

Peninsula Diary Mayo Hayes O'Donnell

July 10, 1951

Take a Carriage

Did you know, dear reader, that there were 152 different kinds of fish in the Monterey Bay, salmon run from May to July, tuna run from June until September and rock cod are there the whole year round? Those are statements made in the advertising booklet printed in 1903 by the Carmel Development Company.

Other statements made by the company to attract tourists and prospective home owners were: Quail are there in abundance, deer are on the tract in large numbers, trout in the Carmel river are easily accessible and the Seventeen Mile Drive is within one hundred yards of the property line."

The view sweeps from Cypress Point on the north to Point Lobos on the South, with Mount Carmel to the southwest, ever reminding one that this is the spot hallowed by Father Junipero Serra because the bay here takes the shape of the Sacred Bay of Acre which lies in the Mediterranean at the foot of the mountain made famous in the Bible and the waters assume a cerulean blue known nowhere else save in the Southern Mediterranean Sea.

To our immediate south, less than a hundred yards projects Point Loeb (named after the great savant who has recently become connected with the University of California) whereon all kinds of sea shells, soft shell crabs, sea urchins, anemones, jelly fish, (ten different colors have been counted in one day) and myriad of forms of infusorial life.

"The Monterey Peninsula is shaped like the back of a human fist when closed. Monterey would be the right knob of the wrist; 14 miles of the 17 mile drive would take you around the edge of the fist to the left knob of the wrist; there is Carmel-by-the-Sea on this left knob."

From 1883 until 1903, the date of publication, the booklet claims that a million dollars had been spent on advertising Monterey. It is also stated that the educated people throughout the world now know that Monterey is the choicest place on earth for a home for the lovers of equable climate and historic and picturesque scenery.

The small booklet ends with a list of suggested trips – ten in number – all on foot. Number twelve, thirteen and fourteen begin with: "Take a carriage".

This first trip – Walk to Carmel Mission (200 yards);

Second trip, Walk to Point Lobos, (800 yards);

Third trip, Walk to Chinese Camp, (600 yards);

Fourth trip, Walk to Pebble Beach (900 yards) whereon can be found pebbles of every shade of color;

Fifth trip, walk to Cypress Point (1 mile) and the Forest of Cedars (1 ½ miles);

Sixth trip, Walk to the Carmel River, (900 yards) where the Pacific has dammed its mouth and made a ten-acre swimming pool of delightful temperature, within 100 feet of the ocean;

Seventh trip, walk to the Carmel River bridge where trout fishing may be enjoyed – a catch in a day of sixty trout is not uncommon.

The Eighth trip suggested is a walk to the abalone cannery (three miles) where could be seen the foundation of a rapidly developing industry. Then the editor suggested a walk of four miles to the Redwood Forests of San Jose creek where could be found delightful picnic grounds.

The Tenth walk was to be to the end of Point Lobos (3 ½ miles) where could be seen the remains of the old whaling station and the articulated skeleton of a whale 50 feet long.

The suggested carriage trips in 1903 were to the Carmel Valley, to Monterey, Pacific Grove, Del Monte, Sea Bright and neighboring towns; to the beet sugar factory in Salinas and last the Seventeen Mile Drive. In the Carmel Valley it was suggested that the visitor would enjoy the "famous Los Laureles Rancho and the great apple and dairy ranches."