

Peninsula Diary Mayo Hayes O'Donnell

June 15, 1964

S.P.'s Ad Fulsome In 1886

A copy of the "Del Monte Wave" of February 1886, has been presented to me and I find it very interesting and amusing. Since there has been so much criticism of the present Southern Pacific operation I will quote from the large advertisement for that corporation as it appears on the back of the 18-page magazine, published by Hotel Del Monte. The copy is Volume I, No. 2, and sold for ten cents a copy.

"The Southern Pacific Company respectfully invites the attention of tourists visiting California to the superior facilities offered by the northern division for reaching many of the principal summer and winter resorts of California, with speed, safety and comfort.

Characteristics of this line: good roadbed, steel rails, elegant cars, low-rates, fast time and fine scenery."

There are pictured two maps, one for San Francisco, giving addresses of ticket offices and names of officers in that era, with Monterey, on Monterey Bay, marked and Santa Cruz much in evidence. On the other map there is pictured a "bird's eye view" of the first Del Monte Hotel, then Pacific Grove and Camp Capitola, Santa Cruz and Paraiso Springs, Gilroy Hot Springs and Loma Prieta, Paso Robles Hot Springs, Menlo Park, and Paraiso River and bridge. No Monterey!

But on the small map in the center, Monterey appears as a side trip from Gilroy through Pajaro.

Among the advertisements of 78 years ago is this one: "Bear in mind that the leading hotel, in the town of Monterey, is the St. Charles (Casa Estrada) where one may have all the good things one wants and not have to be regulated by fashion's requirements; that the Del Monte Drug Store is second to none in San Francisco, and that you may get books, toilet articles and soda, and the hundreds of other things that are warranted to make the sick well, or, at least, relieved; that the White House, like its namesake in San Francisco, keeps a splendid line of all kinds of dry goods, etc.; and that you must never pass the Palace of Fashions. Gentle reader, please bear all this in mind,"

Pacific Grove Retreat has this account: "Pacific Grove is situated on the beautiful Bay of Monterey, and connected with the ancient capital of the state by a pleasant drive of one and a half miles, over a

macadamized road lately constructed. In beauty of location it cannot be excelled - Its graceful pines, extending to the water's edge, affording a delightful refuge from the heat of the sun. It has long been established as a medical fact, that a residence in the country wooded with pines is peculiarly beneficial for all those suffering from bronchial or throat affections. As a healthful place of resort, it is not surpassed by any locality in the state."