

# CARMEL PINE CONE

ISSUED WEEKLY

FEB. 3, 1915

CARMEL, CALIFORNIA

VOL. I, NO. 1

## Carmel—How It Was Named.

When Sebastian Visciano, the Spanish navigator, in December, 1602, was skirting the California coast looking for a harbor in which to locate a colony as a haven to which the Philippine galleons could run for shelter from pirates, he landed in Monterey Bay. With him were three friars of the Carmelite order. Visciano immediately began to make rough surveys of the territory in order to furnish a map of the harbor with his report to the King of Spain. The Carmelite friars took advantage of the delay to ascend the hills back of the landing place in order to examine the country in the interior. When they reached the top of the hill they were amazed by the similarity of the topography of the country to that surrounding the sacred Carmel Monastery from whence they came. Mount Carmel in the Holy Land had been duplicated in this far western country. Because of this resemblance, they prevailed on Visciano to name the river traversing the plain, Carmelo River, and the mountain in the background, Mount Carmel.

It will be noted that Carmel River and Mount Carmel are the geographical points bearing their present names for the longest time of any in the United States. Jamestown, Virginia, was founded five years later.

The resemblance between the topography of the land lying between Nazareth and the Arabian Sea and that lying between Salinas and Carmel Bay has been oftentimes remarked by tourists

## SCHOOLS.

In all progressive communities the first thought of those interested is the establishment of schools. These Carmel has.

Sunset school is a graded public school and is under the direction of the Monterey county superintendent and a local board. Pupils graduating from this school may attend

## Location of the Village

Carmel-by-the-Sea is in the angled formed by two ranges of hills, one running in a general easterly and westerly direction, forming the backbone of the Monterey Peninsula, and the other at right angles to it, forming the natural barrier between the Carmel bay and the Carmel River territories. In this angle has grown a forest of pines and oaks—not small striplings, but substantial forest trees.

The long strip of thirty miles of rich alluvial soil in the valley acts as an equalizing factor by furnishing currents of warmer or cooler air whenever the land and ocean temperatures differ. Because of this the temperature at Carmel is never twenty degrees lower or higher than the temperature of the ocean.

Immediately back of the village, along Carmel River, is a wonderful valley about thirty miles long. The width varies from one-half to two miles. Ranges of granite and chalk rock hills, from 500 to 1500 feet high, bound it on the north and south.

On the west is the Pacific ocean, whose water is never below 55 degs., nor above 65 degs.

## WEEK-END TRIPS.

It is possible to enjoy a week-end or holiday excursion to Carmel for from \$5.75 to \$6.75 covering all expenses.

One can leave San Francisco on the coast train on Saturday afternoon at 2 o'clock and return Sunday night at 11:45 by procuring a round-trip ticket to Monterey for \$3.00. The round-trip stage fare is 50 cents. Good hotel accommodations may be had for \$2.50. Incidentals will be covered by 25 cents, making the total for an opportunity to get a complete change of air in one of nature's garden spots for \$6.25.

the high schools at Monterey and at Pacific Grove.

An excellent private school for young children is conducted by Miss E. L. Williams and is located on the beautiful eighty-acre tract.

## Many Pleasures for a Vacation

The beautiful beach of pure white silicon sand, with the fifty-two acres of sand dunes, is a playground for the children, and resting place for the nerve weary. The four-hundred acre pine forest, with its deep carpet of pine needles, furnishes all the balsamic odors of the Sierras.

Fishing abounds, in the river for trout and steelhead, and in the bay for all kinds of sea-food fish.

Driving and riding, either around the 17-mile drive, or down the coast, or up the valley, are interesting diversions.

The bathhouse on the beach furnishes all the appliances for surf bathing.

Picnic parties find the greatest variety of picturesque nooks on the open sea, along babbling brooks, in granite gorges, midst redwood or pine forests, or in sheltered dales.

The local stables furnish all kinds of teams and saddle-horses and ponies.

Tennis courts are free to the public. Sporting goods may be had in town.

Several clubs give art exhibitions, dramatic and musical entertainments and dances several times monthly.

Carmel has a well established moving picture theatre, and the usual entertainments given at the Monterey theatres are as available to Carmel as are the San Francisco play-houses to the residents of Alameda county.

More than sixty per cent of the residents of the village are devoting their time to work related to the aesthetic arts. College teachers, artist, poets, magazine writers, and professional men and women find the environment especially conducive to their best work.

The Arts and Crafts club, the Library, the Manzanita club, the Choral society, and several reading circles are organizations for the promotion of social intercourse and intellectual advancement.

## Forest Theatre is World Famous

Annually the members of the literary colony of Carmel cooperate in producing plays on the open-air stage at the Forest Theatre. This theatre is in a peculiar theatre-shaped glen in the open forest, and is wonderful in its acoustic and other properties.

The stage is so arranged as to have a natural growth of trees for a sounding-board.

The proscenium is arranged on the natural soil, shaped somewhat similar to the Greek theatre at Berkeley. This is backed by pine trees, so that the slightest sound upon the stage may be heard throughout the audience.

Owing to the characteristic stage setting, the nature of the plays is unique and the interest of the entire village in the undertaking is so great that its success as an incentive for further literary production of a dramatic character is assured.

Among the plays successfully produced may be noted "David," "Twelfth Night," "The Toad," "Runnymede," "The Arrow-maker" and "Montezuma," besides several children's plays.

## GOLF COURSE.

The Carmel golf course is situated south of the village and follows the ocean front from the end of the beach to the mouth of the Carmel river.

It is a ten-hole course which for scenic beauty and interesting natural hazard cannot be surpassed. Philip Wilson, the manager, laid out the course, and his claim is that this course, excepting the old turf, contains better golfing possibilities than any in Scotland.

A club-house is a feature maintained by the management.

The Carnegie Institute of Washington, D. C., maintains at Carmel an excellent laboratory. During the summer a large corps of scientists are busy here. Dr. D. T. MacDougal is the director.

# Autos for Hire

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## GOETHALS

*A man went down to Panama,  
Where many a man had died,  
To slit the sliding mountains  
And lift the eternal tide.  
A man stood up in Panama,  
And the mountains stood aside.  
The power that wrought the tide  
and peak  
Wrought mightier the seer;  
And the One who made the isthmus  
He made the engineer,  
And the good God He made Goethals  
To cleve the hemisphere.*

*The reek of fevered ages rose  
From poisoned jungle and strand,  
Where the crumbling wrecks of  
failure  
Lay sunk in the torrid sand---  
Derelicts of old desperate hopes  
And venal contraband:*

*Till a mind glowed white through the  
yellow mist  
And purged the poison-mold,  
And the wrecks rose up in labor,  
And the fever's knell was tolled,  
And the keen mind cut the world-  
divide,*

*Untarnished by world-gold:  
For a poet wrought in Panama  
With a continent for his theme,  
And he wrote with flood and fire  
To forge a planet's dream,  
And the derricks rang his dithyrambs  
And his stanzas roared in steam.*

*But the poet's mind it is not his  
Alone, but a million men's:  
Far visions of lonely dreamers  
Meet there as in a lens,  
And lightnings, pent by stormy time  
Leap through with flame intense:  
So through our age three giants loom  
To vouch man's venturesome soul:  
Amundsen on his ice-peak,  
And Peary from his pole,  
And midway where the oceans meet,  
Goethals--beside his goal:*

*Where old Balboa bent his gaze  
He leads the liners through,  
And the Horn that tossed Magellan  
Bellows a far halloo,  
For where the navies never sailed  
Steamed Goethals and his crew:*

*So nevermore the tropic routes  
Need poleward warp and veer,  
But on through the Gates of Goethals  
The steady keels shall steer,  
Where the tribes of man are led  
to ward peace  
By the prophet engineer.*

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### Carmel Churches.

In addition to the Roman Catholic church at the Mission, there are in Carmel, Episcopal Christian Science and Methodist churches, and a Presbyterian chapel for the Japanese.

## CARMEL BAKERY AND GROCERY

**WE CARRY J.H.N. AND SUNKIST GOODS USE OUR BAKED GOODS--MADE IN CARMEL F. S. SCHWENINGER**

## Fred Leidig

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**Pine Cone**

## Carmel Mission

The Mission of San Carlos, so named after St. Charles Borromeo, and now popularly termed Carmel Mission, was erected under the direction of Father Junipero Serra in 1771, by California Indians. Thanks to the zeal of a number of public-spirited and devout residents of the state, the mission is in a good state of preservation.

This historic pile is the best known of all the California missions. It is located at the head of the beautiful and productive Carmel valley and is distant about three-quarters of a mile from the business section of the village. Good roads lead to the mission.

It is in this building, within the sanctuary, that Father Serra is buried.

Rev. Father R. Mestres, of Monterey, is in charge of the church.

### An Art Commission.

A bill has been introduced in the California state legislature to create a state art commission of five members, the governor, architect, a painter and a sculptor and two others interested in art, all to serve without compensation. Senator Birdsall is the author. No works of art to become the property of the state unless approved by the commission, and supervision over the ulterior aspects of bridges, highways, parks and other state property is given the commission.

### Allen Bier in Concert.

Last Friday evening Allen Bier, the accomplished musician, who has many friends in Carmel, made his first public appearance at the concert of the Pacific Musical Society, at the St. Francis Hotel, San Francisco.

### A Talk on Trees.

On Friday evening of this week H. A. Green of Monterey will give "A Talk on Trees" at Arts and Crafts Hall. The public is invited. There is no admission charge. The affair is given under the auspices of Riverside reading circle.

## Carmel News Co.

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## Ye Carmelians

### Good Morning

By WM. GREER HARRISON

Is not the morning good? Why hesitate so say so to the first Carmelian you meet? It is a wish, and will make glad the heart of him who hears and of him who speaks.

Why do we love Carmel? Because physically it is the most lovable spot in this fair land, and because its people are loveable and are unique in their independence. The men and women of Carmel are gentle-folks, they are polite in the best sense of that word. They have brains and individuality and when any two meet some thought is expressed that is of value and worth remembering.

The ethical value of life in Carmel is not to be measured. We live close to nature. We rejoice in color, we think in color, and we express our thoughts in color. Every thought has beauty in it.

Carmel is a musical center, for either the ocean or the pines fill our hearts with song and psalm every hour of the day.

Awake Carmelians and behold the dawn--the birth of a new day; now close your eyes until you have seen the glory of the setting sun and feel the promise of the future. Watch the dance of light when the moon smiles upon the sea, and rejoice.

The woods are yours: they are full of jewels --- feathered jewels; watch their ariel flight, not with gun, but with sympathy in your heart.

Go down to the beach and see the dainty, delicate seabirds assembling for their morning parade of beauty.

Climb Carmel and gaze out upon the varied scenes which spread themselves for your special joy.

Wander through the canyons and find the grace of God in flower, plant and fern life, and then thank the Master of the Universe that He made Carmel for you, and that He directed your steps to the valley of peace, the home of beauty and the place where the souls of all good thoughts have their abiding--in the shadows of the dawn and in the golden mist where the sun says good-night to Carmel.

### Don't Forget

**MIL ARBOLES GARDEN**

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Can supply you with Plants, Ferns, Trees--native or otherwise. A. V. COTTON, Mgr.

# Carmel Pine Cone

PUBLISHED WEEKLY

W. L. Overstreet - - - Editor and Publisher

CARMEL, CAL. FEB. 3, 1915

SUBSCRIPTION \$1.00 PER YEAR

## Permit Us.

We have come to stay—

Yes, we know you have read the foregoing statement before, but let us conclude the sentence.

—as long as the general public and the business interests of Carmel prosper us or suffer us to remain.

To permit this journal to struggle and languish—and mayhap die—would be a far greater black-eye and loss to the community than to the publisher.

The foundation for the establishment of this weekly publication is a profound confidence in the future—and that not distant—prosperity of our beloved Carmel-by-the-Sea.

Every resident, be he business man, artist, writer, mechanic or laborer, should be as much interested in the ultimate success of this, your "hum" paper, as the publisher.

As one resident puts it, "the advent of a newspaper into a community is the beginning of a new era."

## Begin To-day.

You owe it to yourself no less than to your village to patronize the home merchant.

The local store-keeper has a perfect right to expect you to expend your money in his place of business.

He lives here, pays taxes, contributes generously to various funds both for charity and art, and takes a vast interest in the material progress of the community.

If his prices, in your opinion, are too high, tell him so. Show him the error of his way.

Sending money to mail-order concerns helps the place where you reside not one whit.

If you do not happen to see on display what you desire do not assume that he does not carry the object, but ask for it.

Spend your money at home—where it will do most good.

Read "Pine Cone" ads.

After visiting the Panama Pacific or San Diego Expositions, rest at Carmel.

## Digest This.

Those who are interested in Carmel are not devoting their lives to the mere making of money. They do not buy property to speculate. They buy because they have use for the purchase. They come to make permanent homes; and when they really want anything they are willing to pay for it what it is worth.

The existence of the community, now estimated to be about 600, with a summer increase to 1200, is rapidly bringing metropolitan conveniences, and this has in the past added and will in the future add rapidly to the value of property.

The so-called unearned increment is an increase brought about by the community of interest of a number of people devoted to social and economic needs of a similar character, and is really the product of the community itself.

The increase in the past is but a small criterion of what it is destined to be in Carmel in the near future.

Get the moral.

Before summer is upon us it is to be hoped that something will be done toward providing adequate fire-fighting apparatus.

If Billy Sunday should come to Carmel, what would he find? Signed replies may be published in the *Pine Cone*.

THE  
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SONGS, ORATORIO, OPERA

The Pines Carmel

## IT PAYS TO ADVERTISE



IF YOU DO  
NOT THINK  
SO, A

Pine Cone

AD WILL  
CONVINCE

YOU

## Impressions of Carmel

By ARGYLL CAMPBELL

On my way here last summer the Carmel motor stage chugged its way to the crown of a hill, swung around a sharp turn, and brought to view through the spaces of a forest a bay blue as that of Naples and an altogether impossible sunset.

The unexpected beauty of the scene held the passengers silent for a moment; then an enthusiastic young woman exclaimed:

"Isn't it too grand for anything?"

"Adorable!" agreed her companion.

These two young women, no doubt, sensed the the loveliness they looked upon but were unable to adequately translate their realization to words.

I find myself hampered by a similar inaptness of expression in endeavoring to give my impressions of Carmel.

However, as California is the garden of America, so, to me, is Carmel its Eden. Here the pines, and hills and waters meet, and the north and south join hands under skies as blue as Italy boasts. The cool filter of ocean fog tempers the down-beat of the sun in summer when the inland swelters in the heat. In the winter, if we may call it such, the fog withdraws to the edge of the sea to take a colorful part in the indescribable sunsets, leaving Carmel to be flooded with the unhindered rays of the sun.

Here is the verdure of the North without its storms, and the warmth of the South without its aridity. Of all California it was Carmel that the sweet-souled Serra loved—and those of us who have followed here will understand.

MANZANITA  
MOVING PICTURE  
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"The Master Key"

BY JOHN FLEMING WILSON

NOW RUNNING

Every Saturday Night

ADMISSION 10 AND 20c

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||| Service — Courteous and Efficient Help

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## PINE NEEDLES

Hillside reading circle will meet at the home of Mrs. F. S. Rice this evening.

Alfred E. Kiralfy, of the famous Kiralfy theatrical family visited the Pine Cone office on Saturday.

The Josselyns, who have been popular during their stay in Carmel, are planning to leave in the near future.

C. O. Ballard has taken the Stevenson cottage for the next three months.

"The Master Key," by John Fleming Wilson, is attracting large attendance to the local moving picture theatre.

Miss Charlotte Brooks is expected home from Los Angeles to-morrow.

The next meeting of the Carmel choral society will be held on February 9. All singers are invited to attend.

March 2 is Monterey County Day at the P. P. Exposition.

## PLANT TREES

What do we plant when we plant the tree?

We plant the ship which will cross the sea;

We plant the mast to carry the sails,

We plant the plank to withstand the gales,

The keel, the keelson, and beam and knee;

We plant the ship when we plant the tree.

We plant the houses for you and me;

We plant the rafters, the shingles, the floors,

We plant the studding, the laths, the doors,

The beams and siding, all parts that be;

We plant the house when we plant the tree.

What do we plant when we plant the tree?

A thousand things that we daily see;

We plant the spire that out-towers the crag,

We plant the staff for our country's flag,

We plant the shade, from the hot sun free;

We plant all these when we plant the tree.

Mrs. A. V. Cotton is the sole proprietor of Mill Arboles Gardens.

FOR INFORMATION CONCERNING PROPERTY IN AND ABOUT CARMEL, ADDRESS

Carmel Development Company

## Ballad of the Pine Cone

By Herbert Heron

The growing pine-cone hangs upon the tree,  
Protected by the needles like a screen;  
Clear indication of the cone to be:  
Now young and full of sap, a tender green--  
The springtime softness of the nectarine--  
So rich in promise, though but new and small,  
Among the elder boughs the sea-winds glean,  
And every little while the pine-cones fall.

The changing pine-cone, now a harmony  
Of emerald and russet brown, is seen:  
By Nature's wonderful and firm decree  
Turning through sunlight to a finer sheen  
(As a young princess turns into a queen).  
The sea-wind rises, and a sudden squall  
Comes on the larger boughs that swing serene,  
And every little while the pine-cones fall.

The ripened pine-cone sways above the lea--  
Ripe nut that tinkles like a tambourine:  
As fine a cone as one would wish to see.  
Firm in the growth of seasons strong and clean--  
Holding its fruit till winds shall intervene;  
Its color now a perfect brown, where tall  
Bright summer suns have softly kissing been . . .  
And every little while the pine-cones fall.

The Carmel Pine Cone bursts upon the scene,  
With youth and sap, with color, fruit and all;  
Our local press, our weekly magazine . . .  
And every little while the Pine Cones fall.