

# Watsonville's Pep Creamery is long gone but not forgotten

Harold and Lou Foote opened up their first creamery in Watsonville in 1924 known by the name of the Independent Creamery and then located at 8 East Lake Ave. It stayed at this location until 1930 when the Resetar building was constructed in the 400 block and the Independent Creamery moved into No. 435 and was incorporated as the Pep Creamery.



**Betty Lewis**  
That was Watsonville

There were other Pep Creameries and I remember the one in Santa Cruz on Pacific Avenue where our crowd used to congregate for those thick milk shakes where you not only had a big glass full but also any remaining in the shaker. There were also stores, at times, in Monterey, Hollister, Salinas, Petaluma, Napa and San Luis Obispo. The Foote Brothers also supplied 18 other creameries, with their products, in the coastal area.

Locally, in 1939, the Footes constructed a new facility at the corner of East Beach and Carr made of glass brick, steel and concrete and costing \$10,000. David Twitchel became the manager along with employees Bill Scrivner, Muriel Tier-

ney, Thelma Lauman and Lucille Christensen.

Open from 10 a.m. until the early hours of the morning, the creamery featured a "serve yourself and save" idea — the customer could place his order with an employee and then do his own serving, or there was tray service to your car.

Inside the creamery were U-shaped counters plus tables which could seat up to 90 customers. Another feature of the new eatery were two table tops on which patrons could carve to their heart's delight after which the best two tops would be hung on the wall and credited to the class of 1940.

But, by 1944, five years after the opening of the Pep Creamery, the

building was sold and became McDowell Printing Service. In 1947, it was sold to Ed Kimmel and Doug Evans and the name was changed to Service Printers. The business was sold again and moved across the street to 12 Carr Street and is now owned by Debbie Smith.

Many still remember the delicious food and great ice cream products at the Pep Creamery. The following is from the Watsonville Morning Sun, Aug. 27, 1939: "The interior (of the new store) is completely finished in red, white and chrome with red leather table and seat tops. Lunches and dinners will be served at special low prices, which will include rib steaks and fried chicken. They will also feature homemade cakes and cookies made by Mr. and Mrs. Maedon of Soquel."

There was parking for 25 automobiles at this new drive-in facility. The general contractor was Ralph Friend; Granite Construction, concrete; George Hedrick, painting; J.E. Kyhlan, roofing; C.R. Hushbeck, tile and glass brick; Frank Orlando, glass; and Martin and Gleason, plumbing plus the Hammond



Main Street, with Pep Creamery on the right in the Resetar block at No. 435.

Lumber Company. The Pep Creamery is long gone but certainly not

forgotten by many.

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a contributing columnist to the Register-Pajaronian.

