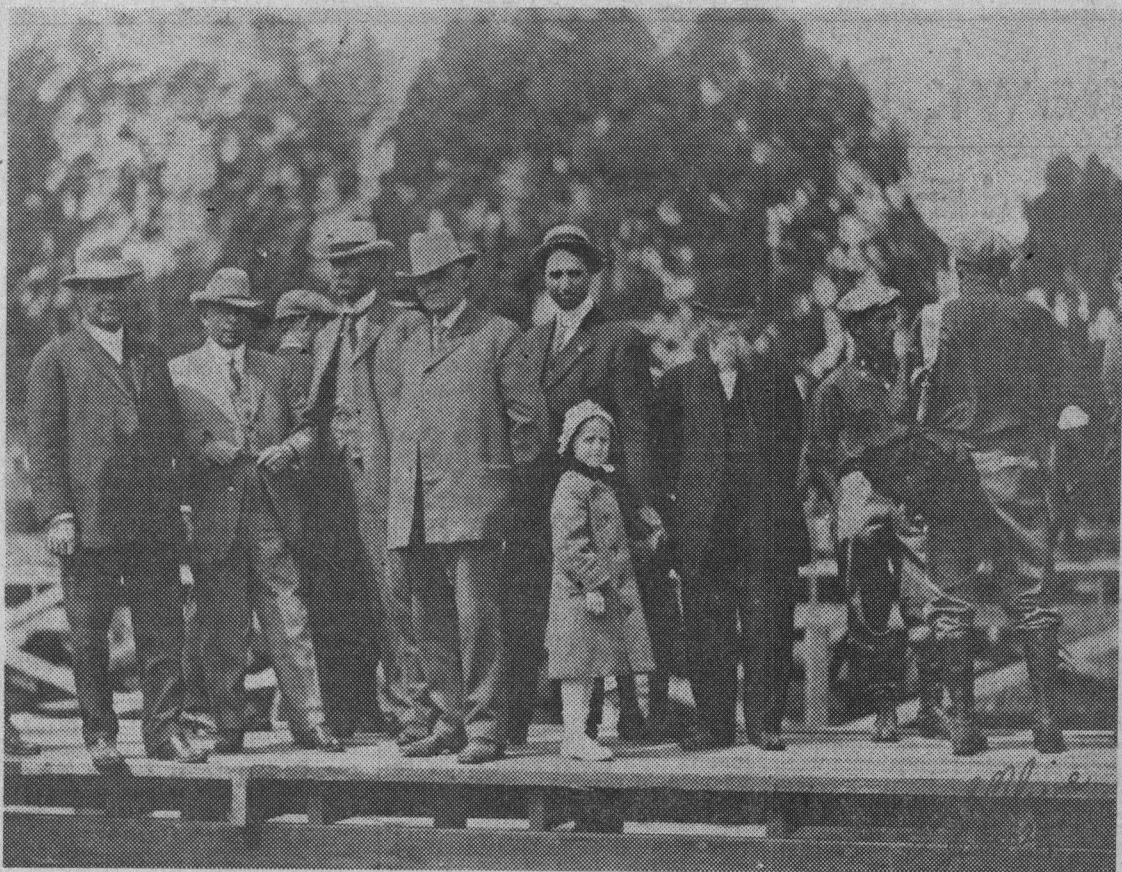


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Carnival

8-26-51

# Santa Cruz Yesterdays



DEDICATION OF PAGEANT ISLAND, 1912

(From the Preston Sawyer Collection)

Santa Cruz cameraman J. E. Olive trained his camera on the above group of prominent local folk on June 29, 1912. The scene was the river island at the last bend of the San Lorenzo below the old "cut-bias" bridge, almost within sight of the river's mouth.

All Santa Cruz was agog. And 2000 people had gathered there to attend the first big occasion at the island in connection with the forthcoming great Water Carnival. It was Dedication Day at "Pageant Island"!

Left to right are: Colin H. McIsaac, Fred W. Swanton, Ex-Lt. Governor William T. Jeter, Mayor George W. Stone, Commissioner Fred R. Howe with little daughter, Eleanor, T. E. Blanchard and two cross-country hikers.

## Pageant In The Making

Preparations were well under way for a "marine pageant and carnival even exceeding the earlier Venetian Water Carnivals of 1895-96". Director General Fred Swanton had suggested the event and location on the previous March 4th. Now he and his associates had it really rolling.

With Artist William Lemos creating settings and arrangements, dozens of workmen had already completed a sturdy bridge connecting the island with Laurel street extension, besides laying out arrangements for an amphitheater grandstand and over-water stage for theatrical attractions day and night.

Over the bridge and onto the island that Saturday mid-afternoon trooped an enthusiastic throng for the dedication, ground breaking and flag-raising. Louis F. Williams with his beach band was on hand to provide music from a newly erected island bandstand.

There were speeches by President Jeter of the Pageant committee, Mayor Stone and Director Swanton. Jeter and the others told of what was in store and the many features planned for. Said Mr. Jeter, before closing his remarks: "Director Swanton is the real soul of the undertaking, with Artist Lemos leading the creation of island features and the float building."

## Hikers Get Send-Off

Secretary McIsaac of the Pageant committee (as well as of the

local chamber of commerce) introduced the two hikers, Leo C. Smith and T. P. Orchard. After the ceremonies they set out on the long walk they had mapped from Santa Cruz to Atlantic City, bearing the tidings of Santa Cruz and its western coastal playground. They planned to sell post cards and distribute local literature along the route via San Jose, Sacramento, Reno, Denver, St. Louis, Baltimore and Philadelphia. The boys were given a big send-off during the afternoon's festivities.

T. E. Blanchard was an active and public spirited citizen of the period and a frequent contributor to the columns of this paper.

Veteran Reporter Josephine Clifford McCrackin, writing her impressions of the eventful afternoon, said in the Sentinel, "... The benign countenance of Commissioner Fred Howe had beamed on the speakers and the spoken to; and when we were told to cross to the other side of the island to see the flag unfurled, Mr. Howe was seen to best advantage as a patriot. While the flag was fluttering in the breeze the band played "Star Spangled Banner," and every head was bared while the grand strains floated through the air; then there were more daylight fireworks, and everybody went home with a very kindly feeling toward Pageant Island and the coming Water Pageant."

The event was a glittering and long-remembered success. It opened on schedule July 20 and closed July 28 after nine days of pageantry and entertainment made even more notable by superb weather both day and evening, the entire period.

## Telegraph Rates To Be Raised; 10-Worder With Love Will Go

Washington, Aug. 25 (AP)—Telegraph rates are going up, and that 10-worder which often ended with "love" is going out.

new formula because it would increase press rates proportionately more than telegram service. The commission said, however, that it regarded the formula as "unworkable."