



Diane Varni

Joe Colling does some business this morning.

## Customers quickly find the new Taylor's

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The local dignitaries, ribbon cutting ceremony, fresh red and white paint and new parking lot were fine and all, but Howard McDonald was on hand for a more practical reason.

He was hungry. He wanted a hot dog. He wanted a chili dog from Taylor's Hot Dog stand.

So amidst all the hubbub and activity, McDonald quietly stood in line and waited his turn with other hungry people.

And when considering the success of Watsonville's most-famous of hot dog stands, perhaps it should be considered that this line was formed at 10 a.m., for many a good time of day to consider eggs and toast.

But McDonald, retired after 22 years at S. Martinelli, wanted a chili dog, and had a hunger for one as ceremonies were taking place to celebrate the grand opening of the new Taylor's Hot Dog stand at Union and East Beach Street.

"This is exciting," said McDonald, who approved of the new location. "It was more congested over there (Maple and Union streets). These hot dogs are the real thing."

Taylor's Hot Dog stand has

been in operation in Watsonville since 1954. A first stand was opened (and remains open) in Visalia in 1952. Pauline Taylor, 70, who lives in Visalia and oversees the two hot dog operations with her son and brother, was on hand this morning to ensure that everything went smoothly.

"This is the Cadillac of hot dog stands," Taylor said. "Am I happy with the new place? You better believe it."

The new place looks a lot like the old place, only better. The neon sign with the doggie was moved from the previous location and the red and white paint on the small metal building looks bright and clean.

Some improvements are obvious. Parking for 17 vehicles is available at the new location to relieve any congestion problems, and there is now more room for customers to move about. Less visible are improvements inside the stand. A new walk-in freezer, more shelf and storage space will help employees.

Joe Colling thinks he likes the new place. Colling, 61, has worked in the Taylor's Hot Dog stand in Watsonville for 31 years

with his wife, Judeen. Their son, Donald, 30, also has worked for the Taylor's for most of his life and for the past 13 years full-time.

"It will take a bit of getting used to," Joe said. "I haven't had time to really check everything out, I don't know where everything is yet."

Taylor hoped the line at opening time today provided an indication that customers will have no problem finding the new stand. She plans a special promotion next month.

She also said the old stand was a success, but would not

completely intimate *how big* a success.

"We're going to have a special promotional day, hot dogs for 35 cents, and I hope the health inspector doesn't come around that day," she said. "I won't tell you how many hot dogs we sell, but I will say that if we sell less than 100 dozen a day, it's been a slow day."

City councilman Rex Clark, who was the official ribbon cutter today, didn't harbor many doubts as to the future success of Taylor's Hot Dog stand.

"They just opened and there is a line clear to the street, they must be doing something right," he said. "They've been going forever, they must sell millions and millions of the things."