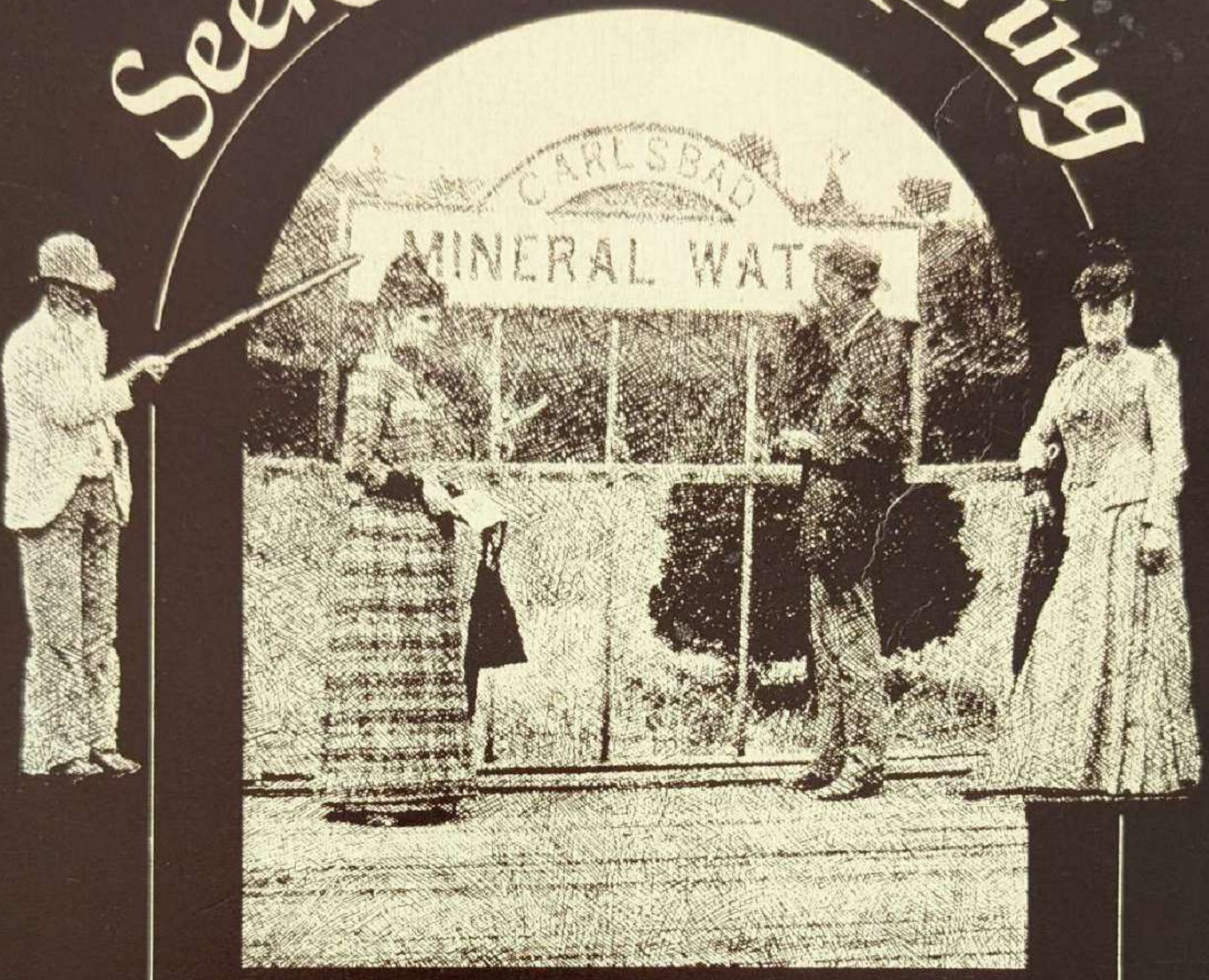
Seekers of the Spring


CARLSBAD
MINERAL WAT

A HISTORY OF CARLSBAD

By Marje Howard-Jones

Seekers of the Spring
A HISTORY OF CARLSBAD

From Franciscan friars to modern entrepreneurs, the seekers have come to Carlsbad, California. *Seekers of the Spring* chronicles their stories, their trials and triumphs. Based on official records and the reminisces of direct descendents, this local history presents a rich tapestry of community events, textured by individual lives and connected by the continuous, though not always visible, thread of water.

Illustrated with over 200 photographs, many from private collections and shared with local history buffs for the first time here, *Seekers of the Spring* begins with the first fishermen of Agua Hedionda lagoon—the indigenous tribes who welcomed the Franciscans on their trek north.

Following the friars came Hispanic Californios, Yankee pioneers, and thousands more seeking a new beginning. With water the key to the flourishing—or floundering—of their plans and dreams, their experiences are the key to Carlsbad's character.

Carlsbad's mixture of adobe haciendas and Victorian houses, expansive agricultural fields and backyard avocado groves, small-town atmosphere amid burgeoning industrial and commercial development echoes the city's evolution.

Seekers of the Spring focuses on the establishment of Rancho Agua Hedionda in the mid-nineteenth century and the subsequent founding of the town of Carlsbad in the 1880s. It extends through the community's growing pains, the development of agriculture and tourism and, finally, its incorporation in 1952.

A careful index of photographs, names, and subjects makes *Seekers of the Spring* fascinating reading for area residents both lifelong and newcomer and an invaluable resource for historians and genealogists.

Pierre-Yves Rougeaux

Marje Howard-Jones, although not a true old-timer in Carlsbad, has been a participating resident since 1960. She attended the University of California at Berkeley and is a graduate of U.C.S.B. A late-blooming career in journalism took her to the staff of the *Carlsbad Journal* at about the same time that the Carlsbad Friends of the Library commissioned her to revise its 1967 edition of *The History of Carlsbad*. After three years of exploring new reaches of local history and deeper involvement in the development of historical resources, she now devotes most of her time to the encouragement of community interest in Carlsbad's past, present, and future.

Published by the Friends of the Library
(Flame Productions)
Carlsbad, California

ISBN: 0-9608072-0-9 (HARDCOVER EDITION) 0-9608072-1-7 (SOFTCOVER EDITION)
LIBRARY OF CONGRESS CATALOG NUMBER: 82-70763

Seekers of the Spring

A HISTORY OF CARLSBAD

Published by: The Friends of the Carlsbad Library
Carlsbad, California
Copyright © by Marje Howard-Jones 1982
First Printing May 1982
Library of Congress Catalog Card Number: 82-70763
ISBN: 0-9608072-0-9 (HARDCOVER EDITION);
ISBN: 0-9608072-1-7(SOFTCOVER EDITION)

Seekers of the Spring

A HISTORY OF CARLSBAD

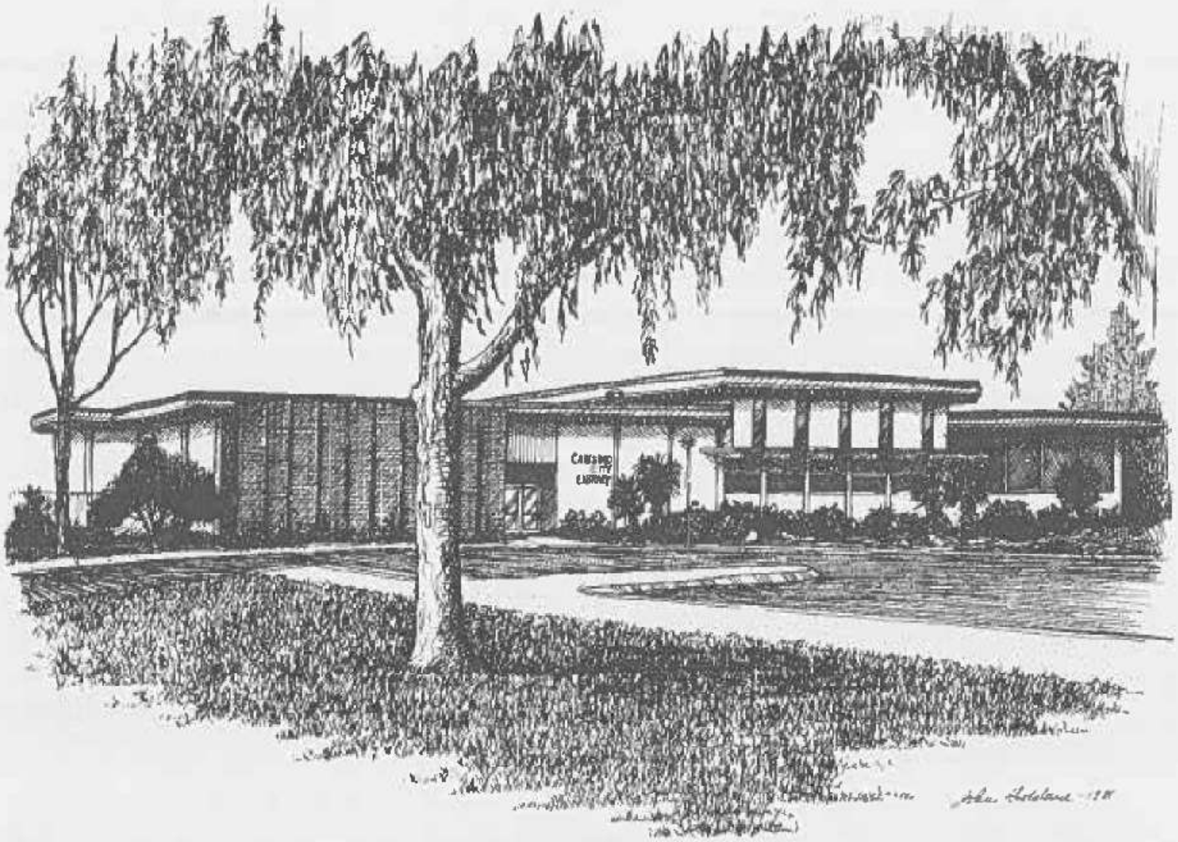
by Marje Howard-Jones
with drawings by John Goddard

Published by the Carlsbad Friends of the Library
Flame Productions
All proceeds from this book will benefit the
Carlsbad Friends of the Library

Maps by Becky Armstrong, Rick Engineering Company
Photo processing by Dyna Graphics
Production by Susan Johnson
Printing by Cymac Lithographers
Binding by Rogers Bindery and Sebco
Typesetting by Nova Typesetters

DEDICATION

This history of Carlsbad is dedicated to Tom Hammond, local historian and cherished native son. His wholehearted encouragement and the generous sharing of his own painstaking research were a substantial support for this writing. Before the tragic accident of April 1980 which deprived the community of his ebullient presence, he consented to the use of his account of Carlsbad's incorporation as the final chapter of this volume. Written in honor of the city's twenty-fifth anniversary in 1977, his contribution is treasured as a small taste of the complete history of Carlsbad that Hammond hoped one day to write.



ACKNOWLEDGMENTS

The first version of Carlsbad's history, published in 1965 by the Carlsbad Friends of the Library, proved to be just the first layer of a rich vein. The small green volume tapped new streams of information that brought names, dates and places into sharper perspective. It took nearly fifteen years for the Library Friends to commission an update of the original edition and another three years for it to be completed.

This history relates most particularly to the human experiences that shaped Carlsbad's destiny. Much of its content has been drawn from personal accounts of early residents and their families. A debt of gratitude is owed to all who patiently answered questions, unearthed treasurers from family albums and untiringly explored the recesses of prodigious memories.

Appreciation is expressed to Adeline Romo Trujillo, her aunt and godmother Adelina Marron Alvarado and her niece Stephanie Wolenchuk Turner, for helping to untangle the many branches of the Marron family tree. To Allan O. Kelly and Clarence and Ida Squires Dawson go thanks for information, reminiscences and identification of local landmarks dating back to rancho days.

The details of how Carlsbad came to be a town were enhanced by family lore provided by Delene Schutte Stromberg and Marian Reeder Evans. Others who parents were part of Carlsbad's beginnings are Minnie Kreutzcamp Carpenter, Elizabeth Ramsay, Georgette de la Motte Kirmse and George Crane. The rich history of Barrio Carlos was gleaned from information provided by Alberto and Romo Lapham Acuna, Ben Acuna, the Reverend John Henley and his wife Ruth, Manuel Castorena and Josephone Carreon. Other early residents whose photos and memories have contributed to this book are Charles Eyemann, Arthur Ennis, Fern Sayre Chase, Ed Kentner, Jr. and Mary Coffin Young.

Pioneer farmers Clint Pedley and Charles Ledgerwood provided valuable photos and information, as did Sam "Dude" Thompson Jr. Robert Frazee and Marjorie Frazee Mieke. Life in Carlsbad through the Depression and war years was described by Robert Baird, Mildred and Roger Dawson, Roy and Alta Boyer, Natalie Vermilyea, Dolores Hutflesz, Gladys Fraser and Virginia Killian Telford. The inside story of Carlsbad's movie colony was contributed by Olive Heisler. Max Ewald and Jack Kubota provided valuable insights into behind-the-scenes strategies of local water and real estate interests.

A special word of appreciation is due Glenn Hare and photo technicians at Dyna Graphics, Inc. for the generous allotment of time and expertise which they contributed in processing all photos for this volume. Further gratitude is expressed to Bob Ladwig of Rick Engineering for the expert map making services of Becky Armstrong.

Throughout this project, the writer has been grateful for the constant availability of an unofficial support team, always willing to listen, discuss, share resources and offer encouragement. Among these are Georgina Cole and Geoff Armour of the Carlsbad City Library and the late Chris Christiansen and his wife Kay of the Carlsbad Historical Society. The most long-suffering of aides have been Don Brown and Mary Froese of the Carlsbad Chamber of Commerce and attorney Stephen L'Heureux and his secretary Carol Kope, all of whom generously gave time, instruction and moral support for use of their computerized word processors.

As the manuscript approached completion, the many details necessary to convert it into a book have been capably taken over by typist Barbara Ladwig, photo archivist Jeanette Smale, and proof readers Mari Andersson, Martha Plender and Jackie Zamore. My deepest gratitude to publishing assistants Ann L'Heureux and Elaine Lyttleton, whose relentless attention to details and decisions has transformed a rough assortment of pages into a gratifying finished product.

To all of the above, my heartfelt thanks.

Marje Howard-Jones

TABLE OF CONTENTS

Introduction v
1 In Harmony with the Land 1
2 Bells and Bricks 5
3 A Clash of Flags 11
4 The End of the Westward Trail 21
5 Closing In on the Open Range 29
6 A Town for the Building 39
7 Hardy Survivors 51
8 Tiny by Tenacious 63
9 Just Add Water and 71
10 A Dream of Green 81
11 Seekers From the South 91
12 What This Town Needs 97
13 Not Just a Nice Place to Visit 109
14 Working Through the Depression 119
15 The World at Our Doorstep 131
16 The Biggest Boom of All 137
17 Like a House Afire 145

INTRODUCTION

In name and in fact, Carlsbad is rooted in water.

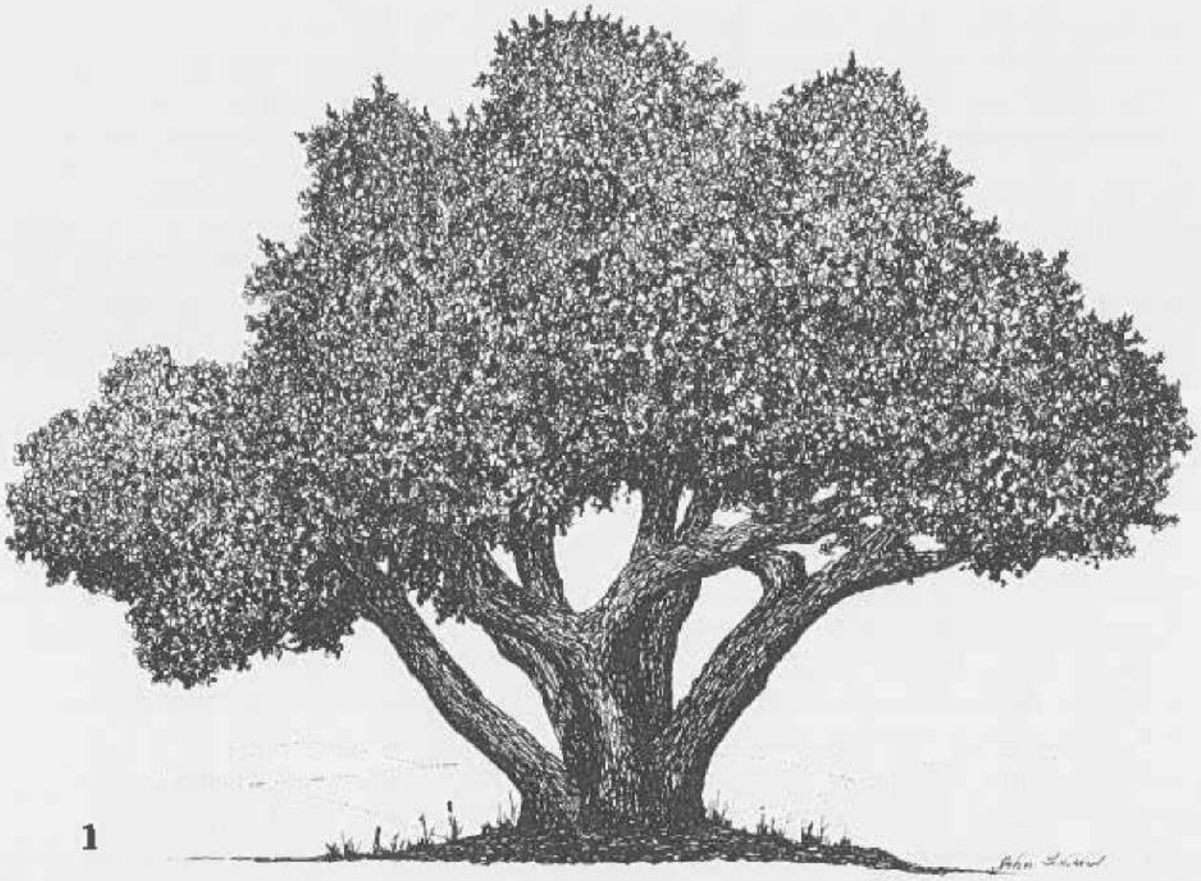
Its name was borrowed from a Bohemian spa whose waters were found to be identical to those drawn from a local mineral well. The fragrance of tidal marshes and a deserted Indian camp inspired Spanish soldiers to label Carlsbad's central lagoon *Agua Hedionda,* "stinking waters." Indians fished Agua Hedionda's quiet waters for centuries before Spanish colonization of territory claimed earlier by history's most daring seafarers. The land remained unchanged until the end of the nineteenth century when water became essential to Yankee dreams of prosperity. As the community grew, the beauty of the ocean fostered the development of Carlsbad's beach town atmosphere.

Although each era of pioneers left landmarks to record their progress, it is their lives that define Carlsbad's character. From primitive Indian culture, through transplanted Hispanics and American frontier folk, they all responded distinctively to their particular place in this community's time. Fortunately for Carlsbad, longevity and local continuity are leading characteristics of its earliest families. Many one-time pupils of the old wooden schoolhouse, who worked in the fields with their parents and were part of fledgling church congregations, have remained in their hometown. Their generosity with reminiscences and family photo albums has enabled succeeding generations to understand the motivations, sacrifices and triumphs that fostered the present and add luster to the future.

Like newcomers of today, many came to Carlsbad to build a life for themselves according to their own needs, skills and ambitions. In pursuit of their personal goals, they built the community that we have inherited. Understanding how Carlsbad came to be, we may recognize common ideals and objectives to build upon and preserve.

Situated on the Pacific Coast of Southern California, about thirty-five miles north of San Diego, the area now known as Carlsbad has been inhabited for more than 10,000 years. This local history is introduced by a brief description of the Luiseno Indians who knew the region as Palamai, and an account of Spanish and Mexican colonization clustered around Mission San Luis Rey, ten miles to the north. The main focus of the history is on the establishment of Rancho Agua Hedionda in the mid-nineteenth century and the subsequent founding of the town of Carlsbad in the 1880s. It extends through the community's growing pains, the development of agriculture and tourism and, finally, its incorporation in 1952.

The geographic boundaries of this historical survey include the combined areas of Rancho Agua Hedionda and the original town site. Because north-south street names in downtown Carlsbad were changed in 1947, they are referred to as they were known in the times being described. Therefore, it will be helpful to know that State, Roosevelt, Madison, Jefferson, and Harding Streets were originally numbered First through Fifth, respectively.



1

IN HARMONY WITH THE LAND

Twenty thousand years closer than now to the beginning of time, primitive tribes roamed the brush-covered hills and grassy valleys of what is now north San Diego County. Their lives were intertwined with the seasons, the flora and fauna—the natural elements of their own environment. Their culture was based on mystical interpretations of the forces of nature and nurtured in a universe of its own.

From the banks of Agua Hedionda lagoon to the top of a nearby hill, shards and shell fragments lie just below the surface of the sandy soil. They are remnants of the Luiseño Indians whose fishing camp, Palamai, was on the eastern edge of the tidal lagoon. The Luiseños were named by the Spanish explorers at the same time a nearby river was named San Luis Rey.

As descendants of Shoshone tribes that moved into Southern California from the Great Basin around 500 AD, the Luiseños were relative newcomers to the coastal region. Its prehistoric inhabitants were the San Dieguito Paleo Indians who evolved into the La Jolla-Pauma Indians nearly 6,000 years before the coming of Christ. It was the La Jolla Indians who added the grinding of nuts and berries to the simple foraging existence of their San Dieguito ancestors. This culture was further expanded between 500 BC and 1000 AD by the arrival of Yuman Indians from the desert to the east, who are credited with introducing new ceramic skills and a complex system of kinship.

The Yumans also brought a pattern of migration that later was adopted by the Luiseños. Attitudes between the Luiseños and the neighboring San Dieguito tribes ranged from disdainful to downright unfriendly, but contacts were often unavoidable as their movements followed the seasons, between the mountains and the coast. Winters were spent gathering shellfish from shallow lagoons and shoreline waters. As weather warmed towards summer, the tribes gradually moved to higher and cooler ground, gathering dry food for grinding and storing as they went. Flat stone metates, used for grinding, have been found throughout the eastern and southern sections of Carlsbad.

The Luiseños evolved into a more stable agricultural life when they began raising simple crops near Palamai. They built simple reed huts near where the creek formed a slough at the end of the lagoon and continued to live off the bounty of the land and sea. They were aware of the danger of eating shellfish caught in the red tide of summer, and they recognized the advantages of winter hunting for small hibernating or slow-moving animals. They hunted with spears and later with bows and arrows. They wove baskets for berries, nuts and other plant food that they gathered on spring excursions into the eastern hills and mountains.

Although seldom over five feet in height, the Luiseños were capable of walking thirty to forty miles a day. They had stocky frames, olive skins and round faces. During the winter they wore long capes of deer or rabbit skins, and small aprons or divided skirts in the warmer months. Women also wore basket-type hats to protect their foreheads from the cord of carrying nets used for foraging and other burdensome tasks. Because grinding was the most supportive food task and was done by women, Luiseño society was matrilocal and families followed the clan or village of the mother.

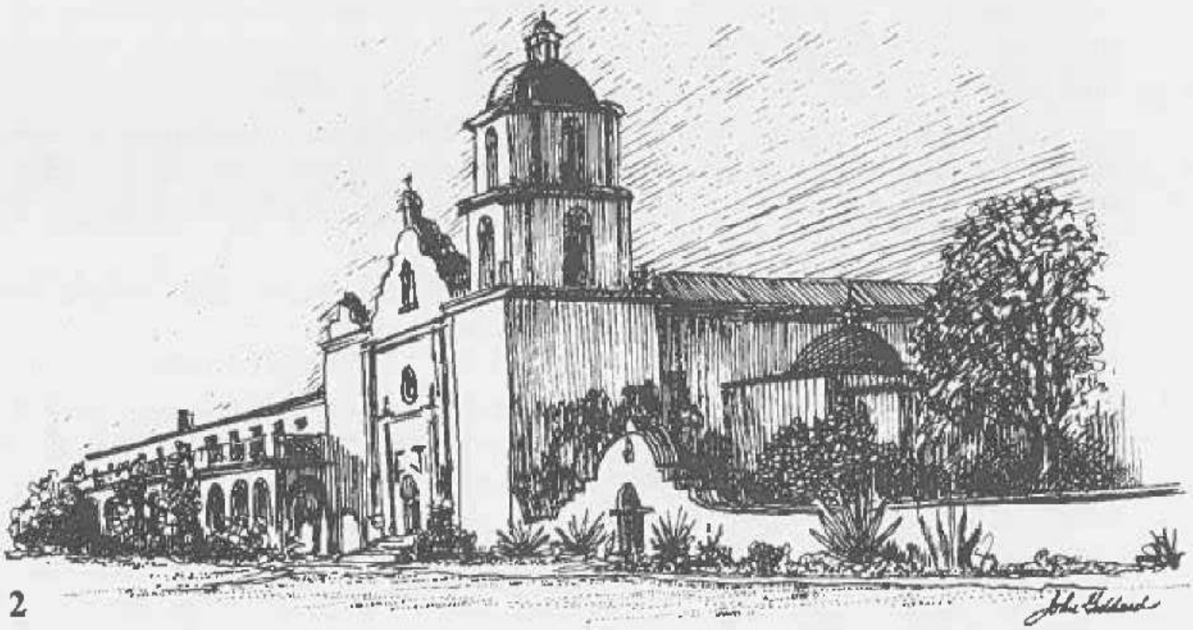
The culture of the Luiseños is noted for its mystical sensitivity and strong religious concepts. Its folklore indicates a deeply rooted and thoughtful view of the world and the mysteries of life. But it also had its practical side. Children were taught to respect their elders, bathe daily, eat slowly and sparingly and offer food to old people when they asked for it. Girls received the added admonishments to "not be stingy, tell fibs or look sidewise."

Such teachings were offered more as advice than rules, and Luiseños experienced very little social pressure to obey them. It was believed that any misdeeds would be punished by the spirits through bad luck or clumsiness. At the same time, the Luiseños recognized a broad selection of objects and spirits to be worshipped or kept happy—at a safe and comfortable distance. Death rituals included cremation and were based on a firm belief in a future life.

The tradition of peaceful coexistence with the forces of nature produced a people whose openness and adaptability eventually led to their own demise. In spite of inharmonious experiences with neighboring tribes, they greeted the eighteenth century Spanish expedition of Don Gaspar de Portola and Father Juan Crespi with curiosity and good will. Later there were those who resisted the authority and protection of this new, alien culture, but enough Luiseños accepted the offer of Franciscan blessings, food and shelter to diminish the structure of their primitive life within two generations. Whether by actual preference or the subtle show of Spanish force, the Luiseños drifted away from their ancient relationship with nature to become neophytes in a new pattern of authority and purpose.

Carlsbad Library

Looking south to Agua Hedionda lagoon.



2

BELLS AND BRICKS

Palamai was a deserted village in July, 1769, when the Spanish conquistador and Franciscan padre rested nearby with a small band of soldiers. Three days out from San Diego, they were the advance guard of colonization designed to secure Alta California, claimed more than 200 years earlier by discoveries of Juan Cabrillo. In their wake would come more soldiers, missionaries and settlers, whose footprints along El Camino Real, "the king's highway," would establish an indigenous Hispanic culture in the ancient Indian land.

It was a hot and dusty afternoon when Don Gaspar de Portola and Father Juan Crespi called a halt by the banks of a tidal lagoon. According to the padre's journal for Monday, July 17, 1769, the party had left San Alejo to the south at three in the afternoon. They had traveled for one league before descending into a valley where alders sheltered a deserted Indian village.

"We named this valley San Simon Lipnica," he wrote. "It is not very far from the shore and at the end of it we saw an estuary, although the sea was not visible."

As place names reflecting the padre's and conquistador's cultural backgrounds were entered in the expedition's official journals, the tired troops bolstered lagging spirits with jokes about the miserable place their leaders had chosen for a rest stop. Taking special exception to the scent of decaying fish and other debris, it was the soldiers who unwittingly christened the lagoon for posterity: "Agua Hedionda," the "stinking waters."

This was the ancient site of Palamai. Recording the expedition's progress north, Crespi described its next temporary campsite, which he named Santa Sinforosa, on the western side of the canyon. It was near today's intersection of El Camino Real and Tamarack Avenue.

"From our camp one could see on the top of a low hill, an Indian village. The inhabitants, warned of our coming by their neighbors of San Alejo, sent two of their number to beg leave to come and visit us. We gave them to understand by signs that they should defer the visit until the following day, but forthwith they went back to their village and in a short time, all the inhabitants came to our camp. There must have been as many as forty men, well built and good-looking. The leader or chief soon afterwards began his harangue with loud cries and odd grimaces, but, without giving him time to finish, we made presents to him and his people of some glass beads and sent them away. In the morning, they returned and remained quietly amongst us until our departure."

A broad green valley, half a day's journey from Agua Hedionda, was a promising site for a mission, Crespi noted. As they were greeted by the inhabitants of two Indian villages already established there, Crespi recognized the potential for a mission site. He designated it as San Juan Capistrano, in honor of "this glorious saint, who in life converted so many souls and may pray God in Heaven for the conversion of these poor heathen."

The place was right even if the name was not. It would be more than 30 years before Father Fermin de Lasuen would establish a mission in the valley that Crespi had described as "all green with good grass . . . many wild grapes and pools of good water."

By that time, the name of the "glorious saint" had been honored at the next Franciscan mission to the north, and Lasuen chose to name this mission San Luis Rey de Francia in memory of another Franciscan, King Louis X of France.

Within thirty years San Luis Rey would become the richest of all California missions. Father Antonio Peyri was left in charge of converting the Indians to Christianity and transforming their way of life to one based on European values and concepts. Fortunately, Peyri was a skilled craftsman and teacher who was able to use the materials at hand to carry out both his divine and practical work. He also was a devout man of God and dedicated to leading his "beloved children" to salvation.

Although the concept of a permanent shelter was unknown to the Indians, they soon learned how to form adobe bricks from the mud of the river bank and bake them in the sun. Adobe tiles, fired in crude kilns, were set on a roof supported by logs brought down from the mountains. Within six months, a small sanctuary had been constructed and 214 converts were living nearby. During this time, Peyri baptized 210 Indians, blessed 34 marriages and officiated at 5 funerals.

No building materials or tools were supplied by Spain, but Peyri, like his Franciscan brethren, was provided with two large cast iron bells. They were the most important element in Father Junipero Serra's plan for the California missions, designed to establish Spain's foothold in the new world. Once mounted, the bells would be a simple yet powerful symbol of authority, calling the Indian neophytes to work and worship and celebrating the tidings of the day. They literally became the "voice of the mission;" as they tolled, they effectively conveyed the power and protection of the Franciscan padres—and the king of Spain.

Comprehensive Planning Organization

Less poetically, the Spanish government sent small regiments of soldiers as the instruments of its power. Known as *soldados de cueros* because of their leather *cueros* (capes), they regarded duty in Alto California as punishment. Their discontent often was expressed in hostility towards the mission Indians they were supposed to protect. In order to shield their "children" from their defenders and focus the troops' energies on bandits and other unfriendly natives, the padres soon gained civil responsibility for the mission Indians and added judicial defense to their instructional and religious duties.

With completion of the first sanctuary and the start of a new and larger mission complex, Peyri turned his energies towards farming the surrounding land. Using stock and seed sent from Spain, he taught the rudiments of agriculture to the Indians. Soon, the mission was the heart of a sixty-mile-wide rancho where nearly 1,500 horses and 50,000 cattle often grazed the banks of Agua Hedionda lagoon. Upstream, beyond where Crespi and Portola had camped, Peyri and his neophytes built a small dam to irrigate crops of wheat and vegetables growing nearby.

According to Auguste Bernard-Cilly, captain of a French sailing ship which called at the mission in 1827, nearly 3,000 Indians were living at Mission San Luis Rey at that time. A prosperous trade in hides and tallow brought more ships to the mouth of the river than were anchored off San Diego.

Named for a king, San Luis Rey became known as the "king of the missions" and was Southern California's most active link with the outside world.

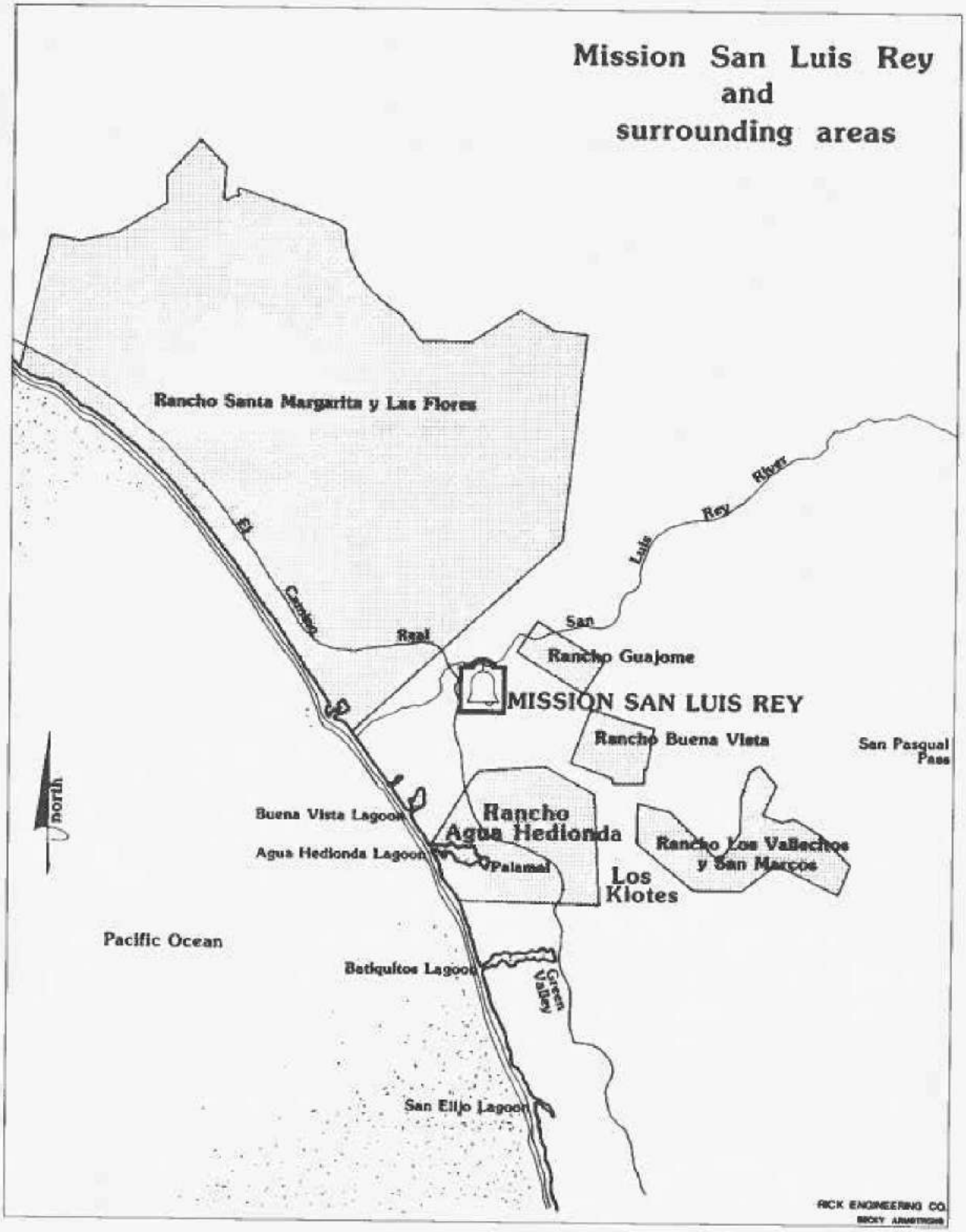
But even at the height of San Luis Rey's prosperity, a series of political events triggered the decline of the entire California mission system. In 1821 Mexico won its long struggle of independence from Spain. Although its immediate effects were geographically distant, the change in authority severed the settlers of Alta California from their traditional Spanish allegiance and culture. In order not to lose their converts and the fruits of their hard labor, the Franciscans reluctantly pledged loyalty to the new government of Mexico and tried to continue their work to the glory of God. Although some Spanish soldiers were glad to return to their homeland, many others accepted pensions to remain in the new land where, with new families and new ties, they gained a new identity as "Californios."

Second-generation Californios soon emerged as a new aristocracy. Native born and grown up into sedate roles of farmers, tradespeople or minor officials, their responsibilities were flexible enough to allow time for seemingly endless rounds of hospitality, gambling and drinking. At least, that was the impression gained by Huhant-Cilly and by Richard Henry Dana, a sailor on the Boston ship *Pilgrim* which called at California missions for hide and tallow. Both visitors were dazzled by the Californios' magnificent horses gleaming with silver trappings. Dana particularly noted the Californios' unusual gait on the rare occasions when they were out of the saddle and moving on foot. He also observed that although the usual diseases and epidemics of the East Coast were not apparent in Alta California, most of his genial hosts had been touched by what he called "Californio fever — laziness."

After Mexican independence, the Californios' energy was revitalized. The Mexican government was so deeply involved in its own internal affairs that control of Alta California was left in the hands of hastily appointed governors having no real authority. In the political and economic vacuum that ensued, the Californios perceived the power inherent in their long residence in Alta California. Although they initially scorned the ragtag bands of Mexican *colonistas* that swarmed across the Sonoran desert, their attitude became more defensive when they realized the potential threat to their once boundless territory. Seeking to strengthen the claim to their new homeland, they had only to look at the sleek herds of mission cattle and acres of mission grain and see that the key to security and prosperity lay close at hand.

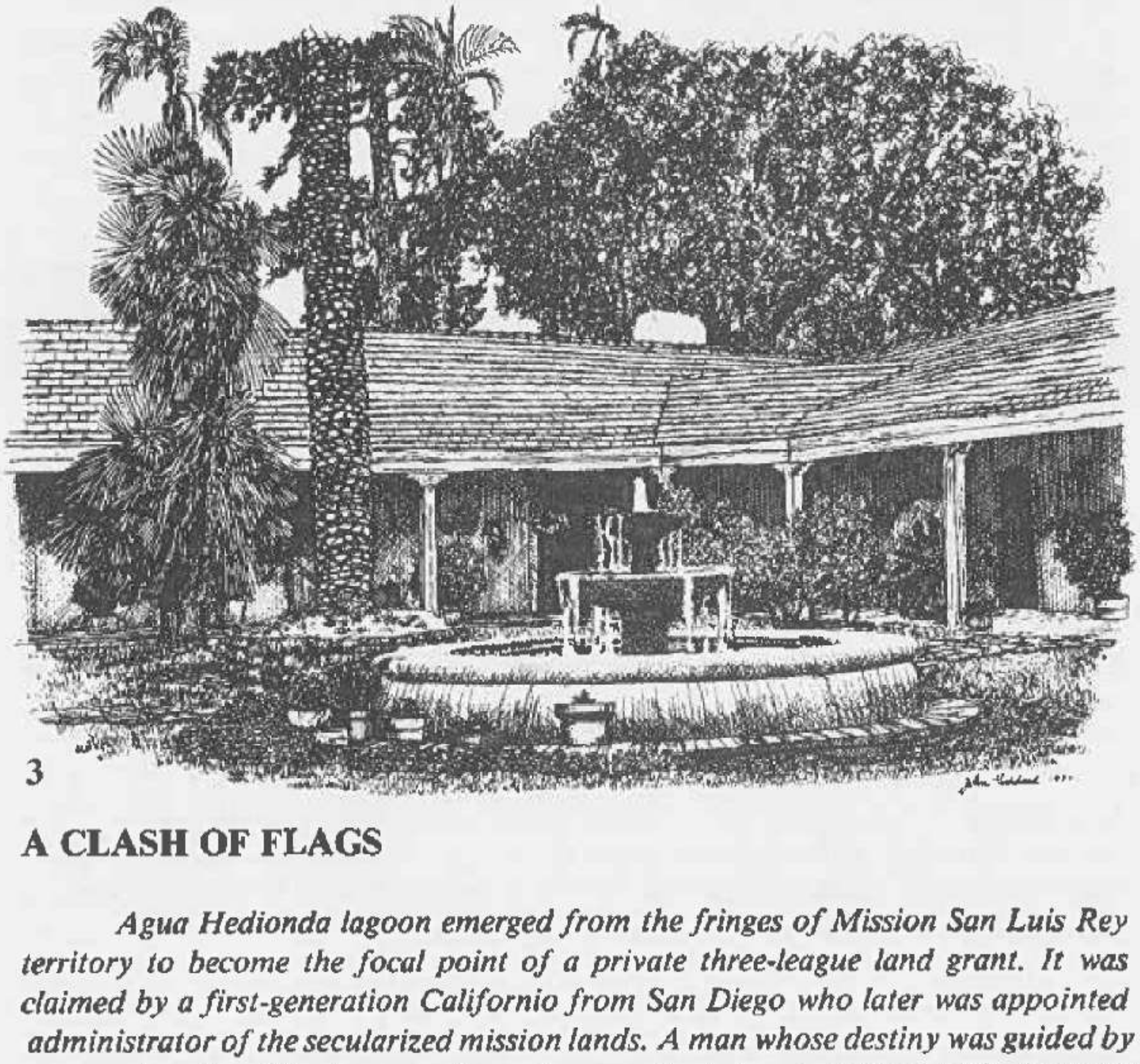
Within a little more than a dozen years after Spain's withdrawal from the new world, the Californios successfully pushed for a series of "reforms" which effectively separated the Franciscans, first from their work force and then from their land. In 1826 the Mexican government heeded the "humanitarian" urgings of the Californios and emancipated the Indians, removing them from the legal jurisdiction of the padres. Just as the Californios had foreseen, many Indians left the missions when they realized that the padres no longer had real authority over them. Those who ventured out on their own were frequently victimized and degraded by the Spanish Californios, while the padres and those Indians who remained loyal to them were forced to work even harder to keep the missions productive. The final blow came in 1833 when the mission lands were secularized and made available for private settlement. This left the padres with only their churches and religious duties among the faithful few. It has been said that Indians sometimes crept into the deserted mission courtyards to ring the old iron bells in sad memory of earlier times.

With the mission lands available for resettlement by Californios and Mexican settlers, a series of political battles dominated Alta California. Compounding the struggles was the sighting of English and Russian ships on the western horizon while American trappers were coming over the mountains to the east, all intent on gathering their shares of California's rich fur harvest. The legendary hospitality of the Californios quickly eroded. Every stranger became a potential enemy, and isolated haciendas became small armed camps. The only unifying thought was a spirit of regional independence, nurtured by political bickering and small military skirmishes against a constantly shifting feudal authority.


Mission San Luis Rey
and
surrounding areas

Rancho Santa Margarita y Las Flores
El Camino Real
San Luis Rey River
Rancho Guajome
MISSION SAN LUIS REY
Rancho Buena Vista
San Pasqual Pass
north
Buena Vista Lagoon
Rancho Agua Hedionda
Agua Hedionda Lagoon
Palamai
Los Kiotes
Rancho Los Vallecitos y San Marcos
Pacific Ocean
Batiquitos Lagoon
Green Valley
San Elijo Lagoon

RICK ENGINEERING CO.
BECKY ARMSTRONG



3

A CLASH OF FLAGS

Agua Hedionda lagoon emerged from the fringes of Mission San Luis Rey territory to become the focal point of a private three-league land grant. It was claimed by a first-generation Californio from San Diego who later was appointed administrator of the secularized mission lands. A man whose destiny was guided by personal and political connections, he punctuated pragmatism with dramatic gestures to survive the transition from Mexican rule to American occupation. But the ultimate cost was paid after his death when his family was forced to relinquish its claim on the land.

The original grantee of Rancho Agua Hedionda was Juan Maria Romouldo Marron II, who was born in San Diego in 1808. He was the son of a Spanish seaman, Juan Maria Marron I, and the grandson of Rafael Marron, who had been a *soldado de cuero* at San Diego Presidio from 1780 to 1790. Rafael Marron returned to Spain when his tour of duty was completed, but Juan Maria Marron I remained in the new world. He left his Spanish ship and joined the local mission garrison before marrying Maria Ruiz at Mission San Diego de Alcala in 1806.

Juan Maria Romouldo Marron II and his five younger brothers and sisters were typical of second-generation Spaniards in Alta California. They grew up in a closely-knit colony, strong in its allegiance to a distant throne and totally dependent on its members for security in the isolated land. Cut off from their cultural roots when Mexico gained independence in 1821, their lives for many years remained untouched by that historical event.

Romouldo Marron, as he will be known in this history, appears to have been born to prominence. His was twice elected *regidor,* a member of the local civic government, while still a young man. His marriage to Felipe de Jesùs Osuna in 1829 linked him to one of San Diego's most prestigious families; his father-in-law had served as *alcalde* (mayor) of the small but strategically located town, and his mother-in-law was aunt to Pio Pico, one of early California's most notable figures.

In 1831, Marron joined Pico and other independently minded Californios on a nocturnal march to Los Angeles to confront the small army of Governor Manuel Victorio. Their military protest focused on the governor's opposition to secularization and his high-handed manner of enforcing his views and edicts. Although Victorio's troops were more numerous and better trained, Pico's small band of insurgents managed to wound the governor before retreating into the cold December night. The Californios may have lost the battle but they won their point and Victorio resigned. When sufficiently recovered from the injuries inflicted by the rebellious San Diegans, the former governor followed them south as far as Mission San Luis Rey, where his old friend Father Peyri nursed him back to health. Then both men, realizing that the tide had irrevocably turned against them, boarded ship in San Diego and returned to Mexico.

Two years later when secularization was accomplished, Pio Pico and his brother Andreas Pico were named administrators of the Mission San Luis Rey lands. It was they who carved a vast tract of land from the once proud and productive mission acreage and claimed Rancho Santa Margarita y Flores for their own. According to the accepted procedure of the time, they had only to draw a rough *diseño* (map), of their land, promise to build a *hacienda* (ranch house) and establish livestock on it. Other ranchos later superimposed on the old mission lands

Sylvester Marron I

Juan Maria Romouldo Marron II

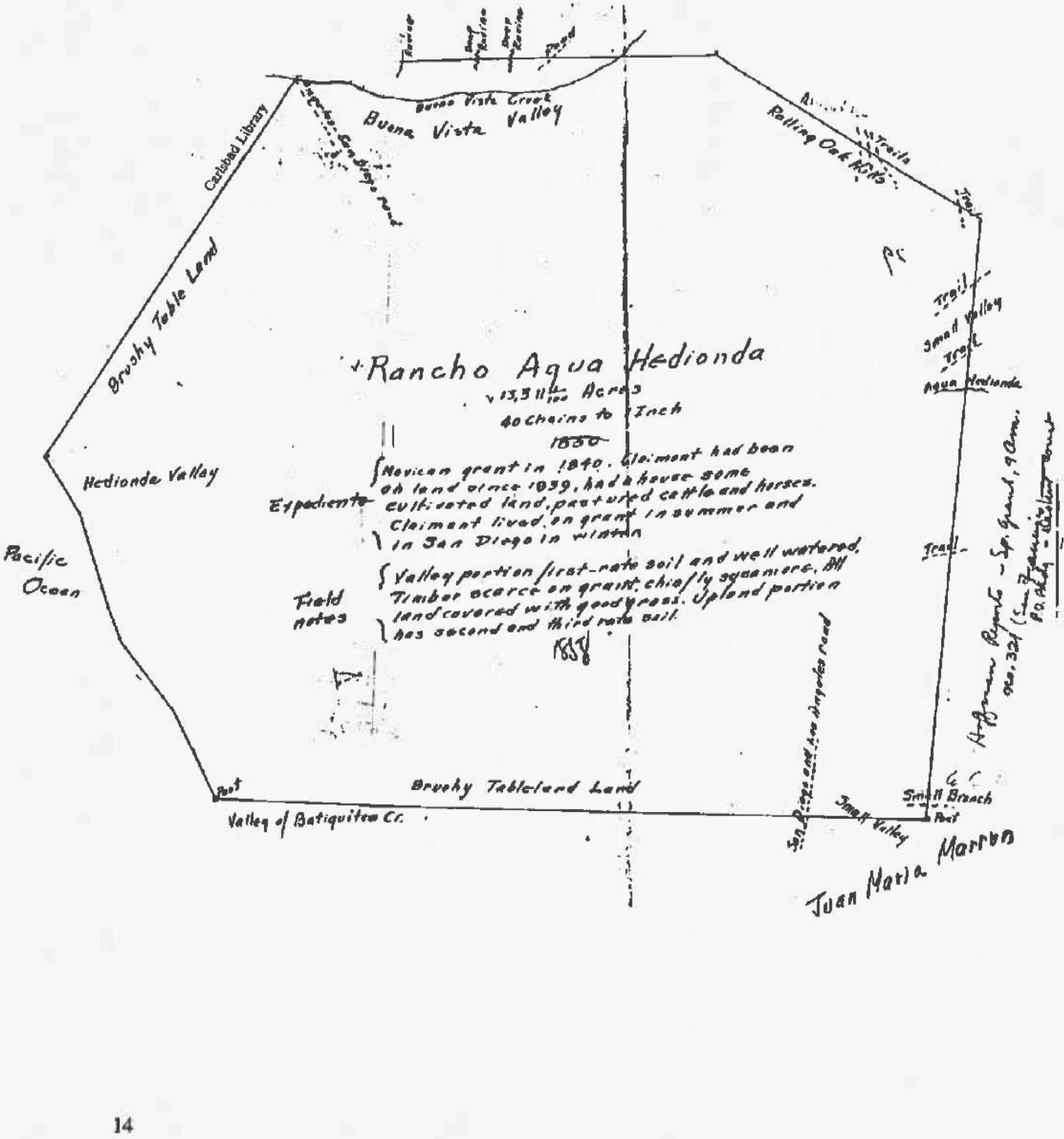
Sylvester Marron II

Marron family

were Los Vallecitos de San Marcos, Buena Vista, Guajome and Agua Hedionda.

The land between the ranchos and their hilltop haciendas became a huge open range. Some Indians received grants to small plots of less desirable land, but two generations of mission protection and guidance had left most of them incapable of self-sufficiency. They became easy prey for land-hungry settlers who easily bought their land at a fraction of its worth and then hired them as cowhands and other low-paid workers. By 1840 it was estimated that 220 Indians were employed by 150 settlers in the San Luis Rey area.

Juan Maria Romouldo Marron stepped off the boundaries of his claim to Mission San Luis Rey lands in 1843. He had been running cattle at Rancho Cuevos de Venado, near Tecate, and later acquired grazing land near San Juan Capistrano. He and Doña Felipe retained their prominence in San Diego, where his reputation as a perennial official fit in well with her recognized ability as a sharp business woman. Although Marron was the only one of his parents' children to learn to read and write, his wife remained illiterate to the end of her days. Wintering in San Diego and traveling to the ranch for the summer months, the Marrons had a lifestyle that was duly noted in the local San Diego press. Of particular interest was Doña Felipe's acquisition of the town's first horse and carriage, enabling her to shorten the usual one-day journey by ox-cart to the rancho.


Rancho Aqua Hedionda
13,311 $\frac{..}{100}$ Acres
40 Chains to 1 Inch
~~1850~~
Expediente
Mexican grant in 1840. Claimant had been on land since 1839, had a house some cultivated land, pastured cattle and horses. Claimant lived on grant in summer and in San Diego in winter
Field notes
Valley portion first-rate soil and well watered. All Timber scarce on grant, chiefly sycamore. Upland portion land covered with good grass. Upland portion has second and third rate soil.
1858
Carlsbad Library
Ravine
Ravine
Ravine
Road
Buena Vista Creek
Buena Vista Valley
San Diego road
Rolling Oak Hills
Trails
Trail
Trail
Small Valley
Trail
Aqua Hedionda
Trail
Brushy Table Land
Hedionda Valley
Pacific Ocean
Post
Valley of Batiquitos Cr.
Brushy Tableland Land
San Diego and Los Angeles road
Small Valley
Small Branch
Post
Hoffman Reports - Sp. Grant, 9 Am.
no. 321 (San Francisco
P.O. Ahly - Archives)
Juan Maria Marron

Marron originally named his three-league grant "San Francisco." Its boundaries extended about a mile south from the mouth of Agua Hedionda lagoon, then east to a large sourberry bush on the dusty coastal plain. The next landmark of the five-sided rancho was to the northeast, where a pile of rocks on the far side of a small knoll turned the boundary north to Buena Vista creek. From this point, the rancho followed the lay of the land along the creek to El Camino Real and then south again to the north shore of Agua Hedionda. Today's landmarks for the 13,211-acre rancho are: the Encina power plant and Terramar beach, south to Palomar Airport Road, east to Carlsbad Raceway, northeast to the Palomar Unitarian Fellowship on Sycamore Drive in Vista, north to Tri-City Hospital on Vista Way, west to Camino Plaza Real shopping center on El Camino Real and south along Jefferson Street to Agua Hedionda lagoon.

In 1844, Marron built a three-room adobe hacienda on a knoll overlooking the trail blazed by Portola and Crespi. By that time, popular usage had permanently changed the rancho's name back to Agua Hedionda. The hacienda has survived the years, although its foot-thick walls and flat adobe tiles were nearly weathered away before Carroll Kelly, the property's current owner, rehabilitated the simple structure and added two wings to enclose an inner patio. Now flanked by a golf course and training stables and overgrown with trees and vines, the hacienda is scarcely visible to passing motorists on the four-lane highway that El Camino Real has become.

The Pico brothers became notorious for their harsh and often cruel treatment of Indians living on the old mission lands. Their insensitivity extended to the equally disenfranchised mission padres, who, with nowhere else to go, were forced by the Picos to live with the rough and ready rancheros in the Indian village of Las Flores, on Rancho Santa Margarita.

In 1839, the Picos were relieved of their administrative responsibilities in the San Luis Rey area. Six years later, after a series of majordomos tried to keep the nearly bankrupt mission lands intact, Romouldo Marron was appointed the chief administrator of San Luis Rey Mission. His appointment became official on July 20, 1845, and included a yearly salary of $300. While he divided his time between his own rancho and the mission lands, his wife looked after the needs and small parish duties of Father Jose Maria de Zalvidea, the mission's frail remaining priest.

The easy rhythm of their days came to an abrupt halt in the summer of 1846 when the California missions were hurriedly sold to prevent them from falling into the hands of Capt. John Fremont and his fast-approaching American troops. Pico, who by then had become the Mexican governor of Alta California, joined forces with his brother Jose Antonio and a friend, Jose Antonio Cot, to purchase the mission for $2,000 in cash and $437 worth of grain.

In August, as the Yankee soldiers approached from the north, enroute to join Commander Robert Stockton in San Diego, Father Zalvidea died and Pio Pico went into hiding in the Santa Margarita mountains nearby. According to Dona Felipe's reminiscences, "foreign armed people" had already surrounded the mission when the governor's aide, Don Jose Matias Moreno, came to warn the Marrons of Fremont's impending arrival. Realizing that the soldiers would be looking for Pico and would consider Matias to be a fair prisoner, the wily Doña Felipe wrapped a bandage around the young man's head and put him to bed as her sick nephew. Then she kept the Americans at the mission gate as long as possible, assuring them that although Pico was at Rancho Agua Hedionda, they could search the mission as soon as her husband returned home from the fields. The Americans dutifully waited for Marron to remove his spurs, then inspected every corner of the mission, including the granary where Matias initially wanted to hide but they paid little attention to the poor sick nephew.

After camping overnight by the mission fountain, the Americans left. They were followed soon after by Matias riding out to meet Pico on one of the Marrons' best horses. Within hours, Captain Archibald Gillespie received information that the young aide was still at the mission and, returning with troops, demanded that Matias be turned over to him. Knowing that Pico and Matias were by then on their way to Baja California, the Marrons could only announce that he was no longer there, whereupon the angry Americans ordered them to leave the mission at once.

The homecoming to Rancho Agua Hedionda was another blow. Because Marron had managed to cultivate a friendly relationship with Stockton after the American occupation of San Diego several months previously, his neighbors regarded him with suspicion. Their resentment and distrust were expressed by continual harassment and acts of vandalism of Marron's rancho.

With no official responsibility at the mission and with unfriendly neighbors all around them, the Marrons soon yearned to return to San Diego. Although Marron had built his own home in the Spanish town in 1825, he and his family sought refuge for a few months with José Estudillo, an old friend. They tried to preserve good relationships with all factions, but when they heard that the Californios were preparing to attack San Diego they planned to travel north again to be out of the line of fire.

In order to obtain a safe exit from San Diego, Marron promised not to take arms against the Americans, but to the watchful Californios his negotiations looked like fraternization. Once more, the family's return to Agua Hedionda was a disappointment. Not only had their food and livestock been appropriated, but accusations of being couriers for the Americans greeted them at every turn. According to

Doña Felipe, she and her servants began to gather as much raw dry food, grasses and berries as they could hide in the brush, "so that when the war was over, we would have something to eat."

Finally, just after Christmas in 1846, Marron had an opportunity to demonstrate his loyalty to his fellow Californios. Disregarding his pledge to Commodore Stockton, he and his brother-in-law, Leandro Osuna, joined the rebellious native sons in ambush of General Stephen Kearny's forces, enroute from the east to San Diego. Arrayed in their most brilliant silver trappings and astride their finest horses, the symbols of their glory, the Californios rode twenty-five miles to the San Pasqual valley. As Kearny's men rode down the mountain, a misunderstood order to trot sent them straight into the Californios' camp. Osuna's lance struck Captain Abraham Johnston, causing the battle's first fatality; Captain Gillespie, who had banished Marron from Mission San Luis Rey, also was killed in the confrontation. The weary Americans were barely able to retreat with their many dead and wounded comrades.

The Californios' triumph was short-lived. As they withdrew to Pauma to savor their victory, they provided an easy target for a band of Indians, armed and thirsting for revenge. Only a few Californios were seriously injured in the ensuing skirmish, but the attack severely tarnished the success of their own earlier ambush. As for Marron, the shared ordeal of two battles in one night generated no new warmth from his *compadres,* whose continued not-so-subtle pressure to leave finally broke the Marrons' determination to remain in the north.

They requested American permission to return to San Diego — for the last time. As his wife recorded the journey, "our sons went to round up what little livestock that remained and the Californians believed that it was to have (it) ready for them. One day about three or four in the afternoon, we left the ranch, driving a flock of sheep and lambs and larger livestock and with two wagons loaded with poultry and whatever else we could gather up. We traveled on foot, others by horseback and others in the wagons. We traveled all that night along the beach and we arrived at Tecolote (north of the San Diego River mouth) at the break of day when the sun's rays were just beginning to touch the beach. My husband put up a white flag and at that moment they came to receive us, and they let us enter."

As they rode into San Diego, Marron and Osuna carried lances still stained with the blood of San Pasqual. Dona Felipe noted that their appearance caused great fear among the Americans and great anxiety to her, but the family settled into the Yankee-occupied town without further incident. In the aftermath of his apparently futile efforts to overcome his neighbors' suspicions, Marron apparently decided to join with the new power structure.

Records indicate that Juan Maria Romouldo Marron never lived on Rancho Agua Hedionda again but there is evidence that, just before his final return to San Diego, a portion of it was leased to John Brown, an American sailing captain. According to a lawsuit filed in 1858, Brown stated that during the transition from Mexican to American occupation of California, he had lost a crop of corn to troops commanded by General John Fremont and that his home and livestock were taken under threat of capture by General Andreas Pico and a company of Californios. Brown's claim was substantiated by written statements from John Bidwell, magistrate at San Luis Rey mission, and testimony by Leandro Osuna who affirmed that on September 27, 1845, he lived "on the ranch of San Francisco, near said Brown's residence," and was familiar with the property Brown had lost. The suit, filed against the United States Government, was never settled, but a bill for the relief of Lucy Brown Wentworth, the plaintiff's daughter, was introduced into Congress in 1932. At that time, the value of the lost property was estimated at $1,470 and with interest would have made a substantial settlement. However, Mrs. Wentworth died in San Diego in 1934, before the matter could be finalized.

Back in San Diego, Romouldo Marron soon regained the political limelight and in 1848, just two years after the Battle of San Pasqual, he was elected mayor. The discovery of gold in Northern California was sending cattle prices soaring to $75 a head in San Francisco. Meantime, in San Diego, the food demands of hungry miners plus swarms of Mexican immigrants rushing to join them in the gold fields meant a rising economy but a sharp decrease in law and order. Hotels and saloons with gambling halls flourished, while local newspapers carried stories and letters decrying the lack of decency and safety in the muddy streets. One article went so far as to name names of offending property owners, and among those identified was the esteemed Juan Maria Romouldo Marron.

The patron of Rancho Agua Hedionda lived in San Diego for five years before his death on September 23, 1853. Marron's obituary notice in the San Diego *Herald* noted that he left "an unconsolable widow and interesting family to mourn his loss." His own father, Juan Maria Marron I, had died in the Northern California gold fields of Stanislaus County. Of Romouldo Marron's five children, none retained an active interest in the rancho with the slight exception of Maria de la Luz, the only daughter; her husband, José Maria Estudillo, whom she married in 1862, was one of the signers of a note secured by the ranch property in 1860. The four Marron sons apparently went their separate ways into other parts of Southern Caliifornia.

The most "interesting" member of the Marron family appears to be Sylvester Marron, often thought to be the eldest son of Juan Maria Romouldo because of his sustained involvement in Rancho Agua Hedionda. However, all records indicate that he was born in 1828, at least one year before Felipe Osuna Marron's stated date of her marriage. It is more likely that Sylvester Marron was Juan Maria Romouldo Marron's much younger brother; in any event, it is his branch of the family that retained claim to the rancho.

Another interesting though not unusual aspect of the Marron family has been its close relationship with the Osunas. With only a relative handful of households in isolated communities, intermarriages were common in these early days, but the prominence and ubiquity of the Osuna family throughout Southern California makes this connection worthy of note. The marriage of Felipe Osuna and Juan Maria Romouldo Marron was only the first of a long sequence of unions between the two families. Marron's sister, Isabel Francesca, married his wife's brother, Leandro Osuna, in 1840. An Osuna cousin, Leonora, married Sylvester Marron in 1849 and after her death, Sylvester married her widowed sister, Pilar Osuna Valenzuela. The pattern was repeated in the next generation as Sylvester's sons, Jose Maria and Sylvester II, married their stepsisters, Sarah and Rosa Valenzuela.

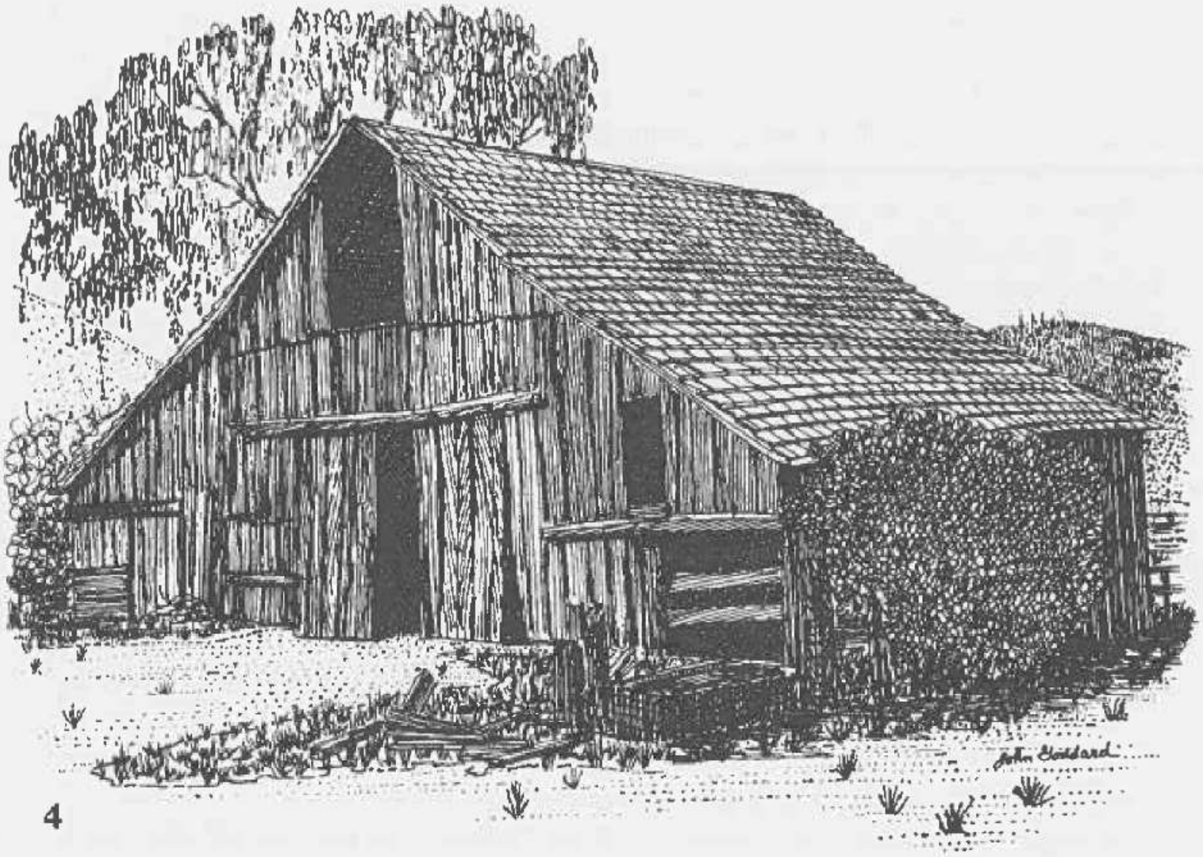
Two years after the death of Juan Maria Romouldo Marron, his widow and children resumed part-time residence at Rancho Agua Hedionda. They repaired their neighbors' damage to their hacienda, but there is little evidence that they shared the short-lived prosperity of other cattle ranchers in the area. The stick-figure brand identifying livestock belonging to Juan Maria Marron III did not appear until later in the century.

The general economic depression that followed the gold rush found the Marron family in unusually straitened circumstances. In 1858 they obtained mortagages on their land from José Maria Estudillo and Lt. Cave Johnson Couts, an Anglo neighbor. Two years later they leased the entire rancho to Francis J. Hinton, an East San Diego rancher who already owned land in Jamacha. This agreement bore signatures of Maria de la Luz Marron, Jesus Marron, José Maria Estudillo and an "X" signifying the name of Felipe Osuna y Marron.

That transaction proved to be the most fateful one of all. Two months later, another lease of Rancho Agua Hedionda land was obtained by Joe Manasse, a Prussian immigrant to San Diego. Perhaps in anticipation of what was to follow, the Manasse lease provided the Marron family with lifelong rights to gather salt from the lagoon. But whether foreseen or not, these agreements ended the Marron claim to the Mexican land grant.

Records indicate that neither interest nor principal on these lease-loans was paid by the Marron family. In 1861, A.S. Ensworth of San Diego mentioned the proud family's plight in a letter describing the generally bleak economic situation in the county, stating, "Sylvester Marron owes Joe Manasse more than he can pay."

The rancho's actual transfer to Francis Hinton seems to have been based on the default of his own trust deed plus the Manasse lease which he also had purchased. The Marrons bitterly contested the matter in court for many years. They claimed that the trust deed was not intended as an instrument of foreclosure, but merely security for a loan which would eventually be repaid. Local legend describes the transfer as having taken place over a game of cards but a more likely version is that Hinton foreclosed the mortgage and assumed resident ownership of his leased land when the trust deed was not repaid.



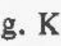
4

THE END OF THE WESTWARD TRAIL

Their territory's admittance to the Union spelled an end to the Californios' melodramatic approach to self-government and the beginnings of a success-oriented society. Family pride and the graces of Hispanic culture were replaced by a no-nonsense attitude toward working the land, using tools and skills honed on the principles of manifest destiny. The flamboyant Californios continued to add flavor to the local scene, but the dominant rhythm was quicker than most of them were prepared to follow.

The Yankee takeover of Rancho Agua Hedionda marked the beginning of the land grant's peak of productivity. Hinton and his overseer (then known as majordomo) Robert Kelly, who later inherited the rancho, established reputations for honest and capable dealings as ranchers and respected citizens. Kelly's tenure on the land coincided with the end of the open range and the start of extensive real-estate development which followed in the wake of the railroad.

Francis J. Hinton came to San Diego in 1852 after two years' service with the Mexican Boundary Commission. After completion of the survey to establish the southern limits of Arizona and New Mexico, he joined W.B. Hooper in the operation of a Yuma trading post. The successful business enterprise enabled Hinton to amass sufficient capital for his ultimate goal of ranching. Thanks to an ability to purchase good land and hire skilled help, his first San Diego county holding, in Jamacha, also was profitable.

When Hinton later leased Rancho Agua Hedionda, he sought out a former Yuma acquaintance to serve as his majordomo. Robert Kelly also had migrated west from Arizona and was working in a San Diego general store when Hinton offered him a share in the responsibility — and profits — of cattle ranching. Kelly's acceptance and the appearance of livestock bearing Hinton's  and brands grazing the hills and valleys surrounding Agua Hedionda lagoon signaled the start of the rancho's most prosperous era.

Thanks to a series of land deals and mining interests in Arizona, Hinton soon became a wealthy man. His many business enterprises kept him away from the rancho for extended periods of time, leaving its management in Kelly's capable hands. Records indicate that Hinton took great pains to organize his estate before he died in 1870, but his bequest of Rancho Agua Hedionda to Kelly was not to be honored without considerable controversy.

The Marrons contested the legacy for several years until 1875, when Kelly made a goodwill settlement granting Sylvester Marron 362 acres of land at the northern edge of the rancho. A formal agreement between the two parties included a condition that the grant was in return for all Marron interests in Rancho Agua Hedionda.

Eleven years later, the Marron family resumed litigation, claiming the right to repay the original $6,000 debt and assume possession of the ranch. The matter came to trial in April of 1887, at which time Kelly established Hinton's authority to take possession of the ranch until the $6,000 was paid. He also declared that the critical trust deed had contained a proviso for foreclosure on the mortgage and the right to sell the ranch if payment was not made. Had this been done, Hinton would have retained $6,000 and costs. Finally, Kelly stated, the trust deed was replaced by a grant deed in 1865.

The Marron claim was not upheld by the court and, according to a news item in the April 16, 1887 *San Diego Union*, the family's claim of $200,000 in court costs also was denied. It is ironic to note that a federal land commission formed to investigate all private property claims based on the time-honored *diseños* had granted an official patent for Rancho Agua Hedionda to the Marrons in 1878 —

thirty-six years after Romouldo Marron received the Mexican land grant and three years after his family lost it forever.

Kelly encountered another obstacle from an entirely unexpected source: the heretofore unknown family of Francis J. Hinton. While the will was in probate, a message arrived from the East Coast, indicating that Hinton actually was the long-lost son of Jane Ten Eyck Hornbeck of Clinton, New York.

According to a deposition filed in protest to Hinton's will, the late respected San Diegan was really Abram Hornbeck, who had left his mother's home in 1847 to visit his grandfather in a nearby town, never to be seen by his family again. His identification was based on testimony from Lewis Hardenbergh, a boyhood friend, who accidentally met the tall and well-built man a year later in San Antonio, Texas. Hornbeck's long upper lip, straight nose and prominent jaw were too distinctive for his friend not to recognize him immediately. Hardenbergh claimed that Hornbeck was delighted to see him, but insisted that his family not be told of his whereabouts.

Hardenbergh kept his secret for only six years, but the family never attempted to contact Hornbeck or reveal his true identity until after his death. As the story was pieced together, Abram Hornbeck's disappearance coincided with a $14,000 farm debt and bitter disappointment over a meager inheritance from another grandfather. He had traveled to Philadelphia and then to Fort Smith, Arkansas before running out of money and joining the Army. Service in the Mexican War brought him the rank of sergeant and the fresh start he had been seeking. His final assignment, to lead a government train to Yuma, also led to a civilian post with the boundary commission.

There are indications that the Hornbeck family eventually received a portion of Hinton's financial estate, but title to Rancho Agua Hedionda remained with the extended family of Robert Kelly.

Kelly was born on Christmas Day on the Isle of Man and was seventeen years old when he landed with his family at New Orleans in 1842, one year before Juan Maria Romouldo Marron took title to Rancho Agua Hedionda. When his family moved north to Illinois, the young immigrant remained in St. Louis to become an apprentice carpenter and finish his formal education in night school. Then working his way west, he reached Yuma, Arizona in 1850 and signed on with a Federal construction crew to build a Colorado River ferry boat.

The Arizona border town in which the Kelly-Hinton partnership was born also saw the start of a relationship that ended more poignantly. Olive Oatman was the daughter of a wagon train family enroute to California. Her friendship with Kelly might merely have been temporarily suspended when the pioneers resumed their westward trek, but before the sound of their farewells had faded from the dry,

Allan O. Kelly

Robert Kelly

desert air, the separation took a grim turn.

It was the sight of the youngest Oatman son, nearly unconscious and covered with blood at the outskirts of town that sent Kelly and other Yuma men racing after the wagon. Within minutes they discovered the grisly scene they had feared.

Ambushed by a band of Apache Indians, all the adults in the wagon train had been killed, the two Oatman girls taken captive and the young son left for dead. Kelly helped dig the family's graves, but his part in the tragedy might never have been known had not an old and presumably unanswered letter been found in a trunk many years later by a Kelly grandniece.

From Seattle where she had gone to live with her husband and family, Olive Oatman had written to her old friend to report her survival and recovery from the dreadful experience. The sisters had been rescued after several years with Indians, who were increasingly unable to maintain their existence in their ancient lands. A minister adopted Olive and her sister and rehabilitated them to civilized life. Yuma rumors that they had been mentally and physically injured beyond healing were clearly disproved by the letter, but the bachelor Kelly chose not to revive the friendship. It has been suggested that his heart was broken when she was captured, but he left no evidence of his real feelings.

Kelly left Yuma in 1852 to drive a government mule train carrying freight to San Diego. He helped build the new American city's first commercial wharf before accepting an offer to join a Col. Eddy in a ranching partnership in Jamacha, near the present city of El Cajon. The venture included 900 acres of wheat, rye, oats, barley and potatoes, plus a thousand head of cattle. The experience provided Kelly with a thorough knowledge of ranching that was to serve him well at Agua Hedionda.

Although they were twelve miles from the coast, the Jamacha cattle frequently wandered over the open range to the shoreline of San Diego Bay, mingling with herds from other ranches in the area. Cattle brands were the only distinguishing marks to identify each ranch's cattle, but obscuring them was an easy matter and disputes over stock ownership were frequent. In response to a need for fair arbitration of such matters, county officials appointed a Judge of the Plains to settle the arguments.

Because of his reputation for fairness and honesty, Robert Kelly was chosen for this position. Understandably, his decisions were not always popular and he occasionally was the target of attacks from disgruntled claimants and the more lawless elements of the community. An evening ambush in retaliation for one unfavorable judgment left traces of a bullet in his skull for the rest of his life.

Kelly left Jamacha for a short stint as a San Diego storekeeper before going north to Agua Hedionda with Hinton in 1860, but as it turned out he was not the first of his family to see north San Diego County. Shortly after the Kelly migration from Ireland, his younger brother William had joined the Mormon Church at Nauvoo, Illinois and later became a member of the Mormon Battalion which stopped at San Luis Rey enroute to San Diego in 1847. Another Kelly, Robert's older brother, Matthew, brought his family to homestead south of Rancho Agua Hedionda in 1868.

As Hinton's majordomo and then as the master of Rancho Agua Hedionda, Robert Kelly established a firm reputation as a hard worker and able rancher. After Hinton's death in 1870, he faced a new challenge—adjusting to the changing character of the once-open range. As new settlers turned to raising grain for their smaller herds of livestock, it became impossible for rancho cattle to graze as freely as before. In 1875, Kelly and his brother Matthew sold their herds and rented the rancho land for sheep grazing.

It was during this time that a Frenchman, remembered as Miquel, set up a primitive bakery in the sycamore-studded valley below Kelly's hacienda. In order to supply his shepherds with their native bread, he built a seven-foot trough, large enough to hold a batch of dough mixed from a fifty-pound sack of flour, soda and water. Kneaded with a hoe and baked in a brick oven in the middle of a field, the crusty bread was loaded into a wagon for weekly deliveries to other herders on the rancho. They added it to their survival diet of beans, onions, coffee and an occasional mutton chop. The pastoral life continued until January of 1882, when an extremely dry and cold winter was climaxed by a severe snow storm. Already in poor condition because of the previous "unusual" weather, the flocks of sheep were decimated by the snow and soon disappeared entirely from the rancho lands.

After a six-month sentimental journey to the Isle of Man in 1879, Robert

Kelly embarked on the immense task of fencing the ranch. Without a ready supply of indigenous fencing material, it took three years to enclose the once-open pastures with redwood posts, connected with strands of wire.

In 1888, the San Diego County yearbook described Kelly as "one of the public spirited men of the county . . . (who) has contributed liberally to every movement intended to advance the public interest." The publication also mentioned his donation of forty coastal acres to bring the rail line to San Diego. It concludes:

"Although over sixty years of age, Mr. Kelly is as alert and active as most men twenty years younger. The many days spent in the saddle and nights passed beneath the canopy of heaven have stood him well, and serve to insure a state of health that many might envy. He is firmly of the opinion that there is no place like San Diego. . . "

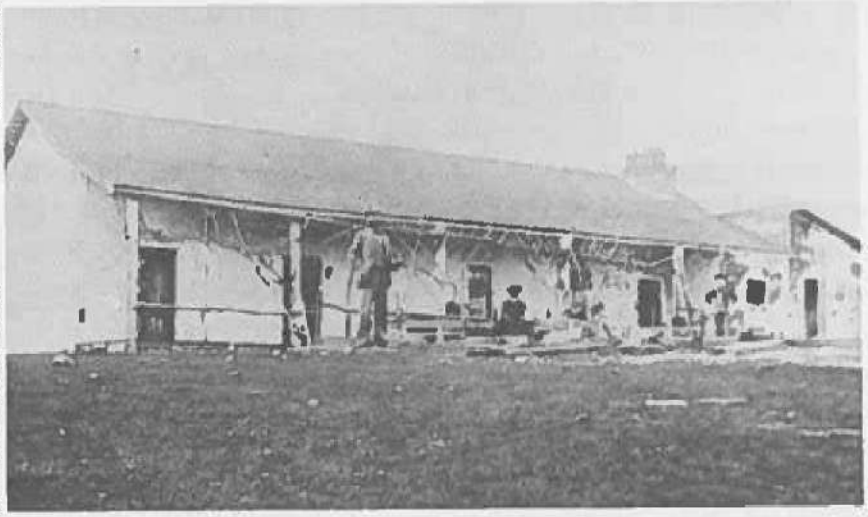
Such was the public image of Robert Kelly. A private perspective on his character and personality is provided in the written reminiscences of his nephew, John Lincoln Kelly, whose family moved to Los Kiotes, the homestead south of Agua Hedionda, when he was one year old. Describing his uncle as "one of the most remarkable men I have ever met," John Kelly continues:

"He was exacting in many ways . . . he always talked in a loud voice . . . (but) almost never talked of the hardships he had been through. Uncle Robert was an old bachelor but he took ten times as much interest in seeing that we boys grew up properly to do our work, as my father did. We all knew perfectly well that if we had done anything which we should not have done, or failed to do something that we should have done, and Uncle Robert found it out, we were sure to get a lecture the first time we met him. As I have said before, he always talked in a loud voice, but when he was reproving any of us for something we had done or failed to do he would get his voice up to a pitch that could be heard at a distance of a city block. And after he had gone in that manner for perhaps half an hour, he would suddenly say, 'Now you think I am scolding, but I am only counseling you.' And bless his old heart, I know now that I am a better man than I might have been if it had not been for Uncle Robert's lectures."

John Kelly also relates his uncle's esteemed position among the local Indians who occasionally worked for him. They called him *patron,* the Spanish term for protector or master. They, too, knew he would admonish them for any misdeed but they also regarded him as a friend and frequently turned to him for advice or assistance.

Reports his nephew:

"I have frequently been sitting on the porch talking with Uncle when he would suddenly say, 'Who is that coming yonder?' Immediately he would get his field glasses and take a long look. Then he would say, as the horseman came closer,



San Diego Historical Society Allan O. Kelly

Rancho Agua Hedionda hacienda in 1893.

'It looks like old Celedonia,' or perhaps, 'It looks like old Francisco from the mountains.'

"Then he would put his glasses down and go out to the end of the long porch and as soon as the old fellow was within fifty yards and had been recognized for a certainty, he would be greeted in a loud voice, in the Spanish language, with '¿Que hay, Celedonia,?' or '¿Que hay, Francisco, como estamos?' Then they would shake hands and it would be '¿Como esta la familia?'

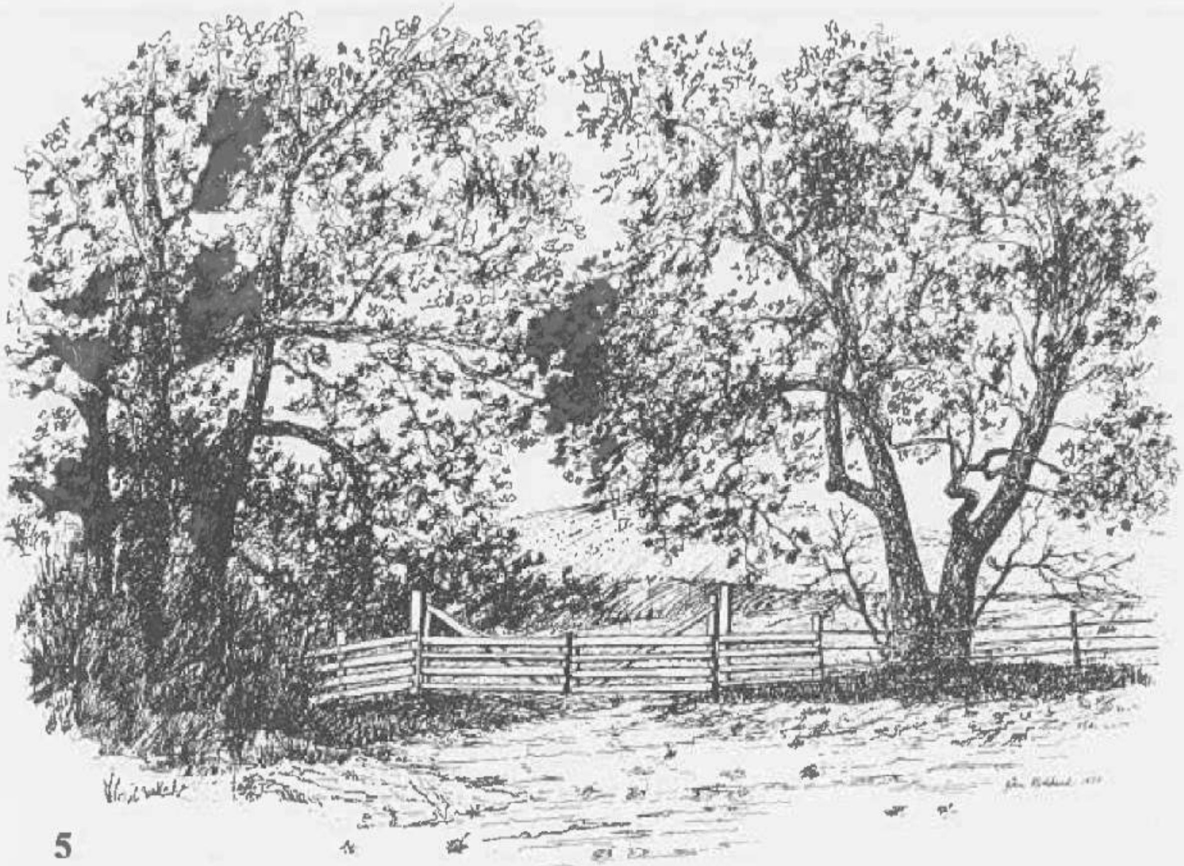
"The old Spanish style was for a visitor never to dismount from his horse unless asked to do so. And if one came who was not welcome and was not asked to 'A pie ti' (dismount), he simply sat upon his horse and stated his business and then went his way.

"These old Indians who had worked on the ranch in times past were always asked to dismount. And, if the grass was good, to 'Quita la silla,' (take off the saddle) and picket the horse out. Then the cook would get orders to prepare for him something to eat, in the kitchen. (Uncle never allowed an Indian to eat at his table, but always in the kitchen.)

"After the old fellow had eaten he would come out and he and Uncle would sit down and have a long talk. And if the Indian thought at the beginning that he was going to conceal part of the truth for any reason, he would find himself very much mistaken. For when that interview was ended he would find that he had told it all. But, as a general thing, those old Indians knew before they left home that they would have to tell the truth to the *Patron* Kelly, for he would question them in so many roundabout ways, that he was sure to get at the whole truth before he got through, whether they had intended he should or not.

"When he had all the facts of the case he would give him some good sound advice. At those times he would talk to one of these simple fellows just as a father would talk to a child. And if he thought their case deserving he would loan them money, even to quite an amount."

Robert Kelly died of cancer in 1890, leaving Rancho Agua Hedionda to the children of his brother Matthew Kelly, who had died five years earlier. In generations to come, other families would benefit from another Kelly legacy: the donation of railroad land which led to the establishment of a town—Carlsbad.



5

CLOSING IN ON THE OPEN RANGE

If Robert Kelly personified hard work, his older brother Matthew was a living model of good spirits and good luck, enhanced by a devoted family to help him muddle through the rough spots. He was a blacksmith by trade, but eagerly tried his hand at gold mining and farming, neither of which proved to be his niche. His keen observational skills, droll sense of humor and self-reliance were somehow conveyed to his children whose written reminiscences of life on Rancho Agua Hedionda and their father's homestead, Los Kiotes, have effectively preserved the essence of a time and life that circumstances forced them to dismantle.

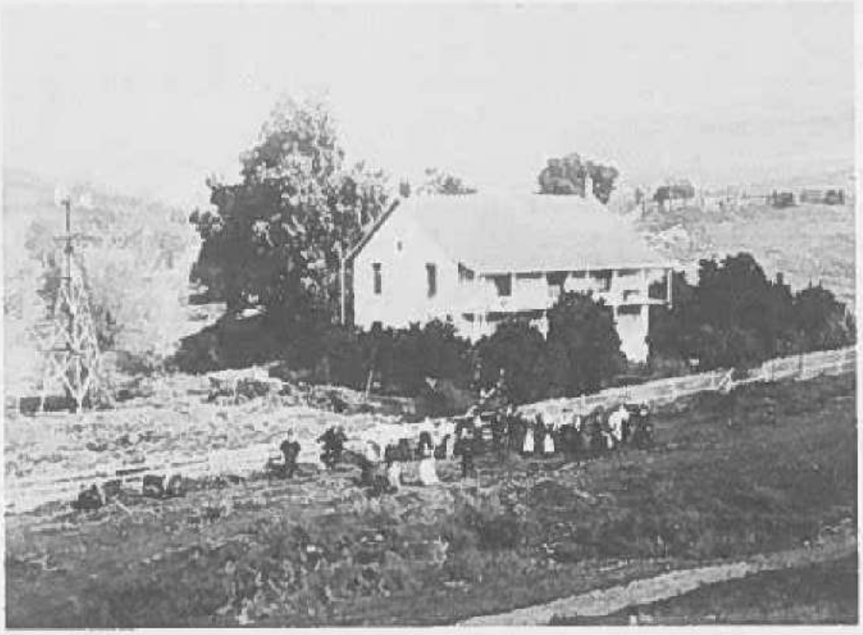
Matthew Kelly succumbed to the lure of the California gold fields in 1852, leaving his wife, the former Emily Porter, with the distinct impression that he would return to Wisconsin in three months, before the birth of their first child. Two years later, when she had received only vague reports of her husband's progress, Emily prepared to go to California with her brother, Charlie Porter, and her daughter Elizabeth to see, according to Elizabeth Kelly Gunn's reminiscences, "what was taking Father so long to get rich." In 1854 she sent word that they were thinking of the journey, then wrote of their definite decision to come. A final note to tell Matthew when their boat would dock in San Francisco was received on the same day as the first two messages, giving Kelly just enough time to be on the wharf when his family sailed through the Golden Gate.

The travelers were exhausted by the voyage from New York to the Isthmus of Panama, the trip by donkey across the narrow strip of land to the Pacific Coast and the final journey by sea to San Francisco. Their obvious lack of travel experience had made them fair game for exorbitant ticket prices and food costs. The weary tourists landed with only ten cents to their name and just enough time to board the next stagecoach for Placer County. The long-awaited family reunion then suffered another setback when baby Elizabeth suddenly came down with a case of measles.

The family settled in Deadwood, where Kelly resumed work as a blacksmith and his wife ran a boarding house for miners. During the next ten years, six more children joined the family circle, but one died in infancy. When Elizabeth was twelve years old, she was sent to continue her education in Vallejo and live with her uncle John Kelly, until his death in 1865.

Three years later Matthew Kelly set off for Southern California to visit his younger brother Robert and investigate ranching as a future occupation. His impression was favorable and soon his family was packed and ready to sail south on the side-wheel steamer *Orizaba.* They docked in San Diego in November of 1868, on the eve of the Spanish-speaking city's first American presidential election. After settling his wife and children in the Old Town Hotel, Matthew Kelly headed north to homestead 10,000 acres directly south of Rancho Agua Hedionda. In less than six weeks, construction of his new two-story home was complete enough for his wife and children to move in.

Packing all their belongings into a *carretta* (ox-cart), and a four-horse wagon, the family started off to their ultimate home. Deep sand along the trail brought the overloaded *carretta* to a halt, and as Kelly worked with a hired hand to get it moving again, the rest of the party continued along the unfamiliar path by themselves. It was nearly dark when they reached the barely completed hacienda—and realized that the matches were still packed in the *carretta.* Stumbling



Kelly family reunion at Los Kiotes, 1906.

around the sawhorses and scrap lumber that Kelly had left in his haste to bring them to their new living quarters, mother and children arranged their bedrolls in whatever space they could find and settled down for the night. Kelly arrived after midnight but the family's first meal in the new home was postponed until the next morning.

According to Elizabeth Kelly Gunn, the family's first year at Los Kiotes lived up to her father's expectations. There was "lots of rain and fine grass for the cattle, little Spanish creatures that were wild as deer and did not give much milk — only an ordinary bucketful from all fourteen of them." Emily Kelly's main worry, that her small children might be trampled by the seemingly wild stock, dissolved when it became apparent that the unfettered cattle and horses were so accustomed to four-legged creatures, including men on horseback, that the sight of two-legged varieties sent them running off in alarm.

Until 1870 the only fences in the timber-scare land were corrals or barriers to keep the semiwild livestock away from the crops. One of Matthew Kelly's first tasks was the construction of a mile and a half of rail fencing, to enclose a vegetable plot and land for other household needs. He and his twelve-year-old son, Matthew Jr., dug post holes, large enough for two posts each, every three feet. Smaller rails were laid between the two upright posts to make a fence four to five feet high. Posts and rails were tied with one quarter-inch tarred rope. It has been estimated that each mile of fencing required more than 3,500 posts, plus smaller rails, to be cut from the scrubby growth which was all that the area afforded.

Unfortunately the good start was a prelude to a long period of adverse weather. Four dry seasons and a small earthquake took its toll of the ranchers' prosperity and morale. The only saving element was the reactivation of a small spring, when the earthquake sent water up through a new opening in the underground strata.

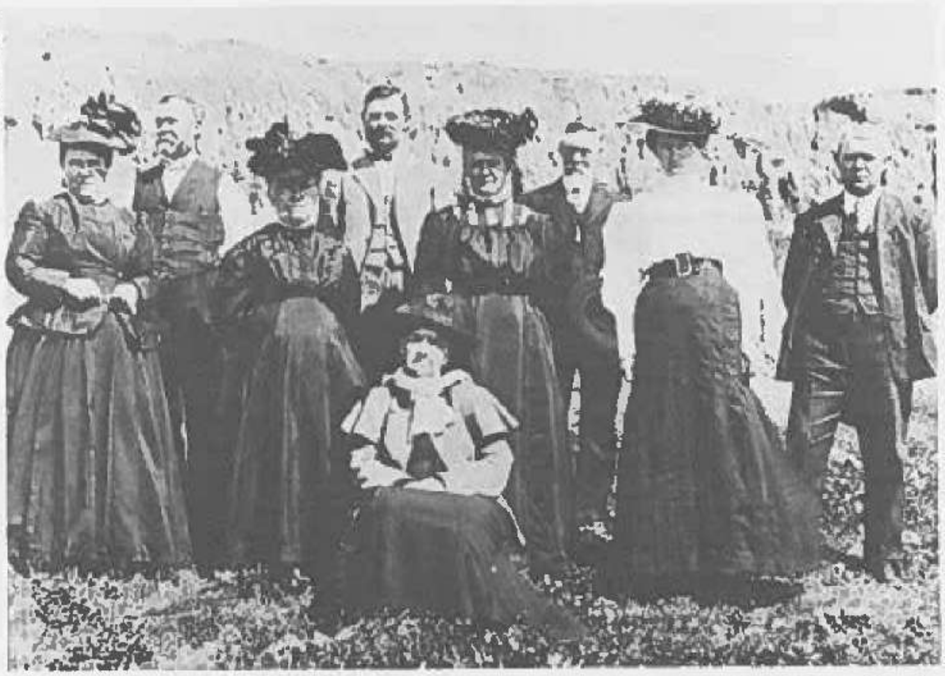
By 1872 the weather had taken such a toll of all the Kelly livestock that it was decided to drive 500 horses to Salt Lake City for sale. Matthew Kelly was to lead the herd, leaving Matthew Kelly Jr. in charge of the household. Eager to depart in a clear, cold April dawn, Kelly attempted to mount his horse before it had warmed up and was thrown to the ground with a broken collar bone. He painfully dragged himself over to his brother's hacienda, where his injury received primitive but effective emergency treatment. Bracing the patient in a doorway, Robert Kelly set his brother's bone by pulling on his arm and immobilizing it with a cloth wrapped around his chest. Then, since there was no one else to take his place, Matthew Kelly pulled himself onto a wagon and set off for Salt Lake City as planned.

Kelly's disability and unexpected difficulties in feeding the stock extended the trip by many months. Winter overtook the party in central Nevada, forcing the construction of a cabin for shelter from the snow and cold. The animals were kept there well into spring in order to fatten them for the market. It was the middle of summer, more than a year after leaving Rancho Agua Hedionda, before the drive ended and a good price obtained for the well-traveled stock.

Kelly boarded a train to San Francisco, then a steamer to San Diego, and made the final leg of the trip to Los Kiotes by stagecoach. Never one for extensive correspondence, he had sent little word of his adventures to his family, who could only trust that "no news means good news." Their uncertainty ended when a neighbor's glance at the newspaper notice of steamers bound for San Diego revealed the name of Matthew Kelly on the passenger list.

According to John L. Kelly, "Mother cried with joy at the good news, and we planned to all walk down the mile and a half to the stage road on the evening on which we thought he would get home. There we built a big fire of dry wood and sat down around it to wait from about six in the evening until ten that night, when the stage came along. And Father leaped out of that stage before the driver could bring it to a stop."

Beyond the confines of their parents' and uncle's households, social contacts for the Kelly children were limited to those they met on weekly mail trips to the San Luis Rey Post Office and their classmates at Hope School. The Feeler, Lyman and Kelly families organized the Hope School district in 1872 when they built the fourteen-foot-square schoolhouse at the present site of the La Costa Hotel spa. The



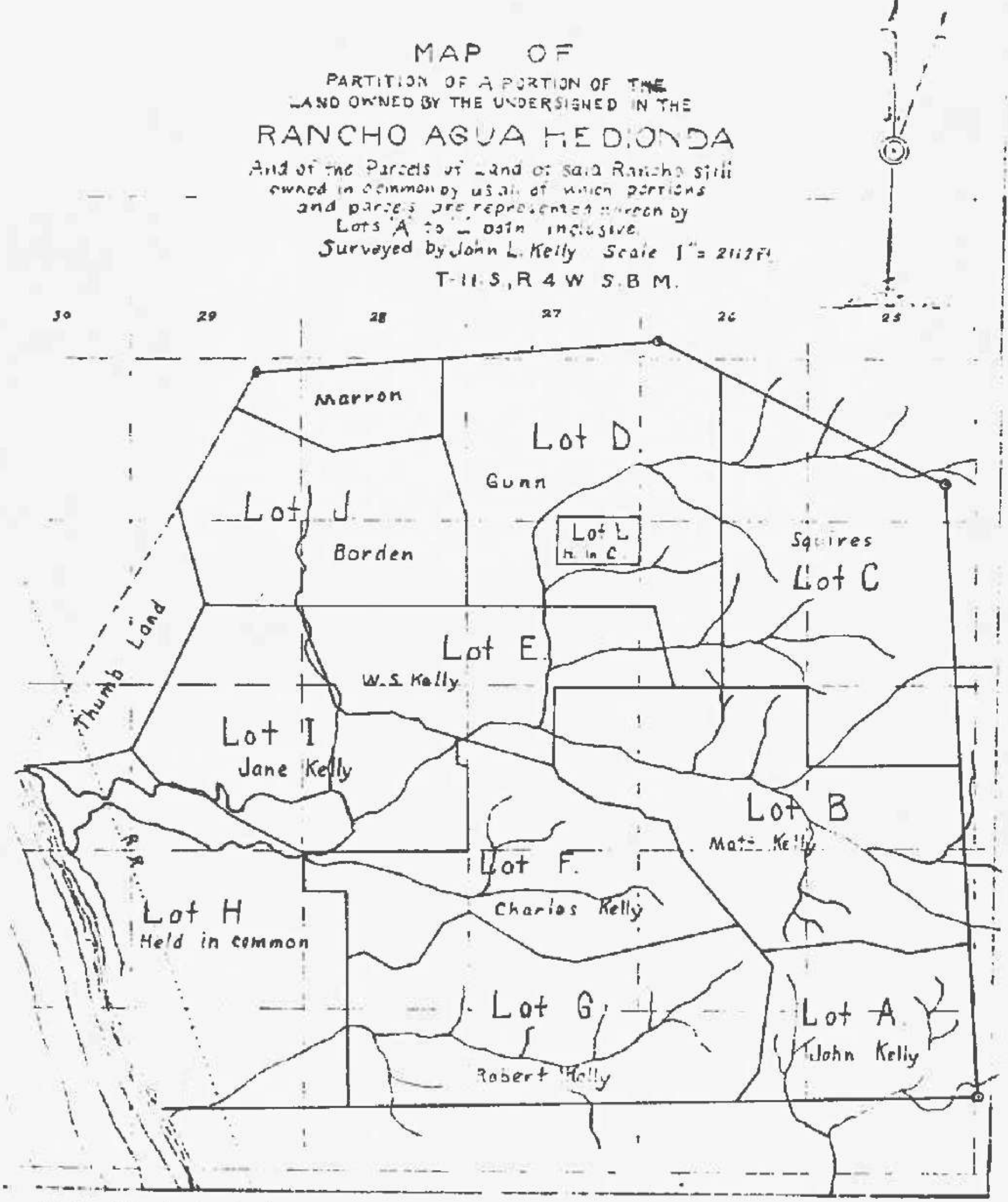
Allan O. Kelly

Standing behind behind Emily Porter Kelly (seated) at La Costa beach in 1909 are her daughters: Emma Squires, Elizabeth Gunn, Minnie Borden and Frances Pritchard. Sons Will and Charles, brother-in-law Robert Kelly and son Matthew Jr. are in the rear.

only other names on the class register were those of Russian emigrés from a nearby settlement.

The opening day of a new school term was duly noted in the pages of *Our Paper,* published by W. W. Borden, the husband of Minnie Kelly and a former teacher in the dirt-floored, one-room learning facility. On one occasion, the news story announced that the new school marm would be Lavina Irwin, who later became the bride of Borden's brother-in-law, Charles Kelly.

Matthew Kelly died of cancer in 1885, leaving title to Los Kiotes to his wife. Five years later when his children inherited Rancho Agua Hedionda from their Uncle Robert, most of them were adults with families of their own. They agreed to divide their legacy into eleven parcels, providing each with a separate portion and common ownership of the remaining two. The size and shape of the individual parcels were determined by availability of water and stock raising potential; those with good water supply and good grazing land were smaller than the arid, less workable parcels. Designated for common ownership were a mile-wide strip of coast property, left from Robert Kelly's railroad allocation, and a small rock quarry in the central eastern portion of the rancho.


MAP OF
PARTITION OF A PORTION OF THE
LAND OWNED BY THE UNDERSIGNED IN THE
RANCHO AGUA HEDIONDA
And of the Parcels of Land of said Rancho still
owned in common by us all of which portions
and parcels are represented hereon by
Lots 'A' to 'L' both inclusive.
Surveyed by John L. Kelly Scale 1" = 2112 Ft
T-11-S, R 4 W S.B M.
30
29
28
27
26
25
Marron
Lot D
Gunn
Lot J
Borden
Lot L
H. in C.
Squires
Lot C
Thumb Land
Lot E
W. S. Kelly
Lot I
Jane Kelly
Lot B
Matt Kelly
R. R.
Lot F
Charles Kelly
Lot H
Held in common
Lot G
Robert Kelly
Lot A
John Kelly

Diseño of Rancho Agua Hedionda filed with the Federal Land Grant Commission in 1858.

A drawing was held to distribute the parcels in a fair manner. Each parcel was identified by a letter and corresponding slips of paper were placed in a hat, with the exception of Lot J, which was chosen directly by Minnie and W.W. Borden. In exchange for their exclusive choice of this property, north and west of the present intersection of Chestnut Avenue and El Camino Real, the couple relinquished claim to the two parcels held in common.

Elizabeth Kelly had moved to Julian with her husband, Chester Gunn, but the other heirs settled on their respective portions of the rancho. Local property rolls still include the name of Kelly, plus those of the married Kelly daughters—Borden, Pritchard and Squires.

The family's hold on the rancho soon was broken during the financial panic of the early 1890s, following a flood of speculative land investments in Southern California. Among many banks forced to close when the expected influx of population failed to materialize was the San Diego repository of Kelly funds. Fortunately, in 1894 S.H. Thorpe of Los Angeles made an offer on 500 acres of rancho land. A family legend claims that when William Sherman Kelly returned from signing the transaction's final papers, his horse staggered under the burden of coins, and holes were worn through the pockets of his leather riding breeches. According to *Our Paper,* Thorpe intended to put his property into orchards, but before his plans came to fruition the land was re-sold to O.W. Thum, the patent holder for Tanglefoot Sticky Flypaper.

It was designated as Thum Lands on later subdivision maps; the boundaries extended along the northern edge of the rancho, from the present-day corner of Monroe Street and Basswood Avenue to the mouth of Agua Hedionda lagoon. Thum built a farmhouse in the center of his domain, where Jefferson Elementary School stands today. Early photos show it as the only building in the broad flat coastal landscape.

Looking west across Thum lands from where Adams Street is now.

Part of the commonly held coastal strip also was sold that year. It was bought by a Miss Van Antwerp, the leader of a group of Midwesterners who called themselves the Minneapolis Beach Colony. They planned to divide their property into small tracts of land that would be planted with mulberry bushes. The prospect of a successful agrarian livelihood based on the nurture of silkworms was to attract other settlers to join them. But by the time a few small frame houses were built on the beach, their dreams of a cottage industry had collapsed in the harsh light of reality.

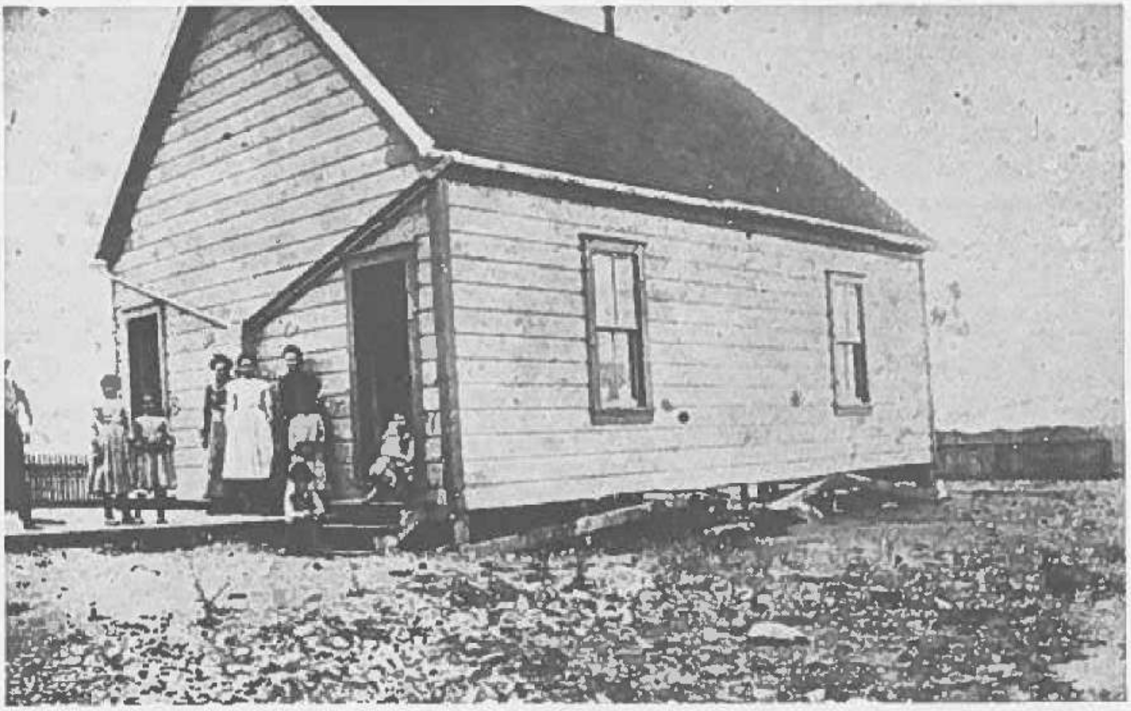
As related by William Sherman Kelly, "This company hatched the worms before there were any mulberry leaves to feed them on. The worms were very lively little creatures with remarkable appetites. There were a few people who had one or two trees planted in their yards . . . and were willing to give the leaves to keep the worms from starving, but the worms soon ate these up—and had to die.

"This was a hard blow on Miss Van Antwerp, who had advertised in the eastern cities, and according to her tell, she had hundreds of people coming in the next few days to make their living growing silk worms. I think we got less than $150 out of the land sales, but we did get most of the houses that were built on our land and deserted by the owners after a few months. The silkworm business probably sounds very good to people who are taken by surprise by some agent who has a good song prepared to sing for them, but they don't think that it takes time to get ready to care for the worms when they are hatched. They seem to have a ravenous appetite and can eat all the leaves you can give them. It takes a country like China to grow silk, where wages are only a few cents per day and where there are no labor rules to tell the poor Chinamen when to stop work."

Two of the colony's small houses were moved to the 400-acre portion of Rancho Agua Hedionda that was allotted to Mary Emma Kelly and her husband, Hamilton Monroe Squires. The gabled structure now forms the core of the Los Monos rancho house built by Clarence and Ida Bell Squires Dawson.

Miss Van Antwerp's abandoned cocoonery was moved to the eastern end of the rancho to become the schoolhouse for an upcoming generation of Kellys, Bordens, Marrons and Alvarados. Here at the Calavera school, fifteen to twenty children received their entire elementary education. Today the site is marked only by a clump of eucalyptus trees that the students planted beside the rain cistern that was their only fresh water supply.

When only four students were left at Calavera School in 1919, they and their desks were moved to Carlsbad's elementary school on Pine Avenue. The old schoolhouse was abandoned and neglected until 1924 when Carroll Kelly converted it into a country dance hall. Two years later, the former cocoonery became the temporary haven of the Frank Frazee family when their nearby home was destroyed by


Allan O. Kelly

Calavera School students Ray Borden, Peter Marron, Adeline Marron, Lizzie Kelly, Alice Kelly, Jenny Borden, Felipa Marron, Forest Borden, Bessie Borden. 1907

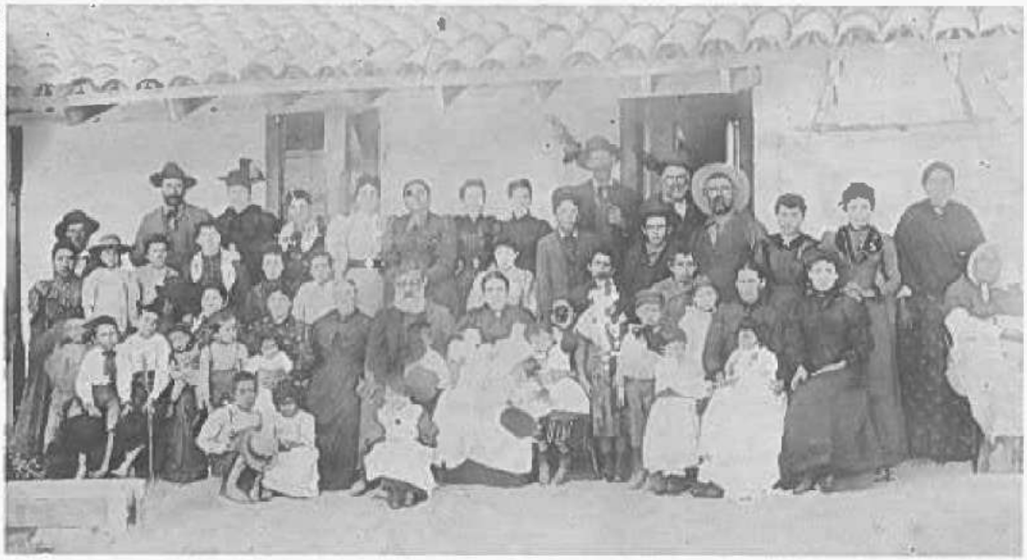
fire but was demolished shortly after they found a new place to live.

The Marron and Kelly families remained on Rancho Agua Hedionda according to the settlement of the 1885 land dispute. By that time, Felipe Osuna Marron had been dead for fifteen years and her children scattered throughout California. Sylvester Marron, the 47-year-old spokesman for the proud Spanish family, moved to the canyon at the northern boundary of the rancho. His seven children by his first wife, Leonora Osuna, soon established their own family compound at their corner of the Mexican land grant. Among the adobe haciendas within easy walking distance were those belonging to their eldest son, Juan Maria Marron III, and his wife, Lorenza Serrano; sons Jose and Sylvester II, who married their stepsisters, Sarah and Rose Valenzuela; daughter Felipe Marron, the wife of Chauncey Hayes, a prominent Oceanside pioneer. Son Abraham married Veronica Alvarado and daughter Maria Asuncion became the wife of Juan de la Cruz Pico; they also had their own haciendas up and down the ravine.

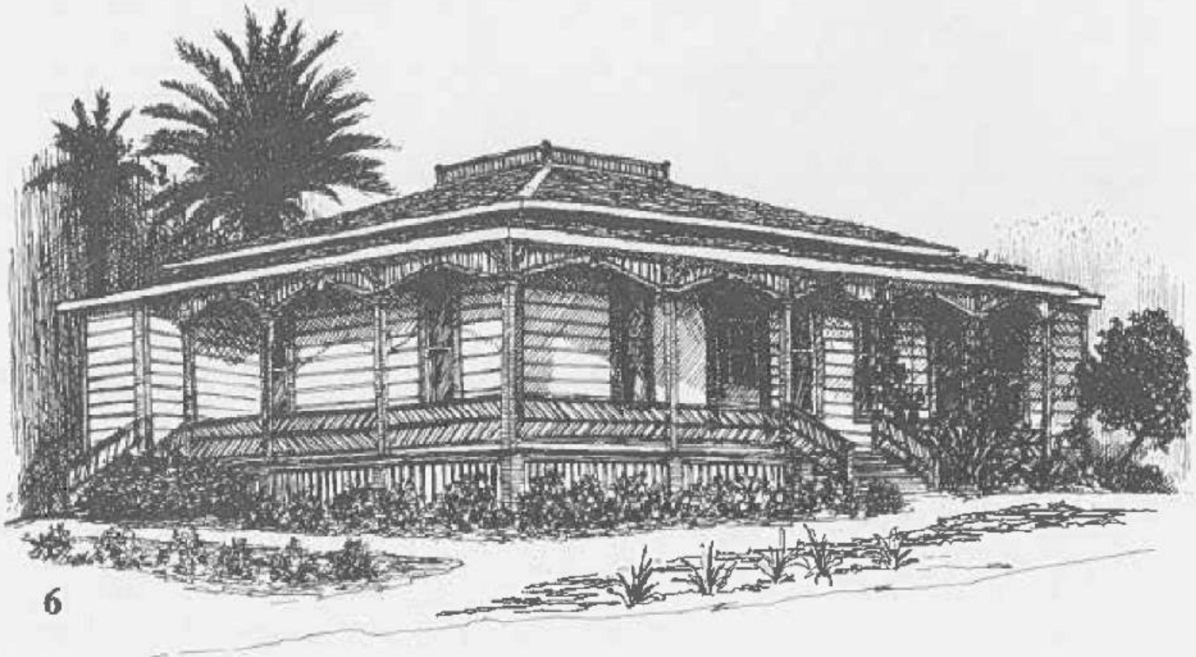
With their children in Calavera School and their own ranching activities, the Marrons' main contact with the new town of Carlsbad was through farming or occasional shopping trips. Although the Marron women became known for homemade tortillas and tamales that they occasionally sold in town, the family took pride in the traditions and values of their Spanish heritage and stayed to themselves.

A large number of Marron descendants have remained in the Carlsbad area, and although all but two of the original adobe homes have weathered away, the Hayes rancho on Highway 78 and Sylvester Marron's home overlooking the regional shopping center on El Camino Real are still occupied by family members.

Marron family



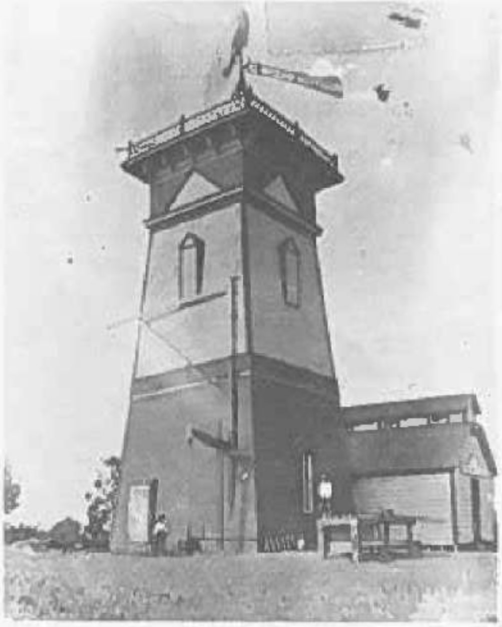
The extended family of Sylvester and Pilar Osuna Valenzuela Marron in the early 1870s.



6

A TOWN FOR THE BUILDING

Thanks to Robert Kelly's donation of forty coastal acres to the railroad, the world was brought to the sandy marshlands west of Rancho Agua Hedionda where only Indians and cattle had wandered before. The 1880 rail line that linked San Diego with Los Angeles and points east was followed by pioneer settlements that soon dotted the barren land. Tourists became land owners on little more than a promise to inhabit and work the land. Most homesteaders were content to quietly farm their parcels, but to eager speculators the empty land was an opportunity not to be ignored. Molded by the plans and dreams of its pioneers, Carlsbad became one of many Southern California communities that was founded in the cycles of land booms and busts that heralded the start of a new century.



Carlsbad Library

John Frazier's water tower

Arizona Eastern was the name of the first rail line through Carlsbad. It was initially built to carry iron ore from mines at Lake Elsinore, and soon merged with the Western California line from Los Angeles, an early component of the sprawling Santa Fe transcontinental railway. The homesteaders who followed claimed their acreage by building simple frame houses and demonstrating an intent to raise whatever crops would grow in the sandy soil.

Lafayette Tunnison was the first homesteader of the 126.89 acres that are now downtown Carlsbad. Perhaps discouraged by the need to carry water three miles from Marron Gorge, he sold his property in 1883 to John A. Frazier for $1,200. Politely ignoring warnings that no good water could be found so near to the ocean, Frazier proceeded to dig a well.

To his neighbors' surprise and his own satisfaction, Frazier tapped an artesian spring 400 feet below the surface and then went fifty feet deeper to an underground stream of mineral water. He built a 510-foot well tower on the small rise of land, just west of his home, where Carlsbad Boulevard and Cedar Street now meet. The well tower and pump house soon became "Frazier's Station," a train watering stop and landmark for passengers anticipating refreshment. True to his previous role as founder and director of Los Angeles' Good Samaritan Mission, Frazier offered cool sips of water to the railroad tourists at his doorstep. Many of them returned to their homes with claims of having been cured of long-standing

Gerhard Schutte

Samuel Church Smith

ailments after tasting the Carlsbad water. Word of Frazier's miraculous healing elixir began to spread, and within three years, his well had become a destination in itself.

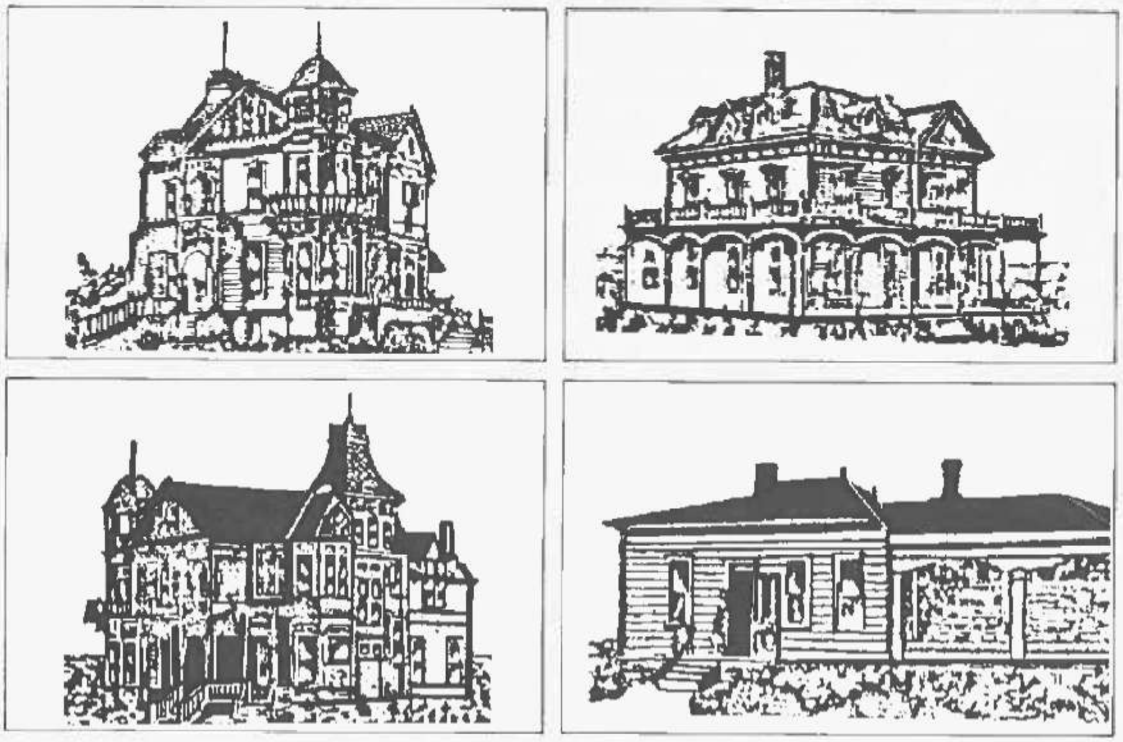
In 1886 the waters caught the attention of Gerhard Schutte, a retired Midwest merchant of lumber, grain and agricultural implements, who dreamed of building "a town of gracious homes and small farms." He had migrated from Germany in 1856 when he was seventeen years old, and served in the Union Army before settling in Columbus, Nebraska. His way to San Diego had been eased by special railroad rates for potential land investors. Once he and his large family of nine children were settled in a San Diego hotel, he was taken in hand by Santa Fe land scouts who enthusiastically described the wonders of Frazier's waters and the beauty of the coastal area.

Schutte's dreams moved closer to reality with the arrival of Samuel Church Smith, also from Columbus, Nebraska. He was a Connecticut Yankee, also a veteran of the Union Army who had sold farm machinery and been a Pawnee Indian agent before parlaying his wife's inheritance into the founding of a Columbus bank. As a major property owner and builder of an imposing home that covered an entire city block, Smith had for ten years been one of the town's leading citizens, but when his eldest daughter contracted rheumatoid arthritis he journeyed west in search of a new home in a more healthful climate for her.

Joining forces, Schutte and Smith were so impressed with Frazier's water and land that they offered to buy it at $40 an acre. With Schutte as president and Smith as secretary, they added Henry Nelson and D. D. Wadsworth as vice president and treasurer, respectively, to form the Carlsbad Land and Mineral Water Company. It purchased all of Frazier's property, plus 275 more acres, making a total of 400 acres in all. Besides bringing a $5,000 profit on his original investment, Frazier's obvious expertise in well digging made him the natural choice as superintendent of the new company's water holdings.

The new partnership's efforts to entice future residents to their land initially went into promotion of the mineral water. Testimonies from those whose health had been regained by drinking the water were reinforced by medical opinions substantiating their claims. Further support came from an Eastern laboratory which analyzed samples of the water and declared them to be chemically identical to those drawn from Well Number Nine in Karlsbad, Bohemia. Eager to identify with the famed European spa, the directors of the Carlsbad Land and Mineral Water Company named their town CARLSBAD.

The advertising campaign was expanded by the accounts of journalists invited to tour the area and sample the waters. Word of "the American Carlsbad" was spread through the distribution of its water, bottled and marketed in New York and St. Louis by Matthews and Company, a well-established "fountain house." Once



The homes of Carlsbad's founders (clockwise from top left:), Schutte, Frazier, Smith, Wadsworth their plans were publicized, Schutte and Smith *et al,* concentrated on improving their domain. Perceiving a need for accents to the native landscape of low chaparral and dwarf timber, they marked their newly laid pattern of roads with rows of eucalyptus seedlings that later would also provide shade. North-south roads west of the railroad were named for Abraham Lincoln and George Washington, and numbered First through Fifth on the other side of the tracks. East-west streets were named for trees.

Carlsbad's pioneers then built homes for themselves that would set an architectural standard for others to follow. Schutte and Wadsworth selected identical Victorian-style designs; Smith chose a simple cottage and Frazier added a mansard roof to his home to suggest a French chateau. In 1887, one year after the birth of the new town, a Victorian-style railroad depot was built.

But the biggest addition to the local scene was an "elegant and commodious hotel" which arose on the ocean bluffs west of the famous well. Also built in 1887, it cost $50,000 and featured eighty-five guest rooms available for $1.50 per day or $7 to $9 per week. It had four stories with gingerbread-trimmed balconies around two floors and a cupola at the corner of its roof. Brochures heralded it as "Nature's Sanitarium," where mineral water was freely available. Prospective guests were invited to "Read, ponder, drink—and live." After asking, "Is this not as near Eden as any the world has seen?" the answer was given forthwith: "The Carlsbad waters come forth from the bosom of Nature. Already many arise and call the American Carlsbad blessed." Unfortunately, a disgruntled employee had a different opinion, and was alleged to have started the fire which destroyed the hotel in 1896.

In December 1887 the San Diego *Daily Bee* reported that a choice lot in Carlsbad could be purchased for $175 to $500, with payments to be made in thirds, over a period of one year. "No town on the California Southern Railroad is growing faster than Carlsbad," it stated. "Although it is only six months old, it has a population of two hundred, a good school with fifty pupils, a Wells Fargo Express, a post and telegraph office, a newspaper, a church, an elegant depot and a good hotel."

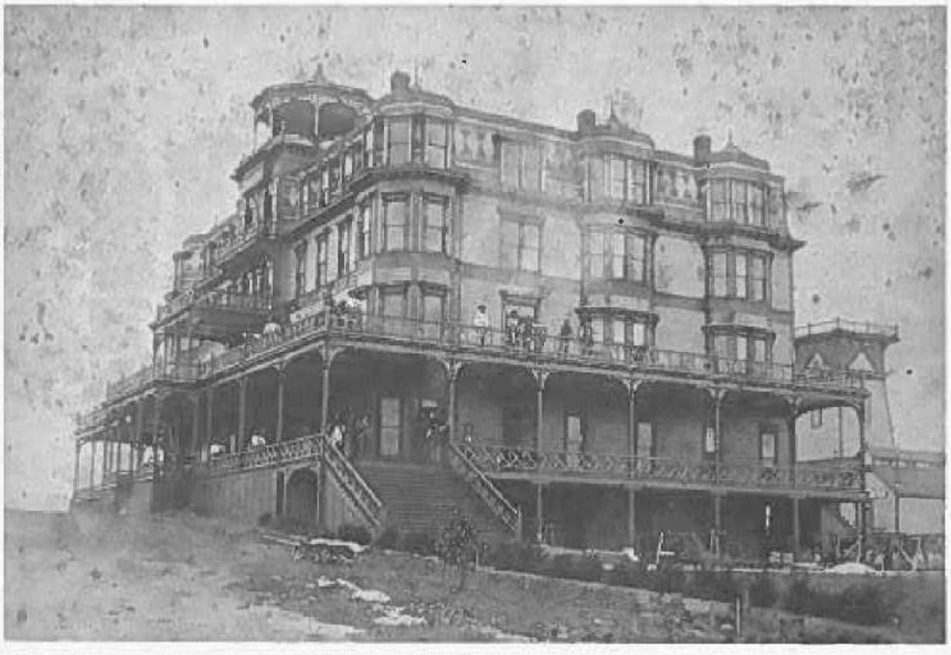
Such superlatives flowed from the pens of those whose view of the present was undoubtedly colored by promises for the future. Their descriptions of a countryside carpeted in fruit orchards and growing crops were in advance of reality, but they gave true witness to snow capped mountains viewed from a distance and "dashing waves where sea bathing free of rocks and water pests" could be enjoyed as long as sea lions that frolicked near the shore were otherwise engaged.

There is verification of the latter claim in the masthead of the town's first weekly newspaper, *The Sea Lion.* The first church in Carlsbad drew thirty-three parishioners to Congregational services led by the Rev. Harry Daniels and Sunday School superintendent John. A. Frazier. Grammar-school classes taught by Dr. Amick met in a discarded tool shed donated by the railroad. Those who found the Carlsbad Hotel too rich for their blood could stay at the Palma Hotel, near what is now the south end of State Street. The simple square building was the community's social center for many years and later provided a fine haunted house for children to play in before it was torn down in the late twenties.

The wheel of Southern California real estate fortunes turned swiftly, and by April of 1888, Carlsbad's rave notices had given way to signs of panic. The *San Diego Union* reported an auction of Carlsbad land valued at $11,000, and two years later in 1890 it announced an auction of 1,800 Carlsbad lots, including hotel, furniture and water works inventoried at $272,300, "offered at $46,000 for speedy sale to settle dissension among stockholders of company."

The cause of a falling-out among the principals of the Carlsbad Land and Mineral Water Company is not known, but the downturn in the real estate market undoubtedly took its toll of good feelings. Records indicate that only Schutte remained in Carlsbad through the turn of the century. Wadsworth apparently never moved into his Victorian mansion, although the 1890 San Diego City and County Directory lists him as a Carlsbad jeweler.

Samuel Church Smith, the town's most visible promoter, lived in his seaview cottage for nearly ten years, but the shift in real estate values and changes in his family situation conspired to deny him the social and financial security he had once enjoyed. After his wife, Clarissa Boone Smith, died suddenly just before the family



Chris and Kay Christiansen

The "elegant, commodious" Carlsbad Hotel, 1888 moved to California, Smith had quickly hired Louise Lehman, an old family friend and Columbus boarding house owner to accompany them as housekeeper. Once settled in Carlsbad, Smith was concerned with the social propriety of his household and married Mrs. Lehman against the wishes of his children. Within the same year, 1887, his son George joined the Navy and was married, and his daughter Lillian, for whose health he had come west, married her Nebraska sweetheart George Reeder in the parlor of Smith's ocean-view cottage. Another daughter soon left home to marry a Santa Fe railroad agent in Fullerton, California, leaving only one more son at the home hearth.

Also disappearing was any reasonable expectation of profit from the $100,000 that Smith had invested in Carlsbad. Instead of offers to buy his land, Smith reaped a steady succession of property tax bills that he was increasingly unable to pay. By 1895, he was forced to put his home up for sale and move to San Diego. He and his wife eventually became the successful proprietors of two boarding houses, one on Fourth Avenue and the other at Fifth Avenue and Cedar Street above the Pullman Cafeteria.

A registry of thirty-nine voters marked the town's fourth anniversary in 1890. Included among the predominance of real-estate agents and construction tradesmen was a substantial number of German immigrants. By 1894 the boom was over and

Carlsbad Journal

The Alverson family posed in front of their Carlsbad home in 1898.

only Schutte and five others remained on the town's voting rolls.

Life went on for those who stayed. When a vacancy occurred in the rustic school house on the "outskirts of town" near the current site of the Carlsbad Post Office, the entire population turned out to meet the new schoolmarm Hattie Reece. Fresh from her teacher training in Los Angeles, she was unaware that a series of replacements had come and gone, their tenure lasting only as long as their patience with a group of boys determined to test their teacher's authority. She was familiar with Carlsbad, however, having moved to Oceanside ten years earlier with her father and brother, Oscar and Joseph Reece. Still, she was not prepared for the large group of parents that welcomed her at the depot, and she later reported that her first instinct was to get back on the train and leave immediately.

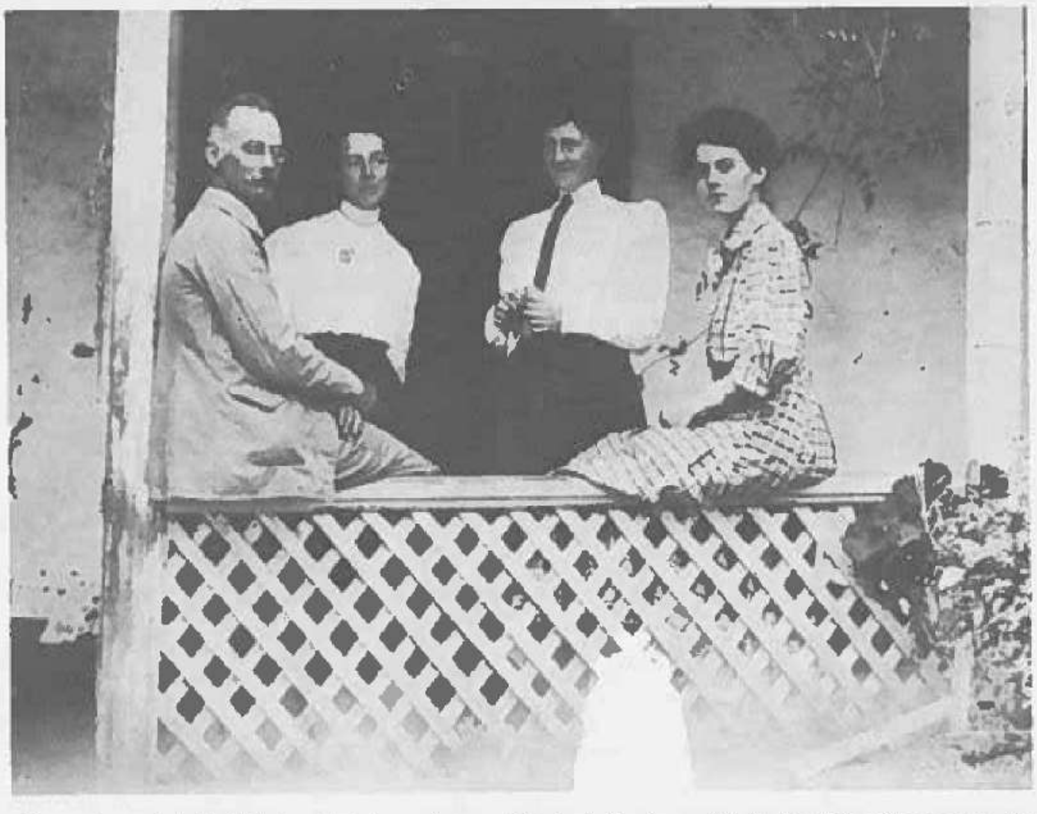
Her initial response was confirmed during the first few weeks of school as the troublemakers, led by Paul Schutte, put her through their paces. Many times she wept at her desk after school, until one day when young Schutte discovered her

San Diego Historical Society   Delene Schutte Stromberg

Hattie Reece Schutte surrounded by her Mexican immigrant students in the early 1930s.

despair and took pity on her. From then on, he and his friends made an earnest effort to behave and the young teacher's true vitality emerged. She became known as a strict classroom disciplinarian who went out to play with her students during recess and never walked when she could run. Unable to speak Spanish, she nevertheless taught a special class for Mexican immigrant children whose families began moving to Carlsbad in the early twenties. Her social reports from Carlsbad were a regular feature of the Oceanside *Blade Tribune* for many years.

After her retirement in 1927, the school district honored her by naming its brand-new classroom facility the Hattie R. Schutte Building. She had married Albert Schutte, the older brother of her one-time class nemesis, on May 21, 1899, four years after her arrival in Carlsbad. Schutte had cut short the study of dentistry in San Francisco when he realized his strong aversion to the sight of blood, and returned to his hometown to be a farmer. The young couple moved into a two-story farmhouse on Laguna Drive that had been built in 1894 by George Wright. Schutte later became


Chris and Kay Christiansen

Alexander and Julia Shipley, their housekeeper Marjorie Steele and their daughter Florence on the porch of their Carlsbad home, 1910.

an official in the county assessor's office. Hattie R. Schutte died in 1960.

One of Hattie Schutte's earliest pupils was a shy little girl who was six years old when her parents, Alexander and Julia Shipley, bought the Samuel Church Smith home in 1896. Two years later, Florence Shipley and her parents watched from their front porch as the ornate Carlsbad Hotel burned to the ground.

The family had come to Carlsbad from New Zealand where Alexander Shipley had been the United States consul. He had suffered two serious bouts with pneumonia in San Francisco and the family was enroute to San Diego, hoping to find a suitable climate for his recovery, when their train was delayed by a track washout near Oceanside. To while away the time while the roadbed was being repaired, they toured the area and thus happened on Carlsbad almost by accident. The quiet seashore town with its balmy climate and a large supply of abandoned houses was very appealing to them, but it was the availability of the famous mineral waters that made up their minds to stay. It has been reported that the waters ultimately disagreed with Shipley's constitution, but by that time, the eccentric diplomat had bought the Smith house and all available adjacent land west of Lincoln Street. He and his family settled down to live in Carlsbad for the rest of their days, but they always remained aloof from the rest of the town.

While Julia Shipley planted a garden of dahlias and geraniums, her husband made a clean sweep of all the abandoned buildings he could lay his hands on, moving them on to his property to protect Carlsbad from any unseemly rise in population. Even tourists were chased away from their campsites on his portion of the ocean bluffs. The Shipleys' other main interest was the financial support of St. Michael's Episcopal Church, which they helped to establish on Oak Avenue at Lincoln Street in 1896.

Florence Shipley was raised in near-isolation from her town classmates. They were not allowed to visit her at home, and when they transferred to Oceanside High School she was enrolled at the Academy of Our Lady of Peace in San Diego. She is remembered as a very pretty and high-spirited girl whose only social life was the constant rounds of tennis, polo and amateur theatrics organized by a colony of English immigrants settled in the San Luis Rey valley.

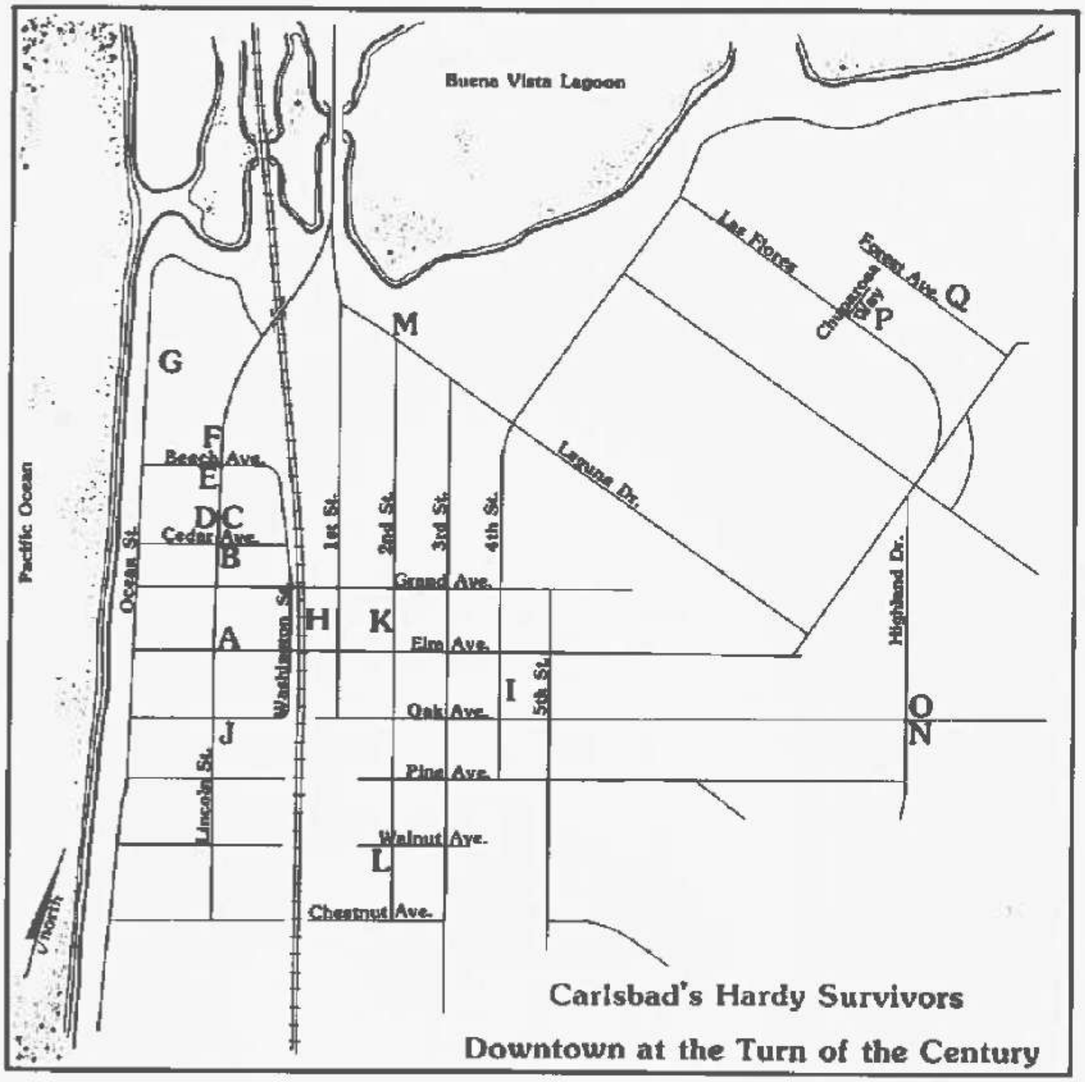
However, it was while horseback riding at Rancho Santa Margarita that Florence Shipley met her husband, Hugh Magee. He was the son of a pioneer ranch family that extended back to the days of the Mexican land grants. Because of Magee's Spanish-Indian heritage, the Shipleys refused to attend their daughter's wedding at Mission San Luis Rey in 1922. The thirty-four-year-old bride never saw her father again but she renewed her relationship with her mother soon after her father died, visiting her frequently and taking her out to dinner or to the movies that she loved.

Soon after their marriage, the Magees moved to Condor's Nest, a ranch high above Pauma Valley. They remained there until Hugh Magee's death in 1941, when Florence moved back to her family home to care for her mother. She gradually retreated into seclusion, and by the time Julia Shipley died in 1945, Florence Shipley Magee also had become a town legend. Seldom seen behind a thicket of cactus and trees, she reportedly preferred the life of a recluse, surrounded by old newspapers and her many cats.

Although she seemed to turn her back on Carlsbad, Mrs. Magee had not forgotten her hometown. When she died in 1974, she bequeathed her house and its land to the City of Carlsbad for use as a recreational and historical park.

Carlsbad Historical Society

Florence Shipley Magee

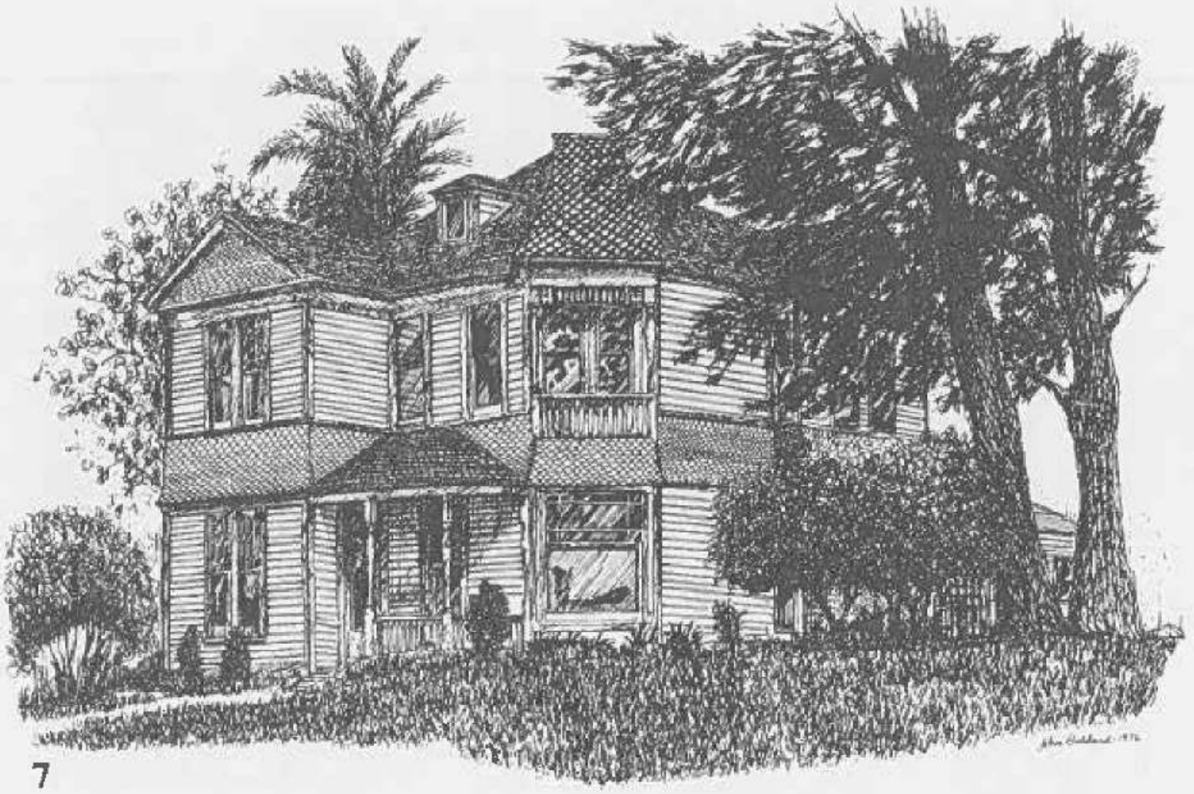

Buena Vista Lagoon
Pacific Ocean
north
Ocean St.
Lincoln St.
Washington St.
1st St.
2nd St.
3rd St.
4th St.
5th St.
Highland Dr.
Beech Ave.
Cedar Ave.
Grand Ave.
Elm Ave.
Oak Ave.
Pine Ave.
Walnut Ave.
Chestnut Ave.
Laguna Dr.
Las Flores
Forest Ave.
Chuparosa Wy.
A
B
C
D
E
F
G
H
I
J
K
L
M
N
O
P
Q

Carlsbad's Hardy Survivors

Downtown at the Turn of the Century

A.	SCHUTTE	2978 Carlsbad Blvd.
B.	ALT KARLSBAD	2802 Carlsbad Blvd.
C.	YOUNG	352 Cedar Ave.
D.	ST. MICHAEL'S EPISCOPAL CHURCH	2775 Carlsbad Blvd.
E.	WARD	2747 Carlsbad Blvd.
F.	SHIPLEY - MAGEE	258 Beech Ave.
G.	ST. PATRICK'S CHURCH · CITY HALL	2600 Garfield St.
H.	SANTA FE DEPOT	400 Elm Ave.
I.	HESS	3048 Jefferson St.
J.	HILL	3112 Lincoln St.
K.	CLAUSON	2921 Roosevelt St.
L.	RAMIREZ	Roosevelt St.
M.	KREUTZCAMP	624 Laguna Dr.
N.	CULVER - MYERS	3140 Highland Dr.
O.	SHIRLEY - DE LA MOTTE	1542 Oak Ave.
P.	RAMSEY	1330 Chuparosa Wy.
Q.	BELLER · DECKLEMAN	1448 Forest Ave.

RICK ENGINEERING CO.
[illegible]

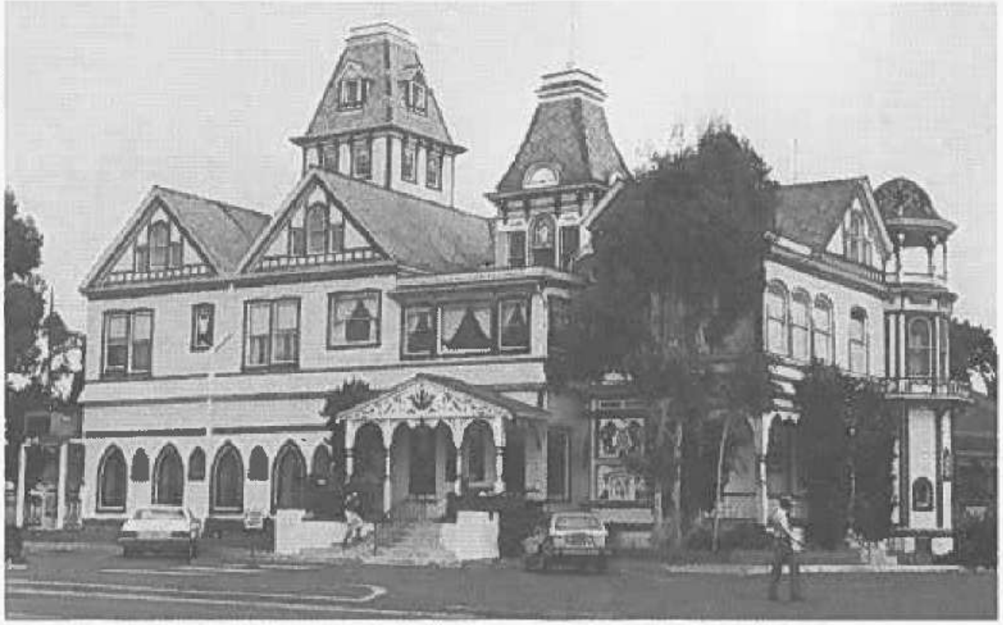


7

HARDY SURVIVORS

Nearly half of Carlsbad's original buildings are still in use. Although many surviving homes have become public buildings, others have retained their residential character. Dating back to 1887 are the homes of Carlsbad founders Gerhard Schutte and Samuel Church Smith. Of the same vintage are the Santa Fe railroad depot and the Culver and Shirley homes "out of town" on Highland Drive. Within the next few years the Hess, Hill and Kreutzcamp homes were added to the landscape, and by the turn of the century they had been joined by the Clauson, Beller and Ramsay homes and the original sanctuary for St. Michael's Episcopal Church. A significant downtown structure of the 1920s was the Ramirez home, built by one of Carlsbad's earliest Mexican immigrants.

Some of these structures have been remodeled by accident or design, and a few have been rebuilt altogether, but all have stories to tell.



Comprehensive Planning Organization

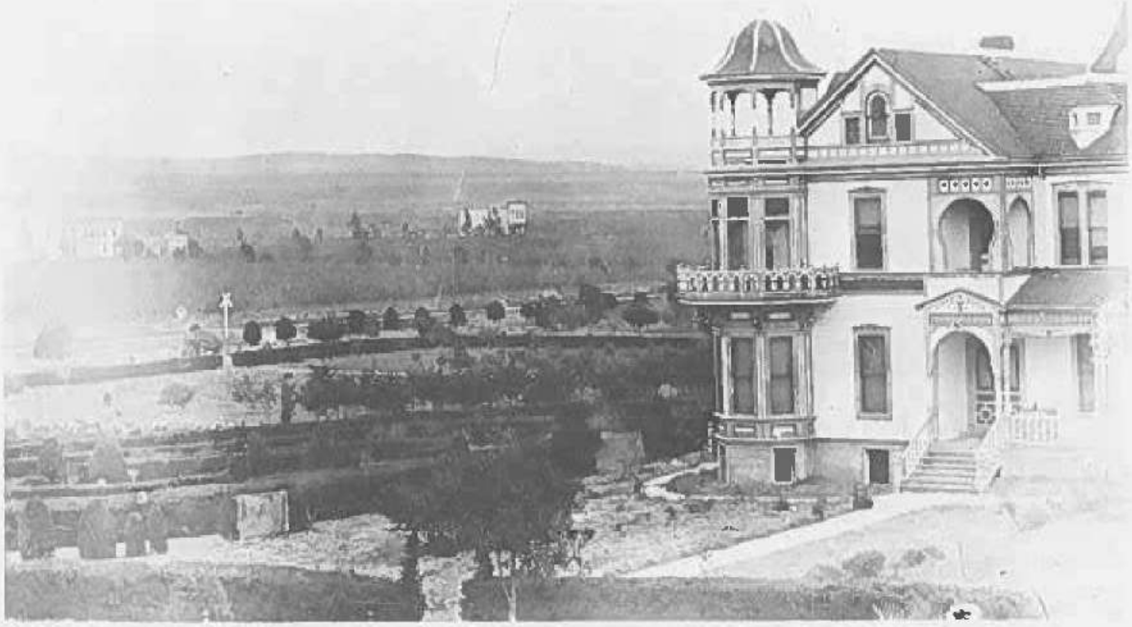
The Schutte home became the Twin Inns, one of Carlsbad's most popular landmarks.

The twin Victorian homes of Gerhard Schutte and D.D. Wadsworth were built side by side on the east side of Lincoln Street (now Carlsbad Boulevard), their matching gables and cupolas overlooking ocean and town. They were the work of master carpenter Alonzo Culver; each of the two-story homes was a mirror image of the other, with identical fish-scale shingles, intricately turned posts and railings and stained glass windows, all placed in reverse design.

The surviving twin is the Schutte home, which has enjoyed nearly unbroken occupancy since its original owners moved south to National City in 1910. For several years, a succession of would-be restauranteurs attempted the conversion to a public dining room that finally succeeded in 1914, when Eddie and Neva Kentner took it over and established the Twin Inns.

Their enterprise initially included the Wadsworth home as an annex for housing their help and overflow guests. In 1918, Kentner began enlarging the Schutte house, adding a large circular dining room, a bar and a smaller dining room. As their family grew, the Kentners also remodeled the upstairs rooms for their own use. Today, Ed Kentner Jr. operates the restaurant that, thanks to his father's promotional efforts and genuine hospitality, has become a world-famous establishment renowned for its chicken dinners.

By contrast, the Wadsworth home seemed doomed to neglect. It was never



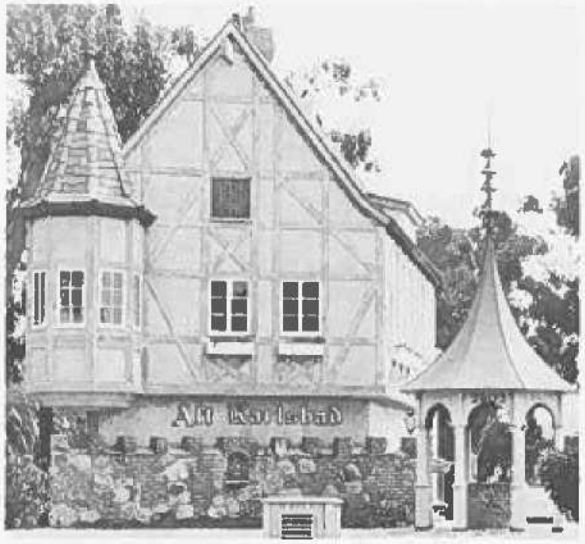
The Wadsworth "twin" and, in the distance, the Palma Hotel

occupied by its original owner, and was sold in 1894 to R.J. Riley, who was the first to envision a restaurant in one of Carlsbad's elegant mansions. He operated it as the Carlsbad Inn for less than a year and then leased it out as a temporary dwelling for newly arrived families not yet settled in their own homes. When the Kentners no longer needed it as an adjunct to the Twin Inns, the Wadsworth home was purchased by C.D. Hanes in 1922. The new owner had hopes of converting it into a rooming house but the succession of short-term occupants had brought deterioration beyond repair. From that time on the once grand home became a silent, structural ghost, standing vacant as the town grew up around it. Its final chapter closed in 1954 when it was demolished.

Two blocks north of the Schutte home, on the site of John Frazier's well, stands a recently built replica of Karlsbad Well No. 9, the town's namesake spa. Like its original in Bohemia, the well's design includes symbols of eternal life, family safety and prosperity and the eight major tribes of old Bohemia. The well site was declared a state historical monument in 1955. Carlsbad's European heritage is picturesquely expressed in Alt Karlsbad, the recreation of a twelfth century Hanseatic League structure behind the well. It was built in 1964 by B.M. Christiansen, the well site's current owner, and contains a gift shop and museum with historic photos and other memorabilia of Bohemia and early Carlsbad.

Comprehensive Planning Organization

The Young house



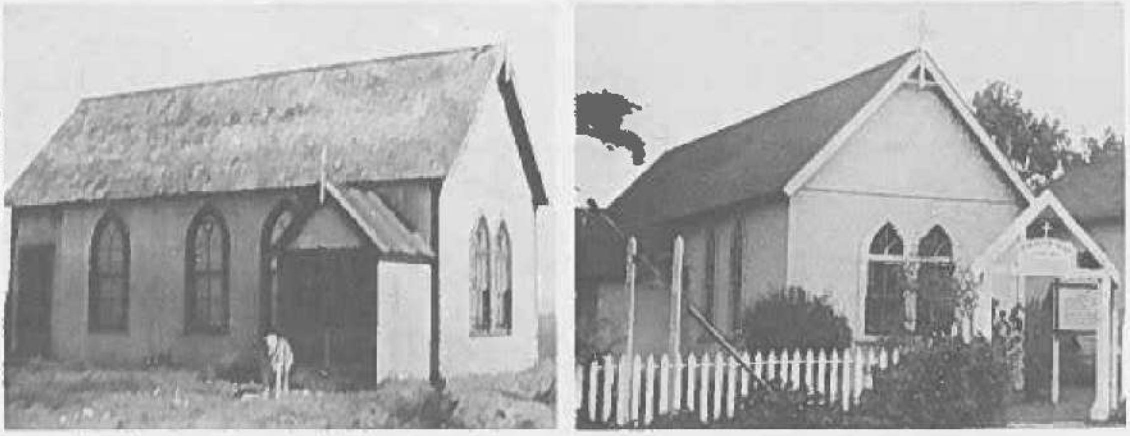
Alt Karlsbad

Across the street from Alt Karlsbad at 352 Cedar Avenue is a white frame cottage that once was Carlsbad's only health-care facility. During the twenties, Jean Sauer operated a small nursing home in its two high-ceilinged bedrooms. Here she nursed Hugh Magee back to health after a bout with lockjaw, and cared for his mother-in-law Julia Shipley.

The hip roof, center gables and horizontal siding of the house indicate construction around the turn of the century. According to Mary Coffin Young, who moved into the house with her husband Cal and two young daughters in 1934, it was moved to its present site from the northwest corner of Elm Avenue and Lincoln Street before 1919. The property at that time belonged to Chester Craig, whose own similarly constructed house was next door to the east. The cottage later became the home of Gladys and Sam Fraser, who came to Carlsbad in 1919 when Fraser was appointed manager of the newly-formed Carlsbad Mutual Water District.

Cal Young grew up in Carlsbad. During his school days in the early part of the century, he bottled and shipped mineral water from the Carlsbad well to J.R. Newberry, the well's owner, in Los Angeles. He later became an active member of the local school board and tireless volunteer for civil defense during World War II. He died in 1966.

Across Carlsbad Boulevard is the original sanctuary of St. Michael's Episcopal Church. The small Gothic structure dates back to 1896 when it was originally built on the corner of Oak Avenue and Lincoln Street. When that site was



Chris and Kay Christiansen

Florence Shipley Magee photographed her beloved dog Juno in front of the original chapel of St. Michael's Episcopal Church after it was moved from its original location on Lincoln Street (shown right).

claimed for commercial development in 1959, the Shipley-Magee family donated land for a new Episcopal church on Carlsbad Boulevard and the quaint chapel was relocated at its present site. Its interior redwood paneling has been well preserved and a new side entrance is the only alteration to its original appearance.

Immediately north of the church property is the 1894 home built by a Civil War colonel by the name of Ward. A heart-shaped garden in front and a horse barn in the rear were two of the features that Faith Ward Bassett, the colonel's daughter, recalled when she returned to Carlsbad for a visit in 1976. The little house also served as a temporary parish office when St. Michael's new church complex was under construction. It was sold and converted into a sandwich restaurant in 1975.

Alexander Shipley lived in the Ward home from 1915 to 1920. Always an object of town curiosity, the eccentric Shipley was famous for a glass cabinet of hats that stood in his front hall. His neighbors also took note of the daily meals carried to him from the family kitchen across the street by Marjorie Steele, the Shipley's cousin and housekeeper.

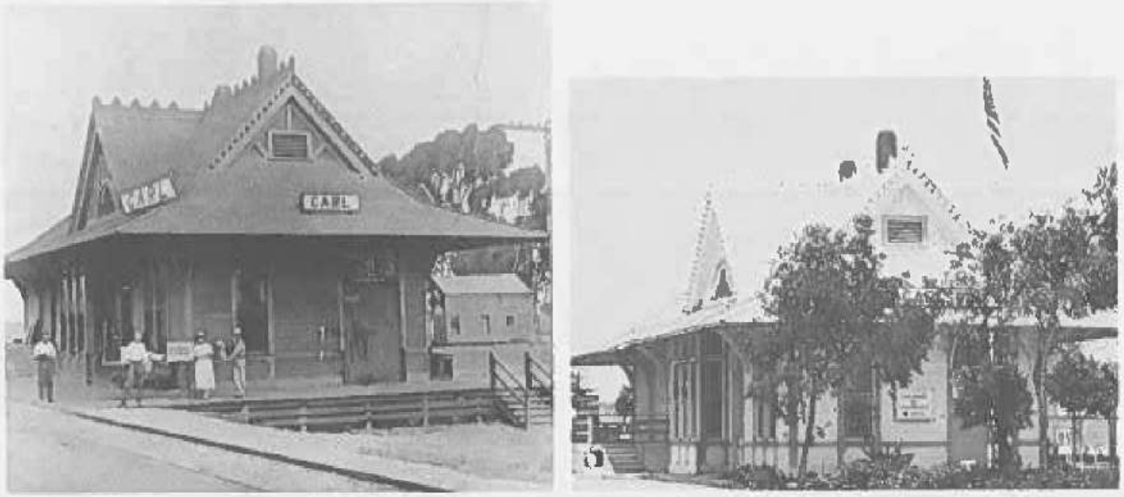
Further north and around the corner on Beech Avenue is the Smith-Shipley home, the focal point of Magee Historical Park. With only two families as owner-tenants, the simple cottage has fared well. Samuel Church Smith's home was enlarged by Alexander Shipley, who attached one of his salvaged downtown buildings to the rear, but the wood trim, deep windows and roof line of the original building have remained intact. After the death of Florence Shipley Magee and the bequest of

The Samuel Church Smith home, 1895.

her family's home to the city of Carlsbad, the structure suffered extensive interior fire damage. Its complete and accurate restoration was completed in 1980 and it now houses the offices of the Carlsbad Senior Citizens Association and museum of the Carlsbad Historical Society.

In addition to an outhouse and livery barn, the park also has become the new home for the original sanctuary of St. Patrick's Church. The small frame structure was built in 1926, and after being moved across the street to make room for a larger church it became in 1952 the City of Carlsbad's first administrative office and police station. During the 1960s its functional design provided a home for the city's first library and later a studio for the North County Ballet. In 1979 the sturdy little structure was slated for demolition to make way for a city parking lot, but a coalition consisting of Friends of the Library, the Carlsbad Historical Society and volunteer building tradesmen arranged for its removal to Magee Historical Park. With the exception of one door sill, the entire building was found to be dry and sound when it was moved, requiring only a new foundation and coat of paint for its exterior restoration. After rehabilitation to bring wiring and other specifications up to city code, the old church has become a public meeting place again.

The Santa Fe Railroad depot has been since 1966 the home of the Carlsbad Chamber of Commerce but when it first opened in 1887 it was the only commercial building in town. Occupying various corners of its high-ceilinged rooms were a telegraph and post office, Wells Fargo Express office and a general store. John A. Fauncher, the first stationmaster, arrived with his wife and two daughters on



The Carlsbad railroad depot—in 1907 and now.

Christmas Day of 1886. He carried out his official duties in an old shed for several months until the depot was completed.

In 1907 the railroad company changed the name of the station to "Carl" in an attempt to avoid confusion with Carlsbad, New Mexico. It was a highly unpopular move with local residents, but nearly ten years passed before the town regained its original identity. Agricultural production during the 1920s made the railroad station the most active place in town, but after World War II rail transportation declined. Passenger service was discontinued in 1957 and the depot was officially closed for railroad business in 1960.

Citizen interest kept the building from complete neglect. Local artists organized group painting outings that produced abstract, impressionistic and realistic renditions of its quaint style. Many results of these paint-ins can now be found framed and hanging throughout Carlsbad. Private donations were sought for reshingling its roof, and the city was urged to acquire the property to save it from demolition by the railroad. After several years of negotiations with Santa Fe, the city was able to lease the depot for the token cost of $1 per year, which is what the Chamber of Commerce pays for its occupancy.

Extensive alterations have sustained the small house at 3048 Jefferson Street where William Hess, the first manager of the original Carlsbad Hotel, lived in the late 1880s. The home's next claim to local fame came in 1904 when a cow fell into its rain cistern and the entire town was drawn away from a dance at the Palma Hotel to rescue it. The operation appeared to be a success until a rope broke, injuring the

Comprehensive Planning Organization

The Hess house

The Hill cottage

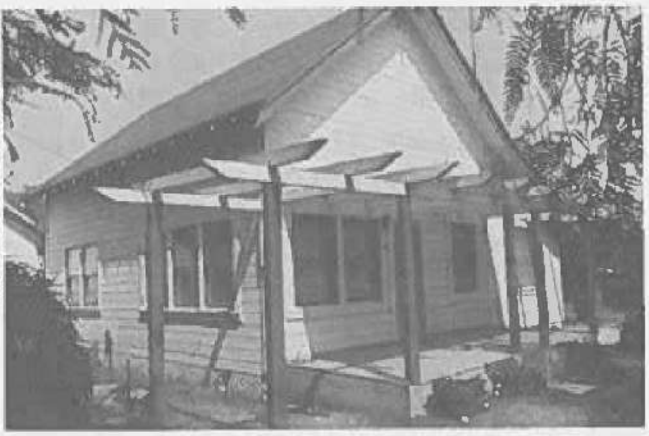
poor creature so severely that she eventually had to be destroyed.

Another remodeled cottage that is now at the southeast corner of Oak Avenue and Lincoln Street was initially built on an ocean bluff south of the Smith home. It was built in the 1890s by Mrs. C.A. Hill of Redlands, who was a regular summer visitor to Carlsbad. Her annual arrival in the year's smartest new car was unfailingly reported in the town press. She often was accompanied by her granddaughter, Olive Carey, who later married pioneer bulb grower Luther Gage. Gage built his own graceful Spanish style home in 1935, across the street from where the Hill cottage now stands. According to architectural historians, the textured stucco exterior of the Hill cottage appears to have been made with coarse beach sand.

With First Street as its business district, early Carlsbad's rural residential area began on Second Street (now Roosevelt Street). The Clauson family lived just south of the corner of Grand Avenue, in the house at 2921 Roosevelt Street that is now an architect's office. Further south, at the southwest corner of Walnut Avenue, is the Ramirez home, built in 1914 by one of Carlsbad's first Mexican immigrants.

On Laguna Drive, at the north end of Roosevelt Street, is the Kreutzcamp home, now occupied by a descendant of one of Carlsbad's most notable early families. The wood frame building was moved to its present location by Charles Kreutzcamp, who arrived in town in 1898 with his wife and seven children. They had travelled a circuitous route from Tennessee as the German-born shoe maker plied his trade and indulged in his passion to see the country. They might have moved on to yet another place, had not his wife decided that she had packed their belongings for the last time.

The Kreutzcamps' decision to put down their roots in Carlsbad saved the school from closing for lack of students and started another small round of building



Comprehensive Planning Organization

The Kreutzcamp house

removals. An abandoned lumber company office near the corner of Elm Avenue and Second Street was their temporary home until the shoemaker had saved enough money to buy land of his own. He walked to his job with an Oceanside cobbler until he could purchase the property on Laguna Drive, and then moved the old office building to his new homesite. The building took on a much more residential aspect after Kreutzcamp removed its false storefront to reveal the gable behind it.

In 1904 he brought another building from the southern end of Second Street and converted it to a general store next door to his home. Kreutzcamp's entry into retail trade coincided with his appointment as Carlsbad's postmaster and it brought new activity and traffic to the sparsely populated neighborhood. Less than ten years later, the store was dismantled and its timbers moved south again to provide building materials for his daughter Minnie's new home after her marriage to Robert Carpenter. In addition to his children and their families, Kreutzcamp also provided his new hometown with a site at the corner of Fifth Street and Oak Avenue for construction of St. Patrick's Church.

Alonzo J. Culver, the master carpenter for the Schutte and Wadsworth mansions, built his own fanciful Victorian residence in 1887 at the southeast corner of Highland Drive and Oak Avenue. Although considered to be a long way out of town when it was built, its hilltop location and strong vertical lines added an element of mystery to the house which from the start seemed destined to become a landmark.

Clint Culver, the builder's son, contributed his share of intrigue to the home's reputation by driving around town in a bullet-riddled Pierce Arrow car during pre-World War I days. Rumors persisted regarding his involvement with a smuggling ring dealing in Chinese farm laborers. It was thought that the illicit "merchandise" was landed on Mexican beaches and kept in Culver's basement until time for the last leg of the journey to San Pedro. Neighbors also claimed that a huge monkey was chained to the basement door to protect the laborers or prevent their escape. According to local intelligence, Culver made the final delivery by dressing the workers in women's clothes and marching them down the streets of the harbor town to where his clients were waiting.

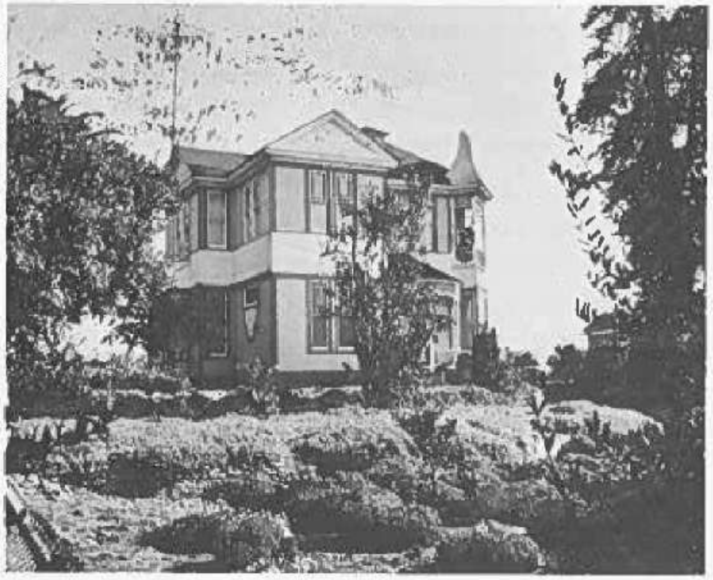
His neighbors received word of Culver's 1914 arrest and conviction for smuggling with more sadness than surprise. In spite of his dubious activities, Culver was popular as a photographer, and the smuggling story stayed buried in silent acknowledgement while he served a two-year sentence.

Meanwhile the family home was sold in 1914 to David Harrington, who gave it to his daughter and son-in-law Guy Maltby, in 1916. A year later, Gertrude Maltby, their daughter, married Ben Myers and moved to San Luis Rey, but she returned to live in the old house with her father in 1936 after her husband died. At that time, the property was a thirty-acre estate, including a carriage and well house.

After her father died, Mrs. Myers took up painting and soon earned a reputation as Carlsbad's "Grandma Moses." The interior of her family home and scenes of her childhood were favorite subjects for her primitive artistic style. She used a miter box to create frames which she designed to suit the content and colors of each painting.

After the death of Gertrude Myers in 1965, the house stood empty for several years until its present owners, Kay and Gerry Capp, undertook a long and successful

The Culver-Myers house



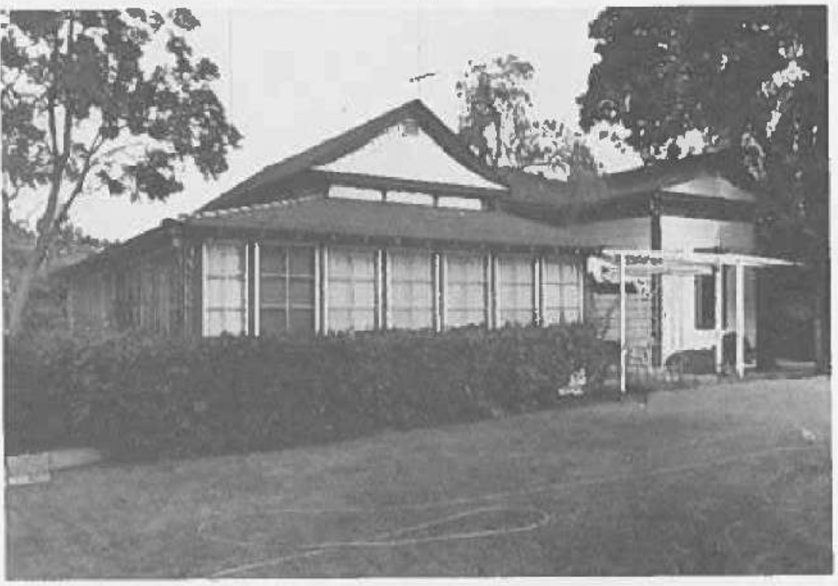
Carlsbad Journal

process of rehabilitation. They have repainted the exterior with the monochromatic color scheme that was popular at the turn of the century, and restored the fanciful fish-scale shingling on the outbuildings.

Across Oak Avenue from the Culver-Myers house is a cottage which dates back to the early eighties. It is believed to once have been a three-room structure that was either built or remodeled by A.J. Culver. The first known owner of the now U-shaped residence was Dr. H.B. Shirley, who took title to it in 1890. Shirley, the only doctor in town, was diverted from his rounds in 1906 when, according to the local newspaper, he trapped a wildcat in his front yard.

The South Coast Land Company later regained title to the property but sold it in 1915 to G.F. Roberts of Pasadena. Roberts established a successful poultry farm which he sold ten years later to Anna Marx de la Motte, the daughter of a Pawnee Indian chief and the first woman to act as an Indian agent in the Oklahoma territory. Her son looked after the poultry while she continued her business activities in the Midwest. Except for forty acres which have been developed for housing, the homestead is now the property of William and Georgette de la Motte Kirmse, who recently built a small addition to the northwest corner of the house. Kirmse is the son of the first jeweler in Skagway, Alaska, whose home and business have become a feature of the new Skagway National Park.

Further north and west of Highland Drive is 1448 Forest Avenue, where Alexander Beller and his wife Sarah built a New England salt-box-style home in the


Comprehensive Planning Organization

The Shirley-de la Motte-Kirmse home

mid-1890s. Beller was a Michigan farmer who came to San Diego in 1880, joined the "Chicago Colony" organized by Frank Kimball in Green Valley, and opened a general store in Batiquitos Valley in 1885. Shortly after that he built his home on forty-three acres in Carlsbad, which he farmed while his wife taught music. In 1915 Beller gave half of his land to the South Coast Land Company in return for water for the remaining half. He later received appointment to a county supervisory position, which, with the high regard of his fellow townsfolk, brought him the honorary title of "Judge."

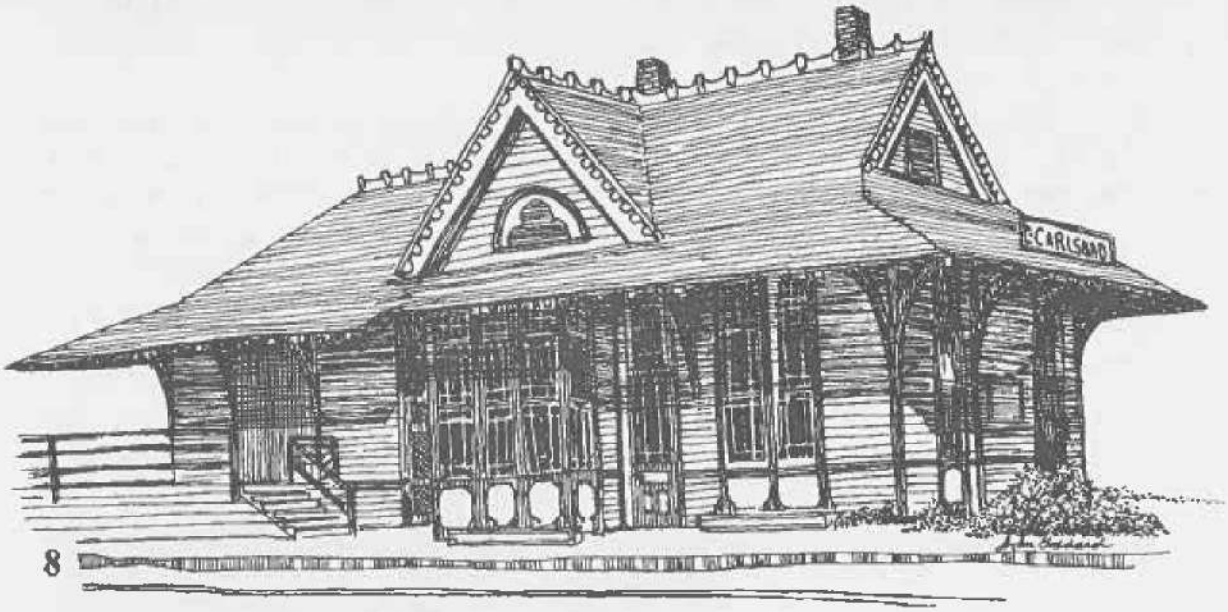
The Beller home served from 1958 to 1967 as the rectory for St. Michael's Episcopal Church. Since that time it has been remodeled by current residents Zona and Edwin Deckleman.

West of Highland Drive, off Los Flores Drive, is Chuparosa Way where a grove of trees nearly hides the rambling bungalow built in 1890 by Frederick J. Ramsay. He and his wife, Edith Mary, were children of English colonists who settled at San Luis Rey during the 1880s. Ramsay also built a commercial structure on the east side of State Street, near Elm Avenue, during the mid twenties. His daughter Elizabeth Ramsay is the current resident of her family's home.

The Beller-Deckleman home

The Ramsay home

Comprehensive Planning Organization



8

TINY BUT TENACIOUS

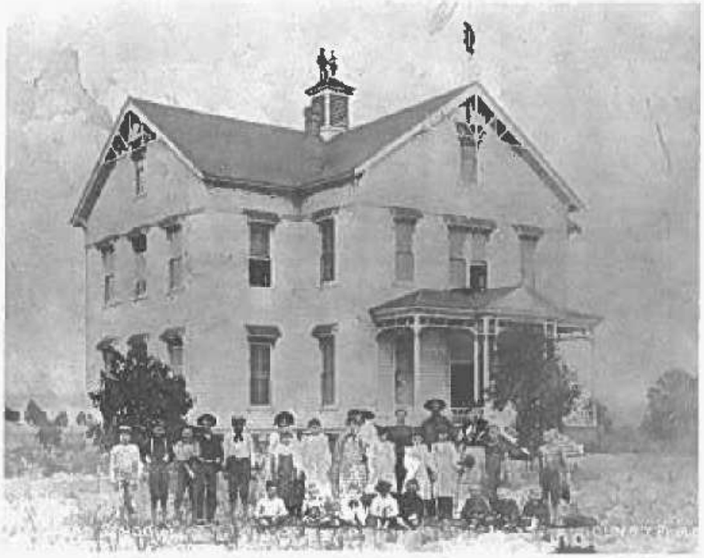
Carlsbad was barely surviving at the start of the twentieth century. The schemes of each new year withered as much from a shortage of common sense as of water. But such failures did not prevent farmers and tradespeople from building and working for the future, and little by little, the roots of the isolated community took hold.

As the nineteenth century was fading away, fresh springs of optimism stirred Carlsbad's mineral waters. The rights to John Frazier's twenty-year-old well were bought by J.R. Newberry, a grocer wholesaler who according to the *San Diego Union* of May 29, 1899, planned to build a health resort and bottling works in Carlsbad. Frazier retained a major stock interest in Newberry's enterprise. Although he maintained his business operations in Los Angeles and San Francisco, Newberry purchased bottling equipment and later moved with his wife to a home on Highland Drive, but very little mineral water was drawn from the well.

Carlsbad voters approved new school bonds in 1902, and a year later hailed the construction of a two-story, four-room schoolhouse on Pine Avenue near Fourth Street. Community pride soared even higher in 1907 when a new eighty-pound school bell was hung in the schoolhouse cupola. Although the school was designed for future expansion, its upstairs rooms were used only periodically. In 1921, residents organized the Carlsbad School District and children were bused to the elementary school from as far away as North Carlsbad on the far side of Buena Vista lagoon. At that time the faculty included Principal Tillie Heath, who also taught sixth and seventh grade classes, and Adelaide Vernon, Hattie Reece Schutte, Florence Borden and Dorothy Wilhite.

Meanwhile, real-estate promoters came and went, leaving items in the San Diego press as the only evidence of their passage. In mid-1903 it was announced: "The Bains and Rader tract in Carlsbad has been laid off in streets and connected with the water main." Eight years later, word that "an excursion will be made

Carlsbad School students lined up for their official 1898 photo, except for two boys who clambered to the top of the bell cupola.



tomorrow to Carlsbad, the new townsite being placed on the market by the Frank Culler Company," probably raised more local eyebrows than expectations for substantial changes.

The community had seen other plans falter in the harsh light of practical reality. In 1906 the possibility of building a dam at Marron Gorge just east of the Hayes homesite had been explored by a newly organized firm, the South Coast Land Company. But their capital resources were too thin to support the engineering and legal complexities of the proposal.

An even grander project was initiated in 1907 when Oceanside nurseryman F.P. Hosp translated a coming need for railroad ties into a plantation of Australian eucalyptus trees on a canyon hillside at the northeast end of Carlsbad, overlooking Buena Vista Lagoon. He sold his idea to three Los Angeles businessmen who with him put $1,500 each into the Hosp Eucalyptus Company. The outside investors, McGee, Martin and Whitaker, received 125 shares each in the projected returns from the trees, which were planted on 219 acres purchased from J.F. and Maria Connell of San Diego.

Hosp planned to plant 1,082 trees per acre, and he guaranteed that his seedlings would be alive and well twelve months after planting. But when a year had passed and only 40,000 trees had been planted on forty-five acres, he had to come back to his principals for more capital. Instead of the $2-million profit they had anticipated, McGee, Martin and Whitaker soon were confronted with further losses as they tried to protect their original investment.

Chris and Kay Christiansen

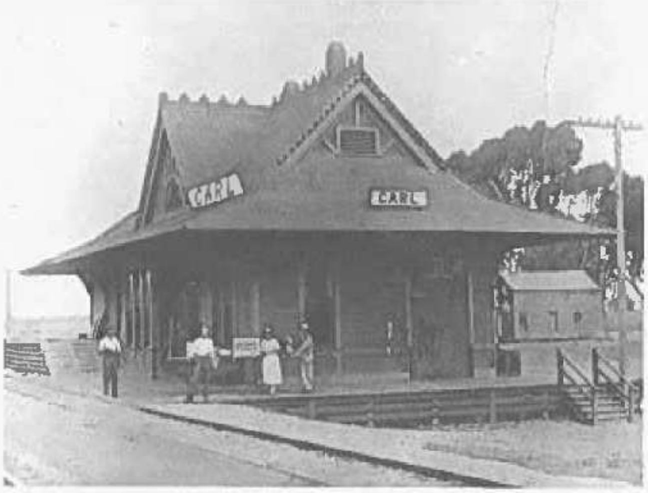
High hopes for marketing eucalyptus railroad ties were lost in Hosp Grove.

The dream came to a dismal end when the first trees were harvested and the newly cut timber resisted all but the most violent attempts to make it usable. Although the logs cut like butter when still wet and green, the tough fibrous wood dried hard as flint. The first time Hosp tried to split a seasoned log, his axe stuck fast in the wood and could scarcely be removed. It did not take long to realize that such wood was not to be milled. The trees were left to become a dense grove that only recently has been eroded by residential development.

Although the Hosp Grove's original southern boundary on Basswood Avenue has been pushed north nearly to the bottom of the hill, twenty-seven acres at the western end was dedicated for city park use in 1972 by the Kamar Construction Company. Since that time there have been several proposals to develop the property's natural amphitheater into a community performance site.

As if it were not enough for the town's railroad identity to be changed from Carlsbad to Carl in 1907, a further status demotion came in 1909 when the U.S. Post Office Department closed its Carlsbad office and residents had to travel to Oceanside to pick up their mail. The postal service had begun in 1899 when William McCrea was named postmaster, but succession to the job had become almost an annual event since that time.

The new century brought Joseph Reece, Hattie Reece's brother, to the postal operation, which moved from the rail depot to Chester Craig's store at the southeast corner of Grand Avenue and Second Street. In 1903, Frederick P. Smith and then Frank Knowles supervised the mail. Knowles was Reece's uncle, and his large home



Cutting "Carlsbad" to "Carl" hurt the community's pride.

at 380 Cedar Street, built in 1897, was one of the town's finest. A fire in 1905 destroyed all but one portion of the structure, which Craig rebuilt for his own home.

Charles Kreutzcamp moved the post office to his store on Laguna Drive when he took over as postmaster in 1904. It remained there through Frederick Smith's second tour of duty in 1906, but one year later a new postmaster, John E. Keene, moved it to the corner of Grand Avenue and First Street — just before the U.S. Government moved it to Oceanside on April 15, 1909.

Two years later Carlsbad had its own post office again, with Marguerite Hayes as postmistress for a few months before Frederick Smith embarked on his third term in the postmaster's office.

During these early years, news of the outside world came several days late to Carlsbad subscribers of the daily *San Diego Union* or the weekly Oceanside *Blade Tribune*. But for purely local events, they were kept informed by the publishing efforts of W.W. Borden. He was a Missouri immigrant whose family had homesteaded in the valley east of Ponto, just south of Matthew Kelly's Los Kiotes. True to the pattern of frontier marriages fostered by proximity, in 1881 Borden claimed Minnie Kelly, the blacksmith's second daughter, as his bride. They moved to Barham, a small settlement that evolved into the community of San Marcos, where Borden ran the post office. He later taught at the Hope District schoolhouse, where most of his wife's relatives received their elementary education. A self-educated man with no formal training, Borden qualified for this position by passing an exam.

Shortly after his marriage, Borden and William S. Kelly, his new brother-in-law, established *Our Paper*, a monthly publication. Minnie Borden became her husband's editorial partner in 1885, when the banner was changed to *The Plain Truth*. Eight years later, their house in Barham burned to the ground and they suspended publication while they moved to Carlsbad, and built a new home on the land that Minnie Kelly Borden had inherited from her uncle.

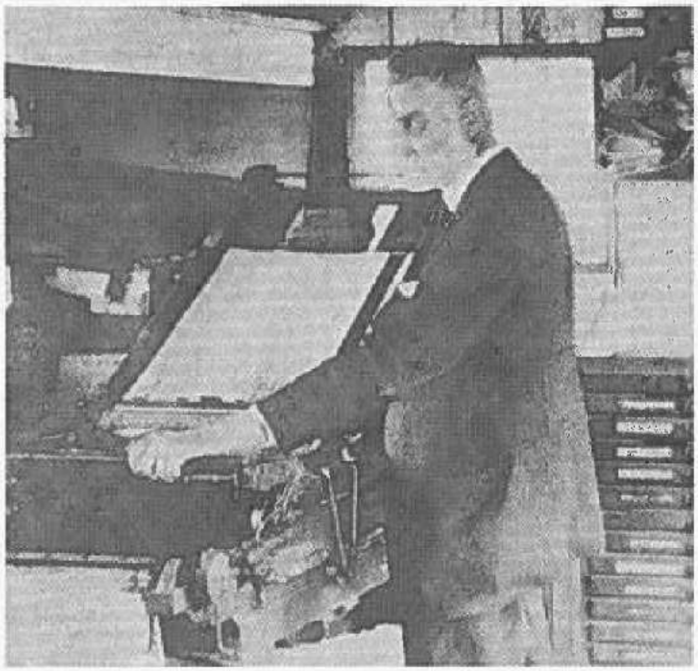
The Bordens' temporary home on Fifth Street became the new offices of *The Plain Truth* when in 1900 it resumed reporting local events. Even though his establishment was considered to be on the outskirts of town, potential advertisers, subscribers and contributors had little trouble finding its red roof and windows trimmed in shades of purple, yellow and green. The colorful newspaper office remained a landmark until 1916 when Borden moved his press to his new home on Chestnut Avenue. He renamed the paper *The Spirit of Love* and continued its weekly publication until 1922, two years before he died.*

Although journalism was his occupation, religion was Borden's main interest in life and the wellspring of his newsgathering career. He was one of the founders of a small Protestant church in San Luis Rey, which later grew into the Oceanside

Christian Church. He preached in its pulpit and the hymns he wrote for the choir were sung at his funeral, which was attended by more people than the church could hold.

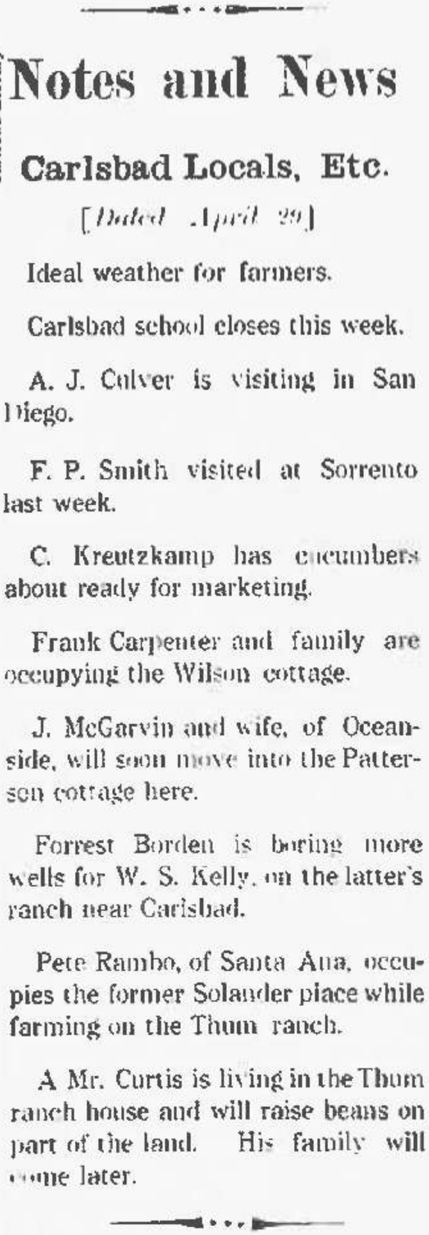
Borden's news style featured a front-page column of Notes and News, announcing the acquisition of new cars and tractors, arrivals and departures of family

Carlsbad Library



W. W. Borden and his home-made printing press.

Carlsbad Library



Notes and News

Carlsbad Locals, Etc.

[*Dated April 29*]

Ideal weather for farmers.

Carlsbad school closes this week.

A. J. Culver is visiting in San Diego.

F. P. Smith visited at Sorrento last week.

C. Kreutzkamp has cucumbers about ready for marketing.

Frank Carpenter and family are occupying the Wilson cottage.

J. McGarvin and wife, of Oceanside, will soon move into the Patterson cottage here.

Forrest Borden is boring more wells for W. S. Kelly, on the latter's ranch near Carlsbad.

Pete Rambo, of Santa Ana, occupies the former Solander place while farming on the Thum ranch.

A Mr. Curtis is living in the Thum ranch house and will raise beans on part of the land. His family will come later.

and friends, social events and other personal milestones. A weather prediction for the coming week, accompanied by an explanation of the previous week's prediction, occupied the center of the page. The balance of his reportage was devoted to poems of faith, sermons on temperance, prudence and the work ethic, and other uplifting messages.

Names prominent in the news included that of Frank Carpenter, whose arrival in town with his wife and two sons in 1907 was duly noted and updated as they settled down and progressed as farmers. Regular reports on Alexander Shipley included speculation as to his possible property losses in the San Francisco earthquake and acknowledgement of his contribution to mend Carlsbad's disabled water works.

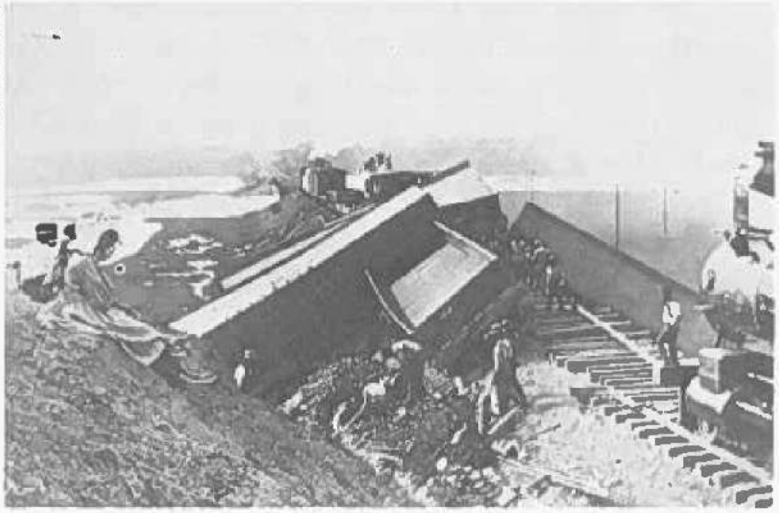
Standing out among all others as the most newsworthy person in town, however, was Emidio Wilson, who could accomplish any task with his wagon and team of mules. Wilson lived just south of Borden's Fifth Street office and was frequently employed by the publisher's relatives at Rancho Agua Hedionda, but whether he was hired to carry a load of hay from the fields to the railroad station or build a new road, his exploits regularly appeared in print. According to old copies of *The Plain Truth* and*The Spirit of Love,* Wilson helped to grade Chestnut Avenue in 1903, pulled the cow from William Hess' cistern and supplied 100 cubic yards of gravel for a new concrete bridge over the railroad tracks in 1923. When a telephone was installed at Wilson's home in 1907, making him more accessible than ever, it was a front page story.

Borden's newspaper and church activities still left him enough time to invent labor-saving devices such as a wooden windmill to power the family corn grinder and a machine that threshed beans and churned butter while it washed the clothes. Borden also devised a printing press that could reproduce his news copy on continuous rolls of paper instead of the old, slower single-sheet method. Less successful was Borden's hand-built automobile which he hoped would spare him the physical inconvenience of walking and the moral discomfort of enslaving horses for his transportation needs. He spent many hours in Charles Kelly's livery stable in San Diego, tinkering with an engine that never left the workbench.

Regardless of the accuracy of Borden's weather reports, there was no question about the subject's importance to his readers. Carlsbad farmers grew beans, peas and grains, crops which could survive infrequent rains during the summer and fall. A few holdings had wells to augment whatever moisture could be captured in rain cisterns, but otherwise the fate of the harvest was dependent on nature's grace.

Borden finally had a serious weather story in January, 1916, soon after his paper had moved to Chestnut Avenue. The worst storm in history brought a five-day downpour that washed out the highway and railroad bridges over the San Luis Rey river and isolated Carlsbad and Oceanside for three weeks. Ships from San Diego, loaded with food and clothing for the destitute, docked at the Oceanside pier alongside daily shipments of coal for the Santa Fe Railway. The ships also provided local residents with their only supplies of flour, smoked meats, lard and other basic groceries until regular train service could be restored. It was two weeks before the Reliable Auto Line was able to bring mail from San Diego to Sorrento Flats, where it could be picked up for delivery to the north county. Three people lost their lives in the deluge and property damage was extensive.

For a community that long had needed more water, it was too much of a good thing. Ironically, the downpour came just two years after a successful plan to bring more water — and activity — to Carlsbad had been put into action.

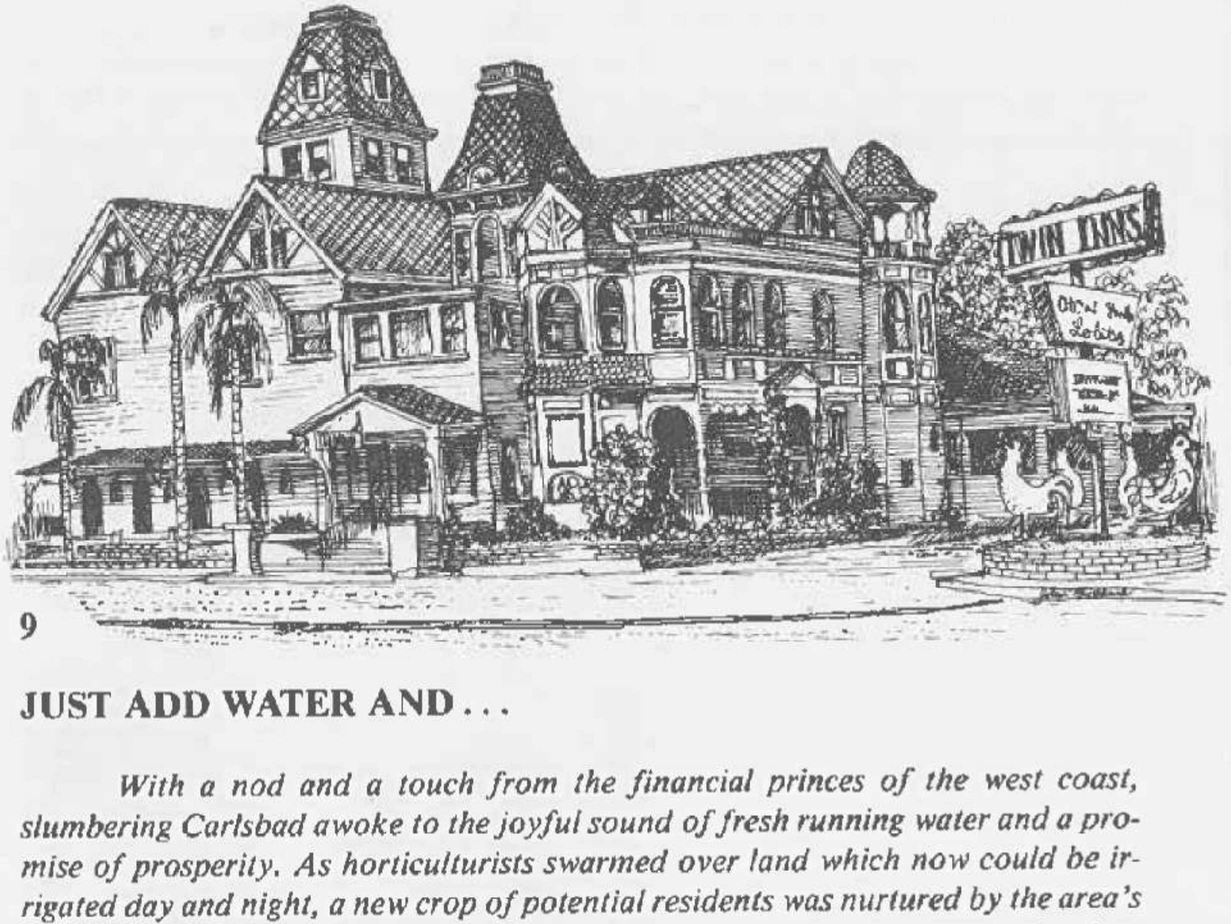


Carlsbad Library

Train derailed by the flooded San Luis Rey River

---

*When the Borden family moved into its nine-room residence, northwest of the intersection of Chestnut Avenue and El Camino Real, Borden added several outbuildings to the property adjoining his house. Here he published *The Spirit of Love* from 1916 to 1922. The Borden home was replaced during the 1930s by a rambling Spanish-style home now owned by the Sheffler family. The wooden structures that once housed Borden's press were later used to store donated books for the annual Carlsbad Friends of the Library Book Fair.



9

JUST ADD WATER AND . . .

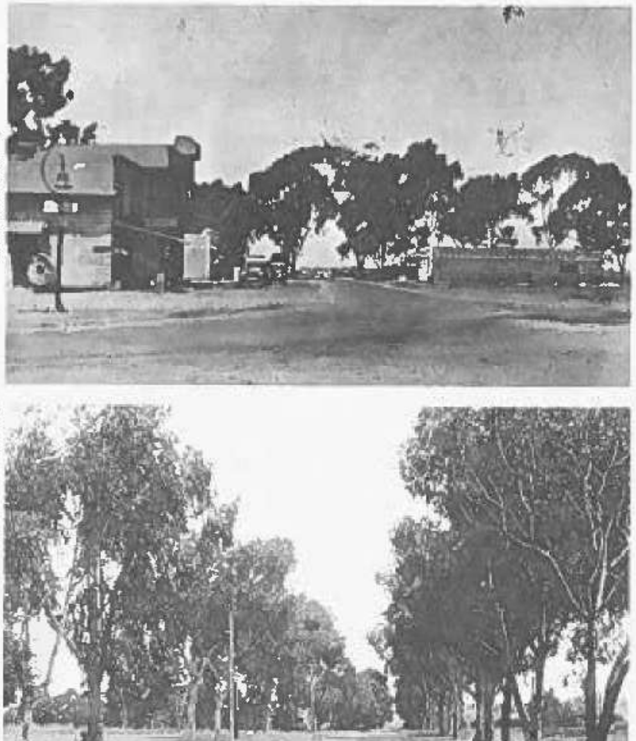
With a nod and a touch from the financial princes of the west coast, slumbering Carlsbad awoke to the joyful sound of fresh running water and a promise of prosperity. As horticulturists swarmed over land which now could be irrigated day and night, a new crop of potential residents was nurtured by the area's benign climate and obvious room for growth. Drawn by the magnetism of a place where things were about to happen, they came to build, and they invited others to join them in their Eden. They gave little thought or worry to the possibility that the fountain might ever run dry again.

The South Coast Land Company was reorganized in 1914 by William G. Kerckoff, C.A.Canfield and Henry Huntington, three of the century's leading American business magnates. The company bought up large tracts of San Diego County real estate that had lain dormant since the land boom of the 1880s. It immediately negotiated for water rights which would supply Carlsbad with the only essential element for life that nature did not provide.

The first manager for the Carlsbad office of the South Coast Land Company was Ed Fletcher. He acquired the remaining properties of the Carlsbad Land and Mineral Water Company, which had been defunct for nearly twenty years, and contracted with the City of Oceanside for delivery of 3,600 acre feet of water per year from the San Luis Rey river. Because the water would be piped to Carlsbad over a large unincorporated area in Oceanside, the land east of Hunsaker Street also was included in the water agreement and became known as North Carlsbad.

The Carlsbad Mutual Water Company was formed as a private agency to

Trees planted by Carlsbad's founders shaded the northwest view of First Street in 1910 (left) and the westward view of Elm Avenue in 1916.



Carlsbad Library

Carlsbad Library

serve residents living north of Agua Hedionda lagoon, within three miles of the coast. Its 2,000 shares were sold to its customers on the basis of their domestic and agricultural needs. Each share represented 1.8 acre feet of water, or enough to provide irrigation for one acre of land. Downtown residents bought one share each for their single-lot holdings, while those in rural areas were entitled to a larger number of shares, proportionate to the size of their properties. The company donated one tenth of a share to the local school. For the next forty-eight years, all property transactions within the company's service area included transfer of CMWC stock.

Settlement beyond the boundaries of the Carlsbad Mutual Water Company continued to depend on wells or barrels of water carried in from the downtown area. By 1958, when the demand for water was greater than the CMWC could supply, the Carlsbad Municipal Water District was formed. Because the new CMWD was to serve a larger geographical area, there was much controversy regarding evaluation of original water company shares when the new water district took over its service responsibilities and customers.

With the installation of a new water line, routine irrigation enabled Carlsbad farmers to step up their shipments of beans, peas and lettuce. Chester Craig's packing shed just north of the railroad depot, where produce was packed in ice to keep it fresh until it reached Los Angeles or the east coast, became the hub of community acitivity. Farmers from the east and south carted their produce to Farr's Station just south of Agua Hedionda lagoon.

As the economic pace quickened, some farmers found new natural resources to develop. Frank Carpenter, who had been raising vegetables on thirty acres near Agua Hedionda lagoon, discovered a commercial use for the round blue stones he found on Carlsbad beaches. Arizona and Nevada tube mills had been importing a similar stone from Belgium to grind ore, but with the outbreak of World War I, their shipments had been discontinued. Carpenter, his sons Rob and Roy, and Albert Kreutzcamp, combed the beaches and sent carloads of the stones to the desert mines for nearly a year before their market dissolved.

The Kelly ranching enterprise branched out briefly in 1922 to include clay mining near Agua Hedionda lagoon. During this time, carloads of sand were shipped from Farr's Station to the Pacific Tile and Pipe Company of Los Angeles.

Once water delivery was assured to its properties, the South Coast Land Company focused on promotion of Carlsbad's potential for agriculture and general development. One of the first to respond to its extensive advertising campaign was Roy G. Chase, who like Schutte, Smith, *et al,* had come from the Midwest to San Diego in search of opportunity. Unlike the town founders, Chase had yet to make his first fortune, but his ambition and capability made him a prime candidate to be a leading citizen wherever he settled. Fortunately, it was Carlsbad that caught his eye, and he immediately applied for the job of postmaster in the up and coming community.

Chase, his wife Idella, and their family arrived in 1915. As soon as his postal duties were organized, he assumed the added role of railroad station agent and opened a small grocery store, all in separate corners of the Carlsbad depot. As the town grew and he needed a larger store, he bought John Frazier's old building on First Street, just east of the railroad station.

The general store was the first of Chase's many additions to the commercial area of his adopted town. By 1917 he was ready to devote all his soon-to-be-legendary energies to his own enterprises. After turning over his depot duties to the new station master, Ben Atherton, Chase signed on as a sales agent for the South Coast Land Company and established his own trucking and construction firms. One of his first projects was construction of the commercial building at the southwest corner of Elm Avenue and First Street, initially occupied by John Eyemann's grocery store.

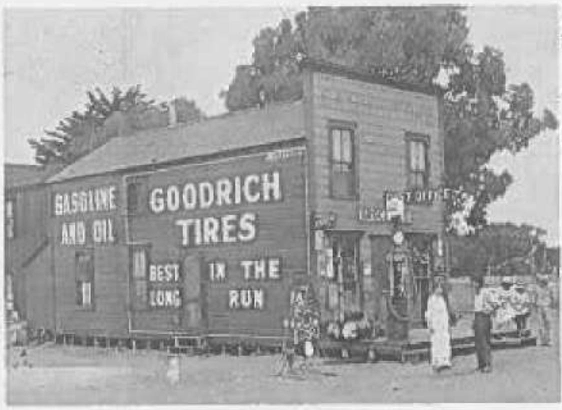
In 1925, Chase recognized the need for a downtown hotel and built the Los Diego Hotel at the southwest corner of First Street and Grand Avenue. His use of a new hollow-tile method of construction was considered to be as innovative as the hotel name's expression of its location midway between Los Angeles and San Diego. The Los Diego was leased to Mr. and Mrs. C.T. McKeehan and operated until 1930 by the Van Slyker family. At that time, Carlsbad's main business street lost its designation as the official state highway and as tourist demand for the Los Diego's accommodations gave way to longer occupancies, the hotel's fern-filled lobby and public rooms were converted to shops.

Roy Chase built the original sanctuary of the Carlsbad Union Church in 1926 and the town's first movie theater, on First Street, in 1927. He further demonstrated his devotion to the downtown area when he chose to build his own home on the south side of Elm Avenue at Washington Street rather than on a view site in the more prestigious outskirts of town.

Chase's drive to build a community included a strong sense of civic responsibility. His obvious desire to serve as well as lead brought an appointment to the local school board within a year after he arrived. When Carlsbad residents successfully petitioned the county board of supervisors for local library service in 1916, it was Idella Chase who supervised the circulation of a fledgling collection in the Chase general store. Six years later, in 1922, Chase spearheaded the formation of a chamber of commerce. He led the pioneer business organization for the first two years of its existence and was returned to its presidency again in 1928. Idella Chase

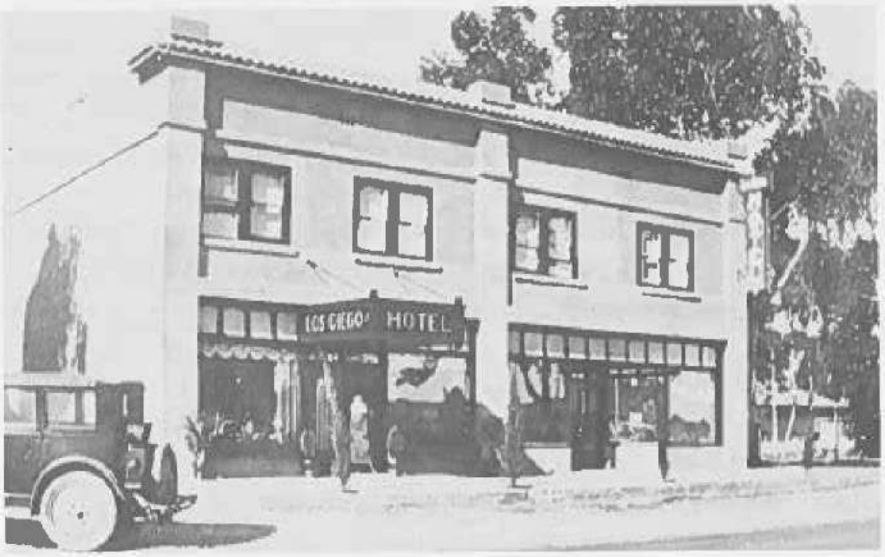
Fern Sayre Chase

Roy and Idella Chase celebrated their fiftieth wedding anniversary in 1943.


GASOLINE AND OIL
GOODRICH TIRES
BEST IN THE LONG RUN

Fern Sayre Chase

Roy and Idella Chase, their daughter Dee, her friend Grace Carpenter and an employee, Mr. Roberts, in front of the Chase store in 1918.


LOS DIEGO HOTEL

Carlsbad Library

Los Diego Hotel

was a charter member of the Carlsbad Woman's Club, organized in 1925.

The family tradition for civic involvement was carried on to the next generation. Daughter Dee Chase married Dewey McClellan, a South Coast Land Company agent who later became the first mayor of Carlsbad. Dewey McClellan, his son Gerald, and grandson Jayce also have served as Chamber of Commerce presidents.

Loynal Chase, the eldest son, married Fern Sayre, who became her husband's able partner in the residential development of the downtown area. She drew floor plans for more than ten small houses and helped to pour their foundations. He did the main construction and then she took over to shingle the roofs and do the interior and exterior painting. Their son Lewis Chase served on the board of directors of the Carlsbad Chamber of Commerce and was elected to two terms on the Carlsbad City Council. His support of youth activities prompted the naming of Chase Little League Field.

Although no one realized it at the time, the marriage of Fern Sayre and Loynal Chase was a step towards a kinship that went beyond family ties. Fern Sayre had been Fern Atherton when she first came to Carlsbad as the wife of the new stationmaster in 1917. She returned as a divorcee in 1925 to join her sister Neva and brother-in-law Eddie Kentner, proprietors of the Twin Inns. The success that had remained a dream to the Victorian mansion's first occupant was becoming a reality nurtured by Kentner's ambition, hard work and flair for dealing with people. Although the advent of a true tourist attraction was bound to benefit the community, Kenter reasoned that the reverse also was true, and he never lost a chance to boost Carlsbad as the home of the "world-famous Twin Inns."

It took a loan of $20 for Kentner to open a restaurant in the old Schutte mansion in 1919. He later claimed that he and Neva had to wait an entire week before the first customer came through the door, but in spite of the slow start, Kentner's timing turned out to be nearly perfect.

The Caliente Race Track in Tijuana had just opened and once the Twin Inns was discovered, the steady stream of motorists was easily diverted by the lure of a well-cooked meal or an overnight rest. Neva Kentner waited on tables in the old mansion's parlor while her husband supervised the kitchen, evolving a special brand of crisp fried chicken that had customers licking their fingers long before the coming of the Kentucky colonel. Overnight guests were lodged in the Wadsworth house or the restaurant's upstairs rooms, where Neva also was the chambermaid.

Eddie Kentner raised vegetables in the back yard of the mansion and usually bought his chickens from nearby farmers. In event of an unexpected rush of business, however, he often made a quick poultry purchase from his next door neighbor, plucking the entree "on the wing" as he ran back to his kitchen. He later raised chickens on a small portion of the original Rancho Agua Hedionda, when he bought his own Tootsie K ranch, on Sunny Creek Road just east of the old rancho hacienda. His ranch was named for his daughter Kathleen, an accomplished musician whose sudden death at age eighteen stunned the community in 1943.

Mass-media advertising was a natural concept to Kentner, whose roadside signs soon appeared throughout Southern California. A drawing of a chicken with the cryptic legend, "Nothing but . . ." was one of his favorites, but he also waxed poetic with "Neath the shade of the old apple tree, a duckie is a chicken to me." He mailed postcards and announcements of local events to all who signed his guest register, and if they responded as celebrities often did, the entire town heard about it. When the airship *Shenandoah* floated over Carlsbad, Kentner immediately flashed the news via telephone to a Los Angeles radio station which relayed to its listeners the exact time that the aircraft passed over the Twin Inns at Carlsbad, California.

Next to people and promotion, Kentner loved the remodeling of his establishment. Although his extended series of alterations cost the Schutte mansion some of its architectural treasures, the otherwise classic example of Victoriana was transformed into a unique expression of its owner's eclectic tastes. As soon as the Schutte family had their last family reunion at the old homestead in 1921, Kenter began his restaurant's expansion with plans for a huge hexagonal dining room at the back of the house. The next year, he and his father-in-law built the addition's foundation and floor, which was put into use immediately as an outdoor serving area. When the large dining room was completed, it was lit by a ceiling fixture designed by Kentner and made by a local blacksmith. In 1938, the mountain landscapes which decorate the ceiling were painted by J. Morgan Patterson, with the assistance of Edna Knox, a local artist.

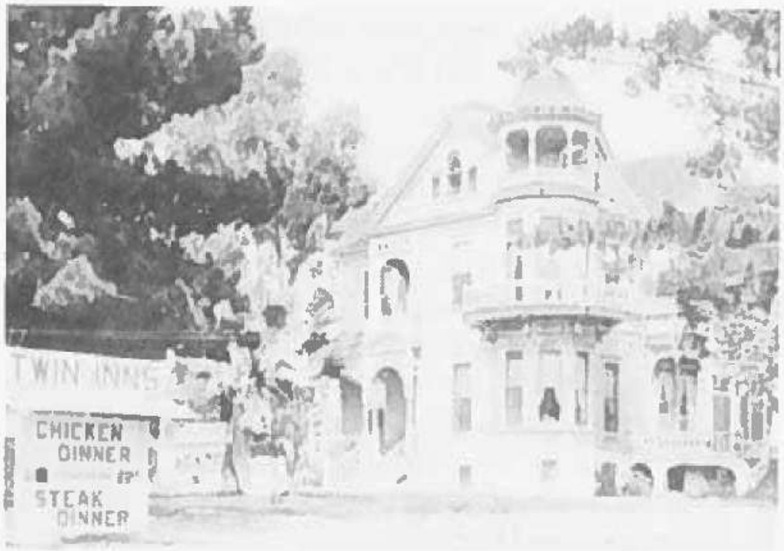
Imaginative entertainment and special celebrations were a Kentner hallmark. To mark the second anniversary of his new dining room, he produced the Opening of King Tut's Tomb as the evening's highlight. An exotic oriental drink was served to guests who passed through an underground vault decorated with grotesque figures and weird colored lights. Thus fortified, they walked to the end of a dark maze to view Kentner's interpretation of the ancient king's tomb, before returning upstairs for dancing to a Hawaiian band.

When even more space was needed for his thriving operation, Kentner completely kicked over the traces of western civilization to create a touch of the mysterious east in a new cocktail lounge. The Mecca Bar featured black-lighted paintings of a moonlit harem scene and Turkish slave market, unveiled once again to the rhythms of a Hawaiian rhumba band from Hollywood.

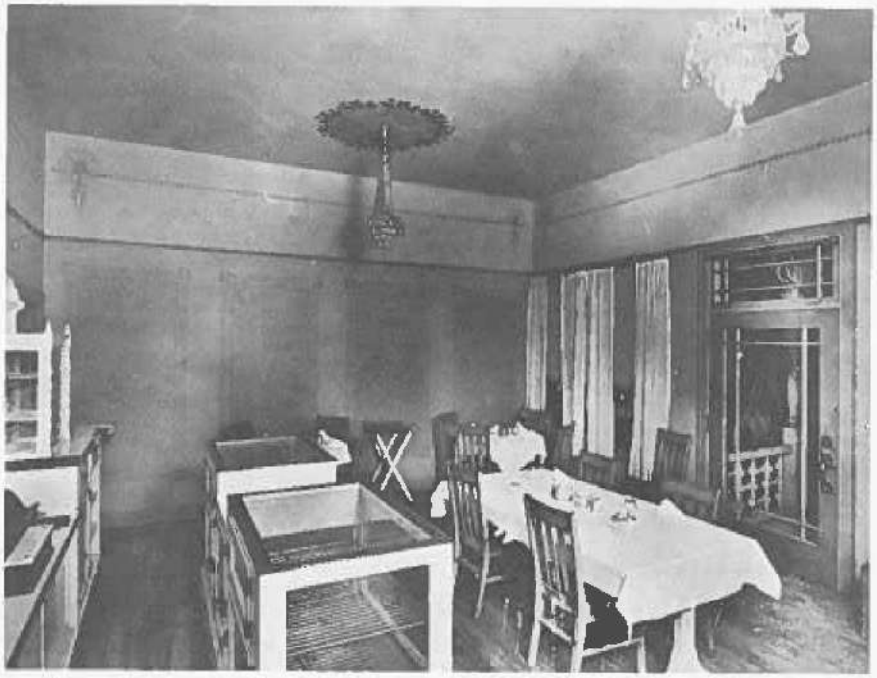
The Twin Inn's appeal was far from lost on the local population. Townsfolk

Ed Kentner Jr.

Ed and Neva Kentner

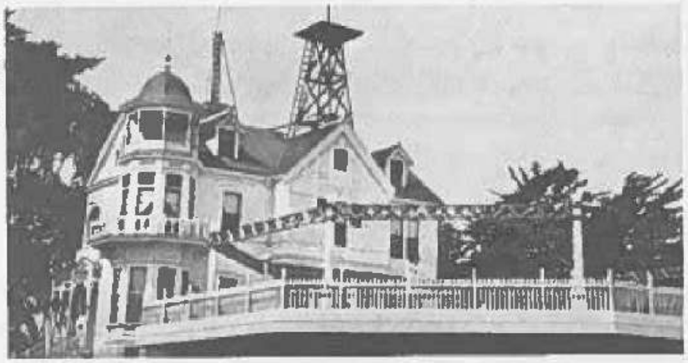

TWIN INNS
CHICKEN DINNER
STEAK DINNER

The Twin Inns before the Schutte house was remodeled.



Ed Kentner Jr.

The Twin Inns served its first chicken dinners in the Schutte front parlor.



Ed Kentner Jr.

The deck that became the foundation of the Twin Inns' new dining room...

Ed Kentner Jr.

Saw immediate use as another place for a party.

Ed Kentner Jr.

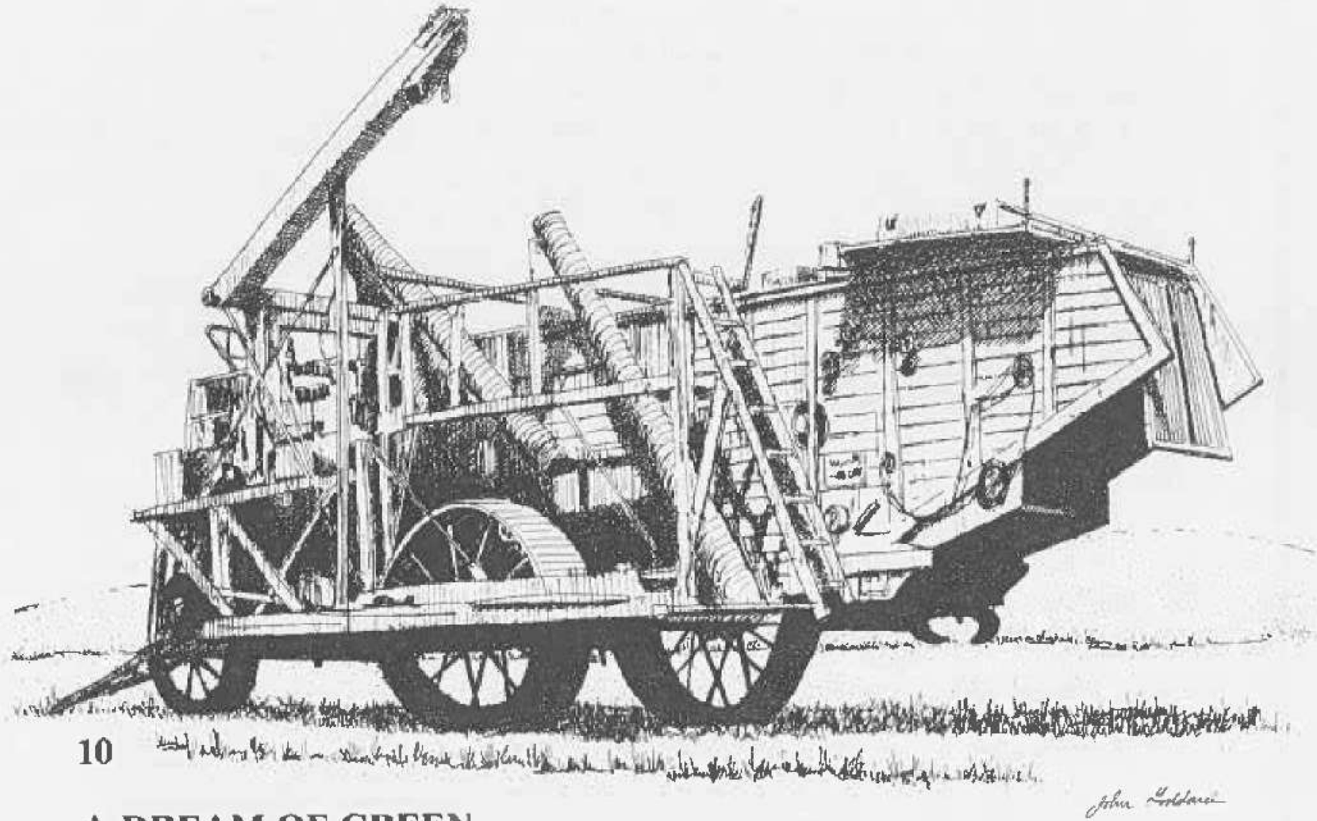
Below the deck was the chickens' last stop before the Twin Inns' frying pan.

also flocked to feast on crunchy chicken and corn fritters and to dance on the well-sprung ballroom floor to the beat of local bands. One of the most popular was led by pianist Gladys Fraser, the water manager's wife.

The Twin Inn's most famous symbols have always been the oversized chickens in front of the restaurant. At one time, a clay chicken perched on top of the roof's highest gable. The chickens' size and prominence made it easy for the post office to deliver a letter from a man in New York who had never visited Carlsbad but wished to communicate with the proprietor of the "Big Hen Inn, near Carlsbad, San Diego County."

Although converted to a restaurant, the Schutte residence also has remained a family home. Ed and Neva Kentner lived in two upstairs rooms until 1924, when the rest of the upper floor was remodeled to house their growing family. When Kentner died in November of 1961 his daughter Dee moved back to the old house with her husband, Art Morgan. They continued the restaurant operation for the next six years, until their son Mike Morgan took over. In 1969, Ed Kentner Jr., the present proprietor, came home with his family. The entire building was repainted and renovated in 1977, and is still one of Carlsbad's most popular landmarks.

Some chickens go on forever.



10

A DREAM OF GREEN

The water that turned Carlsbad green also brought a flood tide of agricultural entrepreneurs, eager to share in the promised bounty of the newly fertile land. From the worn-out soil of Los Angeles and the colder climes of the Midwest came growers of avocados and flowers. Their lush groves and colorful fields soon spread east and south of town. Nearly all were innovators, looking for space and time to experiment with methods of producing new varieties of seeds, plants and produce. As with all farming, it was hard, dirty work, but the fruits of their labors were recognized in Carlsbad's emergence as the flower and avocado growing capital of the western world.

Sam Thompson planted Carlsbad's first grove of avocado trees in 1916. Two years later, the former Orange County nurseryman moved his trees west to eight acres on Highland Drive where he could experiment to develop new strains of the smooth creamy fruit.

He was followed in 1920 by E.G. Litchfield, who planted a three-acre grove along the north shore of Agua Hedionda lagoon. Litchfield's previous agricultural experience had been as a Canadian wheat grower, and he approached avocado growing as an opportunity to test his theories on efficient agricultural management. Claiming that "one man can care for a small avocado grove if he works eight hours a day and has the right irrigation system," Litchfield put his words to action with the help of overhead sprinklers and an occasional employee. Before long, he built a handsome Spanish-style home adjoining the grove that became a symbol of his success and a community showplace.

By 1923, L.C. Alles and A.W. Theissinger also had planted avocado groves in Carlsbad. Alles preceded his planting with ten years of study which led him to concur with Litchfield on the value of overhead sprinklers. He planted seedlings just a block from the Carlsbad elementary school, to serve as a windbreak for a twenty-six-acre grove that was within walking distance of the town's business district. Theissinger had come to Carlsbad for his health in 1921, following a career as a jeweler in Los Angeles. Undaunted by his lack of farming experience, he put all his faith in watering and fertilizer. He planted 250 avocado seeds on land overlooking Buena Vista lagoon and produced 70 specimens of Fuerte and Dickinson avocados. Although he spent an estimated $1,500 per acre for barnyard manure, it proved to be

Empty acres filled the view east from Highland Drive before water was piped to Carlsbad.

Carlsbad Chamber of Commerce

a valid investment; four years after his initial planting, his grove gained recognition as the most financially successful in the county.

It was Thompson who recognized the opportunities to institutionalize the avocado industry in 1923. His initial proposal for a growers' club attracted thirteen charter members, but within a year, the roll call of the Carlsbad Avocado Club had grown to ninety-two names. In order to encourage awareness of their exotic product, one of the club's first projects was the organization of a community celebration in its honor. *Avocado Days* featured samples of avocado sandwiches, avocado cake and avocado ice cream, as well as avocados, plain and unadulterated as they were picked and ripened from the trees. With Thompson furnishing a major portion of the exhibits, serving in the food booths and acting as a one-man information service, the event's success led to its unanimous acceptance as a Carlsbad tradition—and the only way to spend the first Saturday in October.

Although there may have been some dubious tasters at the first Avocado Days, the initial batch of ice cream that began with the smashing of 250 avocados was an instant hit. Scaled-down recipes of it and other delicacies were soon in demand. Two years later, when the event was expanded to include the semi-annual meeting of the California Avocado Association, nearly 5,000 visitors swarmed through the simple street fair. A news item reporting that Thompson, as usual, "talked himself hoarse by answering all manner of questions" indicates the club's successful achievement of its goal.

With peak plantings between 1935 and 1940, Carlsbad became the center of the Southern California avocado industry in 1948. By that time, the qualities that

Avocado growers
Sam Thompson and Chester Craig

Chris and Kay Christiansen

Carlsbad Journal

Clint Pedley and his South African "birds."

had made the town so healthy for avocados had been recognized for their benefits for human existence, too, and the demand for residential land soon was taking its toll in rising production costs and lower water quality. As the land became more expensive, increased pumping lowered the water table in San Luis Rey, making the water saltier and less than beneficial for agricultural purposes.

In addition, marketing problems also were surfacing. The public that once needed to be coaxed to even try an "alligator pear" (the name coined for extra appeal), now seemed to be demanding fruit with softer skin, sweeter taste, deeper color, or a longer season. Although Thompson and others had developed several new strains of avocados, consumers' jaded palates appeared to be affecting avocado sales throughout the country.

By 1951 many growers opted to quit while they were still ahead, leaving their groves to wither in the sun. But the land was still good and there was sufficient water for less thirsty crops, so while some trees were destined to provide shade for new back yards, others were removed to make room for new agricultural purposes.

Gladioli growers Clint and Elmer Pedley took over an abandoned avocado grove to experiment with seeds of a rare South African plant, the *Strealitzea reginae,* more commonly known as bird of paradise. Clint Pedley had received some "bird" seeds in 1934 as partial payment of an old debt, and his brother had obtained additional plants from Kate Sessions, San Diego's pioneer horticulturist. The Pedleys' hope of developing a strain which could be grown commercially was finally fulfilled in 1951, when their greenhouse specimens were ready to be planted in an old avocado grove on Magnolia Avenue.

When questioned by a San Diego news reporter, Elmer Pedley stated that since avocados could "no longer be raised with city water," he was going to concentrate on the exotic orange and blue flowers which resemble a bird in flight. The blooms were not an instant commercial success, but as Clint Pedley demonstrated their brilliant color and adaptability in flower arrangements, the demand slowly grew. Donald Briggs was another Carlsbad grower who recognized the potential in the new flower, and he planted the tough broad-leafed clumps on land overlooking the east end of Agua Hedionda lagoon. He and the Pedleys formed a company, California Birds, to plant, cut and ship their blooms all over the country. Local recognition of their product came shortly after Carlsbad was incorporated in 1952, and the bird of paradise was adopted as the official city flower.

After the initial success of the Carlsbad "bird," continued hybridizing improved its strength and durability for the cut-flower market. The product was further improved with a translucent cap which could be slipped over buds ripening in the field. The caps enable the blooms to open into a see-through bag, protecting them from the weather and shielding them from the ravages of their winged counterparts.

Up until 1972, bird of paradise fields covered the hillside west of Sunnyhill Drive to Agua Hedionda lagoon, but with the completion of the land cycle from plants to people, only the Magnolia Avenue field, where the Pedleys planted their first "flock," remains. To the east of it, on the corner of Valley Street, is another example of Elmer Pedley's foresight, a pumice rock house, whose volcanic ash composition provides perfect insulation for the energy-conscious generation now living there.

The gladioli once grown by the Pedleys initially were brought to Carlsbad in 1921 by Luther Gage, a nurseryman from Montebello, near Los Angeles. After planting five acres of freesias and winter "glads" for the Los Angeles flower market, he turned to development of a new strain of ranunculus, anemones and freesias which were patented under the Tecolote label. The name came from the flocks of ground owls that shared his property at the corner of Tamarack Avenue and Fourth Street.

The floral blankets of brilliant color that covered the hills overlooking the ocean in south Carlsbad during the 1970s were the result of Gage's bulb development. They were descendants of Gage's original bulbs, and were planted for propagation and left in the ground through their full blooming season, adding their incredible hues to the freeway landscape. Recent land cost escalations have threatened the future of this agricultural operation.

Luther Gage lost no time in becoming involved in his new community. Immmediately after R.G. Chase's charter presidency of the Chamber of Commerce,

Carlsbad Library

E.P. Zimmerman nurtured his clivias through many generations to develop new strains. These plants range from three to seven years of age. A ripening seed pod is at the tip of the largest stalk.

Gage was elected to lead the civic group in 1924. He also served as director of the Carlsbad Mutual Water Company and president of the Oceanside Rotary Club. After his marriage to Olive Carey in 1934, Gage built the spacious adobe home on the northeast corner of Lincoln Street and Oak Avenue that is now the centerpiece of the Monterrey Condominiums.

Harry Bailey followed Gage to Carlsbad from Montebello in 1923. Besides freesias, lilies, anemones and ranunculus, the nurseryman also planted a third of an acre in ferns to produce seeds for shipment to nurseries in Florida. By 1927 he was harvesting 1,000 pounds of the bullet-shaped pods which dotted the fern branches and leaves, and selling them for five dollars per pound.

Poinsettias, another plant that once brightened the coastal scene with their Christmas blooms, were brought to the area in 1923 by Paul Ecke. The veteran Los Angeles nurseryman moved his growing operation to Encinitas, and his red-leaved plants soon covered acres of land north to Agua Hedionda lagoon. For nearly forty years, field-grown poinsettias were harvested in spring and shipped to greenhouses east of the Mississippi where they were used as cuttings to produce plants for the holiday season. In 1963 the festive plants began to disappear from the coastal fields to be gradually replaced by crops of tomatoes and beans. Abandoning the outdoor fields, Ecke now concentrates on supplying greenhouse-grown cuttings to wholesale plant dealers all over the world. His ranch still produces a Christmas crop of blooming poinsettias and hydrangeas for the retail florist trade in California, Arizona and Mexico. Paul Ecke Jr., who now heads the family business, also has continued his father's experimentation and development of improved strains of poinsettias.

Perhaps the most dedicated horticulturist to come to Carlsbad was E.P. Zimmerman, who arrived in 1924. He was a native of Germany and he had searched for fifteen years to find a frost-free, humid environment in which to breed clivias. He was a third-generation nurseryman whose plant stock was descended from the seeds of a specimen grown in the English conservatory of Lady Clive, the Duchess of Northumberland. Zimmerman's grandfather had obtained the seeds after hearing explorers and missionaries describe the bell-shaped blooms as "pools of gold" seen in the dark shade of cork oaks along the Fish River in South Africa. Zimmerman had brought the mother plants produced by his grandfather's seeds to the United States in 1911, in order to compare them with the new strains which he hoped to develop.

Once moved to Carlsbad, the seedlings were sheltered in long lath houses. They took a year to ripen and four or five more years to produce the golden blooms of the original species. Zimmerman patiently waited, hybridized and planted, and waited some more, before successfully producing blossoms that ranged from white to yellow, orange and red. Four more plant generations were then required before Zimmerman could be sure of the stability of his new clivia varieties.

At one time, Zimmerman had over 30,000 clivia plants, some with as many as thirty blooms on a single stalk. His greenhouses were the mecca for horticulturists from all over the world, but he tended to downplay the skills that had brought him such spectacular success; his main advice for growing the plant that was the heart of his life's work was to "leave it alone as much as possible."

Zimmerman also produced the highest quality of gladioli and other bulb plants for the Los Angeles flower market. His wife Minnie was partial to the white and pink clusters of watsonias which he cross-pollinated for fourteen years to produce twenty-five new color strains, ranging from red to lilac.

Japanese vegetable growers also came to Carlsbad just after World War I. Listed in the San Diego City and County Directory for 1920 are names such as S. Kawamauri, R. Sagura, T. Sakema and Roy Tokido. Although they were prevented from owning their own land by the 1850 Federal Exclusion Act, long-time Carlsbad residents recall poultry, grain and winter vegetables farmed by the Japanese on leased land. A succession of aphid plagues and difficulties in obtaining water finally forced them to move on. After repeal of the discriminatory legislation that existed prior to World War II, many Japanese moved back to Carlsbad to grow carnations and tomatoes.

Even with the availability of water, farm life in the 1920s was hard and parents were dependent on their children for help in the fields and at home. Accord-