

History "PAMPHLET"  
**C. D. Eldon's General Store and  
 Cooper & Co's. Purveyed to All  
 S. Cruz in Santa Cruz of 78 Years Ago**

News  
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Santa Cruz had two general house, fronting on the upper plaza. There "in Blackburn's building on the hill" were Robert F. Peckham and John H. Coult, attorneys; and with his office in the court house was Henry Peck, justice of the peace for Santa Cruz township.

C. D. Elden's store, corner of Willow and Mission streets, and congress gaiters, bleached and Cooper and Main streets, carried everything necessary for man or beast.

Willow street of those days is now Pacific avenue, and Main street is now Front street.

No prices were given for the goods advertised, but Elden's advertisement, which ran week after week, filled more than a column, carefully classified. Each department of the Elden store had its own place in the advertising space.

Foodstuffs, ladies' dress goods, prints and gingham, bonnets, ribbons and flowers, white goods and collars, ladies' slippers and bootees, hosiery and gloves, shirts, wrappers and drawers, domestic goods, agricultural and mining implements, blasting and rifle powders, oils, paints, brushes and glass, all were listed, with details of each classification.

Cooper & Co., had less to appeal to women. Their advertisements told of "mens' superior black cloth dress and sack coats; mens' plain and fancy satin pants, mens' fine calf pump sole congress gaiters, bleached and brown cottons, brown osnaburges, mariner's stripes, flour, bacon, lard, butter, prunes, and mining and farming implements.

Cooper & Co. had a store in Watsonville, though, which ran more to women's offerings. Lacking any medium in Watsonville the advertisements of that store came to Santa Cruz also telling of "rich mouslin de laines, rich English and American prints, and of "French and American lawns."

On Willow street one door south of Elden's store was the establishment of Charles Hoquest, who announced: "All kinds of machine sewing done to order with neatness and dispatch. Persons wishing grain sacks can be supplied at short notice.

Santa Cruz' courts and legal talent were all near the old court

## Vineyard Started By Imas in 1857 On Potrero Flat

Viticulture began more than three quarters of century ago in Santa Cruz. It probably began earlier still, as the Franciscan monks in virtually all of the California missions attempted at least to raise grapes, and the Santa Cruz mission had an orchard laid out before the year 1800.

On June 27, 1857, it was recorded: "It has long been supposed by the people of Santa Cruz that grapes would not thrive and produce well in this locality. Those who wish to be convinced of this

## STAGE FARE TO SOQUEL IN 1860 37½c ONE WAY

Stage fare from Santa Cruz to Soquel was 37½ cents in 1860, when James Smith was running the transportation line. His stage was a two horse spring wagon which left Soquel each morning at 8 o'clock and each afternoon at 1:30. On the return trips he left Santa Cruz at 11 a. m. and 4:30 p. m.