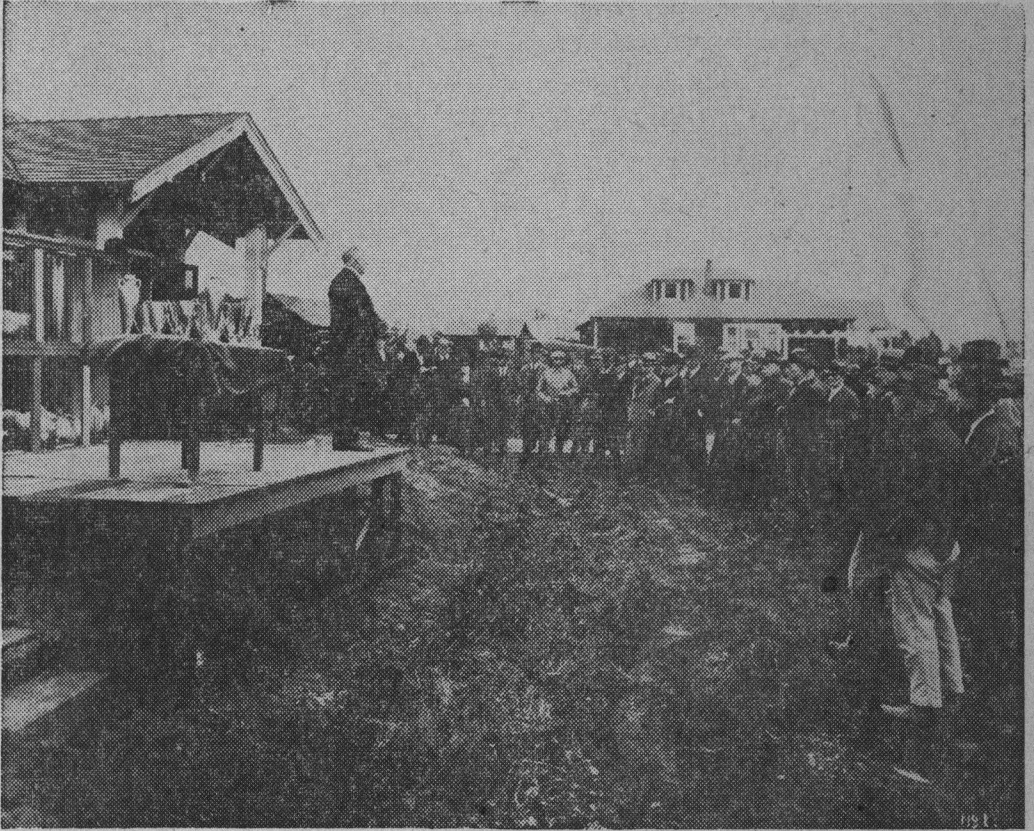


# SANTA CRUZ YESTERDAYS



EGG-LAYING CONTEST AWARDS MADE, 1924

(From the Preston Sawyer Collection)

Poultry-raising, with its several attributes, was an industry of considerable importance hereabouts back around World War I and some years thereafter.

Although poultry farms and "chicken ranches" were present in a widespread area, perhaps the greatest concentration of poultrymen was in the northeast corner of town. For some time the area along the DeLaveaga park foothills now known as Prospect Heights and stretching southward into the area now bisected by the Watsonville freeway, was frequently alluded to as "Chicken-town."

During that period, the Santa Cruz Farm Bureau Egg Laying Contest plant was developed, with all of Santa Cruz, including the chamber of commerce, in full approval. Here the celebrated egg laying contests of the 1920's, were held, gaining nationwide attention. Trap nested birds made outstanding records during the 13 years the contests were conducted.

### Egg Contest Plant

The plant stood on the corner of Pacheco avenue and Martin boulevard, at Rooney street just opposite the turn where Morrissey boulevard now bends to become the freeway proper.

Today's picture was made during the ceremonies attendant upon the awarding of cups to record winners in the 1924 contest. C. D. Hinkle is seen making a speech in behalf of the chamber of commerce. The scene is in front of the contest plant main building. Extending back along

the gradual rise toward the then main gate of DeLaveaga park were 53 pens and facilities for complete trapnesting, with daily record kept of the egg production of prize hens, and pens.

Day of the event was November 6, a Thursday. Pathe News cameras were on hand to film the presentation of cups, the high hen and winning pens for the movies.

### Local Winners

Sweepstakes cup for high pen of ten hens, 2632 eggs in 365 days, went to W. J. Kenna, same for high hen, 365 days' record 303 eggs, F. L. Collins, both of Santa Cruz. There were many other awards. St. John's Poultry farm,

Waranga, Missouri, took a cup for official world record, two year contest, 5 hens, 250 egg average (year average 500). A \$100 cash prize went to W. J. Kenna also —awarded by Mrs. L. A. Thornehill of Alberta Farms, for individual making best record with Alberta stock.

Award cups are displayed on table at left on the platform, back of Mr. Hinkle.

Forward of the ring of spectators in the background, just in front of the speaker, is J. C. Colyar, long identified with poultry activity here. He is seen making notes of the event in preparation for one of numerous articles on the chicken industry he has contributed to the local press down through the years. Today, the octogenarian is recovering from recent illness and is soon to resume activity as one of the leading senior citizens of the community.

## Begins Training



## H. H. Ledyard Firm Marks 27 Years In Santa Cruz

Friday marked 27 years mark H. H. Ledyard has been in business in Santa Cruz. In celebration, he, with his group of himself, ployes, had lunch at the Santa Cruz hotel.

Ledyard started as an individual wholesale grocer, caterer while institutions, restaurants and delicateries. Then he started selling stores also, and took as part of the business two of his children. In 1952 they incorporated and issued stock.