



COURTESY OF SANTA CRUZ BEACH BOARDWALK ARCHIVES

The Santa Cruz Beach Boardwalk's Loeff Carousal, pictured here in 1912, will turn 100 on Aug. 3.

SANTA CRUZ BEACH BOARDWALK

100 years on carousel of time

By Jory John

Santa Cruz Sentinel

For nearly 100 years, the Loeff Carousal, more commonly known as the Santa Cruz Beach Boardwalk's merry-round, has been traveling in circles.

Generations of theme park visitors, from toddlers to great-grandparents, have ridden horseback, attempting to throw their accumulated brass rings into a giant clown's mouth, lighting it up.

The carousel will commemorate its 100th anniversary on Aug. 3, but the boardwalk began celebrating the milestone earlier this month. On Dec. 1, a commemorative poster designed by boardwalk art director Jill James was released, featuring rows of brass rings

on a black background. Three of the 100 rings are encrusted by jewels, while larger text reads "Loeff Carousal," the "O's" also represented by rings.

James, who frequented the ride when she was a child, worked on the poster for about three months.

"I used to come here with my older brothers, and throwing the rings into the mouth was a really competitive thing for us," she said.

She said she wanted to do something modern, but also felt the pressure to properly honor the boardwalk's centerpiece.

After being given free rein to experiment with different mock-ups, James produced designs that were more traditional, she said, including one with

imagery of the wooden horses. It was the rings that she kept returning to, though.

"We all gravitated toward this design," she said. "I grew up with the carousel, so that was on my mind, but I also wanted to be contemporary, be about today. The design we decided to go with is very different. It's not your typical amusement park poster."

A limited edition of 1,500 posters were produced on museum paper stock, using lightfast ink. The posters sell for \$10 in the gift shop, guest services office and website.

The Loeff Carousal is the oldest ride at the boardwalk and has been recognized as a National Historic Landmark.