

Christmas, 1904, survived bad economy

The weather had been dry and clear for too long as the Christmas season approached, and the apple industry was suffering from a lack of crops. But the local paper looked on the bright side despite a lagging economy —

"Holiday trade in Watsonville is increasing as Christmas approaches and quite a rush is expected the latter part of the week. The nice weather has been favorable for shopping and many people from the country come to town each day. There will be a fair holiday trade this year regardless of the apple crop shortage."

— Evening Pajaronian Dec. 21, 1904

Merchants had readied their stores for the holiday shoppers and one of the innovative window displays could be seen at Daly Brothers store, located in the new Porter Building. An arch was constructed of embroidered handkerchiefs and point lace flanked on one side by an arrangement of Russian leather and seal handbags and on the other side by numerous collars in lace, Battenburg leaf and the new Buster Brown style.

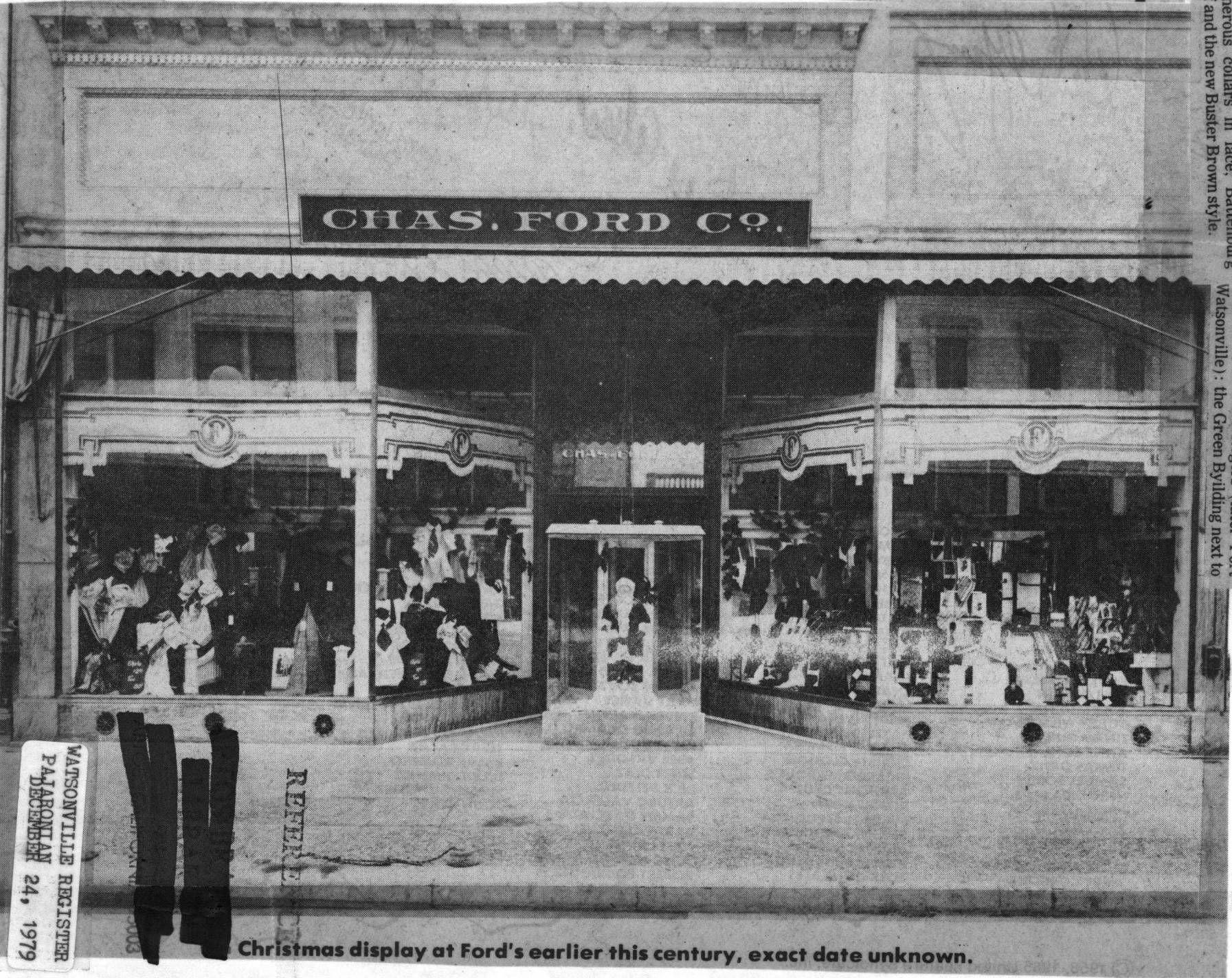
at the Great American Importing Tea Company, 323 Main Street, you received with every purchase your choice of a gift which included such items as Limoges china, cut glass ornaments and lovely dolls. The drummers were at the Mansion House showing their samples, which consisted of such lovelies as silk dresses, petticoats, walking skirts and tea gowns. Local merchants were suggesting that the ladies of the town patronize local shops instead of giving their business to these traveling salesmen.

The Charles Ford Company boasted of a large number of singing canaries which were in cages in the store's grocery department: "They sing as if they would split their little throats, and one is reminded of being in an aviary." And, despite the shortage of money, construction was in full swing as the year just drawing to a close had seen a number of new houses and buildings being erected — Ford's new two-story brick block designed by Weeks; a dance pavillion built down at Port Rogers (later Port Watsonville); the Green Bldg next to

the I.O.O.F. Hall, also designed by Weeks as was the new Christian Church at East Lake and Alexander. On the drawing board was the Carnegie library building to be located at Union and Trafton; the property was purchased from Dr. Bixby in November of 1904.

Christmas entertainment was available in many churches and schools such

as the one presented at the Moreland Notre Dame Academy which consisted of a drama in five acts interspersed with Christmas music and tableaux — the entrance march was lead by Misses Loretta and Leonore Kelly. On Christmas Day, Christy Redman distinguished himself as Santa Claus in the new Christian Church while Chief of Police F. A. Rasette "juggled toys at the Presbyterian Church." The Sunday School children in the various churches around town presented programs enjoyed by all; especially the parents!



Christmas display at Ford's earlier this century, exact date unknown.



Quinn's Butcher shop used to "score" its beef and sheep for the holidays by cutting a pattern on the exterior of the carcass, then rubbing it with a cloth dipped in

blood. The butchers shown here, from left to right, are Pat Daley, Matt, Jim and Joe Quinn.

"Another Christmas has come and gone. Family circles were augmented by home-coming loved ones and happiness reigned supreme. The people of Pajaro valley, all reasonably prosperous, exchanged gifts and thus gave expression of the good fellowship that exists among them. The absence of abject poverty in this community is another blessing for which all should be thankful.

Old and young alike shared the good things that Christmas brings and passed the day most happily. In a number of private homes there were Christmas trees and the little ones and their elders enjoyed the attending festivities."

— Pajaronian