

Old Santa Cruz By Ernest Otto

Business District

Drug stores were different in the old days than they are now. They carried more in the front which looked like medicine, and they had less stationery, toys, electrical stock, candies, soaps, liquors, tobacco, magazines, newspapers, etc.

They had fountains in the late seventies, but they did not furnish meals.

To the small boy the drug store was a great attraction, especially because of all the color. The large globes, many of them filled with colored liquid, bright red, green, yellow and blue, fascinated him.

The stores as a rule were quite long. The liquid drugs, instead of being in the rear as now, were along the shelves on three sides. The glass containers were very large and made quite a smash at the time of the earthquake.

HERBS IN DRAWERS

Drawers below the shelves contained the many herbs used in those days. A large section was given over to the patent medicines, cod liver oil, camphor, castor oil, arnica and others.

Many of the medicines on the shelves were Hoods Sarsaparilla, Boschees German Syrup, Paines Celery Compound, Trappers Oil, Wizard Oil, Cuticura Salve, Ayers Cherry Pectrel, Bucklens Arnica Salve, Chamberlains Remedies, Squibbs Mixture, Warners Safe Cure, Lydia Pinkhams Compound, Dr. Kings Discovery, Noels Vitae Ore, Scotts Emulsion of Cod Liver Oil.

There were also Bells Tar and Honey, Piso's Cough Remedies, Foleys Honey and Tar, Pain Killer, Jamaica Ginger, California Syrup of Figs, etc.

BROGER DRUG STORE

The first drug store remembered by this writer was the Broger Drug Store, "Deutscher Apotheke." The store is still in existence, known as the Palmer Drug Store now. Broger was a wonderful druggist. He was succeeded by J. J. Hug, who married his widow. The Broger home was across the street from the drug store on the east side of Pacific avenue. The place is now occupied by the Hotel St. George. Hug was a talented pianist. For some years the family lived above the store. Homes on the second floors of business blocks were quite common then.

GAS LAMP IN FRONT

In front of this drug store there was a gas lamp in the form of a druggist's pestel, imbedded with many colored jeweled crystals. When first erected it was greatly admired. The store held the name of Palmer Drug Store for the greatest length of time.

The Fay drug store was located where the Pure Food Center now stands. It was operated by Pliny Fay, and following his death, by his son, Hamilton Fay. It had one of the first soda fountains, a nickel one, before the arrival of the larger marble ones.

J. G. Tanner came from Toledo, Ohio, and his first drug store was where the Plaza bakery is now located. He was very popular, and when ice cream and soda fountains became the vogue, he produced a wonderful ice cream. The apprentices were not too fond of the ice cream business, as in these days; the ice cream freezers were operated by hand. It was no easy job for an apprentice, as he opened up the drug store at 7 a. m., and they did not close before 11 p. m.. The boy slept in the rear of the drug store or upstairs and answered the night calls.

MODEL DRUG STORE

Tanner moved his store to where the Hotel St. George now stands, and he opened a second store, the Model drug store, which was in the Masonic building. It

was a very large one and had another fine fountain.

These fountains, over which there was much rivalry, were wonderful pieces of work of varied kinds of marble and silvered finish; there was also considerable metal work.

The Horsnyder drug store started in the later seventies by Dr. F. F. Christal was in a one story brick structure, still standing, and now occupied by Mrs. Nina Elsom as a ladies furnishing goods store.

HORSNYDER TOOK CHARGE

When J. H. Horsnyder took charge many knew him as Dr. Horsnyder, and they would come to him with their ailments for which he would prescribe. The soda fountain on a warm day turned out ice cream sodas by the hundreds. All the small boys went there, as he served a five cent glass. He made all his own syrups and Horsnyder's nectar had a reputation even among visitors.

Blood and Swanton was one of the later of the older drug stores, situated where the Town Clock cafe is now located. The inside was finished in black and gold, which was something new then.

Frank and Charles Bixby were well known druggists. They preceded Charles J. Gillen in the store just vacated by William Means.

CLERKS WERE FACTOR

The drug clerks had much to do with the business in the drug stores. One who was here a long time was George Sheddian, who was with Tanner, and also at one time with Fay. He later went to Eureka. Another clerk here for many years was Laurence Williams, who went from here to Bakersfield.

Ernest Morgan, who was with the Tanner drug store, went to Honolulu. Joseph Blum moved to Los Angeles. Thus the druggists who did not have to go to a school of pharmacy scattered over the entire country.

Just as the small boy went to the rear of the bakery for a cookie, to the grocery stores to be given a lemon snap, to the butcher shop for a slice of bologna, they would go to the drug store and ask for a stock of licorice root.

When nearly every child had a collection of picture cards, it was the druggist who had the greatest number of advertisers' picture cards to give away, and small boys made many trips to the stores for these prizes.