

THE CARMEL VALLEY HISTORIAN

CARMEL VALLEY HISTORICAL SOCIETY

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Carmel Valley Arts: James and Margaret Ziegler

By Elizabeth Barratt, CVHS Historian

Explaining how his longtime photography hobby became a profession, James Ziegler said he simply asked one of the ranchers if he could come out and take pictures. "By taking photographs of their favorite horses and the scenes, they invited me back and I took over the job as fire starter," he noted, in a 1984 *Carmel Valley Sun* interview. "They would gather cattle from 4:00 AM to 6:00 AM. By that time, I was supposed to have the fire and branding irons hot." As the ranchers set to work, Ziegler would capture the vivid sights.

James and Margaret Ziegler moved to Carmel Valley in 1956 following world travels and remarkable careers. Even the circumstances of their 1933 Japan wedding were captivating, as Margaret explained in a 1965 *Monterey Peninsula Herald* interview. "We were married three times: by the Japanese police, the American consul and the minister of the Dutch Reformed Church of America."

James Gordon Ziegler was born on December 30, 1906 in Providence, Rhode Island, the son of Frank Ziegler and Mattie Clark. In early adulthood, he lived in California and later in Yokohama, Japan, where he worked as a manager for the American Express Company, known in those pre-credit card days as a travel and tour company.

Prior to his Japan post, James had been sent on a three-year assignment to Manila. It was on a cruise ship headed for the Philippines that he first met the young Margaret Wherry, who was accompanying her father, Dr. William S. Wherry, on sabbatical as a visiting



professor at the University of Manila. Margaret was born in Ohio on November 27, 1909. She became an artist, studying at the Cincinnati Art Academy, Minneapolis Art Institute, the University of the Philippines and the California College of Arts and Crafts. She was living in Cincinnati in 1933 when young James Ziegler visited the family while on leave between the Manila and Yokohama assignments. The pair became engaged and shortly, Margaret was on a ship headed for Japan.

She enumerated the three wedding "ceremonies." The first was to sign an affidavit with the Japanese police guaranteeing that she was, indeed, in the country to marry James Ziegler. Next, she was required to sign papers during a simple civil ceremony at the U.S. Consulate. The final formality was the religious one, performed by a minister.

The Zieglers spent the next six years in Yokohama, absorbing the colorful pre-war culture. When not at his American Express job, James pursued his photography hobby, studied Simi-e, or black ink brush painting, and learned to speak Japanese. Margaret studied Japanese flower arrangement, painting, and the art of Bonsai.

By 1939, with the impending threat of war, the pair returned to United States. With his knowledge of Japanese culture, James was sent to Military Intelligence Service Language School at Ft. Snelling, MN (the forerunner of today's Defense Language Institute). He was eventually assigned to Chung King in southwest China before being posted to duty in India. (see Ziegler, page 4)

A Message from the President, Kim Williams

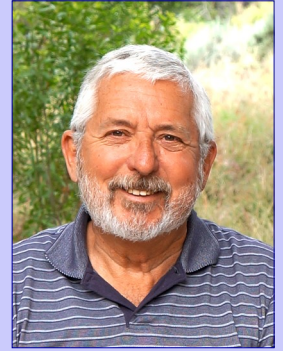
“Why We Do What We Do”

The Historical Society continually strives to accomplish its mission “to preserve and promote the history of Carmel Valley.” An historian by definition is one who writes about the past and is regarded as an authority on it. We hope “The Carmel Valley Historian” achieves this challenging goal.

Our memories of bygone days can be very powerful and give us a sense of belonging to our community. We bring these memories to life either through our writings or by our museum’s historical exhibits. Our historical photographs on display will bring the past to life right before your eyes, with each telling its own special story.

Come see for yourself! We’re open Saturdays: 1-4, and Sundays: 11-2.

I hope to see you at our annual Christmas Party. Saturday, December 1, 3-5 PM.
(See the back page for more details)



Kim Williams

Volunteers in Action



Brenda Mellinger, a very engaging docent, is having fun with Cachagua couple Jenifer Solano and Angel Espinola as they enjoyed visiting the museum.



Docents Dave Burbidge and Sandy Schachter are familiarizing themselves with the museum’s newest exhibit: “The Geology of Carmel Valley.” Our docents are finding Sunday’s docent duty doubly enjoyable as the nearby Farmers Market brings many new visitors into the museum.

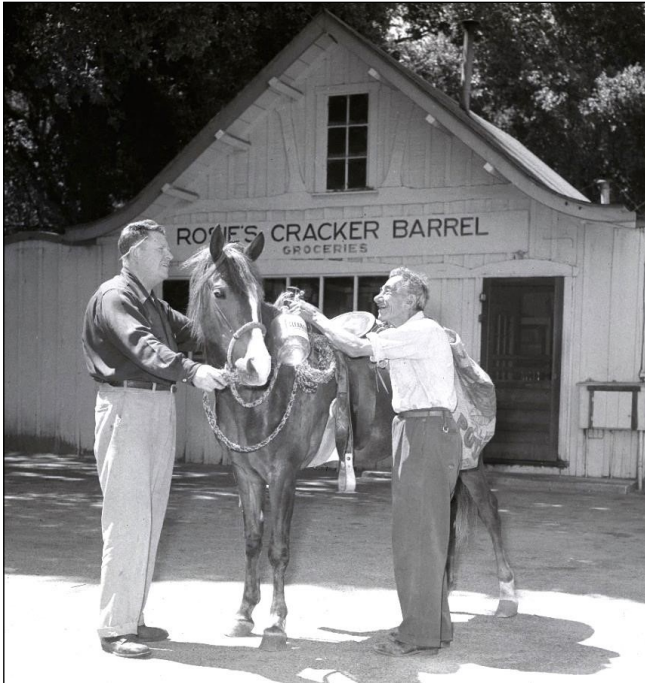
In Memoriam Richards John Heuer, Jr.

July 15, 1927 – August 21, 2018

Dick Heuer was the inspiration behind the Carmel Valley Historical Society. While running the Carmel Valley Sun, he editorialized the need for a local historical society. The response was overwhelming and led to the founding of the Carmel Valley Historical Society in 1986.

Legends of the Valley

By Jeff Ohlson



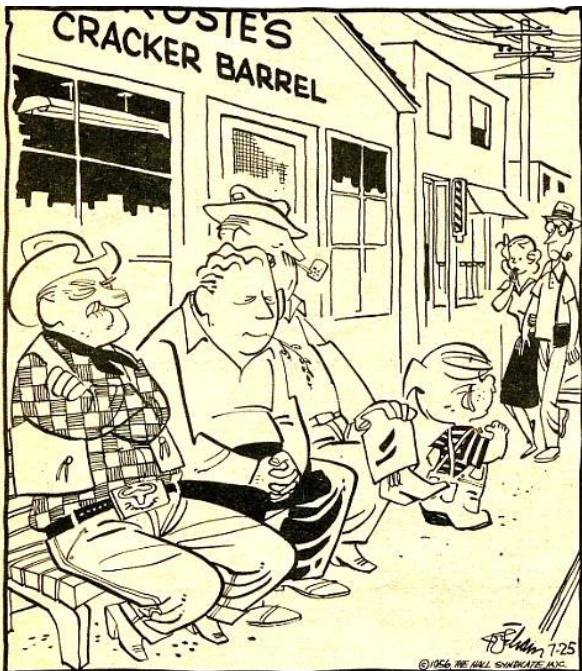
Joe (right) and his horse Laurel are shown with Rosie (left) in this 1950s photo.

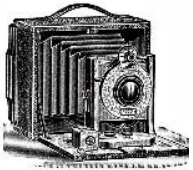
It is difficult to imagine more genuine characters than Joseph “Joe” Hitchcock (d1969), Robert “Cowboy Bob” Ford (d1972), and William “Rosie” Henry (d1982) shown in these photos. Any resident old enough to remember these storied individuals would attest to their legendary status in the folklore of Carmel Valley.

For several decades “Rosie’s Cracker Barrel” was a favorite meeting place for locals - a de facto “Community Center,” so it is no wonder that the Cracker Barrel served as a backdrop for these George T. C. Smith photos. The “Robles Del Rio Country Club” tavern located in its back room was a favorite meeting place for cowboys, ranchers, cartoonists, film actors, politicians, and the rich and famous.

Rosie wore many hats: grocery store clerk, bartender, postmaster, cook, gas station attendant, and he was a master storyteller. For these reasons and more, Rosie’s Cracker Barrel is listed on the Historic Resource Inventory of Monterey County.

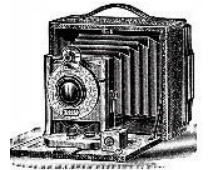
Joe Hitchcock’s early life as a cowhand, stage driver, leather craftsman, used car salesman, and newspaper columnist prepared him well for his story-telling years. Joe and his horse Laurel and dog Pal were fixtures around the Valley. They made many lifelong friends along the way. Cartoonist Hank Ketcham depicted Cowboy Bob sitting on the left in his famous cartoon below. Cowboy Bob is also shown on the left in the photo below with Rosie and an unidentified lady. A local rancher, cowhand, horse trainer, Salinas Rodeo bull and bronco competitor and parade rider, Cowboy Bob was a regular at Rosie’s and the nearby Bucket Tavern. Said to be an old bear wrestler, Ford could out-fight, out-cuss, and out-ornery anybody - except the children, whom he loved.





The Enduring Legacy of Local Photographers

By Jeff Ohlson



The old saying “seeing is better than hearing” was around a thousand years ago and we’ve all heard the adage “a picture is worth a thousand words.” It’s no wonder then that the History Center’s collection and historical writings contain many rare photographs.

Without vintage photos, our museum would be a much different place to visit. Valleyites and visitors alike have “oohed” & “aahed” when viewing our large wall photos, historic exhibits and our “then & now” photos which so dramatically show the Valley’s changing landscape.

Late 19th century inventors like George Eastman and his Kodak camera revolutionized photography in the early days of photography. This gave local photographer A. C. Heidrick the tools to ply his trade from 1907 to the 1930s. A. C.’s sweeping panoramic photos of landscapes and large groups such as school and Presidio Army gatherings made him one of the best known professional photographers of the day.

A. C. is shown standing on a stepladder with his huge box camera mounted on a 12-foot high tripod. Having been a cornet player in the U. S. 1st Cavalry Band circa 1900, he would call large groups of people to attention by a blast from his cornet before taking the photos!

His panoramic camera had a complex, spring-operated mechanism that rotated the camera in a semi-circular motion, exposing a long and narrow film. The ultra-wide-angle wall photo of the mouth of Carmel Valley in the Museum at the History Center was taken by A. C. using this technique.



Local photographers Julian P. Graham, George J. Seideneck, George T. C. Smith, Debi Effron, and James Ziegler continued in A. C.’s steps from the 1930s into the 1980s. James Ziegler is pictured at left under the hood of his vintage accordion camera in the 1960s.

These photographers and their many contemporaries have captured the peoples and events of early Carmel Valley on film that we enjoy today. Their photos continue to be used in the Historical Society’s many publications, exhibits, and newsletters.

Although ingenious, the early days of photography were not as easy as today’s handheld DSLR and smartphone digital cameras. We applaud these early photographers!



(Ziegler from page 1) In 1946, back in America, he went to work for the California Ink Company. With a home base in Berkeley, he spent a decade employed selling newspaper and graphic arts supplies in Central and South America. Margaret remained in the states raising their two children, Paul and Martha.

While living in Berkeley, the Zieglers visited Carmel Valley and decided it would be a great place to live and continue raising their family. By the early 1960s he began capturing the sweeping rural Carmel Valley landscape, local cowboys and feats of community horsemanship such as round-ups, roping, branding and ranch work. His personal friendships with many Carmel Valley ranchers allowed him wide berth to document ranch life and people during the era. To look at his photographs today, one might think he’d been at the vocation all his life. He also took up blacksmithing

and played the flute.

Already an established artist, Margaret joined the Carmel Art Association in 1958 and began to exhibit her work, both watercolors and oils, in various Monterey Peninsula galleries, where she won awards for her landscape paintings. She died on March 14, 1989.

Following James Ziegler’s death on February 9, 1993, his photograph collection, consisting of hundreds of black and white large-format negatives and prints of local scenes, was donated to the Carmel Valley Historical Society.

This generous family gesture became especially propitious when, following a Big Sur fire that destroyed his daughter Martha’s home, the Ziegler photographs were already in the protective custody of the Carmel Valley History Center. Many are on long term display in the Center’s Ranching Exhibit.

Financial Contributions (August, September, October)

General Fund: Carmel Magazine, Claire Lawson and Scot Leisy, Art & June Taylor
In Memory of Betty Wilson: Andree Forzani & Eileen Whisler, John Hinrichs, Sally Swanson

In Memory of Andy Case: Tom and Lynn Case

Grants: Community Foundation for Monterey County-The Malcolm and Joanne Millard Fund, The Upjohn California Fund

Tiles: Julia & Yavor Batchev, Christine Allaire

Donations: Documents, Photos, Artifacts, Library Materials (August, September, October)

Elizabeth Barratt: 4 books regarding local missions: "Padres and People of Old Mission San Antonio", "Mission Nuestra Senora da La Soledad", "Missions of California" and "Gloria Dei - The Story of California Mission Music"; mounted 10"x14" b/w print of view into Carmel Valley from top of Carmel Hill (near where the Carpenter Street. stoplight is now)

George Benigi: 11" x 17" poster from the first annual CV Rodeo, Sat. & Sun. October 2 & 3rd, 1987

Carmel Valley Recreation and Parks District, Joe Hertlein: Two handmade life-sized mannequins: adorned as a "settler" and a Native American, used for a time by Dorothy McEwen at Holman Ranch

Andree Forzani: Two Sterling silver-plated award trays: 15" "CVHA - 1960 - High Point Man" awarded to Vic Silva and 16" "Victor Silva - President - CVHA - 1948-1953" awarded to Vic Silva

Maurice & Julia Harvey: Approximately 16"x8" metal dairy jug "Carmel Dairy -REG CAL" embossed on its side, with lid attached by chain & handle on side. Approximately 8"x11"x9" handmade antique saltbox-style writing desk

Richard & Tamsin McAulay: Two gold-framed 21.5"x 25.5" sepia-toned artist-enhanced portraits, one of William Hatton and the second of Kate Harney Hatton

Diane McKenzie: Various vintage local newspaper publications

Ed Morrow: 6" x 6" glazed clay tile: "Carmel Valley Sampler-1949 -RFD-California" with depictions of an apple tree, cornstalk, grazing cow, barn, etc. on front and "Carmel Clay" with artists initials (indecipherable) on back

Jeanette Smart: Box of Hallock family memorabilia: letters, photos, misc. newspaper clippings, four record books, Hallock Family Album and 1905 Tassajara School Register

Robb Talbott: Two 3.5" x 4.5" b/w photo: one of a pistol in leather holster with ammo on belt, the second of a man in a loaded hay wagon. "Caves Ranch, Carmel Valley" written on the back of each

Kim & Christine Williams: 2 books: "Storied Land" and "Bohemian Crossroads"

Thank you all for your generous support!

Who Are These Dudes?

These two dudes, formerly from the Holman Ranch, recently showed up at the History Center. (Thanks to Joe Hertlein and the Carmel Valley Recreation and Parks District).

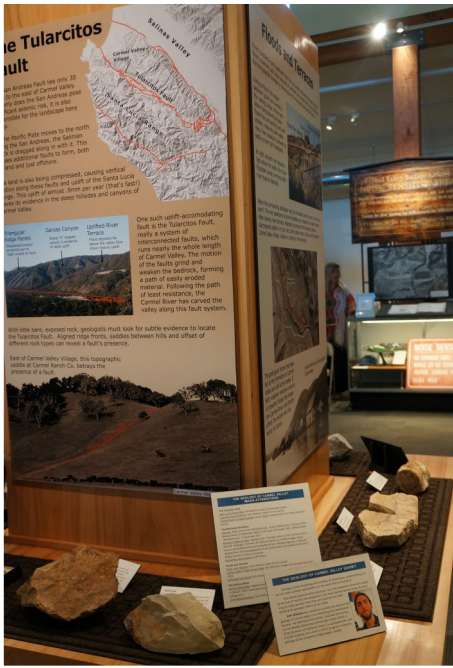


TAX FREE GIVING TO CVHS

Did you know that people older than 70½ can transfer up to \$100,000 per year from their traditional IRAs to charity, which can count as their required minimum distribution (RMD) but is not taxable if they follow the rules for a qualified charitable distribution (QCD)? (This doesn't apply to a Roth IRA, which has tax-free withdrawals and no required distributions.) The gift stays out of your adjusted gross income only if you make a direct transfer from your IRA to the charity. It doesn't count as a tax-free transfer if you withdraw the money first and then make a donation to the charity. Ask your IRA administrator what steps you need to take, because the procedures can vary from firm to firm.

(Source: kiplinger.com)

Geology: The Grand Opening Was a Grand Success!



Photos Top Row: the exhibit; CVHS President Kim Williams makes an introduction; a visitor examines the diatoms. Second Row: visitors listening to the introduction; Cherie Ohlson (right) and her yummy refreshments were enjoyed by all. Bottom; the Exhibits Committee had a heavy responsibility (From Left: Kim Williams, exhibit creator Seth Williams, Maxine Callinan, Reggie Jones, Cherie Ohlson and Jeff Ohlson).

Photos by Jeff Ohlson and Christine Williams

Correction: An article on the Boronda family in the September 2018 Newsletter stated Loretta Onesimo was Juan Onesimo's daughter; however, they were siblings.

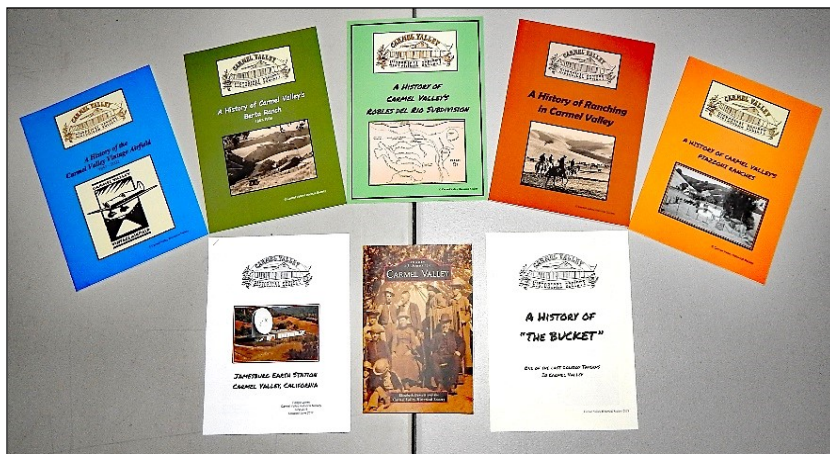
Give the Lasting Gift of History & Support Your Society Too!

'Tis soon will be that time of year when thoughts turn to holiday gifts. We invite you to visit our bookstore. The History Center has a very popular collection of books & booklets that are full of fascinating photos & great stories about Valley history. Plus, as part of our new Geology of the Valley Exhibit, we are selling beautiful glass diatoms created by local glass artist Alan Masaoka especially for us.

One gift ✓, two recipients ✓✓: a **keepsake** for family, friends or loved ones and **support** for the work of your Society at the same time. A truly thoughtful gift! All prices include sales tax.

Books & Booklets

- Images of America: Carmel Valley (200+ photos).....\$25
- Ranching in Carmel Valley (200+ photos).....\$25
- Piazzoni Ranches (70+ photos).....\$15
- Berta Ranch (60+ photos).....\$15
- Robles del Rio Story (80+ photos).....\$15
- Vintage Airfield (70+ photos).....\$15
- Fire Protection District & Valley Volunteers: 1946-2001 (100+ photos).....\$15
- A History of "The Bucket" Tavern.....\$10
- Brands & Branding in Carmel Valley.....\$10
- Jamesburg Earth Station.....\$10



Glass Diatoms

Carmel Valley diatoms flourished 13-18 million years ago in off-shore basins. Local glass artist Alan Masoaka has captured the uniqueness and beauty of these single-celled algae that drift in the upper, sunny region of the ocean. Boxed with a descriptive card, the glass diatoms can be used as pendants, ornaments or paperweights.

- Small & medium size.....\$15
- Jumbo paperweight.....\$20



Dedication or Memorial Tiles

Pick up an order form at the History Center or print one online at: carmelvalleyhistoricalsociety.org/tile-campaign/

- 4" x 8" Tile -- \$150.00 each 1- 3 lines of inscription, 20 characters/line
- 8" x 8" Tile -- \$300.00 each 1- 6 lines of inscription, 20 characters/line

Carmel Valley Historical Society

WEB | carmelvalleyhistoricalsociety.org
 EMAIL | cvhs3@live.com
 CALL | (831) 659-5715
 WRITE | PO Box 1612
 Carmel Valley, CA 93924-1612
 VISIT | 77 West Carmel Valley Road
History Center Museum Hours:
Saturdays: 1-4
Sundays: 11-2
 Library: By Appointment

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Jeff Ohlson	Member
Ellsworth Gregory	Member Emeritus

Newsletter Production: Kim Williams

Holiday Hours

The History Center Museum will be closed during the holidays: December 22, 23 & 29, 30. If you have out of town guests who would like to visit the museum during the holiday period, please call Maxine Callinan at 659.4925 to make arrangements.

Upcoming Events

Saturday, December 1

- ★ CVHS Christmas Party, 3-5 pm
- ★ Community Tree Lighting, 4:30pm, at the Community Park

Saturday, December 8

- ★ Santa Fly-in and Parade, 10:30am, starting at the Airfield

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Looking for great gift ideas?

*Dedicate recognition tiles to friends or family members.
 Make a donation to the Historical Society in someone's honor.
 Buy a set of Carmel Valley history books or a diatom.*



You are cordially invited to our annual

Christmas Party

Saturday, December 1, 2018, from 3:00 to 5:00

at the CV History Center, 77 W. Carmel Valley Road.

Come visit with old friends, meet some new friends, greet your Board Members, and see our newest exhibits.

If you can, please bring a finger-food hors d'oeuvre or dessert, or a bottle of white wine.

Call the History Center (659-5715) for more information.