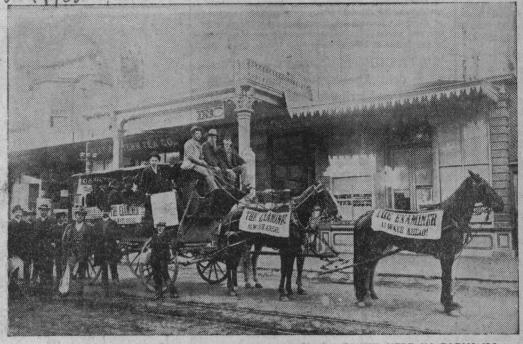
SANTA CRUZ YESTERDAYS

savy preston



S. F. NEWSPAPER STUNT HERE IN EARLY '90s (From the Preston Sawyer Collection)

It was just before the end of was met by the above equipage the near background), behind the horsecar days in Santa Cruz (the at the depot with true fanfare, horses. electrics were but a couple of years in the future) when this picturesque "coach and four" was photographed about 67 years ago.

The scene is within the heart the downtown business district. And the occasion is related to the "paper train" promotion of the San Francisco Examiner, then reaching out to adjacent commu-nities available by train for distribution of their publication the day of issue.

Arriving via Watsonville, as pictured in the January 20 Sentinel, the bannered first train

at the depot with true fanfare. For George Hastings and his Santa Cruz Concert Band filled the conveyance. And how they could fill the air "when they made with the music!"

Banner Bearers

As the train had been, so were the horses carriers of banners boosting the metropolitan daily. The outfit was the Pacific Ocean House bus, probably hired for the occasion, with Sam Miller of the Miller and Lincoln Stables, driving. (Site of the stables was the Drennan building, present location of Byrne Bros. Hardware).

Presumably H. E. Irish was the local Examiner agent, for the scene was made at the Irish store (now Bowman-Forgey), and the well-known stationer himself is in the center of the group standing. Actually, the Irish store was at the extreme left, from the photographer's angle. Adjoining it at the time, was the Great Eastern Tea company's store, with its large "T"-shaped sign, illuminated at night.

The era of "gingerbread" ornamentation in architecture is evidenced by the fancy decoration of the simple wooden awning in the background and the more substantial porch at left, over the sidewalk.

"Flour Depot"

Under the porch was then the produce exchange and "Santa Cruz Flour Depot" of A. M. Johnston, who later moved to the Farmers Union building, a large and imposing business block at Pacific and Soquel avenues, where the Bank of America stands today.

Coincidentally, A. A. Taylor moved his Santa Cruz Surf also Taylor to the same building from one of several other locations (seen in

For many years a photograph ellery was upstairs over the gallery Irish store. About where the tea store was, later was McCarrier's cigar store. Mr. and Mrs. W. H. Sherer, who conducted the studio for many years, are still local residents, but have been sometime retired from active business.

In a door window of the "Daily office back of the lead horsis a poster advertising Shakespearean tragedian appearing at Knight's Opera House here.

Almost directly across the street, for some time, in the mid-dle Teens, the H. D. Whites conducted one of Santa Cruz' popular movie theaters of the flicker era. It was called the "Princess" and featured film fare of an earlier, pre-sound period.