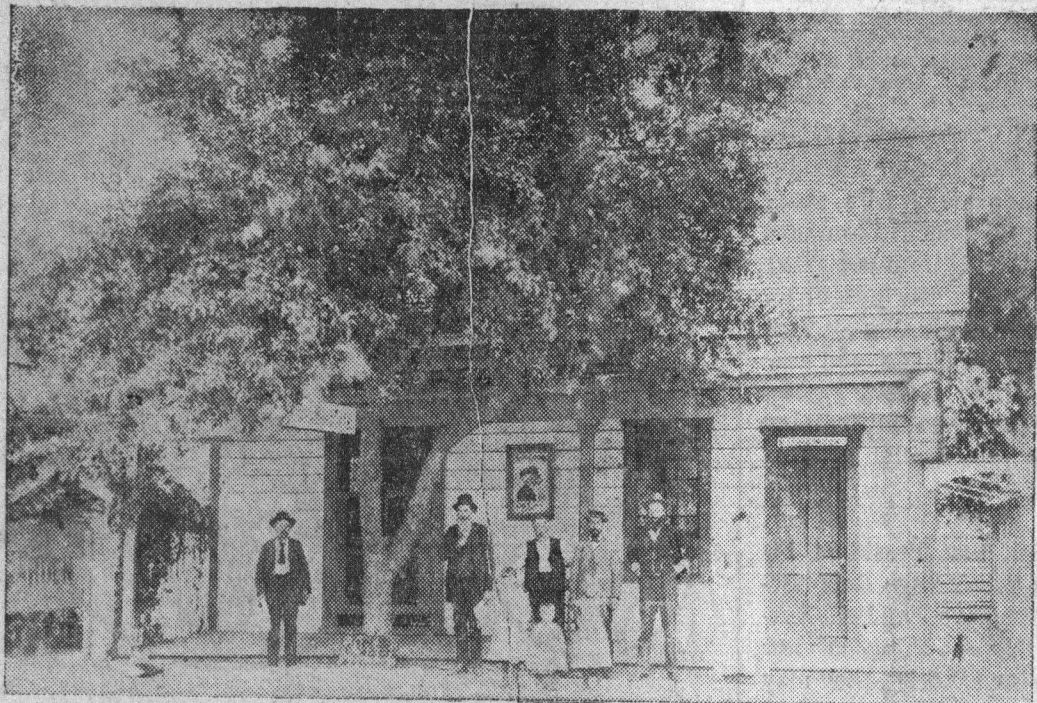


SANTA CRUZ YESTERDAYS



UNDER THE APPLE TREE, SANTA CRUZ, 1889

(From the Preston Sawyer Collection)

Modern cocktail lounges have descended from the old "corner saloon" of grandpa's day, which itself evolved from the earlier "beer garden."

The latter method of purveying liquid refreshment bore the old country influence carried by adventurous immigrants to the new world.

Conviviality seemed to develop even more rapidly in the outdoor area with bowling available, but there were also indoor facilities at these places.

Early day Santa Cruz had several "beer gardens," including that at the "Cottage Saloon," above. Another was at the Bausch brewery at Soquel avenue and Ocean street.

"Down The Avenue"

Former part owner of the latter business, Carl Beck, shown here with family and friends, had been in Santa Cruz only a few years when he entered the second phase of his business career here,

in operating the Cottage Saloon, with beer garden and bowling alley.

He had built up a good business "down the avenue" (Pacific, near the bend at Beach hill), "in the shade of the old apple tree." (Ernest Otto in his writings of old Santa Cruz often told of the "Cottage" apple tree, near Beach hill, on the way to the beach). A captive balloon once was lashed to this tree, it has been said.

Little Herbie

The first two people, reading from right to left, are the senior Becks. Of the three children, Clara Beck is the one at the left. In the middle is Herb Beck at a very early age, through whose kindness the picture is here presented.

According to a sign over the door, the entrance at extreme

right is to the "Sitting Room." The swinging doors are to the left. A sign near the water trough and tree trunk offers wine for "40 cts. per gallon." Same quality today runs about \$2 a gallon. "Wine or Beer 5 Cts.," says a sign over the sidewalk at the entrance.

The framed wall sign is in behalf of "Allen & Gintert's PET cigarettes". (Who said anything about filters?)

Carl Beck later, for some years operated his own brewery. Located on outer Market street is was called the "Big Trees," the third in Santa Cruz.