

# Then and now: Cecil's Market, 1940-2014

Cecil's Market was a local's favorite, offering everything, including groceries, a delicatessen, novelties, liquor, some clothing, and it featured a huge magazine selection.

Cecil's survived the arrival of the big Raley's store located directly behind it in 1963 for another 50 years. It survived big winters (1952) and little winters (2014). But finally is time to call it quits. Sept. 21 was the final day for this South Lake Tahoe landmark.

Cecil Caple founded it in 1940. Then John Jovicich owned Cecil's for 30 years before it was demolished when the state line area was redeveloped. It emerged as Cecil's Fountain Plaza. Besides the market, the building now houses other businesses.

Vail Resorts has taken over property, but it is not known what will be going in there.

– *Bill Kingman*

**Here is a photo retrospective of Cecil's:**



1947 Cecil's at what became the corner of Highway 50 and Park Avenue/Heavenly Village Way. Photo/Lake Tahoe

## Historical Society



1949 Cecil's and the first annual wagon train celebrating 100 years since the Gold Rush. This was the only wagon train that headed east first, then reversed. Photo/Lake Tahoe Historical Society



1950s Cecil's aerial perspective. The drive-in movie driveway alongside Cecil's also went to Van Sickle's Riding Stables. Photo/Lake Tahoe Historical Society



1991 Cecil's corner at Park Avenue. Photo/Bill Kingman



2014 Cecil's last location, midway between its original site and Harrah's. Photo/Bill Kingman



Cecil's original corner today. Photo/Bill Kingman



2001 Cecil's gone, razed for redevelopment, and Park Avenue was re-named as Heavenly Village Way. Photo/Bill Kingman