

Pinole Historical Society Newsbriefs

Spring 2021



P.O. Box 285, Pinole, CA 94564

www.PinoleHistoricalSociety.org

info@PinoleHistoricalSociety.org

— PHS HISTORY ESSAY CONTEST —

STUDENTS PREPARING ESSAYS FOR ANNUAL WRITING COMPETITION

Pinole Historical Society

P.O. Box 285, Pinole, CA 94564

www.PinoleHistoricalSociety.org

info@PinoleHistoricalSociety.org

2021 PINOLE HISTORY ESSAY CONTEST

Dear Parent,

The Pinole Historical Society (PHS) requests your child's participation in the **2021 Pinole History Essay Contest**. Please contact your child's teacher to ensure your daughter or son has an opportunity to participate.

If you have any questions, please e-mail me at info@PinoleHistoricalSociety.org.

Thank you,

JEFF RUBIN, President, Pinole Historical Society Board of Directors

ESSAY RULES

Write a maximum of 250 words on this topic:
**WHAT IS THE MOST IMPORTANT LESSON
YOU'VE LEARNED DURING THE
COVID-19 PANDEMIC, AND WHY?**

PARTICIPATING SCHOOLS

Ellerhorst, Collins, Shannon, and Stewart elementary schools, Pinole Middle School, Pinole Valley High School, and St. Joseph School.

CONTEST PERIOD

The contest will run through **FRIDAY, APRIL 16, 2021**. Students will email their essays to their teachers. **Essays must include student's name, school, grade, and teacher's name.**

Teachers will email the essays to the PHS at info@pinolehistoricalsociety.org. Members of the Pinole Historical Society board of directors will select the winners.

AWARDS for the best essays will be sent to the principals of each school in May for distribution to their students.

The Pinole Historical Society is sponsoring a history essay contest in all Pinole schools for the 13th consecutive year.

The contest gives young people an opportunity to practice their writing skills and learn about Pinole's history.

Essay topics in past years included:

- "What would you like Pinole be like 25 years from now?"
- How would you describe an American?
- Describe three of your favorite historical places and/or events in Pinole.
- What would you like to see in the Pinole History Museum?
- If you could meet with an historic person, who would it be and what would you talk about?



Mayor Peter Murray presented essay certificates to Collins School kindergarteners in 2015.

Published quarterly by the Pinole Historical Society

WHERE TO FIND NEWSBRIEFS

Pick up **Newsbriefs** at these locations**:

AccuTech Auto Care, A.D. Dern Insurance, Antlers Tavern, Bank of the West, The Bar Athletics, Bay Park Retirement Residence, The Bear Claw, Big O Tires, Cafe Soleil, China House, Cindy's Shear Cuts, Cornerstone Capital Systems (George A. Egan, CFP), Coldwell Banker Bartels Realtors, Crocketts Premier Auto Body, East Bay Coffee Company, The Embers, Farmers Insurance (David Hampton), Garden of Gems, Good Butter Bakery, Growler's Doghaus, Happy Sashimi, Headquarters Salon, Her 365 Fitness, Kaiser Permanente Medical Office Building, K & L Automotive, Letcher Bros. Auto Repair, Mechanics Bank, Menchie's Frozen Yogurt, Douglas Oliver, D.D.S., Oliver's Hardware, Attorney Donald E. Patterson, Pinole City Hall, Pinole Creek Cafe, Pinole Grove Apartments, Pinole Library, Pinole Packing & Postage, Pinole Paws, Pinole Police Department, Pinole Senior Center, Pinole Valley Community Church, Ristorante Due Rose, Joel Ross, M.D., Sam's Dog House, Sequoia Real Estate, Chiyo Shidara, D.D.S., State Farm Insurance (Lino Amaral), State Farm Insurance (Rick Chalk), St. Joseph School, Sue's Place, Sunshine Floor Covering, 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., West Contra Costa Transit Authority, Westmont of Pinole, Windermere Rowland Realty, Wilson & Kratzer Mortuaries.

Newsbriefs also posted on the PHS website (click on NEWSLETTER in the menu bar).

FOR ADVERTISERS: 2,000 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.

**Call to see if business is open.

If you're interested in advertising, contact **Jeff Rubin at info@PinoleHistoricalSociety.org or (510) 724-9507.**

Pinole**Historical**Society

Board of Directors: Jeff Rubin, President; Mary McMains, Treasurer; Jo Ann Gannotti, Secretary; Norma Martinez-Rubin, Carol White.

Directors Emeritus: Marcia Kalapus, Jack Meehan, George Vincent. **Newsletter Editor:** Jeff Rubin.

PHS at Pinole Farmers' Market

The Pinole Historical Society has suspended its booth at the Pinole Farmers' Market until it is safe to be engaging with the public. We are hopeful this will be by the summer of 2021.

We miss our market friends; we love to chat, and love hearing stories of people's lives growing up in Pinole. Let us know how you're doing. Email us at info@pinolehistoricalsociety.org.

Bill's Underground

Contr. Lic. #533042

Sewer Specialist ~ Sewer Location & video

TRENCHLESS PIPEBURSTING

Sewer Laterals ~ Sewer Mains ~ Storm Drains

Bill Schupp
Cell (510) 932-1736
Fax (510) 222-8168

Office (510) 223-8205
5489 Sobrante Avenue
El Sobrante, CA 94803

BillsUnderground@att.net

M.A. HAYS CO., INC.

Quality Insurance and Service Since 1912

John Zieshenne

Broker

Lic # 0675383

232 BROADWAY
RICHMOND, CA 94804
(510) 235-0353 EXT. 114

JOHNZ@MAHAYS.COM
WWW.MAHAYS.COM
FAX (510) 235-5058

COMMERCIAL • RESIDENTIAL • LIFE • MEDICAL

Official insurance carrier of the Pinole Historical Society

TENAX Law Group PC

145 PARK PLACE, SUITE A
POINT RICHMOND, CA 94801
T: 510.234.2808 F: 510.234.6009

Construction, real estate,
personal injury, landlord-tenant,
employment, wills and trusts, and
business law.

www.tenaxlawgroup.com

ATTORNEYS



David Hampton

Insurance Professional
Hampton Agency

2200 San Pablo Ave, Suite 201
Pinole, CA 94564
Office 510-724-0997
Cell 415-275-2511
Fax 510-724-4055
dhampton@farmersagent.com
CA Producer LIC #0G20299



ADVERTISE WITH US

Call (510) 724-9507 or e-mail info@pinolehistoricalsociety.org for information and rates.

President's Message

Jeff Rubin, President, Pinole Historical Society

HISTORY DID NOT STOP DURING COVID-19 PANDEMIC

The PHS has not been idle while COVID-19 has affected our ability to reach our community. In the last year we have:

- Created a YouTube channel that features all of the programs we've recorded since 2008, plus some videos we've transcribed from donated film, including several Fiesta del Pinole parades (page 11).
- Archived nearly 1,500 photos with CatalogIt, an online collections management system. The first six folders of photos are available for viewing and purchase (page 5).
- Continued our annual history essay contest in Pinole schools (front page.)
- Resumed print publication of this newsletter, *Newsbriefs*, which is distributed to approximately 70 locations.

The society is looking forward to resuming group presentations once it is safe to do so. We miss seeing our members and friends, and miss bringing history to them in person. In the meantime, we are doing our best to fulfill our mission to promote awareness and appreciation of Pinole's history.

As you may know, a Pinole City Council ad hoc committee negotiated a lease agreement with the Pinole History Museum last year, but it was not approved during a November council meeting,

Now, the council will decide on renovating the Faria House separately from the possible uses of the house.

It's critical that the city council hears from people who support the creation of the Pinole History Museum in the Faria House. Public support can — and often does — sway a council's decision.

You can help make the Pinole History Museum a reality by sending emails or letters to members of



Jeff Rubin

the Pinole City Council to let them know how important you believe a museum would be to the city. Write to them c/o the City of Pinole, 2131 Pear Street, Pinole, CA 94564, or email **all of them** at:

Mayor Norma Martínez-Rubin:
nmartinez-rubin@ci.pinole.ca.us

Mayor Pro Tem Vincent Salimi:
vsalimi@ci.pinole.ca.us

Councilmember Devin Murphy:
dmurphy@ci.pinole.ca.us

Councilmember Anthony Tave:
atave@ci.pinole.ca.us

Councilmember Maureen Toms:
mtoms@ci.pinole.ca.us

You may also send emails and letters supporting the establishment of the Pinole History Museum in the Faria House that will be read during the public comment period of city council meetings on the first and third Tuesdays of each month.

The public comment email address is:
comment@ci.pinole.ca.us.

Thank you for your support.

Visit the museum website at
PinoleHistoryMuseum.org



PINOLE
PACKING & POSTAGE

Cliff Sanders
1588 Fitzgerald Drive
Pinole, CA 94564
Phone 510-222-7780
Fax 510-222-0158
store0396@gmail.com






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



1918-2021
103 years
Serving Families



www.wilsonkratzermortuaries.com

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.

THEN AND NOW



Looking west on San Pablo Avenue: The 1910 photo above was taken on Main Street (now San Pablo Avenue) just east of the entrance to the Santa Fe depot. The street was narrow then, one lane in each direction for horse carts and the occasional auto.

The home with the steeple-like cupola, built in 1895, belonged to William W. Mann, a foreman at the California Powder Works, and his wife, Elizabeth.

The building was later home to the Captain's Cottage tea house, and now is the office of Old Time Realtors, the firm founded by the late former mayor Tom Gozzano.



Put My Experience and Knowledge to Work For You

Having the right connections in the community makes all the difference. I grew up in the Pinole-Hercules area, where my ancestors settled more than 150 years ago, some farming the fertile soils from Pinole to Rodeo, while others helped build the communities we now call home. The benefits of my longstanding connection to and detailed knowledge of the community are the foundation for the outstanding service I deliver to my clients.



Allen Faria

Allen Faria, Realtor®

DRE#R01792978
3088 Pinole Valley Road
Pinole, CA 94564
510-812-6417



A.D.DERN INSURANCE AGENCY, INC.

Terry L. Tigh - Broker

DOI Lic #0600833



2358 San Pablo Avenue
Pinole, CA 94564-1705

TEL (510) 724-6456
FAX (510) 724-6015

Email us at WeCare@ADDern.com
www.ADDERN.com

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



Pinole Historical Society

P.O. Box 285 Pinole, CA 94564 | www.PinoleHistoricalSociety.org | info@PinoleHistoricalSociety.org

VISIT WEBSITE

Item Count
79

Most Classifications
Photograph, Book, Map, Postcard

OUR MISSION:
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.

OUR ACTIONS:
• Publishing books: Images of America: Pinole (2009) and Pinole Through Time (2015). Purchase them at pinolehistoricalsociety.org or via e-mail at info@pinolehistoricalsociety.org.
• Conducting Pinole history programs for fourth-graders in Pinole's elementary schools, our members, service

organizations, non-profits, and the public.
• Maintaining a video library of our programs on the Pinole Historical Society YouTube channel.
• Installing exhibits and photos at the Pinole Library.
• Printing a quarterly newsletter distributed at more than 60 locations and available online at pinolehistoricalsociety.org, featuring stories about the history of Pinole.
• Organizing the annual November 11 Veterans Day Memorial and Flag Retirement Ceremony in Fernandez Park.
• Coordinating an annual essay contest in Pinole schools. All participants receive certificates, and the grand prize winners in each school receive a gift card to a local store.
• Staffing a Pinole Farmers Market booth from April through

December.
OUR CALL-TO-ACTION:
Help us preserve our city's history. Join the Pinole Historical Society. For only \$30, you can help the PHS accomplish its mission of bringing the history of Pinole to our residents — and you'll have the satisfaction of helping promote and preserve Pinole's history for future generations.

These images are available for purchase from the Pinole Historical Society. Please email info@pinolehistoricalsociety.org or call (510) 724-9507 if you would like a photo.



Churches
11 Items
Photograph

In 1865, the coming of the Martínez-to-San-Pablo stage line through Pinole's Main Street enhanced commerce and population growth in the downtown. St. Joseph Church was



DOWNER MANSION
8 Items
Photograph

Edward M. Downer, one of the most influential and prominent business figures in the history of Pinole and its surrounding communities, built his home at 2711 San Pablo Avenue in 1900.



MANN HOME
8 Items
Photograph

William W. Mann and his wife, Elizabeth, were born in England in 1861. They married in 1882 and immigrated to Pinole in 1886. William was a foreman at the nearby California Powder



MARTINEZ FAMILY
18 Items
Photograph, Book

There were many families and individuals who helped shape the beginnings of Pinole in the 19th century. The earliest of these newcomers was the family of Don Ygnacio Martínez, who



SANTA FE DEPOT AND TRAINS
20 Items
Photograph, Publication

In March 1881, the Atchison, Topeka and Santa Fe Railroad reached Southern California, turned northward, crossed the Tehachapi Mountains, and went into the great San Joaquin



SOUTHERN PACIFIC DEPOT
13 Items
Photograph, Book, Map

The Southern Pacific Railroad (formerly the Northern Railway and now Union Pacific) came to the Pinole waterfront in the late 1870s. Until 1910, the depot served as Pinole's post office.

THE CATALOGIT HUB, HOME OF THE PINOLE HISTORICAL SOCIETY'S PHOTO ARCHIVES.

PINOLE HISTORICAL SOCIETY OPENS PHOTO ARCHIVES TO PUBLIC

Some of the nearly 1,500 photos in the Pinole Historical Society archives are now available for online public viewing and purchase via CatalogIt, our cloud-based collections management system.

The PHS hired a consultant to add Metadata to the photos in the collection. The photos that have just been made public are the first she has completed. More photos will be added to the online collection soon.

Access to the photos are via the CatalogIt HUB: <https://hub.catalogit.app/157>.

These low-resolution photos are arranged in folders. The photos in the first six folders posted — Churches, Downer Mansion, Mann Home, Martinez Family, Santa Fe Depot and Trains, and Southern Pacific Depot — are available for purchase.

The photos have light watermarks in the middle that say **PINOLE HISTORICAL SOCIETY**. If you would like to purchase a high-resolution photo suitable for framing, the watermarks will be removed. Please email the PHS at info@pinolehistoricalsociety.org, or call (510) 724-9507.



sushi • grill • sake • dessert

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



Lynda J. Bartels, Realtor®, CRS, GRI
Coldwell Banker, Bartels-Realtors®
(510) 290-5666 Cellular
bartelsl@aol.com BRE 00662125
www.lyndajbartels.com

Kathy G. Ginocchio-Hill
Coldwell Banker, Bartels-Realtors®
Broker Associate, Notary Public, ABR, e-PRO
(510) 681-5940 BRE 01205079
kginocchio@aol.com



Each office is independently owned and operated.

PINOLE HISTORY MUSEUM

We thank our donors for their generosity and support

Want to **MAKE HISTORY HAPPEN?** Send a check
payable to **Pinole History Museum** to
PO Box 285, Pinole, CA 94564, or donate online at
www.pinolehistorymuseum.org

\$15,000 to \$19,999

Jeff Rubin and
Norma Martinez-Rubin

\$10,000 to \$14,999

Tessie Curran Baldwin

\$2,500 to \$7,500

Mechanics Bank

\$2,000 to \$2,499

Eric and Deborah Mariotti
Vincent, Monika, Lila, and
Dylan Salimi

\$1,000 to \$2,499

Edward Downer III and
Yoshimi Downer
Fred and Roben Gerson
Steve and Priscilla James
Alex and Nita Jason
Joy Jennings
William McMaster
Brian and Susyn Normington
Roberta Tim Quan
Shirley Ramos
Angela Schneider (House of
Lilith Hair Designers)
Joy and Sid Shapiro
Chiyo Shidara, D.D.S.
Lyla Yu (Happy Sashimi)

\$500 to \$999

Katherine Kiehn
Darrell Jay Tucker
Edit Villarreal
Betty Viramontes

\$250 to \$499

Joel and Jo Ann Gannotti
Avram Gimbel
William Green
Bob and Carol Kopp
Dennis Lorette
Pete and Cathy Murray
Arnold Ode
Doris Salmi
Jim Ulversoy
Chris Wimmer
Florence Wong

\$100 to \$249

Lois Boyle
Deanna Brownlee
Chipotle
Cynthia Christian
John L. Collins
Hank and Doreen Covell
Belinda Espinosa
Stella Faria
Julia Faulkner
James and Carolyn Flynn
Jack and Catherine Frost
Nancy and Gary Gill

Terry Gilliam
Judy Hamilton
John and Ann Heintz
Hercules Historical Society
Sally Johnson
Joanne Johnston
Tim Kearns
Frank Kelly
Anne Kesti
Kenneth Kille
Linda Jane Kole and
Steven Morrow
Carol Lawson
Tom Leal
Nancy Lee
Mike and Sharon LeFebvre
Margie Liberty
Richard and Claudia Lindsay
Charlotte Liniger
Sue Lynn
Patty McGoldrick
Carol McMahan
Mary and Warner McMains
Bill and Diane Miller
Elizabeth Barroca Miller
Alice Ninomiya
Flora Ninomiya
Paul and Phyllis O'Driscoll
Charlene O'Rourke
James and Lillian Ott
Jim Payne
Carole Person
Walt Peterson
Pinole Garden Club
Maureen Powers
Carole Price
Pat Rei
Richmond Elks Lodge No. 1251
Mark and Donna Rubin
Celeste Silvas
David Smith and
Mary Ruth Kelley
Jennifer Sobol
St. Joseph School
Gary and Colleen Tipp
Jan Torbet
Patricia Weishahn
Steve and Fran Welstand
Debora Willis
Ann Wilson
Martha and Ken Wong
John Ziesennehenne

Up to \$99

Frank Acedo
Andres Anacker, MD
Bob Antaki
Adila Araya
Michael Ashburne
Claire J. Baker

Ralph Bedwell
Jimmy Boucher
Ross Browne
Sharon Bullock
Karla Butler
Janet Bywater
Joe and Lea Campbell
Joyce and Dwight Carbone
Judy Cates
Mary Di Cecco
Alex and Rita Clark
Patti Clark
Earl and Cecilia Combs
Christine Costa
Tea Aguiar Court
Marge Dean
Phyllis Dill
Brian and Kathy Donohue
Mary Drazba
David Dumolin
Marvin Dutra
Mary Ann Egger
Mark and Darlene Elms
Bruce Ezzell
Lois Faria
Peter Fimbres
V Fimbres
Linda Flood
Tashia Flucas
Mary Collins Gallagher
Maria Gallo
Cindy Wilson Gattenby
Margaret Gelhaus
Bill Gram Reefer
Kay Green
Marilyn Griego
Julie Ann Hawks
Colin Hill
Fred and Irene Hollister
Sonny Jackson
Mike and John Janda
Pete and Sherry Janke
Roy and Kristen Javellana
Kay Johnson
Deborah Jordan
Shirlee Kahila
Yevgeniy Kazinets
Virginia Kennedy
Peggy Kirton
Gregg and Sabrina Kurita
Gary Lalley
Don and Michele Lau
Patricia H. Lewis
Richard and Patricia Loomis
Steven Lopez
Beatrice Mahrt
Laurelle Martin
Jack and Nancy McFarland
Tracy McKendell

Lisa Melgarejo
Ariel Mercado
Deborah and Joe Miglia
Nancy Miller
Rob Moitoza
Mary Myers
Donna Mythen
Christine Nadeau
Carolyn and Jon Nelson
Tom Netemeyer
Audrey Nieman
Terry O'Donnell
Kate Owings
Dennis Plowiaty Palmer
John Paradela
Jan Parfet
George Parsons
Don Patterson
Pam and Ron Patzlaff
Ed Pear
Bob Polacchi
George Pursley
Robin Raber-Luna
Vickie and Michael Resso
Mike Riback (Meyers Nave)
Mary and Danny Rinaldi
Julia V. Roundy
Juanita Sayo
Leona Seidell
Paul Sekins
Sylvia Villa Serrano
Robert Shea
Danna Shirley
Diane Sielert
Daniel Silva-Thwaites
Fran Silver
Nancy Snodgrass
Dan Steele
Karen Stella
Alice M. Strain
Elaine Sturtevant
Arlene Tapia
Ann Tarabini
Ginny Taylor
Jeanette Tramm
Jean Ulversoy
Edgar Vovsi
Kay Warfel
Ora Webber
Tom Welsh (Crocketts Premier
Auto Body)
Mary and Charles Whaley
Carole Whitmarsh
Andre Le Mont Wilson
Howard and Linda Wise
Sonya and Bill Wyland
Judith Yacovetti
Rie Yagi
Pat York

MEMORIAL DONATIONS

Donations made
"In Memory Of" or
"In Honor Of"
a special someone
may be sent to:
Pinole Historical Society
P.O. Box 285
Pinole, CA 94564

ARTIFACTS DONATIONS

If you have any items of
historical interest about
Pinole to donate,
please contact the
Pinole Historical Society
at:
info@pinolehistoricalsociety.org
or (510) 724-9507

TAX-DEDUCTIBLE

As a 501(c)(3) non-profit
corporation, all donations
to the Pinole Historical
Society are deductible as
per the limits of the law.
Thank you for considering
donating to the
Pinole Historical Society.

THE PINOLE HISTORICAL SOCIETY AND PINOLE HISTORY MUSEUM GRATEFULLY ACKNOWLEDGE THESE DONORS FOR THEIR GENEROUS IN-KIND CONTRIBUTIONS OF GOODS AND SERVICES.

Ace Hardware of Pinole	Menchie's Frozen Yogurt
Bray Vineyards	Lucky Supermarket
Sugar City Building Materials	Safeway
Republic Services	Starbucks
Melissa Lawton	Michaels
Saving Memories (Debbie Ojeda)	Letcher Bros. Auto Repair
Rick Chalk, State Farm Insurance	Jennifer and Tom Cote (The New Deli)
The New Deli	Lino Amaral (State Farm)
Massage by Michelle Gonzalez	Rick Chalk and David Recorder (State Farm)
Walt Disney Museum	Jeff Rubin
Interactive Resources	Norma Martinez-Rubin
Fine Arts Museums of San Francisco	Kelly Bennett
Angel Schneider (House of Lilith)	Colleen Fisher
East Brother Light Station	Diane Dyer
Pinole Rotary	Mary McMains
Marketplace Contra Costa	Jo Ann Gannotti
Pier 39	Carol White
Belinda Espinosa	Nicole Wilbur
San Francisco Giants	Dennis Foote
Berkeley Art Museum/Pacific Film Archive	Alec Jason
Congressman Mike Thompson	Richard Nelson
10th Inning Baseball Cards	Al Chen (State Farm)
Mike LeFebvre	East Bay Coffee
Interactive Resources	Peet's Coffee
Paula Harvey (Top Floor Salon)	Windermere Rowland Real Estate
Sprouts	Anjee Gallia (Anjee's Dance Etc.)
WestCAT	Josephine Orozco (El Sol)

Pinole History Museum mission statement

The Pinole History Museum collects, preserves, and exhibits relevant archives and objects that represent Pinole's history and culture. Museum exhibits and research opportunities serve to educate and inspire Pinole residents' community affiliation and civic pride. Through stewardship and accessibility of our past and present, we hope to enhance our community's future.



Sugar City Building Materials in the company's Crockett yard in 1933.

— SUGAR CITY BUILDING MATERIALS —

LONG-TIME PINOLE BUSINESS CLOSING AFTER 92-YEAR RUN

From its beginning in Crockett nearly a century ago, to its 64 years at its current location in Pinole, multiple generations of one family made Sugar City Building Materials Co. the most trusted and beloved small concrete and building materials suppliers in West Contra Costa County.

Its run ended in November 2020, when cousins and principals Dave Balmino, the president, and Lois Rose, the secretary and treasurer, sold the business to Central Concrete Supply, a major Bay Area supplier with head offices in San Jose.

Both Central and its sister company, Westside Building Materials, will occupy the Pinole site at 800 San Pablo Avenue.

Sugar City sold blocks, bricks, steel, gravel, decorative rock, topsoil, drain rock and, of course, concrete, to con-

tractors and the public. It was a major supplier in West Contra Costa County for freeway, commercial, and residential construction, and did a brisk business with Bay Area oil refineries.

DISTINCTIVE LOGO

It hauled sand and gravel every day from their quarry in the Livermore Valley to Pinole, where it's processed.

Its ready-mix cement mixers with a distinctive red and white logo delivered concrete (cement mixed with rock, sand, water and various additional mixtures for different strengths) to jobsites from Martinez and Vallejo to Berkeley.

With all the new housing construction in the area over the last several decades, Sugar City was very busy selling landscaping products.

The business had been family owned since partners Mino Guerrieri and

Louie DeTomasì founded Sugar City Drayage and Building Material Co. in 1928 in Crockett.

Lois is Louie DeTomasì's daughter. Dave is Mino Guerrieri's grandson. Mino Guerrieri died in 1954. Louie DeTomasì died in 1997.

Lois and Dave are assisting in the ownership transition until the end of April.

Four generations of their family have worked for the business, and several will stay to work for Central Concrete.

TOUGH CHOICE

"It's sad," says Lois, who joined the family business in 1986 after a 20-year career as a registered nurse. She had

Continued on page 9



Sugar City founder Louie DeTomasì, standing, and a youthful Dave Balmino behind the wheel.

SUGAR CITY BUILDING MATERIALS

Continued from page 8

worked for Dr. Gerald Petrone in Pinole.

"It was a tough decision, but it was time. Neither of my sons (Ken and Gary) wanted to take over the business, and Dave has no kids."

"I liked working with the guys. It's an interesting business. Some of our customers became almost like family, they were here so much."

Dave worked for Sugar City his entire life.

"I'll miss the camaraderie, working with our drivers and suppliers," he says, "but I will miss our loyal customers the most."

EARLY HISTORY

Louie's (Eva) and Mino's (Theresa) wives were sisters. The company moved to Pinole from Crockett in 1956.

Theresa first married John Balmino, who sadly died two years later. Their son, Johnny, was raised by Mino after Theresa married him.

SUGAR CITY TREE

• Don DeTomasi, Lois's brother, worked at Sugar City from 1952 until his retirement in 2008. He died in 2013, as did Eva and Dave's dad, Johnny.

• Eva (Louie's wife), worked in the business as a bookkeeper until her retirement in July 2003, at the age of 90. She worked there 75 years.

• Dave's father, Johnny, was a co-owner and worked for the company more than 40 years.

• Peter Guerrieri,



Aerial view of Sugar City, with Pinole Shores at the top.

Johnny's step-brother and Mino's son, was a co-owner. He died in 1991. Peter worked at Sugar City from 1945, when he got out of the U.S. Air Force during World War II, until 1991.

• Don's sons, Daniel,

Donnie, and Darin, and grandson, Dustin, and Lois's sons, Gary and Ken, work for or have worked for the company. Dustin is the fourth generation of the family to work for Sugar City.

How does a business

stay in business for 92 years and is fortunate enough to be so highly sought-after that it's purchased by a major competitor?

Continued on page 10



St. Joseph School

Learning through Faith, Service, and Community

We are proud to be a part of this community!

Check out the About us tab > Visit our School
for a virtual tour, presentation by the teachers
and information about our dedication
to educating the "Whole Child"

www.stjosephpinole.com (510) 724-0242

SUGAR CITY BUILDING MATERIALS

Continued from page 9

"It's the quality and consistency of our materials," says Dave.

"We're consistent with our delivery times," says Lois. "Contractors appreciate that."

It's also about the employees. Several have been there for multiple decades, if not their entire working lives.

"I will miss the jazz of this place," Dave says. "Every day was a challenge. You started with



Dave Balmino, left, and Lois (DeTomasi) Rose.



a schedule and then something would go wrong and our perfect

schedule would go sideways. That was the exciting and fun part."



Sugar City purchased its first three-axle truck after World War II.



SEQUOIA | REAL ESTATE

Salesian Alumnus | 30 Year Resident
Local Business Owner | Proud Sponsor of City of Pinole Events

We built Sequoia Real Estate to bring quality and beauty to real estate. Our agents are experienced professional advocates. Our marketing is beautiful and authentic. If you are considering making a purchase or selling your home, contact your Sequoia agent or drop us a line and we can make a connection to the right agent.



Ricardo Velazco

Realtor | Owner

Calbre#01471392

2221 Pear St., Pinole, CA 94564

510.283.5757 | Office

510.367.3519 | Cell

ricardo@sequoia-re.com

www.sequoia-re.com

Expertise, Honesty and Dedication make us your perfect partner in Real Estate!

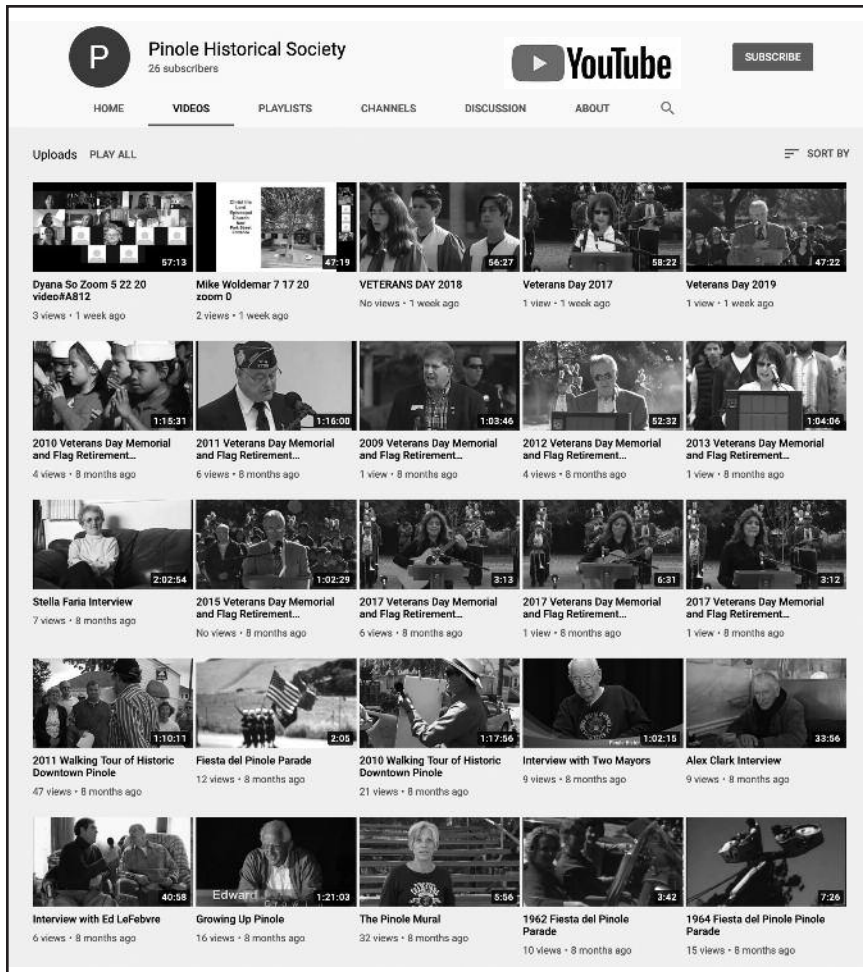
Help us preserve Pinole's history

The PHS welcomes donations of objects and memorabilia significant to the history of Pinole.

Though we do not have a museum, we have two exhibit spaces at the Pinole Library, and our volunteers conduct history programs for service organizations, retirement residences, and schools. Artifacts are an important part of these programs.

Please contact us at info@pinolehistoricalsociety.org or call (510) 724-9507 if you have an artifact you'd like to donate.

MORE VIDEOS UPLOADED TO PHS YOUTUBE CHANNEL



More videos have been uploaded to the Pinole Historical Society's YouTube channel, including Mike Woldemar's terrific July 2020 presentation on the many Pinole buildings he designed during his long career as an architect.

All of the programs we've recorded since 2008 are on our YouTube channel for your enjoyment. Our thanks to Pinole History Museum board member Alec Jason, who reformatted more than a decade's worth of PHS programs and uploaded them to YouTube.

Among the 30-plus videos include:

- **George Vincent's** two walking tours of historic downtown Pinole.
- **The Pinole Mural:** Wells Fargo Bank produced this video about the history of Pinole. The mural hangs in the bank's Pinole office on Fitzgerald Drive.
- **An Interview With Two Mayors:** Former mayors Jack Meehan and Tom Cutino tell how they saved Fitzgerald Drive — and the sales-tax dollars its shopping centers produce — for Pinole.
- **What's in a Name?:** How Pinole streets got their names, and the characters behind those names.
- **1962, 1963, 1964 and 1965 Fiesta del Pinole parades,** courtesy of PHS member Jim Payne.

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



Saving Memories

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

Services include:

Slide Shows, transfer of VHS, Beta, all size camcorder tape to DVD, Photo Editing.
— 8, Super 8 & 16 MM film to DVD —



Debbie Ojeda, owner
ojedahouse@comcast.net

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

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

- Heating • Air Conditioning
- Preventive Maintenance

Lic. No. 303947



4 Parker Avenue, Rodeo, CA 94572-1119
Tel. (510) 245-4140 • Fax (510) 799-1725
(888) Kel-Aire • (888) 535-2473 • E-mail: info@kelaire.com



SUPPORT THE ACTIVITIES OF THE PHS BY BECOMING A MEMBER IN 2021

For only \$30, you can help the PHS accomplish its mission of bringing the history of Pinole to our residents through exhibits at the Pinole Library, Pinole history programs in schools, Pinole Community TV programs, walking tours of downtown Pinole, the Veterans Day event in Fernandez Park — and you'll have the satisfaction of helping promote and preserve Pinole's history for future generations.

JOIN THE PINOLE HISTORICAL SOCIETY (OR RENEW YOUR MEMBERSHIP) AND HELP PROMOTE AND PRESERVE THE HISTORY OF OUR CITY.

Please mail the membership application in this newsletter today!

Pinole **Historical** Society

2021 MEMBERSHIP APPLICATION

(PINOLE RESIDENCY NOT REQUIRED FOR MEMBERSHIP)

PLEASE PROVIDE THE FOLLOWING INFORMATION AND SEND THIS FORM TO PINOLE HISTORICAL SOCIETY, P.O. Box 285, PINOLE, CA 94564

MEMBERSHIPS ARE FOR THE 2021 CALENDAR YEAR (EXCEPT LIFETIME MEMBERSHIPS)

NAME: (each member): _____

ADDRESS: _____

CITY/STATE/ZIP _____

PHONE: () _____

E-MAIL (please!): _____

CIRCLE ONE: Annual-new (\$30) Annual-renewal (\$30) Business (\$50) Life (\$150)

METHOD OF PAYMENT: Check (Payable to Pinole Historical Society)

Credit Card: Visa MasterCard American Express Discover

Credit Card # _____ Expiration Date _____ CVV _____

TOTAL ENCLOSED: _____

PLEASE SUPPORT OUR ADVERTISERS

Our advertisers make it possible for the historical society to publish this quarterly newsletter. They enrich our community, and they're really hurting right now, just like the rest of us. Let's help them out.



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

WESTCAT



Western Contra Costa Transit Authority
Public Transportation Service Provider
Local Fixed Routes, Express Routes to BART, Commuter Bus
Route to San Francisco, ADA Paratransit, & Dial-A-Ride

Est. 1977

601 Walter Avenue, Pinole, CA 94564
(510) 724-7993
www.westcat.org

Mike Letcher
Owner

636 San Pablo Ave.
Pinole Ca 94564
510-724-2335



Email
letcherbros@gmail.com
Website
letcherbros.com



Ingram Painting
Interior • Exterior • Decks
Drywall & Texturing

Rodney Ingram
(510) 302-5681

License #1037176

ringrampainting@gmail.com

Geoff Torretta

A Pinole Landmark

Antlers



Tavern

Est. 1938

2284 San Pablo Ave.
Pinole, CA

(510) 724-9961



900 San Pablo Ave., Pinole, CA 94564

(510) 741-9001

www.CrockettsPremierAutoBody.com

Fax (510) 741-9009

Paula Harvey
Susan Burch
Liz Tharpe

Christina Isley
Tatiana Williams

TOP FLOOR SALON

Full-Service Salon

Full-body waxing • Total hair care for men and women

Tiep Vo (Kelley Nails) is back!
Nails • Pedicures • Facials

1690 San Pablo Ave., Suite E
Pinole, CA 94564

(510) 741-1150

Full-Service Community Banking

For You. Your Family. Your Business.

Pinole
2690 Pinole Valley Rd.

MechanicsBank.com

MEMBER FDIC





What matters most to you in life?

It's a big question. But it's just one of many questions I'll ask to better understand you, your goals and your dreams. All to help you live confidently – today and in the future.



Mark Anthony Porter, CRPC®
Private Wealth Advisor
Managing Director

Porter, Ritchie & Associates
 A private wealth advisory
 practice of Ameriprise
 Financial Services, LLC

415.743.9886
 44 Montgomery Street
 San Francisco, CA 94104
 mark.a.porter@ampf.com
 ameripriseadvisors.com/mark.a.porter
 CA Insurance #0D93357



Ameriprise Financial Services, LLC. Member FINRA and SIPC. © 2021 Ameriprise Financial, Inc. All rights reserved. (01/21)

Why not advertise with us?

Call (510) 724-9507 or e-mail info@pinolehistoricalsociety.org for information and rates.



(510) 235-4056
 LICENSE No. 421131

2207 EMERIC AVENUE
 SAN PABLO, CA 94806



Mon.-Fri. 9-3pm
Closed Weekends

624 San Pablo Ave. / 510-724-5335
 thenewdeli.com

Homemade Soups, Salads, Vegetarian & Traditional Fare

GOT HISTORY?

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

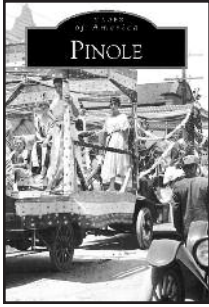
Please contact us at
info@PinoleHistoricalSociety.org
 or call (510) 724-9507.



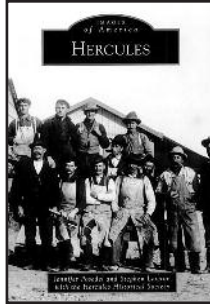
Gary Lalley
Insurance and Financial Services Agent

2800 Pleasant Hill Road, Suite 210
 Pleasant Hill, CA 94523
 Tel 510.724.7070 Cell 925.408.2166
 glalley@farmersagent.com
 CA #0125344

Registered Representative, Farmers Financial Solutions, LLC
 30801 Agoura Road, Bldg. 1, Agoura Hills, CA 91301-2054
 Tel 818.584.0200 Member FINRA & SIPC



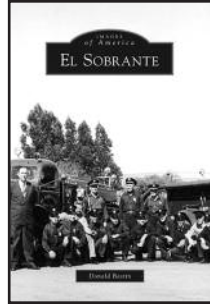
Pinole



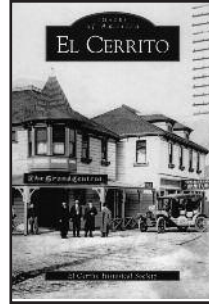
Hercules



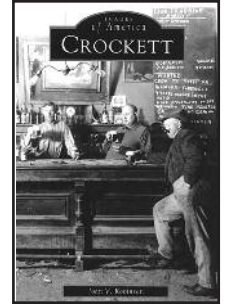
Richmond



El Sobrante



El Cerrito



Crockett

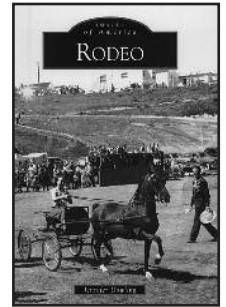
LOCAL HISTORY BOOKS AVAILABLE FROM THE PINOLE HISTORICAL SOCIETY

The Pinole Historical Society sells these Arcadia books at the Pinole Farmers' Market every other Saturday through December.

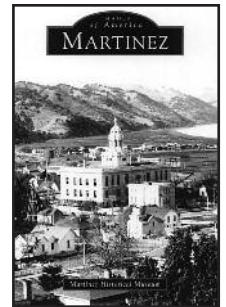
The Pinole, Pinole Through Time, Hercules, Richmond, El Sobrante, El Cerrito, Maritime Contra Costa County, East Bay Hills, Tilden

Park, and Napa Valley books are \$25, including sales tax. The Crockett, Rodeo, Martinez, and Port Costa books are \$23, including sales tax.

Mail order prices (below) include shipping. We accept Visa, MasterCard, Amex, and Discover credit cards.



Rodeo



Martinez

Name _____

Address _____

City _____ State ____ Zip _____

Phone () _____

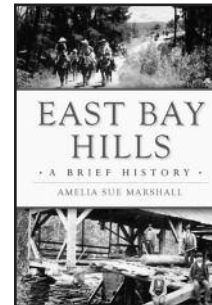
E-mail _____

METHOD OF PAYMENT

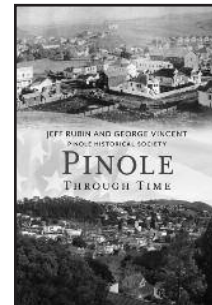
- o Check: Payable to Pinole Historical Society
- o Credit card (o Visa o MasterCard o Amex o Discover)

Card # _____ CVV ____ Exp. date _____

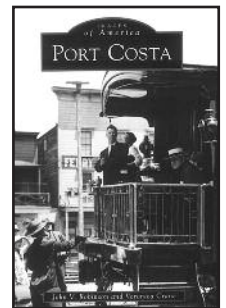
- # of Pinole @\$30 _____
- # of Pinole Through Time @\$30 _____
- # of Hercules @\$30 _____
- # of Richmond @\$30 _____
- # of El Sobrante @\$30 _____
- # of El Cerrito @\$30 _____
- # of Maritime CCC @\$30 _____
- # of East Bay Hills @\$30 _____
- # of Crockett @\$28 _____
- # of Rodeo @\$28 _____
- # of Martinez @\$28 _____
- # of Port Costa @\$28 _____
- # of Tilden Park @\$30 _____
- # of Napa Valley @\$30 _____



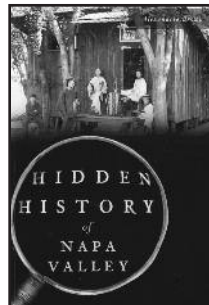
East Bay Hills



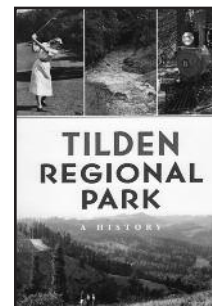
Pinole Through Time



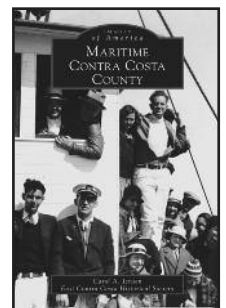
Port Costa



Napa Valley



Tilden Park



Maritime

TOTAL AMOUNT ENCLOSED \$ _____

Please mail to PINOLE HISTORICAL SOCIETY
P.O. Box 285, PINOLE, CA 94564



AUTO + HOME + LIFE + BANK
EARTHQUAKE + BUSINESS
MOTORCYCLE + HEALTH + RV

**Local Guy
Local Knowledge
PVHS Alumni**

Great to be back home in Old Town!"

LINO AMARAL

AGENT CA# 0725137

2489 San Pablo Avenue
Pinole, CA 94564

510.724.5432

www.AskLino.com



Massage by Michelle

*Renew your spirit
with a 60-minute
massage for only
\$60!*

First-time clients only. 1 coupon per client.
— Offer good through July 31, 2021 —



Michelle Gonzalez, C.M.T.

925.899.4811

Swedish, Deep Tissue, & Foot Reflexology

www.massagemichelle.com

Book Online

647 Tennent Avenue, Suite 101 • Pinole, CA



House of Lilith
HAIR DESIGNERS

In Old Town Pinole

2235 San Pablo Avenue,
formerly Garden of Gems,
just off Tennent Avenue next to
the Pump House.

ANGEL (510-724-1454)

Garden of Gems

Custom Jewelry & Repair
668 Quinan Street, Pinole

**Specializing in Vintage
Jewelry Restoration**

Open By Appointment

Wednesday-Saturday

(510) 741-5400

gardenofgems@sbcglobal.net

www.gardenofgems.com

WE BUY GOLD

Call First for Watches,
Large Diamonds
& Platinum

**Text, Call or
E-mail
TODAY**

Now Offering Appraisal Services