

Capitola Sunset

CAPITOLA HISTORICAL MUSEUM

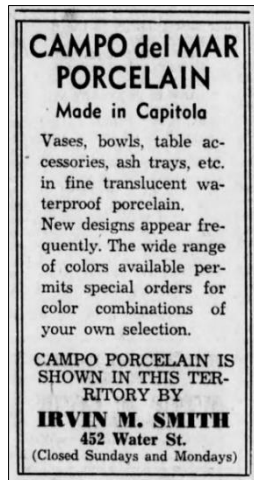
Summer 2022

NEWS, EVENTS & INFORMATION

A Brief History of Campo Del Mar Porcelain

By Deborah Osterberg

Campo Del Mar was a porcelain manufacturing business founded in Capitola in August 1945 and owned by Waldemar F. Dietrich. Originally from Oregon, Dietrich was a mining engineer and metallurgist who once taught at Stanford University. He worked as a caster and mold maker since the age of nine, continuing in the line of work of his father and grandfather. Dietrich was assisted by J. R. McKinnie who served as his production manager. Dietrich's wife Grace coined the company name, which she said meant "site by the sea", after perusing a Spanish dictionary at the Santa Cruz Public Library.



Featured here is Waldemar Dietrich from the pages of the *Santa Cruz Sentinel* on April 12, 1946, along with an ad for Campo Del Mar.

The factory, once located on California Avenue, made high-grade porcelain after-dinner coffee sets, vases, flower arrangement bowls, ash trays, etc. The clay was imported from the eastern U.S. (Georgia, Kentucky, and Florida) and Ontario, Canada. In a 1946 *Santa Cruz Sentinel* interview, Dietrich stressed that his high-grade, translucent porcelain products, "are not for mass production, and practically every piece of work is turned out in octagonal or rectangular shape so it cannot be duplicated by mass production by anyone else after he has spent time and money designing it."

Campo Del Mar was one of the few firms in the U.S. devoted to making high-grade porcelains glazed in color. Most other pottery firms turned out white or ivory porcelain, which was a much easier process. After Dietrich molded an item into shape, it was fired to vitrification, which developed it to a white translucent body. Then he finished with various colors

and re-fired. He used a gas heated kiln at a temperature of about 1200 degrees for vitrification and about 1950 degrees for the gloss fire.

Though Dietrich originally experimented with about 30 colors, he eventually decided to limit production to a select twelve shades. Dietrich noted that one of his most popular products was the after-dinner demi tasse assembly sets in three color combinations. He goes on to say, "The assembly consists of a cup, saucer, serving plate, cordial glass, individual ash tray, one-package cigarette box, match holder, and snack dish. This assembly is made in chartreuse, green, black and grey, mauve and dusty pink."

Though Campo Del Mar was sold in several "swank" shops in San Francisco, Carmel and New York, only two retail outlets carried it in Santa Cruz County: Irvin M. Smith in Santa Cruz and Ford's Department Store in Watsonville. Dietrich was not anxious to increase his retail output because the demand for his product was already strong and he felt there were, "...not enough persons interested in such high-grade, non-mass-produced ware to warrant letting any more contracts in this vicinity."

Mr. & Mrs. Dietrich sold the business in 1952 after he was appointed to a position with the U.S. Bureau of Mines in Washington D.C.

The Capitola factory employed about sixteen women to cast the high-grade porcelain. Dietrich advertised a 40 to 48-hour work week for candidates with, "...previous employment or aptitude in any of the following: pottery work, glaze or paint spraying, free hand watercolor painting, clay or plaster modeling." He also stipulated that candidates, "...should be between the ages of 21 and 30, physically agile, mentally alert, dependable, permanent and of an average height or shorter."

While researching this history, I initially did not understand Dietrich's need to hire short women. That was until I posed the question to former Museum Curator Frank Perry. He recounted the story of his mother Edith who once applied for a job there, "She was not hired because, at 5 feet 7 inches, she was too tall. The job involved loading and unloading the kiln, and they did not want a woman who would have to duck her head. Instead, she got a job working at Wilson's in Soquel painting decorations on redwood novelties, and that is where she met my father."

The ladies of Campo Del Mar were highly skilled and had some had unique backgrounds for the time. Mrs. Luise Mable Beha oversaw casting and finishing. Mrs. Evor E. Shaver served as supervisor of glazing. During World War II, this Kansas native taught servicemen radar operation and installation in New Jersey and later at McClellan Airfield near Sacramento. After her time with Campo Del Mar, Mrs. Shaver worked several years with Vetterle and Reinelt, the long-time flower and tuberous begonia nursery on Capitola Road.

Another highly skilled Campo Del Mar employee was Mary Botti, who also once worked for Vetterle and Reinelt, and was an award-winning member of the American Fuchsia Society. But this isn't all this pretty, dark-eyed young woman did. "She gets up at 6 o'clock every morning, and at 7 o'clock she is at the Campo Del Mar Pottery where she assists W.F. [Dietrich] in his work until 2 o'clock in the afternoon.", Dietrich recalled, "Mary has made her own set of dishes which are lovely in soft tones of blue and yellow. Many of her lovely plants are in pottery containers which she has made, with soft green glazed surfaces."



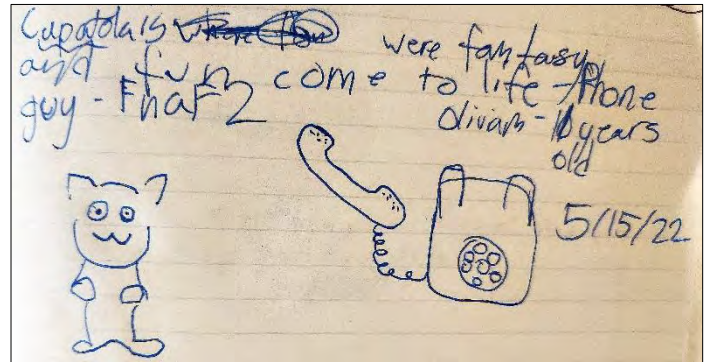
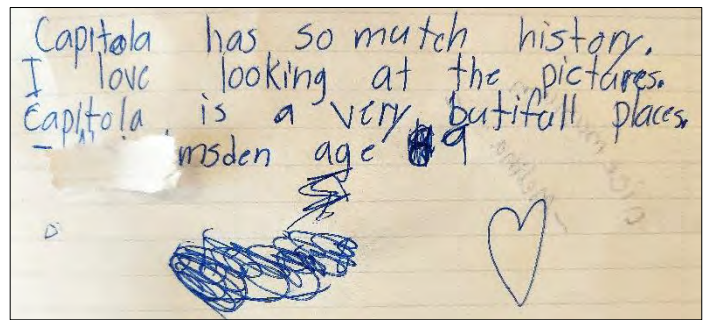
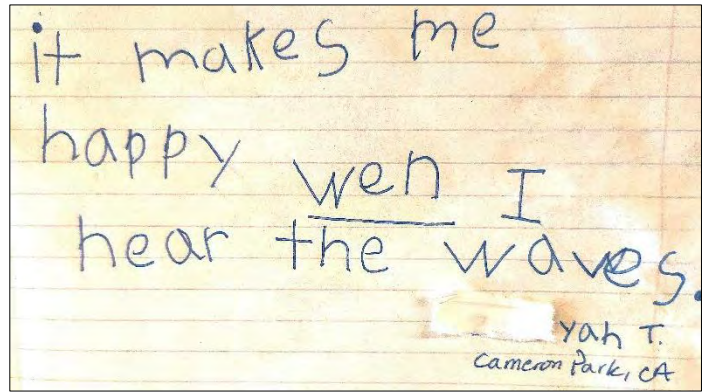
Other Campo Del Mar employees were Mrs. Frances June Howes, Peggie S. McCabe, Mary Lynne Godfrey, Dama Beatrice Haskett, Dorothy Vogt, Jessie G. Rehdorf, Blanche Allison Williams, Verna Ella Lane, Mary A. Mastel, Mrs. Dora Matoush, Julie Wessenberg, and Midred Lorayne Cash. If you recognize any of these names and know these ladies' families, please contact the museum. We would be so grateful to learn more about their unique work and fascinating lives in Capitola.

Campo Del Mar porcelain is difficult to locate due to the short life span of the company (1945-1952). Thanks to the sharp eyes of former Museum Curator Carolyn Swift, the museum was fortunate to recently purchase a piece from eBay. The newly acquired very rare, bright yellow combination Ikebana vase and candleholder was just added to the current exhibition. Stop by and take a look.



Out of the Mouths of Babes...

Nothing is as pure as the unfiltered voice of a young child. We have a guest book in the museum where all visitors are encouraged to share their thoughts with us. Some of the best thoughts come from our youngest guests. Enjoy!



Dean Walker Retires...Again.



The Capitola Museum Board is grateful for Dean's service to the Capitola Museum. Doctor Dean Walker retired from medicine years ago, but he came out of retirement to serve on the board as Treasurer. About our community, Dean said, "It's really not surprising to find a lot of positive, dedicated people who want to represent Capitola and support our quality of life locally. I think the environment of the Central Coast and the charm of Capitola in particular, is truly hard to match anywhere." Dean plans to continue volunteering for the museum when he's not busy chasing his grandchildren. Thank you, Dean, and we wish you a happy July 25th!

Happy Birthday!

Son of a Beach; Where did it go?

By Niels Kisling

In the mid-1960s Capitola Village seemed to have it all. We had arcades to entertain kids with Skee Ball and other games. We also had a bowling alley and a movie theater, along with a developing art culture and many good restaurants. Nationally, tourism was a growing industry with Capitola being a favorite destination.

What we didn't have in the Spring of 1966 was a beach. It disappeared that winter and didn't come back in the spring. No one really knew where it went.

Wave patterns carved at the sand and took the beach offshore as part of a cycle that has repeated itself for hundreds of years. But the gentler spring and summer wave patterns did not bring the sand back in 1966. Instead, what was once a wide, sandy beach was now an exposed rocky seashore right up to the seawall.



Capitola Beach was almost completely gone in the Spring of 1966. Only a small patch existed near the seawall as seen in this image. Officials were concerned about fewer tourist dollars and a reduced sand barrier leaving Capitola Village vulnerable to high tides and winter storms.



This image from 1968 shows Capitola Beach is nearly gone due to the newly constructed Santa Cruz Harbor West Jetty. *Covello and Covello Photo*

Local government didn't see this coming, and if they had, not much could have been done proactively to thwart the mysterious disappearance of our beach. In the winter of 1965, our protective beach barrier was gone. Fearing that high tides and storms could decimate Capitola Village and damage the main sewer line, county public works reactively placed 500 cubic feet of rock rubble in front of the seawall.

Geologists and the Army Corps of Engineers knew what happened to Capitola Beach. Construction of the yacht harbor's 1200-foot West Jetty in 1962 blocked the downcoast flow of sand to Capitola. This flow of sand is referred to in geological terms as littoral transport, littoral drift or littoral flow.

Littoral Transport of roughly 230,000 square meters of sand occurs on our coast each year as it has for hundreds of years. The new harbor jetty interrupted this flow of sand—imagine a giant, thousand-foot arm perpendicular to the seashore blocking off the down coast current. Normal Littoral Transport of sand replenishes Capitola Beach each year, but with this flow diminished, our beach did not come back in the spring of 1966.

What was left in Capitola was a rocky shore that went right up to the Venetian Court. Hooper's Beach was gone along with several pocket beaches that once extended all the way to 41st Avenue. Waves and high tides now came right up to the concrete sea wall at the Esplanade. This was a huge concern to local government—no beach meant fewer tourist dollars and the potential for winter storms wreaking havoc in the village.



The solution took several years of planning with advice coming from local hero and Civil Engineer, Harry Hooper. Permanent restoration of the beach involved two phases. First was construction of a groin, or jetty, in the spring of 1970. Second was trucking in about 2,000 loads of sand from Zayante to create a beach between the groin and the wharf. This was essential to lessen the likelihood that the groin would interrupt the natural flow of sand along the coast and cause erosion to Seacliff and Rio Del Mar.

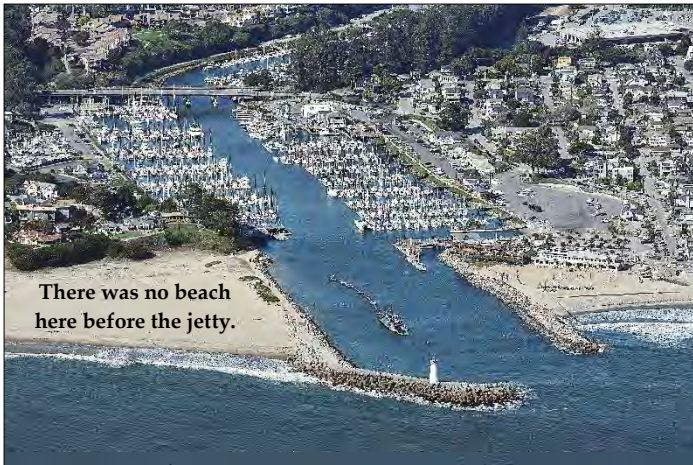


Completed in 1970, the Army Corps of Engineers built a 250-foot groin at the east end of Capitola Beach. Locals call this groin, *First Jetty*.

With new groin complete, locals, tourists and city officials anxiously waited for the return of Capitola Beach. The new groin, along with the sand that was trucked-in, successfully 'fixed' our beach.

Littoral Drift continues today. Sand flowing from the north coast accumulates in the mouth of the harbor, and it needs to be dredged each year. The sand dredged from the harbor mouth is deposited on Twin Lakes Beach where it continues to travel east and south replenishing the beaches at Capitola, New Brighton and beyond.

This story is not complete without explaining the positive effect the harbor's west jetty had on Seabright Beach. Before the harbor there was no beach at Seabright. Waves crashed along the cliffs from the San Lorenzo River to Woods Lagoon—the site of the present-day harbor. These cliffs had been rapidly eroding for many years. With the completion of the west jetty, a wide, beautiful beach formed at Seabright and resulted in a slowdown of cliff erosion.



This recent image of Santa Cruz Harbor shows the 1200-foot west jetty (left) constructed in 1962. Seabright Beach was the benefactor of the west jetty blocking the downcoast Littoral Transport, forming a wide, sandy beach that provides recreation and helps protect the cliffs from erosion.

Capitola Beach seems stable now at least until the next human blunder or natural catastrophic event. For example, a huge piece of the cliff face sloughing off between Rock View and the end of 41st Avenue could result natural disruption of Littoral Flow to Capitola. With all that has been learned about geological and environmental processes in the last five decades, this history probably will not repeat itself at the hands of humans.

Sometimes it takes a village to save a beach, and sometimes it takes a beach to save a village.

Many thanks to Covello & Covello Photography, Gary Griggs, Dan Haifley, Deborah Osterberg, Frank Perry, and Carolyn Swift for their help with images and information important to this article.

Covello & Covello
PHOTOGRAPHY

HISTORICAL COLLECTION

303 Potrero Street
Building 42, Suite 205
Santa Cruz, CA 95060

831 423-2922
www.CovelloCovello.com

Capitola Rod and Custom Roars Back to Life

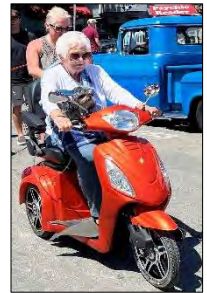
By Dave Peyton (Images by Linda Smith)

After a two-year absence due to the pandemic, the roar of over 300 souped-up hot rods and classic cars brought sleepy Capitola Village to life in June for the 15th annual Capitola Rod and Custom Classic Car Show.

There were show cars, some with five-figure paint jobs, a Trailer Queen or two with near-blinding chrome, and Rat Rods with serious patina. Showcasing personal transportation via internal combustion engines may soon become a thing of the past. But that day has not arrived yet and based on the thousands that attended this year's show, the 16th annual event is pretty much a certainty for next year.



This popular show attracts cars and visitors from as far away as Oregon, Nevada, and Southern California. Award trophies, including Most Popular Car voted by show attendees, along with many awards for specific makes and models and mechanical and technical categories are coveted. This year's overall winner appears on next year's event poster and apparel.



The show is the prime fundraiser for the Capitola Public Safety and Community Services Foundation which supports the Junior Lifeguard program, Capitola Police Department programs (K-9, car seats and bike safety, National Night Out) and other local charities. Dozens of community volunteers, including museum board members Dave Peyton and Joshua Henshaw, along with Capitola Police, and the city's Public Works Department help keep the event rolling smoothly. Local businesses also provided welcome support for the car show, which for many signals the start of the summer season and large weekend crowds.



In the meantime, as cars go electric, and the men and women who proudly share their prized possessions begin to retire from the car enthusiast lifestyle the question becomes: Will there be a future in owning and showing cars of the past?



Car clubs make up a sizable portion of all car shows while helping preserve interest in building and showing cars. Most are family orientated. The good news is that it appears that the love of classic machines is being passed down from parent to child which may help ensure that events like the Capitola Car Show continue for years to come.

Capitola Museum Volunteers Make It Happen

By Dave Peyton

Those of us who volunteer at the museum often call our experiences at the front desk "museum magic." Magic seems to best describe the experiences that take place at the museum when volunteers strike up a conversation with visitors. Often, some extraordinary coincidence links the volunteer to the visitor, or connects the visitor to the museum in an unusual way. It's a common occurrence for volunteers to reconnect with long lost friends or classmates, or discover local family ties, or make new friendships. The broad arc of history connects us to our community in substantial ways and volunteering at the museum can create meaningful ways for each of us to make a little bit of our own history. Volunteering at the museum is fun! A two-hour shift goes by quickly and usually leaves the volunteer enriched in some way.

Volunteers are the backbone of Capitola's historical museum. Without them, much of the story of Capitola would remain hidden in storage, unseen and untold. Thankfully, the museum has a small, but dedicated volunteer group that keep the doors open and the flag flying. Like most volunteer organizations, we are always recruiting, always on the lookout for a "good fit." The museum offers several volunteer opportunities in addition to being a front desk greeter. Assisting with special events, providing light landscaping around the museum, and helping the curator with projects may be of interest. One of our goals is expanding regular hours of operation and extend hours during village-wide special events, as we did recently during the Rod & Classic Car Show. If this sounds like fun, please give us a call.

The benefits of volunteering are extensive and should be a strong selling point to just about everyone. Volunteering with likeminded folks can help avoid isolation and create new relationships. Studies show that volunteering has a positive effect on your mental and physical well-being and promotes healthy aging. Volunteers report higher levels of self-confidence and self-worth. What could be better than that?

The "give back" ethic is strong in the Capitola community. Many retired baby boomers join groups and organizations to lend a hand, provide leadership, and carry-on with the good work done by many. Whether serving meals at the senior center, helping a child bait her hook during the Beach Festival fishing derby, or presiding over a neighborhood meeting, volunteers perform countless tasks, usually with a smile, and often knowing that they have made a positive difference in their community. Even children and young adults with busy schedules are part of the volunteer culture. Families often volunteer together, and high schools now require students to perform volunteer community service as a graduation requirement.

And, if you enjoy the wide variety of annual special events offered in Capitola, then thank the hundreds of volunteers who work hard to make the festivals, sip-n-strolls, holiday celebrations, and many more unique activities possible. Volunteers, some with many years under their belts, and some joining in for the first time, work throughout the year planning, recruiting, and fundraising to deliver on the promise of keeping Capitola unique and welcoming. It goes without saying, it does take a village...

Please become a Capitola Historical Museum volunteer!

Volunteer Spotlight—Julie Langholff

By Pam Greeninger

It is our pleasure to introduce the newest member of our Museum Volunteer team, Julie Langholff. Having moved here in 1981 and spending many summers and weekends in Capitola since 1968, she is not new to Capitola. She's been married to Kurt Langholff for 53 years and they enjoy living on Monterey Avenue where they witness incredible sunsets over Capitola Village.



Julie was born in Walla Walla, Washington, and grew up in Santa Rosa, California, with three younger brothers; two live in Reno, Nevada, and one lives in Santa Rosa with his family. She reflected on her wonderful parents who have passed on, but who owned a candy and ice cream store in Santa Rosa until they retired. All four children worked in that store during their teenage years. Julie believes the sales and customer service skills she learned in those years were valuable to her throughout her career. She received a BS degree in Business Marketing from San Jose State University.

It was a special honor for me to interview Julie for our newsletter. I was so fascinated and impressed hearing Julie's story, and I know you will be too. Julie shared the following information about her work, travel and family life:

"I started my career in Accounting at National Semiconductor and left for a position as an accounting manager at Atari in Los Gatos. Nolan Bushnell was the President of Atari and one of his engineers at the time was a very young Steve Jobs. It was an exciting place to work but, when Warner Brothers bought Atari, the whole business changed. Major operations moved to Sunnyvale and with a complete change in top management. At that point, I went to work for Nolan in his new venture, Catalyst Technologies, as an accountant to several fledging businesses funded by Nolan's venture capital fund.

I met my husband, Kurt, at San Jose State in 1968. His parents had two cottages on Lawn Way here in Capitola and the family spent their summers here. Kurt and I spent weekends at the beach with his family and friends, and I grew to love it

here. We got married on June 14th of 1969 and immediately moved to Oahu, Hawaii, where Kurt was stationed at Barbers Point Naval Air Station. This was during the height of the Vietnam War and somehow, he was lucky enough to spend his entire tour of duty at Barbers Point in Hawaii.

Our only child, Kurt David, was born at Tripler Hospital on Oahu in December of 1971. We absolutely loved our time together in Hawaii. In fact, I believe that it really cemented our relationship because we were alone together so far away from home, and we couldn't even afford to call home more than once a month! Kurt was discharged from the Navy in late July 1972 when we moved home to San Jose. We bought our first home in San Jose, but we would spend almost every weekend that we could here in Capitola. We bought one of the cottages and then a home in Aptos. In 1977, we bought the lot on Monterey Ave. overlooking Capitola Village where we built our forever home. We moved in in March of 1981.

In 1985, my husband, Kurt, was transferred to Spokane, Washington, as Station Manager/Sales Manager of PSA (Pacific Southwest Airlines). We moved there with our 14-year-old son Kurt David. With our son starting High School in Spokane, and not happy about moving away from his friends here in Capitola, I spent the next couple of years involved in his school as a teacher's aide. We were then transferred to Bellingham, WA for nearly two years. Bellingham is much like Santa Cruz. It is a beautiful college town right on the west coast of Washington State. Then, In October of 1989, Kurt was promoted to Station Manager of US Air in San Jose, CA. We had rented out our home here in Capitola for the 4 years that we lived in Washington because we knew when we built it that it would be our forever home.

When we returned to Capitola, I went to work for a few different companies as an accountant. The most memorable for me were Phoenix Technologies in Monterey and then Plantronics in Santa Cruz where I retired as a controller in September of 2006. With both of these companies, I was able to travel a lot. Both companies were growing their international business and I was fortunate to be able to travel with sales managers to their respective countries to get new customers and audit their processes and procedures regarding accounting and inventory. I loved the travel and meeting customers from other countries such as England, Taiwan, Hong Kong, Seoul, Korea, Singapore, and Japan."

Wow, what an exciting life and career Julie has had!

When I asked her what she likes best about Capitola it was hard for her to mention just one thing. Julie said there are so many things that she loves about Capitola—the beach, the small-town vibe, being on the ocean, beautiful weather, mild climate, friendly people, fantastic sunsets, and local community get together. Every time they come home from a vacation anywhere, they both always say, "We're so happy to call this town home!"

Julie discussed her interest in learning more about Capitola history and thought volunteering at the Museum would be a great way to learn more about its beginnings. Although her husband's family has had a presence in Capitola since the mid-1960s, she did not know that much about the history of Capitola. Kurt has been volunteering for various events in Capitola for several years, and she felt that it was time to get more involved in the community now that she is retired.

In closing, I asked Julie if she had anything special she would like people to know about her? She loves growing plants and flowers and has a variety of different indoor African Violets, Orchids, and Succulents that she loves cultivating. She also loves entertaining and spending time with friends and family.

We are so excited and thankful to have Julie volunteering at the Capitola Historical Museum! Join me in welcoming Julie by stopping by the Museum when she is working and say "Hello."

The Capitola Museum has recently received generous donations from:

Robert I. Garcia (in memory of Ron Graves)	
Jack & Shirley Brain	Betsy's Summerhouse Antiques
Al & Marian Carlson	Robert Deacon
Craig & Mimi French	Kathryn & Tony Gualtieri
Marvin Jensen	David Peyton
Barbara Reding	Karen Ruland
Yvonne Zannis	

New Accessions:

In addition to the Campo Del Mar Ikebana combination vase and candleholder, new artifacts include a turn-of-the-century victrola, set of records and two hurricane lamps (in the name of **Rosemarie and Sydney Styles**), a set of circa 1940s snap shots of visitors at Capitola Beach, a train conductor's hat, scans of historic Capitola images from **Jay Topping**, and a circa 1940s-50s "Life Saver" license plate topper. We would also like to thank **Historian Barry Brown** who provided us with detailed descriptions of photographs of the California Powder Works located within our **Hoefer Family Photograph Collection**.

Published by the Capitola Historical Museum
410 Capitola Ave., Capitola, CA 95010 Phone: 831.464.0322
Website: www.cityofcapitola.org/capitola-museum
Email: capitolamuseum@gmail.com

Museum Hours: Friday, Saturday, Sunday Noon-4:P.M.
Museum Curator: Deborah Osterberg
Board of Trustees: Niels Kisling (president), Dave Peyton (vice president), Brian Legakis (treasurer), Pam Greeninger (secretary), Gordon van Zuiden
Youth Board Member: Joshua Henshaw