

SANTA CRUZ YESTERDAYS



EARLY EAST SIDE GROCERY STORE

(From the Preston Sawyer Collection)

For years the east city limits of Santa Cruz were at Ocean street.

So this brand new two-story grocery store building, here seen in all its shining newness, would seem to have been built daringly far out, even though it was on the Soquel road. The location, on the corner of Benito street at Doyle, is now the site of the East Side fire house.

Near where the "Netherton and Williams" delivery rig with a heavy grain sack on the bed and a basket of groceries on the seat is ready to depart under "one-horse" power, today sleek fire trucks, with many horses under their hoods, await the call of the fire alarm.

Outdoor Display

The proprietors stand proudly before their main door. Merchandise is arrayed along the sidewalk in front of the store, a display system long in vogue in those years. There are brooms and brushes, rakes, saws, tubs, etc. in the lineup.

Customers, too, stand at the

right. Note the hand truck bearing two sacks of flour, between Partner Williams and the woman customer.

The year is 1889. Affonso's Hall had not yet been built adjoining, to the east. And the horse car system, which at first terminated in front of the store, was still a couple of years away. The Elys built their carbarn on the triangle formed by the junction of Doyle street and Soquel avenue, closeby.

30 x 75 - Ft. Lot

Justus Lodtman had inherited the lot on the north side of the Soquel road, then considered far out, opposite the present junction of Cayuga street. The 30x75-foot lot, which passed from the ownership of his father, did not long remain idle, for the building was soon under way, destined to be for some years about the heart of the east side business district, which still is moving gradually toward the east.

The Affonso building which was built in the early 90's, adjoined the pictured structure on

the right. There are many still residing hereabouts who attended dances in the years gone by held at the Affonso hall, upstairs.

Both structures stood until 1947, when they were bought by the city and razed to make way for the new fire house.

More than 300,000 eye injuries occur annually in American industry.

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