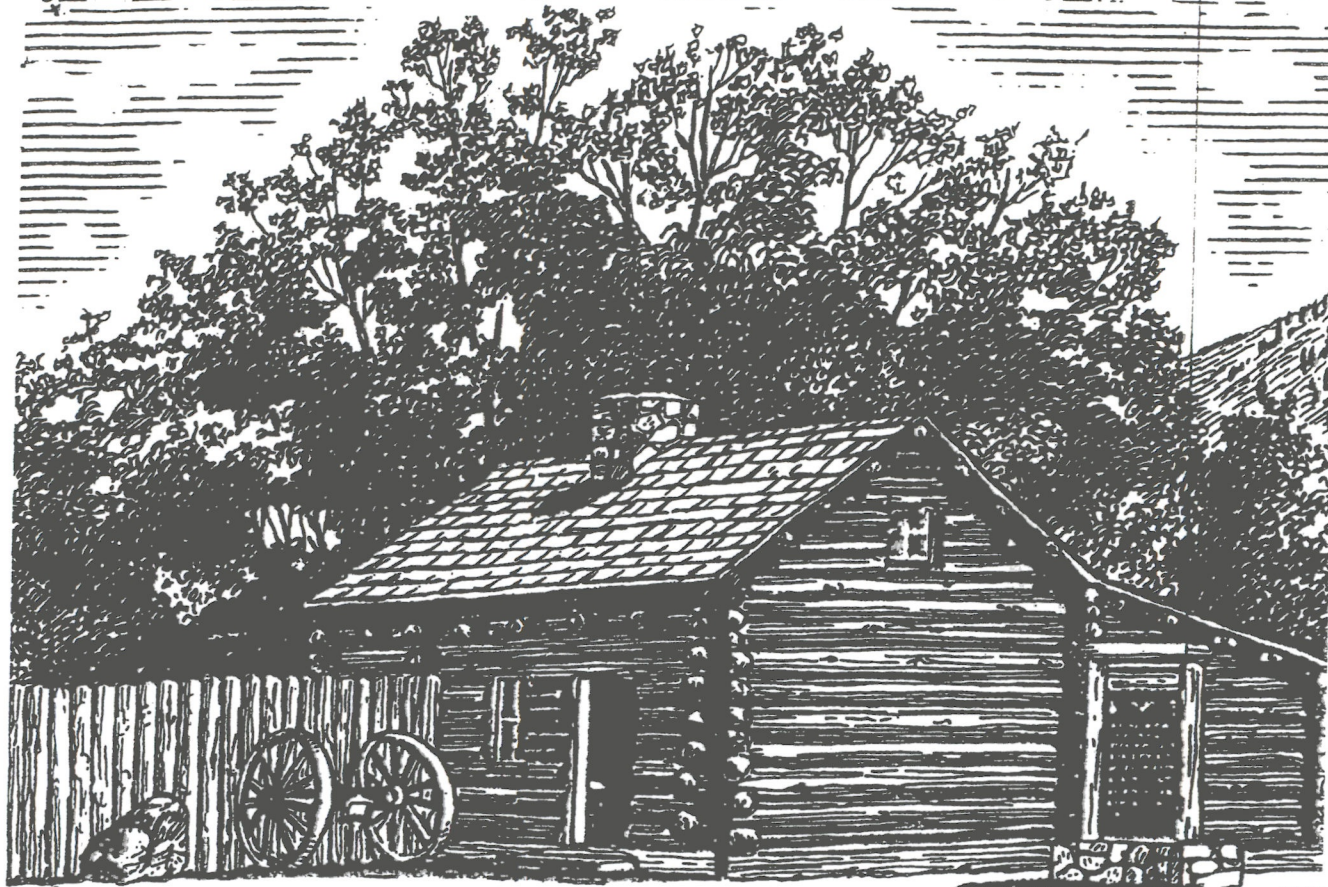
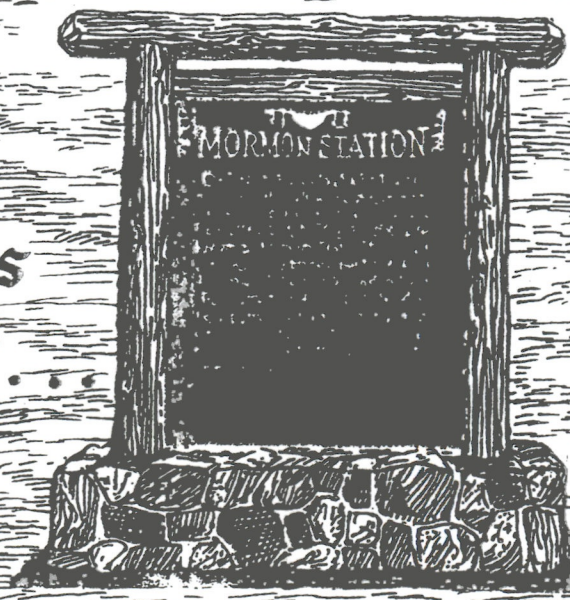
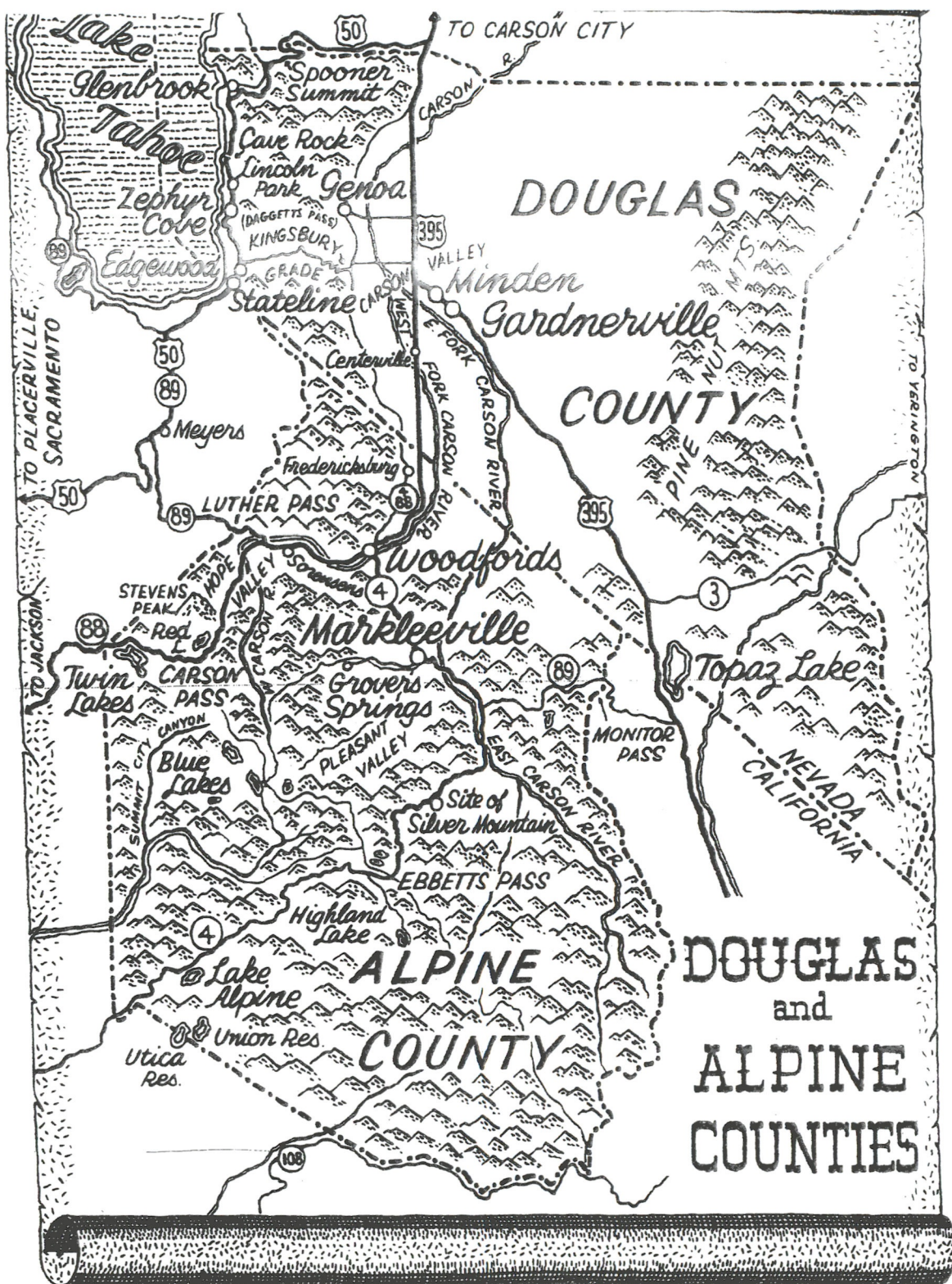


Romantic Heritage of Douglas-Alpine



*A Saga of Pioneers
...and Progress...*



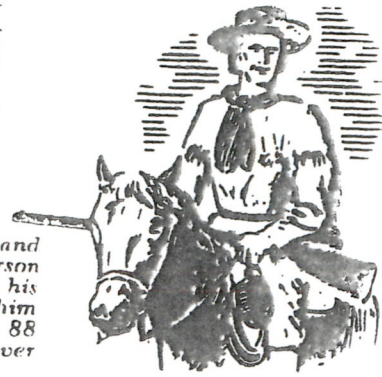


Front Cover

The Fort in Genoa. Exact replica of the original building, oldest in Nevada, which was destroyed by fire a half century ago. Thousands visit the museum here, which houses historic data and relics of pioneer settlers. Inscription on the plaque reads: "On June 10, 1851, Colonel John Reese arrived at this site with eighteen men and ten wagons of supplies. He erected a log building and stockade known as Mormon Station; it operated until 1859 as a trading post and hotel. The original structure burned in 1910. Reconstruction of the historic building was completed in 1947 by the Nevada State Planning Board, in cooperation with the Genoa Fort Committee."



Captain John Charles Fremont, renowned pathfinder, whose explorations carried him across Douglas and Alpine Counties in 1884. From Steven Peak, he was the first to discover Lake Tahoe.

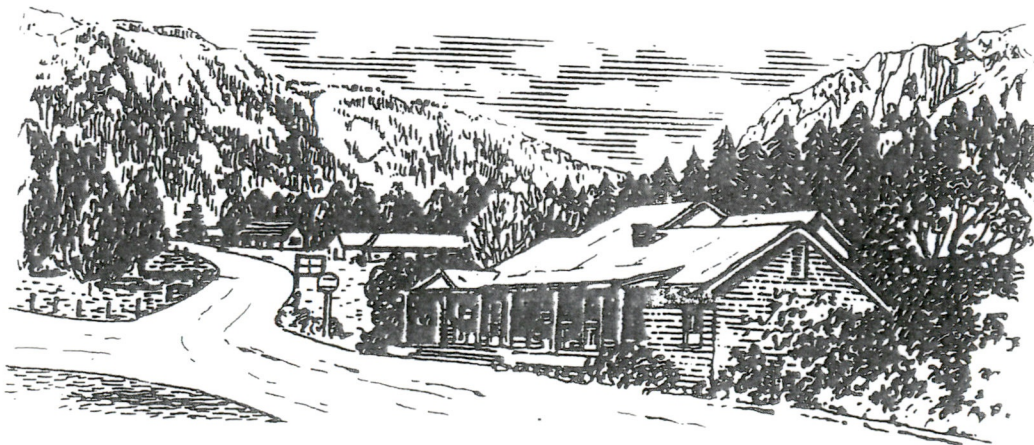


Kit Carson, famous scout and trail blazer, discovered Carson Pass, which now bears his name. A plaque honoring him can be seen on Highway 88 which crosses the Sierras over the Pass.

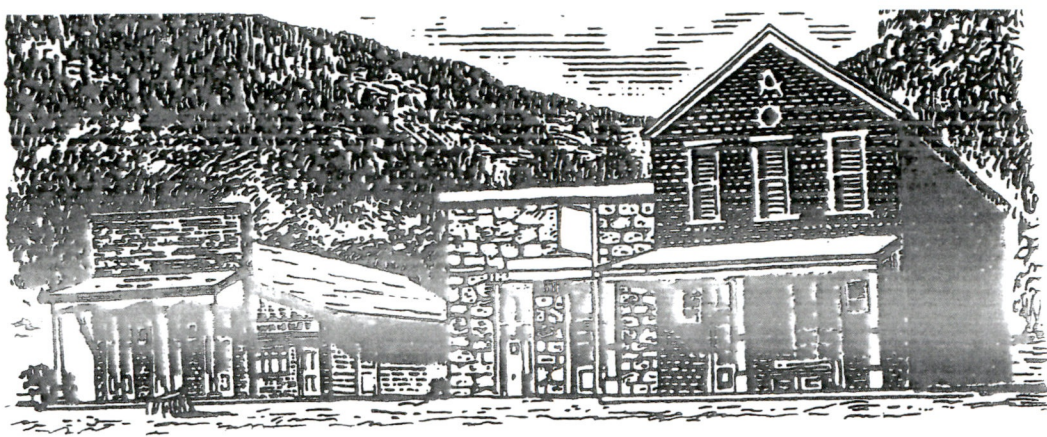
Beginning with the Indian footpaths . . . the horseback trails . . . roads of the emigrant wagons and stage coaches . . . to the paved automobile highways of today, the routes have been substantially the same as they were a hundred years ago and more. Just as transportation and communications played an indispensable role in the early pioneer days, so today they are all-important in the development of Douglas and Alpine Counties.

JEDEDIAH STRONG SMITH, renowned frontiersman, was the first white man to look upon the towering eastern slopes of the Sierra Nevadas in the region of what is now Douglas County, Nevada, and Alpine County, California. This was in 1826. It is not known if he passed directly through this area or how close he was, but his general course, on a return trip from California, paralleled the base of the mountains as he continued northward and then to the east.

In 1833, the course taken by another trail blazer and fur trapper, Joseph Reddeford Walker, crossed the southeastern portion of Alpine County and traversed Douglas County as a con-



For 100 years, Woodfords in Alpine County, California, has been an important stopping place for travelers. Located on the West Fork of the Carson River, it is at the important junction of Highways 88 and 89. First known as Brannan Springs, it became Carey's Mill, and then Woodfords. It was the first trading station on the east side of the Sierras in this entire region, founded in 1847.



All that remains of Genoa's thriving business district of an era long past are these quaint buildings. Structure at the right houses a grocery store, with the Masonic Hall above. The bar at the extreme left is said to be the oldest in Nevada.

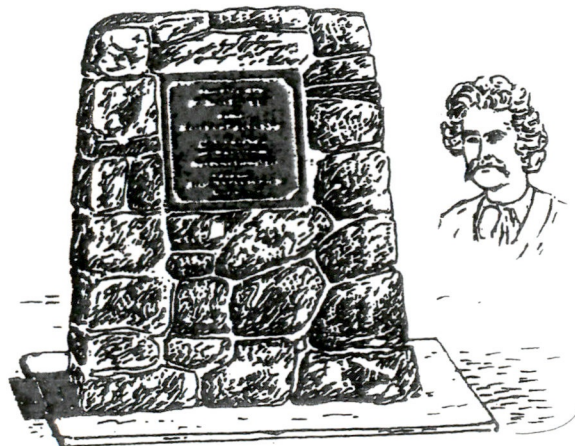
necting link between the Walker River in Mono County and the Humboldt River route in Nevada.

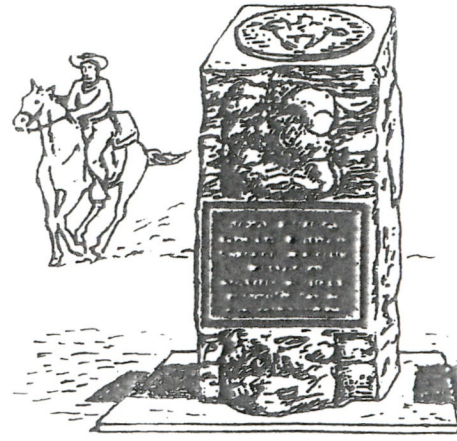
The Douglas - Alpine story really begins eleven years later when Captain John Charles Fremont, pathfinder and explorer, with his famous scout, Kit Carson, pushed down from Oregon south through Nevada into Mono County, then circled back through Antelope Valley into Carson Valley. In the dead of winter, February, 1844, they encamped on a plateau at the confluence of the East Fork of the Carson River and what is now known as Grover's Hot Springs, west of Markleeville. From here, through deep snow drifts, they reached Hope Valley. Fremont and Carson pushed ahead of their party and finally ascended to the summit of the Sierras over a pass that is now called Carson Pass. On a tree, Kit Carson carved his name and the date. (This section of the tree is now on display at Sutter's Fort, Sacramento.)

Ascending Steven Peak, at the right of the pass, Fremont was the first to gaze upon what is now Lake Tahoe. He judged it

Nevada's First Newspaper
The Territorial Enterprise was
founded at Genoa, December 8,
1858. Mark Twain began his career
as a writer on its staff.

—o—
Placed December 8, 1938, Uni-
versity of Nevada Press Club.
— Inscription on Historical
Plaque at Genoa.





Left: Tombstone of heroic "Snowshoe" Thomson in the Genoa cemetery. For some twenty years, he carried the mail over the Sierras from Placerville to Genoa and Carson City. The inscription reads: "In Memory of John A. Thomson, Native of Norway. Departed this life May 5, 1876. Aged 49 years 16 days. Gone but not forgotten." At the base of the tombstone is this plaque: "As a tribute to a Great Compatriot from Telmark, this Plaque was presented by the Norwegian Olympic Ski Team competing at Squaw Valley in February, 1960."

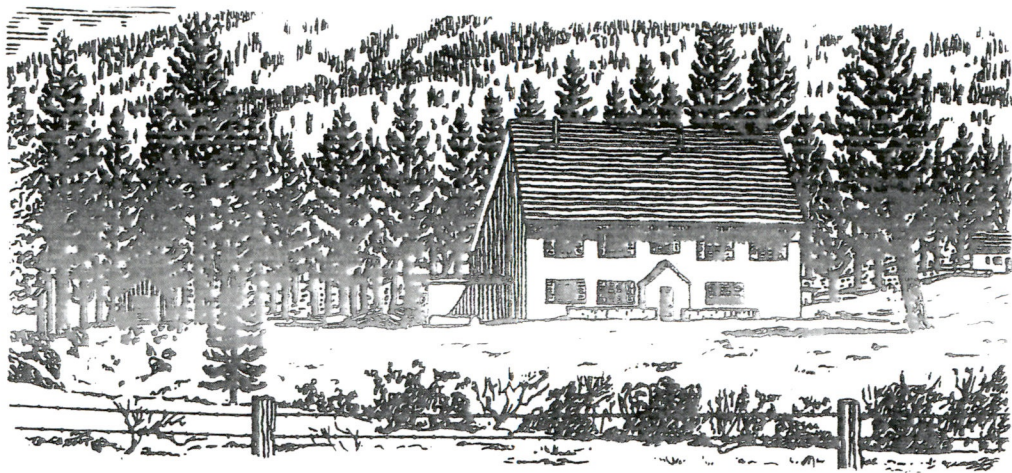
Right: "Near this spot stood the Genoa or 'Mormon' Station of the Pony Express. 1860-1861. St. Joseph, Missouri, to Sacramento, California. Dedicated June 9, 1934, by Citizens of Nevada, under leadership of Minden Rotary Club." - Inscription of Historical Plaque at Genoa.

to be only about 15 miles long because he could see but a part of it from this vantage point.

It was in 1847 that Samuel Brannan, leader of a Mormon party which had sailed around the horn to San Francisco, assembled an outfit at Hangtown (Placerville) and started a trek across the Sierras to meet Brigham Young, Mormon leader who was establishing his headquarters at Great Salt Lake. He came up Stonebreaker Hill, near Tragedy Springs in El Dorado County, followed the ridge eastward and south of Silver Lake and found Kit Carson's inscription on the tree. Descending down the West Fork of the Carson River, he observed a spring at the mouth of the canyon. He made his first base here, on the site where Woodfords now stands, leaving caretakers with sufficient provisions to assure sustenance upon his return.

Thus, Brannan Springs came into being as a trading post, the first white settlement on the east side of the Sierras in this entire region. Three or four years later, it became Carey's Mill after a man named Carey had erected a water power sawmill. When mining discoveries were made in the late 50's and early 60's at Murphy's Flat and Silver Mountain, Daniel Woodford acquired the station and it bears his name today.

On April 18, 1849, a party of Mormons departed for California with Hampden S. Beatie, as the clerk of the company. Arriving in Carson Valley in the summer, Beatie and his companions organized a trading post to reap profits from the passing emigrants. They erected a shelter without roof or floor, the first structure of its kind in Nevada. Business flourished and trips to



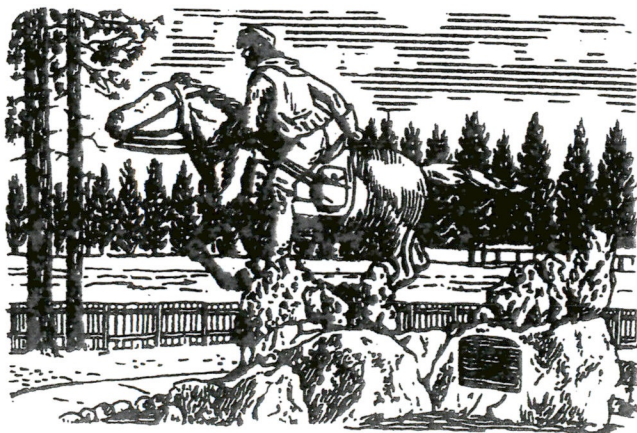
An important remount station of the Pony Express in the early 1860's was Friday's Station, located on what is now the David Wallace Parks ranch at Edgewood, near the South Shore Stateline in Nevada. Part of the original stable and blacksmith shop still is standing, at the left of the ranch house.

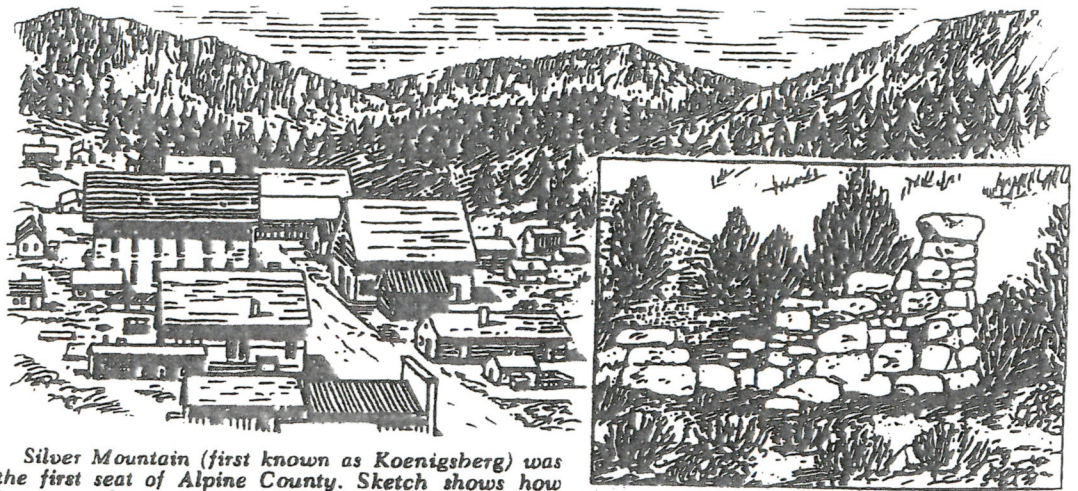
California were made to replenish supplies. Exorbitant prices were obtained for beef, bacon, flour and other items in exchange for mules and horses. With the arrival of winter, Beatie and his friends returned to Salt Lake City.

As a result of Beatie's experience, John Reese, his brother, Enoch, Stephen A. Kinsey and others from Salt Lake City, arrived in 1851 with ten wagons loaded with eggs, butter, flour and other articles. The settlement was deserted. (Whether the original Beatie lean-to was standing or whether there was no sign of a building is disputed among historians.) A combination two-story store and hotel with a stockade was built at a cost of \$2,000. It was known as Mormon Station until a Judge Orson Hyde in 1855 renamed the place Genoa after the birthplace of Christopher Columbus.

As the result of the influx of more people, a squatter government was formed in 1851. Four years later Genoa became the seat of Carson County, Utah Territory, and in 1861, the seat of Douglas County, which it retained until 1916. Its early prosperity arose from the tremendous trek to the goldfields of California and

This imposing statue was erected recently to commemorate the exploits and mark the route of the Pony Express. It is located in South Shore Stateline, a short distance west of the original Friday's remount Station. A portion of the plaque reads: "Pony Express. 1860-61. 120 celebrated riders rode 650,000 miles with only one rider killed by Indians, one schedule not completed and one mail lost."



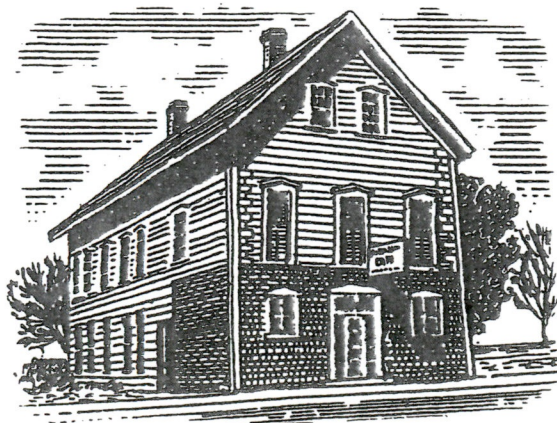


Silver Mountain (first known as Koenigsberg) was the first seat of Alpine County. Sketch shows how it appeared as a booming mining settlement in the 1860's, when it had as many as 3,000 inhabitants. At right are the crumbling walls of the old county jail, all that is left of the original town.

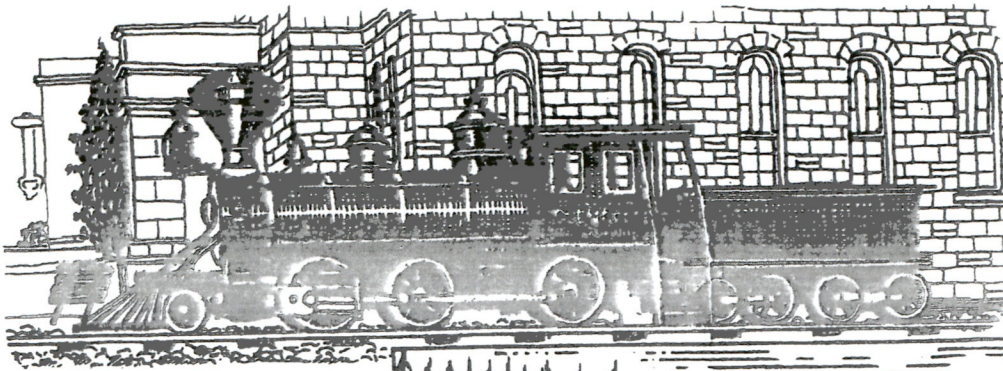
Meanwhile, explorations had been going on in the southern portion of the Lake Tahoe region. In 1848, John C. "Cockeye" Johnson, first to carry mail over the Sierras, discovered an easier route, called Johnson's Cut-Off, which followed roughly the route of today's Highways 89 and 50 to Placerville and Sacramento. This increased the flow of emigrant traffic closer to Lake Tahoe because it was less steep and hazardous than the emigrant trail over Carson Pass.

The first trading post made its appearance in Lake Valley south of Lake Tahoe in 1851. This was followed by an influx of traders, trappers and ranchers into the surrounding area. It was not until the discovery of the Comstock Lode at Virginia City – in 1859 – that migration around Lake Tahoe began in earnest. A new road was built in 1859-60 by Kingsbury and MacDonald over Daggetts Pass (Kingsbury Grade) from Genoa, reaching the Lake at the present Edgewood. In 1863, the road from Carson City over Spooner Summit to Tahoe was completed.

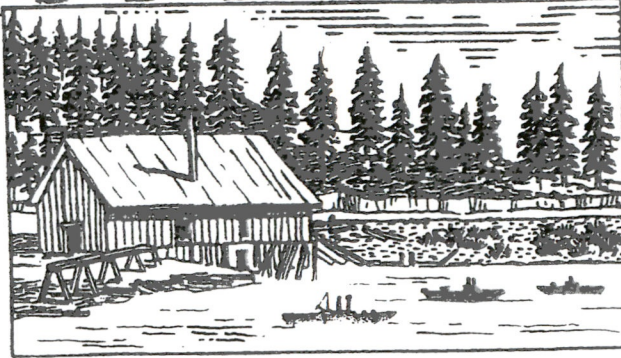
To supply the urgent needs of the Comstock and other mines,



Famous landmark in Markleeville, Alpine County, is this three-story, century-old Alpine Hotel. Originally it was the Fisk Hotel in Silver Mountain (can be identified in sketch above as tallest building). It was moved to present location in 1885, named Hot Springs Hotel and later received its present name.



Above: "The Glenbrook," one of the narrow-gauge locomotives which hauled timber and passengers on the 7-mile run from the sawmills at Glenbrook, Lake Tahoe, to Spooner Summit during 1875-1898. The timber was used in enormous amounts in the famed Comstock mine of Virginia and other silver cities. On display in front of the museum at Carson City, it was donated by Miss Hope Bliss.

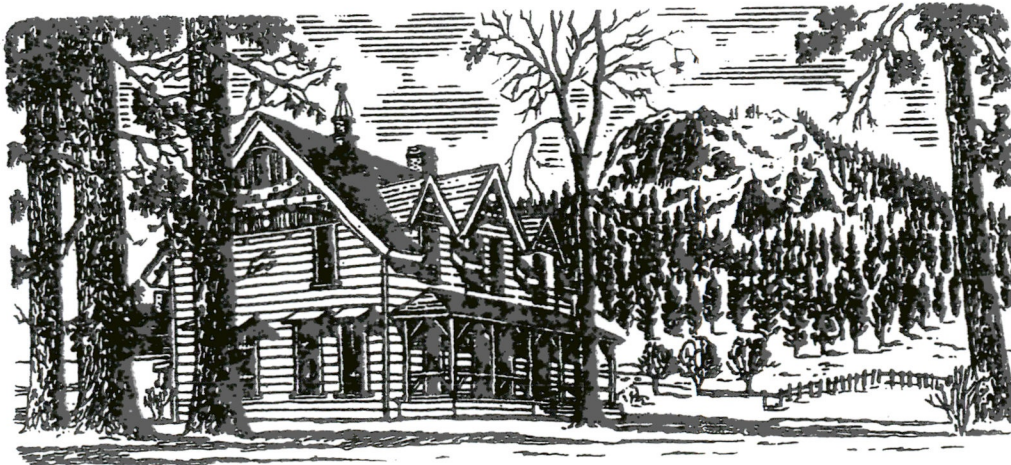


One of the first sawmills on Lake Tahoe, at Glenbrook, as it appeared in 1861.

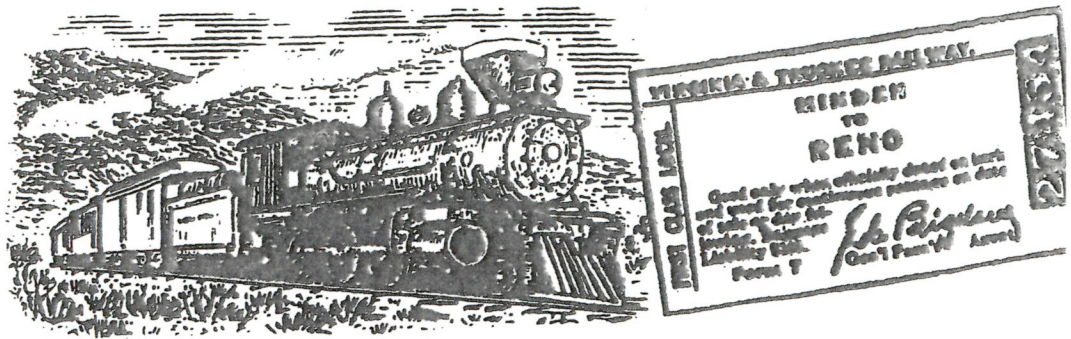
later the stampede to Virginia City. Both called for a large amount of stage travel and freighting over the Sierras.

Mormon Station or Genoa had the distinction of recording many firsts in Nevada. Here, The Territorial Enterprise, the first newspaper, was published in 1858, only to be moved to Carson City the next year. Later, Mark Twain's writings added widespread prestige to its columns. Near Genoa, the first sawmill was set up and the first white child was born close by.

Of primary importance to Genoa was the fact that it was an important station on the Pony Express and Overland Stage routes. In 1858, the first telegraph line reached Genoa from Placerville. The disastrous fire of 1910 destroyed much of the community.



A landmark reminiscent of the 1880's is this picturesque mansion which now is part of the resort facilities at Glenbrook. In the background is Shakespeare Rock.

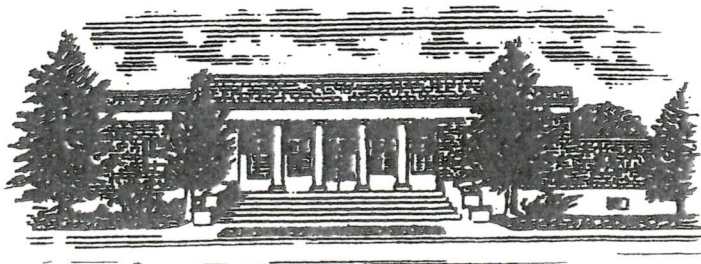


For more than forty years, the Virginia & Truckee local, headed by No. 12, was a welcome sight when it pulled into Minden, Nevada. Although abandoned in 1949, it always will be remembered for its glamorous, legendary beauty — the most famous short line in Western history. In addition to passengers, it hauled produce and thousands of head of livestock annually.

son (skis), Overland Stage, Lewis Brady & Co., Louis McLane, Wells, Fargo & Co., A. J. Rhodes, Pony Express and Overland Mail and Stage — each and every one made an epic contribution.

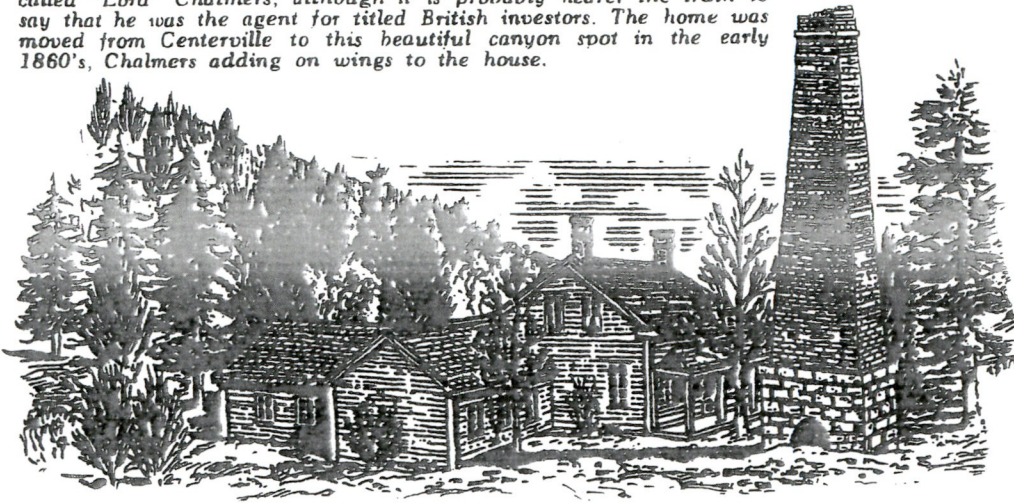
The exploits of "Snowshoe" Thomson and the Pony Express, above all others, have stirred the imagination when reviewing this romantic saga of those early days. For twenty years, "Snowshoe" Thomson, struggling through howling blizzards, crossed the Sierras from Placerville to Genoa and Carson City, carrying the mail to isolated communities. One of his prodigious feats on skis was to transport type and parts of the new printing press for the Territorial Enterprise. He knew every foot of the ground and he carried loads up to 100 pounds on his strong back.

The Pony Express, although it existed for only 18 months and showed a loss of more than \$200,000 during its short life, always will be symbolic of the adventurous life which held sway during the frontier days. In 1860, William Russell and his two partners, Majors and Waddell, organized the Pony Express Company, holding contracts to carry the mail from St. Joseph, Missouri, to Sacramento, California. When it departed westward from Carson City, the first change station was Genoa, then Woodfords, and then it followed Johnson's Cut-Off over the mountains to Placerville and Sacramento. This route was taken for the first five weeks, then changed to Daggetts Pass (Kingsbury Grade) from Genoa to Friday's Station (Edgewood) at Lake Tahoe, continuing over the approximate route of present Highway 50 to Sacramento.



Erected at a cost of \$25,000 in 1915, this handsome classically designed courthouse at Minden became the center of government when the Douglas County seat was moved here from Genoa in 1916. It achieved unusual publicity when, years ago, Mary Pickford of motion picture fame secured her divorce from Owen Moore.

old silver reduction mill near Silver Mountain is the manor house once occupied by one of the most fantastic of mining promoters. He was called "Lord" Chalmers, although it is probably nearer the truth to say that he was the agent for titled British investors. The home was moved from Centerville to this beautiful canyon spot in the early 1860's, Chalmers adding on wings to the house.

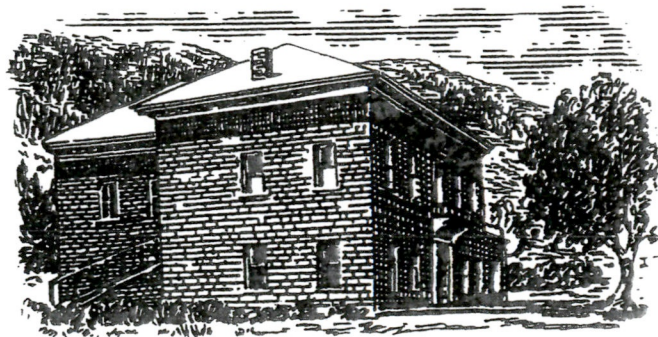


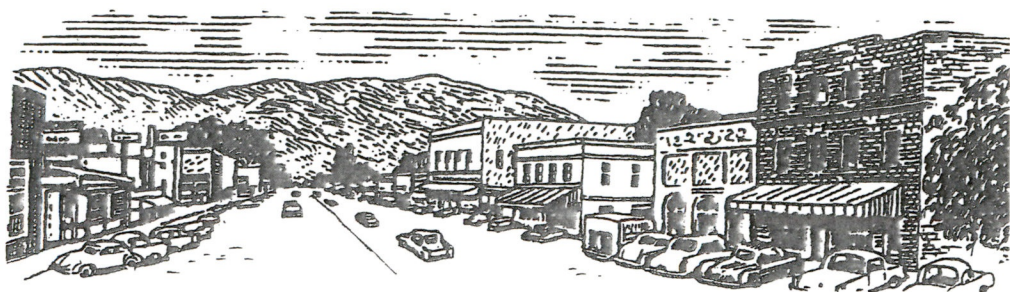
lumbering operations sprang up all around Lake Tahoe. Two sawmills were handling the timber by 1861 – one at Glenbrook and the other at Trout Creek. Lumber was floated and hauled by steamboat across the Lake to the mills and docks at Glenbrook. The Carson and Tahoe Lumber and Fluming Company at Glenbrook was formed in 1873 by D. L. Bliss and H. M. Yerington. A narrow-gauge railroad hauled the timber to Spooner Summit, and from this point, via an ingenious "V" flume, logs were floated down to the Carson Valley on the Nevada side of the range.

The 1870's ushered in the era of resort hotels at Lake Tahoe, with steamer excursions and other vacation attractions serving as a magnet to visitors. Over the intervening years, the amazing and unique resort facilities of Lake Tahoe never have ceased to expand.

Probably no factors in the "winning of this portion of the West" during the pioneer days played such an important and dramatic part as communication and transportation. Mule, horseback, wagon, freighter, stagecoach, telegraph, railroad – one followed the other. John "Cockeye" Johnson, Jackass Mail, George Chorpenning (pack mules, later light wagons and stagecoaches) Ben Holladay (wagon), J. B. Crandall (stage), "Snowshoe" Thom-

Constructed on the original site of the old courthouse at Genoa, which was erected in 1865 but burned down about 1910, this stately edifice served as the courthouse of Douglas County until the county seat was moved to Minden over forty years ago. It has been used as a public school.





Busy Highway 395 passes through this main business artery of Gardnerville, which never fails to impress visitors for the manner in which the modern influence has been delightfully combined with the charm of older buildings.

DOUGLAS COUNTY was formed in 1861 and received its name from Stephen A. Douglas, eminent statesman in Congress. With elevations from 4,725 feet in Carson Valley to 6,225 feet at Lake Tahoe, and mountain peaks rising above 9,000 feet, it is a county of striking contrasts.

Gardnerville, the largest city, and Minden, the county seat, form the trading hub of the county. They are centered in the rich Carson Valley, noted for its productive farms, dairying and cattle raising. The Douglas - Tahoe airport is located just off Highway 395, which traverses the full length of the county north and south.

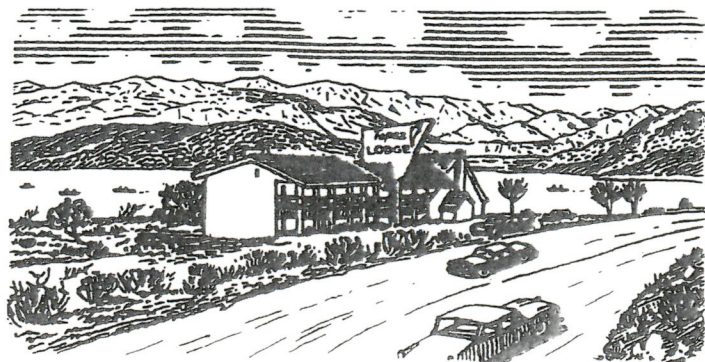
With the entire West growing in population, it is natural that the recreational advantages of Douglas County would become one of its greatest economic assets. Blessed with a wonderful variety of mountains, valleys, streams and lakes, it offers unexcelled hunting, fishing, boating and skiing, with modern accommodations at Lake Tahoe, Topaz Lake, Gardnerville and Minden.

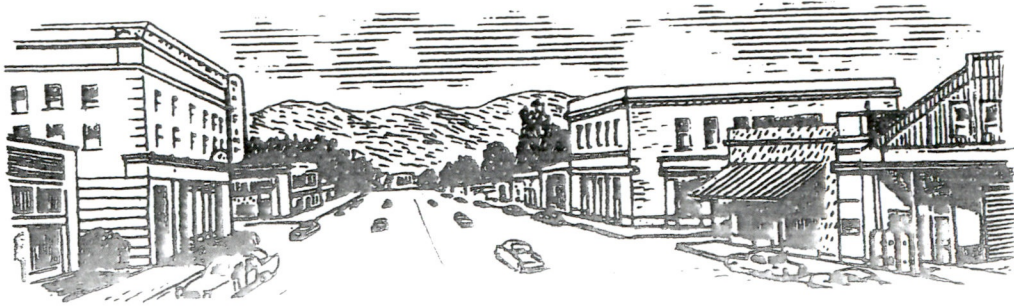
On the strikingly beautiful shores of Lake Tahoe, within Douglas County, are such scenic spots, public camps, beaches and famous resorts as Southern Shore Stateline, Glenbrook, Cave Rock, Lincoln Park, Zephyr Cove, Marla Bay, Nevada Beach and Edgewood, attracting thousands of visitors annually.



ALPINE COUNTY was organized in 1864. It lies along the crest and eastern slopes of the Sierra Nevadas, an area

Topaz Lake, loaded with Cutthroat, Rainbow and Brown trout, is a favorite for fishermen, with boats, motors and tackle available.





Minden's main business district, with its solid comfortable buildings flanked by tree-shaded streets, shares with Gardnerville the responsibility of supplying the trading needs of the Valley as well as the mountainous areas westward in California.

The main reason for the failure of the Pony Express, in spite of the fact that it made no money, was the building of the telegraph line to the Pacific Coast. Ironically, the telegraph line followed almost exactly the route of the Pony Express.

Over in Alpine County, in 1858, a party of Scandinavians had founded the settlement of Koenigsberg in a heavily timbered canyon. They discovered a vein of silver ore and by 1861 the boom was on. Prospectors spread through the canyons. By 1863, Koenigsberg's population was estimated at 3,000, with newcomers pouring into Markleeville, Monitor, Bullion, Summit City, Silver King and many other camps. In 1863, the name Koenigsberg was changed to Silver Mountain and it became the seat of Alpine County.

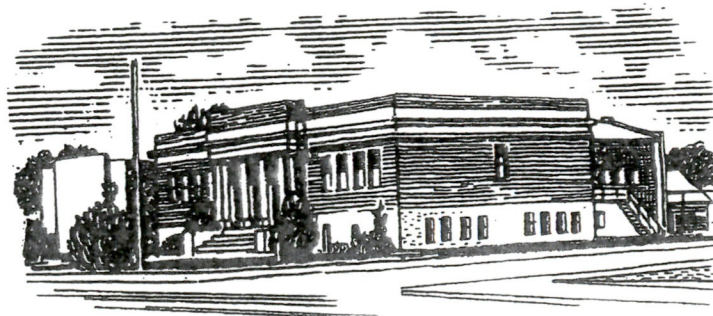
By 1873, the mining activity in Alpine had all but ceased and the greater portion of the population had shifted elsewhere. Markleeville became the county seat in 1875. Principal operations now turned to lumbering. Timber for Virginia City mines was in great demand and as much as 250,000 cords of wood were sent in a single year.

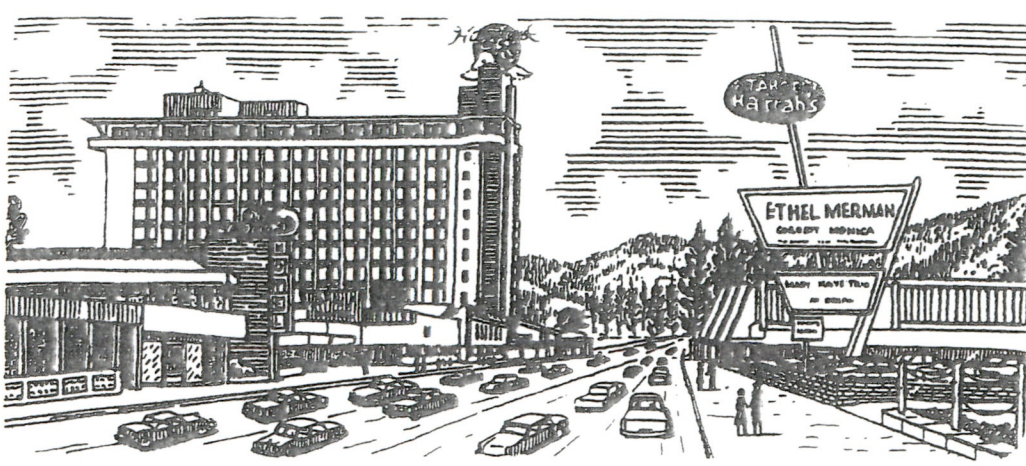
With the dropping off of silver production in the Virginia City area during the succeeding years, both Douglas and Alpine Counties turned to farming, cattle and sheep raising, dairying and kindred pursuits.



Space does not permit the description of hundreds of early day happenings, the recounting of the exploits of the outstanding pioneers, nor does this brief sketch attempt to span the years from that rugged, formative era to the present.

This imposing Douglas County High School at Gardnerville represents the last word in educational facilities. It typifies the well-rounded development of this area, which provides all the modern essentials to maintain a high standard of living in the cities and rural districts.





South Shore Stateline, facing on Lake Tahoe in Douglas County, has become one of the West's most glamorous pleasure spots — with casinos, night clubs, restaurants, theatrical facilities, fine hotels, motels and shops.

of mountain peaks and ridges rising over 11,000 feet. The primitive terrain is dotted with hundreds of lakes and streams, such as Alpine, Twin, Red, and Blue Lakes, the East and West Forks of the Carson River, and others. The State Hatchery makes annual plantings of Rainbow, Eastern Brook, native Blackspotted and Golden trout. Deer, quail, pheasant and grouse hunting lure the sportsman.

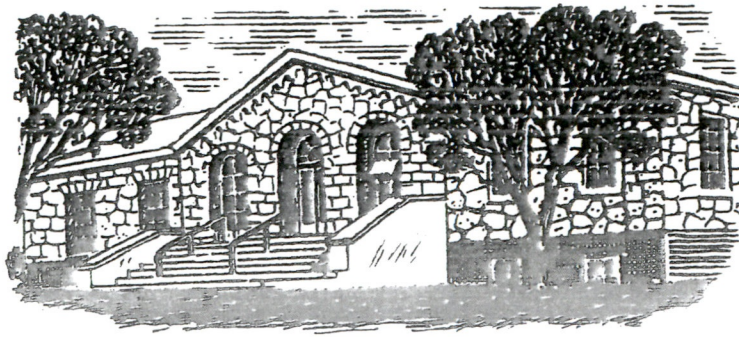
Jacob J. Marklee was the first permanent inhabitant of this region, his homestead including most of the present township of Markleeville, principal trading center today. Woodfords is strategically located at the junction of the county's two main highways, 88 and 89. Cattle, sheep and hay are the principal sources of agricultural income.



ALTHOUGH the modern history of California Interstate Telephone Company dates but from 1954, its origin traces back half a century to those pioneer companies which formed vital segments of the system. Some had their humble beginnings during the rugged formative days when mining spurred the area's early development.

This sketch of Zephyr Cove typifies the beauty of the shoreline of Lake Tahoe, within Douglas County. Fine beaches, sports facilities, riding trails and famous resorts among the pines are a magnet for vacationists





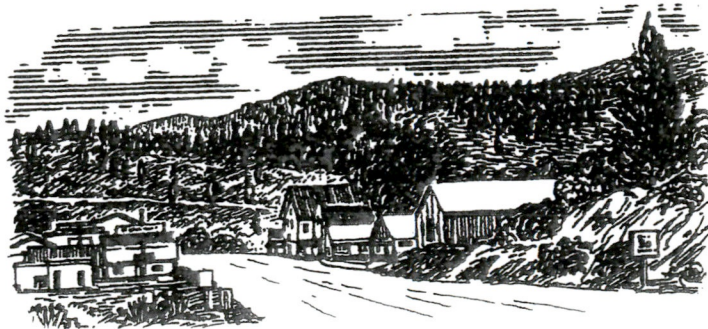
Perched above Highway 89 as it swings into the main business district of Markleeville, the quaint stone courthouse of Alpine County presents an unforgettable picture against the pine-covered mountains. It is located on the site of a cabin once occupied by Jacob J. Marklee, first inhabitant of this community.

This mining activity attracted two Denver men to the region in 1904. Unsuccessful in finding promising mining claims at Tonopah and Goldfield, Nevada, their attention was turned to the possibilities of developing hydro-electric power on Bishop Creek, in the Sierras to the west, to supply the mines.

Subsequently, in 1905, the Nevada Power, Mining & Milling Company was organized and became the first in a line of power company entities. During the year, an initial telephone line was constructed paralleling the first power transmission line from Bishop Creek to Tonopah and Goldfield, via Silver Peak, and served the power company for internal communications purposes.

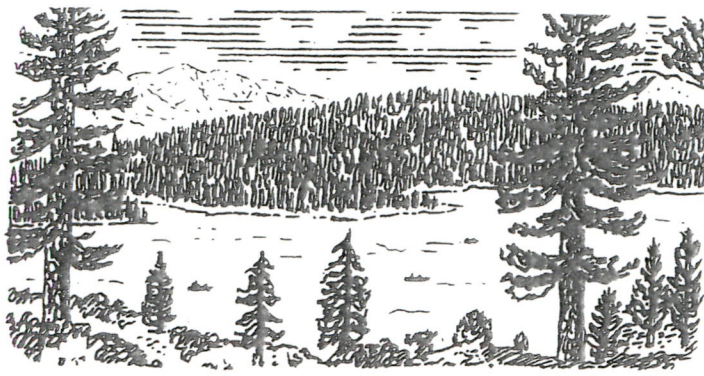
In October, 1910 Interstate Telegraph Company, predecessor to California Interstate Telephone Company, was originally incorporated. Control of the new company was acquired by power company associates in 1911, and a single communications system formed. Composed of power company communications facilities within the counties of Nye and Esmeralda, in Nevada, and Inyo and Mono, in California, plus a line under construction to the south within the additional California counties of Kern and San Bernardino, Interstate commenced operations on March 1, 1912.

Over the years service boundaries have drastically changed. To the south, telephone lines reached a connecting point at San Bernardino. In the north, the Bridgeport Telephone and Telegraph Company became part of the system in 1944. Further north, controlling interest in United Farmers' Telephone and Telegraph Company, serving the bi-state counties of Douglas, Alpine and Northern Mono, was attained in 1946, with complete merger effected in 1950. During 1961, the telephone property of the Glenbrook Com-



Embodying all of the picturesque charm of an Alpine Village, Markleeville is the largest community in Alpine County as well as the county seat. It nestles on a prominence just above the East Fork of the Carson River. In 1875, the county seat was moved here from Silver Mountain.

Truly a sportsman's paradise are the almost countless snow-fed lakes and streams in Alpine County which beckon to fishermen and campers seeking a primitive, unspoiled environment.



pany was purchased. And in 1964, the Walker River Telephone Company, serving portions of Lyons County adjacent to the east, was merged with the system.

In Douglas and Alpine Counties, telephone development dates from about 1897 when Zenas Pratt built a line from Carson City to Gardnerville with a loop to Genoa, the oldest town in Nevada. A few months later, Charles W. and George Brown, with William Thornburg, built a line to Markleeville via Sheridan. After the turn of the century, the Young brothers completed a line from South Lake Tahoe to the foot of Kingsbury Grade. Completion of a line to Coleville soon followed, and shorter lines began fanning out from the Gardnerville-Minden area.

Among the early participants in these telephone developments were the Karge brothers, who were instrumental in "tieing" various segments together and unifying the telecommunications system. In 1911, the telephone properties of the Karge brothers were purchased by a group of Carson Valley residents who formed a stock company and commenced operations under the name of the United Farmers' Telephone and Telegraph Company.

Within the Douglas-Alpine service area, the original Gardnerville exchange has multiplied to include exchanges at Alpine, Coleville, Edgewood and Glenbrook, and long distance and district offices at Gardnerville. Over 4,500 telephones now serve the region, an increase from 600 in 1946.

California Interstate was incorporated in 1954 and acquired the business and assets of Interstate Telegraph. Since 1954 over-all plant has grown from \$7,825,000 to surpass \$70 million, with telephones increasing from 11,200 to over 55,000 instruments.

In 1965 California Interstate became part of the Continental Telephone Corporation, a holding company headquartered at St. Louis. Dating from incorporation in 1960, Continental represents the fourth largest independent (non-Bell) telephone company in the United States, with over eighty-five operating properties in thirty-four states, serving in excess of 550,000 telephones.

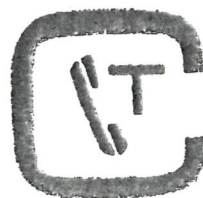
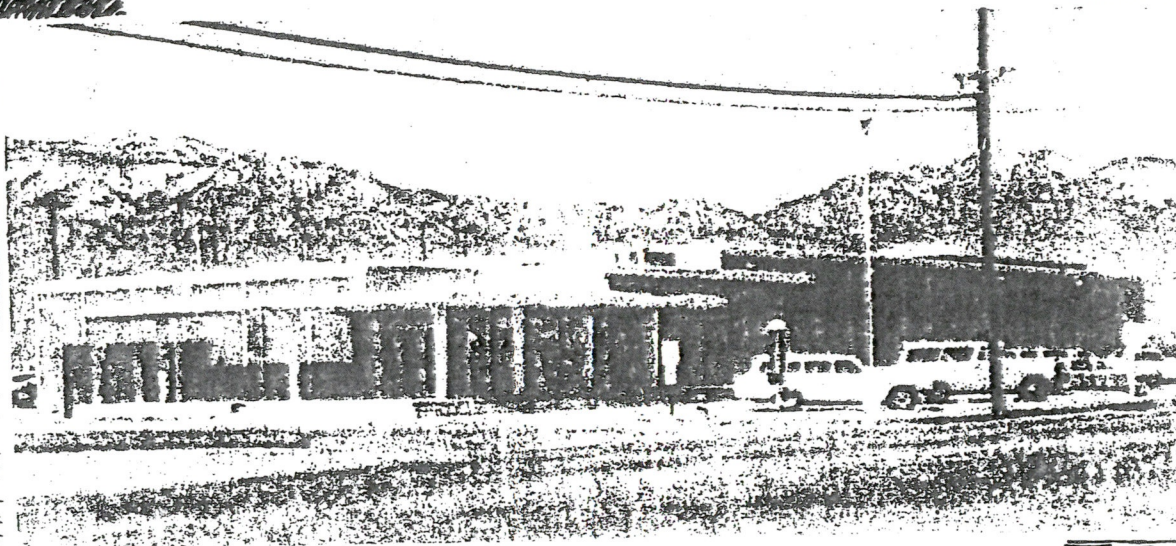
Throughout these service areas growth is continuing at a tremendous rate, making Continental Telephone Corporation one of the fastest growing telephone companies in the nation.

2007.004.0156

WITH a background of historical romance unsurpassed in the West, Douglas and Alpine Counties will always retain the rare charm of the unspoiled open spaces even though the promise of a new and greater future ahead, with all the modern advancements, is unmistakable.

The family of California Interstate Telephone Company is proud that it has, in certain measure, been a part of the development of this area and it looks forward to greater participation in the years to come.

This history portrays, in brief form, the transition of this area from its earliest days to the present. This company, in its efforts to cooperate with the communities it serves, hopes this booklet may be a source of enlightenment to both residents and visitors.



CONTINENTAL
SYSTEM

CALIFORNIA
INTERSTATE
TELEPHONE
COMPANY