



# THE BOARD AND BATTEN

*Newsletter of the Pacific Grove Heritage Society*

October/November 1991

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Tents, tents, nothing but tents!
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## Good Looks A Hindrance

Pacific Grove, Dec. 1, 1908 If women are to succeed in business they find that beauty is a handicap they cannot easily overcome. At one time merchants were under the impression that a pretty face brought trade. The idea has been exploded. The pretty faces attracted customers to their counters, but they were crowds of dudes and loafers who would buy a 5 cent paper of pins and then flirt away a dollar's worth of time. Furthermore, the handsome girls were sure to be vain and touchy, and morally certain to get married just when their services were needed the most.

The same discovery has been made in Pacific Grove offices. Perhaps the poor girl wasn't to blame; she could not help being good to look at, but the idiotic men working in the same office would not leave her alone. However, results are all that count in business. A few years ago a reaction set in against beauty and now pretty faces are at a discount and will no doubt continue to be in the future.

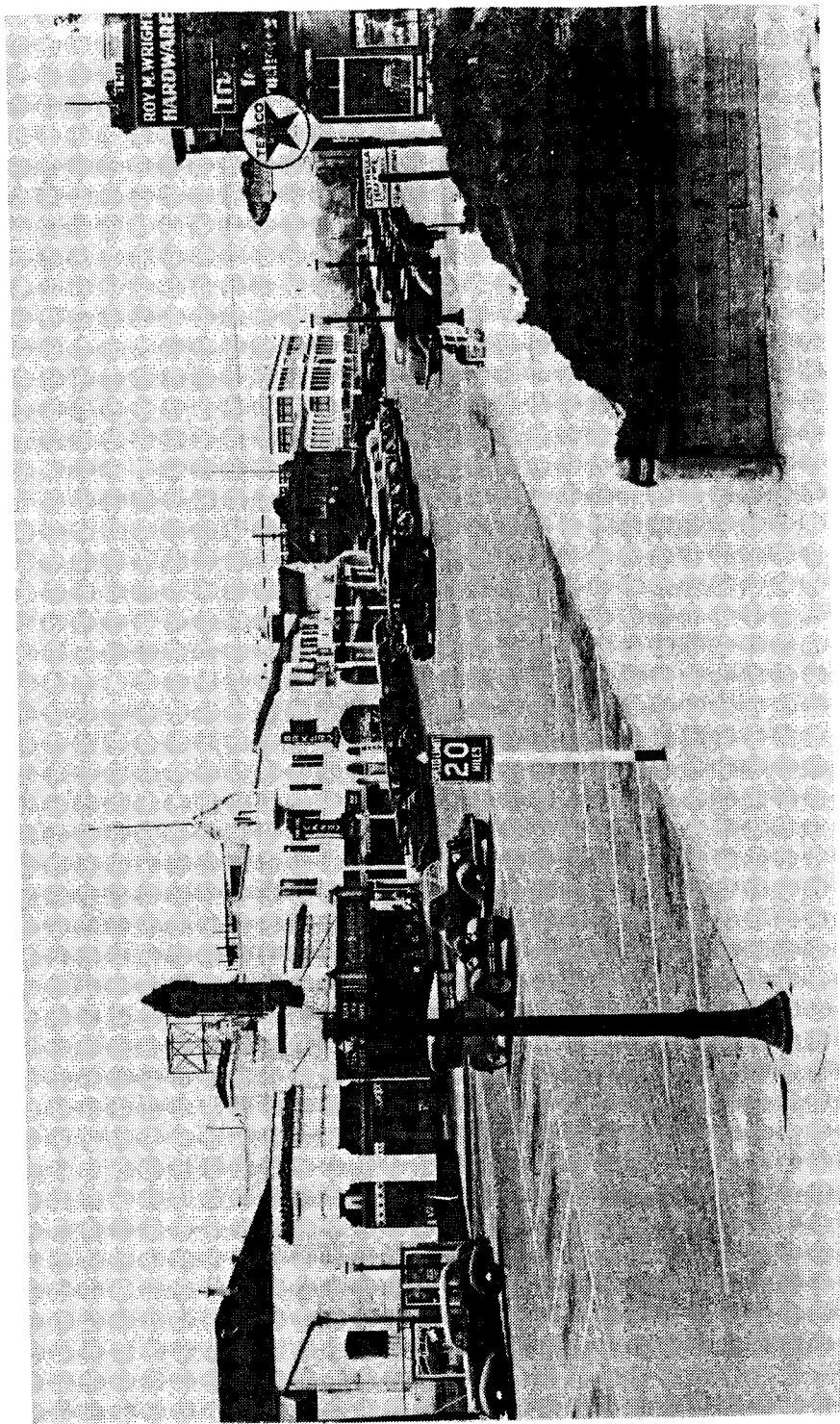
*continued inside*

## Upcoming Events

*Christmas At The Inns - December 10, 1991*

*Julia Platt Lecture - December 12, 1991*

*Victorian Tea - December 15, 1991*



Intersection of Lighthouse and 17th Street in the mid 1930s.

*continued from front*

Pacific Grove merchants further deplore the fact that on numerous instances, their handsome female employees have been seen in the company of Monterey swells attending moving picture shows and other institutions of questionable moral value. They feel that such a practice sets a bad example to other women in the model city and in general distracts from the genteel, cultured tone of their business establishments.

## **Pacific Grove Grows From A Community Of Many Tents**

*(from an old, undated article by J.J. Shinabarger in the Herald)*

During the summer of 1880, while I was conducting the "Californian" in Monterey, I made my first visit to Pacific Grove in the capacity of reporter or news gatherer. It was upon the occasion of the first meeting of the Chautauqua society in the Pacific Grove Retreat, as it was then called. I came over to interview the secretary of the society and got lost among the tents. Tents, tents! Nothing but tents. The woods was full of them. They were of all sizes and styles, but mostly new. There were no houses as I remember. Only tents and pine trees. There were no streets. Lighthouse Road, now Lighthouse Avenue after being somewhat straightened, was the only thoroughfare in or out, and it was dusty, whew!

David Jacks had a monopoly of and did a brisk business in renting tents to the Chautauquans and others in attendance at the meeting, charging from \$3 to \$10 per day rental, much higher if they had wooden floors.

Forest Avenue was the first lateral main street to be opened, and that led to the entrance to the Seventeen-mile Drive when that subsequently was opened to the public. For a number of years the gate at the upper end of Forest Avenue was the only entrance to the Drive at this end. No roads nor streets were paved, not even graveled. After the Drive was opened, the P.I. company kept their route pretty well sprinkled in dry weather, which was a great help. When you got back as far as where Pine Avenue now is, you were liable to get lost in the woods.

*continued next page*

## Others Saw Us Through Postcards

J.B. Norton, then a grocer in Monterey, obtained the first concession from the Retreat Association for the sale of groceries within its jurisdiction. There was a boundary fence erected, and he and all other caterers had to stop their wagons at this fence and the people would come to them and purchase what they required.

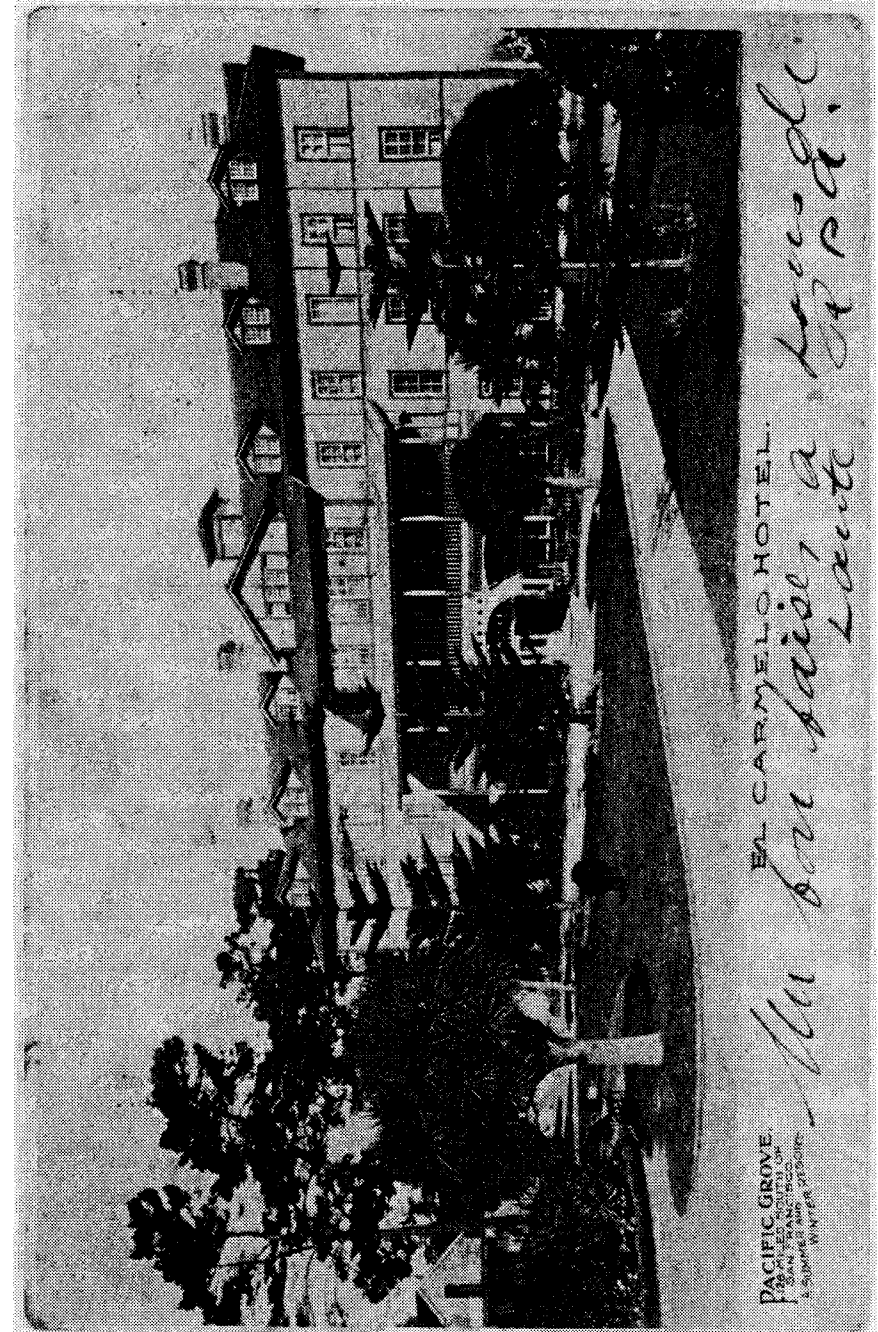
The land held by the Retreat Association was located below or north of Lighthouse Avenue, and they were very particular about granting concessions for business purposes, and no permit whatever could be obtained for the sale or disposal in any way of spirituous or malt liquors of any kind. This provision has been one of the stipulations inserted in all deeds and leases to property within the city limits ever since.

When the Pacific Improvement company opened up the addition above Lighthouse, Mr. Norton purchased the land on the southeast corner of Lighthouse and Forest and erected the first grocery store in town. This property is still held by his widow, and is considered one of the most valuable holdings in the city.

The block between Forest and Sixteenth, extending through to Laurel, was first purchased by the private secretary of David Jacks, who subsequently married one of Mr. Jacks' daughters. He later sold the whole block to Mr. Hollenbeck.

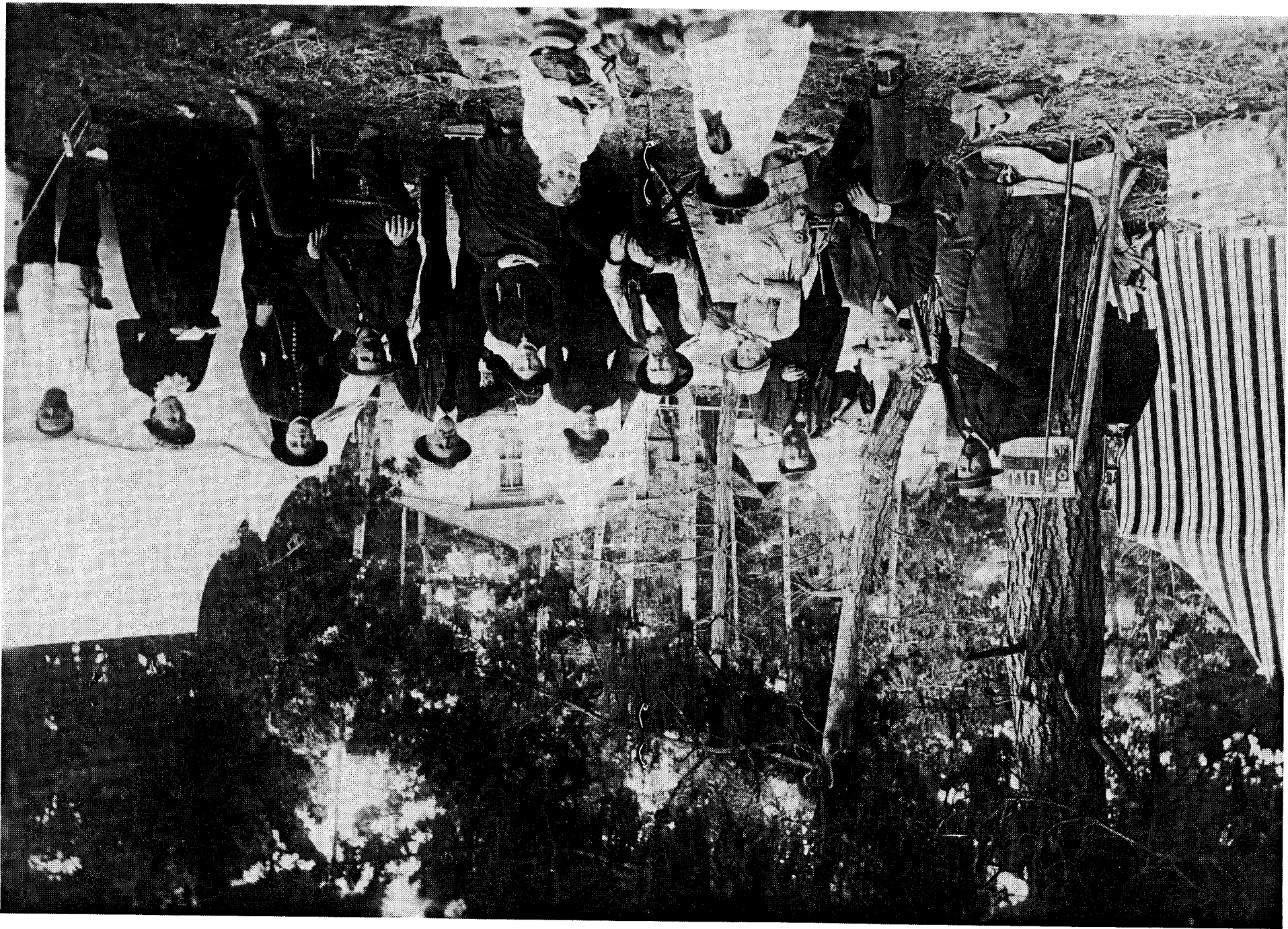
In 1886 the Pacific Improvement Company commenced the erection of quite a pretentious hotel on the lower or northern half of the block bounded by Lighthouse, Fountain, Central and Grand avenues, where now stands the Holman department store and the Peninsula garage, and named it "El Carmelo." The southern half of the block, adjoining Lighthouse, was planted to ornamental trees, shrubs and flowers.

This hotel was not quite finished when Hotel Del Monte was burned down in April, 1887, but the work on it was rushed in order to provide accommodations for the guests already booked at the big hotel. El Carmelo was a losing proposition from the start, and after a few years the name was changed to "Pacific Grove Hotel." Under this name it continued until about 1916, when it was closed up by the company and the building leased to private parties for a time who used it as a sort of high school or academy. This school did not last long, and after a short period of idleness, (I think in 1918) the building was completely torn down and carted away.



Sent to Monsieur Abe Drufus on Dolores Street in San Francisco on July 6, 1908.  
(Postcard courtesy of Kathie Taylor & Lee Purcell)

Visitors to Pacific Grove in the 1880s.

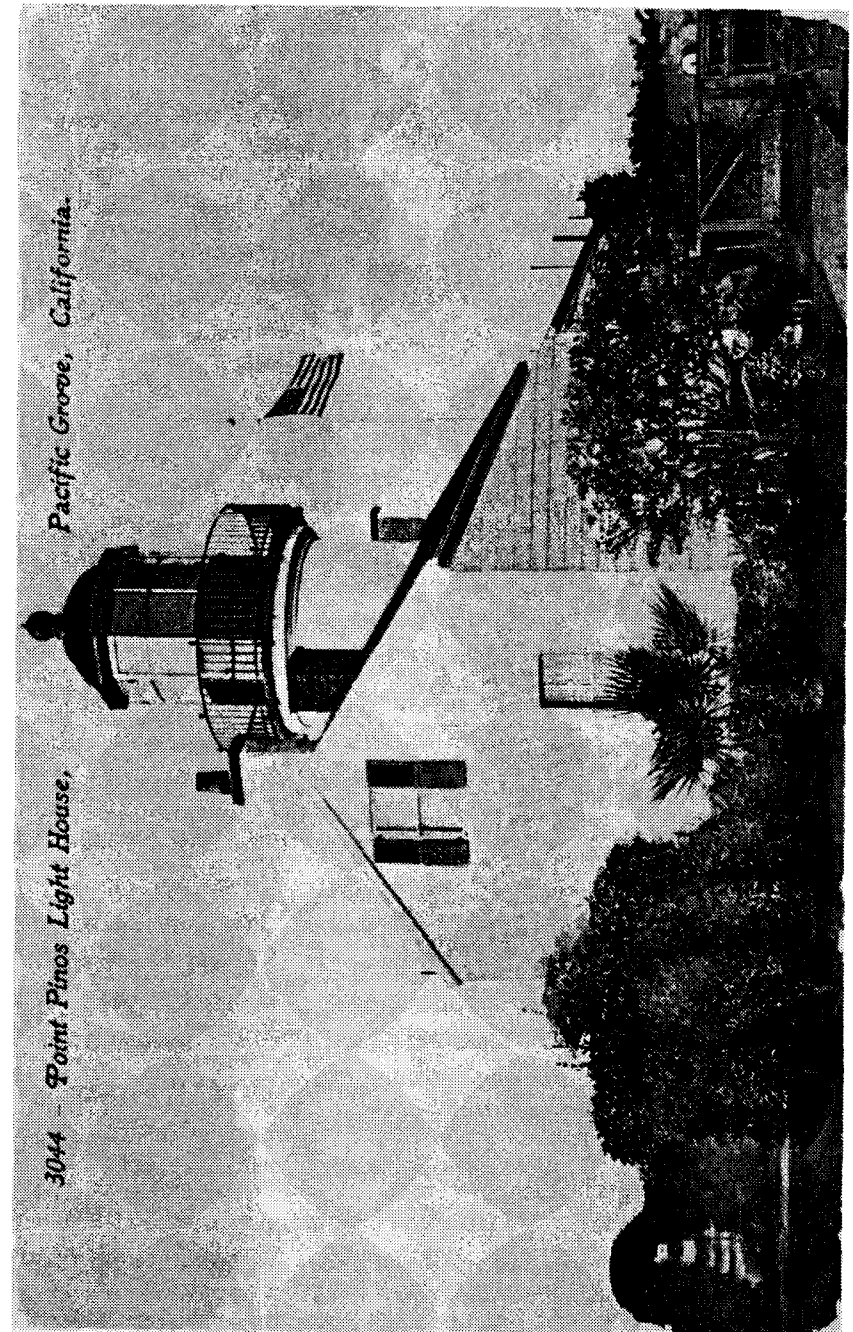


## Down The Piney Path

News of old Pacific Grove from the Monterey ARGUS  
(November - December 1886)

❖ by E.C. Davis

- ❑ J. B. Norton will soon build a cottage at the Grove and move out there. (Ed. note: It was 319 Forest and is no longer there.)
- ❑ Mr. & Mrs. J.G. Gosbee (sic) of Santa Clara intends moving to the Grove shortly, to make it their future residence.
- ❑ In December an election will be held in Pacific Grove. The polls will be open at George Laws & Co's real estate office. At issue is a new school, as the present quarters in the Chapel (Chautauqua Hall) are cramped. The school now has an attendance of 30 pupils. A good school will add much to the attractiveness of the Grove.
- ❑ A flock of gray geese lit near the Lighthouse a few days ago. Captain Luce saw them, and getting in range let drive with both barrels of his shotgun, killing five of them.
- ❑ The methods of Chinatown's headman in collecting rents for the P.I. Co. has led to arson there.
- ❑ Mr. Crosby, church organist, who is about to leave the Grove to pursue medical studies in San Francisco, is presented with a gold pen, pencil, ink-stand and rack by Dr. Sinex.
- ❑ It is rumored that the P.I. Co. is seriously considering the prospect of putting in an extensive circulating library at the Grove.
- ❑ Miss J. Ostram of Pacific Grove has just finished a large oil painting of "Undine" and it will be raffled off as soon as the chances are disposed of. Tickets will be on sale in a day or two. (Ed. note: Miss Ostram lived at 351 Pearl, but the house is no longer there.)
- ❑ Mr. & Mrs. Sam'l Maze moved into their new cottage at Pacific Grove this week. (Ed. note: 138 Pacific is still there.)
- ❑ The school bond passed successfully, 31-3. A committee of five is appointed to decide on the location.
- ❑ The Delmas Tract between Monterey and Pacific Grove has been purchased and a new town to be called New Monterey will be established.
- ❑ Ho! for Christmas!



3044 Point Pinos Lighthouse,

Pacific Grove, California.

Photo of the Lighthouse as found on a postcard from the turn of the century.

## Upcoming Events

### Christmas At The Inns Tuesday, December 10th

The 7th Annual Christmas At The Inns tour will be held on Tuesday evening, December 10th from 6:30 to 9:30. Tickets are still only \$10.00 each and should be purchased in advance at the Chamber of Commerce office at Forest & Central during normal business hours. The first six tours were sellouts, so avoid disappointment and get your tickets now. Please call 373-3304 for info. Proceeds are divided equally between the Heritage Society and the Art Center.

### Lecture: "Julia Platt: Scientist and Civic Activist" Thursday, December 12th

The Heritage Society is presenting a free lecture on Julia Platt on Thursday evening, December 12 at 7:00 p.m. in the meeting room at Hopkins Marine Station (in the Boat Works building). The lecture will be given by Dr. Steven Zottoli, Professor of Biology at Williams College in Williamstown, Massachusetts. Dr. Zottoli has become an expert on the life and careers of Julia Platt. Maybe we will find out why she gave up a promising career as a scientist to settle in Pacific Grove. Julia Platt settled in the Grove around the turn of the century and later became mayor. Please don't miss this chance to learn more about this colorful woman from early Pacific Grove. Admission is free and more info can be had at 375-4520.

### Holiday Splendor Victorian Tea Sunday, December 15th

The Alzheimer's Association, The Heritage Society and the Pacific Grove Art Center are sponsoring a Victorian Tea to be held on Sunday, December 15 from 2 p.m. to 5 p.m. at the Martine Inn at 255 Oceanview Blvd in Pacific Grove. Tickets are \$25.00 each and may be purchased at the Art Center at 568 Lighthouse. Please call 375-2208 for more information.

### Autograph Parties for "Monterey County Place Names"

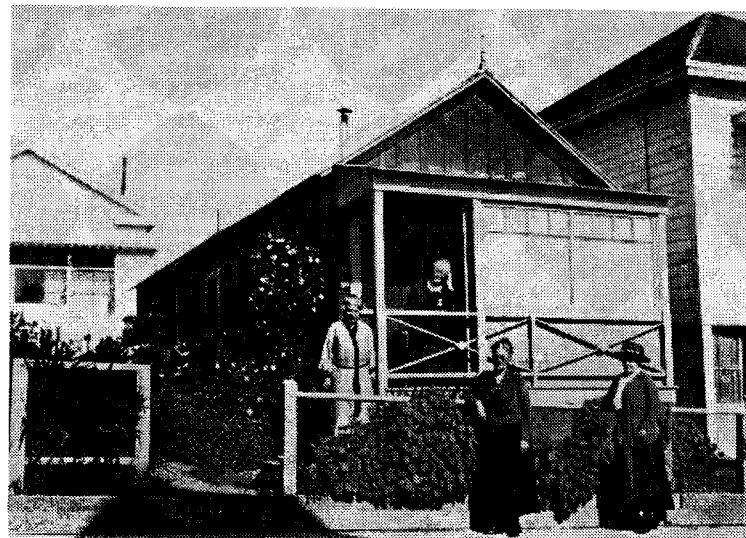
The Monterey County Historical Advisory Commission will sponsor three autograph parties to introduce Donald C. Clark's new book "Monterey County Place Names." The parties will be at the Thunderbird Book Store on November 23, Books and Books in Salinas on November 30, and the King City Public Library on December 7. The hours are from 2:00 to 4:00 p.m. on those days.

Monterey County history buffs will find a treasure trove of information in the book which boasts over 2,500 entries from Abalone Bay to Zmudowski State Beach. Extensive bibliographic references, 6,000 cross references, and some 550 listed maps and charts are also included. Please call 755-4985 for more information.

## New Members

David Palmer   Sue Ann Sandusky   Hope Swain

## Help Us Find This House!



Pat Hathaway Collection

Please call or write us if you know where this house is (or was). Thanks.

### Share The Heritage With A Friend Annual Family Membership \$10.00

Members receive *The Board and Batten* newsletter of the Heritage Society of Pacific Grove.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_

State: \_\_\_\_\_

Zip: \_\_\_\_\_

*The  
Heritage Society  
of Pacific Grove*

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