

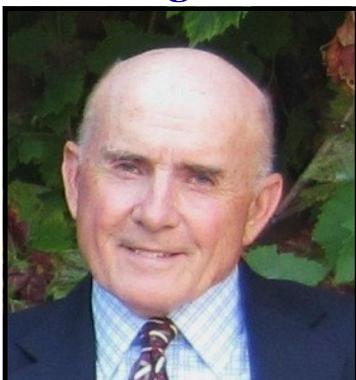
THE CARMEL VALLEY HISTORIAN

A PUBLICATION OF THE CARMEL VALLEY HISTORICAL SOCIETY

VOLUME 28, ISSUE 1

FEBRUARY 2014

A Message from the President, Reggie Jones



This newly renamed CVHS newsletter, "The Carmel Valley Historian," ushers in an exciting new learning experience for our community. On December 7, 2013 the CVHC celebrated its Grand Opening and Holiday Party, welcoming over 300 guests. It was the culmination of an effort started in 1987 by a group of Carmel Valley history devotees that now enables us to achieve our primary mission: "...to preserve and promote the history and heritage of Carmel Valley for current and future generations to experience."

The year 2013 was an exciting year of transition in several key areas. We started the year by organizing our many collections and adding necessary infrastructure to enable our museum to display its initial exhibits for our much-anticipated Grand Opening.

On December 7th the community walked into a building transformed, with three professional-quality exhibits to greet them. Current displays include "Native Peoples," "The Hatton's Victorian Parlor," "CV Ranches and Cowboys." Information about future exhibits can be found on page 3.

In addition to the History Center, the Society also introduced its website: www.carmelvalleyhistoricalsociety.org that showcases up-to-date information about exhibits and happenings at the History Center, biographies of Board members, and gives you the ability to renew your membership and make donations over the Internet. Go online!

The History Center is open Friday and Saturday from 12-4 and our library is open on Tuesday from 10-12. Please stop by if you've not already done so...and bring your family and friends. Also, please consider volunteering, either as a docent, to help out with computing, to collaborate on a new exhibit, or to join a committee. Maxine Callinan is our Volunteer Coordinator and will be delighted to answer your questions.

[manddcallinan@comcast.net, 659-4925]

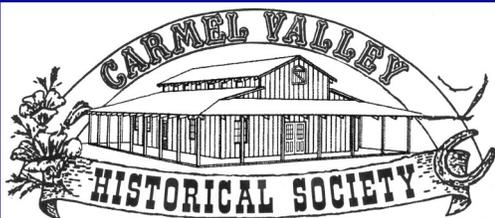
This will be another busy and exciting year for the Society as we transition into an operational mode. As we march confidently into the new year, we will also stop and honor the long service of retired or retiring board members. Without whose dedicated efforts, none of this would have been possible.



Reggie Jones

Board of Directors

- President, Reggie Jones,
- Vice President, Maxine Callinan
- Secretary, June Taylor
- Treasurer, Kim Williams
- Elizabeth Barratt
- Stephanie Culbert
- Jeff Ohlson
- Maurice Wolfe
- Donna Zahn



Editor: Kim Williams © 2014, Carmel Valley Historical Society

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Birdies for Charity = 20% More for CVHS



This year we are again partnering with the Monterey Peninsula Foundation in the charitable distributions from the AT&T National Pro-Am golf tournament in the ‘Birdies for Charity’ program. **All donations received before February 28, 2014 will be increased by 20%.** (Just about two weeks left!)

How do you make a donation to CVHS? You can go online to our website and make a donation with your credit card. Go to www.carmelvalleyhistoricalsociety.org. Click on

“Support,” then on “Donate.” A click on the Birdie logo will take you to the Birdies for Charity webpage. Fill out your contact info and the pledge amount.

OR...Make your check payable to **The Monterey Peninsula Foundation** with the stipulation in the lower left corner of your check **“For CVHS.”** This designates that your donation will go to the Carmel Valley Historical Society. Mail your check to the Historical Society : PO Box 1612, Carmel Valley, CA 93924-1612

Annual Business Meeting:

- **SATURDAY, MARCH 8**
- 4:00-6:00 PM
(AT THE HISTORY CENTER)
- REFRESHMENTS
- SPEAKER: ELIZABETH BARRATT—
”MORE ABOUT THE HATTONS”
- ELECTION OF BOARD MEMBERS
- FINANCIAL REPORT
- VISION FOR THE NEXT YEAR

History Center Grand Opening



Ellsworth Gregory cuts the ribbon with fellow board members (left to right) Reggie Jones, Kim Williams, Maxine Callinan, Ellsworth Gregory, Stephanie Culbert, Donna Zahn, Elizabeth Barratt, and Jeff Ohlson. (Not pictured: June Taylor, Maurice Wolfe)



Lots of visiting going on! Over 300 people attended the Grand Opening.

CVHS President Reggie Jones speaks at the Grand Opening of the History Center on December 7, 2013

New Displays in the Works—CV Schools, Airport, Rosie’s, and More

Curators are moving forward on the development of the next historical displays at the Carmel Valley History Center. If you have information, documents, and/or artifacts related to the following topics, please contact the volunteer in charge, or the society, at cvhs3@live.com, 659-5715.

“The Schools of Carmel Valley” will first focus on the schools that were incorporated into the Carmel Unified School District. Jamesburg, Tularcitos, Carmelo, and Bay School were among those early institutions. Contact: Kim Williams, kiwipapa8@gmail.com, 659-1307.

“The Carmel Valley Vintage Airfield” will chronicle the history the airport: its opening in 1941, its operational years, and its eventual closure in 2002. Contact: Jeff Ohlson, jeffohl@blarg.net, 659-2986.

“Carmel Valley Ranch and Farm Equipment” - our only outside exhibit area: Work is now progressing to identify the equipment and generate informative captions. Curt Wiese, a new volunteer is helping with the project. Contact: Curt Wiese at 659-7424, or Jeff Ohlson, jeffohl@blarg.net, 659-2986.

“Rosie and the Cracker Barrel” – Did you know that Robles del Rio is a postal designation? This subdivision of summer homes was established in 1921. The real estate sales office later became Rosie’s Cracker Barrel, which served as general store and bar, post office, and more. Contact: Kim Williams, kiwipapa8@gmail.com, 659-1307.

VOLUNTEERS ARE NEEDED...to work on the displays mentioned above, and other displays that are being considered for the future. Included are:

- Jamesburg Earth Station
- Carmel Valley Geology
- Agriculture in Carmel Valley
- Carmel Valley Vineyards and Wineries, and
- Carmel Valley Roads and Transportation.

If you have suggestions for other displays, or would like to help with one of these, please contact the society at cvhs3@live.com, 659-5715.

CVHS Tile Project—Buy a Tile, Support the History Center

Purchasing a tile in honor or memory of someone is a great way to support CVHS. These laser-etched tiles are displayed on the exterior wall of the History Center. Tiles may be purchased from our website or by sending your check to the Society along with the tile form below. (See photo next page.)

Family & Friends

- ____ 4" x 8" Tile - Minimum Donation \$100 — 1- 3 lines
- ____ 8" x 8" Tile - Minimum Donation \$250 — 1- 6 lines

Business & Corporate

- ____ 4" x 8" Tile - Minimum Donation \$200 — 1- 3 lines
- ____ 8" x 8" Tile - Minimum Donation \$400 — 1- 6 lines

Engraving Information

Each line has a maximum of 20 characters per line (this includes spaces & punctuation). Please print clearly, use capital or lower case letters as you wish and make sure your engraving information is spelled correctly. All inscriptions will be centered. For a 4" x 8" Tile you may use the first THREE lines. For an 8" x 8" Tile you may use all SIX lines.

1 _____

2 _____

3 _____

4 _____

5 _____

6 _____

PRINT YOUR NAME

BUSINESS NAME

ADDRESS

CITY

STATE ZIP

PHONE

E-MAIL

Please send the acknowledgement to:

NAME

ADDRESS

CITY

STATE ZIP

Volunteer Training Begins

On February 7th and 8th nine people attended informational meetings to learn about becoming a volunteer for The History Center. Volunteer Coordinator Maxine Callinan led the meetings and was impressed with the attendee's varied volunteer backgrounds, knowledge of the Valley, and enthusiasm.

A training session is scheduled for February 28 to more fully explain current exhibits and provide more details about volunteer responsibilities.

If you have an interest in volunteering, either as a docent, putting your computer skills to good use, willingness to collaborate on a new exhibit or join a committee, please give Maxine a call at 659-4925 or email her at manddcallinan@comcast.net.



Volunteer Training - Docents will be paired with a Board Member for one 4-hour afternoon shift per month.

Please contact Jeff Ohlson (jeffohl@blarg.net, 659-2986) if you have an early 20th Century Sears Catalog to donate or to loan. It is needed to help identify some of our old farm equipment.

March is Membership Month

Beginning this March, CVHS memberships will run on an annual basis, that is, March through February. This should ease Membership Chair Trudi Hart Gregory's workload. Reminder letters will be sent out in early March. The new membership categories are:

- Student **\$20.00**
- Individual **\$40.00**
- Family **\$60.00**
- Non-Profit Organization **\$60.00**
- Business **\$80.00**
- Supporting **\$100.00**
- Lifetime **\$500.00**

You can renew your membership using your credit card by going to the society's website and selecting "Support" and then "Membership." If you renew online now, we won't have to bother you with a reminder letter.



Buy a tile and support the Carmel Valley Historical Society. (See page 3 for an order form.)

The Carmel Valley Historian Ads

In our next issue you can have your business card ad right here.

Business Card reduced to fit 2.5 x 1.3 (about 70% of actual size) \$25.00 per Issue / One Year—Four Issues \$90.00

Send your card and check to CVHS, PO Box 1612, Carmel Valley, CA 93924 Next Deadline: April 10 for May edition.

<p>Carmel Valley Business</p> <p>Carmel Valley, CA 93924</p>	<p>CARMEL VALLEY BUSINESS</p> <p>Carmel Valley, CA 93923</p>	<p>CARMEL VALLEY BUSINESS</p> <p>Carmel Valley, CA 93924</p>
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Carmel Valley Pioneer William Hatton

By Elizabeth Barratt

Born the fourth of eight children on June 9, 1849 in County Wicklow Ireland, William Hatton sailed away from his homeland at age 13 as an apprentice on a merchant ship. In 1869, at the end of his seven-year term at sea, he spent a year in Charleston, South Carolina where he worked as an agent for the United States Revenue Service. It was here that he met his future wife, Kate Harney, whom he would later marry in 1875.

Hatton came to California in 1870 and in time came to Carmel Valley where by 1884 he had acquired from Mrs. Dominga Doni de Atherton a 1,000 acre portion of the westernmost section of Rancho Cañada de la Segunda, near the mouth of Carmel Valley. This ranch, called the St. John Dairy Ranch, would become popularly known as the Hatton Lower Dairy. Old photos of the lower dairy, where The Barnyard Shopping Center is located today, show barns, corrals, a windmill, a ranch house, cookhouse, cheese house and other outbuildings.

Hatton at this time also became the manager of the Pacific Improvement Company's dairy ranch at Rancho Los Laureles and managed Mrs. Atherton's ranch as well. By 1888, he either owned or managed most of the dairies and cattle ranches from Highway 1 to past Carmel Valley Village. As one source claims he was "running nearly all the beef on the Valley floor all the way to Rancho Tularcitos." By 1889 he had purchased another large parcel of land near the mouth of the Valley from Joseph W. Gregg.

Carmel Valley old timer Joe Hitchcock wrote of Hatton's ranch, "Starting at Highway One was the St. John Ranch, which terminated at Cañada de la Segunda approximately where Valley Hills Shopping Center is now located. Hatton had two dairies on the tract, there were two artesian wells on the tract, which he irrigated to grow alfalfa and rye grass. He had 2,200 acres in all on which he kept 600 cows."

During the twelve years he managed the Pacific Improvement Company's Del Monte Dairy at Rancho los Laureles, Hatton brought modern innovations to the dairy business. He introduced Durham cattle into the Holstein herd to increase the stock breed and improve the butterfat content in milk. He installed modern milk vats and cheese presses. Monterey Jack Cheese was made on the premises, sometimes marketed as Del Monte Cheese and sold to the famous Del Monte Hotel in Monterey to serve to its guests.

In 1890 Hatton built an auxiliary dairy building in what is now White Oak Plaza in Carmel Valley Village. The special ventilation tower in the top was intended to help rapidly cool the milk. The building is now a Village landmark and has served over time as an art gallery, a restaurant and a wine tasting room.



In time, William and Kate had nine children, seven of which survived: Anna, Harriet, Sarah, Edward, William Jr., Frank and Howard. On October 22, 1894, just prior to completion of the Hatton's new 18-room Victorian home (at what is now the entrance to Carmel Knolls subdivision) he died at age 45 of Bright's Disease. His funeral was said to be the largest Monterey County had ever seen. The Southern Pacific ran a special train for persons who came from out of town and all Monterey businesses were closed during the funeral. Following his death, his widow Kate remained in the family home and her brother John Harney helped run the dairy until the turn of the century, when her sons took over management.

The Hatton Lower Dairy ranch was a Valley landmark until 1965 when it was torn down to make way for The Barnyard Shopping Center. The last building to be removed was the cheese barn, which had served as offices for the shopping center development until completion of the project. The family's elegant Victorian home also disappeared in the early 1960s. The building had sat unused for some years and had fallen prey to vandals. It was used for a "test burn" by the local firefighters before being demolished to make way for the new home subdivision.



What's Next for the Carmel Valley Branch Library?

The Carmel Valley community recently participated in a community-wide survey to share their dreams and vision for the Carmel Valley Library. All are invited to a public meeting at the Library on **Saturday, March 1st at 2:00pm** to hear the results of this Library-Community Needs Assessment, and next steps for the Carmel Valley Branch Library. Our Valley has had library services for 100 years! County Library service began in the Carmel Valley region in 1913. The Library with support from volunteers and the Friends of the Library assembled data in November of 2013 for a library-community needs analysis. Residents and community members of all ages were asked to share their long-term vision and wishes for their library, including input about the current library facility. The report can be accessed on the Library's website at: www.MontereyCountyFreeLibraries.org. For more information, please call the library at 659-2377.

FIRST SATURDAY SERIES—Hosted by the Friends of the Carmel Valley Library

March 1, 10:00 AM: **Laurie Petkus**—History and Contemporary Practice of Ranching in Carmel Valley.

April 5, 10:00 AM: **Larry Wilde**—The Great Comedians, in celebration of National Humor Month

CVHS: History & Technology

We are planning on sending out this newsletter by mail on a quarterly basis, along with monthly updates by email. To do that, we will need to collect our members email addresses. Please send us an email (to cvhs3@live.net) so we can capture your email address.

The newsletter as well as other information about exhibits will be posted on the website for easy access.

Recently, we have had inquires from people who found us online. One was seeking information about an old family home in Robles del Rio. They did not know the name of the street, but we were able to supply them with the address on Punta del Monte. Another was from Aghowle in County Wicklow, Ireland! They were seeking information on the Hatton family that emigrated to Carmel Valley. (See the article on William Hatton on Page 3.)

Carmel Valley Historical Society

77 West Carmel Valley Road
PO Box 1612
Carmel Valley, CA 93924-1612

(831) 659-5715

email: cvhs3@live.net

www.carmelvalleyhistoricalsociety.org

The History Center Hours

Fridays and Saturdays: 12:00-4:00

History Center Library Hours

Tuesdays: 10:00-12:00

You are invited to the CVHS Annual Business Meeting on Saturday, March 8, 4:00-6:00 pm, at the History Center. (Come earlier to visit the displays if you like.)

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