

HISTORY CENTER

SAN LUIS OBISPO COUNTY

Local merchants that made the cut

Why Go Hungry?
 TERRIFIC SLAUGHTER
 —IN THE—
Price of Meat
 —AT THE—
FULTON MARKET!
 CHORRO STREET, SAN LUIS OBISPO.
 —ON AND AFTER—
Monday, December 16, 1878
 —THE—
CASH PRICE
 Of Meats at the Old Reliable Market will be as follows:—

Mutton, per Quarter	- - -	5c per lb.
Pork	- - -	6c
Second Class Meat	- - -	6c
Corned Beef	- - -	6c

THE CHOICEST OF FRESH LARD
 —AT—
GREATLY REDUCED PRICES.
 Dec. 14-46 **FULTON MARKET.**

We don't eat much mutton today, but in 1878 it was a budget-friendly option. Second Class referred not to quality but rather to the cut, including options such as the Round, Flank, and Ribs.

It's what's for dinner

San Luis Obispo County has a long history of producing and consuming meat. In the days before the railroad, cattle were raised for leather. This led to far more meat than the local market needed. Since the meat couldn't be exported, it was sold for very low prices. Later, drought forced farmers to cut back on the sizes of their herds.

FOR SALE,
 Bacon, Hams and Lard,
 IN LARGE OR SMALL QUANTITIES,
 At the Store of
BARTOLO BRIZZOLARA,
 IN the town of San Luis Obispo; manu-
 factured by the undersigned from the
 best quality of grain-fed hogs. Patronize
 Home Industry, and quit sending money to
 San Francisco, when you can be better
 served in your own country.

Eventually the railroad would arrive bringing mass-produced wares from the world outside, but local producers continued to serve the market. At right you can see an advertisement for Brizzolara Market published in 1871, bearing the words "...quit sending money to San Francisco, when you can be better served in your own county." Those words still ring true in the ears of local artists, craftspeople, farmers, etc - though the manufacturers they're competing with are now global, not just up the coast.

**FULTON
MEAT MARKET!**



Steele Brothers & Co.,

Next door to Goldtree Bros.,
MONTEREY STREET, SAN LUIS OBISPO.

Always on hand the very choicest of

**BEEF, MUTTON, VEAL,
PORK, HAMS,
CORNED PORK, CORNED BEEF,
BACON, SAUSAGE, Etc.,**

At the lowest Market rates. Orders delivered
FREE OF CHARGE anywhere within the
city limits.

Particular attention paid to serving Hotels,
Ranchmen, etc. 158-uf-

The Covid pandemic made the concept of grocery delivery popular again, but in 1872 it was a standard service. Note, though, that the city was much smaller than it is today, and there were far fewer customers to take them up on it.

**ARROYO GRANDE
WILKINSON MARKET
& Locker Plant**

120 E. BRANCH 489-2693 ARROYO GRANDE

 **Want Old Fashioned
SAVINGS?**

CHUCK ROAST lb. 49c
O BONE ROAST lb. 59c
CHUCK STEAK lb. 59c

FRESH LEAN GROUND BEEF
BUY 3 LBS. — GET 1 LB. FREE

FRESH CALIF. GROWN CHICKENS

WHOLE BODY lb. 39c
CUT UP lb. 43c

FRESH FISH ON WEEKENDS

ROCK COD	lb. 49c
FILET OF SOLE	lb. 69c
SHRIMP	lb. 98c
LOBSTERS	lb. \$1.49
ABALONE	lb. \$2.29
KERN VALLEY SMOKEHOUSE BRAND	
BACON	lb. 59c
WE DO CUSTOM CUTTING AND SMOKING AND HAVE FOOD LOCKERS FOR RENT OPEN SUNDAYS 10 A.M.-4 P.M.	

By 1964, tastes had changed what cuts were being highlighted. Compare these historical meats with your local grocery store's weekly ad!



Dallidet Spring Fling!

Spring has sprung, so let's celebrate!
Farm-fresh food
Music
Fun & Games
Don't miss out, buy your ticket today!

The menu will include:
Mixed Vegetable Soup
Rainbow Radish Salad
Radis au Beurre
Blood Orange Cupcakes
Red & White Wine

Sunday, April 3
Noon to 2:00 pm
\$50 per ticket
1185 Pacific Street
San Luis Obispo

Plus join our raffle!



www.historycenterslo.org/spring

Looking for less meat and more vegetables?

There's just one week left to get your tickets to the Dallidet Spring Fling.

[Click here to buy your tickets now.](#)

If you've joined us at any of our 2021 Dallidet Events, you know the quality of the our produce. If you missed out, [act fast so you don't miss out again!](#)

We couldn't be more excited to share the fruits (and vegetables) of our labor with you all once again.

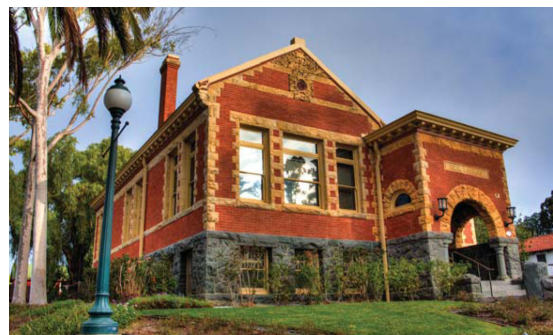
In the weeks after the Spring Fling, the Dallidet Gardens will be open to the public on Saturdays and Sundays from noon to 4:00 pm - unless there's a private rental. You'll be able to check the calendar [on our website](#) to confirm our availability.

Membership time!

Now's the time to lock in your 2022 membership at the History Center.

Members play an important role in supporting our institution, from electing our Board of Directors to being the first to know about our events, exhibit openings, and lectures.

[Click here to become a member today!](#)



Ways You Can Help History

There's no limit to the ways you can help your History Center.

- Do you shop on Amazon? Use [Amazon Smile](#) to generate donations for the History Center without costing you anything extra.
- Do you have time and want to get involved? You can join a committee - from education to fundraising, you can make a difference. [Email us](#) to find out more.
- Do you own a truck? Want to use your hands? We have projects for you too! [Email us](#) to find out more.



A handwritten signature in black ink, appearing to read "TK".

Thomas Kessler
Executive Director



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