



**Aptos History Museum**

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What's New?

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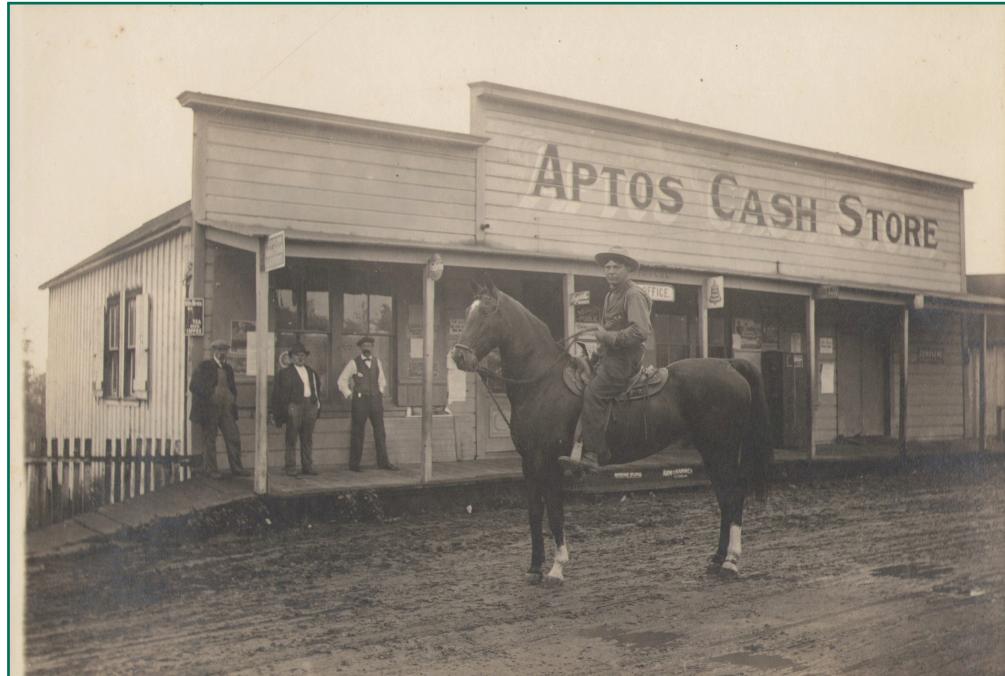
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# Aptos Historian

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## Historic Photo of Aptos Cash Store



*(Photo courtesy of the Jeanne Smith family collection)*

This issue of the Aptos Historian is dedicated to the memory of Jeanne Smith who passed away on November 18, 2013. Her grandfather, J.J. Verhoeff, along with his brother, Hillegand W.A. Verhoeff, operated the Aptos Cash Store in the early 1900s. The Verhoeff's sold their store to the Van Kaathoven family in 1922. Today, Café Sparrow occupies the location.

A special thanks goes out to Mary Russell and Susan & Nels Westman for sponsoring the costs of this issue! Also, please take a moment to renew your membership for the coming year and help us keep the lights on.

Thank you for your continued support!

**Mary E. Russell**  
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## A Night to Rally 2013

Thanks to everyone who made our August 9th "Night to Rally" fundraiser, "Hoedown for History" such a success. The party and silent auction on the pool deck at the Seaside Sports Club helped us to raise 60% of our museum's annual rent. The western theme was a big hit.

The tennis, food and libations made for a great time. A special thanks to Mary Russell for chairing the event!

-John Hibble



Event photos by Nicholas Laschkewitsch



## Did you know?

- **1896-1904:** John J. Montgomery visited the ranch of Thomas, John and James Leonard, between Aptos and Manresa Beach. He experimented with model gliders off the railroad trestle. He also developed a gold separator which the Leonards used to extract gold from the beach and later financed the construction of the building in Aptos Village in which Café Sparrow now resides.

- **1899:** James Leonard builds Aptos General Store with money from La Selva Beach gold mine. Post Office moved to new store with Tom Leonard as the postmaster. Second Aptos School built by Spreckels (Aptos Academy of Performing Arts location).

## JOIN US TODAY!

Call (831) 688-1467,

or visit [www.AptosHistory.org](http://www.AptosHistory.org) to download a membership form!



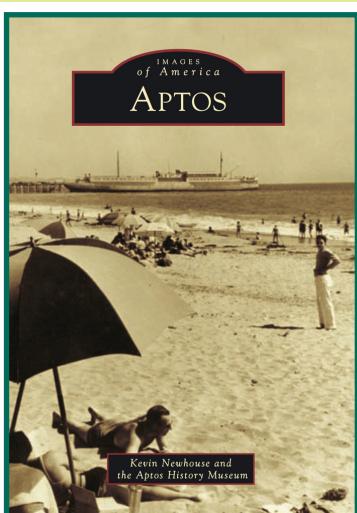
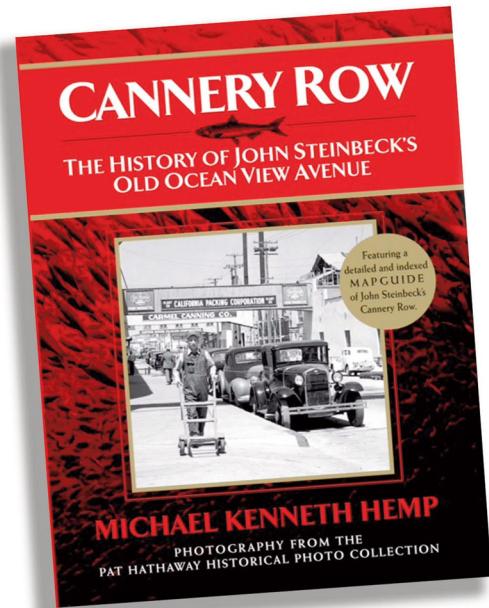
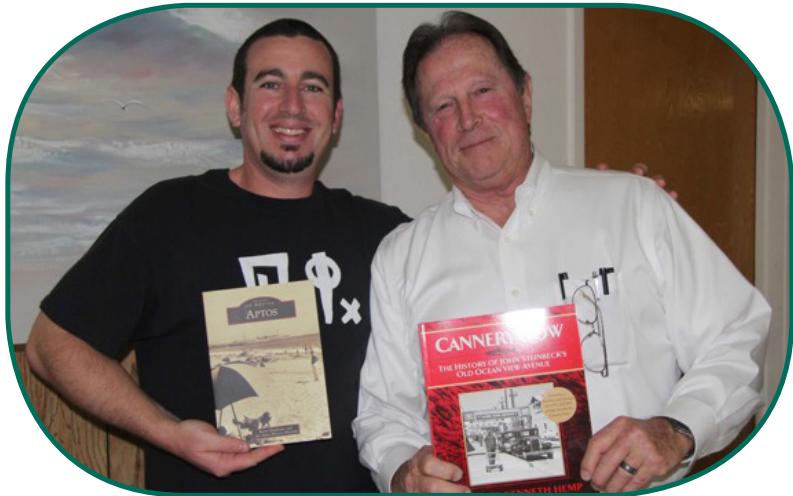
**NOW ON YOUTUBE!**

[YouTube.com/AptosHistoryMuseum](https://www.youtube.com/AptosHistoryMuseum)

## Cannery Row Talk Photos associated with article by Heidi Garwood

The Aptos History Museum teamed up with The Pajaro Valley Historical Association for a very special evening featuring Michael Hemp, author of "Cannery Row – The History of John Steinbeck's Old Ocean View Avenue." The presentation included a wonderful collection of stories and history accompanied by numerous photographs of the historic Cannery Row. This event was very popular and a good time was had by all! Thank you to the Aptos Grange for providing the venue and to Eats of Eden for providing fabulous desserts and beverage for the evening. Copies of Hemp's book are available at the Aptos History Museum. A special thanks to Bob Wall and Nels Westman for all of their hard work.

-Kevin Newhouse



Thanks to everyone who has purchased our newest book, *Images of America: Aptos*. This is a great present for anyone who cares about Aptos, whether you live here or just like this place. We also have books on other subjects from World War II carrier pilots, to local architects, to DVDs about the Santa Cruz Beach Boardwalk's first 100 years. We also have Zach Friend's book, *On Message*. Stop by and enrich your personal library.

## Then and Now - Contest Time!

Where was this photo taken? Be the FIRST to guess the current-day location of this photo and you will win a renewal of your museum membership OR a framed photo!



Email your guesses to:

[AptosHistory@Yahoo.com](mailto:AptosHistory@Yahoo.com)

We will reveal the answer in the next issue!

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## *Manuel's Mexican Restaurant*



**Wednesday, January 22, 2014**

Dine at Manuel's for lunch or dinner and a portion of your proceeds will benefit the Aptos History Museum!

No reservations necessary  
Call for more information 831-688-1467



261 Center Ave, Aptos  
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