

Appendix 6: Cloverdale Chamber of Commerce

Dave Davini was very active on the Cloverdale Chamber of Commerce as well as the West Coast Council of the California State Chamber of Commerce. His activity helped promote the city of Cloverdale and bring new business to the area. Dave Davini knew that growth of the city was essential to his commercial property rental business.

- A. Davini Appointment to Highway Committee – June 10, 1949. Being on the Highway Committee allowed Davini to influence construction and maintenance projects on Highway 101 as well as some county roads—an important function because transportation systems are essential to commerce in any region. This committee also dealt with some tourism issues and overall promotion of the city.
- B. Cloverdale Chamber of Commerce Brochures – 1949. New brochures were developed each year to promote commerce in the City of Cloverdale. Note that Cloverdale was called the Orange City in an effort to promote the Citrus Fair. Brochures are rich with references to the scenic Russian River and the Redwood Empire. The Redwood Empire and Russian River Resort Area around Guerneville were already popular destinations with travelers from across California and the western states.
- C. Cloverdale Chamber of Commerce Map – 1949. The city map of Cloverdale in 1949 was quite simple and contained only a small number of streets.
- D. Letter from Stewart Mayfield Re: Business Possibilities – February 1, 1950. The handwritten letter from Stewart Mayfield is an example of one of many attempts to bring new businesses to Cloverdale. Dave Davini felt competition was healthy for consumer wellbeing.
- E. Druids Temple Resolution Permitting Easement – June 2, 1950. Negotiating agreements favorable to business and commerce in Cloverdale was a regular event for Dave Davini. Some agreements affected his property, but all brought about change. Convenient parking was essential, and this parking lot exists today.



CALIFORNIA STATE CHAMBER OF COMMERCE

AGRICULTURE AND INDUSTRY

NORTH COAST COUNCIL

ROSENBERG BLDG., SANTA ROSA

June 10, 1949

Mr. David Davini
Cloverdale
California

Dear Mr. Davini:

The Board of Directors of the California State Chamber of Commerce held its regular election of officers on May 20, and the new President, James E. Shelton, has reappointed me as Regional Vice President of the North Coast District.

As Chairman of the North Coast District, I want to thank you for the fine support you have given me during the past year. It is a pleasure for me to reappoint you as a member of the Highway Committee upon the recommendation of Chairman Frank W. Luttrell.

In your capacity as a member of this important Committee, your advice and counsel will aid materially in the formulation of State Chamber policies with respect to those important matters which will come within the purview of this committee.

I trust that you will accept this appointment and shall appreciate hearing from you at your convenience.

Sincerely yours,

JOHN S. WATSON,
Regional Vice President

JSW:dmj

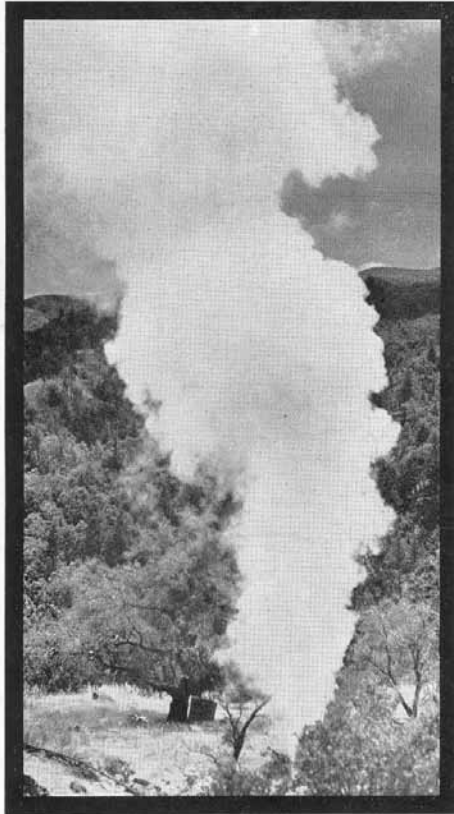
Representation

DEL NORTE HUMBOLDT LAKE MARIN MENDOCINO NAPA SONOMA

Cloverdale

SONOMA COUNTY
CALIFORNIA

The Orange City in the Redwood Empire



Natural Steam Geysers, near Cloverdale

Inquiries are welcomed by
THE CHAMBER OF COMMERCE
Cloverdale, California
LOCATED ON THE SCENIC RUSSIAN RIVER

Cloverdale

SONOMA COUNTY
CALIFORNIA

The Orange City in the Redwood Empire



Picking Oranges at Cloverdale

Inquiries are welcomed by
THE CHAMBER OF COMMERCE
Cloverdale, California
LOCATED ON THE SCENIC RUSSIAN RIVER



The Golden Gate Bridge Serves Northern California



Wonderful Fishing in Creeks, Rivers and Ocean

CLOVERDALE, THE ORANGE CITY

CLOVERDALE, in the center of the Redwood Empire, is eighty-four miles north of San Francisco, thirty miles north of Santa Rosa and twenty-five miles north of the Pacific Ocean, on the Russian River, near the boundary line between Mendocino and Sonoma Counties.

In these days of excellent highways one and a half hours' driving will bring one to Clear Lake, the largest body of fresh water wholly within this state; two hours, to the beaches and fishing on the Sonoma and Mendocino coast; two and a half hours, over the magnificent Golden Gate bridge to the metropolis of the West, San Francisco. Trout fishing and deer hunting can be had within fifteen minutes; black bass fishing in the Russian and Napa rivers and striped bass fishing in Petaluma creek, within one and a half hours; golf on three excellent courses, within forty-five minutes; Lake County's famous medicinal springs, within one and a half hours. "The eighth wonder of the world," the steam geysers, are just East of Cloverdale and can be reached in less than one hour, the only place in the world outside Italy where natural steam out of the ground is being harnessed to create power. The mineral waters and natural steam baths of the Geysers are famed. Boating and swimming are available at Cloverdale on beautiful Russian river. Championship tennis courts and limitless miles of beautiful country for the equestrian make available to the pleasure seeker as well as to the home-seeker all the advantages and delights of country living. The redwood groves, comprising ninety per cent of the world's redwoods, are but a few hours away.

LIVING CONDITIONS

Cloverdale has a population of 800 and is 315 feet above sea level. The average annual rainfall is about 35 inches, and the mean temperature is 60 degrees,

ranging from about 32 degrees above zero in winter to 100 degrees in the few hottest days of summer. The climate is dry, however, and we have no oppressive, devitalizing heat, it being necessary always to sleep under blankets.

The town is nestled among wooded hills free from cold waves, fogs and heavy winds and enjoys a peculiarly balmy, invigorating climate which offers great advantages to asthmatics, tubercular people and other invalids. An occasional walk to the shady nooks and fern-strewn glens in the hills close by to enjoy the majestic valley scenery has an exhilarating as well as a most invigorating effect. Pure air, pure water and pleasant surroundings are the most desirable environments of man's life on earth, and in these this vicinity abounds. The four seasons are distinguishable and the variation in climate lends zest and prevents monotony.

The town has a modern sewage system and a water system municipally owned. A natural drainage for surface water eliminates gnats and mosquitoes. Prices of food and all household supplies are reasonable. Fresh fruits and vegetables are abundant; rentals are moderate. Modern buildings house excellent grammar and high schools accredited to the University of California. Within one hour by auto is the Santa Rosa Junior College. Creditable churches are conducted by the Methodists, Congregationalists, Episcopalians and Catholics. The principal lodges are represented and this is one of the smallest towns in the world to have a Rotary Club. A well-equipped free library and clubhouse are owned by the Woman's Improvement Club. A beautifully wooded six-acre park on the edge of town is owned by the city. A volunteer fire department modernly equipped with motor pumper, together with an abundance of water, affords ample protection. Streets

are paved and oiled and the city is well lighted. There are two trains daily to San Francisco over the Northwestern Pacific railway, in addition to four daily buses operated over the Redwood highway. Hourly bus service is in operation between San Francisco and Santa Rosa, which is less than an hour from Cloverdale.

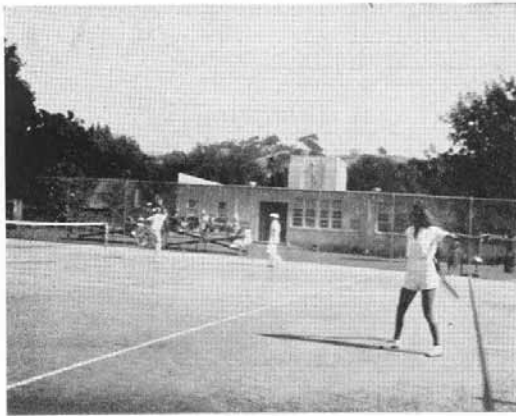
AGRICULTURE, INDUSTRIES

Agriculture provides the community's most important sources of income. The beautiful valleys lying about Cloverdale have earned the right to be called agricultural gems. The soil is well adapted to deciduous and citrus fruits, alfalfa, garden truck, and a wide variety of general farm crops. Foremost among these is the wine grape. Asti, four miles South of Cloverdale, is the home of one of the largest wineries in the world, the Italian-Swiss Colony, whose tremendous co-operation and plant and extensive vineyards are a mecca for travelers the world over. This and numerous smaller wineries in the vicinity produce wines of unparalleled excellence, making the Cloverdale locality one of the world's centers in dry wine production. Other farm crops are prunes, pears, apples, cherries, oranges, lemons, olives and nuts.

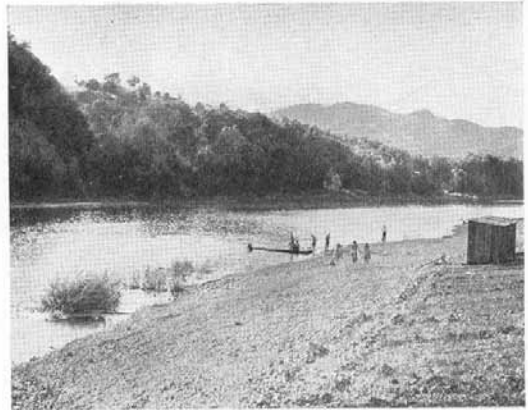
The price of land varies according to location, quality, desire on the part of the owner to sell, and other considerations. Hill or range land is priced from \$10.00 per acre up, and often in large tracts there are many acres that are tillable and can be used for grain or fruits.

Valley land sells for approximately \$100.00 per acre and up, depending on improvements and development.

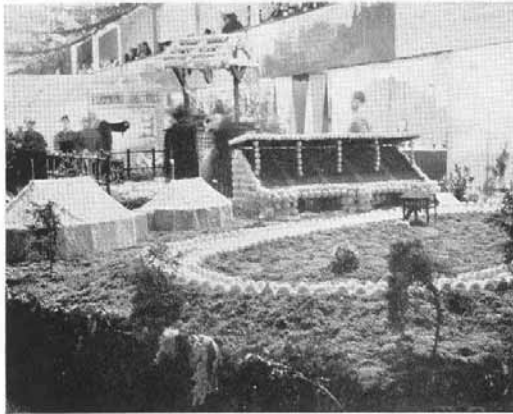
By making a personal investigation, one can usually find something to meet his requirements, and at satisfactory prices.



Championship Public Tennis Courts



Bathing Beach on Russian River at Cloverdale



Exhibits at Cloverdale's Fortieth Annual Citrus Fair



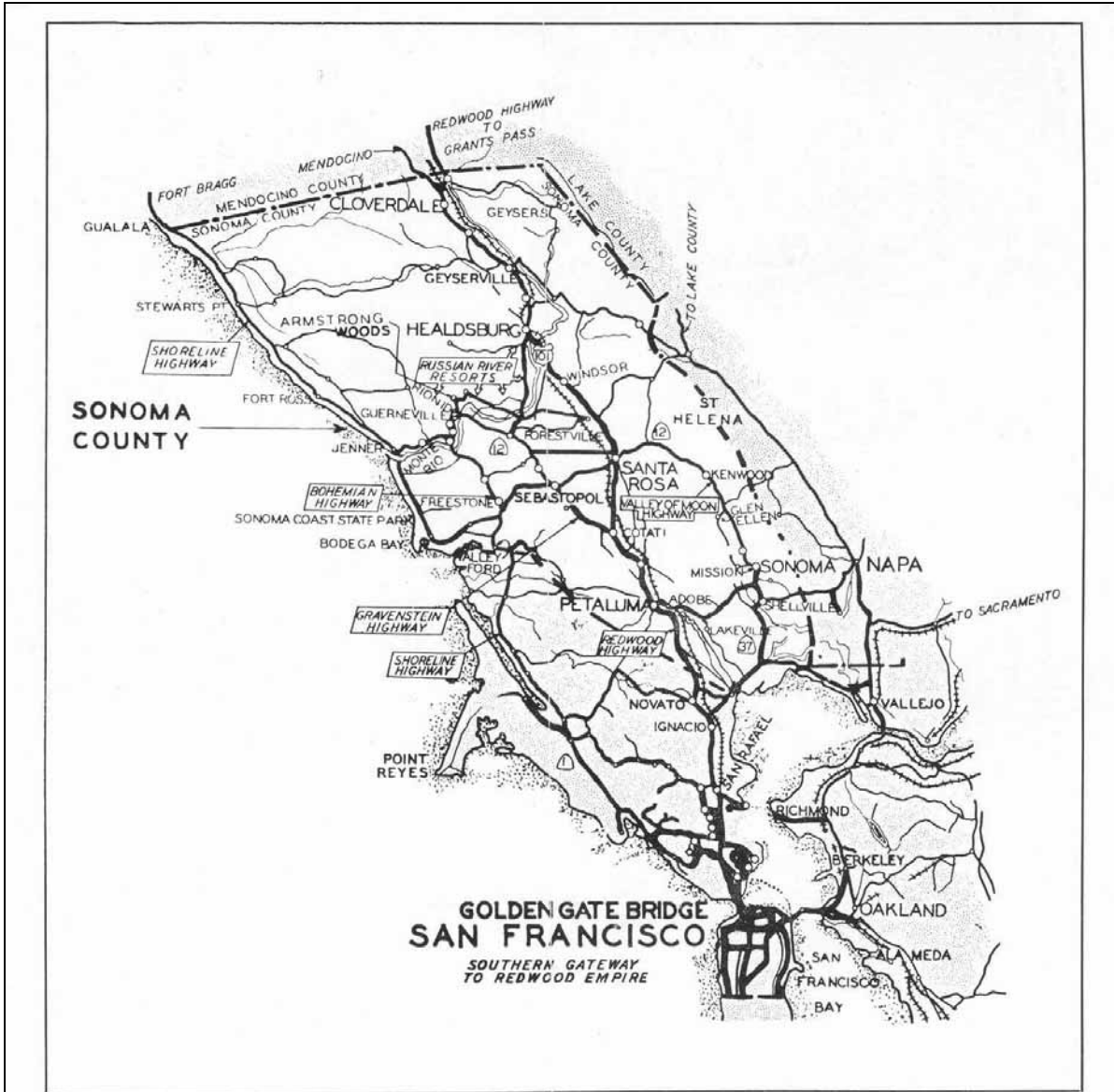
Cloverdale's New Union High School



Beautiful Mountain Streams Delight the Pleasure Seeker



State Highway Through the Majestic Redwood Trees



On the Scenic Redwood Highway

Where Hills and Valley Meet

For further information as to the agricultural and commercial advantages, the scenic and recreational attractions of this favored locality, write to the Secretary of the Chamber of Commerce, Cloverdale, California.

Cloverdale Cloverdale

SONOMA COUNTY
CALIFORNIA

The Orange City in The Redwood Empire



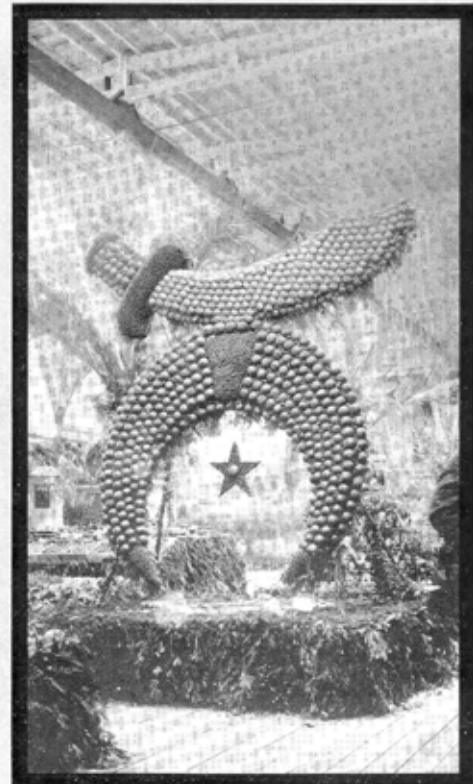
"Nature's Medicated Volcanic Steam Pouring Forth from the Bowels of the Earth." The Geyser Canyon, 17 Miles East of Cloverdale.

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Since the coming of motor travel and fine highways the attractions within a few hours' drive of a community must be given as much consideration as the city itself. A careful reading of this pamphlet discloses this and other important facts. ◆ ◆

SONOMA COUNTY
CALIFORNIA

The Orange City in The Redwood Empire



Design executed in Oranges, Lemons and Olives at the Citrus Fair.

Inquiries are welcomed by

The Chamber of Commerce

Cloverdale, California

LOCATED ON THE SCENIC RUSSIAN RIVER



Panorama of Cloverdale from the Hills.

Cloverdale -- The Orange City

Located 84 Miles North of San Francisco, 30 Miles from Santa Rosa, 25 Miles from Ocean.

LOCATION

Cloverdale is 84 miles north of San Francisco, 30 miles north of Santa Rosa and 25 miles from the Pacific Ocean, on the Russian River, near the boundary line which separates Mendocino and Sonoma Counties. In these days of excellent highways just consider that 1½ hours' driving will bring one to Clear Lake, the largest body of fresh water wholly within this state; two hours, to the beaches and fishing on the Sonoma and Mendocino coast; three hours, to the metropolis of the west, San Francisco. Trout fishing and deer hunting can be had within 15 minutes; bass fishing in Napa River and Petaluma Creek within 1½ hours, and Lake County's famous medicinal springs in the same time. The eighth wonder of the world, the steam Geysers, are just east of Cloverdale and can be reached in 1½ hours, the only place in the world outside of Italy where natural steam out of the ground is being harnessed to create power. The mineral waters and natural steam baths of the Geysers are far-famed. Cloverdale is on the Redwood Highway, the most kaleidoscopic succession of enchanting vistas ever concentrated in one single tour. 97 per cent of the world's redwoods are found in the Redwood Empire. These monarchs of the ages, which reach a maximum height of 375 feet and a diameter of 30 feet, are the oldest living things on the face of the earth.

LIVING CONDITIONS

Cloverdale has a population of 800 and is 315 feet above sea level. The average rainfall is about 35 inches and the mean temperature is 60 degrees, ranging from about 32 degrees above zero in winter, up to one hundred degrees in the few hottest days of summer, but as the climate is dry we have no oppressive, killing heat. The town is nestled among the wooded hills, free from cold waves, fogs and heavy winds, and enjoys a peculiarly balmy, invigorating climate which offers great advantages to asthmatics, consumptives, and other invalids. An occasional walk to the shady nooks and fern strewn glens in the hills close by to enjoy the majestic valley scenery has an exhilarating as well as a most invigorating effect. Pure air, pure water, and pleasant surroundings are the most desired environments of man's life on earth, and in these this vicinity abounds. The four seasons are distinguishable and the variation in climate lends zest and prevents monotony.

The town has a modern sewage system and a water system municipally owned. A natural drainage for surface water eliminates gnats and mosquitoes. Prices of food and all

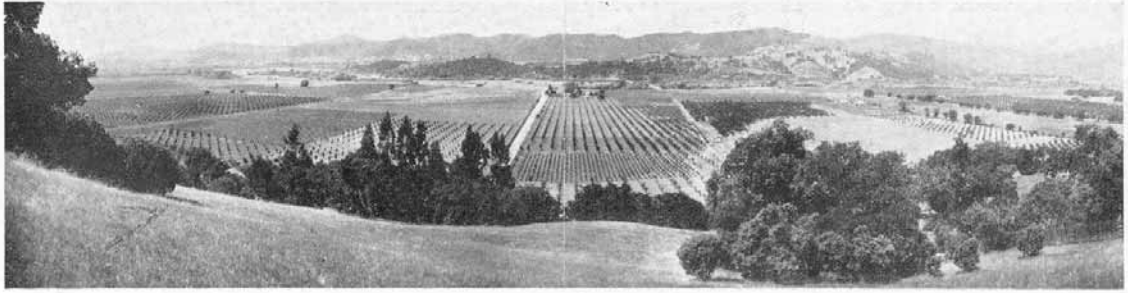
household supplies are reasonable. Fresh fruits and vegetables are abundant. Rentals are moderate. In a modern school building are the grammar school and a high school accredited to the state university. Within one hour by auto is a Junior College at Santa Rosa. Creditable churches are conducted by the Methodists, Congregationalists, Episcopalians, and Catholics. The principal lodges are represented, and this is one of the smallest towns in the world to have a Rotary Club. A well equipped free library and club house is owned and sponsored by the Woman's Improvement Club. A beautifully wooded six-acre park on the edge of town is owned by the city. A volunteer fire department modernly equipped with motor pumper, together with an abundance of water afford ample protection. The streets are paved and oiled and the city is well lighted. There are three trains daily to San Francisco over the Northwestern Pacific Railroad, and bus lines operate over the Redwood Highway, to the Geysers, and to the coast and Fort Bragg over the McDonald-to-the-Sea Highway.

AGRICULTURE AND INDUSTRIES

Agriculture provides the community's most important sources of income. The beautiful valleys lying about Cloverdale have earned the right to be called agricultural gems. The soil is well adapted to deciduous and citrus fruits, alfalfa, garden truck, and a wide variety of general farm crops, the principal ones of which are juice-grapes, prunes, pears, apples, cherries, oranges, lemons, olives and nuts. The natural elevation of the land, with open porous type of soil



The Russian River Near Cloverdale is a Beautiful Stream.



Fertile Soil Means Profitable Farming.

In The Redwood Empire

Property Values Never Offered Greater Opportunities for Profitable Investment.

and the absence of hardpan, insures permanent drainage. This not only prevents the accumulation of alkali salts in the surface soil, but eliminates the possibility of a dangerous high water table and ultimate alkali deposits. Droughts and crop failures are unknown. Man's labors can be profitably employed every day in the year, and there is no month when vegetation in some form is not growing. Large quantities of fresh and dried fruits, wool, sheep, wood, charcoal, redwood posts, ties, pickets and shingles, as well as thousands of cords of tan bark are shipped from here annually. For more than half a century Cloverdale has been a wool and sheep center and from here are shipped these products of the large grazing area adjacent. Owing to the mild winters and the absence of predatory animals, sheep run on the ranges all year without housing or shepherds. The ranges are well watered by numerous springs. A sheep and wool show is held annually in June in the city park when sheep and wool are exhibited, ram sales conducted, and prizes awarded for the best range and breeding animals as well as for the finest fleeces. Lecturers from the State Agricultural Farm at Davis add educational interest. This show has promoted the raising of finer types of wool and mutton sheep and has aided sheep owners with their problems. Poultry does exceptionally well and this is a growing industry. Quicksilver is produced in the hills to the east and each year thousands of dollars worth of this metal are sent to the markets of the world. The "tourist crop" brings many dollars because of our location on the Russian River, the contiguous fishing

streams, deer hunting, camping, and health resorts. An excellent carbonated mineral water is bottled at Preston, two miles north. Banking facilities are provided by two banks. The stores are up-to-date and the business section provides a neat and attractive appearance.

CITRUS FAIRS

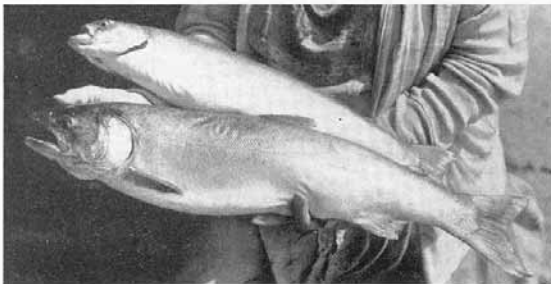
Cloverdale is frequently called the "Orange City" because annually for 33 years it has given its Citrus Fairs. No further proof of the wonderful climate of this locality is needed than this one fact that oranges, lemons, grape fruit and olives grow here to perfection. When many sections are frozen up in February of each year, Cloverdale exhibits to the world in designs of wondrous artistic beauty its golden fruit—large in size, rich in color, and delicious in taste. These Fairs are given under the auspices of the Chamber of Commerce in a large concrete Pavilion which has been purchased from the proceeds of these fairs and is valued at \$20,000. A Park was presented to the city by the Chamber of Commerce at a cost of \$7,500, bought also with the profits from these exhibitions. These fairs not only advertise this section, provide funds for local benefits, and entertain the community during home-coming week, but they also instill in the citizens a community spirit and pride, and develop and encourage artistic talents. Cloverdale has repeatedly been spoken of as a friendly, hospitable family, known to "pull together." To such a community we invite all those who are seeking pre-eminently a home town whose principal characteristics are fine climate and Nature's beauty and bounteousness.

FOR INVESTMENT

Property values never offered greater opportunities for profitable investment. This locality has never had a boom, but its growth is gradual. In the next few years this north-of-bay section is destined to witness a marvelous development. The Golden Gate bridge, longest suspension bridge in the world and one of the greatest engineering feats known to human history, is now under construction. It will link San Francisco with this great, rich area and should bring about growth and increasing prosperity.

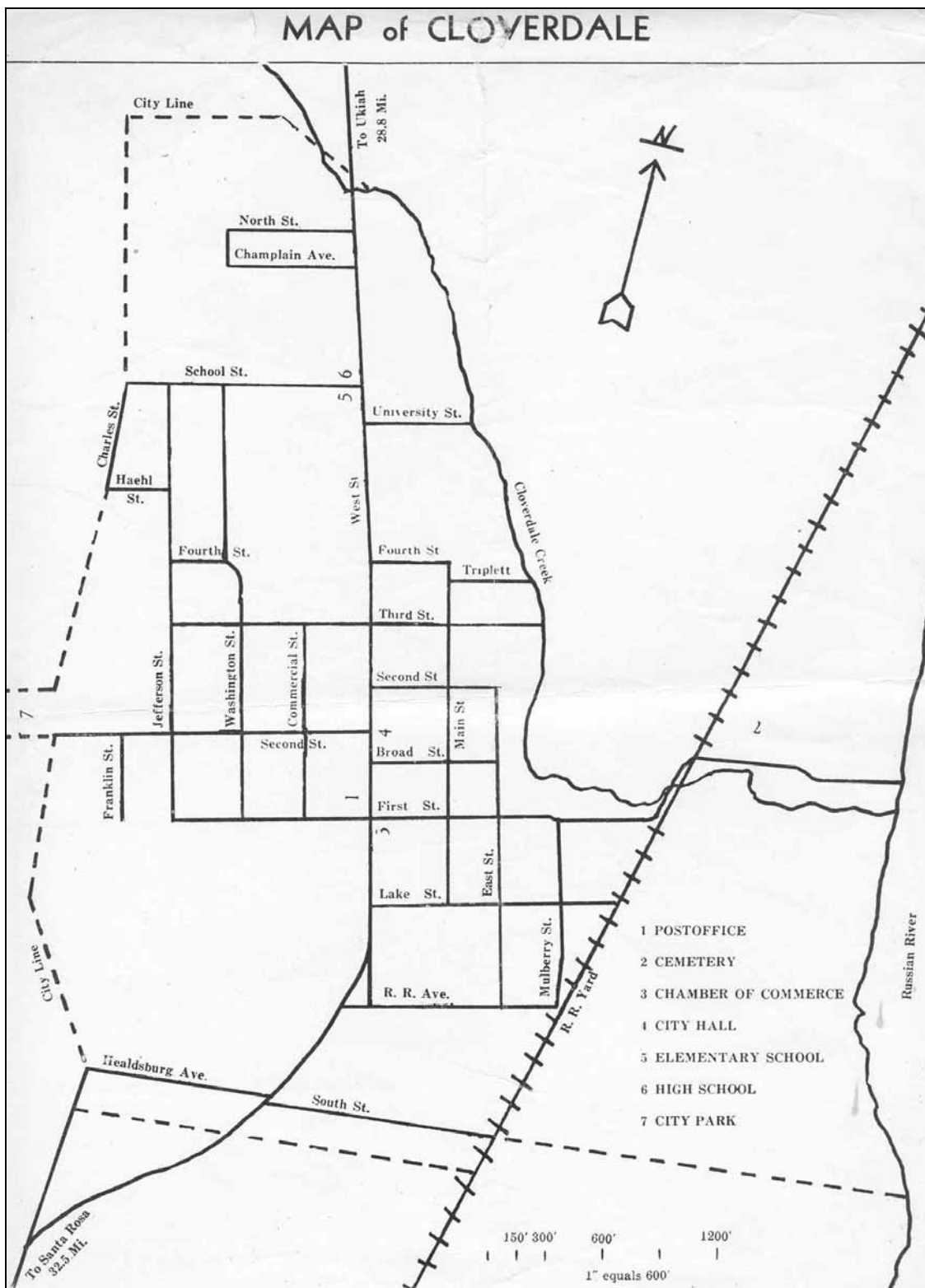
INVESTIGATE

Investigate for yourself. Do not be in a hurry. The Cloverdale Chamber of Commerce invites your inquiries and will assist you in every way. Be deliberate; be thorough; be sure you are getting just the property or the opportunity which will suit you best, for once well located here you can remain happy and satisfied all the remainder of your life.



Steelheads—The Joy of the Sportsman

MAP of CLOVERDALE



Dussan, California
Feb. 1, 1950

Mr. David Davini
Building Contractor
Covendale, California

Dear Mr. Davini:

Have had the opportunity of seeing the gentleman in San Francisco, whom we thought could be interested in making us a flat long term loan, as we had discussed last Monday. I found that he is in the middle of plans for construction of two new chapels, and improving the balance of his old building. I am certain if it hadn't been for his construction plans, we would have been cut. However, that doesn't help our situation at the present time.

He did offer a few suggestions, and told me he could help us cut Corner's if we could go ahead. He suggested that it might be easier to get someone interested locally than a party so far away from the area to which we want to locate. I have another gentleman yet to see, although it will be a few

days delay for at present he is away. He told me local people would be in a better position to know the local situation, and the pulse of the people regarding a new firm coming in.

Personally I feel without enforcement happening's, Cloverdale, is by far the most prospective community which I have found in my fifteen years experience in the mortuary profession. I base my opinion on the new construction going in, the ply wood plant, housing, and the general prospective future. How too the present Mortician takes the attitude that she has served the people of the community with an-out dated plants, and without a progressive competitor, why should I invest more. The result the local people are forced to take what she has to offer, or go to inconvenience of going away. The result is not satisfactory for the families concerned, and takes money from the

local community. Another good example is your local medical set-up, as they don't want to lose some of their so called cream, and profits, which would make it necessary to change their personal tactics, they prefer to lose to an outsider, again driving money from town. This would be quite a world without fair competition. Yes, Mr. Davini I'm convinced, and its my opinion the people of Cloverdale would welcome, and support another mortuary, just as easily as another physician.

I intend to try to make another connection, if it fails well frankly I'll be up against a stone wall at least for the time being.

I realize sincerely the confidence you have in the local community and the money you have invested, the people of Cloverdale are lucky to have a man as interested in progress of this community as

they have in you. Sure, I realize you are getting returns for investments, but the fact remains you were willing to invest in the Community.

If we should happen to exhaust our financial possibilities for the balance of backing necessary to continue our plans at this time, what would your advisability be regarding our approaching Mr. Hundert along the following lines:

To try to interest him on putting up a building along the lines we showed you on a bonded lease for say ten years with option of purchasing same at a fair price and profit at the end of the fifth year. With the understanding nothing to be done, until we deposited in the local bank money to assure purchase of necessary equipment and for operating costs for a fairly safe period. Also with a protective clause to protect his widow and estate, and ourselves in event of death, due to his advanced age.

When I fulfill my other appointments
here regarding further looking will write you
the results. If in the meantime if you could
talk with Mr. Humbart regarding that possible
plan, would appreciate your letting me know
his reaction.

Very truly yours,
Stuart B. Mayfield

RESOLUTION.

Exhibit A

WHEREAS, DAVID DAVINI and wife of the City of Cloverdale, desire permission to pass over the Druids Temple Society property at Cloverdale, California, in order to gain access to the rear of their restaurant and pool hall building; and

WHEREAS, after due consideration the Trustees of said Druids Temple Society of Cloverdale have consented to a request for such permission to pass;

NOW THEREFORE, BE IT RESOLVED by the Trustees of Druids Temple Society of Cloverdale that David Davini and his wife be given written permission to use a right of way at the rear of Druids Temple Society building in Cloverdale, California, extending from *Commercial* Street to the premises of David Davini on the south, for an indefinite period of time, but revocable upon three days notice, and that the President and Secretary be authorized to prepare and sign a written agreement for such purpose.

VOTE upon the foregoing resolution was as follows:

AYES: Trustees - 5
NOES: Trustees - *None*
ABSENT: Trustees - 2

I do hereby certify that the foregoing is a fully and true copy of a resolution duly adopted by the Board of Trustees of Druids Temple Society of Cloverdale at a regular monthly meeting of the board of directors of the lodge held on the 2 day of June, 1950.

DATED: June 2, 1950.

Frank McGeorge
Secretary of Druids Temple Society
of Cloverdale.

REVOCABLE EASEMENT.

THIS AGREEMENT, made this 2 day of June, 1950, by and between DRUIDS TEMPLE SOCIETY of Cloverdale, an unincorporated association, party of the first part, and DAVID DAVINI and DAVINI, his wife, parties of the second part,

W I T N E S S E T H :

For and in consideration of the sum of One Dollar (\$1.00) per year to be paid by parties of the second part to party of the first part, the said party of the first part by and through its duly elected and appointed trustees, does hereby let unto parties of the second part for an indefinite period of time, a right of way over the land and premises of party of the first part commonly known as the Druids Temple Society property situate on the west side of West Street, in the City of Cloverdale, County of Sonoma, State of California, leading from *Commercial* Street in said City easterly over and across a private roadway for a distance of 132 feet, more or less, and thence southerly to the land and premises of parties of the second part, particularly described as follows, to-wit:

The Southerly 28 feet of Lot No. 12, Block 37, as designated on the "Map of the Towns of Cloverdale, Sonoma County, Cal., recorded in Book No. 29 of Maps, page 14, Sonoma County Records.

The purpose and the use of said right of way is to permit vehicles to deliver to the premises of parties of the second part, fuel oil, butane gas, utilities, commodities, and merchandise via the rear entrance to the building situate on the land and premises of said parties of the second part.

The parties of the second part, as a material part of the consideration for the privilege herein given by party of the first part, do and each of them does hereby waive all claims against party of the first part for damages to goods, wares, merchandise, and commodities, in, upon or about said right of way, and for injuries to persons in or about, or upon said right of way,

from any cause at any time; and in this respect the parties of the second part will hold party of the first part harmless for and on account of any damage or injury to any person or to goods, wares, merchandise or commodities of any person arising from the use of this right of way as access to or from the property of parties of the second part, or arising from the failure of the parties of the second part to keep said right of way in good condition and safe for travel.

The use herein given is permissive use and all rights and privileges herein given or intended to be given by these presents are revocable, and the said party of the first part may at any time hereafter revoke and terminate the use of said right of way by parties of the second part, by three days written notice mailed to said parties of the second part, at General Delivery, Cloverdale, California, postage prepaid, or by personal three days notice served on either of the parties of the second part.

This agreement and the covenants and stipulations herein contained shall apply to and bind the heirs, executors, administrators, tenants, successors and assigns of the parties hereto.

IN WITNESS WHEREOF, the parties hereto have caused these presents to be executed the day and year first above written.

Party of the First
Part

DRUIDS TEMPLE SOCIETY OF CLOVERDALE

BY Albert E. Ottoboni
President

BY Frank W. George
Secretary

Parties of the Second
Part.

David A. Savini

Betha Savini

