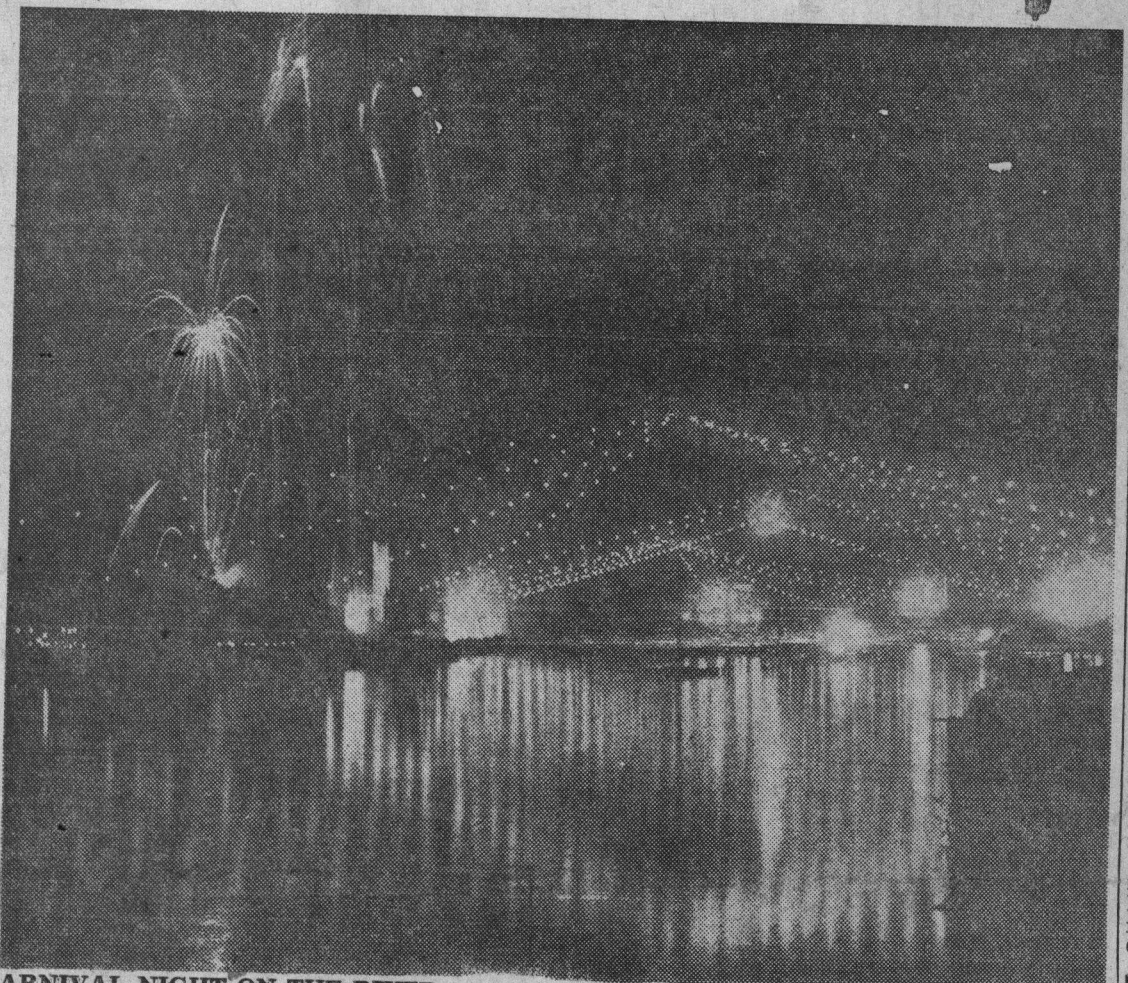


Those with trash and rubbish they wish to get rid of are asked week. Brush, weeds or branches have too much bulk and the cost would be more than the city can curbs or any part of property close to the street and where it can be seen by the refuse collectors.

6-11-50

Santa Cruz Yesterdays



CARNIVAL NIGHT ON THE RIVER (From the Preston Sawyer Collection)

All Santa Cruz was agog 55 years ago today. It was the opening day (Tuesday) of the memorable first Venetian Water Carnival, 1895, (June 11-15), five days of pageantry and fiesta that ended in a blaze of glory on Saturday night. It proved so colorful that statewide attention was attracted this way. A second such carnival followed in '96. Excursion trains brought in visitors until the town bulged. The Southern Pacific had a special roundtrip from San Francisco good for eight days, at \$2.80. From other points two-thirds of usual rates prevailed. Special trains ran between here and all neighboring communities, such as Boulder Creek, Pacific Grove, Hollister and way points.

Theme Was European

Unlike fiestas of today, the theme instead of early Californian was European and stress was upon floral features. An event of the opening day was the "battle of flowers." The center of activities was along the San Lorenzo from about opposite Laurel street, around the

river curve to the old "cutbias" bridge, since replaced by the modern Riverside avenue concrete bridge.

Director General J. P. Smith was one of the principal backers along with an extensive list of local business people who contributed financially and otherwise to the carnival's success. Smith and his wife had bought and transformed the Kittredge House on Beach Hill into a beautiful estate called Sunshine Villa, social and hospitality center of the 90s. They entertained extensively. The Smiths had long loved Santa Cruz in preference to both Paris and New York where he had offices for his widespread importing business.

J. F. Coope had full charge of river features of the carnival. Floats plied the waters in great

variety. The queen (Anita Gonzales) had a barge of state. Her bankside throne was just north of the river curve.

From the music stand opposite

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