

Pinole Historical Society Newsbriefs

Fall 2012



P.O. Box 285, Pinole, CA 94564

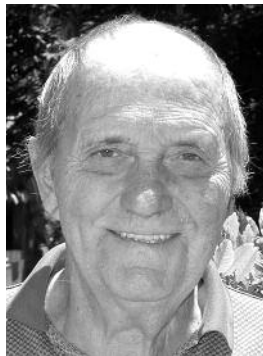
www.PinoleHistoricalSociety.org info@PinoleHistoricalSociety.org

DR. JOE TO BE HONORED AT NOVEMBER 11 DINNER

By Marcia Kalapus
President, Pinole Historical Society

Every now and then we encounter a person who exemplifies the essence of profound greatness, a person who has accomplished many wonderful things, not only for his family, but for the greater common good. The special person in my lifetime is Dr. Joseph Mariotti.

The first time I met Dr. Joe was in the mid
Continued on page 3



Joe Mariotti

Share memories of Fiesta del Pinole at PHS Nov. 1 membership meeting

Videos of the 1963, '64, and '65 Fiesta del Pinole parades, shot by the father of longtime Pinole resident Jim Payne, will be shown at the PHS general membership meeting Thursday, November 1, from 6:30 to 8 p.m. in conference rooms 2A and 2B of the Kaiser Permanente Medical Office Building in Pinole.

Jim and his sister, Donna, will be on hand to share their memories of those parades, and PHS co-founder George Vincent will provide historical perspective of the parades. George's second article about the Fiesta del Pinole is in this newsletter, beginning on page 8.

Please join us and share your memories of Pinole's parade days gone by.

In this issue

President's Message

— Page 1 —

Use your smartphone to find PHS on the Internet

— Page 4 —

Order tickets to Dr. Joe's Party

— Page 5 —

Historical film sought

— Page 6 —

The rise and demise of the Fiesta del Pinole

— Page 8 —

Presidential candidate visits Pinole in 1912

— Page 12 —

2013 PHS membership application

— Page 16 —

Published quarterly by the Pinole Historical Society

WHERE TO FIND NEWSBRIEFS

Pick up **Newsbriefs** at these locations:

A Center for Hearing Health (Dr. Joel Ross), AccuTech Auto Care, A.D. Dern Insurance, The Alley Cafe, Antlers Tavern, Bank of the West, Bay Park Retirement Residence, The Bear Claw, Big O Tires, Blue Sky Sports, Cafe Soleil, China House, Cindy's Shear Cuts, Coldwell Banker Bartels Realtors®, Coldwell Banker (Joni Vasquez and Dave Vida), Crocketts Premier Auto Body, Feriel El Ghaoui, D.D.S., Embers, Farmers Insurance (Madeline Crandall), Farmers Insurance (Carol White), Garden of Gems, Douglas Gordon, D.D.S., Grocery Outlet, Happy Sashimi, Hercules Fitness, Kaiser Permanente Medical Office Building, K&L Automotive (Rodeo), Kendall Financial Services, Ladies Workout Express, Lakeridge Athletic Club, Masala Specialty Gift Store, Mechanics Bank (Pinole Valley and Pinole Vista), Neto's Pizza, Old Time Realtors, Douglas Oliver, D.D.S., Oliver's Hardware, Park Pharmacy, Attorney Donald E. Patterson, Peggy's Perfections Bead and Boutique, Pinole Art Center, Pinole City Hall, Pinole Creek Cafe, Pinole Library, Pinole Paws, Pinole Police Department, Pinole Senior Center, Pinole Senior Village, Pinole Valley Community Church, Prestige Realty (Jojo Soriano), Lawrence Radcliffe, D.D.S., Realty World (Viktor Manrique), Ricky's Corner, Ristorante Due Rose, Sam's Dog House (Pinole and El Sobrante), State Farm Insurance (Mark Bucklew and Rick Chalk), Sunshine Floor Covering, Taqueria Sanchez, Tenax Law Group, 10th Inning Baseball Cards, The New Deli, The Red Onion, The UPS Store, Tina's Place, Top Floor Salon, Albert M. Tsang, D.D.S., Waffle Stop, West Contra Costa Transit Authority, Windermere Rowland Realty, and Wilson & Kratzer Mortuaries.

It's also posted on the PHS website.

FOR ADVERTISERS: 3,000 printed copies of *PHS Newsbriefs* are distributed every quarter, generating readership among thousands of Pinole and West County residents. Hundreds more receive the newsletter directly from the PHS via its database and website. If you're interested in advertising, please contact Jeff Rubin at info@PinoleHistoricalSociety.org or call him at (510) 724-9507.

PHS CALENDAR

MEETINGS

November 14, December 12, 2012: Monthly Board of Directors meeting. The public is invited to attend and speak on any of the items discussed at these meetings. Pinole Senior Center, 6:30 to 8 p.m.

November 1, 2012: Membership meeting: Kaiser Permanente Medical Office Building, 1301 Pinole Valley Road, Conference Rooms 2A and 2B, 6:30 to 8 p.m. See front page for details.

ONGOING

Pinole Library history exhibits. Two exhibits at the library, 2935 Pinole Valley Road. Library hours are: Monday (10 a.m. to 6 p.m.), Wednesday (2 to 8 p.m.), Friday and Saturday (12 to 5 p.m.).

PHS booth at Pinole Farmers' Market. Every other Saturday through December 22.

Pinole **Historical** Society

Board of Directors: Marcia Kalapus, President; Jeff Rubin, Vice President; Mary Drazba, Treasurer; Jo Ann Gannotti, Secretary; Shirley Ramos, George Vincent.

Directors Emeritus: Dr. Joe Mariotti, Jack Meehan

Newsletter Editor: Jeff Rubin



China House

RESTAURANT

Mandarin & Szechuan Cuisine

Open 7 Days A Week

Mon~Sun: 11:30am~9:30pm.

Tel: (510) 741-8788

1971 San Pablo Avenue, Pinole, CA 94564



900 San Pablo Ave., Pinole, CA 94564

(510) 741-9001

www.CrockettsPremierAutoBody.com

Fax (510) 741-9009

Live Local. Bank Local.



800.797.6324
www.mechanicsbank.com

MEMBER FDIC

Mechanics Bank
Commitment That Lasts Generations

DR. JOE TO BE HONORED AT NOVEMBER 11 DINNER

Continued from front

1960s, when he came on staff as an orthopedic surgeon and physician at Brookside Hospital on a shift in the emergency room. I was an ER nurse. It was a big night for accidents, trauma, and medical emergencies. Being a bone doctor, he was in his element.

Over the next 33 years, Dr. Joe and I worked on patient care, physician/nurse committees, medical-staff meetings, quality-improvement projects, and more.

Dr. Joe gave his full attention to his patients and families and gentle, tender care to each patient. They loved him.

He was respected by all hospital staff and physicians. Whenever a helping hand was needed in surgery and there were more cases than the orthopedic doctor on call

could handle, Dr. Joe was there to assist.

Another wonderful attribute about Dr. Joe was his devotion to the Pinole Valley High School football teams. He was the team physician for 32 years and he was at all the games, rain or shine.

In the late 1960s, Dr. Joe purchased the Bernardo Fernandez Mansion and moved his young family into that glorious old building. He and his late wife, Gretchen, worked on the home constantly, remodeling and renovating for the next 30 or more years.

During that time Dr. Joe, who had a passion for "old history," especially Pinole history, joined up with George Vincent, a third-generation resident and Pinole teacher, to start the Pinole Historical Society in 1974. They engaged many others and

began the process of collecting and documenting the city's history, storing and preserving old artifacts, and looking for details of older historic homes, farms, etc. They spent hours interviewing families, collecting anecdotal details, and memories.

During the early years of the society Dr. Joe and George went on a quest to find the ruins of the Martinez Adobe. They found the remains in Pinole Valley near what is today Pinole Valley Park. They were joined by an archaeologist and researcher from U.C. Berkeley to help with the dig. The site was well documented and covered over for posterity.

Dr. Joe's interests didn't stop with history. He entered politics and served on the Pinole City Council. Dr. Joe has been a longtime environ-

mentalist and conservationist in Contra Costa and Alameda counties, serving on numerous committees.

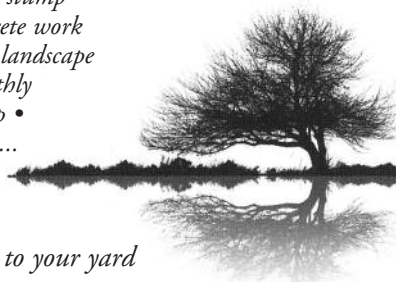
Dr. Joe has also been a longtime member of the Pinole Garden Club, which honored him in 2011 by planting a beautiful crepe myrtle tree in his honor at Bayfront Park.

Dr. Joe, George Vincent, and Jeff Rubin collaborated to write a history book of Pinole in 2009. The society alone has sold nearly 800 copies, and many more have been sold at retail outlets and online.

We are celebrating Dr. Joe's lifetime achievements at a special dinner on Sunday, November 11, 2012 at the Pinole Senior Center. There is a ticket order form on page 5 of this newsletter.

Please join us and honor a great Pinolean.

Tree pruning and removal • stump grinding • sod lawns • concrete work • retaining walls • complete landscape installation • fencing • monthly maintenance • yard clean-up • senior discounts • and more ...



Rick's Trees

...Bringing peace of mind to your yard

(510) 455-0977 • rickjsweet@yahoo.com

Geoff Torretta

A Pinole Landmark

Antlers



Tavern

Est. 1938

**2284 San Pablo Ave.
Pinole, CA**

(510) 724-9961

SHEAR CUTS

FOR FAMILIES

510/724-5929

**CINDY MADRUGA
CATHY MADRUGA RICHARDSON
MASHACKIE ALLEN-CARSON**

**\$5 off chemical
for first-time clients**

**971-D SAN PABLO AVE.
PINOLE, CA 94564**

ZOOM! One-hour Whitening for \$99 (\$300 value)
(Upon completion of initial exam, x-rays, cleaning and any necessary dental treatment)

ALBERT M. TSANG, D.D.S.
GENERAL & IMPLANT DENTISTRY

APPIAN DENTAL BUILDING
2000 APPIAN WAY
SUITE 202
PINOLE, CALIFORNIA 94564
(510) 724-2800

- ☐ Flexible Hours:
Evening & Saturday Appointments
- ☐ Available for Emergency Visits
- ☐ Se Habla Español



The Pinole Historical Society promotes awareness and appreciation of history through preservation and education, and chronicles the city's heritage for current and future generations.

Family Videos to DVD!

Your videos are disintegrating. Don't let them fade away. Call today!

Saving your most precious Family Video memories & photos on DVD is easy and inexpensive! Slide Shows help to create a special atmosphere at Birthdays, Weddings, Memorial, Retirement & Anniversary Parties!

Here is what happy customers are saying:

"I've been very happy with Debbie and Saving Memories! My wife and I had dozens of videos that needed to be transferred and commercial quotes were twice as much. We were happy to find Debbie to help us!" - DANIEL TANITA, DDS

Services include:
Slide Shows, transfer of VHS, Beta, all size camcorder tapes to DVD, Photo Editing.
"8, Super 8 & 16 MM film to DVD."

HOME FAMILY VIDEO to DVD as low as \$12 each!

For 6 or more transfers to DVD. 5 or less are \$15. Prices does not include 8 & 16 MM film.



Saving Memories

Debbie Ojeda, Owner
ojedahouse@comcast.net

Call (510) 724-5197 www.savingmemories.org

Your smartphone can find the PHS on the web

Find out more about Pinole's history by using your smartphone to scan this QR code. It will take you to the Pinole Historical Society website.



BANK OF THE WEST

Navneet Kaur
Branch Manager - Multi Site
Vice President
NMLS #637068

777 Tennent Ave
Pinole, CA 94564
navneet.kaur@bankofthewest.com

T: (510) 724-0100
F: (510) 741-8579



Pinole Artisans

Pinole Art Center
2221 Pear Street
510-724-2008

Tuesday - Saturday, 11 AM - 4 PM
Local Artists Unique Gift Items
Check Us Out for That Something Special!
www.PinoleArtisans.org

Wilson & Kratzer MORTUARIES

Civic Center Chapel, Richmond (510) 232-4383 •FD195
Chapel of the Mission Bells, San Pablo (510) 232-6552 •FD881
Hosselkus Chapel, Crockett (510) 799-1411 •FD933



1918-2012
94 years
Serving Families



www.wilsonkratzermortuaries.com

When you have a question . . .
When you need help with a claim . . .
When you want to save hundreds of dollars a year on auto insurance . . .



FARMERS

1249 Pinole Valley Road
Suite 200
Pinole, CA 94564

(510) 724-7070
mcrandall@farmersagent.com



Madeline Crandall
Farmers Agent
License #0706887

Pinole **Historical** Society

DR. JOE'S PARTY TICKETS

Sunday, November 11, 5-8 p.m., Pinole Senior Center

Menu: Fried chicken, tri-tip sliders, baked ham, mashed potatoes/gravy, oven-baked red potatoes, green beans, salad, and dessert. No-host bar.

NAME: _____

ADDRESS: _____

CITY/ZIP: _____

PHONE: _____

E-MAIL (optional): _____

of tickets @ \$30 _____

AMOUNT ENCLOSED: \$ _____

MAIL TO:

PINOLE HISTORICAL SOCIETY, P.O. BOX 285, PINOLE, CA 94564

CUSTOM WIRELESS HEARING AID EVENT

August through October!

- Free Hearing Evaluation
- Wireless Technology Demo



Hearing Is Our Concern

HOW TO KEEP YOUR HEARING LOSS A SECRET

Come in for a **FREE PREVIEW** of Secret Ear® hearing aids by Starkey. These tiny hearing aids feature advanced wireless technology designed to:

- Improve hearing in noisy situations
- Eliminate feedback and whistling
- Make TV listening more enjoyable
- Enhance phone conversations



There's no substitute for professional hearing care. Appointment times are limited, so call today!

(510) 724-1095



Joel Ross, M.D., F.A.C.S.
Otolaryngology
head and neck surgery

A Center for
Hearing Health
1700 San Pablo Ave., Suite F
Pinole, CA 94564
(510) 724-1095

ACFHH15@yahoo.com www.ccfhh.com



Johnna McMartin
Hearing Instrument Specialist
HA #3918



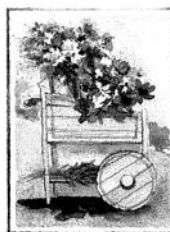
PHS PRODUCTS FOR SALE

We have postcards, greeting cards, and refrigerator magnets—featuring photos from our book, *Images of America: Pinole*. You can order them at www.PinoleHistoricalSociety.org.

To order on-line, print the order form and mail it with your check to the Pinole Historical Society, P.O. Box 285, Pinole, CA 94564.

All of the photos in our book—and others in our collection—are available for purchase in any size you want. These items make great holiday gifts. For more information, contact us at (510) 724-9507 or info@pinolehistoricalsociety.org.

the
Flower Cart



STILL GOING STRONG!

• Daily deliveries by phone •

(510) 724-4241

PHS SEEKING FAMILY FILMS FOR HISTORICAL ARCHIVE

Got film? The Pinole Historical Society is embarking on a major project to archive the city's history — family by family and event by event. Our objective is to establish a permanent, digitized collection of Pinole's history.

Do you have film of past Holy Ghost parades, Pinole Valley High School Homecoming parades, Memorial Day or July 4 parades?

How about important athletic events, such as a high-school football, basketball, baseball, softball, or volleyball game?

Perhaps you have film of an important event that took place in Fernandez Park, or a ribbon cutting or an event that has a place in Pinole's history—such as the 1958 flood?

We're looking for any video or film you have—VHS,

Beta, camcorder, DV tape, 8mm, Super 8mm, 16mm, 35mm, motion picture.

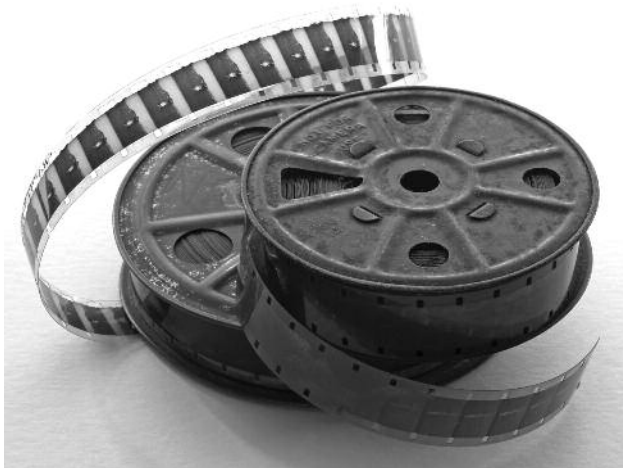
Nearly everyone has taken home movies. That makes everyone who has taken film a historian.

We want to collect, digitize, catalog, and preserve old movies on DVD (and whatever formats are to come) to exhibit, educate, and entertain.

The PHS will share these videos on a film archive that we will establish, similar to the The Pioneers Film Archive on YouTube created by the California Pioneers of Santa Clara (www.youtube.com/sccpioneers).

Film connects with the past in a unique way. It's immersive, educational, and entertaining for young people. It's a way to get young people interested in history.

Got film? Please contact us at info@pinolehistorical.com



GOT HISTORY?

The Pinole Historical Society is grateful for donations of artifacts, photos, newspapers, memorabilia—anything of historical significance.

Please contact us at info@PinoleHistoricalSociety.org or call (510) 724-9507.



Tina's Place

"Simply A Great Meal"

Breakfast, Lunch, Dinner & Cocktails

Dale Moore

Proprietor

2300 San Pablo Ave
Pinole, Ca 94564
510-964-7546

tinasplace2.com

Tina's Place Facebook Fan Page



Douglas J. Gordon, D.D.S.

(510) 741-7100
2150 Appian Way, Suite 208
Pinole, California 94564



Roofing by Frakes

Richard Frakes

GUTTERS

OG Gutters / Fascia Gutters
Removal and Installation

ROOFING

New Work / Re-Roofs / Inspections
Tar & Gravel / Composition / Tile

FREE Estimates

Bonded & Insured • TEL 510-799-4474 • License #675791

A.D. DERN INSURANCE AGENCY, INCORPORATED



2358 SAN PABLO AVENUE
PINOLE, CA 94564-1705
TEL (510) 724-6456
FAX (510) 724-6015

TERRY L. TIGH - BROKER
WWW.ADDERN.COM

LIFE
PERSONAL
COMMERCIAL
LIC #0600833

PHS interviews on city of Pinole website

Miss one of our programs on Pinole Community TV?

Not a problem. The city's website now has a dedicated section devoted to PINOLE HISTORY on its "Videos Online" page.

You can view the numerous PHS programs right

on your computer. Go to www.ci.pinole.ca.us/about/videos.html and scroll down to PINOLE HISTORY. You'll find our interviews, Veterans Day programs, both of George Vincent's Walking Tours of Historic Downtown Pinole, and the very fine PCTV-produced, 12-part series based on the Historic Walking Tour brochure. It's great TV!

OUR FLAG: WHEN DAY IS DONE, GONE THE SUN

Fly the American flag every day possible and especially on special holidays. That's good, patriotic advice.

Retrieving the flag and its storage till next display is an obscure procedure

for many people.

We've often seen the school custodian, the postal worker, nighttime store clerk, or security persons struggling, alone, to lower, unhook, and respectfully gather in the flag for overnight storage.

It's not very dignified, but it's unavoidable.

There is, however, a more formal procedure if two or more people participate, or if the occasion deserves public observation.

First, the home-

front flag, when taken down, can simply be rolled around the staff, stored indoors till next displayed. Efficient, and dignified, this is respectful care of your flag between outdoor displaying.

Two or more people may also retrieve the flag. Perhaps you've seen this at a school, where such activity is regarded as not only instructional, but a special honor to those involved. Folding the flag—the memorable triangle fold is usually fol-

lowed. The basic process is essentially that followed by the military—though less formal and ceremonial. It goes like this:

- Two people begin by holding the flag horizontally, waist-high.

- Fold the lower half-striped section over the field of stars.

- Next, fold the striped section again, over the field of stars.

- With the field of stars showing above and below, begin the folding at the stripes end, a triangular fold begins from the folded edge.

- Triangular folds continue until only the final field of stars remains; any remaining portion is carefully tucked-in. After inspection, the fold is complete.

The flag—thus folded—is reverently carried to its place of repose.

K & L Automotive



American • Japanese Classics • RVs

- Oil Changes
- Fuel-Injection
- Carburetors
- Winter Heating
- Muscle Car & Hot Rod Performance

Ken & Lisa Caughran
586-C Parker Ave., Rodeo
(510) 799-2928



(510) 235-4056
LICENSE No. 421131

2207 EMERIC AVENUE
SAN PABLO, CA 94806



Kendall
Financial Services
Small Business Tax and Bookkeeping Services
self employed, corporate, LLC, non-profit, trust, estate and partnerships

1508 San Pablo Avenue
Pinole, CA 94564

Monica L Shaw
Enrolled Agent
Licensed to represent taxpayers before federal and state tax courts.

Phone: (510) 964-1500
Fax: (510) 964-1501
Email: monica@kfs.us.com
Website: www.kfs.us.com



sushi • grill • sake • dessert

2718 pinole valley road • pinole, california 94564
510.758.8881 www.eathappysashimi.com

Back in the day

By George R. Vincent

THE RISE AND DEMISE OF THE FIESTA DEL PINOLE

Second of two parts

The first Fiesta del Pinole became the model for future ones. Each year, the Fiesta became a little more refined with new features, but basically stayed the same from 1962 to 1976. Proceeds from the Fiesta were used for city youth projects.

The Fiesta planning was a tribute to hard work and love of community. It was a creative and collaborative town effort spearheaded by the mayor and council, chamber of commerce,

and community service organizations such as the Lions, Eagles, Portuguese lodges, and Pinole Jaycees. There was a Fiesta Committee Executive Board and a Fiesta chairman whose job headache was to coordinate the whole project.

One enthusiastic group of workers was the re-vested members of the Pinole Jaycees. This organization sponsored a popular feature of the Fiesta — the Miss Pinole Pageant. Girls from the area competed for the title.

The pageant was first held at Tara Hills School,

and in later years at Pinole Middle School and Pinole Valley High. Girls were judged on talent, beauty, and personality. The winner reigned over the Fiesta, received a \$25 bond award and trophy. She also rode with her court in the parade on a float or white convertible limo and would become Pinole's entry in the Miss Contra Costa Contest. The most-photographed custom was the passing of the crown each year from the outgoing queen to the new one.

Miss Pinole winners included:

- 1964: Shirley Ann Lopez



The Native American with crown program cover is incorporated

<p>"BAY AREA'S BEST HOTDOG"</p>  <p>TWO LOCATIONS</p> <p>2432 San Pablo Avenue Pinole, CA 94564 (510) 724-4550</p> <p>3857 San Pablo Dam Road El Sobrante, CA 94803 (510) 223-8870</p> <p>www.samsdoghouse.com</p>	 <p>Mike Rowland Owner/Broker</p> <p>License # 01331280 Business 510-222-9150 Cell 510-501-9133 Fax 510-222-9165 E-mail MikeRowland@windermere.com</p>  <p>Windermere Rowland Realty 400 Appian Way El Sobrante, California 94803 www.WindermereRowlandRealty.com</p>
<p>TENAX Law Group PC</p> <p>145 PARK PLACE, SUITE A POINT RICHMOND, CA 94801 T: 510.234.2808 F: 510.234.6009</p> <p>Construction, real estate, personal injury, landlord-tenant, employment, bankruptcy, and business law.</p> <p>www.tenaxlawgroup.com</p> <p>ATTORNEYS</p>	 <p>Hours</p> <p>Monday – Friday 6 a.m. – 2 p.m.</p> <p>Saturday – Sunday 7 a.m. – 1 p.m.</p> <p>2265 Pear Street • Pinole, CA 94564 (510) 724-5312</p>



crossed arms on the 1964 seal and in the City of Pinole seal.

- 1967: Lynda Sue Allen
- 1968: Tanilee Weardon
- 1971: Kathy Ellis
- 1972: Leslie Anderson

A novel Jaycee idea was the sale of large, colorful "booster buttons." Wearing this button gave you six carnival rides for \$4. The buttons had an historical design. The 1971 button was a Spanish dancer. The 1974 button sported the Fernandez Mansion. The 1975 button featured the Martinez Adobe, and in 1976, the Bicentennial Liberty Bell.

Another feature added in 1966 was a children's pet parade. Kids, wagons, and caged animals proceeded from Collins School to the Fernandez Park judges' stand with a noisy assortment of dogs, cats, birds and other critters. Blue ribbons were given to all young participants.

One of the most memorable Fiestas to honor Pinole's founding was in 1964. Mayor John J.

Meehan in his Fiesta launching address to the community said, "As proud citizens of this city, we are all licensed architects of its continuing history."

The Fiesta program booklet was a history lesson of Pinole's Hispanic heritage. An events schedule from the 1964 Fiesta shows the scope of the five-day festival held in September:

- Wed., Sept. 9 — Amusement Center Opens, "Fun Fair" Fernandez Park
- Thurs., Sept. 10 — Teen-Age Dance, IDES Hall
- Fri., Sept. 11 — Miss Pinole Pageant, Tara Hills School
- Sat., Sept. 12 — Fiesta Parade, Pinole-Hercules School #2 to Fernandez Park, Live Music and Adult Dances Twin Halls (IDES and Eagles Halls), Game Booths Open
- Sun., Sept. 13 — B.B.Q. Fernandez Park,

Massive Fireworks Display at Dusk.

The 1964 Fiesta was unique in that the figure on the Seal of the City grew out of the artwork on the cover of the program, titled "Fiesta del Pinole 1772-1964." The cover featured a drawing of the Pedro Fages Expedition that passed through Pinole in 1772 and gave the name "Pinole" to the area.

A bearded, light-skinned Native American with crossed arms also adorned the cover. Inside was a detailed history of Pinole's Spanish-speaking roots and the first encounter with Native Americans in this area. John Healy's interpretation of Juan Crespi's diary entry led to the artist's depiction of the Native American. The cross-armed figure was to remain on Pinole's seal, but the historically correct-or-not controversial beard did not.

Continued on page 10

- 1965: Nancy Hackett
- 1966: Margaret Hammer

Lawrence Radcliffe,

D.D.S.

2000 Appian Way, Suite 203

(pinoledentist.com)

724 - 5464



Lynda J. Bartels, Realtor®, CRS, GRI
Coldwell Banker, Bartels-Realtors®
 (510) 290-5666 Cellular
 bartelsl@aol.com
 www.lyndajbartels.com

DRE 00662125



Kathy G. Ginocchio-Hill
Coldwell Banker, Bartels-Realtors®
 Broker Associate, Notary Public, ABR, e-PRO
 (510) 681-5940
 kginocchio@aol.com

DRE 01205079



Each office is independently owned and operated.

Serious Injury • Auto Accident

Donald E. Patterson

Attorney at Law

Plaza Two, Hilltop Office Park
 3260 Blume Drive, Suite 410
 Richmond, CA 94806
 www.donaldepatterson.com



FREE CONSULTATION (510) 262-2120

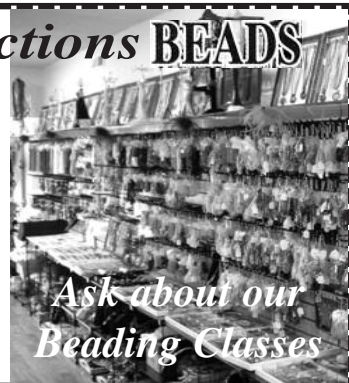
Peggy's Perfections BEADS

*Beads, Findings & Etc.
 Handcrafted Gifts & Jewelry*

20% OFF
 Your Entire Purchase
 Must bring ad.

510-724-4013

1889 San Pablo Ave • Pinole
 www.peggysperfections.com
 Hours: T-F 10-6, Sat. 10-4



*Ask about our
 Beading Classes*

THE RISE AND DEMISE OF THE FIESTA DEL PINOLE

Continued from page 9

The 1964 Fiesta proceeds were used to purchase lights for Fernandez Park. The 1964 Fiesta Committee and Executive Board, along with the Pinole Jaycees and chamber of commerce, were coordinated by Fiesta Chairman Andy Poirier. Fiesta planning credit was also given to board members Mrs. Jack Carlson, John Darke, Bruno Felice, Henry Langhorst, Ken Silva, Betty Grimes, and Grand Parade Marshall Ed LeFebvre.

The Fiesta program also held the names of advertising sponsors of the 1960s: Tommy's Coffee Cup, Mickey's Bait

Shop, Mike Lewis' Club Alibi, Frank Lunghi's Antlers Tavern, Pinole Food Center, Raina's Pinole Shoe Repair, Three Bells, Doug Lewis Variety Store, Buck's Short-Stop Chicken, Pinole Cyclery, Pinole Baby News, Dr. Wright's Pinole Pet Hospital and the Alley Cafe.

Some interesting highlights from Pinole's many Fiestas:

- 1967: Mayor Frank Johnson's upbeat message: *"The Fiesta is our never-ending pride in our heritage. We annually take a page from the past for our inevitable glowing future."*

- 1967: Pinole's population: 12,693

- Teen Dance—Holy Ghost Hall, \$1

- Jaycee Chicken B.B.Q., \$1.50 adults, \$.75 children

- Winner of Fiesta Pinole Float Competition: Solano County entry from Native Sons of the Golden West (two pretty girls water skiing, and 30 girls on a sailboat with flowers galore).

- 1965: Mayor John Mitchell's message lauds the Fiesta: *"On behalf of the City of Pinole, I invite you to join in our festivities which will commemorate our heritage. This past year has been one of considerable changes. Major annexations have added to our total area and we are proud of the new developments that dot our hills."*

- 1970: Mayor Don Tormey says, *"Join with people of Pinole on this the occasion of a progressive city."*

- 1971: Ed Vovsi, Fiesta Chairman. August 26-29. One of best Fiestas ever. Thousands line parade route. Cherokee Indian Tony "Last Arrow" Smith of Vallejo's amazing bicycle tricks, Unicycle Drill Teams, Bagpipes band, Pinole Valley High Band, East Bay Clown Club, Rainbow Girls' float, drum and bugle corps such as the Capitolaire from Sacramento, the Caballeros from Stockton, and the Hawks from Richmond, ending with spectacular fireworks on Friday night.

- Former Pinole Mayor LeRoy LeFebvre and Pinole's 1963 "Man of the Year," best summed up the Fiesta's part in Pinole's evolution in the

1964 Fiesta program introduction:

"In my eyes and heart, I feel the main way in which Pinole has progressed is in the fact that the people who have moved here in recent years have taken Pinole to their hearts and have kept it a city with something just a little bit special from any other."

Recently, the Jim and Donna Payne family, former Hercules residents, donated 8 mm. color home movies of the 1963-1965 Fiestas to the Pinole Historical Society.

The movies have been digitized, and the film returned with our sincere thanks. They will be shown at the November 1, 2012, PHS membership meeting as a tribute to the summer event that brought together old and new Pinole in a festive mood of community spirit and a reputation of a good-times town that spread throughout Northern California.

Ironically, the Fiesta's popularity also contributed to its demise. Growing law-enforcement and security problems from the outside, culminating in the shooting death of a young man in Fernandez Park, made the 1976 Fiesta the city's last.

Like fields of California poppies in the sun, the Fiesta del Pinole blossomed gloriously and colorfully for a time but eventually faded away.

But what a wonderful run it had while becoming a part of Pinole's history.

GARDEN OF GEMS

Special Events

YOU'RE INVITED

THURS., NOV. 8TH

Ladies Night

6-9:00PM

Refreshments and hors d'oeuvres

Enter to win multiple raffles

Preview the latest in European fashion silver jewelry

Create your own holiday Jewelry Wish List

**FRI., DEC. 7TH THRU
SUN., DEC. 9TH**

Holiday Sale

11AM-4PM

\$50 off any purchase \$250 or more

15% off any purchase under \$250

Hundreds of items under \$200!





Garden of Gems | 2235 San Pablo Ave
Pinole, Ca 94564 | (510) 741-5400 | gemgarden@aol.com



PHS AT THE FARMERS' MARKET

We're at our booth at the Pinole Farmers' Market on alternate Saturdays through December. Our schedule is: October 27; November 10 and 24; and December 8 and 22. One or more of our books, greeting cards, postcards, and magnets will be on sale at each farmers' market. They are great additions to your history library and make wonderful gifts.

PINOLE VALLEY COMMUNITY CHURCH
A SAFE PLACE

JOHN WRIGHT
PASTOR
2885 PINOLE VALLEY RD
PINOLE CA 94565

510-758-9313
PVCCHAPEL@ATT.NET
WWW.PINOLEVALLEYCHURCH.ORG

Oliver's Hardware
4071 San Pablo Dam Road
El Sobrante, CA 94803
Phone: (510)-223-4450
FAX: (510)-223-1924



Richard Oliver
Owner Store #922
olivershardware@gmail.com

Pinole Paws Pet Grooming

Deborah Jordan, Owner
National Certified Master Groomer
(510) 724-8785

971 C San Pablo Ave.
Pinole, CA 94564
www.pinolepaws.net



"I joined Hercules Fitness early in 2012 because I was impressed with the gym's array of aerobics classes, spacious and well-lit workout area, and C.O.R.E. Systems Training program. I've lost more than 20 pounds and am re-shaping my body — at age 62! People tell me how good I look, which gives me more incentive to keep going. My wife enjoys Hercules Fitness, too."



— Jeff Rubin
Member since January 2012

1 WEEK TRIAL MEMBERSHIP

Must be at least 18 years old. First Time Local Visitors Only.

Start Date:	Expire Date:	Staff Initials:
-------------	--------------	-----------------

600 Alfred Nobel Drive
Hercules, CA 94547

510.724.2900
www.herculesfit.com

Visit the Pinole Historical Society website for information on the society's activities and events — and, of course, the history of the sweetest city in the East Bay.



www.PinoleHistoricalSociety.org

Presidential hopeful made campaign stop in Pinole in 1912

It's unlikely that any presidential candidates will stop in Pinole this year. However, 100 years ago, at least one Republican contender visited during the primary election season.

Political history junkies know Robert La Follette as a nationally recognized liberal, progressive Republican Wisconsin senator in the early 20th century. In 1912, Senator La Follette made a campaign stop in Pinole, where he blasted opponent Theodore Roosevelt.

In the end, La Follette won only 18 percent of votes in the 1912 California Republican primary, which Roosevelt won with 55 percent. Roosevelt tried and failed to get La



Theodore Roosevelt

Follette's support at the national party convention. President William Howard Taft won the nomination and Roosevelt bolted the party to run on the Bull Moose ticket with California Gov. Hiram Johnson as vice president.



Robert La Follette

The general election ballot included Taft, Roosevelt, Socialist Eugene Debs, and Democrat Woodrow Wilson.

Roosevelt carried California and five other states. Taft won only Vermont and Utah. Wilson prevailed by winning the

other 40 states.

This article is from the May 8, 1912, edition of the *San Francisco Call*.

SAN JOSE, May 7—An audience of nearly 5,000 men and women gathered in the Auditorium rink tonight to hear Senator Robert M. La Follette, progressive candidate for president, explain the principles of the platform upon which he is making his bid for the California delegation in the national convention.

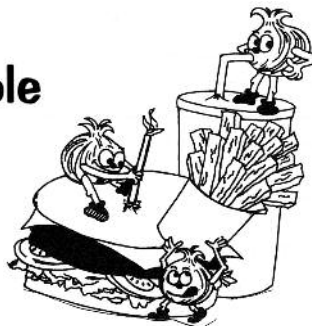
La Follette went into the fight as if he had not spent a hard day of speechmaking on an auto circuit from Point Richmond to Niles.

Early in his address he mentioned the name of

The Original Red Onion Pinole

2870 Pinole Valley Road
Pinole, CA 94564
(510) 758-9462

7 a.m. - 10 p.m.
every day



MAINTENANCE PLUS



CRAG PARKER

730 Crestview Drive
Pinole, CA 94564

LANDSCAPING
HAULING
IRRIGATION
CONCRETE
RETAINING WALLS

(510) 724-4500
(510) 724-3913
cell (510) 914-4475
Claudia510@comcast.net

Clip coupon for 10% off Sanchez Plates

Taqueria Sanchez

2400 San Pablo Ave.
in Park View Plaza
Next to Fernandez Park!



741-8622

Catering Available

Delicious Mexican Food in Old Town Pinole



TOM GOZZANO

(510) 724-0885

2401 SAN PABLO AVENUE, PINOLE, CA 94564



For All Your
Real Estate Needs

(510) 724-7800

Presidential hopeful made campaign stop in Pinole in 1912

Theodore Roosevelt and paused as he did in Los Angeles. Loud applause broke from his hearers while La Follette stood quietly by until it subsided. Then, advancing to the edge of the platform, he leaned forward and cried:

"Some of you gentlemen who did that will be ashamed before I get through with you." He continued by quoting Roosevelt's trust record and developing his theory of the high cost of living being due to the negligence of Roosevelt in failing to prosecute illegal combinations under the Sherman anti-trust act.

"That isn't a very proud record for your candidate," he said at the close. "Every minute that he was president and permitted these trusts to exist he was violating his oath of office."

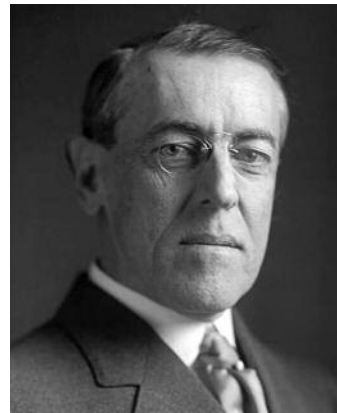
During the day La Follette made two addresses before large audiences in Richmond, proceeding from there to Pinole, where several hundred men and women heard him for an hour. Continuing his trip in the afternoon, he spoke at Martinez, Concord, Walnut Creek, Pleasanton, and Niles before reaching San Jose at 8 o'clock.

Opening his speech, he said:

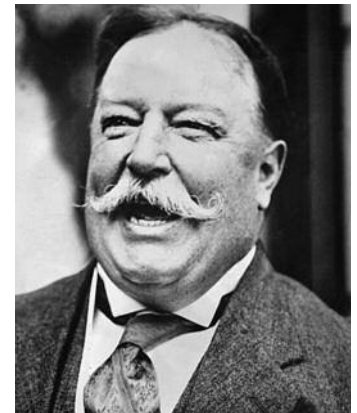
"I am here before you so that I may look into your faces and have you look into mine and see if I am in earnest in this fight I have been making for the last 20 years. I am in earnest. I am everlastingly and eternally right, and I appeal to you



Eugene V. Debs



Woodrow Wilson



William Howard Taft

	Presidential Candidate	Vice Presidential Candidate	Political Party	Popular Vote		Electoral Vote	
■	Woodrow Wilson	Thomas Marshall	Democratic	6,296,284	41.84%	435	81.9%
■	Theodore Roosevelt	Hiram Johnson	Progressive	4,122,721	27.40%	88	16.6%
■	William Taft	Nicholas Butler	Republican	3,486,242	23.17%	8	1.5%
□	Eugene Debs	Emil Seidel	Socialist	901,551	5.99%	0	0.0%
□	Eugene Chafin	Aaron Watkins	Prohibition	208,156	1.38%	0	0.0%
□	Other (+)	-	-	33,880	0.23%	0	0.0%

who believe with me to vote your convictions, win or lose.

"Something has happened in the last decade. The cost of living has doubled. All the time the cost of production has decreased, our methods have been simplified and cheapened, but still prices have mounted higher and higher.

"It does not matter much to you people, because you are rich and comfortable, but I appeal to you to think of the people crowded into the tenements in great cities. What do they think about this government of ours? They are growing sullen, resentful, hard toward the government, and the time has come for the rest of us to see to fit that social justice is done — that commercial and industrial liberty is preserved."

Telling of his own position in the fight for the

nomination, La Follette told how the progressive leaders who deserted him had circulated the report that he had "broken down."

"Look at me," he cried. "Do I look like the broken down engine they said I was? One of these men went into North Dakota and told the voters the La Follette engine, that was pulling the progressive train across the country, had broken down and was sidetracked. They said this engine was disabled and that I was too ill to continue with the campaign, so they would get another engine."

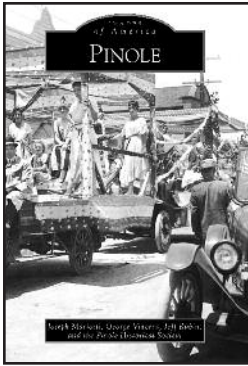
"They did get another engine — a switch engine. (Applause.) A switch engine is awfully noisy. It runs first on one track and then on another, and never gets anywhere. (Applause.) That is the kind of motive power that is drawing the

softshell progressive train today.

"This engine is still all right. Drivewheels fine, firebox good, steamchest in prime condition and a heap of sand in the sand-box. We are still moving along and still drawing the real progressive train."

This article comes from the California Digital Newspaper Collection, Center for Bibliographic Studies and Research, University of California, Riverside (<http://cdnc.ucr.edu/cdnc>). The collection has digitized more than 400,000 images from newspapers in the 19th and 20th centuries. Images dated between 1846 and 1922 are in the public domain and not subject to copyright.

These articles are featured on Pinole Patch (pinole.patch.com).



Images of America

ORDER FORM FOR ALL BOOKS

Name _____

Address _____

City _____

State ___ Zip _____

Phone () _____

E-mail _____

of Pinole books @ \$27 _____

of Hercules books @ \$27 _____

of Richmond books @ \$27 _____

of El Sobrante books @ \$27 _____

of El Cerrito books @ \$27 _____

of Crockett books @ \$25 _____

of Rodeo books @ \$25 _____

of Martinez books @ \$25 _____

of Port Costa books @ \$25 _____

TOTAL AMOUNT ENCLOSED \$ _____

(includes sales tax and postage)

Please mail your check
for the total amount due,
payable to
Pinole Historical Society, to:
PINOLE HISTORICAL SOCIETY
P.O. Box 285
PINOLE, CA 94564

LOCAL HISTORY BOOKS AVAILABLE FROM PHS

The Pinole Historical Society stocks Arcadia books about Hercules, Richmond, El Sobrante, El Cerrito, Crockett, Rodeo, Martinez, and Port Costa. And, of course, we have plenty of Pinole books.

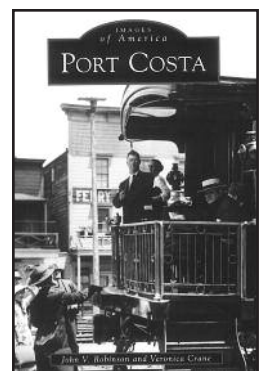
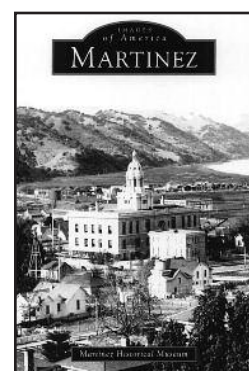
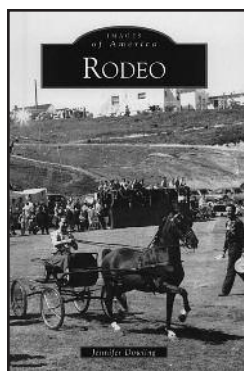
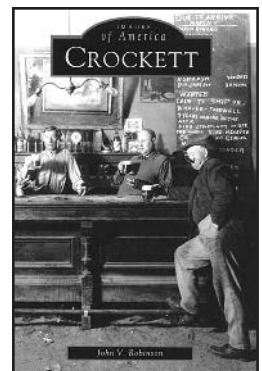
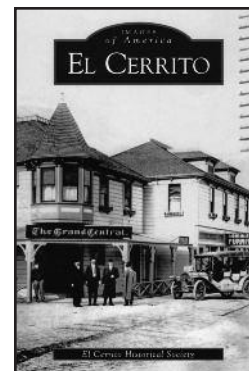
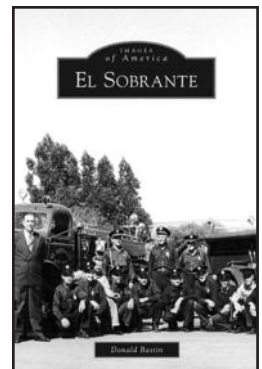
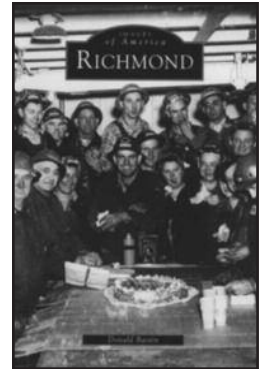
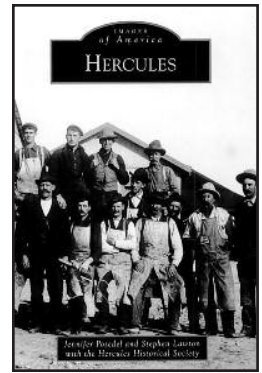
You may purchase one or more of these books from us at the Pinole Farmers' Market—we're there every other Saturday through the end of December.

Pinole, Hercules, Richmond, El Sobrante, and El Cerrito books are **\$24**, including 8.75% sales tax.

Crockett, Rodeo, Martinez, and Port Costa books are **\$22**, including 8.75% sales tax.

You may order one or more by mail and we'll ship them to you. Send your order to **Pinole Historical Society, P.O. Box 285, Pinole, CA 94564.**

Mail prices, including sales tax and postage are: Pinole, Hercules, Richmond, El Sobrante, and El Cerrito: **\$27**; Crockett, Rodeo, Martinez, and Port Costa: **\$25**



50 years ago — 1962

THE CUBAN MISSILE CRISIS

October 22: President Kennedy addresses the nation in a televised speech, announcing the presence of offensive missile sites in Cuba.

October 23: U.S. ships take up position 500 miles offshore to blockade Cuba.

October 24: Most Soviet shipping slows down or turns round, except one ship.

October 25: Discussions focus over withdrawal of U.S. missiles from Turkey in exchange for the withdrawal of Soviet missiles in Cuba.

October 26: Soviet Premier Nikita Khrushchev proposes removing Soviet missiles if President Kennedy publicly announces U.S. would never invade Cuba.

October 27: Khrushchev proposes in letter the public trade of Soviet missiles in Cuba for U.S. missiles in Turkey.

October 27: American U-2 spy plane is shot down


over Cuba while on reconnaissance, killing the pilot.

October 27: Kennedy writes Khrushchev a letter stating that he will make a statement that the U.S. will not invade Cuba if Khrushchev removes the missiles from Cuba.

October 28: Khrushchev announces over Radio Moscow that he has agreed to remove the missiles from Cuba.

November 20: Following confirmation missiles had been removed from Cuba, the United States blockade of Cuba ends.

Although no formal announcement was ever made by the United States following the Soviet dismantling of missiles in Cuba, the United States did withdraw all nuclear missiles from Turkey by April 24, 1963. Because the Soviet Union and the United States came the closest in history to all-out war, a direct communications hot line was established between Moscow and Washington, D.C.



550 San Pablo Avenue
Pinole, CA 94564
510.724.2000
Fax 510.964.0598

Kevin Boozé
General Manager

510.691.6839 Cell www.accutechautocare.com



MONDAY 9-3PM
TUESDAY-FRIDAY 9-7PM
SATURDAYS 11-2PM

At THE DEL MONTE PLAZA • 624 SAN PABLO AVE. • 724-5335
Homemade Soups, Salads, plus Traditional Faire & More



Viktor Manrique
REALTOR
DRE #01224855



2216 Railroad Avenue • Hercules, CA 94547
Dir: 510-467-4911
Bus: 510-724-0700
Fax: 510-724-0702
Email: ViktorManrique@aol.com
www.RealtyWorldRegency.com
Each office independently owned and operated.



Serving Your Community Since 1980
PROMOTIONAL ITEMS • SCREENPRINTING • EMBROIDERY • LETTERING • ENGRAVING
INSTITUTIONAL & RECREATIONAL EQUIPMENT • UNIFORMS

In-House:
Embroidery, Engraving, Screenprinting
Banners, Photo Shirts, Batting Cages
corporate • team • industrial • individuals
1736 San Pablo Ave. Pinole 510-724-2583

THE NEWSLETTER GUY®

CUSTOM-WRITTEN AND DESIGNED NEWSLETTERS
FOR COMPANIES, NON-PROFITS AND ASSOCIATIONS
ESTABLISHED 1981



JEFF RUBIN
1517 Buckeye Court
Pinole, CA 94564

PHONE: 510/724-9507
FAX: 510/741-8698
E-MAIL: Jeff@TheNewsletterGuy.com
WEB: www.TheNewsletterGuy.com

Paula Harvey Tiep Vo Christina Isley
Janine Smith (Kelley Nails) Carol Carpenter
Susan Burch Liz Tharpe

TOP FLOOR SALON

Full-Service Salon

Skin & Spa Treatments Color-Coded Cosmetics
Relax & Rejuvenate Makeovers

1690 San Pablo Ave., Suite E
Pinole, CA 94564 **(510) 741-1150**

**COLDWELL
BANKER**

BARTELS-REALTORS®

Your West County Residential Specialist Team

Purchase with as little as 1/2 percent down. Interest rates are at their lowest point in decades.

Let our experience and expertise guide you through your home-buying and selling experience. We listen to our clients.

Free market analysis of your home



Dave Vida
(510) 517-7831

Joni Vasquez
(510) 685-2162



**GROCERY
OUTLET**
bargain market

Shop us First. Get More.

We're a local, family-owned business that lives (and loves) to save you money. We offer quality name brands at 40% to 70% off conventional grocery store prices.



Frozen Foods • Deli • Fresh Meat • Fresh Produce
Household Goods • Health & Beauty • Beer & Wine
And so much more!



1460 Fitzgerald Drive
Pinole, CA 94564
510-223-3404
8 am - 9 pm Every Day!

Sam & Asifa
Ahmad
Independent
Owners/Operators



Shop us first. Get more.

\$5 off

a \$35 minimum purchase



**GROCERY
OUTLET**
bargain market

Valid at Pinole Grocery Outlet only. One coupon per person. No cash value. Minimum purchase excludes dairy and alcohol. Not valid with any other offer. Expires 12-31-2012.

Pinole **Historical** Society

2013 MEMBERSHIP APPLICATION

(PINOLE RESIDENCY NOT REQUIRED FOR MEMBERSHIP)

PLEASE PROVIDE THE FOLLOWING INFORMATION,
AND SEND CASH OR YOUR CHECK,
TO PINOLE HISTORICAL SOCIETY,
P.O. BOX 285, PINOLE, CA 94564

MEMBERSHIPS ARE FOR THE 2013
CALENDAR YEAR (EXCEPT LIFETIME MEMBERSHIPS)

Name _____

Address _____

City _____ State ____ Zip _____

Phone () _____

E-mail _____

CIRCLE ONE:

Annual (\$30)

Business (\$50)

Life (\$150)

Sustaining (\$500)

AMOUNT ENCLOSED:

[] Cash \$ _____

[] Check \$ _____

Date paid: _____

WESTCAT

Western Contra Costa Transit Authority

601 Walter Ave. Pinole, CA 94564

Mail or bring this original ad to WestCAT along with your next stored ride/value or 31-day pass order and receive a **\$1.00 discount** (offer expires 1/31/13, limit one coupon per order).



Ristorante due Rose
CUCINA ITALIANA

Best of the Bay – KRON-TV

☆☆☆☆☆

4 Forks – West County Times

10% OFF LUNCH OR DINNER
WITH THIS COUPON

PEDRO CANJURA, Proprietor (510) 223-5620
1596 Fitzgerald Drive Fax: (510) 223-5634
Pinole, CA 94564 ristorantedueros.com