



# THE BOARD AND BATTEN

*Newsletter of the Pacific Grove Heritage Society*

April / May 1992

## The Inside Stories

### ☞ Life Begins at Pacific Grove

From a Del Monte  
Properties Company  
sales brochure

### ☞ Preservation Week and Heritage Awards Presentation

A listing of the  
winners

### ☞ Down the Piney Path

Virgin buys Roller  
Rink

Shoes Stolen

Railroad station built

### ☞ Houses Still Missing

Help us find them

## Swimsuit Issue!



*Enjoying the sun at Lover's Point in the mid 1930s.*

## Life Begins at Pacific Grove

"What causes the rejuvenating effect of the air at Pacific Grove no one knows. It may be the ocean or the tang of pines or the intoxicating beauty of the Monterey Peninsula. New residents notice the difference almost immediately. The air is rich with youthfulness and vigor. Pacific Grove is never uncomfortably warm in the summer and never too cold in the winter."

The above paragraph is from a brochure published in the mid 1930s by the Del Monte Properties Company. It was simply called "Pacific Grove" and its purpose seemed to be the selling of lots in the newly subdivided Fairway Homes Tract. The map in the centerfold is from this brochure. The brochure described the tract as follows: "Running along and fronting on the fairways of the golf course is situated the Fairway Homes Tract. Many of the lots have magnificent green fairways as their front lawns, and across the fairways they look down on the blue Pacific. Many of the lots are covered with spacious oaks and tall pines."

If you were still interested, they went on as follows: "The lots in the Fairway Homes Tract are of generous depth and range from sixty to eighty feet in width. The prices range from \$750 to \$1200. The purchase price can be paid on the most liberal terms if it is desired. On the other hand, if your ideas are not too pretentious, you can pay the purchase price in cash and borrow enough money from the government to construct your home on terms which provide for repayment at a low rate of interest over a period of many years."

This brochure was the inspiration for the "swimsuit" issue as the cover photo, as well as the photos on pages 4 and 5, come from the brochure.

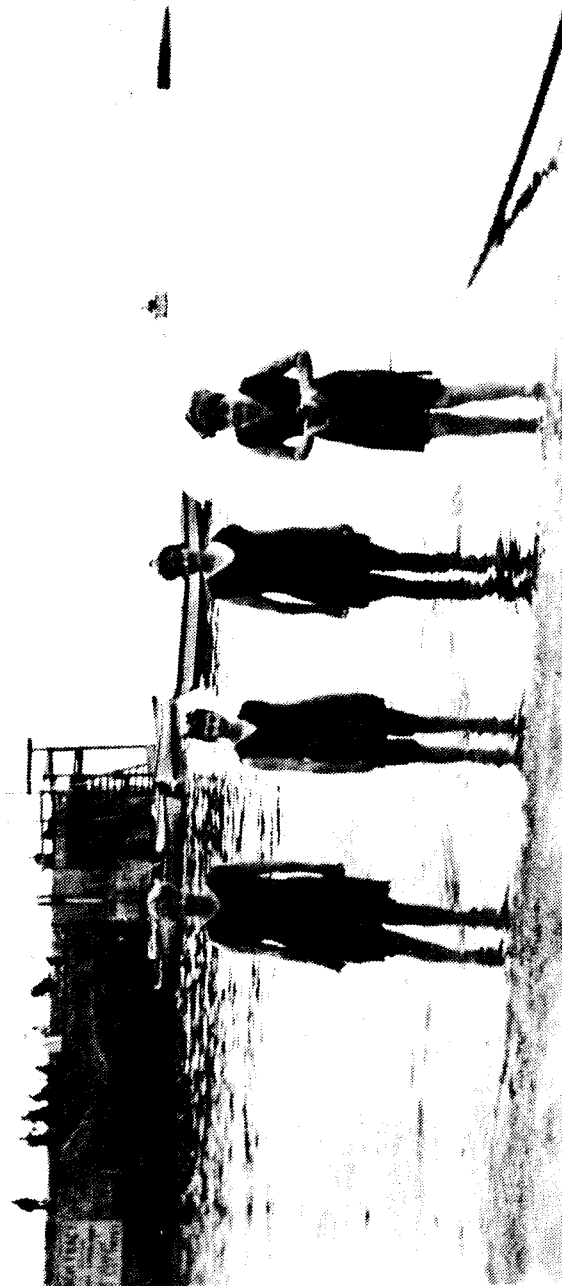
## So Many People To Thank

The Victorian Home Tour / Quilt Show / Good Old Days weekend, along with its perfect weather, is now behind us for another year. Of course, none of it would have been possible without the help of our many volunteers, laboring while giving up a portion of their weekend and missing out on some of the festivities. Often we miss telling someone how important their work was to us, but we never take it for granted. We Appreciate Your Help!

I know I will probably miss someone now, but I will try to pass on some special thanks. Marilyn wanted me to thank everyone who brought in goodies for the Quilt Show Preview Party. As usual it was a visual and gastronomic treat. Bobbie wants to thank those who helped with the hanging and guarding of the quilts. Some more newcomers helped this year. Lynne and Kathie want to thank the homeowners for sharing their homes with us on the tour. Also thanks to the many hosts and hostesses participating this year.

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Pat Hathaway Collection



Enjoying the water (at least up to their ankles) at Lover's Point Beach around 1910.

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*Refreshing Sea Breezes*

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A Glorious Home-land · PACIFIC GROVE · CALIFORNIA

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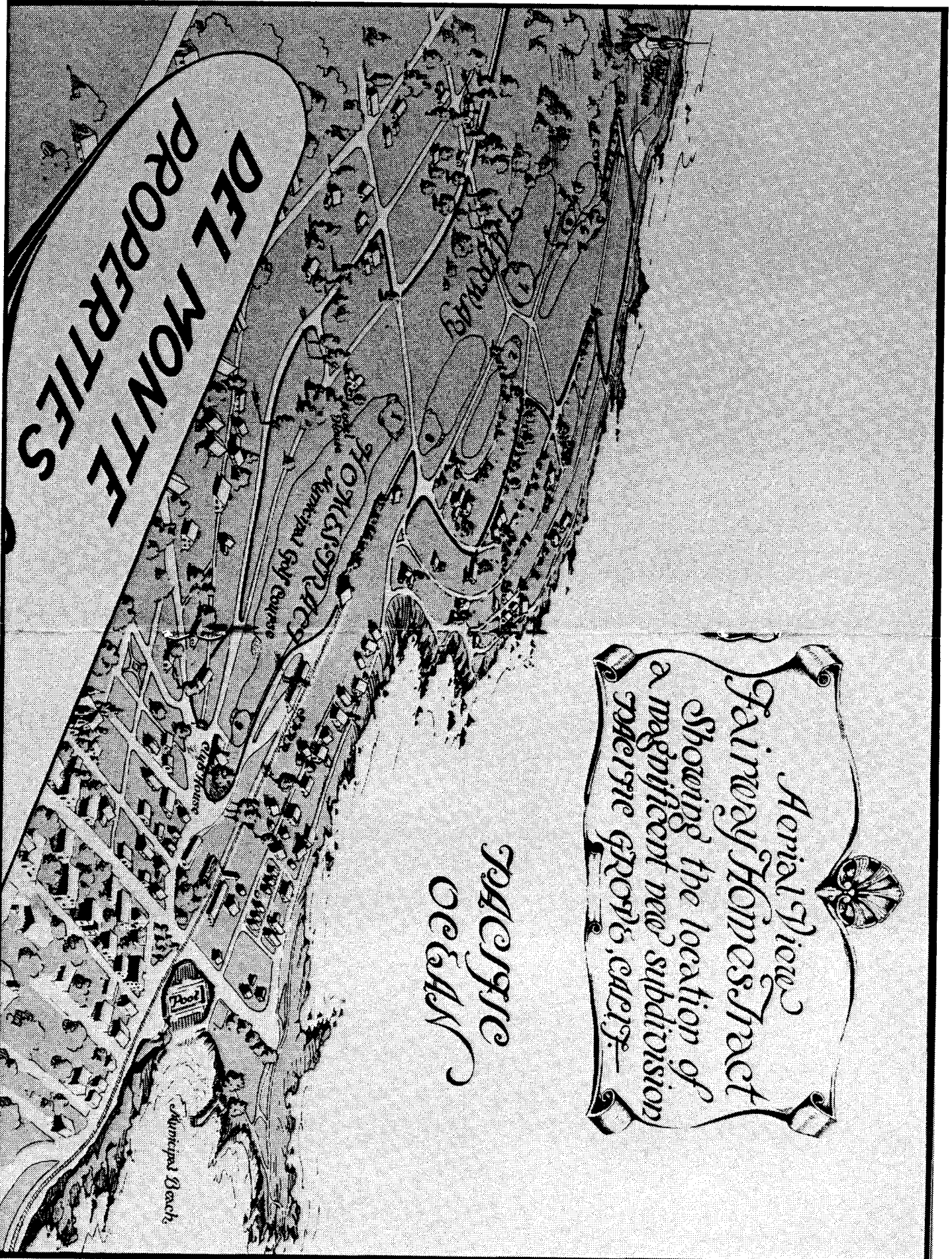


*on Sunlit Shores!*

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*Aerial View  
 Fairway Homes Tract  
 Showing the location of  
 a magnificent new subdivision  
 MAGYRE GROVE, CALIF.—*

*MAGYRE  
 OCEAN*

## Down The Piney Path

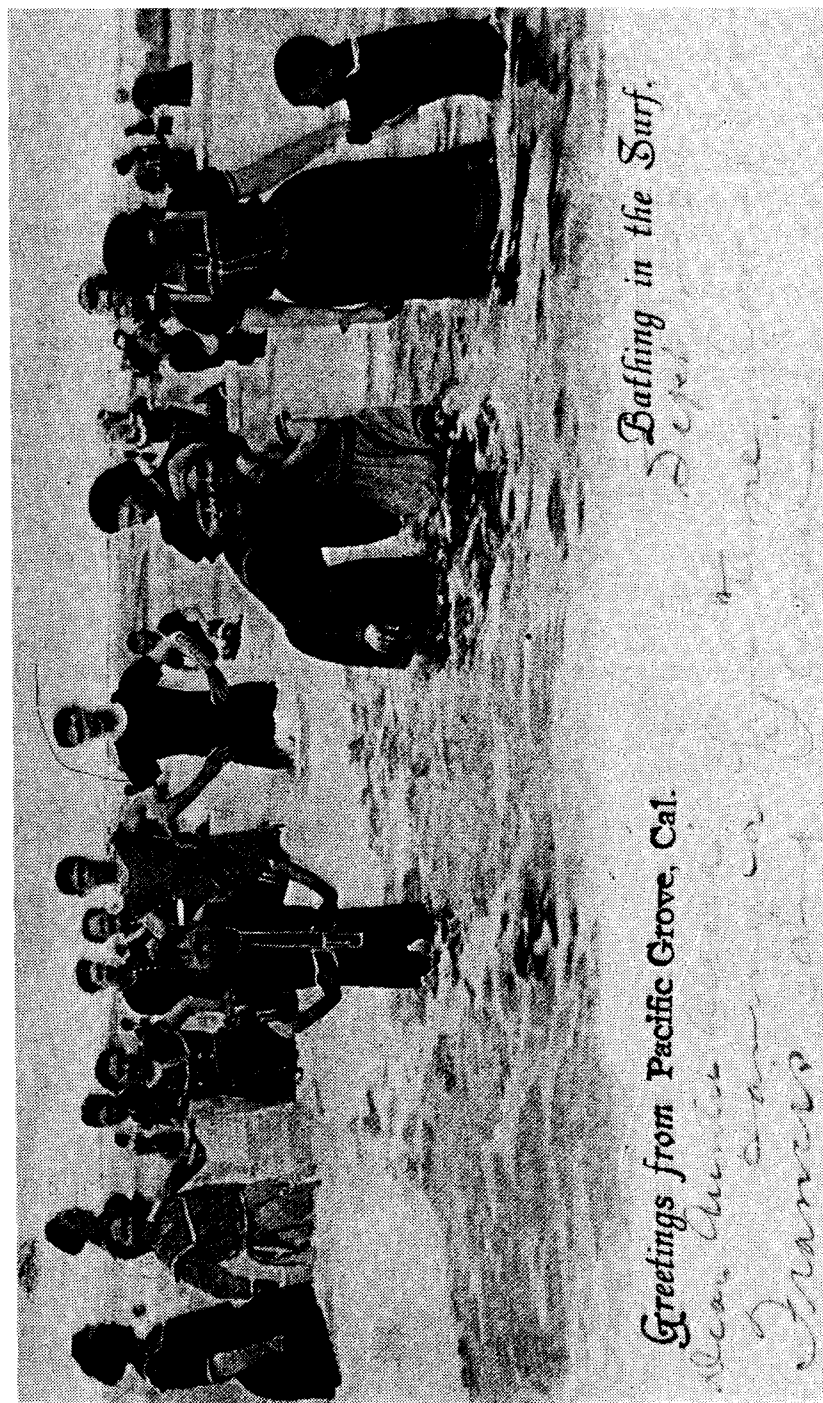
News of Old Pacific Grove  
from the Monterey WEEKLY CYPRESS (June 1889)

◆ by E.C. Davis

- The P. I. Co. has been covering its tent frames and the grove now looks like a camp meeting ground.
- Miss Ada Fitts, kindergarten teacher, is building a cottage on 17th Street.
- Amos Virgin has bought the Hawes interest in the Roller Rink.
- On Thursday night the show window of J. F. Gosby's shoe store was broken and several pairs of shoes taken.
- Mrs. Holmes' hired man was thrown from his buggy and badly injured.
- A strawberry festival was given by the International Order of Good Templars and was well attended.
- The Candy Kitchen is turning out an excellent article in that line, as can be attested by our devil, who is still licking his chops.
- The Grove is alive.
- The tents are filling up.
- The street lamps show up well at night.
- H. B. Woodard and family arrived here in their own conveyance and have purchased five lots at the Grove.
- The Chautauquas are arriving.
- A small railroad station has been built.
- The railroad will commence bringing passengers to the Grove today (June 29th).
- We are glad to learn B. A. Eardley has gone permanently into the service of the P. I. Co.
- The Pacific Grove REVIEW has been revived by Bro. Gallanar. Our former manager, E. Z. Brokaw, appears as manager of the composing room.

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## Others Saw Us Through Postcards



Sent by Francis and Flossie to Mrs. Max Franck in Alameda on September 4, 1906. Postcard courtesy of Pat Hathaway.

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## Preservation Week and 1992 Heritage Awards

On May 14th the Heritage Society announced the recipients of the 1992 Heritage Awards at its annual Historic Preservation Week program. Irene Tope, chair of the awards committee, presided over the program at the museum in front of a standing room only crowd. Over 115 members and guests attended.

The Heritage Design Award plaque for new construction was awarded to the duplex at 1033-35 Bayview (Geoff & Joy Welch) and a Letter of Commendation went to 765 Lighthouse (Gaston & Sheila Georis).

The Heritage House Award for restoration carried out in an exemplary manner was awarded to 145 Carmel (Jayne & Leslie Schwartz) in the residential category and the Willson Hotel at 128 19th Street (Ken & Doris Petro & Vicky Lewis) in the commercial use category. Letters of Commendation were awarded to 110 13th Street (Susan Flatley), 311 Chestnut (Chris & Cynthia Danaker), 615 Forest (Mrs. Charles French), 208 Wood (Gaston & Sheila Georis), the Chautauqua Hall Bell Tower (accepted by Mayor Flo Schaefer), and 309, 309 1/2 and 311 18th Street (Shayna & Vic Selby).

After the awards presentation, Pat Hathaway, noted photo archivist, gave a slide presentation of early views of Pacific Grove. You may visit Pat and see those and other photos at his shop at 171 Forest, across from Pepper's.



311 Chestnut

## Houses Still Not Found

The two (actually 2 1/2) houses in the centerfold of the last issue have still not been located. Hugh Wilson wrote and thought they were in the 300 block of Park, but although there are similarities, they are not the ones we are looking for. It's possible none of them are still standing, but more likely at least one is still around. Perhaps the next time you go for a walk around town, take the newsletter and look for just one of the houses. Thanks.

## New Members

Polly Archer & Larry Gaber	Carol Perryman
Dick & Norma Camp	Dexter & Virginia Rivett
Joe & Lucinda Jaconette	Mrs. Elizabeth Rowland
Jim & Catherine McCulloch	Mr. & Mrs. Robert F. Welch
Nancy Padgett	Neil Williams

### 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: \_\_\_\_\_  
Phone: \_\_\_\_\_

✂ Please return to The Pacific Grove Heritage Society  
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*The  
Heritage Society  
of Pacific Grove*

P.O. Box 1007  
Pacific Grove, CA 93950

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