
You gave us life's start and upward we went,  
Upon life's ladder, on duty bent.

The dear little song, "Up, Up In the Sky,"  
Made tears stay back in the corner of our eye,  
Though many a time we'd want to cry.

We all look back on that face beaming bright,  
And your feather stitched aprons in black and in white,  
On your neck a dainty round pin you would wear,  
which attracted our attention with many a stare.

On Friday your desk had an assortment of prizes,  
And I wonder if all this crowd realizes  
What those pictures really meant when we spelled  
down our class.

When each took our pick, each little lad or lass,

I still possess three, and to me they are treasures.  
Am I proud of them now? I am, beyond measure.

With her own handwriting, the date and her name,  
No wonder, with pride those keepsakes we claim.

I'll mention her pupils by their family name,  
and if some I omit, I hope you won't blame:  
Hansens and Neissens and Johnsons galore,  
Andersons, Petersons and Kamp by the score,  
Callaghans, Connolly and Kellys in flocks,  
Beazells, Bernal, McKowns and Knox,

Cardozas, Fitzgeralds and Gallagher, too,  
Gardemeyers, Bradshaws, Wentes, and Beu,  
Winegars, Wagoners, Concannons in numbers,  
Aylwards, Fennons, Iversens, McCumbers,  
Dutchers, Thornes and Macks and Lassens,  
Spencers, Hargraves, Levys and Classens,  
Teeters and Henrys and Holms by the score.  
Reedy, Altamiranos, Bistorious and Mohr,  
Foscalinas, Larippas, Hunters and Granas,  
Sachaus, Forgos, Mahoneys and Hannas.,  
Sorensens, Mendenhalls, Martin and Price,  
Oh! What a bunch, and awfully nice,  
And Faraghers, McGlincheys, McKeaneyes, Moys,  
Hundreds and hundreds of dear girls and boys.

The school room's torn down, but fond memories  
remain,

How many have passed from its walls  
Who now have been spurred to noble calls  
Tho' your hair has turned to silver,  
We love you just the same,  
And many, many years to come,  
You'll still be in the game.



*"Help Save Yesterday for Tomorrow"*

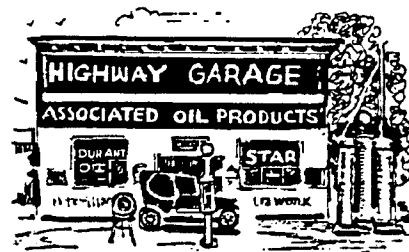
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" *HELP SAVE YESTERDAY FOR TOMORROW* "

NEWSLETTER

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JUNIOR \$3, LIFE \$150, PATRON \$100, SPONSOR \$25, LIBRARY \$5

JUNE 1994

Vol. XXII

No. 9

## CALENDAR

Thursday, June 9, 7:30 p.m.  
LHG Board Meeting, Carnegie Bldg.

## HERITAGE GUILD HAPPENINGS

Summer hours for the Carnegie Building are June through August 10:30-3:00, Wednesday through Sunday.

This year's annual Heritage Guild Auction was another success. We served close to 100 spaghetti dinners and the auction brought in over \$2,000 to the Heritage Guild to be used on restoration of the Duarte Garage and other Heritage Guild projects.

Excerpted from the Livermore Herald, September 23, 1938

### Livermore Wines Win At Pomona **Seventeen Awards Made to Livermore Vineyards at Los Angeles County Fair**

Livermore Valley wineries scored heavily at the Los Angeles county fair at Pomona this week, winning seven first prizes, four seconds, and six thirds, N.W. Armstrong, executive secretary of the Alameda County Development Commission, informs The Herald. Following are the awards won by the Livermore wineries:

Concannon Vineyards - First, Red Chianti, Carbonated Sauterne; second, White Chianti; third, Haut Sauterne, Chateau, Tokay, Moselle Carbonated, Burgundy Carbonated.

Cresta Blanca - First, Chateau, Dry Sauterne; second, Claret, Carbonated Burgundy; third, Hock.

Wente Bros. - First, Haut Sauterne, Moselle, Sauvignon Blanc.

Carlo Ferrario - Second, Sauterne.

This is the second outstanding showing made by Livermore Valley wines this month, the total of seventeen prizes even exceeding the excellent total of twelve awards won at the State Fair. The seven gold medals awarded Livermore Valley wineries and three others in the county gave Alameda county the majority of first prizes in the competition.

In addition to the Livermore awards other Alameda county wineries won the following:

Castlewood Winery - First, Sherry, Dry Sherry; second, Tokay, Cabernet; third, Angelica.

Darrow Vineyards - First, Tokay; third, Port, Dry Sherry.

Los Amigos Winery - Second, Sparkling Burgundy; third, Red Chianti, Burgundy.

Ruby Hill - Second, Muscatelle de Bordelaise.

The largest entry list in the wine division of the fair was registered this year. Counties competing included San Bernardino, Napa, Sonoma, Mendocino, Alameda, and San Joaquin.

**Used Cars**

1925 Dodge Brothers Special Coupe, a dandy buy, O. K. Mechanically .....\$495.00.....\$148.50 down

1924 Dodge Brothers Coupe, completely overhauled, fine rubber, Lovejoy shocks.....\$425.00    \$127.50 down

1927 Model Pontiac 4-door Sedan—new rubber, in fine shape .....\$600.00.....\$200.00 down

1925 Star Coach—Fine rubber, new Duco job. This car has had excellent care.....\$355.00.....\$120.00 down

Also two good, dependable Dodge Screen Commercial trucks, priced right.

**OPEN EVENINGS AND SUNDAYS**

**F. B. STEININGER**  
First Street Opposite K Phone 286

Ad from 3/21/28 Livermore Journal

**BACK AGAIN---PORTER'S TENT SHOW**

LIVERMORE—March 26 to April 2  
OPENING MONDAY NIGHT WITH

THE PLAY WITH A PURPOSE  
Chas. F. Harrison's  
3-ACT COMEDY-DRAMA  
**"SAINTLY HYPOCRITES  
AND  
HONEST SINNERS"**

HEART INTEREST TRUTH  
WHOLESOME COMEDY  
"JUST FOLKS" AS THEY ARE FOUND  
EVERYWHERE.

A PLAY ENDORSED BY MINISTERS  
AND PROMINENT FACULTY HEADS

**ONCE SEEN - NEVER FORGOTTEN**

LADIES FREE TICKETS GIVEN OUT MONDAY NIGHT  
—GOOD FOR TUESDAY NIGHT. Doors open 7:15. Show starts at 8:00. Prices Adults 30c. Children 10c. Reserved Seats 10c Extra.

Ad from 3/21/28 Livermore Journal



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NEWSLETTER

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July/August 1994

Vol. XXII

No. 10

M.S. ANTHONY

## CALENDAR

Thursday, August 11, 7:30 p.m.  
LHG Board Meeting, Carnegie Bldg.

Friday, September 23  
LHG Annual General Meeting  
Speaker: John Shirley (details to follow in the next newsletter)

## HERITAGE GUILD HAPPENINGS

This newsletter is a combination July/August edition as the editor was in need of a month's vacation.

The Annual General meeting in September will feature John Shirley as the speaker. John will talk about his recent trip to the ceremony of the 50th anniversary of D Day as well as recount some of his stories from his book about his experiences in WWII.

The Livermore Heritage Guild currently has openings on the Board of Directors. If you are interested in preserving or learning about the history of Livermore, we would love to have you join us. You can contact Chairman Larry Mauch at 447-1719 or Vice Chairman Muriel Dean at 455-4261. You do not need to be an authority on Livermore's history, just interested in preserving it.

If you're ever in front of the Masonic building at the corner of First Street and S. Livermore Ave. you'll notice brass letters in the sidewalk. These letters are left from a time when Anthony's tin and hardware store was located at the corner, before the Masonic building was built in 1909.

In researching the store I ran into a dilemma. I found reference to an F. A. Anthony living in Livermore operating a hardware store but I couldn't find any M. S. Anthony.

F. A. Anthony was born in 1846 in New York. In 1854 Mr. Anthony sailed for San Francisco with his parents, two sisters and one brother. After a brief stay in San Francisco the family located in Santa Cruz. F. A. Anthony served an apprenticeship as a tinsmith with his father, Wm. Anthony. Later the younger Anthony would attend Brayton School in Oakland. After completing his schooling he returned to work as a clerk in his father's tinsmith shop.

In December 1869 F. A. Anthony decided to move to Laddsville and open his own shop ( Laddsville was a small community located near what is now old First Street in Livermore ). With the coming of the railroad and the train station being located in the new town of Livermore, Laddsville began to decline. In 1872 Mr. Anthony relocated his store in Livermore on the corner of First and Lizzie Streets (Lizzie Street was later renamed S. Livermore Ave.).

**F. A. ANTHONY**  
 Keeps the Best Assortment of

**Plumbing & Gas-Fitting**  
 In Town or Country.  
**YOUR PATRONAGE SOLICITED.**  
**F. A. ANTHONY,**  
 Cor 1st and Lizzie Streets.

Ad circa 1890

F.A. Anthony was the first treasurer of Livermore and also the town clerk from 1880 until 1882. His store was listed in the local directories under F.A. Anthony, Tinware, stoves and crockery.

In 1901 the Livermore Echo published a list of local businesses, listing the store under M.S. Anthony. The business was still shown as tinware, stoves and hardware. In 1908 the land the store was located on was purchased by the Masonic Temple for the location of their new lodge, which still stands today. The old hardware store building was sold and moved to Lizzie and 4th Streets where it was converted into a residence (it was torn down some years later).

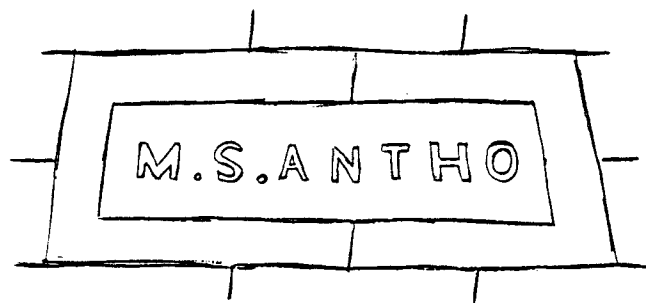
The hardware business moved into a new building on J Street and the name changed to the Livermore Hardware store. In 1909 an announcement was in the local paper that F.A. and M.S. Anthony had sold their interest in the store (The Livermore Hardware store went bankrupt in 1914).

In December 1910 F.A. Anthony passed away. He was survived by his wife, two sisters Mrs. W.H. Bias and Mrs. Flora A. Livermore, two brothers Arthur K. Anthony and the Rev. C. Anthony.

In Feb. 1911 the Good Templers of Lodge 200 passed a resolution of respect for their brother Frederick A. Anthony. They expressed their appreciation for his services to the lodge as well as their sympathy to his wife Mary S. Anthony.

It appears that the business was listed under his wife's name sometime around the turn of the century. All indications are that Frederick A. Anthony was active in the business until they both retired. Why the name was changed is still a mystery.

The letters in the sidewalk were probably first placed there around the turn of the century. Over the years the sidewalk has been repaired several times. The NY on the end of Anthony was removed during one of those repairs.



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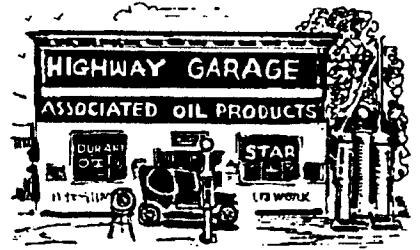
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NEWSLETTER

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September 1994

Vol. XXII

No. 11

## HERITAGE GUILD HAPPENINGS

### CALENDAR

Thursday, September 8, 7:30 p.m.  
LHG Board Meeting, Carnegie Bldg.

Friday, September 23, 7:30 p.m.  
LHG Annual General Meeting  
Livermore City Council Chambers on Pacific Ave.  
near the Barn  
Speaker: John Shirley  
Please join us for this interesting general meeting  
Refreshments will be served

Festival of the Arts  
October 1 & 2, Saturday and Sunday  
10 a.m. to 5 p.m. in front of Carnegie Bldg.  
Anyone interested in helping out with the  
Historymobile for this event, please contact Tilli  
Calhoun at 447-2926

**REMEMBER TO RENEW YOUR LHG MEMBERSHIP. YOUR DUES HELP US OPERATE THE HISTORY CENTER AND MAINTAIN OUR EXHIBITS AND PUBLICATIONS. IF THERE IS A DATE ON YOUR LABEL AND IT IS OTHER THAN 95, THEN YOUR MEMBERSHIP IS DUE FOR RENEWAL.**

**NOTICE:** The Livermore Heritage Guild History Center will be closed Saturday and Sunday, September 3 and 4 due to the Harvest Festival.

**NOTICE:** Barbara Bunshah is looking for anyone who might have any photographs or items purchased from the Livermore History Center or Livermore Art Gallery during the opening from September to December of 1974. These items will be used in a display at the Festival of the Arts as part of the 20th Anniversary of

.....  
**COME JOIN US!**

Name \_\_\_\_\_

Address \_\_\_\_\_

Comments: \_\_\_\_\_  
\_\_\_\_\_

Please contact me at phone number: \_\_\_\_\_

I would like additional information about the Livermore Heritage Guild.  
Please contact me at the above phone number.

I would like to renew my membership for 1994/1995

the Livermore History Center and Livermore Art Gallery.

On September 23, the Annual General Meeting will be held at the Livermore City Council chambers beginning at 7:30 p.m. The speaker this year will be John Shirley. He will talk about his recent trip to the ceremony of the 50th anniversary of the landing at Nettuno and Anzio on January 22, 1944 during WWII as well as recount some of his stories from his book, I Remember, about his experiences in WWII.

John Shirley was part of the 3rd Infantry Division. The 3rd Infantry Division earned an astounding combat record unsurpassed by any other army division. From Fedala, North Africa (Nov., 1942) till Berchtesgaden, Austria (May 1945), the Third Division participated in ten campaigns in the European Theater fighting in Africa, the Mediterranean, and Europe. The division sustained 24,878 battle casualties in 553 days of combat. Its troops earned 40 Medals of Honor, 172 Distinguished Service Crosses, over 4,817 Silver Stars, in excess of 6,000 Bronze Stars, 3 Distinguished

Service Medals, 150 Legion of Merits, 98 Soldiers Medals, 115 Air Medals, 14 Distinguished Unit Citations, and 14 Meritorious Service Plaques. Over 26,000 Purple Hearts were awarded. Among the division's ranks was the legendary Lt. Audie L. Murphy (MOH), the most decorated soldier in US Army history. On May 5, 1945 men of the 7th Infantry Regt. of the 3rd Infantry Division raised the American flag over Berchtesgaden, Hitler's mountain retreat in Austria. The war was over for the Third Division, and VE day was May 8th.

At the beginning of this year's annual meeting we will have the election of officers. The 1994-1995 slate of officers is as follows:

Chairman: Larry Mauch

Vice Chairman: Muriel Dean

Secretary: Barbara Bunshah

Treasurer: Malvern Sweet

Ways and Means: Henri Fankhauser

Directors: Bill Junk, Jerry Bireley, Gary Drummond, Tim Sage, Anna Siig and Be Haera



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