

Pinole Historical Society Newsbriefs



P.O. Box 285, Pinole, CA 94564

www.PinoleHistoricalSociety.org info@PinoleHistoricalSociety.org

— FEBRUARY 1 PHS PROGRAM AT KAISER — OUR SPARTAN STORY

What's it like to spend your entire high-school career in portable classrooms? Without a gym? Or cafeteria? Or library? What kinds of challenges does

this pose for students, and how do the methods they use to confront and overcome those challenges prepare these students for the real world?

With the new Pinole Valley High

School nearing completion and scheduled to open in August, the PVHS Interact Club, a service organization sponsored by Pinole Rotary, will share their high-school

Continued on page 2



Photographer Earl Combs is chronicling the construction of the new Pinole Valley High School. Two complete classes of students will have spent their entire high-school careers in the portable buildings on the north side of Deuker Stadium.

Published quarterly by the Pinole Historical Society

WHERE TO FIND NEWSBRIEFS

Pick up **Newsbriefs** at these locations:

AccuTech Auto Care, A.D. Dern Insurance, The Alley Cafe, Antlers Tavern, Bank of the West, The Bar Athletics, Bay Park Retirement Residence, The Bear Claw, Big O Tires, Blue Chip Tees, Blue Sky Sports, Cafe Soleil, China House, Cindy's Shear Cuts, Coldwell Banker Bartels Realtors, Crocketts Premier Auto Body, East Bay Coffee Company, George A. Egan, CFP, The Embers, Farmers Insurance (Carol White), Garden of Gems, Good Butter Bakery, Happy Sashimi, Headquarters Salon, Her 365 Fitness, Hercules Fitness, Kaiser Permanente Medical Office Building, K & L Automotive, Kendall Financial Services, Letcher Bros. Auto Repair, Mechanics Bank, 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 Senior Village, Pinole Valley Community Church, Realty World (Viktor Manrique), Ristorante Due Rose, Joel Ross, M.D., Sam's Dog House, Sequoia Real Estate, Chiyo Shidara, D.D.S., State Farm Insurance (Mark Bucklew), State Farm Insurance (Rick Chalk), St. Joseph School, Sugar City Building Materials, Sunshine Floor Covering, Tenax Law Group, 10th Inning Baseball Cards, The New Deli, The Red Onion, Tina's Place, TMF Accounting Services, Top Floor Salon, Albert M. Tsang, D.D.S., West Contra Costa Transit Authority, 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.

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

PHS CALENDAR

ONGOING

February 1 program: "Our Spartan Story," presented by students from the Pinole Valley High School Interact Club. See the front page for details. The public is invited to this FREE event from 6:30 to 8 p.m. in conference rooms 2A and 2B of the Kaiser Permanente Medical Office Building, 1301 Pinole Valley Road. Refreshments will be served.

February 13, March 13, April 10 Monthly Board of Directors meetings. 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.

PHS booth at Pinole Farmers' Market. We're taking the winter months off. We'll be back in April.

PinoleHistoricalSociety

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

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

2019 PHS MEETING DATES

February 1: "Our Spartan Story." See front page
May 3: Program on the new Pinole Valley High School.
September 6: Program to be announced.
November 1: Program to be announced.

All meetings are held from 6:30-8 p.m. in conference rooms 2A and 2B of the Kaiser Permanente Medical Office Building, 1301 Pinole Valley Road.

For more information, call (510) 724-9507, e-mail info@pinolehistoricalsociety.org, or visit our website at www.pinolehistoricalsociety.org.

OUR SPARTAN STORY

Continued from front page



experiences when they present at the PHS membership meeting Friday, February 1, from 6:30-8 p.m. at the Kaiser Permanente Medical Office Building, 1301 Pinole Valley Road.

PHS meetings are free for members and the public. Refreshments will be served.

Please join us for a walk down high-school memory lane — portable style!

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President's Message

Jeff Rubin, President, Pinole Historical Society

HAPPY NEW YEAR — AND THANK YOU!



Jeff Rubin



The response to the first year-end appeal for donations to the Pinole History Museum was dramatic and generous, with donors contributing \$7,445 in December.

With an anonymous benefactor matching the first \$5,000 raised from the appeal, the museum is the recipient of more than \$12,000!

Having such a stunning response demonstrates the strong, sincere community support that will make the museum a reality.

All donations the museum receives will augment the funding needed for this project.

No donation is too small or too large. So, if you still have the donor card we mailed to you, please consider sending it in with your check today. A donor form is at the bottom of page 4.

Knowing Pinole's historical artifacts and archival materials will be displayed to learn from and enjoy will motivate additional funding efforts.

Continued on page 4



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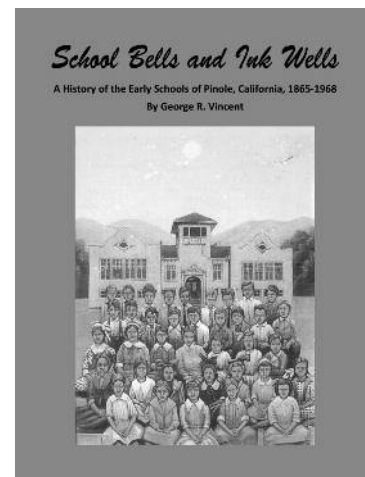
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MUSEUM DONATIONS

Continued from page 3
 Yesterday's historical lessons will educate us in the values that were — and remain — important to life in Pinole and

neighboring communities. Only when we study past events do current and future community values make sense.

Until we open the doors to a Pinole History Museum, we remain steadfast in our belief it will be a cherished community asset.

Thank you for your generous and ongoing support to MAKE HISTORY HAPPEN in Pinole.

**FOLLOW THE MUSEUM'S PROGRESS AT
 WWW.PINOLEHISTORYMUSEUM.ORG AND ON FACEBOOK**



YES, I want to **MAKE HISTORY HAPPEN** by donating to the establishment of the **Pinole History Museum.**

My donation will help the museum enhance the preservation and collection of artifacts that represent Pinole's history and culture.

Enclosed is my gift of:

\$25 \$50 \$100 \$250 \$500 \$1,000* or other _____

*With a gift of \$1,000 or more your name will be placed on the museum's Wall of Honor.

Please make checks payable to **PINOLE HISTORY MUSEUM** or provide credit card information below. To donate online, please visit www.PinoleHistoryMuseum.org.

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Amount of Donation \$ _____ I've included the museum in my will or estate plan

Mail your donation to Pinole History Museum, P.O. Box 285, Pinole, CA 94564

The Pinole History Museum is a 501(c)(3) nonprofit organization.
 Your donation is tax-deductible to the extent permitted by law.



VISIT THE MUSEUM AT ITS NEW WEBSITE

The Pinole History Museum website is online at www.pinolehistorymuseum.org.

There are sections on the Pinole Garden Club, historic preservation, the Pinole Historical Society's annual school essay contest, the Faria House, the Fernandez Mansion, and some of our planned museum exhibits.

And, of course, you may donate to the museum via the website.


Let us know what you think of the website. E-mail comments and suggestions to info@pinolehistorymuseum.org.




Open House January 27, 2019

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ESSAY CONTEST ASKS STUDENTS TO SHARE THEIR THOUGHTS

Every year the Pinole Historical Society sponsors an essay contest in the city's schools. The goal is to get students to practice their writing skills, get them interested in history, and learn how to be critical thinkers.

Our essay topics have included:

- What does the American flag mean to you?
- What makes a community like Pinole so special?
- What would you like Pinole to be like 25 years

from now?

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

This year's question is: **Why is Pinole's history important to you?**

Every year during the first week in June, PHS board members are joined by the Mayor of



Mayor Peter Murray presented this essay award at Shannon Elementary in 2012.

Pinole to recognize the participants and present Target gift cards to the Grand Prize winners. The mayors really enjoy this.

One year, Mayor Peter Murray spoke to students in each of the classrooms we visited about the importance of learning how to express their thoughts in writing and learning about the history of the community in which they live.

Students in one class asked the mayor to stay and explain how the city's government works, and he gladly complied.

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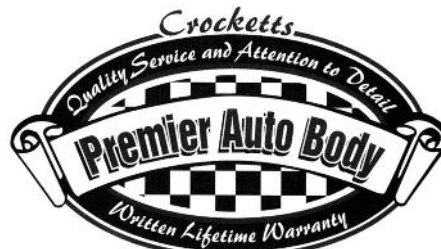


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Back in the day

George R. Vincent

— MARGARET FARIA —

A TRIBUTE TO MOMENTS IN THE LIFE OF A PINOLE FARM WIFE

On February 10, 1934, at the age of 19, young Margaret Board of Richmond married into the Faria farming family of Pinole. She had met her husband-to-be, William (Bill) Faria, at a dance in Richmond, and the couple would continue to enjoy dancing for the rest of their lives.

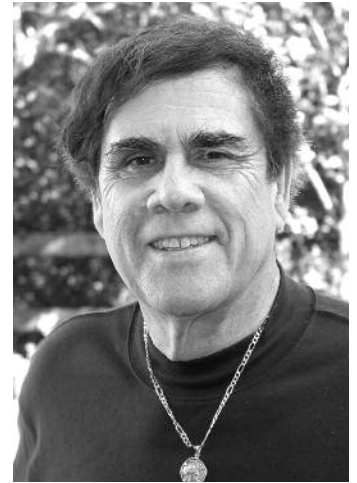
Their romance had blossomed, and the two were married and honeymooned in Reno. Bill had told his mother that he was going to Reno to "buy some cattle." Imagine her surprise when her son, instead, brought home a new Irish bride to live with them.

As a newlywed,

Margaret once said that she had "no idea what she was getting into" when she moved into the Faria household in Pinole. What she was getting into was a new life of hard farm work with numerous unfamiliar chores, though familiar

to Pinole's pioneer ranching family.

But Margaret met the challenge of her new farm life head-on with Irish determination. She pitched right in to learn the Portuguese Faria customs and demands of ranch life. Yet Margaret



George Vincent

was also used to the endless work generated by a large family unit.

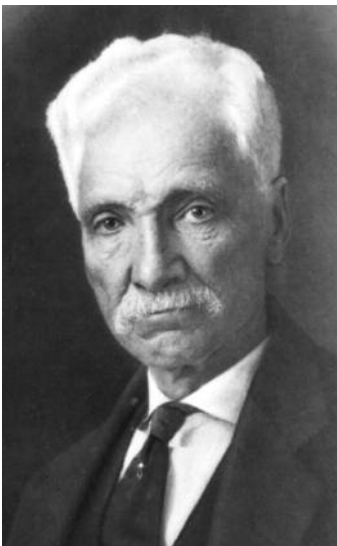
The eldest of five children, she was born in 1915 on Third Street in Richmond. Her family had been forced from their San Francisco home and relocated to Richmond after the 1906 earthquake. She graduated from Richmond High School, and worked for a year at the local Felice and Perelli canning plant before meeting Bill.

The newlyweds moved into a spacious, high-ceiling two-story farmhouse on a knoll overlooking the town of Pinole. The historic home had been

Continued on page 9



Bill and Mary Board Faria on their wedding day. February 10, 1934. Photo courtesy of Margaret Faria Prather and Deanna Faria Brownlee.



Joseph Dutra Faria



Maria Nunes Faria

MARGARET FARIA

Continued from page 8

built in the 1880s for two other newlyweds — James and Louise Tennent. James was the oldest son of one of Pinole's founders, Dr. Samuel Tennent.

The Farias had purchased the house and surrounding 350 acres from Tennent heirs in 1912. The large Faria clan had lived and farmed in Pinole since 1894.

The family patriarch, Joseph Faria, and his wife, Maria Nunes Faria, were both from the Azores. They would eventually raise a brood of seven boys and four girls who survived to adulthood.

Margaret recalled that she was made welcome in the crowded Faria household that consisted of husband Bill, both his parents, three brothers, and a sister with her



The Faria Ranch (middle of photo, under the large trees) and the Ceselini Ranch (foreground), across what is now Pinole Valley Road.

family as well. Margaret fondly remembered the gathering of the entire family for dinner each Sunday, enjoying good times and loads of food.

The new Faria home stood overlooking the entrance to the rural Pinole Valley hinterland of farms and ranches.

The 350 acres were

used for raising hay, grain, and cattle. Also raised in the home were Margaret and Bill's three children — Dolores, Deanna, and little Margaret.

The extended Faria family all helped in farm chores and household duties, and Margaret was no exception. She

prepared large meals, assisted her mother-in-law with canning, as well as helping her husband in never-ending outside farm work. She did not shy away from farm labor that women were not expected to do.

The summer hay presses went on from dawn to
Continued on page 10



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MARGARET FARIA

Continued from page 9 dusk. Her kitchen never stopped serving the hungry workers.

Margaret could be seen helping to bring in hay and hauling the heavy bales to be raised by Bill's tractor and put into the barn. She also would drive her 1932 Buick to the blacksmith in San Pablo for repairs to implements for their five horses.

In the 1930s, Pinole's population was about 600. Margaret witnessed the yearly cattle drives from the Southern Pacific Railroad cars up Tennent Avenue through downtown Pinole.

The cattle were driven to ranches in the valley amid a chorus of cursing cowboys, dust clouds,



Cattle drive near the Southern Pacific Depot.

and barking dogs.

In the 1920s, Margaret became part of the family's new venture into tomato farming. The moist Pinole Valley soil

was ideal for tomato growing, as no irrigation was necessary.

Local farmers came under contract to the H.J. Heinz Co. of Berkeley.

The Pinole-Hercules region became Heinz's main supplier of quality tomatoes for ketchup.

Large trucks driven by
Continued on page 11



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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.

MARGARET FARIA

Continued from page 10
Bill Faria and others hauled red loads piled high along San Pablo Avenue to the Heinz processing plant.

Tomatoes in the 1930s brought a goodly sum of \$12 a ton. During the hard Depression days, the Farias gave away tomatoes to the needy. On occasion, the overloaded tomato trucks would overturn, spilling their contents on the road. Drove of local housewives quickly descended on the scene to fill their bags for free.

The tomato experiment ended in the 1950s when the Heinz plant relocated to Tracy. The tomato fields did not stay vacant for long. They soon sprouted new homes in Pinole Valley.

In 1956, the new Interstate 80 freeway split the Faria Ranch in half. The house and barn were now on one side and the cattle grazing land on the other.

Pinole was rapidly changing its old face for a new look. New suburban homes began to replace valley farmland.

Bill Faria still tirelessly worked at the ranch life that he loved and was in his blood until his passing in 1986 at the age of 93.

Margaret and Bill had celebrated their golden wedding anniversary in 1984. They never heeded the call that advancing age meant to slow down.

Daughter Margaret recalled her surprise one night at 8:30 when her parents left home, driving the long trip to Tracy for a dance.

The house and barn area became the last visible images of ranch life on Pinole's outskirts. Children petted the old retired farm horses under rows of shady walnut trees by the ranch's roadside.

Margaret lived to proudly see all of her girls become queens in the Pinole Holy Ghost Festival. Margaret always worked in the IDES Lodge's kitchen (now



Margaret Faria with her collection of ceramic dolls.

Christ the Lord Church) preparing the popular Portuguese "Soupas" feast for the annual celebration.

Eight years after Bill passed away, Margaret joined the love of her life in 1994 at age 79.

Margaret was a strong,

independent woman, always with a cheerful smile and hello. She was also always a booster for the town of Pinole and its history. She was a witness to so many changes in her life since her marriage to Bill in 1934.

Continued on page 12

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.**



Margaret Board Faria

MARGARET FARIA

Continued from page 11

One was her lifetime transition from Irish to Portuguese cooking.

The Farias always had strong family ties.

Margaret's daughters today carry on her traditions of the Faria name and legacy. The three girls were Bill and Margaret's pride and joy. They inherited their mother's passion for preserving the Farias's place in Pinole's past.

In 2005, the historic Faria home was purchased by the City of Pinole and moved downtown to its Heritage Park location. It was saved to one day be the Pinole History Museum. The Kaiser Permanente

Medical Office Building stands today on the site where the Faria home once stood.

Margaret was also an avid collector of ceramic dolls. She would have been so pleased that her home would one day be the repository for another collection — Pinole's rich history.

The Faria home's exterior still shows its structural history markings.

However, inside the home one can still feel the spirit of Bill and Margaret's family, as well as the presence of all generations of the Faria clan happily gathered together around their large table for their weekly Sunday supper.

Pinole **Historical** Society 2019 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

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You can help us preserve the history of Pinole

Always seeking to improve and add to the society's collection, the PHS welcomes inquiries from individuals owning objects which are significant to the history of Pinole.

Though we do not have a museum, we have three exhibit spaces at the Pinole Library and 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 object you'd like to donate.

Also, you can view the numerous PHS programs right on your computer. Go to the city's website www.ci.pinole.ca.us/about/videos.html and scroll down to PINOLE HISTORY. Several recent programs have been added.

PHS VIDEOS ON CITY OF PINOLE WEBSITE

Miss one of our history programs on Pinole Community TV? Don't despair. The city's website 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 the city's website www.ci.pinole.ca.us/about/videos.html and scroll down to PINOLE HISTORY.

You'll find our interviews, Veterans Day programs, George Vincent's two 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!

The historical society has recorded interviews with several prominent Pinole citizens. Among the videos on the city's website are interviews with Ed LeFebvre, Charlotte (Fernandez) Shea, former fire chief Alex Clark, and former mayors Jack Meehan and Tom Cutino.

PHS program videos include:

- School Bell dedication.
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We thank Bob Kopp, who recorded most of these events for the society.

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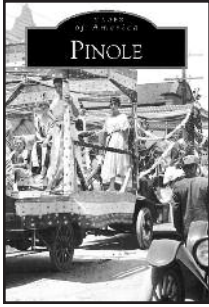
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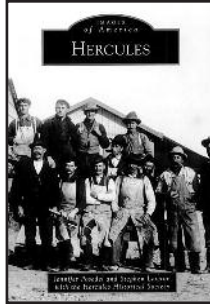


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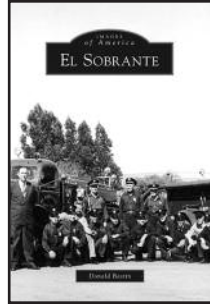
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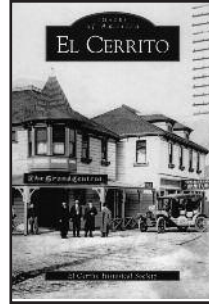
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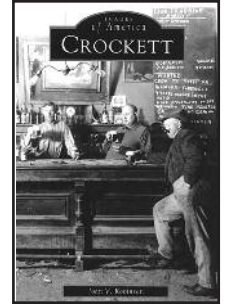
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LOCAL HISTORY BOOKS AVAILABLE FROM THE PINOLE HISTORICAL SOCIETY

The Pinole Historical Society sells Arcadia books about Pinole, Pinole Through Time, Hercules, Richmond, El Sobrante, El Cerrito, Crockett, Rodeo, Martinez, Port Costa, Maritime Contra Costa County, and the East Bay Hills at the Pinole Farmers' Market every other Saturday through December.

The Pinole, Pinole Through Time, Hercules, Richmond, El Sobrante, El Cerrito, Maritime

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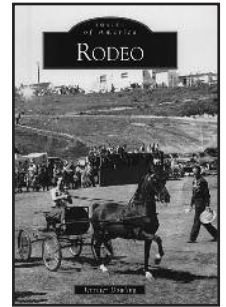
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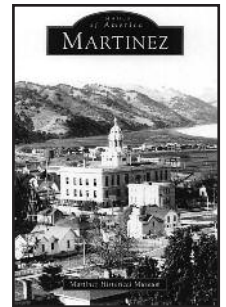
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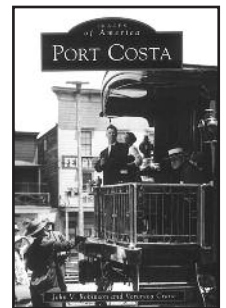
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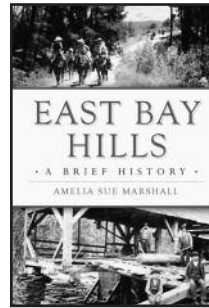
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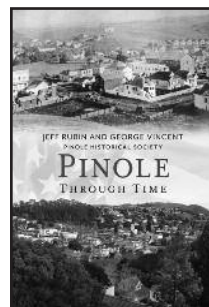
Martinez



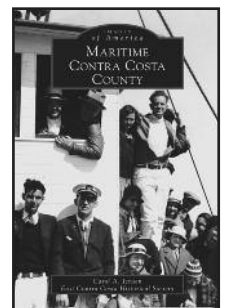
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