

Buckhart's — Delicious candies and ice cream

✓ ^{Buckhart's}
"New Candy Firm - Today Richard I. Buckhart and brother, Harry C. took possession of the candy factory and ice cream parlors heretofore conducted by J.A. McCallum while the latter will go into active partnership in the clothing firm of Hall and McCallum. The business from which Mr. McCallum has retired has been successfully conducted by him for many years, during which time Harry Buckhart, from an apprentice, became his right arm in the making of candy. The reputation of 'McCallum's' will be sustained at every point by the new firm under the title of Buckhart's. We wish the boys a prosperous New Year." — Evening Pajaronian, January 1, 1904.

The selling price of the business was reputed to be around \$2,000. Harry and Dick were the sons of John and Amanda Buckhart, who had come to California and the Pajaro Valley in 1879. There were four other children in the family — James, Charles, William and Lulu — and the family home was at 26 Sudden



Betty Lewis

That was Watsonville

St. The house was designed by William Weeks in 1901 and is still standing across from the YMCA.

When the Buckhart name went up over the candy store at 318 Main St. in 1904, Harry and Dick handled the business by themselves, except on Saturday and Sunday when they employed a girl clerk. In February of 1905, the business moved across the street to 329 Main into roomier quarters. The store was remodeled and enlarged in 1912 and the ice cream parlor now sported a massive, marble-topped counter decorated in mosaic art and glass which was surmounted by a large

and beautiful mirror.

Also installed was an onyx soda fountain which was topped with electric lamps with oriental shades. Large glass display cases held the delicious candies that were made right on the premises and could easily satisfy the sweetest tooth! Hailed as a "Palace of Sweets," Buckhart's had become a household name not only in Watsonville but in nearby towns as well. The late Carl Bronson told of going to Buckhart's after school and wrapping candy - not for pay but just for the fun of it! And from Doris Martin, "My favorite ice cream choice (at Buckhart's) was a 'Watsonville Dainty.' It was served in a parfait glass, preserved strawberries and syrup, topped with a gob of vanilla ice cream."

Dick Buckhart and his wife, Anne, were still running the store at 329 Main in 1921 when William and Harry Buckhart purchased the Russell Candy Company in Santa Cruz and they moved to the county seat where they

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operated the store at 188 Pacific Ave. At one time there was also a store in Hollister run under the name of Buckhart & Dooley; one in Fresno and one in Berkeley.

The Watsonville store was being rebuilt and when the reopening was held in 1923, Joe Leonard, brother of Mrs. Dick Buckhart, joined the firm. Joe's brother, Charles Leonard, came into the business later. By popular demand, a small room in back of the store had been dubbed the "Dog House" and this is where the men of the town would gather for lunch and to discuss the town's affairs. Some of the regulars were Dr. Henry Watters, Al DuFour, Pick Buob, Bill Dye and many more. There was also a room upstairs where service clubs met, dances were held and special dinners catered.

Dick Buckhart died in 1928 and his wife, Anne, was to marry Jack Villemur and carry on the business. The Santa Cruz store had been moved to 2-1231 East Cliff Drive in the 1930s and, in 1972, Robert Clark purchased the business from Tom Regan, nephew of the founder of the firm. The Watsonville store closed down in 1940 and Woolworth's (then located in the 300 block) expanded into that portion of the building.

Anne Buckhart Villemur operated the Appleton Grill and Restaurant in the Appleton Hotel (now Wall Street Inn) and advertised: "Buckhart's - Delicious Candies and Ice Cream - We cater to special parties and luncheons." Anne died in 1970. For many years you could buy Buckhart's candy at Jack's cigar store and Ford's Department Store. It is now available at River Nursery.

— GO TO —

BUCKHART BROS.

FOR BEST CHOCOLATES AND ICE CREAM

329 Main Street

Watsonville, Cal.