

# The Heritage Society of Pacific Grove NEWSLETTER

*Dedicated to Maintaining the Beauty and Individuality of Pacific Grove*

Volume 11, Issue 3

April 2011



## Good Old Days Are Here Again

Pacific Grove's annual spring festival, "Good Old Days," will return to downtown on the weekend of April 9-10. The Heritage Society will have an information booth at the event, featuring displays of some of our treasures from the Barn. Knowledgeable members will be on hand to answer questions. As always, our booth will be located in the Bank of America parking lot at the corner of Lighthouse Avenue and 16th Street.

The Heritage Society will also offer three walking tours of Pacific Grove, two on Saturday and one on Sunday. Sign-up sheets and information will be available at the booth.

Good Old Days is one of Pacific Grove's most popular traditions. Attractions include a parade on Pine Avenue, beginning at 10:00 a.m. on Saturday (look for our historic station wagon). A variety of arts and crafts booths will be arrayed on Lighthouse Avenue in the shopping district, along with a number of food vendors offering tempting treats. And, of course, our local shops and restaurants will be open for your pleasure. This event is always fun for the entire family!

## 2011 Board Elections Held

Members in attendance at the Heritage Society's annual meeting on February 20 elected three new members to the board of directors, and elected two incumbents to new terms.

New board members are Jeanne McCombs, James Newhall Smith and Marilyn Schultz. Re-elected were Jim Hogan and Carrol Patterson. Board members serve three-year terms.

At its February meeting, the board accepted the resignation of board member Craig Riddell and elected Robert Rapp to serve the remaining year of Riddell's term. The board also elected officers for 2011: President Steve Honegger, Vice President Dennis Tarmina, Secretary Donna Stewart, and Treasurer Don Beals.

## Members Turn Out for Annual Meeting

Heritage Society members turned out on a sunny Sunday afternoon for the organization's annual meeting on February 20. The meeting was held in the beautiful Dodge Chapel Auditorium at Asilomar Conference Grounds in Pacific Grove.

Board President Steve Honegger thanked departing board members Darlene Billstrom and Craig Riddell for their service and participation, and presented the nominations of new and returning board members (see "2011 Board Elections Held," this issue). Society Secretary Donna Stewart invited members to apply to serve on the board, and said there was one more position to fill.

Mr. Honegger thanked several members for their contributions: Alyce Thompson for holding Ketcham's Barn open to the public on Saturdays, Mary Fobian for her work as the Society's historian, and newsletter editor Jean Prock.

Dennis Tarmina gave an update on the progress of the restoration of the Point Pinos

## Calendar

### MARCH

#### HERITAGE HOUSE AWARDS NOMINATIONS

Due March 25

See [www.pacificgroveheritage.org](http://www.pacificgroveheritage.org) for details

#### "ARCHITECT'S VIEW OF CARMEL" LECTURE

Carmel Park Branch Library  
March 28

#### "CASA AMESTI & CASA BLANCO" LECTURE

Pacific Grove Museum  
of Natural History  
March 28

### APRIL

#### GOOD OLD DAYS

Pacific Grove Downtown  
April 9-10

### MAY

#### CALIFORNIA PRESERVATION CONFERENCE

Fairmont Miramar Hotel,  
Santa Monica  
May 15-18

#### ANNUAL HERITAGE HOUSE AWARDS CEREMONY

Pacific Grove Museum

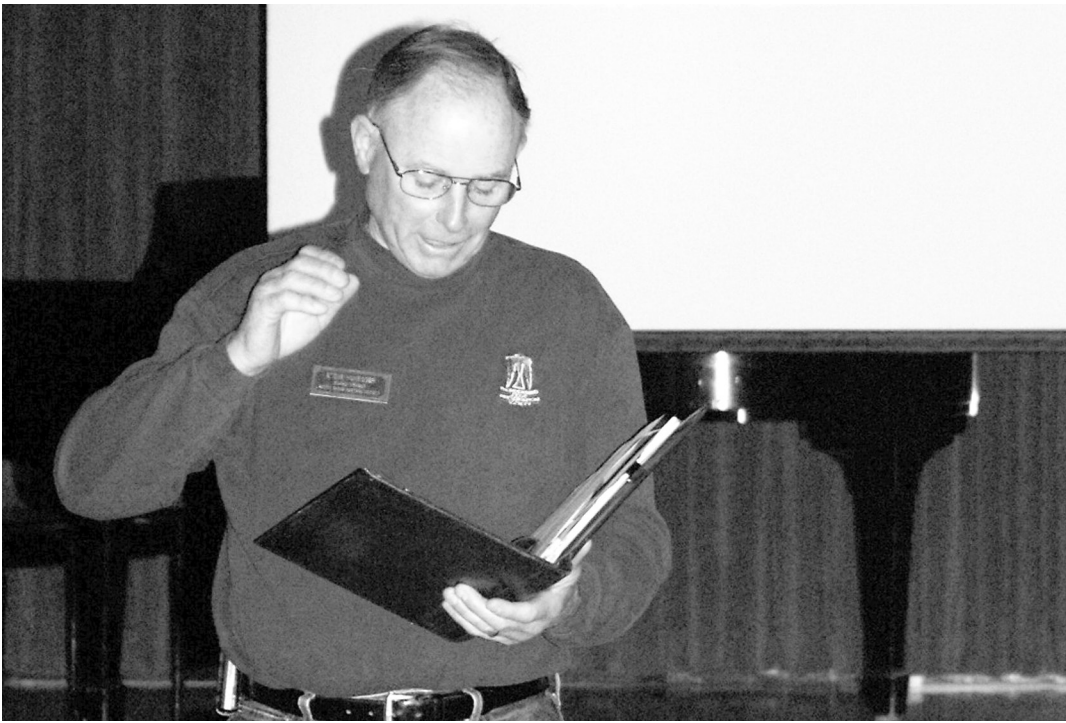
of Natural History  
May 20

### Support the Heritage Society Thank You!

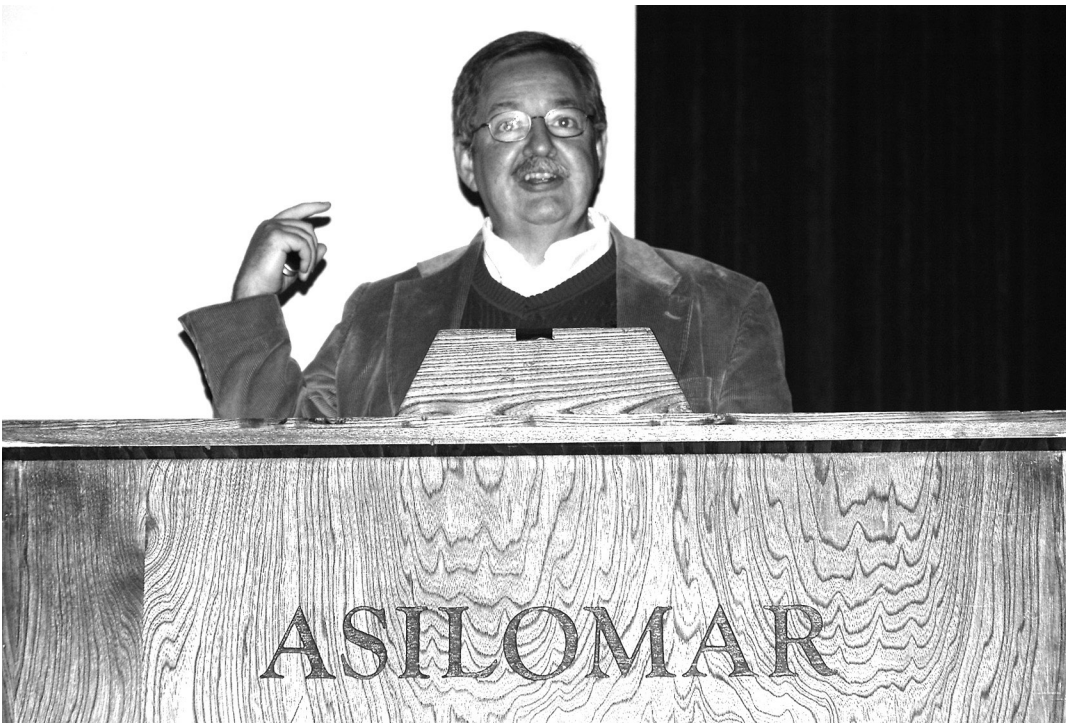
Paul Finnegan  
Bill Whitney  
already have

Lighthouse, which is on the National Register for Historic Places. The first priority has been to stop leaks that were damaging the internal structure. An all-volunteer work force has been replacing windows and sealing inside

# Pacific Improvement Company Topic of Talk



*President Steve Honegger opens the meeting. (photo by Tony Prock)*



*Neal Hotelling gives Annual Meeting keynote speech. (photo by Tony Prock)*

Neal Hotelling, historian, lecturer, preservationist and author of books and articles about Pebble Beach, John Steinbeck and other topics, was the speaker at this year's Heritage Society Annual Meeting. His talk, "Pacific Improvement Company in Pacific Grove," traced the involvement of the company in the development of Pacific Grove.

The land that later became our town was part of Rancho Punta de Pinos, a 2,691.4-acre rancho granted to Jose Armenta in 1833. When Commander Sloat claimed the area for California (1846-50), the United States government appropriated the 25 acres now occupied by the lighthouse. Armenta's land was sold several times, finally coming into the possession of David Jacks, who bought 30,000 acres in the Monterey area in 1859. Jacks leased some of his land to the Chinese people who had a fishing village on the shore. In 1874 a Methodist minister created the Retreat Association to fulfill his dream of a retreat in the PG area, on land bought from Jacks in 1880. The Retreat Association opened the Hotel Del Monte and the scenic 17-Mile Drive for tourism in 1881.

The Pacific Improvement Company (PIC) was created by the "Big Four" men of California history, Mark Hopkins, Leland

surfaces. Complete restoration of the lighthouse could cost anywhere from \$500,000 to \$1.5 million. Grant funds are being sought, and the Heritage Society recently donated \$2,000 toward the effort. All the money goes directly to the project, not to administrative

costs. Mr. Tarmina said additional donations from Society members would be welcome.

Local author and historian Neal Hotelling was the speaker for the event, giving a talk on the influence of the Pacific Improvement Company on

Pacific Grove's development (see "Pacific Improvement Company Topic of Talk," this issue). Mr. Hotelling entertained questions from the audience afterward.

Many thanks to everyone who made the annual meeting a success.



Stanford, Collis Huntington, and Charles Crocker. The PIC handled infrastructure and financial matters for the Pacific Grove retreat area while the Retreat Association handled social matters. The PIC built Chautauqua Hall in 1881, built the reservoir and the bathhouse, and built the PG Hotel in 1887. Charles Crocker built a railroad to the Monterey area, and a railroad station opened in PG in 1889. Pacific Grove became a city that same year.

Pacific Grove property was much in demand. A.D. Shepard, PIC manager, bought lots above Lighthouse Avenue and sold them. In 1913 PIC donated 30 acres to the YWCA to build Asilomar; architect Julia Morgan, the first woman civil engineering graduate at the University of California in Berkeley, designed the buildings.

Shepard was later replaced as manager by Samuel F.B. Morse, who had been hired to liquidate PIC holdings. Civil engineer and landscape expert Mark Daniels worked with Morse to design Pacific Grove's beach tract. Hotelling ended his talk at 1917, when Morse tore down the PG Hotel, replacing it with the Lodge at Pebble Beach.

### Shop Our Website

Help support the Heritage Society by shopping at two websites linked to ours. Café Press offers clothing and items for home or office decorated with images of PG buildings by artist Les Ellis. At Shop for Museums, vendors will make donations to the Heritage Society when you buy. To access these sites, go to [www.pacificgroveheritage.org](http://www.pacificgroveheritage.org), click on Events & Activities, and scroll to the bottom of the page.



*Fort Ord soldiers share a beer. (photo courtesy of Lenora Bean)*

## Lecture on Seaside and Fort Ord Interests Audience

**R**acial Beachhead: Diversity and Democracy In a Military Town," a lecture by Stanford University professor Carol Lynn McKibben, fascinated an audience of over 100 people on the evening of February 20. Dr. McKibben traced the development of Fort Ord and Seaside, explaining how their connection created a diverse community that has enjoyed unusually harmonious race relations.

Fort Ord was established in 1917 and closed in 1994, but World War II and the postwar decades were its key years. John Roberts, founder of the

city of Seaside, had persuaded President Teddy Roosevelt to establish a military training base there. The city became a multi-ethnic community with the arrival of new residents during the Depression. The war quadrupled Seaside's population because of increased activity on the military base and in defense industries. By the time the war had ended, Seaside was a military town.

In the postwar years, when racial discrimination was rampant in other parts of the country, Seaside's residents were experiencing a new way of living and working together. By outlawing racial segregation and mandating equality on base, the military provided a model of integration that carried over into the city of Seaside. Fort Ord was designated a "compassionate base" where racially mixed marriages—such as unions of soldiers with "war brides" from overseas—were tolerated.

Japanese-Americans, returning from detention camps like Manzanar where they were held during the war years, found Seaside a welcoming place to live. Higher-ranking African-American officers often retired to Seaside.

Minorities were incorporated into the governance of the city, with individuals of all races elected and appointed to positions of power in local politics. African-American officers' wives gained prestige in the community and became effective leaders and activists. Coalition building took place, and when Latinos began arriving in significant numbers, the community made the effort to include them both socially and politically. As times and demographics change, Seaside retains its legacy of diversity and tolerance.

The lecture was the first in the Heritage Society's 2011 lecture series. Plans are underway for additional lectures this year.

## New Members Join at Lecture

The Heritage Society's February lecture, "Racial Beachhead: Diversity and Democracy in a Military Town," attracted new members to join the Society and existing members to renew their memberships. Attendees were offered one-year memberships with their admission fees. Welcome to the following members who joined at the lecture:

Diane Belanger, Christina Vincent and Mike Cappetti, Marie and Jim Colbert, Walter Holz, Michele Horne, Jim Johnson, Nolan Kennedy, Betty Lauritsen, Steven Levinson, Margie and Gary McLaughlin, Susan and Alan Murphy, George Station, Dee Van Donselaar, David Wemyss.

Apologies and welcome to anyone we may have missed.

Membership Count:  
**1407**

## Upcoming Events Elsewhere

**"An Architect's View of Carmel,"** March 28 at 6:00 p.m., Park Branch Library, 6th and Mission, Carmel. How are Carmel's buildings different from the rest of the Monterey Peninsula and why is this the case? Join architect Brian Congleton as he looks at the history of building in Carmel and discusses the importance of maintaining diversity in architecture. Free and open to the public. Seating is first come, first served.

**"Frances Elkins At Home at Casa Amesti and At Work at Casa Blanca,"** March 28 at 7:00 p.m. at Pacific Grove Museum. This lecture is part of the Alliance of Monterey Area Preservationists (AMAP) meeting and is open to the public at no charge. AMAP will also give its Preservationist of the Year Award that night to John and Carole O'Neil for their work on the Point Sur Lighthouse. Refreshments will be served.

**"Preservation On the Edge," 2011 California Preservation Conference,** May 15-18, Fairmont Miramar Hotel, Santa Monica, California. Issues facing California's historic, cultural and natural resources. Registration \$230 for members, \$270 non-members. For information visit [www.californiapreservation.org](http://www.californiapreservation.org). For a brochure, call 415-495-0349.

## Public Input to State Preservation Plan Sought

The California Office of Historic Preservation is seeking input from the public about issues and goals for an updated version of the Statewide Historic Preservation Plan for California. A "listening session" will be held on Tuesday, March 29 from 6:00 to 8:00 p.m. at Pico House at El Pueblo de Los Angeles Historic Monument, 424 North Main Street, Los Angeles.

### Newsletter Staff

#### Editor

Jean Prock

#### Typesetting

A Volunteer

#### Contributing Editors

Don Beals

Steve Honegger

Carrol Patterson

Maryanne Spradling

Donna Stewart

Send your submissions to:

Jean Prock

The Heritage Society  
of Pacific Grove

P.O. Box 1007

Pacific Grove, CA 93950

[www.pacificgroveheritage.org](http://www.pacificgroveheritage.org)

[info@pacificgroveheritage.org](mailto:info@pacificgroveheritage.org)

If you are interested in attending, please RSVP by calling (916) 445-7000 or [emailcalshpo@parks.ca.gov](mailto:emailcalshpo@parks.ca.gov). For more information about the State Plan update, and to view the existing version (circa 2006), visit [www.ohp.parks.ca.gov/stateplan](http://www.ohp.parks.ca.gov/stateplan).

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P.O. Box 1007  
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