

Early Days at Pebble Beach

by Neal Hotelling

April - June 2013

While today many of us enjoy living at Pebble Beach year round, for the earliest homeowners it was mostly a summer getaway. The William Lee Hathaway family of San Francisco was one of the earliest to regularly make the gossip columns beginning in 1914 for escaping to, and entertaining at, their lovely summer home in Pebble Beach. Their home, immediately west of The Lodge, was later known as *Canary Cottage*. Hathaway, raised in the Pacific Northwest, became associated with the Mutual Life Insurance Company of New York in 1892 at the age of 25. He was put in charge of West Coast operations at San Francisco in January 1906, and is largely credited with transforming the system of insurance agents still used today. His connection with the Eastern firm was also responsible for attracting many millions of dollars used to finance the rebuilding of San Francisco after the 1906 earthquake.

Among the other notable early homeowners that rarely made the columns were artists Chris Jorgensen (1860-1935) and Detlef Sammann (1857-1938). Sammann was German born and immigrated to New York in 1881 and California in 1898. He was based primarily in Pasadena until he "retired" to Pebble Beach in 1912. Here he painted more casually and exhibited at the Del Monte Gallery. His home was further west along the cove from Hathaway, nearer Pescadero Point. He left Pebble Beach in 1921 to return to Germany. Jorgensen had a studio in Yosemite much of the year. Earlier he built a home in Carmel (transformed to today's La Playa Hotel) before moving to Pebble Beach and building his home near the site of today's post office.

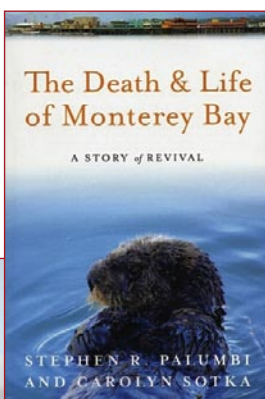
By 1919, when Samuel F. B. Morse formed Del Monte Properties Company and began transforming the development, there were only 17 homes at Pebble



Evening Rays-Del Monte Forest - Detlef Sammann

Beach. Three were added in 1919, 11 in 1920, and 10 more in 1921. While the 1920 U.S. Census showed eight owner-occupied residences in January, a December 1921 company report showed that other than company employees and caretakers, there were only three year-round residents. **Raymond Austin James** (1885-1960) was a home building contractor who showed on the 1920 Census as living with his parents, Harry C (b. 1856) and Mary (b. 1858). Photographer **Martha Ewing Newcome** (1870-1959) was the Ewing of the celebrated Washington D.C. studio of Harris & Ewing. She purchased two lots above what is now the 14th tee of Pebble Beach Golf Links when her partner bought her out in 1915. The home she built was known as *Sunset Hill*. **Llewelyn Arthur Nares** (1860-1939) was in banking in England and Canada before moving to California's central valley and becoming a land speculator (Lanares, CA was named for him). As president of the Consolidated Canal Company he had been an associate of Morse during Morse's earlier role as manager of the Crocker-Huffman Land and Water Company at Merced.

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Dr. Stephen R. Palumbi, PhD

**Current members
of the Del Monte
Forest Property
Owners are invited!**

*Semiannual Meeting
Inn at Spanish Bay
Sunday, May 19th
2:00 - 4:00 p.m.*

Dr. Stephen R. Palumbi PhD, is director of the Hopkins Marine Station in Pacific Grove and a marine biologist at Stanford University.

Dr. Palumbi will speak about the book *The Death & Life of Monterey Bay* that he coauthored with

Carolyn Sotka MA. "This story of revival is the biography of a place and the residents who reclaimed it. Monterey is thriving because of an eccentric mayor who wasn't afraid to use pistols, axes, or the force of law to protect her coasts. It is because of fishermen who love their livelihood, scientists who are fascinated by the sea's mysteries, and philanthropists and community leaders willing to invest in a world-class aquarium."

A reception immediately follows the meeting with complimentary food and a glass of wine or other beverage.



Remembering Forester Steve Staub

The Del Monte Forest Conservancy and the residents of Pebble Beach suffered the loss of a dedicated and knowledgeable forester, Steve Staub, in November 2012 after a one year battle with mesothelioma.

Steve began his forestry career in 1977. He was both a certified arborist and a registered forester. The Conservancy became acquainted with his talent and ability as a forester when he was hired as a consultant in 1993. Steve's knowledge and communication skills led to the Conservancy's dependence upon his expertise. He was arguably one of the best local experts on the area's native forest.



Steve assisted the Conservancy in preserving its scenic easements and properties throughout the forest. He will be remembered as a great teacher and mentor extremely dedicated to his profession. Steve leaves behind a wonderful legacy of stewardship and will be missed by all who knew him. His work for DMFC is being continued by long-time associate Bill Vaughan, and Dylan Windt who has recently worked extensively with Steve in the Forest.

"Earth equilibrium is defined as a good life where people and nature exist in balance with each other and not at the expense of each other." Steve epitomized this to the fullest.



Martha Newcome's home, Sunset Hill, provided a commanding view of golfers and Carmel Bay - Julian P. Graham/PBC Lagorio Archive

Others on the 1920 Census included **Jorgensen** (who summered at Yosemite) and **Sammann**, who had left by the end of 1921, but was likely a year-round resident until then. There was also **Lewis B. Thomas** (1892-1959) and wife Frances, he a surgeon. **Fred Ruhl** (1876-1961) was a building contractor who had been a building superintendent for Pacific Improvement Company. **Valerie Beatty** was living in their home on five acres above Stillwater Cove with her niece. Her husband, William, may have been taking care of business in Chicago, where he headed Austin Manufacturing Company.

Lady Teazle's gossip column in the San Francisco Chronicle of 6-May-1921 gives a clue to the eclecticism of other early home owners. Among those referenced as headed to Pebble Beach to open their summer homes were Louis Hill of St. Paul, Dan Murphy and Fred Flint of Los Angeles, George T. Cook of Kansas City, Alvah Kaime of Santa Barbara, Colonel J. Hudson Poole and S. C. Fertig of Pasadena, David Low and E. E. Chase of San Jose, and Sarah Parke of Detroit.

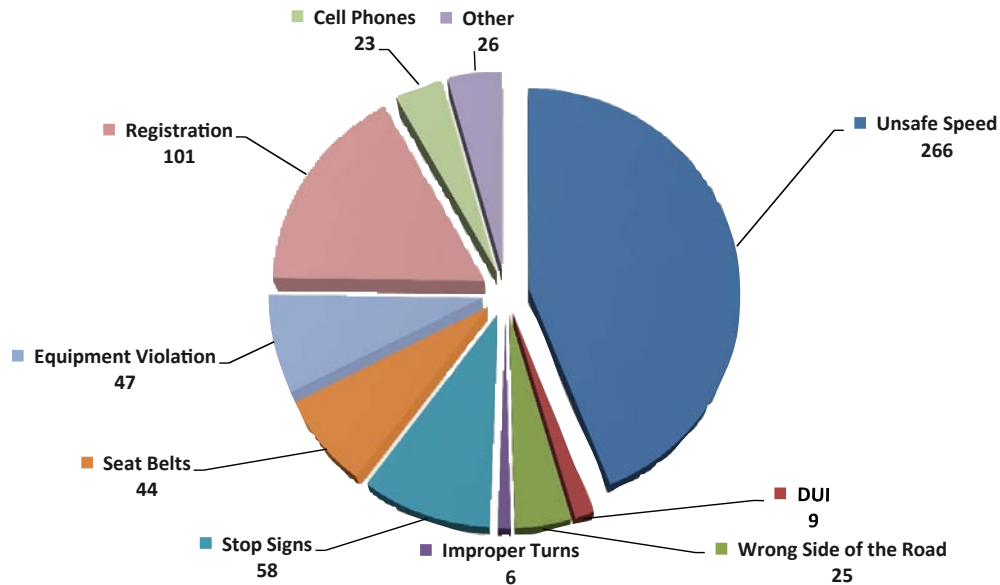
A little sleuthing in history reveals that: **Hill** (1872-1948) was president of the Great Northern Railway and owned most of the hill above Pescadero Point. **Murphy** (1855-1939), had earlier worked for the Central Pacific RR and helped transform Needles into a real town. Investments led to his becoming

president of the Portland Cement Company, and he made a fortune in oil speculation. He was generous with his funds, especially with the Catholic Church, and in 1931, Pope Pius XI titled him Commander of the Equestrian Order of the Holy Sepulcher. **Flint** (1872-1958) was a major real estate developer in Los Angeles. They bought a few acres west of The Lodge above the cove. **Cook** (1871-1945), like Murphy, had earlier worked for the railroad, but made his fortune in manufacturing as president of the George T. Cook Nut and Bolt Company. The above had all been associated with Morse's predecessor, A.D. Shepard (1852-1925), an executive with the Southern and Central Pacific railroads for many years before serving as general manager of the Pacific Improvement Company from 1902-1915.

Kaime (1897-1937), was a relative youngster and newlywed to San Francisco debutante Alejandra Macondray. He had been raised in Santa Barbara, where his father sold insurance. Alvah, was a Yale graduate and oil speculator. **Poole** (1878-1940) was a retired marine officer that became the principal of the Buena Vista Plantation in the Philippines. His home, *Villa Hebe*, was designed by Lewis Hobart. **Samuel Coldren Fertig** (1883-1971) ran National Oil, formed by his father John Fertig when he hit oil in Titusville, PA in 1859. **Low** (1872-1952) was a partner and General Manager of the Pratt-Low [fruit] Cannery. **Elmer Ellsworth Chase** (1861-1939) had been Mayor of San Jose from 1916-1918. In 1919, he and Edmund Richmond formed the Richmond-Chase [fruit packing] Company in San Jose. **Sarah Parke** (1861-1937) was the daughter of druggist Hervey Parke, who partnered with George Davis and formed the Parke-Davis pharmaceuticals company in 1869.

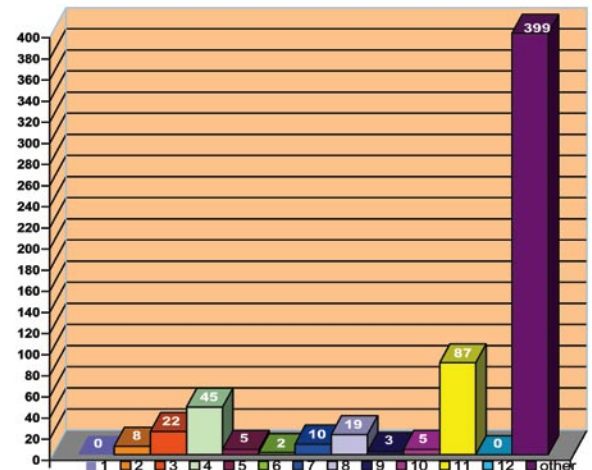
The population of Del Monte Forest continued to grow, and by 1925 there were more than 70 homes, with the number exploding in the late 1920s following the opening of Monterey Peninsula Country Club. But in the early days it was a small, diverse group of mostly seasonal residents centered near The Lodge that comprised the property owners of Del Monte Forest.☞

Citation Breakdown (One Year Period) January 1 to December 31, 2012



Number of Citations by Location (One Year Period) January 1 to December 31, 2012

1. Ronda Rd. at the intersection with Spruance Rd.
2. Sloat Rd. at the Mestres Dr. intersection, across from 3088 Sloat Rd.
3. Sloat Rd. at the Wranglers Trl. intersection, across from 2943 Sloat Rd.
4. Forest Lodge Rd. near Majella Rd. between 2833 and 2846 Forest Lodge Rd.
5. Stevenson Dr. near Bird Rock Rd.
6. Sunridge Rd. in front of 4142
7. Crespi Ln. near Del Ciervo Rd.
8. Forest Lake Rd. near Bristol Curve across from 3175
9. Ortega Rd. near Rancho Rd. to the right of 1062
10. Bird Rock Rd. near Colton Rd. across from the entrance to the reservoir
11. Lopez Rd. near Congress Rd.
12. El Bosque Dr. in front of 4138
13. Other Locations



2012 Calls for Service Beat Area: 6Z-DMF / Pebble Beach

MONTH:	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	TOTAL 2012	TOTAL 2011
False Burglar Alarms	26	24	30	30	21	22	23	32	22	23	22	19	294	248
Disturbing the Peace	2	1	2	2	3	3	9	2	2	2	3	3	34	36
Burglary	1	0	3	3	7	3	5	2	6	5	1	4	40	32
Thefts	0	2	1	1	1	0	1	0	3	6	0	2	17	34
Vandalism/Malicious Mischief	0	2	4	0	1	0	1	1	1	2	0	1	13	7
TOTALS 2012	29	29	40	36	33	28	39	37	34	38	26	29	398	
TOTALS 2011	24	33	39	35	22	43	16	37	22	36	19	31		357

Source for top two reports: California Highway Patrol for Pebble Beach Community Services District; Bottom report: Monterey County Sheriff's Office for DMFPO Traffic & Safety Committee

Residences with alarm systems and/or dogs are significantly less likely to be burglarized.

Emergency

Threat to life or property (Sheriff, Ambulance, Fire)	9 1 1
Sheriff's Office non-emergency	647-7702
Dispatch (24 hour)	647-7911
Go to http://joinmcso.com/theft.htm for past-tense crime reporting forms	
California Highway Patrol (CHP) non-emergency	796-2130
California Dept. of Forestry & Fire Protection (CALFIRE) non-emergency	375-4204
Community Hospital of the Monterey Peninsula (CHOMP):	
General Information	624-5311
Emergency Room	625-4900
Poison Control Center	1-800-222-1222
Go to http://pbcscd.org (for emergency preparedness information)	

Organizations

Del Monte Forest Property Owners (DMFPO)	373-1618
Del Monte Forest Conservancy & Open Space Advisory Committee	373-1293

Pebble Beach Company Business Offices

Architectural Review	647-7500
Community Affairs	625-8455
Forestry / Ecology	649-7651
Guest Clearance / Gate Passes	625-8414
Resident Services (emblems, passes)	624-0123
Road Maintenance	625-8426
Security Dispatch / Patrol	625-8414
Security Dispatch / Patrol	624-6669 or 625-8428

Services/Utilities/Newspapers

Pebble Beach Community Services District (PBCSD)	373-1274
Monterey County Offices:	647-7600
Animal Control	769-8850
Planning & Building Inspection & County Code enforcement	755-5025
Ombudsperson (community issue mediation)	755-5025
Marine Mammal Center (to report stranded / sick marine mammals)	633-7800
SPCA	373-2631
US Post Office - Pebble Beach 93953	624-3016
AT&T	1-800-310-2355
California-American Water Company	646-3287
Carmel-Marina Corp. (trash removal)	384-5000
Comcast	1-800-945-2288
Pacific Gas & Electric.....	1-800-743-5000
Monterey County Herald Newspaper	372-3311
Carmel Pine Cone Newspaper	624-0162
Monterey County Weekly Newspaper	394-5656

School and Church

Robert Louis Stevenson School.....	625-8300
Church in the Forest	624-1374

Other

office@dmfpo.org <http://www.dmfpo.org> (831) 373-1618



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10th Annual "A Table Affair" is April 18th



Please come along, bring family and friends to see a great selection of imaginative tables at the 10th annual "A Table Affair" on Thursday, April 18, 2013. The event will be held in the Conference Center, The Lodge at Pebble Beach from 2:00 p.m. to 6:00 p.m. No reservations are required and there is no entrance charge however donations are encouraged for the two charities selected as the beneficiaries: Redwings Horse Sanctuary, Lockwood, California that cares for elderly, abandoned and abused horses, ponies and burros; and the SPCA Wildlife Rescue and Rehabilitation Center. Representatives of the above organizations will be present at the event to receive donations and to provide receipts for tax purposes.

"A Table Affair - 2013" is cosponsored by Pebble Beach Riding & Trails Association and Pebble Beach Company. For further information, please contact either of the cochair, Averil Nero at (831) 644-0833, e-mail acnero@comcast.net or Sandi Verbanec at (831) 277-5263, e-mail svgraphicdesign@gmail.com.

Photos top to bottom: "Holidaze" - Audrey & Harry Katz 2011; "Table Cordon Bleu" - Joyce Aumiller & Pinky Eastman 2008; "April in Paris" - Judy Andrews & Jerry Walker 2011

Just let us know if you would like to receive this newsletter electronically: office@dmfpo.org.

In order for emergency fire and ambulance crews to find you, it is essential that home addresses be displayed prominently using at least 3/4" numbers, contrasting colors, placed near the street visible in both directions of traffic.

3101 Forest Lake Road, Pebble Beach, CA 93953

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