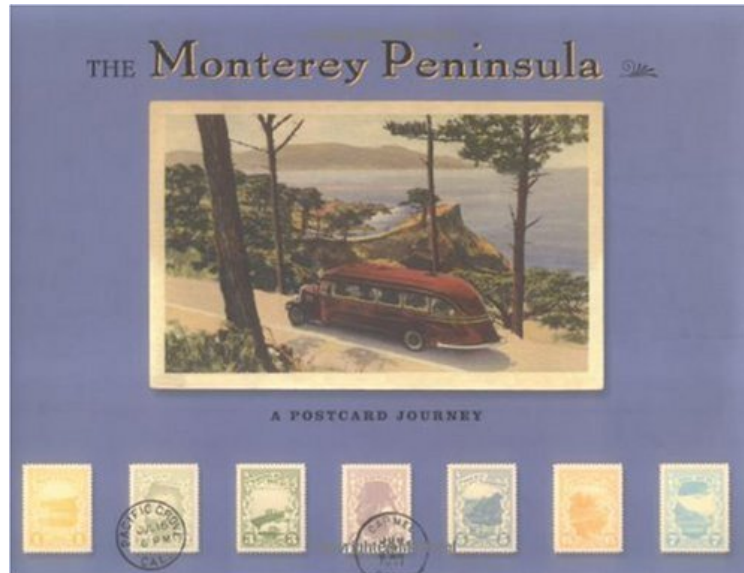


(Download ebook) Monterey Peninsula, The: A Postcard Journey

Monterey Peninsula, The: A Postcard Journey

Burl Willes

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Burl Willes : Monterey Peninsula, The: A Postcard Journey before purchasing it in order to gage whether or not it would be worth my time, and all praised Monterey Peninsula, The: A Postcard Journey:

0 of 0 people found the following review helpful. My friend loved itBy C. CampaigneI bought this for a friend who doesn't have a computer. She was thrilled with it, having grown up in California. Her parents were married in Monterey and have lots of wonderful stories of how it was in the old days.I was very pleased with the quality and condition of this book. It arrived when expected. No problems with the seller at all.

The Monterey Peninsula, A Postcard Journey features more than 300 postcard reproductions, most in full color and many published here for the first time. The Del Monte Express, a branch line of the Southern Pacific Railroad, brought the first visitors to the Monterey area in 1880. Guests stayed in the newly-built Hotel Del Monte, one of the finest seaside resorts in the world, marveled at the scenic beauty of nearby Pacific Grove, Pebble Beach and Carmel, and viewed the picturesque Chinese fishing communities that existed here until 1906. See the region as those first tourists did with The Monterey Peninsula, A Postcard Journey, and revisit the most historic spots in Monterey, including Pacific Grove, Carmel, Point Lobos, Tassajara and Big Sur. Burl Willes has written numerous travel books, including Undiscovered Islands of the Caribbean and Undiscovered Islands of the Mediterranean (with co-author Linda Lancione Moyer). His book Tales from the Elmwood, A Community Memory received the Governor's Award for Historic Preservation in 2001 and Picturing Berkeley, A Postcard History earned an Award of Excellence in 2003. He lives in Berkeley.

About the AuthorBurl Willes has written numerous travel books, including Undiscovered Islands of the Caribbean and Undiscovered Islands of the Mediterranean (with co-author Linda Lancione Moyer). His book Tales from the Elmwood, A Community Memory received the Governor's Award for Historic Preservation in 2001 and Picturing

Berkeley, A Postcard History earned an Award of Excellence in 2003. He lives in Berkeley.Excerpt. Reprinted by permission. All rights reserved.Introduction Almost mid-way along the California coast, the Monterey Peninsula is a place of unsurpassed beauty. An immensely deep offshore submarine canyon and magnificent kelp beds have created an ecosystem found nowhere else on earth. Sea-borne fogs during the summer provide the extra moisture to sustain the Gowen cypress, the lichen-covered Monterey pines and the twisted Monterey cypress that perch dramatically on rocks along the shore... Early on, commercial photographers captured the Peninsula's scenic charm, and their photographs were sold in the galleries of the Hotel Del Monte. Postcard photographers and publishers found an eager and enthusiastic market for their work. In 1905, photographer Dan Freeman (1876-1962) photographed the schooner Gipsy when it ran aground at McAbee Beach, Monterey. He sold \$300 worth of postcards in less than a week. His studio in Forest Avenue in Pacific Grove was still operating two years later when Congress passed regulations which permitted "divided backs,"allowing the address and message to appear on the same side of the card. This change initiated an explosion in postcard publishing that became known as the "Golden Age of Postcards." Any unusual local event or celebration--a big storm, a shipwreck, the unveiling of a monument--was a postcard opportunity. Prints made one at a time from photographic negatives were known as real-photo postcards. These black-and-white postcards were issued in modest quantities due to the more difficult and expensive production. A real-photo postcard of one's Pacific Grove cottage, for example, might be issued with no more than a dozen copies.