

Soquel Pioneers

Newsletter

July 2022

Soquel Pioneer and Historical Association

2022 PIONEER PICNIC Saturday, July 30 ~ Details Here



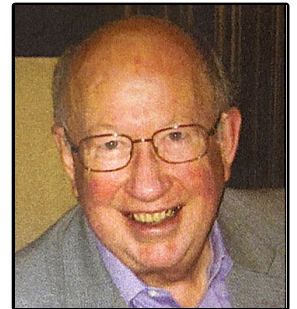
It is summer once again and for over 80 years here in Soquel that brings preparations and anticipation for our annual Pioneer Picnic on the last Saturday in July. It was officially initiated in 1938 with the establishment of the Soquel Pioneer and Historical Association, but the

tradition pre-dated that with groups of Soquel old-timers getting together to reminisce about the early days of building a new town. It must have been fascinating to hear the first-hand history from people who came across the continent and around the world leaving the security of established civilization and society to build houses, farms and businesses where none had been before. The Soquel Pioneer and Historical Association and the Pioneer Picnic were established to ensure that those stories and the ensuing history would remain available for generations to come. And the Pringle family generously donated the beautiful Pringle Grove to provide a home for the annual event.

There will be displays of historical photos, Soquel history books available for purchase, and the auction of some wonderful goods and services generously donated by local merchants and residents .

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We are pleased to have Bertram C. Izant as our speaker this year. The name Izant needs no introduction for anyone who grew up in post WWII Soquel. Izant's Hardware thrived for many years providing goods for everyone from farmers and loggers to shopkeepers and schoolteachers. The Izants were also quite involved in community service and the family has a long history in Santa Cruz and Soquel.



Bertram C. Izant is Our Speaker this Year

Adhering to California Department of Health guidelines will require some changes from previous picnics. People who have not been vaccinated and those with on-going health issues are requested to wear masks and observe social distancing. We ask that all attendees be considerate and accommodating, observing Covid 19 protocols. The picnic will not be a potluck this year. It will be a true picnic. Bottled water and Ugly Mug coffee will be provided.

So bring family and friends, whatever food and drink makes a good picnic for you and be prepared to enjoy and share history and fellowship at the 83rd Soquel Pioneer Picnic.

Plan to be there!

Saturday, 11:30am July 30, 2022

Pringle Grove Picnic Grounds

5270 Pringle Lane, Soquel

(Just beyond Bargetto Winery on the right)

Soquel Pioneer & Historical Association

Information: 831.818.8109 www.soquelpioneers.com

Old Receipt is Reminder of Soquel & Live Oak History

By Frank Perry



Soquel Garage in 1932. According to the signs, it sold Fords and did service and repairs. The banner above the people says, "The New Ford Now On Display Here." They also sold Goodyear Tires. One of the signs on the power pole points to Prescott's Inn. The other says "Camp at New Brighton Beach—25¢." A label on the photo identifies the people as (L to R) Fred, Clyde, unknown, Norma, High, Norman, Verne, Jack P. (Photo courtesy of Duncan C. Gillies)

A while back I finally got around to examining a black metal box of old papers that I inherited from my aunt. Much of the contents consisted of boring legal documents she had saved in case they were needed someday. But there were also some treasures for people like me who are curious about local history. One particular piece of paper caught my eye. Yellowed with age, it was the receipt for my grandfather's Ford pickup truck he had purchased nearly a hundred years ago from the Soquel Garage.

The Cunnison brothers (Norman, Clyde, and Stephen) started the Soquel Garage in 1921. It was located in the heart of Soquel at the northeast corner of Soquel Drive and "Old San Jose Road." Cunnison Lane just east of downtown Soquel still commemorates the family name.

The price of the truck was \$673, but my grandfather was given a discount of \$20 for paying cash. He had been working at the Brown Bulb Ranch (located where the Capitola Mall and Brown Ranch Market Place are now), which sold begonias tubers wholesale. By 1925, he and my grandmother were starting their own nursery business and needed a truck to make deliveries.

The receipt also shows the cost of a license (\$8), 7 quarts of Wolf's Head oil at 35¢ per quart (\$2.45), and 10 gallons of gas at 20.5¢ per gallon (\$2.05) -->

My grandparent's address was given as Route 2, Box 146. According to my mother and aunt, there was no door-to-door mail delivery in Live Oak at that time. The mailbox was one of a long row of boxes about a half-mile walk from their house at the corner of Capitola Road and 38th Avenue. Fortunately, this was along the path Grandfather walked each day to the Brown Ranch, so it was easy to check for mail on the walk home.

Despite being in business, my grandparents did not get a telephone until the early 1930s, according to my mother. Phone numbers, for those who had phones, were a strange mixture of numbers and letters, such as the Soquel Garage number of 14-W-1.

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SOQUEL GARAGE		SOQUEL CALIFORNIA
CUNNISON BROS., PROPS.		
PHONE 14-W-1		
SOLD TO	P.H. Pettit	
ADDRESS	Route 42 Box 146 S.O.	DATE 6/28/25
Truck		673.00
Business, 10 gal Wolf's Head		12.50
credit by cash		20.00
Al Cash		400.00
		200.00
		65.50
Full Price		685.50
		20.00
		265.50



Frank's grandfather and uncle with the truck purchased at the Soquel Garage in 1925. (Photo courtesy of Frank Perry)

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Dial phones with modern 7-digit numbers were not adopted in Santa Cruz County until 1954, finally enabling local calls to be made without the aid of an operator.

My grandfather paid \$400, which means he still owed \$265. He paid the remaining amount a week later. I know this because my aunt saved that receipt too!

2021-2022 Donations Thank You for Your Support!

Leselle & Loraine Abraham	Yvonne King
Steve & Denise Agosti	Jane Kotila (Casalegno)
Julia Mae Burgess	Ingrid Larsen
Joe & Karen Calcagno	David and Lynda Lewit
Lynne McCall Caldwell	John & Linda Lucchesi
Leslie Couvillion	Deborah Maddock
Bill Cummings	Meg Madsen
Glen & Ginny Cureton	Maura Matera
Ceedola Parrish Daubner	Lucille Casalegno Mogaard
David Emanuel & Annie Chapin	Julie Mc Gowan & Chris Fulmer
Carolyn Folmar	Donaldine McRae
Sylvia Forsyth	Robert Morden
Duncan & Bonnie Gillies	Keith & Barbara Murray
Ben & Carol Gregg	Lisa Nelson
Marc & Laura Grossman	Mark & Jolene Nicklanovich
Laura Hamby	David Osterhoudt
Scott & Lynette Hamby	Frank & Jill Perry
Kitty Hansen	Chris Poulos
Stephanie Harlan	Patricia Poulos
Jim Hobbs	Phillip & Janet Rupp
Rick Hyman	Priscilla (Sim) Strauhel
Mary Ellen Irons	Mark Szychowski
John Kegebein	Jean Tarr
Patricia Kenyon	Jerry & Robynn Walters

Meet Carolyn Walker New Board Member

I'm happy to be the newest Board Member. I am the 4th generation Soquel family, with a 5th generation daughter. My great grandparents ranched on Old San Jose Road, growing cherries, apples, and raising cattle. My Great Grandma Cushing married Ben Walker, in the Daubenbiss House, which they owned and lived in for many years. All the cousins have special memories spending time in that house. My dad and his sisters grew up on Center Street in the house my grandpa built. Many years later, my dad built a home for our family in Monterey Bay Heights. My parents own the Traders Emporium in Soquel Village, just as their family before them. My great Auntie Peg Nelson, was a Pioneer too! I'm so happy to live in Soquel, with my family, just like generations before me.



How You Can Help!

Donations: Your contribution is greatly appreciated and allows us to continue our important work in preserving Soquel history. We continue to have expenses like the maintenance of the Pringle Grove, Porter Library/Museum partnership contribution, and other expenses. This year, the Association would appreciate additional donations to cover the unexpected expense of \$2,800 for the cutting and removal of the large dead tree in Pringle Grove. There is a PayPal link on our website: SoquelPioneers.com. You can also send a check in the attached envelope. Thank you so much for your donations.

Pioneer Legacy Donor: You may want to consider becoming a Pioneer Legacy Donor. By including The Soquel Pioneer and Historical Association in your estate plans, you will help ensure that the Historical Association will continue its mission to preserve and promote Soquel History. We encourage you to consult your advisors regarding your financial, legal, or tax needs to make certain that your gift fits well into your overall circumstances and planning. For more information or to let us know that you've included The Soquel Pioneer and Historical Association in your estate plans, please contact David Lewit, Board Treasurer, at David@DavidLewit.com or 831-818-2277.

Matching Fund Donor: Consider becoming a matching fund donor. In the past we had a donor offer to match any donation of \$100 or more up to \$1,000. Contact your Treasurer for more information.

Volunteer at the 2021 Picnic or assist with a project. If you would like to become more involved in your Historical Association contact Lynda Lewit, Secretary at Lynlewi@comcast.com or 831-818-8109.

2022 Santa Cruz History Fair

On May 14th 2022 the Soquel Pioneer and Historical Assn. participated in the Santa Cruz County History Fair. It was held at the Museum of Art and History in Santa Cruz. Over 30 local organizations were represented with a wide range of interesting and educational displays, photos, videos, books and artifacts. We had a table setup with photos and books on the history of Soquel. Many people came to ask questions and share their knowledge and memories.



Communication with Pioneers

We are collecting email addresses so that we can update you quickly on anything that is happening with the Pioneers. If you will send your email address to Deborah Maddock: Dlmadd@sbcglobal.net, we will add you to our list.

We hope that you take a look at our Soquel Pioneers Facebook page. You can join the group and add entries. We would love to hear your stories about Soquel History and your personal experiences in our community.



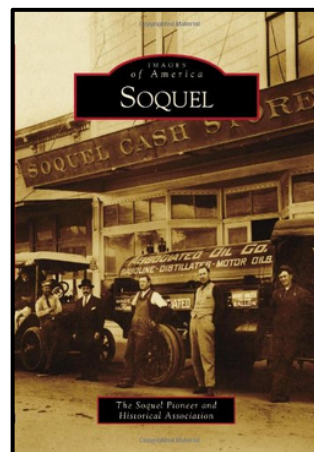
We also have a web page at www.soquelpioneers.com, which includes current picnic information, the new Soquel Timeline and a lot of Soquel history. There are several videos, stories, historical pictures, resources etc.

Timeline Added to Website



We continue to update our website in an effort to make it increasingly useful as a resource on Soquel history. The latest addition is a Soquel Timeline. The timeline lists some of the major events in Soquel history, including the founding of the town, the first post office, school construction, major disasters, and the establishment of significant businesses. It covers the period from twelve thousand years ago to 2015. For most entries, the source of the date and description is provided for those who want to learn more. There are many different ways to present history, and we hope visitors to our website will especially enjoy this timeline format.

Following the timeline is a list of books and other key works that have been written about Soquel history. To access, go to the drop-down menu at the top of the page under "History" and click on "Timeline and Bibliography."



Historical Photos. Most of the pictures on the Pioneer website and in the *Soquel* book site are cropped versions of historical photos from our collection. Original copies can be found in scrapbooks at the Porter Memorial Library or at our picnic, or in our book. A limited number of the

Soquel books will be available at the, July 30th, picnic. Books may also be purchased off the Soquel Pioneer website.

<http://www.soquelpioneers.com/>

Accomplishments and Projects

Millstones moved to Platform

If you attended the Picnic in 2021 you saw that the old millstones that were formerly located next to the picnic tables in Pringle Grove were moved to the cement platform that is attached to the barbecue that is dedicated to Martina Castro. Last year, Curtis and two of his staff at Soquel Nursery Growers brought over a hoist and tractor to move the millstones. It took them two hours to move both large stones to the cement platform. Board Members Jim Hobbs, Frank Perry, David Lewit, and Lynda Lewit were there to witness and oversee this historical event. For more information about the millstones go to SoquelPioneers.com Thank you Soquel Nursery Growers for help in moving the stones!

Monterey Bay Heights Sign



The wooden 8-foot-long Monterey Bay Heights sign was placed in Pringle Grove in May, 2022. The Monterey Bay Heights area was developed by Henry Allen Rispin starting in the late 1920s. This sign was put at the entrance of Fairway Drive in the middle 1900s. Former Board President Judy Parsons and her husband, Paul, rescued and stored the sign for many years at their home in the Heights. It was stored the past two years by Frank Perry, former Curator of the Capitola Historical Museum.

Large Tree Cut in Pringle Grove

A very tall Tanoak tree became sick with Sudden Oak Death. Unfortunately there is no cure for that. The Arborists told us that the tree should be removed. It was cut and removed by Lewis Tree Service. The cost for the removal was \$2,800.

Soquel Signs Refurbished

Two of the four Soquel signs that make the entrance to Soquel had sun damage and they were repaired.

Tables and Benches Repaired

A group of Board members and friends met to sand, clean and stabilize some of the tables and benches in Pringle Grove.

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(Accomplishments and Projects continued)

California Historical Society met with Soquel Pioneer & Historical Association



Alicia Goehring, Executive Director and CEO of the California Historical Society in San Francisco, met with Jim, Frank, and Lynda to discuss special projects. California Historical Society plans to create an umbrella

organization to provide technical support and consultation to California historical associations and small museums. The large project will be funded by a State Education Budget Sub-Committee. There are over 500 Historical Associations in the State of California! The Board voted to write a letter of support for this grant.

Documenting Life in Soquel During the COVID 19 Pandemic

Calling all historians - this means you - yes, even you! You are the historian of your life.

Reminder - the Soquel Pioneer & History Society will be posting stories on our website, featuring how we managed the historic global Covid-19 Pandemic.

Your experience will inform generations to come of our courage, ingenuity, loss, flexibility to change, and perseverance.



Please send us a story you would like to share with the world. You can mail it in the attached envelope, bring

it to the picnic, or email it to Deborah Maddock at Dlmadd@sbcglobal.net.

Thank you for your time and personal documentation for this historical project.

Soquel Pioneer & Historical Society Board of Directors

Jim Hobbs, President
Frank Perry, Vice President
Lynda Lewit, Secretary
David Lewit, Treasurer
Lynne Caldwell
Laura Hamby
Deborah Maddock
Lisa Nelson
Carolyn Walker

Picnic 2022

Saturday • July 30 • Music Starts @ 11:30am

The picnic will be once again be a REAL PICNIC! Each family or group attending the picnic will bring their own picnic lunch. There will **NOT BE A POTLUCK TABLE**, so, bring family and friends, whatever food and drink makes a good picnic for you and be prepared to enjoy and share history and fellowship at the **83rd Soquel Pioneer Picnic!** Everyone's favorite **LIVE AUCTION** is back!

Pringle Grove Picnic Grounds:

5270 Pringle Lane

Take North Main Street .6 miles to Pringle Lane
(Just beyond Bargetto Winery on the right.)

- Music by the Open Heart Strings
old timey string band
- Browse historical photos
- Greet longtime friends
- Meet new friends

Soquel Pioneer &
Historical Association
5270 Pringle Lane
Soquel, CA 95073

