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A Cachet History of Santa Cruz County

By Frank Perry



Santa Cruz Museum of Art & History
705 Front Street
Santa Cruz, CA 95060
www.santacruzmah.org

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A postal cachet is a design placed on a cover (usually an envelope) commemorating a postal event. They were most popular in the 1930s, but cachets are still created today. Some of the historic events represented by Santa Cruz County cachets include airport dedications, visits by Naval ships, and important centennials.

Introduction

In philately (the collection and study of stamps), a cachet is a design or inscription on an envelope, postcard, or postal card to commemorate a postal or philatelic event. It can be printed with a printing press or rubber stamp, or hand-drawn, and can be made privately or by a government agency. Pre-printed postage and cancellations, however, are not classified as cachets.

A postal event can be the release of a new stamp, or it can be a postmark marking a historic event such as a centennial, opening of an airport, arrival of a Navy ship, opening of a post office, anniversary of a city, etc.

Modern cachets usually decorate envelopes bearing stamps postmarked on the first day the stamp was issued (known as a first day cover or FDC). There are several companies that mass produce these for collectors. More interesting are older cachets made as souvenirs for local events.

The first FDC cachet was produced by George Ward Lynn in 1923 for the release of a Warren Harding stamp. The idea was to make stamp collecting more interesting. Very few new stamps were issued in the early 1900s, so collecting cachets enhanced the hobby. It was not long before collecting cachets became quite a fad. This was

thanks in no small part to the fact that President Franklin Roosevelt collected stamps and cachets.

The 1930s are generally regarded as the heyday of the postal cachet. Indeed, more cachets commemorating Santa Cruz area events were created in the 1930s than in any other decade. Release of cachets was covered in the newspapers, sometimes making the front page. Cachet committees were established to oversee the design, production, and distribution. In other cases, the postmaster and his or her staff did a lot of this work. Sometimes the postmaster or others involved with the event would autograph the cachet envelope, thereby adding to its significance as a souvenir. There are several examples of this below.

Most cachets are illustrations, commonly (but not always) occupying the left third of an envelope. A cachet can also be as simple as short text describing an event (see for example the Macon fly-over of





The design on this Big Basin Lodge envelope is classified as advertising rather than a cachet since it is not linked to a postal event.

August 8, 1934). While not very pretty, this nevertheless qualifies as a cachet.

Envelopes with cachets should not be confused with advertising envelopes. The latter have illustrations advertising a product or place but are not connected to a postal event. Sometimes, advertising and cachets were combined, however. An example is the envelope bearing a cachet celebrating National Airmail Week and also an advertisement for the World's Fair at Treasure Island the following year.

Cachets must also be distinguished from special postmarks used to commemorate an event. The postmark alone does not qualify as a cachet, but sometimes envelopes with special postmarks also have cachets. See for example the 2002 Big Basin centennial postmark and cachet.

Santa Cruz County's cachet history is interesting for several reasons. It documents a popular hobby as it related to this area, it shows what events people thought were significant at the time, illustrates changes in technology and transportation, chronicles military history, and is one of the ways Santa Cruz County has been promoted to people in other areas. When cachets were mailed to collectors in other parts of the United States, each cachet served as a little ambassador for Santa Cruz County.

This list includes cachets depicting Santa Cruz locations (such as Mission Santa Cruz) but which were not postmarked in Santa Cruz. For the



Although not related to Santa Cruz, this is a good example of a cachet combined with advertising.

purpose of this list, these are considered Santa Cruz County cachets.

Some Santa Cruz County Cachets

Below is a chronological list of cachets. For each is listed the date of the event, a description of the event and cachet design, where postmarked, and any special features on the example pictured. Many were postmarked at traditional post offices, but others were postmarked on board ships or at special locations or "stations." When cachet envelopes were postmarked at more than one location, all locations known to the author are listed. Except where otherwise indicated, examples illustrated are in the collection of the author.

This list is almost certainly not complete but includes the vast majority of Santa Cruz County cachets and a few postal souvenirs that might not be considered cachets by purists. The author would appreciate knowing of cachets not included here.

Some of the addresses have been covered for privacy reasons.



April 23, 1931

Santa Cruz Airport Dedication
Capitola Post Office and Santa Cruz Post Office

In the 1920s and early 1930s transportation by air was becoming increasingly common, yet Santa Cruz did not have an official airport, only some informal landing strips. Unable to find a suitable location within the Santa Cruz city limits, the Santa Cruz Flying Club and the Exchange Club, with support of others, established an airport in Capitola.¹ It was located in what is now the Cliffwood Heights residential neighborhood. Although officially the Santa Cruz Airport, it was often referred to as the Capitola Airport.

The cachet design depicts the Exchange Club logo and acknowledges famous aviator, Lieut. Walter Hinton, who spoke at the dedication. Hinton, with several others, was the first to fly across the Atlantic. The plane was an NC4, which is why the wings of two planes on the cachet form the number 4.

The example shown was postmarked in Capitola and was also stamped with the words “Capitola By-The-Sea on the Monterey Bay” in blue lettering. It was signed by Hinton and by Lulu M. Dunn, Capitola postmaster.

As of April 22, 1931, approximately 200 letters were received by the Capitola post office requesting cachet envelopes. “The senders of these letters represent nearly every state in the Union, and they are compelling evidence of the advertising value of the airport to Santa Cruz County,” said the *Evening News*.² In all, over 700 were created.³



May 9, 1931

Watsonville Airport Dedication
Watsonville Post Office

Shortly after the dedication of the airport in Capitola, Watsonville also dedicated a new airport. It was built with private funds on 85 acres south of the town near the intersection of Highway 1 and Salinas Road.⁴ “Nearly 2,000 people saw the dedication of the new Watsonville airport Saturday, at which Governor Rolph was the principal speaker,” said the newspaper. “R. H. Hudson, master of ceremonies, introduced first Mayor C. H. Baker, who told of the plans for an airport which would fill the needs of a progressive community in the new aeronautical age.”⁵

The simple design shows an apple, the Pajaro Valley’s principal crop at that time, and bears the slogan, “The Apple City.”



September 30, 1933

Visit by the USS *Constitution*
Santa Cruz Post Office and US Frigate
Constitution Post Office, Santa Cruz Harbor

The famous frigate USS *Constitution*, also known as “Old Ironsides,” went on tour along both coasts of the United States in the middle 1930s, after undergoing extensive restoration. Its impending arrival in Santa Cruz made front page news in local papers during the weeks leading up to the big event.

It was also one of the biggest events in Santa Cruz County cachet history. The selection of the design by Charles R. Mueller made headlines in the *Santa Cruz Sentinel*.⁶ The design was one of six submitted to the Chamber of Commerce and showed an image of the ship on Monterey Bay with the casino in the background, framed by redwood trees. The artist worked in the mailing department in the post office.

The Chamber had the design made into a large rubber stamp, to which was applied green and blue ink. Preston Sawyer, cachet director for the event, had the job of applying the cachet to each of the self-addressed stamped envelopes received.⁷ Sawyer (1899-1968) was a newspaper reporter and avid collector of postal memorabilia and old Santa Cruz photographs. Much of his collection resides at Special Collections and Archives, McHenry Library, UC Santa Cruz.

Thanks to publicity in stamp collecting magazines, newspapers, and elsewhere, requests for the cachet arrived from nearly every state in the Union and from quite a number of foreign countries. A visit to a port by the *Constitution* typically brought 2,000 to 3,000 requests for cachets for each day of the visit. In the case of Santa Cruz, however, there were over 6,000 requests for a one day stay. A *Sentinel* editorial described the cachets as “almost as good as a convention” in terms of publicity.⁸ The *Sentinel* managing editor, Fred McPherson, Jr., was, at that time, also president of

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the Chamber of Commerce. “We only feel sorry for the mail clerk aboard ‘Old Ironsides,’” he said.⁹ Perhaps the large demand is why some were cancelled at the Santa Cruz Post Office as well as on the ship.

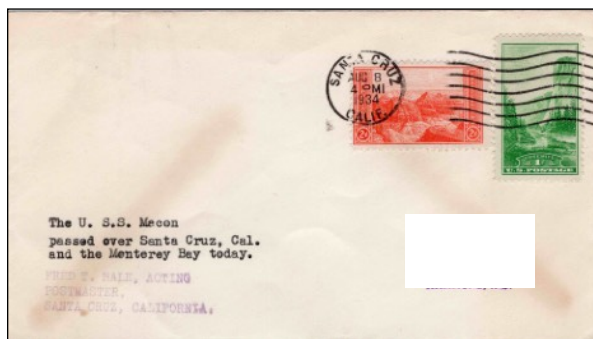
The example shown was postmarked on board the ship and bears the autograph of Santa Cruz Mayor Roy Hammond and Cachet Director Preston Sawyer.



September 30, 1933

Visit by the USS *Constitution*
US Frigate *Constitution* Post Office, Santa Cruz Harbor

This second cachet does not mention the visit to Santa Cruz, but the cover is postmarked “U. S. Frigate Constitution” and “Santa Cruz Harbor.” This cachet was used at several different harbors. It seems to have been one provided by the ship.



August 8, 1934

USS *Macon* fly-over
Santa Cruz Post Office

The USS *Macon* was a gigantic airship used by the US Navy for reconnaissance. It was first launched in 1933, and its home base was Moffett Field, south

of San Francisco. Much has been written about the *Macon*, especially its crash into the Pacific in 1935 off Point Sur. Visits by the *Macon*, or even just fly-overs, were celebrated through postal cachets.

Since a cachet can be just written words, this one counts, even if it is not very attractive. It looks to have been created on short notice to please a collector or collectors and was stamped by Fred T. Hale, acting postmaster of Santa Cruz.



October 10, 1934

Visit of the USS *Bobolink*.
USS *Bobolink* at Santa Cruz

The USS *Bobolink* was a minesweeper engaged in survey work. “Two navy mine sweepers, the *Bobolink* and the *Vireo*, anchored off the Municipal Wharf last night and are planning to go up the coast to Pigeon Point early this morning to complete the survey work for the submarine diving base, . . .” reported the newspaper.¹⁰

A stock of these envelopes depicting the ship was printed in advance and kept on board ready for distribution at various ports. The cost of printing was paid for by a sponsor for the purpose of advancing the hobby. The Navy obliged until WWII put an end to it. On the back of the envelope

illustrated above it says, “Cachet Was Sponsored by Byrd L. Powell (No. 46) Universal Ship Cancellation Society.” The location, in this case “At Santa Cruz,” was added to the cancellation, thereby commemorating the visit. These envelopes could have been used by the sailors to write to relatives, but they were mostly used as souvenirs. One example was sent to cachet collector Preston Sawyer and signed by the ship’s mail clerk (see below).

It is possible that a cachet was also made for the USS *Vireo*, but it has not been seen by the author.



November 10-11, 1934

Santa Cruz Airport Dedication
Santa Cruz Post Office and Capitola Post Office

In 1934, the Santa Cruz Airport in Capitola, built in 1931, was considerably improved with more help from the Santa Cruz Flying Club. A re-dedication was held on Friday, November 10, with an airshow on both the 10th and 11th sponsored by Santa Cruz Post 64 of the American Legion. At the dedication, Santa Cruz mayor Roy Hammond acknowledged in particular the role of Fred Hihn, property owner, for making the airport possible.¹¹ One of the stars of the airshow was stunt pilot F. Myrten “Iron Hat” Johnston, who performed both days. Note that Johnston autographed the example above. Approximately 1,000 people attended the Friday event and 3,000 on Saturday.¹²

Impressed by the success of Charles R. Mueller’s “Old Ironsides” cachet, the organizers commissioned Mueller to again apply his artistic talents.¹³ His design depicted an airplane with a field below and Monterey Bay in the distance. Preston Sawyer once again handled requests for cachets from collectors around the nation, placing the rubber-stamped design on each stamped, self-addressed envelope. “The entire envelope, known to collectors as a ‘cover,’ is saved by hobbyists in

this, a very popular branch of philately,” said the newspaper.¹⁴

Although cachets are distinguished from advertising in that they must be tied to a postal event, ones such as this did a lot to advertise Santa Cruz. It was even referred to as a publicity “stunt.”¹⁵ More than 1,650 of them were mailed during the two-day event.¹⁶ Mueller later received an award from the American Cover Club Board of Review for the “best cover cachet during the month of November, 1934.”¹⁷

October 27, 1935



Navy Day
USS *Hatfield*, Santa Cruz, California

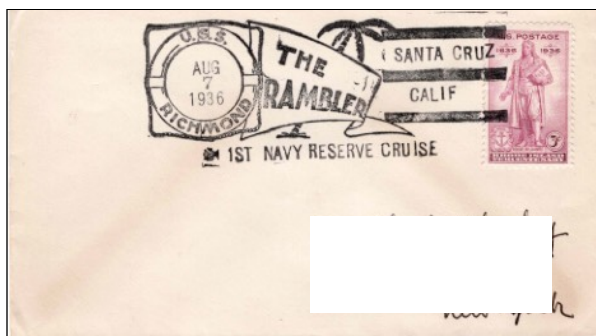
In the 1930s, Naval ships frequently visited Santa Cruz on holidays such as Independence Day, Armistice Day, and Navy Day. For Navy Day, 1935, the destroyer USS *Hatfield* dropped anchor off Santa Cruz. “At 11 o’clock the formal reception of the officers and men will be held, with a welcoming committee composed of Mayor Roy Hammond, Postmaster Fred Hale, President Al Strong of the Chamber of Commerce, Alvin Weymouth, Navy day chairman, and Clement Tobin, manager of the Chamber of Commerce boarding the ship to hand over the keys of the city,” said the *Sentinel*.¹⁸ There was entertainment around town for the sailors, public tours of the ship, and talks at local schools by officers.

In an October 27th editorial, the *Sentinel* provided some background: “Navy Day comes on October 27 because that is the anniversary of the birth of President Theodore Roosevelt. He was a great friend of the navy, having made a distinguished record as assistant secretary of the Navy before becoming president.”¹⁹

The cachet was designed by Ohio resident Clarence Wright Richell (1907-1965), well known

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naval cachet designer in the 1930s. He was responsible for no less than 56 designs, usually celebrating holidays, anniversaries, fleet maneuvers, or historical events.²⁰ This one is a generic Navy Day cachet that could be used for any year and any ship.



July 25, 1936 and August 7, 1936

USS *Richmond* 1st Navy Reserve Cruise
Santa Cruz, California

On July 25, 1936, 66 men and officers of the Naval reserve left Santa Cruz on a 14-day training mission aboard the light cruiser USS *Richmond*.²¹ The Santa Cruz contingent competed with others in gunnery practice and won first place in marksmanship.

When the ship returned, it anchored for a while off Swanton Beach (now Natural Bridges State Beach) because of dense fog. This prompted rumors that it was aground, which was untrue.²²

The examples above celebrate the date of departure (July 25) and return (August 7) of the ship. These are mostly of interest for the postmarks, but "1st Navy Reserve Cruise" was stamped on them separately, making it technically a cachet.



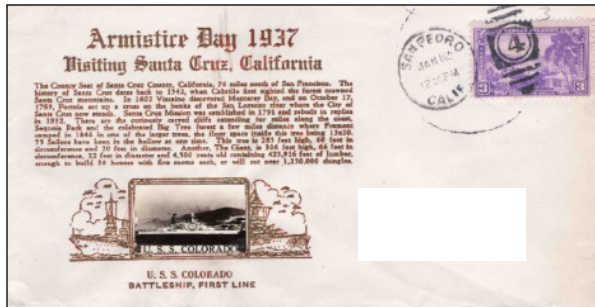
August 28-29, 1937

30-year Anniversary of the Casino
Santa Cruz Post Office

On the weekend of August 28 and 29, 1937, the Beach Boardwalk celebrated the 30th anniversary of the opening of the casino. Among the events were band concerts, a water carnival, dances, a bathing beauty contest, a bicycle race, cannon salutes, and a fireworks show.²³ It was in August, 1907 that the casino had opened. It was built following the destruction by fire of the previous casino in 1906.

Fred Howe, Seaside Company vice president, arranged for creation of the cachet in cooperation with the Chamber of Commerce. Preston Sawyer was in charge of publicity and applying the cachet to incoming covers in preparation for mailing. By the time of the event, more than 1,500 requests for the souvenir had arrived from throughout the United States.²⁴ Local collectors could leave their stamped self-addressed envelopes with the Chamber of Commerce.

The sample shown above is was autographed by James R. Williamson (president of the Seaside Company), Fred R. Howe (vice president), and M[yrton] C. Hall (secretary of the Chamber of Commerce).



November 11, 1937
 Armistice Day
 USS *Colorado*, Santa Cruz, California

The battleship USS *Colorado* dropped anchor off Santa Cruz for the celebration of Armistice Day in 1937. This holiday was observed each November 11 to commemorate the end of World War I. The name was later changed to Veteran’s Day to honor all veterans.

The *Colorado* was commissioned in 1923 and at the time of the visit was the largest and one of the newest battleships in the Navy.²⁵ The ship had received national attention just four months earlier when it assisted in the search for Amelia Earhart.²⁶

Events were planned in both Santa Cruz and Watsonville, but some had to be cancelled because a big swell made it dangerous for the sailors to travel between the ship and the Municipal Wharf.²⁷

Following the three-day visit, the City Council passed a resolution thanking the Navy for sending the ship to Santa Cruz.²⁸

The cachet is printed in raised golden lettering which was done through a process called thermography. The cachet has a brief history of the Santa Cruz area and descriptions of redwood trees. A real photograph of the ship was added as part of the cachet.

The example shown was not postmarked during the visit, but rather was mailed January 12 (presumably 1938) from San Pedro.



Santa Cruz (Capitola Historical Museum collection)

May 15-21, 1938
 National Airmail Week
 Aptos Post Office, Ben Lomond Post Office
 Capitola Post Office, Santa Cruz Post Office
 Soquel Post Office, Watsonville Post Office

Postmaster General James A. Farley and President Franklin Roosevelt created National Airmail Week (NAMW) to commemorate the twentieth anniversary of US airmail service. Cities and towns across the nation organized special events and held contests to design cachets. Volunteer pilots helped provide one-day delivery and the post office issued an attractive new 6¢ airmail stamp just in time for the event. Of course, the main idea was to promote the use of air mail. The slogan was, “Receive To-morrow’s Mail Today.”²⁹

Local postmasters commissioned or held contests for the designing of cachets and encouraged them to be mailed on May 19. This is why most of the examples here are postmarked on that date, even though it was a week-long event. An estimated 5,000 airmail letters left the airport in Capitola that day.³⁰ Statewide, 4.5 million letters were mailed.³¹

National Airmail Week was wildly successful. In Santa Cruz County, at least six post offices affixed cachets to create souvenir covers of the event: Aptos, Ben Lomond, Capitola, Santa Cruz, Soquel, and Watsonville. Each of the cachets was designed to promote their respective towns.

The one for Santa Cruz (above), commissioned by postmaster Fred Hale, shows the beach and redwood trees and proclaims the town as “California’s Favorite All-Year Beach and Mountain Resort.” It was drawn by local artist Floyd Gray.³²

The Aptos cachet is a black and white line drawing, suggesting a map of the area and depicting golf, redwoods, building, apples, berries, farming, and Club Rio Del Mar on the edge of Monterey Bay.

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Aptos



Soquel



Ben Lomond (Ronnie Trubek collection)



Capitola (Deasy family collection, Capitola Historical Museum)

Capitola postmaster Harry Hooper hired artist and sign painter Leo Sievert to draw a view of Capitola Village based on a photo postcard.³³ The example shown was autographed by Hooper and also Fred Shine, one of the pilots.

The Ben Lomond cachet was designed by artist Luther E. De Joiner and depicts a redwood tree done in brown.³⁴ De Joiner was active in the Santa Cruz Art League and operated a gallery at the Santa Cruz County Big Trees Park in Felton.

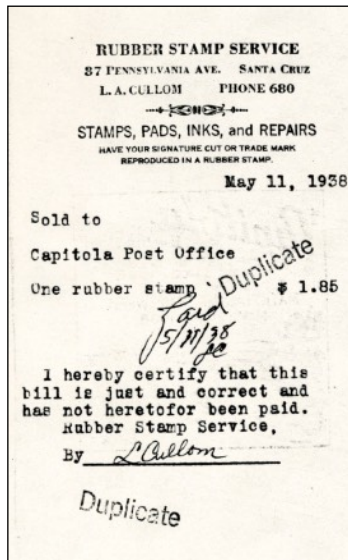
The Soquel cachet says, “From Soquel (willow) to Cherry Tree.” Soquel had many cherry orchards at that time, and the name “Soquel” was said to mean a place of willows.³⁵ Rosalie Nastasi of Soquel designed it.³⁶ Soquel School took full advantage of the event by having students design posters, build model airplanes, and write essays.³⁷

Watsonville’s cachet was a printed message proclaiming the town as “The Hub of the Monterey Bay Area.” The example shown was autographed by the postmaster, a practice at many post offices for this event.

On the big day, each of the post offices delivered bags of mail to the airport in Capitola. The Watsonville bag arrived via airplane from the Watsonville Airport. At precisely 2:55 p.m., pilot Fred Shine guided the plane down the runway and off to San Francisco while a crowd of 400 spectators watched.³⁸



Watsonville (Capitola Historical Museum collection)



Receipt for the rubber stamp for the Capitola National Airmail Week cachet. (Deasy family collection, Capitola Historical Museum)



July 2-4, 1938

Visiting Santa Cruz, California, USS *Colorado*
 USS *Colorado*, Santa Cruz, California

Perhaps because high waves dampened the *Colorado's* visit the previous Fall (See the November 11, 1938 entry), the battleship returned for July 4th, 1938.

Santa Cruz rolled out the red carpet with more success this time. Mayor Charles D. Hinkle presented the captain with a key to the city, and a group of officers were given a tour of the Big Trees. There were also sporting events and a band concert at the beach. The public was invited to tour the massive warship on each of the three days it was in port.³⁹

The cachet is very similar to the one for Armistice Day (November 11), but the title was changed to “Visiting Santa Cruz, California,” and a different photograph of the ship was attached.

Santa Cruz greeted the officers and presented the captain with the key to the city.⁴⁰ On Sunday, July 3, the ship departed with about 120 officers and men from the Santa Cruz and San Jose naval reserve districts for training off San Clemente Island in southern California.⁴¹ The ship returned to Santa Cruz on July 14, and the reservists returned to shore the following morning.⁴²

The cachet was designed for the 1938 naval reserve visits to San Diego, San Pedro, Santa Cruz, and Seattle. A real photograph was pasted onto the envelope. The postmark seems to say “51.” This is probably supposed to say “15,” the day the men disembarked from the ship.



July 28, 1939

Visit by the destroyer USS *Jarvis*.
 USS *Jarvis*, Santa Cruz, California

In late July 1939, two destroyers arrived in Santa Cruz to take Naval reservists on their annual 14-day practice cruise. “Fifty members of the local fourth fleet division, U. S. naval reserve, under the command of Lieutenant Alvin Weymouth, yesterday boarded the destroyers USS Patterson and USS Jarvis for a training cruise in southern waters. The fifth fleet division, San Jose, embarked at the same time,” reported the *Sentinel*. “Manned by skeleton crews of regular navy men plus the reservists, the ships will call at Long Beach and San Pedro and will go out to open sea for target, gunnery, and ship handling practice.”⁴³

The cachet is a simple blue drawing of the *Jarvis*. It could well be that there are examples postmarked at the time of return (August 11) and cachets depicting the USS *Patterson*.



July 15, 1938

Visit by the USS *Cincinnati*
 Santa Cruz, California

The cruiser USS *Cincinnati* dropped anchor off the municipal wharf on Friday, July 1, 1938, to pick up naval reservists for a two-week training cruise. Mayor Charles D. Hinkle and other dignitaries from

(Rex Walker collection)

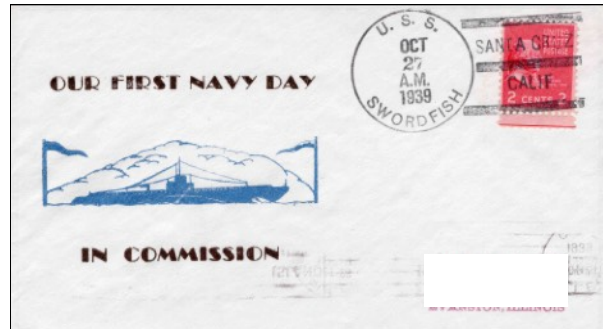


September 29, 1939

Deep Dive Test, USS *Swordfish*,
Monterey Bay, California, 262 ft.

The USS *Swordfish* (SS-193) was a submarine built at Mare Island and launched April 1, 1939. It came to Monterey Bay for testing before being stationed in San Diego. The *Swordfish* saw action in the Pacific during World War II and was lost in May 1945.⁴⁴

This cachet celebrates a dive test to a depth of 262 feet. The *Swordfish* later visited Santa Cruz for Navy Day (see below), but the above example is postmarked Monterey Bay.



The first one has the name R. Buchwald as designer and says A.N.C.S. Argonauts, which stands for American Naval Cancellation Society Argonauts. Richard Buchwald was one of several artists (including Clarence Wright Richell already mentioned) who drew cachets for the Argonauts, a “chapter” of the A.N.C.S.

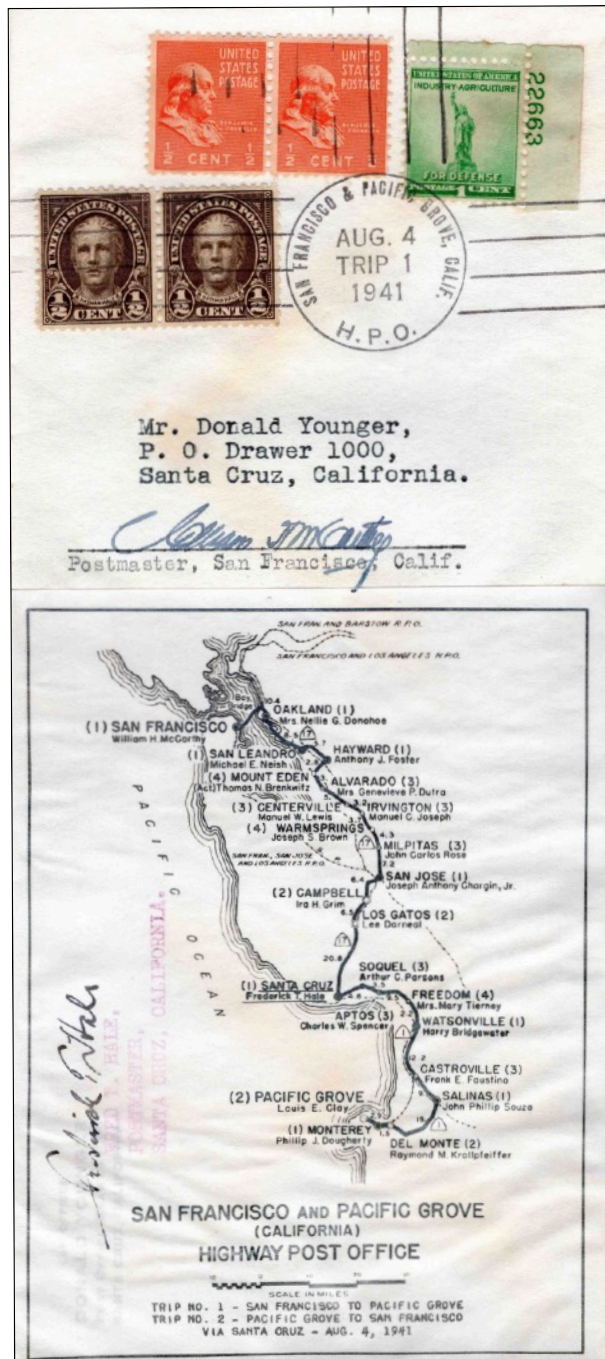
In July 1941, cachet collectors were saddened to learn that the era of the naval cachet had come to an end. “As Monterey Bay is the center of many naval movements, Santa Cruz just recently have been visited by submarine[s] and other naval craft, . . . hereafter mail from all ships and stations of the navy will be dispatched without return addresses, postal marks or special cachets bearing the date and point of origin,” reported the newspaper.⁴⁵



October 27, 1939

Navy Day
USS *Swordfish*, Santa Cruz, California

Two different cachets have been discovered for the submarine USS *Swordfish*'s visit to Santa Cruz on Navy Day, 1939. One is a Navy Day cachet design that shows six recently constructed submarines, including the *Swordfish*, and was presumably intended for use by all six vessels. The second depicts a side view of the *Swordfish* printed in blue with the words “Our First Navy Day In Commission.” Both are postmarked October 27, 1939, at Santa Cruz, California.



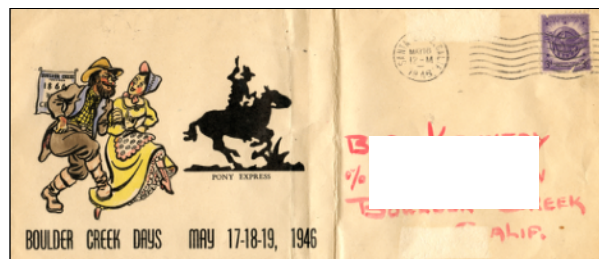
August 4, 1941

Trip One, San Francisco & Pacific Grove
Highway Post Office

In an effort to speed up mail service between cities, the Highway Post Office (H.P.O.) program was established in the early 1940s. A bus served as a traveling post office, with clerks and sorting facilities. The San Francisco to Pacific Grove route was one of the first established. Eventually 410 routes served cities across the nation. The highway post offices operated until 1974 when the last route was discontinued.⁴⁶

The postmark on the example shown indicates the route, date, that it is trip 1, and says “H.P.O.” The cachet consists of a map of the route pasted onto the envelope and shows each post office the bus was to visit and the names of the postmasters. It is signed by the San Francisco and Santa Cruz postmasters.

The Fleetwood Cover Service of Mt. Vernon, New York, reportedly produced a green and yellow cachet for this event depicting the Golden Gate Bridge and a bus.⁴⁷



(San Lorenzo Valley Museum collection)

May 18, 1946

Boulder Creek Days (aka Old Timer Days),
Boulder Creek
Santa Cruz Post Office

Santa Cruz Sentinel-News reported on the cachet as follows: “As part of their campaign to raise funds for the community hall and fire house at Boulder Creek during Old Timer Days, officials there have made up 198 special cachet covers, letter mail, to be carried pony express style by Rider Bob Carson.”⁴⁸ The cachet was hand painted by Mrs. Kenneth R. (Shirley) Gleason.

On May 18, Carson left the Santa Cruz Post Office on horseback with the cachet letters and other mail, making the 15-mile trek to Boulder Creek in 52 minutes.⁴⁹

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December 2, 1946

First Flight, US Air Mail Route AM-76
Santa Cruz Post Office

In 1946 Southwest Airways began “feeder airline service” across California. It was California’s first feeder airline, hauling passengers and mail from smaller cities to larger ones via DC-3s. The service was originally to begin November 15, but was delayed until December 2. “Southwest Airways started its feeder air route yesterday with the first southbound plane arriving at the Watsonville airport at 8:28 a.m.,” said the newspaper on December 3. “The plane took off two minutes later carrying seven mail pouches from Santa Cruz for intermediate points to Los Angeles. There were no local passengers.”⁵⁰ The air service shaved 24 hours off the time for a letter to reach Los Angeles.

A special “first flight” cachet was designed for mail sent from Santa Cruz. As shown here, it depicts the casino and a map of California showing the route with the words, “First Flight, U. S. Air Mail, Route AM-76.” As of November 10, the Santa Cruz post office had received more than 600 requests for the cachets according to postmaster Orin Howard.⁵¹



February 18, 1950

California Centennial
Santa Cruz Post Office

This cachet commemorates the date, February 18, 1850, that the California Legislature divided California into 27 counties. The cachet shows a map outline of California printed in red ink, over which an outline of Santa Cruz County has been stamped in black ink.

A better-known date is September 9, 1850—Admission Day. Several cachets were designed for the first day of issue of a postage stamp commemorating California’s admission to the union. The stamp was first issued on September 9, 1950, at the State Fair in Sacramento. The stamp was not available from the Santa Cruz Post Office until September 11, and, curiously, there was no Admission Day celebration in Santa Cruz that year.⁵²



April 9, 1950

Santa Cruz Post Office Centennial
Santa Cruz Post Office

Less than two months after release of the California centennial cachet, the Santa Cruz Post Office honored its own centennial with a cachet

depicting the redwoods, Monterey Bay, mail being delivered by horseback, and mail being delivered by airplane.

Artist Warren Chase Merritt volunteered to design the cachet, and the *Sentinel-News* served as sponsor. The newspaper prepared rubber stamps of the cachet in its job department and mixed the brown ink for hand-stamping each envelope. The paper announced the creation of the cachet March 10 and by April 9 had received 9,384 stamped self-addressed envelopes.⁵³ It was an amazing response—likely the largest distribution of any cachet in the county’s history.

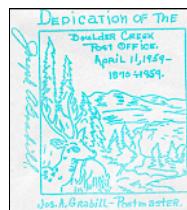
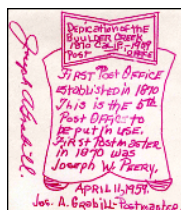


February 10, 1968

Mission Santa Cruz
Filatelic Fiesta Station, San Jose

Sometimes cachet envelopes are created as souvenirs at major stamp shows. The Filatelic Fiesta is the annual show sponsored by the San Jose Stamp Club. According to the club’s website, the club was founded in 1927 and held its first show in 1928. The Filatelic Fiesta is one of the major shows on the American Philatelic Society’s show circuit.⁵⁵

The example is from the 1968 show and pictures a line drawing of the Mission Santa Cruz replica in black and and El Camino Real bell in green. It bears the postmark of Filatelic Fiesta Station, San Jose, California. Although not postmarked in Santa Cruz County, the cachet depicts a Santa Cruz County place and so is included here.



April 11, 1959

Dedication of Boulder Creek Post Office
Boulder Creek Post Office

On Saturday, April 11, 1959, a new post office was dedicated in Boulder Creek. A dedication committee, headed by George Cress and postmaster Joseph Grabill, organized a diverse program for the event. There were displays on the history of the post office, an exhibit by the San Lorenzo Valley Stamp Club, an original rural post office wagon loaned by Arthur B. Metcalf, and music by the 50-piece San Lorenzo Valley High School Band.⁵⁴

Four different cachets were designed for the event: dancers, the post office, deer and mountains, and a hand-written history. Each included the signature of Boulder Creek postmaster Joseph A. Grabill, who arranged for production of the souvenirs. According to the history on one of the cachets, the town’s first post office was established in 1870 and the new one was the fifth.



July 16, 1969

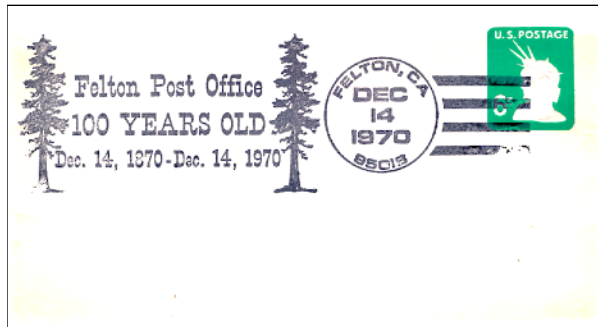
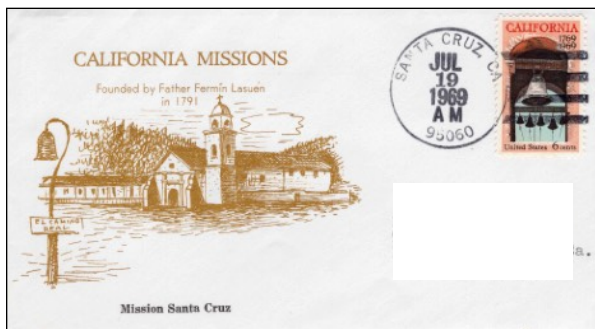
Mission Santa Cruz
San Diego, California

In 1969, the United State Post Office released a stamp commemorating the founding of the California Missions. The year marked the bicentennial of the founding of the first mission: San Diego. Cachets were designed for each mission in the system, including Santa Cruz.

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The image is a very well-known view of the mission chapel that has been re-drawn and re-painted many times by various artists. All are based on the original painting, done in circa 1876 by the French artist Leon Troussel. The original hangs in the Santa Cruz Mission replica. The mission was in ruins by 1876, so Troussel based his depiction partly on the memory of local residents. The church at Mission Santa Cruz is the only one in Alta California whose architectural appearance is not known.⁵⁶ The model at the School Street Adobe shows a somewhat different design and may be more accurate.

The above cachet cover was postmarked in San Diego on the first day the stamp was issued. The example below was postmarked in Santa Cruz three days later.



December 14, 1970

Felton Post Office: 100 Years Old
Felton Post Office

This simple souvenir was produced by the *Valley Press* for the Felton Post Office centennial. At the brief ceremonies, postmaster Ken Burke and three previous postmasters successfully blew out the 100 candles on the celebratory cake. About 40 history

buffs and employees then ate the cake and reminisced about the olden days. By 2:00 p.m. more than 700 of the covers had been issued. "We'll easily stamp more than 1,000 covers before 5 p.m.," said Burke.⁵⁷



July 1, 1971

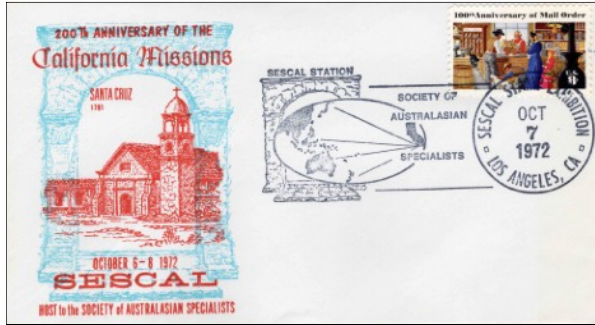
Inaugurating the United State Postal Service.
Santa Cruz Post Office

On August 12, 1970, President Nixon signed into law the Postal Reorganization Act, transforming the United States Post Office Department into the United States Postal Service.⁵⁸ The Postal Service officially began operations on July 1 of the following year.

A cachet envelope was printed depicting the old and new insignias and distributed to post offices across the nation so that they could be postmarked July 1, 1971, as souvenirs of the transition. This was also the first day of issue for a US Postal Service commemorative stamp.

The example shown was postmarked at the Santa Cruz Post Office. Aptos, Capitola, Boulder Creek, Soquel, Scotts Valley, and presumably others in the county also participated.

Like most of the subsequent cachets discussed here, these were primarily postmarked and passed out as souvenirs. A few, however, were sent through the mail.



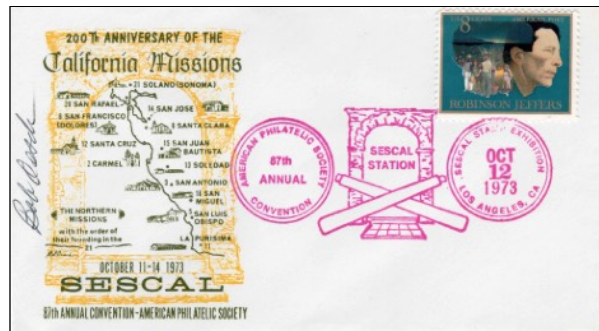
October 7, 1972

200th Anniversary of California Missions
SESCAL Station, Los Angeles

As previously noted, sometimes cachet envelopes are created as souvenirs at major stamp shows. This one, depicting mission Santa Cruz, is from the 1972 Stamp Exposition of Southern California (SESCAL). The exposition is sponsored by the Federated Philatelic Clubs of Southern California and began in 1945.⁵⁹ It is not clear to the author why 1972 was celebrated as the 200th anniversary of the California Missions, since that was already celebrated in 1969. Perhaps it was an ongoing celebration since there are twenty-one missions, and the last was not founded until 1823.

The rendition of the mission chapel traces its origin to the Leon Trousset painting, previously discussed, as did the 1969 cachet.

times through the years and there were about twenty postmasters (though some served twice).⁶⁰ Due to the centennial occurring at such a busy time of the year for post offices, there was no open house. However, persons wanting a memento of the event were invited to pick up the postal cachet.



October 12, 1973

200th Anniversary of California Missions
SESCAL Station, Los Angeles

The cachet for the 1973 Stamp Exposition of Southern California once again commemorated the 200th anniversary of the California Missions. As previously stated, perhaps this was an ongoing celebration since the missions were established over a period of years. No mission was founded in 1773.

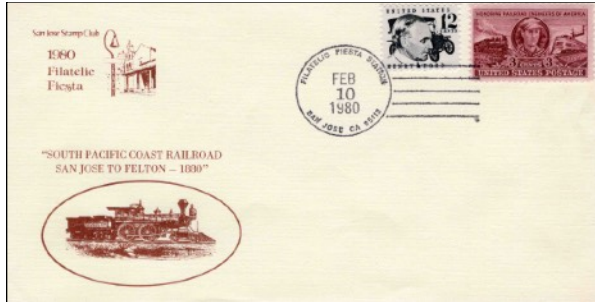
The cachet depicts a map of the “Northern Missions” (Mission La Purisima, north) and has tiny sketch of each with the name and order of founding. The map is in dark green against an arch rendered in yellow. The artist was cachet and cancel designer Robert S. Oesch, who autographed this copy.



December 12, 1972

Boulder Creek Post Office Centennial
Boulder Creek Post Office

The green, circular cachet depicts a road winding through the redwoods and a mail box with “Dec. 12th” on it. Below that is the printed signature of the postmaster at that time: Lina M. Locatelli. The location of the post office changed quite a few



February 10, 1980

“South Pacific Coast Railroad, San Jose to Felton — 1880.”

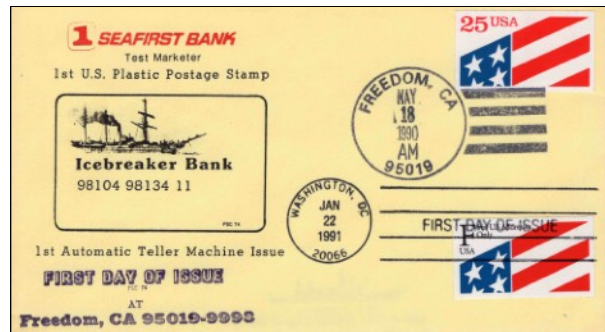
Filatelic Fiesta Station, San Jose, California

The South Pacific Coast was a narrow-gauge railroad line that ran from Alameda to Santa Cruz—a distance of about 77 miles. The southern section through the Santa Cruz Mountains was completed in 1880. In 1887 the Southern Pacific acquired the line and later converted it to standard gauge.

This cachet commemorates the 100th anniversary of the completion of the southern section of the line. It was prepared for the 1980 Filatelic Fiesta stamp exposition in San Jose, sponsored by the San Jose Stamp Club.

of Nunnie Whitfield, Jr., Capitola postmaster in 1989. More interesting is the special postmark, which shows the Capitola Wharf and says “Centennial Station, Capitola.” It was designed by Capitola Mayor Jerry Clarke—a professional artist.⁶²

The Capitola Historical Museum hosted the post office’s anniversary celebration, which featured this souvenir of the event.

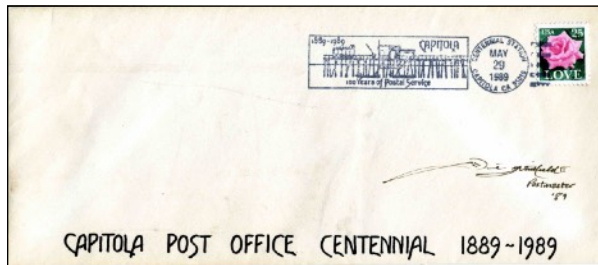


May 18, 1990

1st US Plastic Postage Stamp; 1st Automatic Teller Machine Issue
Freedom, California

In the early 1990s, the US Postal Service experimented with plastic stamps. In 1990, 25¢ flag stamps were issued in blocks of twelve that were the size of a dollar bill and could be purchased at an ATM. The following year, the experiment continued with an “F” stamp, worth 29¢. The souvenir illustrated here has both and shows that the 25¢ ones were available at Seafirst Bank in Freedom on the first day of issue.

The Postal Service stopped making plastic stamps because of complaints from environmentalists.



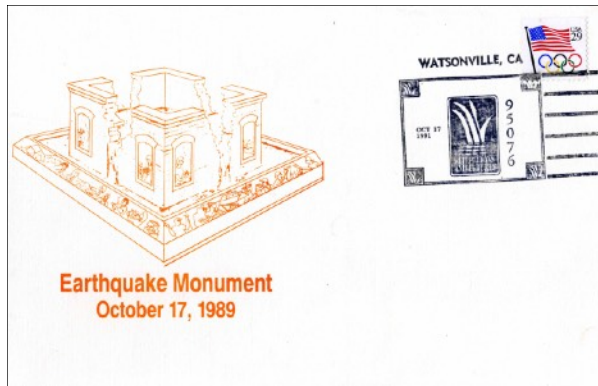
(Capitola Historical Museum collection)

May 29, 1989

Centennial of the Capitola Post Office
Centennial Station, Capitola

Capitola’s first post office was located at the Hotel Capitola in what is now Capitola Village. Frazier Lewis, son of Donner Party survivor Patty Reed Lewis, served as first postmaster. The post office occupied a number of different locations through the years and moved to its current location on Bay Avenue near Highway 1 in 1986.⁶¹

This simple cachet says, “Capitola Post Office Centennial 1889-1989” and includes the signature



(Capitola Historical Museum collection)

October 17, 1991

Earthquake Monument, Watsonville
Watsonville, California

On October 17, 1989, the coastal region of central California was shaken by a major earthquake. The Loma Prieta Earthquake measured 6.9 on the Richter Scale and was centered in Santa Cruz County on the San Andreas Fault. Santa Cruz, Watsonville, and many smaller communities in Santa Cruz County suffered severe damage to buildings, and seven people in the county died.

On October 17, 1991, the City of Watsonville celebrated its recovery from the quake with construction of an earthquake monument next to City Hall. It was dedicated to Elda Ledesma Ortega, the town's only fatality. Landscaper David Cohen designed and built the fountain, with water flowing through fissures in a superstructure made of bricks salvaged from damaged buildings. Artist Justine Tatarsky created the illustrations in tile for the eight portals in the brick structure and around the base of the fountain.⁶³

Because of safety concerns, the water was later replaced with plantings and, in 2002, the brick portion was removed for safety reasons. Today, it is a planter box with tiles around the base.

The cachet is on a souvenir postcard, postmarked on the two-year anniversary of the quake and shows a line drawing of the monument as it originally looked.



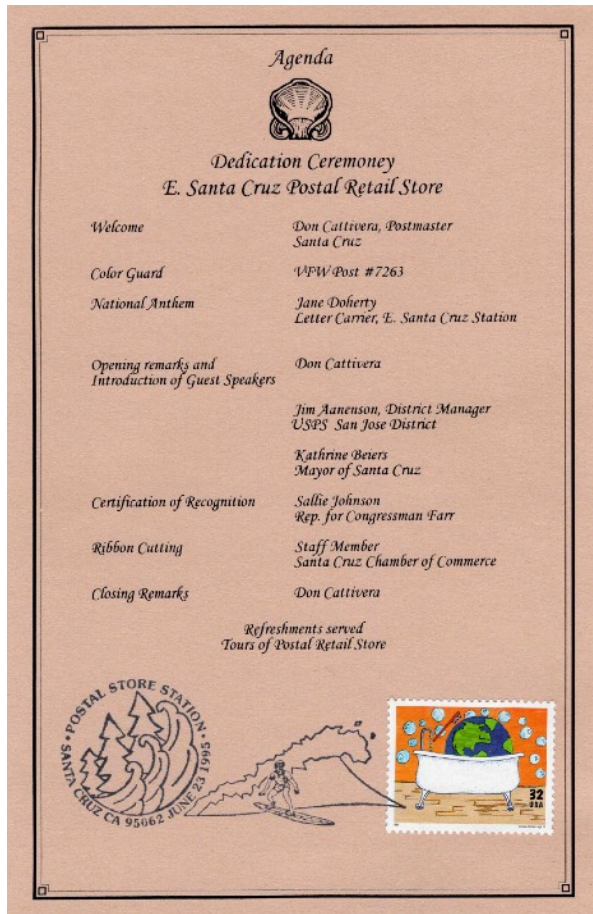
April 28, 1994

Release of the Zasu Pitts stamp
Zasu Pitts Station, Santa Cruz

Movie actress ZaSu Pitts (1898-1963) grew up in Santa Cruz and attended Santa Cruz High School. She left Santa Cruz for Hollywood and landed her first role in 1917 during the silent film era. Her last film was in 1963. Mostly known for comedic roles, she appeared in 220 movies. Her childhood home (still a private residence) stands in downtown Santa Cruz.

In 1994, the US Postal Service issued a set of 10 stamps featuring caricatures by Al Hirschfeld of stars from the “silent screen.” The first day of issue was April 27 in San Francisco. A number of cachets were created in honor of the Zasu Pitts stamp. The next day, Santa Cruz threw a party in her honor, with a proclamation by the mayor, appearances by her son and two grandsons, and music on the post office steps by the ZaSu Pitts Memorial Orchestra.⁶⁴

The souvenir cachet envelope for the Santa Cruz event is postmarked April 28 and shows photographs of the actress and her childhood home with the caption: “ZaSu Pitts, Silent Screen Star—Local Girl Makes Good.” Nearly 7,000 were sold.⁶⁵

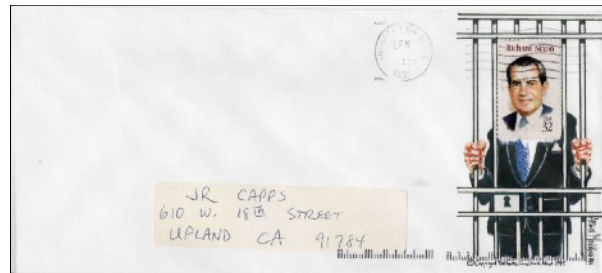


June 23, 1995

Dedication of the East Santa Cruz Postal Retail Store
Santa Cruz Postal Store Station

In June 1995, the US Postal Service experimented with opening a retail store within the East Santa Cruz Post Office. It featured commemorative stamps, albums, and various postal souvenirs. The store was not as successful as hoped, however, and eventually closed.

This souvenir of the dedication includes the agenda and a special postmark with a surfer. The agenda could conceivably count as the cachet part. It was not intended to be mailed, but neither were most cachets by this time.



June, 1995

Jail bar design for Nixon stamp
Postmark varies as to date and location

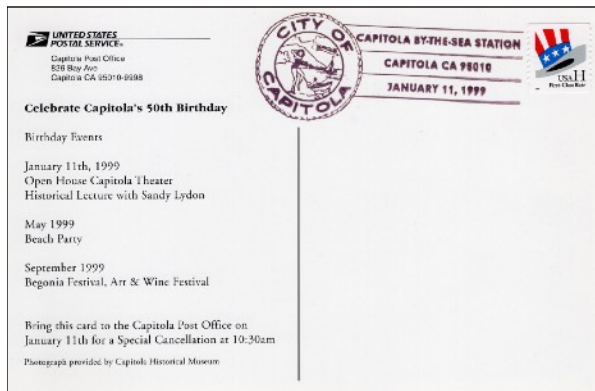
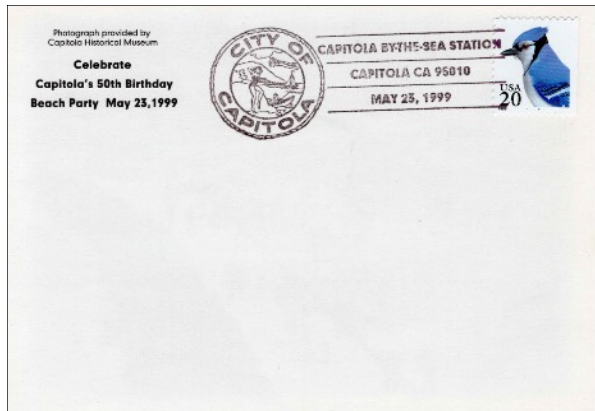
On April 26, 1995, the US Postal Service released a stamp depicting President Richard Nixon. The stamp was first released in Yorba Linda, California, Nixon’s hometown.

The idea for the envelope design came from Santa Cruz resident Thom Zajak, publisher of the *Santa Cruz Comic News*. Feeling that the disgraced president should have gone to jail, he commissioned artist Aren Melkonian to draw jail bars on an envelope, leaving a space that said, “Place Nixon Stamp Here.” Zajak sold tens of thousands of the novelties, getting orders from all over the nation.⁶⁶

Santa Cruz postmaster Don Cattivera said the Nixon stamps were a slow seller until the envelopes were printed. The Santa Cruz Post Office soon sold out and had to order more.⁶⁷

The design counts as a cachet since it is a decoration on an envelope in conjunction with a postal event and is included on this list since the creator called Santa Cruz home. However, it differs from most other stamp-related cachets in that it was released several weeks after the release of the stamp.

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(Capitola Historical Museum collection)



January 11, 1999 and May 23, 1999

Capitola's 50th Birthday
Capitola-By-The-Sea Station

Capitola became an incorporated city in 1949. For the 50th anniversary of incorporation, the city held some special events. On January 11, historian Sandy Lydon gave a lecture on the town's history at the Capitola Theater, followed by a fireworks show.⁶⁸ A beach party was held on May 23.

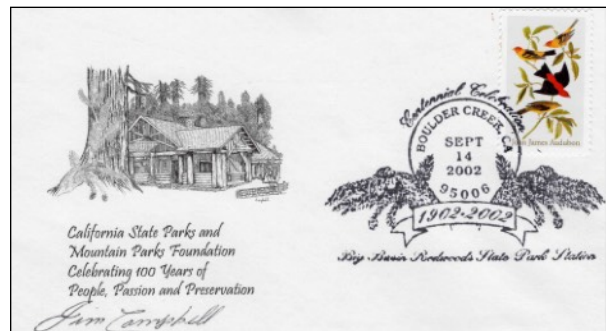
These souvenir postcards have special cancellations for each date and old photos (inset) from the Capitola Historical Museum collection.



September 9, 2000

California Statehood Sesquicentennial
Sesquicentennial Station, Santa Cruz

This cachet commemorates the 150th anniversary of California Statehood. Curiously, none of the illustrations show scenes from Santa Cruz or Santa Cruz County. There is downtown San Francisco, the Golden Gate Bridge, Half Dome in Yosemite, and the Bixby Creek Bridge in Monterey County.



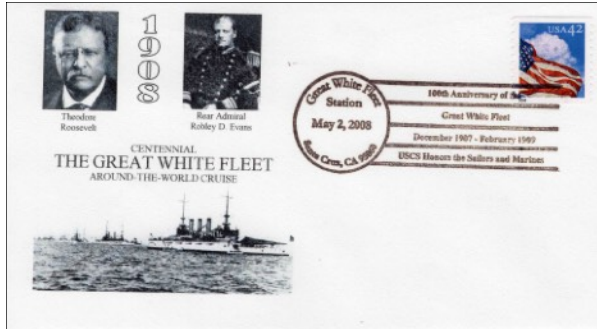
September 14, 2002

Centennial Celebration, Big Basin Redwoods
State Park
Boulder Creek Post Office

Big Basin Redwoods State Park is the oldest park in the California State Park System. It was established in northern Santa Cruz County by an act of the State Legislature. On September 14, 2002, a centennial celebration was held at the park. There were lectures, exhibits, guided walks through the redwoods, vintage cars and camping equipment, and musical programs.

This souvenir envelope was available at the event. The cachet was drawn by San Jose artist Jim Campbell, who is better known for his nautical scenes.⁶⁹ The image depicts the park headquarters building and redwoods.

Online History Journal of Santa Cruz County – Cachet History



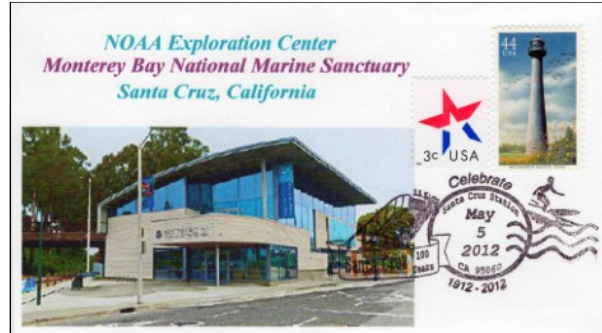
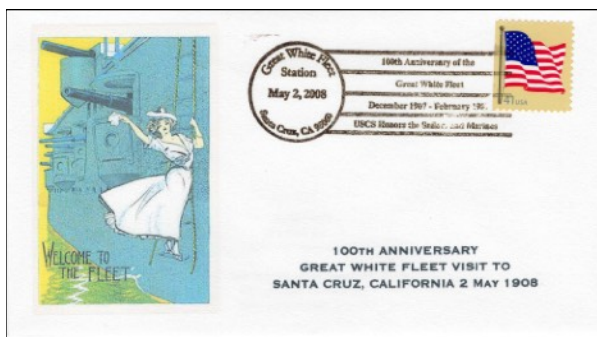
May 2, 2008

Centennial of The Great White Fleet around-the-world cruise
Great White Fleet Station, Santa Cruz

Teddy Roosevelt's famous Great White Fleet visited Santa Cruz on May 2-4, 1908. Eight battleships, representing the first squadron of the fleet, anchored off of Santa Cruz and the town gave the officers and crews a rousing welcome. There was a parade, several dances and concerts, a baseball game, and fireworks display.

Both cachets and postmarks commemorate the 100th anniversary of the visit to Santa Cruz.

The example above has a photograph of Roosevelt, Rear Admiral Evans, and some ships of the fleet. On the back it says "Webcraft. 2008. First Day Covers." The cachet below is a reproduction of a 1908 postcard showing a woman next to one of the ships. On the back it says "#3 of 3 Made. Cachet Added by MhCachets USCS 7913." It is the work of Michael Hebert of New Hampshire, who makes his own cachets with a computer printer. "I find that producing my own cachets is very educational, fun and yes exciting!"⁷⁰



May 5, 2012

NOAA Exploration Center, Monterey Bay
National Marine Sanctuary.
Santa Cruz Station

In 1992, the Monterey Bay National Marine Sanctuary was created. This cachet shows the Sanctuary Exploration Center, which opened near the Municipal Wharf in Santa Cruz in 2012.

The design is the work of Alvin Eckert, who does business on eBay under the name navycovers. See more details below.



January 29, 2016

Santa Cruz Mission State Historic Park, 25th Anniversary
Washington, D.C.

Santa Cruz Mission State Historic Park was purchased by the state in 1958 to preserve the Neary-Rodriguez Adobe, aka School Street Adobe, the last of the original mission buildings. Seventy-eight-year-old Cornelia Hopcroft, who lived there, was granted the right to remain for the rest of her life. She died in 1983 at age 104. After considerable debate on what era the restoration should depict, the adobe was restored to its Mission Period appearance by State Parks.⁷¹

Online History Journal of Santa Cruz County – Cachet History

The adobe and park opened to the public in 1991 and this cachet commemorates the 25th anniversary of the opening. The flag stamp was cancelled in Washington, D.C. on the first day of issue. A Francis of Assisi stamp was also added.

The cachet is the work of Alvin Eckert, who sells cachet envelopes on eBay under the name, navycovers. “The Santa Cruz area is a special place for me! I grew up in Napa in the 1950s and remember trips to the beach and train rides in the redwoods,” he writes.⁷² He started collecting stamps at age 15 and has been a cachet maker since 1995. He joined the Universal Ship Cancellation Society in 1988 and has been printing cachets (mostly Navy related) on envelopes for members and the public since he retired in 1998. As of December 2018, he had sold over 100,000 of these on eBay.

“The USPS has an online list of special postmarks available to the public in their Postal Bulletin under ‘stamp services,’” he explains. “The person sends blank envelopes with stamps to the local PO that is offering the special postmarks. When they return, a photo or drawing is printed on the left side of the envelope on an Epson C88+ printer. . . . This is ‘desk top publishing’ at its best!”⁷³

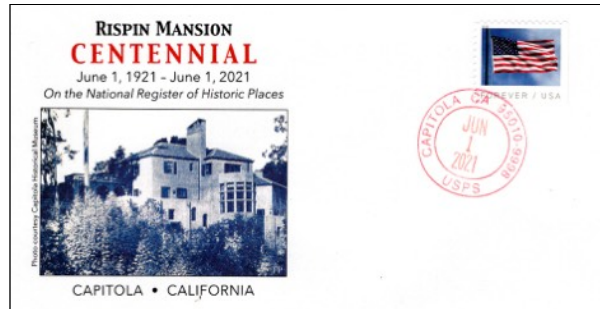


January 29, 2016

Franciscan California Missions: Mission Santa Cruz Established in 1791
Washington, D.C.

This cachet depicts the Santa Cruz Mission replica and commemorates the founding of Mission Santa Cruz in 1791. The flag stamp was cancelled in Washington D.C. on the first day of issue and a Junipero Serra stamp was added.

This cachet is also the work of Alvin Eckert (see above).



June 1, 2021

Rispin Mansion Centennial
Capitola Post Office

In 1919 businessman Henry Allen Rispin retired from the oil industry and purchased the seaside resort town of Capitola. His intention was to make various improvements and generate a profit selling lots as sites for vacation homes. He built a large house for himself, wife Annette, and son Alan W. Rispin. Owned today by the City of Capitola, the long-vacant mansion is listed on the National Register of Historic Places. A 1921 newspaper account stated that Mr. Rispin expected to be moving into his new home “about June 1.”⁷⁴

The cachet was produced by the Capitola Historical Museum. The photograph of the house was taken from the east bank of Soquel Creek looking west and is from a 1920s promotional brochure in the museum’s collection.

Summary

This collection of Santa Cruz County cachets documents an extraordinarily eclectic assortment of events—from a submarine dive to release of a movie star stamp. But all celebrate events, or the anniversaries of events, people thought were important at the time.

Perhaps what is most striking is how the kinds of events people celebrated and honored changed with each era. In the late 1800s, Santa Cruz held grand Admission Day celebrations, but for 1950 (the centennial) there was nothing. Visits by Navy ships, so welcomed in the 1930s, were unwelcomed by many citizens by 1989.⁷⁵ In 1931, Watsonville was still “The Apple City” while today apple trees have largely given way to berries. Mission Santa Cruz was honored on several cachets and some (page 13) depicted an El Camino Real bell. In 2019, such a bell was removed at UC Santa Cruz, being deemed

a symbol of the “domination, destruction, and erasure” of the region’s Indigenous Peoples.⁷⁶

Although the heyday of the cachet was the 1930s, they are still being made. They are fun and inexpensive souvenirs and are worth considering for future special events. A century from now, people will then look back to see what we thought was important.

About the Author

Frank Perry was born and raised in Santa Cruz County and has long been interested in the region’s natural features and cultural history. He is the author of several books and numerous articles on these subjects. From 2013 to 2021, he served as curator of the Capitola Historical Museum.

Notes

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- ¹ “Exchange Club To Give Tractor For Improving Field,” *Santa Cruz Evening News*, February 14, 1931, 1:4 & 3:1.
 - ² “Letters Sent For Special Airport Stamp,” *Santa Cruz Evening News*, April 22, 1931, 7:1.
 - ³ “709 Letters With Cachet Stamps On Display At Howe’s,” *Santa Cruz Evening News*, May 7, 1931, 4:4.
 - ⁴ “Pre-war History: Watsonville Airport Company,” <https://www.cityofwatsonville.org/340/Pre-War-History-Watsonville-Airport-Comp>. Accessed December 28, 2019.
 - ⁵ “2,000 See New Airport Dedicated At Watsonville,” *Santa Cruz Evening News*, May 11, 1931, 7:1.
 - ⁶ “Santa Cruz Holds High Place in ‘Old Ironsides’ Post Office Cachet: Requests From 2000 Persons Have Arrived,” *Santa Cruz Sentinel*, September 1, 1933, 9:8.
 - ⁷ “6,000 Pieces of Mail Will Bear Cachet,” *Santa Cruz Sentinel*, September 29, 1933, 1:5.
 - ⁸ “Editorial,” *Santa Cruz Sentinel*, September 16, 1933, 8:1.
 - ⁹ Ibid.
 - ¹⁰ “Navy Mine Sweepers Are Here Again to Continue Submarine Base Surveys,” *Santa Cruz Sentinel*, October 8, 1934, 1:6-7.
 - ¹¹ “More Than 40 Planes Fly Final Day In Circus For S. C. Airport Dedication,” *Santa Cruz Sentinel*, November 11, 1934, 1:3-4.
 - ¹² “3000 Watch Flying Stunts At Dedication of Airport,” *Santa Cruz Evening News*, November 12, 1934, 1:2-3.
 - ¹³ “Local Cachet for Envelopes to Advertise S. C. Airport Dedication,” *Santa Cruz Sentinel*, November 4, 1934, 7:1.
 - ¹⁴ Ibid.
 - ¹⁵ Ibid.
 - ¹⁶ “Airport Cachet Still Receiving Praise From Hundreds of Collectors,” *Santa Cruz Sentinel*, December 7, 1934, 5:1-2.
 - ¹⁷ “Charles Mueller Wins Honors for Making the Very Best Cover Cachet,” *Santa Cruz Sentinel*, May 3, 1936, 7:6-7.
 - ¹⁸ “USS Hatfield Arrives In The Bay This Morn,” *Santa Cruz Sentinel*, October 26, 1935, 8:1.
 - ¹⁹ “Editorial,” *Santa Cruz Sentinel*, October 27, 1935, 10:1.
 - ²⁰ Steve Shay. “C. Wright Richell,” Universal Ship Cancellation Society Archives. <https://www.uscs.org/society-archives/member-of-the-month/archive/c-wright-richell/> Accessed December 29, 2019.
 - ²¹ “Naval Reserve Crew Off For Mexico Cruise,” *Santa Cruz Evening News*, July 25, 1936, 6:1.
 - ²² “Aground?—Not Us Guys! Bark returned Sailor Men,” *Santa Cruz Evening News*, August 7, 1936, 1:3-5.
 - ²³ “Casino Ready To Launch Gala Anniversary Celebration,” *Santa Cruz Evening News*, August 27, 1937, 9:1-6.

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- 24 “‘30 Years After’ Cachet Covers in Unusual Demand,” *Santa Cruz Sentinel*, August 28, 1937, 6:4.
- 25 “USS Colorado Arrives Today,” *Santa Cruz Sentinel*, November 9, 1937, 1:5.
- 26 “Colorado Officer Tells 20-30 Club of Search for Earhart,” *Santa Cruz Sentinel*, November 11, 1937, 4:7-8.
- 27 “Bay Swell Cancels Naval Smoker; Strands Sailors,” *Santa Cruz Evening News*, November 11, 1937, 1:2-3.
- 28 “S. C. Thanks to Navy Department,” *Santa Cruz Sentinel*, November 16, 1937, 1:3.
- 29 Lee Downer, “National Air Mail Week,” American Air Mail Society website. <https://www.americanairmailssociety.org/wecollect/national-air-mail-week/> Accessed December 29, 2019.
- 30 “Postal Officials Expect To Air Mail 5000 Letters,” *Santa Cruz Sentinel*, May 18, 1938, 1:2-3.
- 31 Lee Downer, “National Air Mail Week,” American Air Mail Society website. <https://www.americanairmailssociety.org/wecollect/national-air-mail-week/> Accessed December 29, 2019.
- 32 “S. C. Air Mail Cachet Is Completed,” *Santa Cruz Sentinel*, April 29, 1938, 1:5.
- 33 “Striking Cachet Prepared For Capitola Air Postage,” *Santa Cruz Evening News*, May 7, 1938, 2:6-7.
- 34 “Ben Lomond Adopts De Joiner Cachet,” *Santa Cruz Sentinel*, May 17, 1938, 3:6.
- 35 For several theories on the origin of the name, see Donald Thomas Clark, *Santa Cruz County Place Names* (Scotts Valley: Kestrel Press, 2008), 327-329.
- 36 “Cachet For Soquel Air Mail Ready,” *Santa Cruz Sentinel*, May 6, 1938, 1:5.
- 37 “Air Mail Prize Awards To Be Made Monday,” *Santa Cruz Sentinel*, May 15, 1938, 3:7.
- 38 Louise Lovett, “Airport Crowd Of 400 Cheers Airmail Flight,” *Santa Cruz Sentinel*, May 20, 1938, 1:5-6. This article states pouches of mail were delivered to the airport from the following post offices: Santa Cruz, Watsonville, Soquel, Aptos, and Capitola. It does not list Ben Lomond but lists Mt. Hermon.
- 39 “Battleship ‘Colorado’ Arrives For Natal Day Celebration Activities,” *Santa Cruz Evening News*, July 2, 1938, 1:2-3.
- 40 “Visitors Will Be Welcome On The Cincinnati,” *Santa Cruz Evening News*, June 25, 1938, 1:4; “Cincinnati In Port Prepared For Big Cruise,” *Santa Cruz Evening News*, July 1, 1938, 1:7.
- 41 “Ship Sails With Local Reservists,” *Santa Cruz Sentinel*, July 3, 1938, 1:3.
- 42 “Naval Reserves Disembark From The ‘Cincinnati,’” *Santa Cruz Evening News*, July 15, 1938, 2:2.
- 43 Naval Reserves Set Sail Here,” *Santa Cruz Sentinel*, July 30, 1939, 8:8.
- 44 *Wikipedia*, “USS Swordfish (SS-193),” [https://en.wikipedia.org/wiki/USS_Swordfish_\(SS-193\)](https://en.wikipedia.org/wiki/USS_Swordfish_(SS-193)) Accessed January 2, 2020.
- 45 “Santa Cruz Hit By Naval Rule,” *Santa Cruz Evening News*, July 1, 1941, 2:5.
- 46 Will Keller, “Highway Post Offices,” *Postmark Collectors Club Bulletin*, November, 2012, 6-7.
- 47 “Special Mail Cachet Due Here Shortly,” *Santa Cruz Evening News*, July 11, 1941, 2:2.
- 48 “Special Letters Will Be Carried by Pony Express,” *Santa Cruz Sentinel-News*, May 17, 1946, 10:6.
- 49 “Old West Rides Again In Boulder Creek Days,” *Santa Cruz Sentinel-News*, May 19, 1946, 1:1-4.
- 50 “First Southwest Airways Plane Arrives, Opening Feeder Line,” *Santa Cruz Sentinel-News*, December 3, 1946, 1:4.
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