

Peninsula Diary Mayo Hayes O'Donnell

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### **Ads That Ran In 1855**

Notice of a sheriff's sale appeared in the Monterey Sentinel on July 28, 1855. The property to be sold to the highest bidder was described in the Sentinel of that date as "southwest corner of Main and Scott streets, containing 2,784 square yards with improvements thereon consisting of an old adobe house known as the Pacific House."

Main street is now Calle Principal, its original name. The Pacific House is now known by the same name and was the property of the late J. M. & V. Jacks. In 1954 the late Miss Margaret Jacks gave the property and its adjoining Memory Garden to the State of California. It now is a State Historical Monument. We do not know the name of the person who appeared at the sheriff's sales to bid on the property, which is now one of the city's most valuable landmarks. Here is where the Monterey History and Art Assn. holds its Merienda each year on June 3 to honor the birthday of the city. Last June's affair marked the 163rd birthday.

In the same issue of the Sentinel was noted this item: "Sebastopol, the above hotel having been refitted, the undersigned late of the Washington Hotel, Monterey, flatters himself that he is now prepared and even anxious to accommodate, his friends and the traveling public with all the comforts and delicacies San Juan affords and a new billiard table will be found at hand. Signed, Angelo Zanetta."

Mr. Zanetta was the grandfather of the late Elmer Zanetta, Monterey businessman and civic leader.

Another item of interest to those who buy and sell meat in 1963 is the item which appeared in the Sentinel in June of 1855: "Cattle. We are informed by one of our neighborhood friends residing near San Benito Rancho in this county, that 5,000 head of cattle, mostly from Los Angeles, passed that neighborhood during the first week of June." San Benito Rancho borders the Salinas River in Southern Monterey County. It consisted of 6672 acres, was granted to Francisco Garcia by the Mexican government in 1842 and confirmed to James Watson by the United States in 1859.

Among the advertisements in this early publication of the Monterey Sentinel were several of interest, namely one for Pedro Zabala, whose office was on Calle de

Abrego; Dr. Santiago L. Ord, doctor and surgeon who married the daughter of Don Jose de la Guerra of Santa Barbara, Her first husband was Don Manuel Jimeno, the builder of two adobe buildings at Franklin and Calle Principal, where the San Carlos Hotel now stands, one of which became St. Catherine's Convent, the first Catholic School in California.

Joseph Boston and Co. (whose store is thought to have been, in the House of Gold on Olivier street) and Francis Doud whose butcher shop was then on Main street, now Calle Principal, also were advertisers.

The Mt. Vernon with Capt. Josselyn in command was due to arrive from San Francisco on July 1 and on the third of the month the steamer Sea Bird, with Capt. Haley in command, would arrive on schedule from San Diego.

Back in the days when sailing ships anchored at Monterey to exchange their cargo for hides and tallow, they were forced to take back to their Boston harbor something for ballast and many times this ballast was rock from the beach at Monterey. Being thrifty folk, the citizens of Boston used these stones to pave Louisburg Square in that old city.

Several years ago, there was a project on foot by some of the modernists to replace the rock or field stone from Monterey with smooth paving. Such a protest was made known that the project was dropped very quickly and the square was still rough and beautiful with native rock from Old Monterey when I was there a few years ago.