



## Joe Hitchcock's Early Life in Carmel Valley

By Elizabeth Barratt, CVHS Historian

In Joe's words, "I was born on the Old Hatton Ranch in Carmel Valley at 5:00 AM, January 9, 1881." As there were several areas known as the Hatton Ranch, he later explained that he was born in "the old St. John house, now the home of Mrs. Frank Hatton, that was located west of the Ed Meadows home." The home, and its cluster of ranch and dairy buildings, still exists at Carmel Valley Road, about three miles from Highway 1, perched on a slight rise across from the still-standing Hatton Upper Dairy barn (sometimes also called the Middle Dairy Barn). Joe reckoned the home's construction date as "sometime before the 1870s."

Joe recalled, "My first impression of dates is a date written in my father's handwriting, June 22, 1883, on the door of the house we first moved into when my father stocked the ranch with cattle for the Pacific Improvement Company under the supervision of Mr. William Hatton, for whom he worked in the lower Valley."

Following an 1886 move to a company house at Rancho Los Laureles, the family then settled in Hitchcock Canyon, where they lived until

Joe was age 14. Of those days, he wrote, "My mother would bring us down to the river where Rosie's Cracker Barrel is now located. On one of these treks our dogs ran across a sow with a litter of pigs. She was very vicious and attacked the dogs and naturally they ran toward us. Fortunately there was a tree by the side of the road and my mother lifted all five of us children into the tree and climbed out of danger until the old sow disappeared into the brush. Needless to say we made rapid footprints home."

Wild game was plentiful, with deer, mountain quail, valley quail and doves to provide family meals. "In the winter months when it was cold in the back country, we would get droves of wild pigeons that came to feed on the madrone and toyon berries, and if you were putting in your grain, they would follow along behind the sowing cart...It was necessary to have a

shotgun handy to drive them away and incidentally to provide pigeon stew for the workers." Work days were hard as well as long, especially during the plowing and haying season. At Rancho Los Laureles, except for one hay field on what is now River Ranch,

(See Joe, page 6)



According to his memoirs, Joseph Hitchcock, Jr. was born in 1881 in this home, located at William Hatton's Upper (sometimes called Middle) Dairy house. The photo shows Mrs. Frank Hatton with daughter Harriet in 1925. The house and barn still stand at Carmel Valley Road about 3 miles from Highway 1.

## A MESSAGE FROM CVHS PRESIDENT KIM WILLIAMS

The annual meeting of the Society on April 1st highlighted the many accomplishments of the previous year: our healthy financial status; introduction of two major exhibits: "Vintage Airfield Historic Marker" and "Good Eggs of Carmel Valley: 70 Years of Community Volunteers" in addition to several smaller exhibits.

We also completed the digitization of 868 editions (17,084 pages) of the *Carmel Valley Outlook* newspapers now easily accessed on our website. We catalogued the 400 plus legacy tiles displayed on the outside of the museum building and the 400 volumes in our library.

Also, two exhibits were mounted in the Carmel Valley Library's Art Gallery; volunteers staffed booths at the Fiesta, Garden Show, and Trail & Saddle Club Roundup; and UV film was installed on all windows to prevent yellowing and fading of exhibits.

We also published four *CVHS Historians* and monthly update bulletins to keep docents in-

formed about Society business.

At the meeting members voted to approve the proposed bylaw changes, a multi-year effort lead by CVHS Secretary Cherie Ohlson.

I am deeply grateful to the incredible board members and volunteers who have done so much in just one year.



Annual Meeting attendees enjoyed a talk on the Boronda family of Carmel Valley by CVHS Historian Elizabeth Barratt (far left).  
Photo by Jeff Ohlson

## VOLUNTEERS IN ACTION

The History Center's museum is not only fun for adults to visit but a great learning experience for children and it is often used for field trips



Docent Patty Armstrong (right) is pictured along with Tularcitos school teacher Michele Hoover and her 4<sup>th</sup> grade class.  
Photo by Jeff Ohlson

by local schools. To facilitate this, the language and content of the information and captions on exhibits are designed with schoolchildren in mind.

One such field trip was recently arranged by former Tularcitos School 4<sup>th</sup> grade teacher Patty Armstrong, now a CVHS volunteer and docent. Michele Hoover's 4<sup>th</sup> grade class from Tularcitos recently visited the History Center.

The students were first divided into pairs and each pair was given a clipboard, pencil, and a "Search and Find" worksheet created by Patty to find answers to 10 questions about various exhibits throughout the museum. Each paired team then viewed and studied all the exhibits on the worksheet. This process encourages the students to carefully examine and read all the information provided by each exhibit. After about an hour of exploring the museum exhibits, the students then sat on the floor and took turns sharing their answers.



## FINANCIAL REPORTS FROM THE ANNUAL MEETING

### BALANCE SHEET

	Dec 31, 21	Dec 31, 22
<b>Assets</b>		
Checking/Savings		
CHECKING Union Bank	20,555.73	24,824.95
INVESTMENT SERVICES Union Bank	45,078.86	45,078.86
SAVINGS - Deferred Maintenance	10,043.50	11,843.50
Total Checking/Savings	75,678.09	81,747.31
<b>Liabilities</b>		
Current Liabilities		
Payroll Liabilities	17.20	147.88
Long Term Liabilities		
CV Recreation & Park District	8,364.66	7,604.24
Total Liabilities	8,381.86	7,752.12

## INCOME & EXPENSES SUMMARY

January through December 2022

<b>Income</b>	
Donations	14,346.00
Grants	10,000.00
Dues	9,938.60
Fundraising Income	4,615.29
Total Income	38,899.89
<b>Expense</b>	
Events	162.44
Facilities	12,876.62
Fundraising Expenses	3,411.26
Marketing	697.99
Museum Collection	2,108.02
Newsletter (CV Historian)	4,540.99
Operations	7,219.38
Payroll Expenses	3,744.65
Total Expense	34,761.35
<b>Net Income</b>	4,138.54

## FINANCIAL CONTRIBUTIONS (Feb, Mar, Apr)

**General Fund:** Tom Augustitus, Larry & Harriet Busick, Wendy & Alan Crockett, Ray & Carole French, Carolyn Gray, Greg Henderson, William King & Judith Leavelle-King, Don Leach, Joseph MacDonald, Joy & Melvin Pritchard, Ruth Sigal, Sally Swanson, James Sweeney, Michael Taylor, Patricia Taylor & Kim Roberts, Peter Thomsen, Charles Wahle, May Waldroup, Christine & Kim Williams

**In Memoriam:** Amelia & Richard Franke in the memory of Frieda & Frank Bresk

## DONATIONS: DOCUMENTS, PHOTOS, ARTIFACTS, LIBRARY MATERIALS (Feb, Mar, Apr)

**Jim Asher:** Display table for the tule boat

**Joseph Hertlein:** Old editions of CV Magazine and related publications

**Marj Ingram-Viales:** Box of photos and negatives pertaining to the building of Mid-Valley Shopping Center: Paul Porter, Architect

**Olivia Millard:** 36 b/w photos of the Boronda Adobe taken by Robert K Byers in 1966; b/w portrait of Malcolm Millard

**Ann Notthoff:** 6 b/w photos: Berwick Barn, CV Golf Course by G. Ashby Short

**Eric Olson:** Featherbow Ranch Poster, late 1960s

**Josh Scheid:** May 1990 edition of CV Sun

**Karolyn Stone:** Village Affair collection of various programs, posters and ticket stubs

**Anna Williams:** Emily Martin Williams' vintage baby book, notations include: "born August 29, 1911 in Dr. McAulays Sanitarium, Main Street Monterey, daughter of Anna Hatton and Will Martin"; Vintage book Night before Christmas inscribed: "Emily Hatton from Grandma Hatton Christmas 1915"

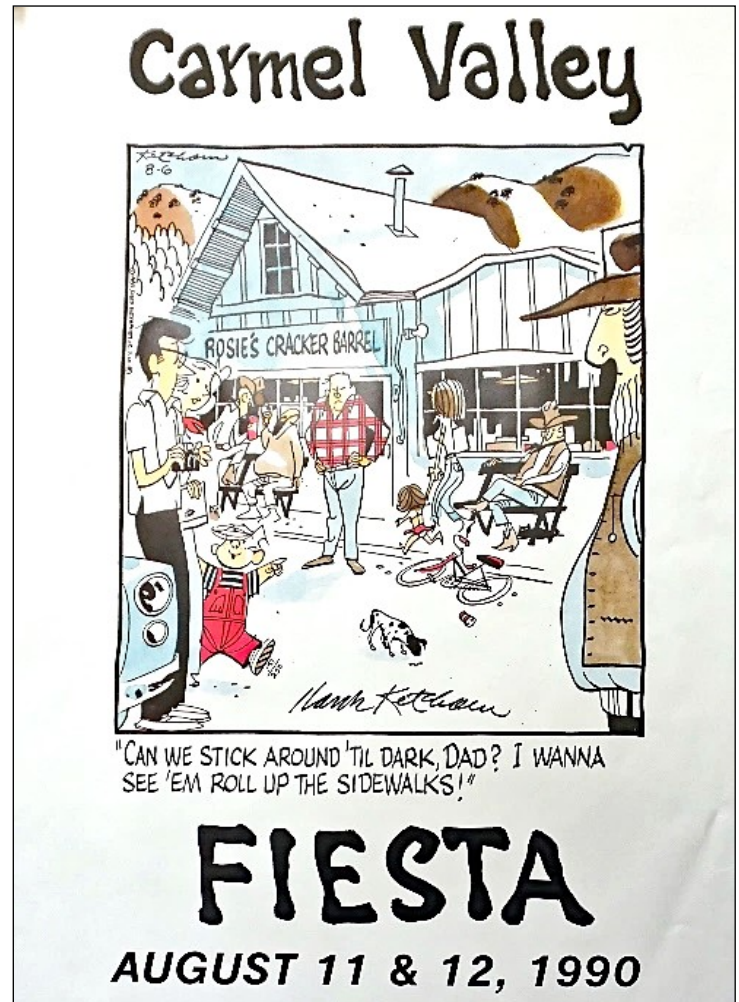
**Kim Williams:** 2 antique brass firehose nozzles and couplings; parcel maps of Robles del Rio subdivision

## The Carmel Valley Fiesta — A Tradition Kept Alive

By Jeff Ohlson, CVHS Historian

The Carmel Valley Fiesta, annually held on the first full weekend in August, has a fascinating history. Originally called the ***Fiesta de los Amigos***, meaning “friends’ party” in Spanish, it was a lively community event that relived the early Spanish traditions of colorful music, dance, and song.

It was first held in Carmel Valley in 1949, and then held annually during the 1950s and 1960s. It was discontinued in the late 1960s. Years later, the community tradition of the *Fiesta de los Amigos* was reestablished during Carmel Valley’s 1989 Centennial celebration. Since then, the Kiwanis-sponsored ***Fiesta*** celebration has been held each year except in 2016 and 2020 – the years of the Soberanes Fire and the COVID-19 pandemic lockdown.



This poster was drawn and autographed by famous local cartoon artist Hank Ketcham to commemorate the reestablishment of the Carmel Valley Fiesta in 1990. Mr. Ketcham was in turn honored as the Fiesta parade’s grand marshal.

The theme for the inaugural 1949 Fiesta was “Old Timers of Carmel Valley” to honor the Valley’s earliest settlers. The festivities were also fashioned after early-day Spanish friendly hospitality when homes were opened for guests and visitors to receive greetings and good cheer.

Event goers were urged to wear costumes of the good old days to further enhance the atmosphere of the festivities. Featured were a judged beard-mustachio contest, amateur and professional artist displays, and vending booths resembling a



south-of-the-border marketplace. A large community barbeque was put on in the late afternoon followed by a moonlit dance in the evening.

During the day, there was a parade through the Village. Gymkhana events were held too, where horses and riders competed for best horsemanship prizes.



The 1990 photo above captured a moonlit dance around a wood fire during the *Fiesta*'s festivities held at the Holman Guest Ranch located just east of Carmel Valley Village.

These photos show skits performed at Holman's Guest Ranch that for many years hosted the *Fiesta de los Amigos* as a fund-raising event for the Carmel Valley Women's Club. Other venues in the Valley participated, including the Carmel Valley Trail & Saddle Club.

The photo at right shows two mannequins that were part of the *Fiesta* festivities held at Holman's. In 2018, these mannequins were donated to the Historical Society. After a mannequin-naming contest, they were named "Frank" and "Joe", and now greet visitors at the History Center Museum where they are especially enjoyed by children. 🏠



## MORE VOLUNTEERS IN ACTION



Marj Ingram Viales (left) and Jane Chaney sort through thousands of photo and negatives from the George T.C. Smith collection.

Marj Ingram Viales and Jane Chaney meet once a week at the Carmel Valley History Center to sift through thousands of black and white negatives and photos taken by local photographer George T.C. Smith. With his newspaper and portrait work, he left an historically significant visual record of Carmel Valley life from the 1940s through the 1970s.

Marj donated the collection to the Carmel Valley Historical Society in memory of Jack & Margaret Nielsen and George T.C. Smith.

(Joe from page 1)

the rest of the hay fields were located on the north side of Carmel Valley Road. According to Joe, "Enough hay was raised to fill a huge barn down at the Boronda Adobe and another across from the Los Laureles Ranch house, besides large stacks of it in the hay field which is now the airstrip in the Village."

The Pacific Improvement Company employed range riders, teamsters, a horse breaker, a blacksmith and milkers. "It was quite a chore [for the milkers] especially when the cows were fresh and had a lot of good green feed to browse on," he noted. The workday for men generally included feeding and watering the stock starting at 5:00 AM. "You could hear the cowbells as the milker did his hand milking," Joe wrote. "Each milker had a string of 25 cows which took about two and one-half hours. Milking, as well as other chores, was interrupted about six o'clock for a hearty breakfast. After, each man went again to his tasks, the milkers to their stools, the teamsters to their wagons or plows and the vaqueros to their broncos."

Before Joe started Tularcitos School, his father taught him the alphabet, how to read three-letter words, and how to count. Joe described the first Tularcitos School as located, "at the corner of the field where the Laureles Grade leaves the Valley Road," (site of today's Bernardus Lodge). School discipline was strict, and misbehavior was met with further punishment after the student arrived home.

Comforts at school were few. Everyone had a chore. Students went into the fields to gather wood for the cast iron stove. With no running water, they brought a pail to the watering trough. "Hanging on the wall was a long-handled dipper, a horn comb on a long chain, a roller towel and a basin." When Joe was 12, the Tularcitos School site was relocated to a new structure situated near the entrance to today's Stonepine Estate.

When not in school, children sometimes helped with seasonal roundups. "If there was cattle to round up, each man took one of us boys. Other times we were assigned to help the blacksmith

shoe horses or sharpen plow shares. Sometimes we might have to go to town with a four-horse wagon-load of cheese or butter. At other times, a thousand or fifteen hundred head of cattle, mostly cows and calves, had to be driven to the stubble fields in Salinas. Those were happy days, even for children, as we would be able to sit around the chuck wagon and campfire and share in the experiences of the adults."

During wet, cold weather, household store-rooms were filled with flour, coffee, lard, beans, potatoes, garlic, onions, medicinal herbs in case of illness, and plenty of kerosene for oil lamps. Dried venison, a barrel of corned beef, home cured hams and bacon were kept in a dry place. Fish were plentiful when the river ran with steelhead.

Social activities occurred at intervals. "Our friends and neighbors had fun with very little. The only musical instruments people had were the harmonica, guitar, banjo, fiddle, or accordion. My father played the accordion and one time he was to play for a dance at the Gerard Ranch. He was paid fifteen dollars for it. That was about a half-month's pay at that time." After the Carmelo Athletic and Social Club was built at Mid-Valley, dances, social events and community gatherings were held in the building.

On such occasions, to summarize those warmhearted, long-ago times, Joe quoted the opening lines from one of his favorite poems, *The Beauty of Old Sorrows*, by Anderson M. Scruggs. "It starts, 'All things are beautiful when passing time impels the lips to whisper, 'Long Ago.' The two opening lines I would repeat since those of us who are products of long ago were molded by the simplicity of the era. Our holidays and entertainments were products of the communities where they were held." 🏠

*Joe Hitchcock was a Carmel Valley old-timer descended from the area's earliest pioneers. His columns appeared in the Carmel Valley News and the Carmel Valley Outlook 1948-1968.*



## The White “Barn” Seeking a New Home

### By Kim Williams, CVHS President

Sitting at the entrance to Robinson Canyon Road is a white barn-like structure that was completed in 1895 by the “Carmelo Athletic and Social Club.” The building and the small parcel it sits on is currently owned by the Carmel Unified School District. The district wants to dispose of the property. We are working with The County of Monterey (which is interested in acquiring the land but not the building) to find a way to make sure this wonderful building from our past can be preserved.

The first step is to find a suitable property with easy access and space for parking. We need to identify properties where the approximately 2,000 square foot building could again be used as a community gathering place, an event center, museum, classroom, or for some other purpose.

Then is the question of raising the money to get it moved and rehabilitated. 🏠

Contact CVHS President Kim Williams at [cvhspresident@gmail.com](mailto:cvhspresident@gmail.com) with suggestions for relocation or to express interest in helping to preserve this wonderful building.



The Carmelo Athletic and Social Club (The Barn) is located on a very small parcel with awkward and unsafe access.

Photo by Google Streetview



The building is currently located just east of Mid Valley and the Farm Center at the entrance to Robinson Canyon Road.

Map by MapQuest



#### The Carmelo Athletic and Social Club

By Elizabeth Barratt, CVHS Historian

Sitting at the entrance to Robinson Canyon Road, the white mini-barnlike structure has seen a series of occupants since it was completed in 1895. Situated opposite the Farm Center, the building was intended as a convenient gathering spot for residents of both the lower and upper portions of Carmel Valley.

1894 (according to a July 5, 1956 article in the Monterey Peninsula Herald) report that the families were seeking funding to complete a hall for dances and gym activities such as boxing matches. The property itself, originally owned by the Berwick family, was later sold to the club membership for a dollar.



The Carmelo Athletic and Social Club, built in 1895, as seen in the pre-Farm Center Days  
(Photo courtesy Pat Hathaway, California Views.)

For decades, the Carmelo Athletic and Social Club served as a place for town hall style meetings, holiday celebrations, birthday parties, dances and grange meetings. The original membership listed names from the Valley's early pioneer families: Martin, Snively, Meadows, McDonald, Wolter, Feliz, Stewart, Hitchcock and Berwick, among others.

Club minutes dating from November 19,

Before the club was built, according to Carmel Valley old-timer Joe Hitchcock, dances were held in someone's home or at the Carmelo School. After the proposed social center was organized, local Carmel architect Delos Goldsmith was hired to design the structure. The Stewarts, Martins and Berwicks oversaw the construction, with a number of other Valleyites pitching in to complete the project.

(See Carmelo, page 7)

The Carmelo Athletic and Social Club was featured in the December 2019 edition of the Carmel Valley Historian. The newsletter is available at [carmelvalleyhistoricalsociety.org](http://carmelvalleyhistoricalsociety.org).

## Carmel Valley Historical Society



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### History Center Museum

77 West Carmel Valley Road

**SATURDAYS 1-4**

**SUNDAYS 11-2**

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## UPCOMING EVENTS

Saturday and Sunday August 5-6

### Carmel Valley Fiesta

In the park **and** at the History Center: 10 AM to 4 PM

Saturday, December 9

**CVHS Annual Christmas Party and  
10th Anniversary Celebration of the Opening of the MUSEUM**  
4:00-6:00 PM at the History Center

## RANCHING EXHIBIT



Junior Docent Juliette Jones in the saddle.



Docent Sue Pius points out the the new information board created by Curator Jeff Ohlson.