

Everything from coffins to ice cream was available in Watsonville

"Frank Aston has opened with a fine stock of coffins, etc. and is ready to fill all orders in the undertaking line. If you are thinking of boxing yourself up till time is no more, call around and see Frank opposite First Street." — Pajaronian, June 13, 1878.

Many businesses have come and gone in Watsonville over the years and I would like to share a few examples with you.

"S.S. Jarrett's new Pippin Lunch Counter and Restaurant will open for business Saturday morning, April 24th, at 447 Main street, in the E.B. Lettunich building. Mr. Jarrett has new equipment throughout and everything is as neat and shining as a new pin. For the convenience and comfort of his patrons he has adopted the low counter and low stool, and both men and women can sit at the lunch counter in comfort... The best of everything at sensible prices. Our quick and efficient service and wholesome meals will put life and vim in you and make you fit for



Betty Lewis

That was Watsonville

the day's work." — Evening Pajaronian, April 20, 1920.

Buckhart's Candy opened their store in Watsonville on Jan. 1, 1904 after purchasing the business from J.A. McCallum: "J.A. Mc Callum, one of the foreman at the sugar factory has resigned his position and purchased Mulhern's candy factory. John is a popular gentleman and is sure to make a big success in his new sphere." Mr. McCallum went into the clothing business after selling to the Buckharts.

In March of 1860, a meeting was

held for the telegraph company with the following officers elected: R.F. Peckham, Edward Martin, F.A. Hihn and John T. Porter. In May of that year, the telegraphic wires were extended to Watsonville and were declared to be "in working condition."

The Evening Pajaronian was announcing in 1921 that Jones Bros. shipped the largest single shipment of vinegar ever made in the United States — "it consisted of 25 cars, each containing 125 barrels; a total for the train of 156,422 gallons of cider vinegar — all made from Pajaro Valley apples."

Check out the prices in the following article: "Offering free to each tenth customer who makes a purchase of 10 cents or over a quart of ice cream on their opening day, the new Fox Creamery located next door to the Fox Theatre opens Saturday morning at 7 o'clock. This new creamery is to be operated by



The Jones Bros. Building.

Mrs. Mary Jones and her son, Bill Jones. Mrs. Jones was formerly employed by the Roma Hotel previous to the arrangements for the opening of this plant. Bill was an employee of the Pep Creamery for some time."

And last but not least is the following: "The branch of the Log Cabin Bakery in the Stoesser block (across from the Plaza) will open up on Friday. Fresh bread and cakes will be received from the head bakery in San Francisco each noon, the same having been baked that morn-

ing. The Log Cabin Bakery has a great reputation in this State and has many branches in different cities." — The Pajaronian, August 9, 1894.

Betty Lewis, a local historian, is a contributing columnist to the Register-Pajaronian.