



**Calhoun: The NPS Institutional Archive**  
**DSpace Repository**

---

History of Hotel Del Monte

Hotel Del Monte Site, Grounds and Buildings

---

2008

## The Beautiful Hotel Del Monte, California

Monterey, California. Naval Postgraduate School

---

<https://hdl.handle.net/10945/55185>

---

*Downloaded from NPS Archive: Calhoun*



Calhoun is the Naval Postgraduate School's public access digital repository for research materials and institutional publications created by the NPS community. Calhoun is named for Professor of Mathematics Guy K. Calhoun, NPS's first appointed -- and published -- scholarly author.

**Dudley Knox Library / Naval Postgraduate School**  
**411 Dyer Road / 1 University Circle**  
**Monterey, California USA 93943**

<http://www.nps.edu/library>

THE

Beautiful  
HOTEL MONTE  
DEL California



CALIFORNIA'S MOST  
HISTORIC RESORT

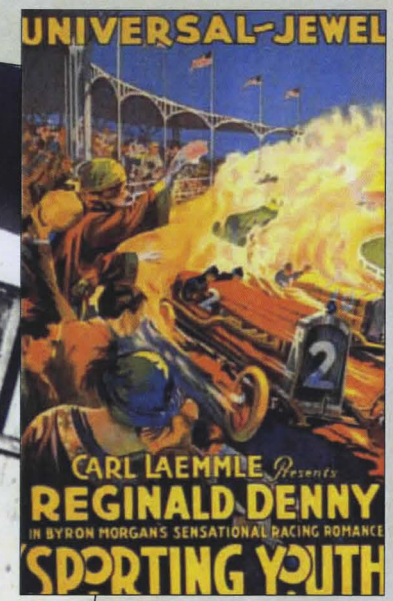
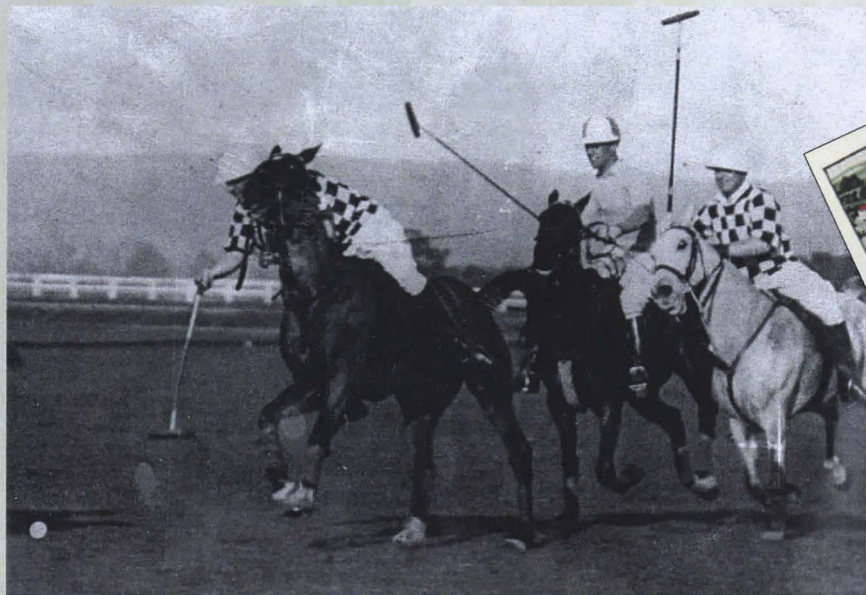
# HOTEL DEL MONTE THE SPORTS EMPIRE

By 1915, the Hotel Del Monte and its parent corporation, the Pacific Improvement Company, had fallen on hard economic times. The PI Company hired Samuel F. B. Morse, then 30 years old and a former All-American quarterback who led Yale University to championship seasons and national fame, to serve as a liquidator and find buyers for several railroad properties, including the Del Monte.

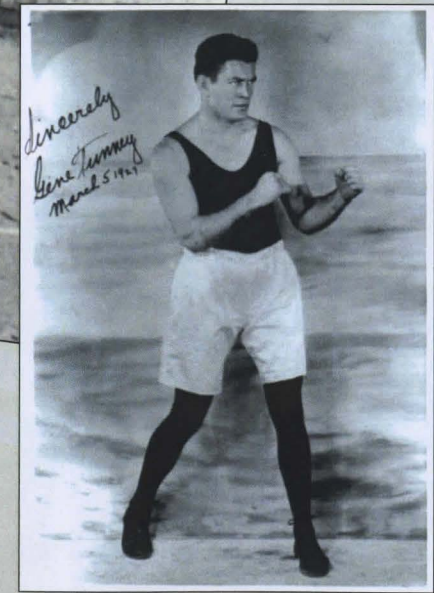
Despite financial obstacles, Morse initiated several innovative programs to improve the Del Monte — including the development of the Pebble Beach golf course. He later offered to buy the Del Monte himself and with backing from San Francisco banker Herbert Fleishhacker formed the Del Monte Properties Company in 1919, acquiring the Hotel Del Monte, Del

Monte Lodge (Pebble Beach Lodge) and the 20,000-acre resort complex. According to hotel literature, it was “the largest resort plant of its kind in the world.”

A vibrant and athletic man, Morse quickly began to develop a philosophy of the Del Monte as a “sports empire.” He built more golf courses — Cypress Point and Monterey Peninsula Country Club — to go along with the auto and horse race track, polo fields, tennis courts, swimming, yachting and deep sea fishing. His success brought him widespread recognition as one of America’s leading business executives and a major profile of Morse in a 1940 issue of Fortune magazine noted that, “Morse’s associates claim that he can out imagine anyone in the U.S.”



**DEL MONTE**  
 “Del Monte is a sports empire situated on the Monterey Peninsula in California. As far as we know it is the largest resort plant of its kind in the world. Embracing as it does the facilities for every known outdoor sport, with a matchless beauty and scenery of startling beauty, it is without a rival in what it has to offer those who are seeking happiness.  
 There are two hotels, “Del Monte”, and the Lodge at Pebble Beach.  
 Golf 365 days a year.”



## THE DEL MONTE LEGACY

The Hotel Del Monte has been through many changes caused by fires, earthquakes, wars and downturns in the nation's economy. But the vision and philosophies of Charles Crocker and Sam Morse endure through the elegant architecture of today's Herrmann Hall and stately grounds that surround the once famous hotel.

While Crocker deserves the credit for developing the original Hotel Del Monte and assembling the 20,000 acre complex, it is Sam F. B. Morse who deserves the recognition for original thinking that transformed and reinvigorated an aging Del Monte in the early 1900's.

In a 1940 feature article on the Del Monte, Fortune magazine said, "Morse's

associates claim that he can out-imagine anyone in the U.S."

Bing Crosby said, "I shall always be grateful to that eminent sportsman Sam Morse, the man whose vision, dedication and devotion to quality made this one of the showplaces of the world. Without him...it would all be Coney Island."

At the Hotel Del Monte, Sam Morse created an indelible legacy of art, architecture, and environment that helped to preserve the region's dynamic history and culture even as it redefined the Monterey Peninsula.

After he sold the Del Monte to the Navy, Morse concentrated his business operations at Pebble Beach. His legacy is sure to endure for many years to come.



*The original 17-Mile Drive was a scenic and cultural tour developed for Hotel Del Monte guests. The Lone Cypress was the midway point along that original drive.*