

Peninsula Diary Mayo Hayes O'Donnell

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### **Where Are They in 1951?**

In 1903 Carmel by the Sea was advertised as the new Monterey seaside resort on the site formerly used by Father Junipero Serra for the Carmel Indians. In the long narrow booklet gotten out by J.E. Devendorf of the Carmel Development Company, it is also advertised that Carmel is practically the same distance from San Francisco as Pacific Grove and practically the same fare is charged from San Francisco as to Pacific Grove.

In the instructions as to how to reach the new resort, the traveler is told to take a commodious bus (or private carriage if you telephone in advance) after reaching the town of Monterey on the Southern Pacific instead of continuing on the two and a half miles and paying 15 cents additional fare to Pacific Grove.

The ride of three miles across the neck of the Monterey Peninsula over the Carme Hill in an exactly southern course costs 25 cents, the booklet editor writes in 1903. A Sunday excursion round trip fare was \$3 according to the advertisement.

Under a panorama picture of Carmel beach, Point Lobos and Point Loeb on the right, the beach was described as of pure white sand as smooth as the floor for over a mile with absolutely no mud or pebbles and no undertow.

In another advertisement contrary to present day conditions, there is this notation. This is a home for families and those who want to be in the midst of the pines, in this sacred country hallowed by memories of Father Junipero Serra, entirely cut off from soldiers' camps, street cars, and the concomitants of modern towns other than those necessary for comfort but closely in touch with all the wild beauty which has made Monterey famous.

Points of interest are described in the following manner. The Carmel Mission is within 200 yards of the southern boundary of the tract. The Chinese fishing village is a quarter of a mile, the submarine forest along the coast is one quarter of a mile, the trout fishing pools in the Carmel river commences within half a mile of the tract and the salmon spearing outlet to the Carmel river is a quarter of a mile away.

The articulated skeleton of a whale is three and a half miles from the tract, the Carmel Valley commences a

quarter of a mile from the tract and Hotel Del Monte is three and a half miles away. The State House in which the first constitution of the State of California was written is three miles from the tract, the Custom House whereon the first American flag was raised on the Pacific Coast is three miles, and the graves of Father Serra and his three contereas [?] and two Mexican governors of California are in front of the altar of the mission within 200 yards of the tract. Glass bottom boats can be hired at Monterey at 25 cents a ride, steam launches and sailing vessels can be hired at reasonable rates, saddle horses and carriages can be had at Carmel Stables. There are several old farmhouses on the property dating back to 1846 which the company intends to preserve as they are (Where are they in 1951?)

In a prospectus the company tells what they have and the improvements they intend to make. They relate that they own a mile of white sand beach in 1903. 52 acres of sand dunes, 400 acres of land gently sloping to the sea, 100 acres of which is covered by a dense forest of Monterey pines and another 100 acres of which has been divided into about 75 blocks of land, consisting of 20 to 26 lots, dimensions 40 by 100 feet.

There were about 40 cottages, two boarding houses and one hotel in 1903, and the company intended to install several additional cottages, a grocery store and a livery stable. They had also arranged for tents to be erected and furnished as the tents were then furnished at Coronado to be set up at least a half block apart so that families could have the comfort of being undisturbed by their neighbors. Tents would not be rented to transients except they be friends of the regular patrons. They also advertised that a plan was afoot to establish bathing wagons which could be rented by the hour.