

## PROHIBITION - BY CHARLES OSBORNE

Prohibition must have been financially tough on S.F.B (Sam) Morse, and I dug deep into his memoirs written in 1944 to find out how he handled it. In 1919, when Prohibition was passed into law, he had just purchased (with borrowed money) the entire Del Monte Unit from the heirs of the Big Four Railroad barons (Huntington, Hopkins, Stanford and Crocker). This unit included Pebble Beach, Pacific Grove, Carmel Woods, Monterey Water Works (now Cal Am) and 12,000 acres in Carmel Valley. The jewel of the unit at that time was the Hotel Del Monte, a 144-room destination resort on 162 manicured acres in Monterey (now the Naval Postgraduate School). The hotel was the money maker, and prohibition was going to kill the bottom line.



*Sam Morse getting a legal drink in Cuba*

The 18th amendment, the Volstead Act, The Noble Experiment. Call it what you will, but prohibition was a big mistake, and Sam Morse hated it. The law made it illegal to sell, own or consume liquor in public or private places anywhere in the U. S. It went into effect in 1920 and was finally repealed in 1933. Sam described it as "disgusting and disgraceful". He wrote that it "was forced on the American people by a well-organized, radical, violently dry element". He also saw some chicanery as the law was passed while 4 million hard drinking doughboys were still in Europe. It forced people who liked to drink to

become criminals. "The most stalwart law-abiding citizens got in the habit of breaking the law."

However, he had adopted a plan to make the hotel into a sort of club where the guests ran the place and could get what they wanted. As long as they paid for it. Since they would always want booze, he needed a plan to supply it. His plan basically was to carefully disregard the law.

His first preparation was to buy seven 50-gallon barrels of green whiskey known as White Mule in 1919 (while it was still legal) and store it in a hidden location, under the East Wing of the hotel in the cellar where the steam pipes above would help age the whiskey. Then, seven years later he tapped into a barrel. The liquor was "a beautiful amber but had evaporated over this time by about 40% and when tested was 135-proof, a little strong for digestion". Sam found a "whiskey man" to help him make it potable. The whiskey man diluted it with distilled water and sherry and brought it down to 100-proof. Sam said "It was one of the best investments I ever made." And he "never enjoyed greater popularity." He shared it with special hotel guests including the famous statesman and Noble Prize winner Elihu Root who thanked him profusely. Said it helped him get to sleep at night.

# TIDEPOOL MONITORING ALONG OUR COAST

Story By Melissa A. Douglas, Intertidal Associate Research Specialist

Who are those people wading around in the tidepools at all times of day? Maybe some folks have been strolling along 17-Mile Drive and seen a small group of people, often wearing bright orange foul-weather clothing, carrying lots of gear, and stringing long measuring tapes from rock to rock. This is a team of marine biologists from UC Santa Cruz that are part of the Multi-Agency Rocky Intertidal Network (MARINE).

MARINE is a large consortium of universities, government agencies, and other interested groups that conduct long-term monitoring in the tidepools along the west coast of North America, from Alaska to Mexico. This group has expanded greatly since its inception in southern California more than 30 years ago. While MARINE researchers are involved in many different projects, the main goals are conducting biodiversity surveys and monitoring certain key species in the tidepools. Of particular interest to researchers are owl limpets, sea stars, sea palms, and endangered black abalone.

Over the last 10 years, have you noticed fewer sea stars when you were out tidepooling? MARINE researchers have been tracking a disease called Sea Star Wasting Syndrome (SSWS) that has affected over 20 species from Alaska to Mexico. While the exact cause(s) of the disease remain unknown, the impacts thus far have been well documented and have been detrimental in the case of some species. When tidepooling during a really good low tide or SCUBA diving, you may have been lucky enough to




Photos courtesy of MARINE



glimpse a beautiful, large sunflower star. Unfortunately, due to SSWS, this species is now locally extinct south of northern California. Even the beautiful orange and purple ochre stars that were once abundant in many of our tidepools, have been greatly diminished.

MARINE researchers did record a pulse of baby ochre stars soon after SSWS hit the area, but unfortunately many of these juveniles did not survive. Today, 10 years after the original wave of SSWS, the disease still persists at a low level. For

more information and to submit your own sea star sightings please visit [seastarwasting.org](http://seastarwasting.org)!

For more information about MARINE, to view our public datasets, or to contact us, please visit [pacificrockyintertidal.org](http://pacificrockyintertidal.org) or join us for a special Sunday Afternoon Seminar on September 24th at 2pm highlighting MARINE and the intertidal research conducted in the Del Monte Forest area. 



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## A SHORE THING

Story By Gina Gianfala, A Pebble Beach Resident and Bay Net Volunteer

Once upon a time... there was a carpenter named Fred, Freddie Fungus, who built a nice house for himself but he felt like something was missing. Even though Freddie was a great carpenter he was a lousy cook and so he thought he should find a really good woman to hang out with. So, Freddie started going to places where singles met other singles and after a while met a woman that he really liked, her name was Alice, Alice Algae. They dated for quite awhile and eventually Freddie decided to ask Alice to marry him. Well, Alice was a very contemporary woman and she said to Freddie, well Freddie even though you are a fun guy (fungi) and I have taken a lichen (liking) to you, I am not so sure about this marriage stuff, so why don't we just hang out together? And so, they have ever since.

Are you curious about lace lichen yet? Surely, you have seen this lacy light yellowish-green "moss-looking thing" draped around tree branches. In fact, it is not Spanish moss at all, which is instead found in the eastern and southern United States.

Lace lichen can grow up to three feet in length and is most often found on damp slopes facing the coast from Baja California to southern Alaska. Did you know that it is the result of a symbiotic relationship between a green alga and a fungus?



*Photos by Susan Lambert and Pam Coz-Hill*



The fungus part helps obtain water and minerals while the algal component uses photosynthesis to create food for both. Each organism benefits from this mutual relationship.

Lace lichen is a staple in the diet of black-tailed deer and used by many birds as nesting materials. Importantly, it acts as an air scrubber for the air that we breathe. Lichen traps particulate matter in the air like dust, while also absorbing smaller pollutants like sulfur, mercury, and nitrogen. Its presence is an indication of good air quality. Good news for Del Monte Forest!

Because of its presence on dead branches, it is often thought of being harmful to the trees, in fact it is quite the opposite. It captures fog and rain, provides moisture to the host tree and when falling on the ground is broken down into nitrogen by soil bacteria, therefore acting as a fertilizer.

In July 2015, Governor Jerry Brown signed a bill into law that officially recognized the lace lichen as the California State Lichen. If you decide that the lace lichen hanging on your tree looks too unkempt, remember the benefits it provides. Be careful not to remove all of it, your tree, deer and birds will thank you. 🐾

Sam then instructed his bellhops, whom the guests would first approach when thirsty, to only use bootleggers who were known to carry the good stuff. He did not want his guests to be poisoned by White Lightning rotgut gin. The downside to this delivery method was that every hotel room turned into a bar, and without the benefit of food and dancing between drinks people became extremely inebriated. Morse said it wasn't until prohibition that he saw respectable women drunk in public.

When it became the law in 1920 it was not strictly enforced in California, and one just had to be careful not to flaunt it. Since it was illegal to drink at home, every Pebble Beach mansion built in the Roaring Twenties was designed with a hidden bar. The Del Monte Lodge had an association with an adjacent dwelling referred to in his memoirs as "The Birdcage" to serve liquor.

The Canary Cottage (Birdcage) offered gambling and booze (among other adult entertainments) to a select crowd but was raided three times. Per the Pine Cone newspaper in the last raid there were no arrests. The crowd included several members of the Navy Brass in full uniform. As a side note, when the Cottage finally closed down in the 1950's my parents scored a slot machine which they put in a large closet off the den. I spent half of my tenth year trying to get the quarters out.

There were a lot of humorous stories in his memoirs relating Sam's disdain for this law. These include a trip to New York where he asked a policeman where the nearest speakeasy was.

The cop pointed to a nearby hotel and gave Sam the password. A golf tournament that started in the 20's and is still held at Cypress Point is called the Hook and Eye, a play on the question "Who-can-I" get a drink from around here? After the hotel Del Monte burned down in 1924 the Clarence Tantau design for the new hotel included something called "The Children's Playroom". Mr. Tantau knew that the county planners would not approve something called the Tap Room.

John Sanders, historian of the Del Monte Hotel told this story. Famous painter Francis McComas was arrested in Pacific Grove for drunk driving. He was insulted by the fact

that despite his fame and connections they still put him in jail. He got even and wiped PG off the map. Literally. The mural he painted for the Hotel Del Monte seems to be missing a city.



*Where's PG?*



*Villa Amici, the Party House*

*1925 photo by Julian P. Graham/Loon Hill Studios*





A 1933 publication by the hotel listed famous guests' cocktails including ones by Ernest Hemingway, Marlene Dietrich, WC Fields and many others. The names for their concoctions went from Death in the Afternoon (Hemingway) and Parisian Pousse-Café (Dietrich) to Jugglers Scaffa (Fields).

My favorite story in his memoirs of this period started with a train ride. Sam was traveling down to Monterey from San Francisco on the Del Monte Express and ran into Bill Crocker, whom he knew originally from Yale. Morse wrote they “were slightly enthused by (the waiter) Oliver’s excellent cocktails.” They decided that it would be a wonderful night to have a party at Bill’s relatively new home on the 17 Mile Drive, Villa Amici.

Villa Amici was built by Bill’s father William H. Crocker for his unmarried children to use. It was designed by Willis Polk after the famous Italian villa of the same name.


When Bill and Sam arrived at the Hotel Del Monte, Crocker pulled the manager, Carl Stanley, aside

and asked him to send “A good dance orchestra, I think about six pieces to be at my house about 10 o’clock (It was 7 at the time). And would he please call a certain person to order a washtub filled with ice and vintage champagne.” Mr. Stanley, the perfect hotel man, said “Of course Mr. Crocker. I’ll take care of it and send two waiters to serve you.” Sam and Bill then went to the dining room where they joined a small group of friends and forgot all about the party, Bill ended the dinner with an invite for all of them to come to his house for a “final-final”.

They drove over to Pebble Beach and were “startled to see brilliant lights coming from the lower floor and strains of music from the living room. Two waiters from Del Monte greeted them at the door. The furniture had been moved to clear a dance floor. There were no guests.”

They sent the orchestra and staff home with some champagne, finished the rest off, and had a good laugh about the whole thing and collapsed.

He continues to say “As I look back on those days I marvel at the stamina of a completely physically fit individual. I could attend a party of this sort, stay up to 3 or 4 in the morning, get up the next day, take an ice-cold tub bath, do some strenuous exercises, and then eat a huge breakfast and feel as good as new.”

That in a nutshell is how S.F.B. Morse dealt with prohibition. He basically ignored it. His bottom line was hurt, but the 1920s housing boom in Pebble Beach made up for it in spades. Right up to 1929 when everything stopped. More on that in the next article. 



**PEBBLE BEACH COMPANY**  
**2023 SCHEDULED**  
**ROAD MAINTENANCE**  
&  
**DRAINAGE IMPROVEMENT PROGRAM**

The following repaving projects are scheduled in 2023:

**Pebble Beach Company (PBC) Projects**  
**SFB Morse Dr: Gate House to Congress Rd**

**Sloat Rd:** Stevenson Dr to Lopez Rd

**Oak Knoll Rd:** Elk Run to Sloat Rd

**Paradise Park:** Sloat to Majella Rd

**Galleon Rd:** Oak Knoll to Oak Knoll Rd

**Treasure Rd:** Sloat to Majella Rd

**PBC & Pebble Beach Community Services District:**  
**Portola Rd/Sombria Ln: Past Drake Rd**

**Ondulado Rd:** Grand Junction to Alva Ln

...along with a whole host of drainage improvements along roadway stretches. In all, the Company will repave 3 miles of the 75 miles of Pebble Beach roads this year, over 339,000 square feet! Check on-line at [dmfpo.org](http://dmfpo.org) for details of the drainage improvement projects.

- \* The Forest has approximately 75 miles of roads.
- \* Pebble Beach Company (PBC) uses a state-of-the-art road survey computer database to prioritize roads in need of maintenance.
- \* For 2023, PBC has committed to spend over \$1 million dollars on road maintenance projects and drainage improvements.
- \* In addition to its annual contractor costs, PBC employs four full-time road maintenance employees. PBC's crew handles more routine road maintenance such as patching, filling potholes, clearing drain lines, etc.
- \* Pebble Beach Community Services District (PBCSD) continues to provide additional funding to repave/repair roads that are damaged as a result of its sewer and water line replacement projects, or undergrounding utility lines projects.
- \* Contact PBC Roads Department, Micah Hawbaker, Ecology/Forestry/Roads Manager, or Shawn Casey, VP Resource Management, with maintenance questions or to report conditions, at 625-8414.



The fire department can play a crucial role in helping homeowners maintain their homeowner's insurance by taking steps to prevent and mitigate the risks of fire damage. Your Pebble Beach Fire Department provides

resources and services that help prevent fires and minimize their impact. Here are a few ways in which Your Pebble Beach Fire Department can assist with insurance maintenance:

**Emergency Response:** Your Pebble Beach Fire Department is an Insurance Services Office (ISO) Class 1 rated fire department. Class 1 represents superior property fire protection. Less than 1% of fire departments in the United States have a Class 1 ISO rating. CAL FIRE wildland fire engines and firefighting bulldozers are staffed at a wildland fire station which is located within the boundaries of the Pebble Beach Community Services District. Firefighting aircraft, fixed wing and helicopters, are located and available for response within 20-30 minutes of Pebble Beach. By taking swift action, the fire department can prevent extensive fire damage.

**Water System Improvements:** The Pebble Beach Community Services District has invested \$18 million improving the Cal-Am water distribution system in Pebble Beach. The improvement projects increased the size of water pump stations, installed standby power at three locations, and added 800,000-gallon water storage for fire protection. The investment in water system improvements also replaced fifteen miles of water mains and doubled the number of fire hydrants that provide a minimum of 1,000 gallons per minute for a minimum of two hours.

**Fire Prevention Education:** Your Pebble Beach Fire Department Prevention and Planning office provides educational resources and offers training for the community on fire prevention and safety. This includes information on effectively using smoke detectors, developing a fire escape plan, safely operating a fire extinguisher which can minimize the likelihood of fires and prevent insurance claims.

**Community Outreach:** Your Pebble Beach Fire Department conducts community outreach events to raise awareness about fire safety and prevention. This includes an annual fire station open house and safety fair, Zombie Run and safety fair, distributing educational materials, offers fire extinguisher refilling/replacement, and actively maintaining the community's fire hydrants.

**Code Enforcement:** Your Pebble Beach Fire Department Prevention office can enforce fire codes and building standards, ensuring that homes and businesses meet minimum safety requirements. All building permits issued in Monterey County are reviewed by the fire department.

**Defensible Space Inspections:** Defensible space, coupled with home hardening is essential to improve a home's chance of surviving a wildfire. Defensible space protects homes from catching fire caused by embers, direct flame contact, or radiant heat and provides firefighters a safe work area in which to defend your home. Defensible Space Inspectors conduct annual inspections to ensure that properties throughout the community are compliant with the state requirements.

**Fire Defense Plan:** Your Pebble Beach Fire Department has developed a Fire Defense Plan for Pebble Beach which addresses the threat of wildland fire within Del Monte Forest by identifying and prioritizing those actions determined by the California Department of Forestry and Fire Protection (CAL FIRE) to provide the greatest fire protection along the wildland-urban interface. To reduce the threat to life and property from wildland fire within Del Monte Forest, this Plan addresses emergency access and fuel treatment standards for the primary open space areas. Fuel reduction treatment is conducted throughout the year using hand crews, heavy machinery, defensible space inspections, and goats.

Your Pebble Beach Fire Department's Prevention team is available to provide you or your insurance agent additional information on Community Risk Reduction, fire prevention, inspections, and public education by calling the Pebble Beach Fire Department's Prevention and Planning office at (831)-375-9644. 





## DEL MONTE FOREST PROPERTY OWNERS

A NON-PROFIT CALIFORNIA CORPORATION

3101 Forest Lake Road, Pebble Beach, CA 93953  
831.373.1618 phone office@dmfpo.org http://dmfpo.org

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### DMFPO Hosts Flu Shot Clinic

*Open to the Public*

**Wednesday, October 4, 2023**  
**9:00 a.m. to Noon**

**Pebble Beach Community Services District**  
**Forest Lake and Lopez Roads, Pebble Beach**

*Standard flu (Quadrivalent) – Age 2 and older*

*Flu Mist – Ages 2-49 years*

*High Dose (Quadrivalent) – age 65 and older*

*Flu Blok (egg-free) – Age 18 and older*

*COVID vaccines to be determined*

Central Coast Visiting Nurses Association  
Community Services



**iTNMontereyCounty**  
*Presents*  
**Age Well**  
**Drive Smart**  
**CHP Older Driver Program**

*Driving is Freedom*  
Join the CHP for the Keys to  
*Driving Safer and Driving Longer.*

**OPEN TO THE PUBLIC**

This is a **FREE** Workshop  
to help older drivers continue to drive safely.

*Completion of this workshop may result in savings on your auto insurance*

**Pebble Beach Community Services  
District Office**  
3101 Forest Lake Drive, Pebble Beach, CA 93953  
Reserve Your Place via email: [office@dmfpo.org](mailto:office@dmfpo.org)  
**Sunday, September 10th 2:00 to 4:00 pm**

\*Participants will receive a certificate of completion that may be accepted by their auto insurance and result in a discounted premium.

 **iTNMontereyCounty**  
Dignified transportation for seniors  **MST**  
MONTEREY-SALINAS TRANSIT



## Free Household Hazardous Waste & Electronics Collection Event!

**Saturday, August 12, 9 am to 2 pm**

**PBCSD office parking lot**  
**3101 Forest Lake Road, Pebble Beach**  
(intersection of Forest Lake and Lopez Roads)

**To ensure safety:**

**Place** your hazardous waste  
in a cardboard box inside your trunk.  
**Group** similar products together and  
label anything not in its original container.  
**Remain** in your vehicle at all times and  
District staff will unload the items for you!

