

SANTA CRUZ YESTERDAYS



MAIN BUSINESS DISTRICT ABOUT 1880

(From the Preston Sawyer Collection)

Seventy-five years ago the major portion of the local business district, plus a railroad depot and the Opera House, existed within the boundaries of the above photograph.

The photographer's vantage point was undoubtedly the roof of the Ely block "No. 1," hard by the 1867 court house. William Ely's large structure faced Church street. It had for many years the Aichberg photo studio on its top floor.

At the time the picture was

made, one of the businesses on the ground floor was the barber shop of I. Mitchell. He advertised in the Weekly Sentinel: "Shaving 15c; shampooing, 20c, hair-cutting, 25c."

The view is northwestward, with the Cooper street junction with Pacific avenue below (right). At the left beyond is the Locust street juncture.

G. Bowman's Store

Opposite Cooper street is the two-story Gustav Bowman building, with its attractive window

displays of crockery, glassware and china. He also dealt in stoves, plated ware and lamps.

Two grocery stores in those days occupied the building with roofed sidewalk, beyond Bowman's. In one of these locations Aaron Gosliner eight years later established his shoe store, which continues today in an adjoining location, operated by the surviving son, Joe.

The two-story McPherson brick building at the near corner of Locust street long housed the upstairs offices and printing plant

of the oldtime Morning Sentinel. Duncan McPherson directed the editorial department. His grandson, Fred McPherson Jr., is Publisher of today's modern Sentinel-News.

On the other Locust street corner stands the two-story R. K. Whidden structure built about the time the county court house was. The owner was a Nova Scotian who owned a sawmill in Boomer Gulch. For a time the Weekly Sentinel was issued from the second floor, and Whidden was paid \$20 a month rent.

The building stood until 1910 when the present Farmers and Merchants bank was built.

Firms of Yesteryear

Beyond, still standing, is the G. B. V. DeLamater building, a popular general store, featuring dry goods and groceries, "wholesale and retail." On up the avenue on the same side is the then renowned Pacific Ocean House, a well known hotel. Part of this building still stands, to the south of the PG&E offices.

Over the rooftops to the left local oldtimers will recognize the old Germania hotel, now the Santa Cruz. And behind it is the