

THE CARMEL VALLEY HISTORIAN

CARMEL VALLEY HISTORICAL SOCIETY

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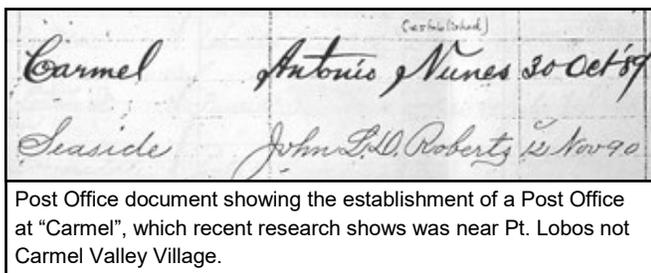
Carmel Valley Post Offices Came, Went and then Stayed

By Elizabeth Barratt, CVHS Historian

The first post office located in Carmel Valley opened at Jamesburg on December 22, 1886. The postmaster, James William Lewis, was replaced after eleven months by homesteader John James, who maintained the operation on his property until 1890. By then, the post office location had moved twice, the final time in 1889 after a flood wiped out the James home.

The James family moved inland and reestablished postal operations. Mail was delivered once weekly at the ranch, which was located on the stage route that ran in the upper Carmel Valley between Salinas and Tassajara Hot Springs. After a succession of postmasters, the Jamesburg service was discontinued on April 10, 1935.

Much confusion has arisen over the founding of the next post office in Carmel Valley, first known as "Carmel." Before the present time, the Valley was popularly called "Carmel" or "Carmelo." A Centennial celebration was held in 1989 in Carmel Valley to celebrate the postal appointment for the "Carmel" post office, established on October 30, 1889, with Antonio Nunes



as the first Postmaster. Official records show the operation was discontinued on April 9, 1890 for lack of service. However, the "Carmel," the Centennial planners presumed to be Carmel Valley, was apparently not a Carmel Valley location. Maps from the 1870s have shown this "Carmel" to be an area near Point Lobos, where Antonio Nunes, the briefly appointed postmaster, ran a store and saloon.

Four years later, on September 27, 1893, another post office called "Carmel" was established, with Burrirt E. Cahoon as the first post-

master. The location was roughly described in the November 11, 1893 Monterey Cypress as, "at the Laureles [*sic*] ranch house, on the route to Jamesburgh, B.E. Cahoon is Postmaster." Mail was delivered from Salinas once weekly on Fridays. Some have surmised that the post office was located at the present Los Laureles Lodge site. However, others have fixed the location at or near the Del Monte Milk House (now the Cima Collina Tasting Room) at today's White Oak Plaza.



The Del Monte Milk House (now Cima Colina Tasting Room at the White Oaks Plaza in Carmel Valley Village) was once part of a cluster of Pacific Improvement Co. buildings, including the home of foreman and Postmaster Burrirt Cahoon. The home's front room was said to be the first Carmel Valley Post Office.

Further evidence for this site points to the residence of Postmaster Burrirt Cahoon. He was the foreman for the Pacific Improvement Company, which at the time owned Rancho los Laureles and its Del Monte dairy operation. Cahoon lived in the foreman's house, once part of a cluster of bunkhouses and cottages located near the Del Monte Milk House.

During this period, Carmel Valley old-timer Joe Hitchcock's father lived and worked at Rancho los Laureles. Joe would have been age 13 at the time this postal service was established. In his January 10, 1953 newspaper column, he recalled, "Very often our Postmaster had to crawl out from under a cow, set his milking pail down, and stroll toward the house with a (See P.O., page 7)

A Message from the President

CVHS and the CV Kiwanis Foundation present their second combined ***“BETTER THAN RUMMAGE SALE!”*** on September 20, 21, and 22 at the History Center, 77 W. Carmel Valley Road, from 9:00 AM to 4:00 PM.

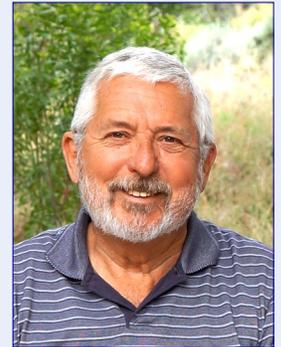
This is where you could volunteer for your Society and help us raise funds for our ongoing operations, things like utilities, insurance and exhibits.

Most items will already be cleaned and priced before set up **Thursday, September 19**. That day we need volunteers to set up tables, bring boxes from storage and help unpack and get like items together.

Volunteers on **Friday, Saturday, and Sunday** are needed to cashier, keep items tidied up, and help people get items to their car. Additionally we could use volunteers to provide snacks for the other volunteers (like muffins or bagels and coffee in the morning, sandwiches for lunch and afternoon snacks).

Not only will this be a great fundraiser, it will be a lot of fun working together! Call or email me to volunteer: 659-1307, cvhspresident@gmail.com. And come and shop!

See more details on page 8.



Kim Williams

Volunteers in Action

The Carmel Valley Historical Society are happy to welcome Dick and Elizabeth Barratt to the 2019-2020 Board. The Board meets monthly to manage the affairs of the Society.

Board members clockwise from the left are: Gary Tate, Kim Williams, Dave Terdy, Cherie Ohlson, Dick Barratt, Elizabeth Barratt, Maxine Callinan and Jeff Ohlson.



Carmel Valley Signs

By Kim Williams, Photos by Jeff Ohlson

Many Carmel Valley signs and logos have been donated to the History Society. Our plan it to exhibit them on the upper outside walls of the History Center, but many are in a deteriorated state. Volunteer (and Board Member) Jeff Ohlson has been restoring them, in some cases manufacturing new parts. The San Carlos sign, a recent donation to the Society by Ron and Angie Builta, is a good example of his excellent craftsmanship. You can see the letters he has replaced which were then expertly “antiqued” by master painter Mike Thatcher. Thanks to both!



Old-timers will recognize this logo from the Thunderbird Bookstore located at the Barn Yard for many years. In the refinishing process, Jeff discovered engraved letters on the underside of its feet. *AMBERG* or *AMBECE* on one foot and *1968* on the other. Does anybody recall such a craftsman in the area?

Fiesta Book Sale Fundraiser A Great Success!



The Giant Book Sale held on the porch of the History Center during the Fiesta was a resounding success! Hundreds browsed the thousands of books that were jam-packed onto three sides of the building, and walked away with books from every possible genre.

Thanks to all the volunteers of CVHS & Friends of the CV Library who made it possible. The fundraiser benefited both organizations, bringing in about \$2,000.

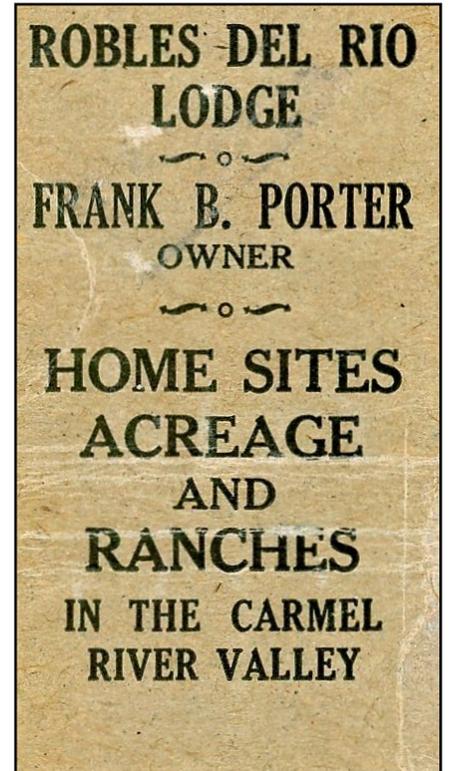
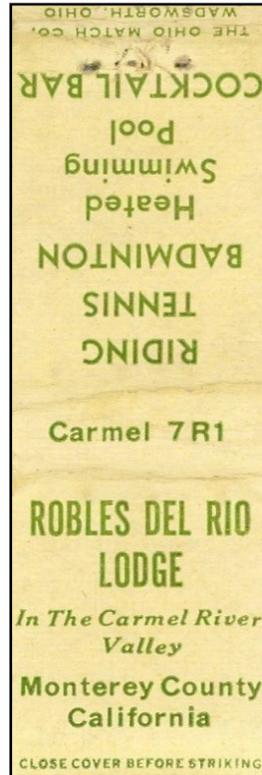
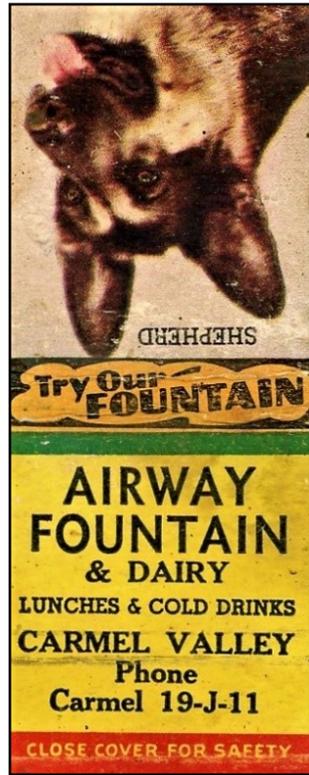
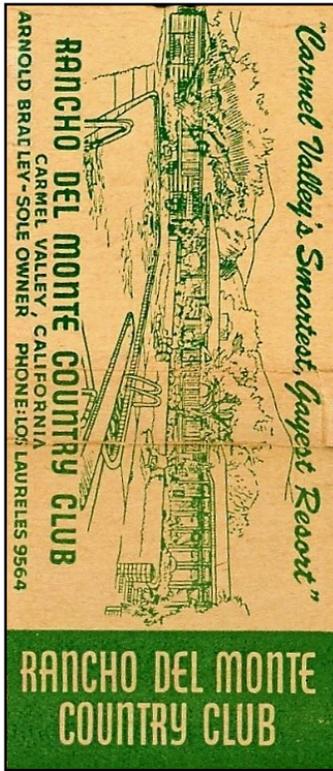
If you wonder what happened to the books that didn't sell, they were sent to Better World Books, a non-profit that funds literacy initiatives worldwide. Talk about a win-win for everyone!



Julia Batchev, Cynthia Hertlein and Reggie Jones sort books for the sale.

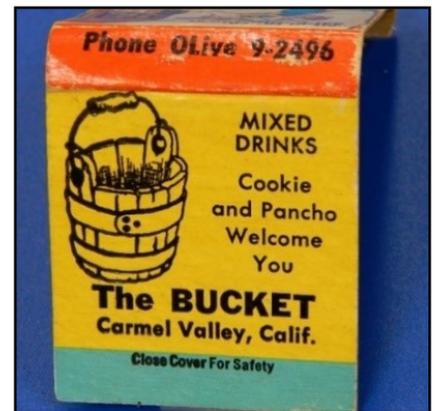
Vintage Matchbooks

By Jeff Ohlson, CVHS Historian



Every now and then somebody donates an old matchbook to the Historical Society. We gladly accept these relics of the past as they were part of a scene now passed into history. **The BUCKET, Rancho Del Monte Country Club, Airway Fountain & Dairy, and Robles Del Rio Lodge** matchbooks of the 1950s to 1970s shown above are such artifacts. Even the inside of matchbooks was used to advertise, as the one on the far right above shows. All their stories, however, have long since gone up in smoke!

The Society's Collections Committee always removes the striking ends for fire safety. In matchbook collecting parlance, this is known as putting them in a "shuck" state. The reason for the "CLOSE COVER FOR SAFETY" caution was that early matchbooks had the striking surface located inside that caused fires when striking. After the striking surface was located to the front side, safety was restored to the matchbook industry.



Philadelphia lawyer Joshua Pusey is credited with inventing the matchbook in the late 1890s. Matchbooks were soon offered to customers of tobacco products or left in the ashtrays of coffee shops and motels for the convenience of guests while at the same time advertising businesses.

Matchbooks were popular through most of the 20th century but saw a decline after the disposable lighter came on the scene as well as smoking bans in public places. This decline, however, has been replaced by matchbook collecting and there now are many matchbook collecting clubs around the world.

Revisiting Jamesburg Earth Station

By Jeff Ohlson, CVHS Historian



This last summer’s commemoration of the 50th Anniversary of Apollo 11’s moon landing also highlighted the part that the Jamesburg Earth Station (JES) played in getting live TV from the moon to our living rooms on July 20, 1969. This event is now considered one of mankind’s greatest achievements.

The rural setting of Carmel Valley’s historic Jamesburg Earth Station is pictured above along with two riders on horseback. These riders are identified as Sally Swanson and her daughter Kris from their nearby Whiffletree Ranch, circa 1970s.

In the photo to the left are Sally and Kris Swanson along with Walter “Robbie” Robinson, then maintenance manager at JES, and the Swanson’s horses “Macate” and “Hank.”

Financial Contributions (May, June, July)

General Fund: David & Francis Delfino, Donna Dormody, Ann Dusenbury, Jack McKay, Nancy Prior, Thomas Gladney

Tiles: Jan Doelman

Grants: Carmel Valley Garden Club, Carmel Valley Women's Club Foundation, Community Foundation for Monterey County

In Memory of Stephanie Culbert: Maxine Callinan, Anne & Reggie Jones, Jean Lee Saltsman, Art & June Taylor

Your generous support is greatly appreciated!

Donations: Documents, Photos, Artifacts, Library Materials (May, June, July)

Brian Baggett & Josh Scheid: 11"x 14" matted B&W photo print of "The Jamesburg Players" in costume

Elizabeth Barratt: Book: The Japanese of the Monterey Peninsula

Bill Bradley: Vintage matchbook from the "Rancho Del Monte Country Club", that was owned by Arnold Bradley

Maxine Callinan: Book: "Guide to Successful Entertaining" authored by CV local Virginia Stanton

Greg Henderson: Book: "Tirey Lafayette Ford" authored by Gregory Ford Henderson, member of the local Ford family

Chuck & Jane Hetland: Partial abalone shell found just above the flood plain of Carmel River off of Selfridge Lane. It had fallen from an oak tree where it had been nailed with vintage nails from 1820 or older.

Susan Jensen & Paul Singer: 7 DVDs pertaining to western horse art, history & training: "Tapadero", "The Remuda", "Corazon Vaquero", "The Heart of

the Cowboy"(2 copies), 'Holo Holo Paniolo', "Dancing with Horses"& "Keeping the West Western"

Jeff & Cherie Ohlson: 2 Books regarding typewriter interest & history (to be used in support of our current typewriter exhibit)

Ron Pierce: Personal letter & book: "Poetry & Sculpture" by artist/sculptor Djei Owens, the creator of the CV Madonna statue

Lynn Sakasegawa: Japanese Pioneer Families: The Issei of the Salinas Valley Family stories & photos from the late 1800s to 1942

Rick Simms: Photos & Scrapbook of past CVCYC events & fundraisers (late 70s & early 80s).

Jim Sweeney: Archival items & photos pertaining to CV Village Airpark

Michael & Cindy Thatcher: Carpet: 8' 6" x 11' 6" Nourison-2000, silk & wool (for the Victorian Parlor exhibit)

Jack West: Vintage 1934 California license plate #9H 58 75, mounted on wood. It was found burnt at the old Tassajara P.O. after the Tassajara fire.

In Memoriam Stephanie Culbert

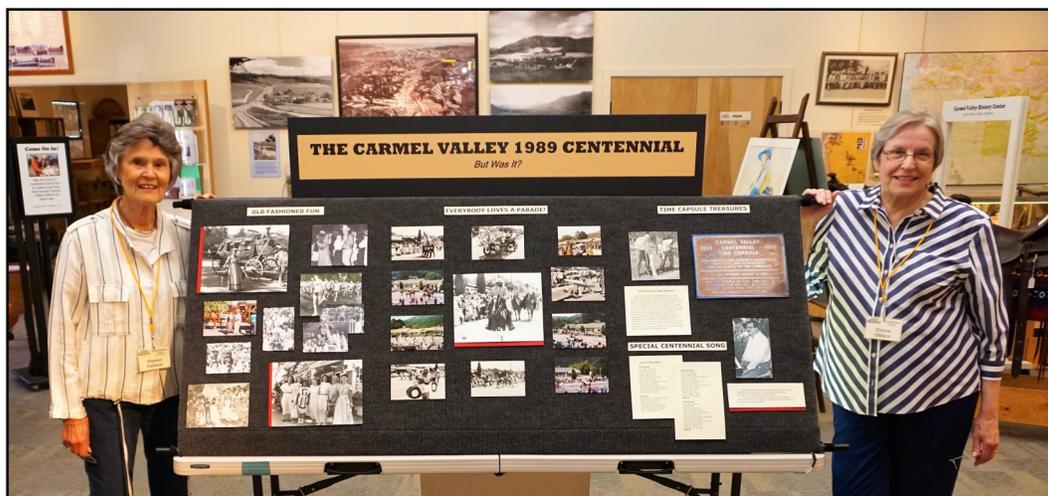


We are saddened at the passing of longtime CVHS member Stephanie Culbert, who died on June 2, 2019. Stephanie served as Treasurer during the Society's early days and spent many years as a member of our Board of Directors. Stephanie was exceptionally educated in local history. She amassed dozens of books on the life and works of Robert Louis Stevenson and on California and Monterey County history. Her donated book collection now forms a large part of our research library at the Carmel Valley History Center. She was known for her kindness and generosity. Stephanie will be especially remembered for the

delightful annual Christmas parties held at her home for Society members, where she could seat 50 people without a problem. A memorial service will be held in San Luis Obispo at a later date.



The Carmel Valley 1989 Centennial...or was it?



Curators Maxine Callinan and Cherie Ohlson have assembled photos and memorabilia in a new exhibit at the Museum in the History Center. Its opening was during this year's Fiesta which was the 30th anniversary of the 1989 Centennial Celebration. Stop by and reminisce a bit!

(P.O. from page 1) milking stool strapped about his waist to give you your mail..." He noted in another column that the "post office" was actually a desk in the Cahoon home's front room.

In 1903, the name "Carmel" was once more reassigned. This time it was given to a new post office established in today's Carmel-by-the-Sea. The postal facility in Carmel Valley was moved, renamed Tularcito, and opened on September 26, 1903 at Rancho Carmelo, beyond today's Carmel Valley Village. Although Montague M. Whitlock was named postmaster, he later departed, and mail service was designated as "never in operation."

It would be another thirty-eight years before Carmel Valley got its own post office. In the meantime, from 1903 until 1941, mail arrived on alternating days of the week by rural carrier from Monterey. One casual mail drop-off was Rosie's Cracker Barrel on Esquiline Road, where the post was left on the counter for Robles del Rio residents to pick up when they came in to shop.

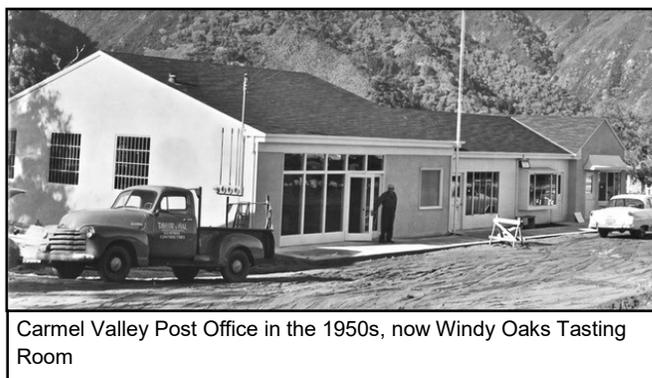
Before long, an official post office was established at Rosie's after owner William I. Henry, known as Rosie, was granted a contract to establish a 4th Class post office at Robles del Rio. After the facility opened on February 10, 1941, Rosie installed cubicles and a small kiosk inside the store for his customers. Collection was simple: daily, Rosie walked up to Carmel Valley Road to hang out a mail sack. The day's delivery was later carried back to the store to distribute. Year-round residents had their own slots, summer-only people and vacationers were relegated one large box.

Due to post-World War II population growth in the Valley, in 1949 the Robles del Rio

Post office was transferred to 1 W. Carmel Valley Road (now Valley Typesetters, Carmel Valley Village Chiropractic and Jim's Window Cleaning). The post office shared the building with Irene Baldwin's Real Estate office. Postal service lasted at this location until 1954.

During this period there was a name change when on June 1, 1952, the name Robles del Rio was officially changed to the Carmel Valley Post Office.

A brand new, spacious post office opened on February 20, 1954. As if coming around full circle, it was built as part of the White Oaks Plaza complex at 19 E. Carmel Valley Road (the space is now Windy Oaks Tasting Room). Designed by noted architect Francis Palms, the facility served patrons until 1975 when the present Carmel Valley Post Office at 11 Via Contenta was completed.



Despite several changes in locale since its 1886 beginnings in Jamesburg, the post office in Carmel Valley has continued to be a spot where patrons not only conduct postal business but also pause to meet and greet other locals in the course of the day.

Carmel Valley Historical Society

WEB | carmelvalleyhistoricalsociety.org
 FACEBOOK | @Carmel Valley Historical Center
 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

Board of Directors

Kim Williams	President
Gary Tate	Vice President
Dave Terdy	Treasurer
Cherie Ohlson	Secretary
Elizabeth Barratt	Recording Secretary
Dick Barratt	Member
Maxine Callinan	Member
Jeff Ohlson	Member
Ellsworth Gregory	Member Emeritus

Newsletter Production: Kim Williams

CARMEL VALLEY HISTORICAL SOCIETY
 PO BOX 1612
 CARMEL VALLEY, CA 93924-1612
RETURN SERVICE REQUESTED

PRESORTED STANDARD
 U.S. POSTAGE
PAID
 SALINAS, CA
 PERMIT NO. 164

Upcoming Events

Wednesday, Sept. 11

★ Talk by Jeff Ohlson-CV Ranching History (from Noon-2 pm at Church of the Good Shephard, Salinas)

Wednesday, Sept. 18

★ Great Bowles of Fire: CV Chamber Chili Cook-off (from 5 -8 pm at Carmel Valley Ranch) We are entering the cook-off!

Friday thru Sunday, Sept. 20-22

★ Better than Rummage Sale (from 9 am-4 pm at the History Center)

Saturday, Oct. 12

★ Talk by Jeff Ohlson-CV Vintage Airfield (from 4-6 pm at Palo Corona Discovery Center)

BETTER-THAN-RUMMAGE SALE

WHAT: BETTER-THAN-RUMMAGE SALE to benefit CVHS and the CV Kiwanis

WHEN: Friday, Saturday & Sunday, September 20, 21, 22 - 9:00 AM to 4:00 PM

WHERE: At the History Center

DONATIONS: Items must be useable and in good condition, gently used.

DESIREABLE ITEMS: Collectibles, shabby-chic, yard art, knick-knacks, antiques, clothes (but please nothing stained, torn, or zippers broken), tools and men's items, small furniture, chests of drawers, small cabinets and tables, dishes and kitchen items

CANNOT TAKE: electronics (but a large flat screen TV with remote is OK, but no old big ones), couches or large pieces of furniture (unless Sale Coordinator Cindy Thatcher deems it too good to pass up)

DROP OFF: Starting now –at the History Center during operating hours which are Saturdays 1-4 and Sundays 11-2. Please call Cindy Thatcher (831) 601-7657 or email Kim Williams at cvhs-president@gmail.com, if you cannot drop off at regular times and we will happily meet you at the History Center to accept donations. Arrangements can be made for a pick up if you cannot get out or don't drive, by calling Cindy.

Call or email Kim Williams to volunteer: 659-1307
cvhs-president@gmail.com

