Guide to the Earl Schnetz Collection MC 83

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Biographical / Historical
Earl Schnetz was born in 1899. As a youth, Earl was a star athlete in swimming and football, playing half back for Sacramento High School. He met his future spouse there, Mildred, who presented him a varsity letter. The pair were engaged and wed in 1921 and they made their life in Sierra Oaks. Earl assumed control as manager and president of Pioneer Bread Company after his father Henry retired from his tenure in 1919. Originally operated from a porch stoop at 12th and K Street in 1848, Pioneer Bread Company was among the oldest running businesses around. The company was moved to 3226 Montgomery Way in Oak Park and Earl oversaw a $25,000 expansion of the factory and a rebrand as Old Home Bakers. Active in Sacramento civic life, Earl served terms as president of the Sacramento Chamber of Commerce, the Sacramento Exchange Club, the Del Paso County Club, the Sutter Club, and was a member of a local political action committee, the Unity League. During World War II, Earl dedicated himself to raising money for the Sacramento Community Chest Campaign, the Red Cross, and the Sacramento Victory Fund. Earl sold the business in 1954 and retired to Pebble Beach. Earl died on July 20, 1969 and Mildred passed not long after in 1970. In the footprint of the Old Home Bakers campus, today one can find the makers of Rainbo Bread.

Scope and Contents
Photos make up the bulk of the manuscript collection. Of considerable note are several pieces of ephemera, including a photo of Schnetz with CA Governor Earl Warren in recognition of his role in the war bond victory drive. A series of four photos from March 8, 1942 commemorate a tree planting ceremony organized by Sacramento School Board President, Genevieve Didion, in her role as the chair of the Native Sons and Daughters of the Golden West, recognizing ‘founders’ of the city like Schnetz among local luminaries like William Land, J. Frank Didion (grandfather to Joan Didion), Charles Deterding, and C.K. McClatchy with a camellia grove at the State Capitol Park. Contents include Mildred’s Sacramento High School year book from 1917 and a wedding ceremony memento. Loose items exist and are held in Mylar sleeves.

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