

Daly Brothers and the Fox Creamery open in Watsonville

When the Porter Building, designed by William Weeks, was constructed in 1903, Daly Brothers mercantile store opened its doors to the public in October of that year. The store was located in the lower corner portion of the new building located at the corner of Main Street and Maple Avenue. The following is an advertisement from the local newspaper: "They, Daly's, will carry a complete and up-to-date stock of dry goods and ladies' and children's ready-to-wear garments."

This marked the beginning of Daly's in Watsonville. The store was founded by Denis Joseph Daly and his brother, Pat Daly. The Daly's were born in County Cork, Ireland where their father operated a dry goods store. While still young men, the Daly brothers migrated to the United States; first going to San Francisco, Fresno and then coming on to the Pajaro Valley.

After ten years, Pat Daly moved to Eureka where he established another store up there. He died in 1930.

In 1914, Daly Brothers moved their store up the street into the newly built Lettunich building, also designed by Weeks, being again located on the ground floor. The business stayed at this location until 1929 when it was moved to 345 Main Street. Denis Daly died in 1953 at the age of 86.

D.J. Daly had been quite an athlete in the early 1900s and was the Pacific Coast hand-ball champion at that time. He was also known for his sly wit and good humor. After his death, Denis J. Daly, Jr. Was in charge of the store having joined the firm in 1940. Daly Bros. closed its doors in 1969 having



**Betty
Lewis**

That was
Watsonville

been a vital part of Watsonville's business community for 63 years.

Ann Soldo remembers what fun, as a kid, it was to go in the store and watch the overhead change maker. There was a brown cup in which the money and receipt were placed and then it was pulled like a trolley up to the office where change was made and sent back down to the clerk and then the customer.

A completely different type of business is shown by the following newspaper article dated June 30, 1939 which appeared in the Morning Sun: "Opening of New Fox Creamery Is Set for Tomorrow - 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 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 at the Pep Creamery here in Watsonville for some time. This modern creamery plans to remain open from 7 a.m. to 12:30 at night, until after the second show has been completed. There are some 15 chairs at the main



This photograph is dated September 29, 1911 and was taken inside Daly Brothers store in Watsonville at the corner of Main and Maple street. Shown here are Minnie Storm (from left), man unknown, Nick Strazich, Florence Joy, Frieda Steglich and Mamie Davidson.

counter and eight booths to accommodate the people of Watsonville.

"Lunches will be served from 11 until 2. There will be a 25 cent

snack on the menu and a 35 cent merchant lunch. Dinner will be offered from 5 until 8, prices ranging from 35 cents to 50 cents. This new creamery has all the modern equipment and is decorated in a blue and white motif."

WATSONVILLE
REGISTER-PAJARONIAN
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