

SANTA CRUZ YESTERDAYS

Things were different hereabouts when Independence Day, 1889, rolled around.

For days, the Morning Sentinel had been carrying ads such as the following: "FIREWORKS! Rockets, Roman Candles, Firecrackers, Bombs, Flags, Lanterns, etc. can be found at Stikeman's."

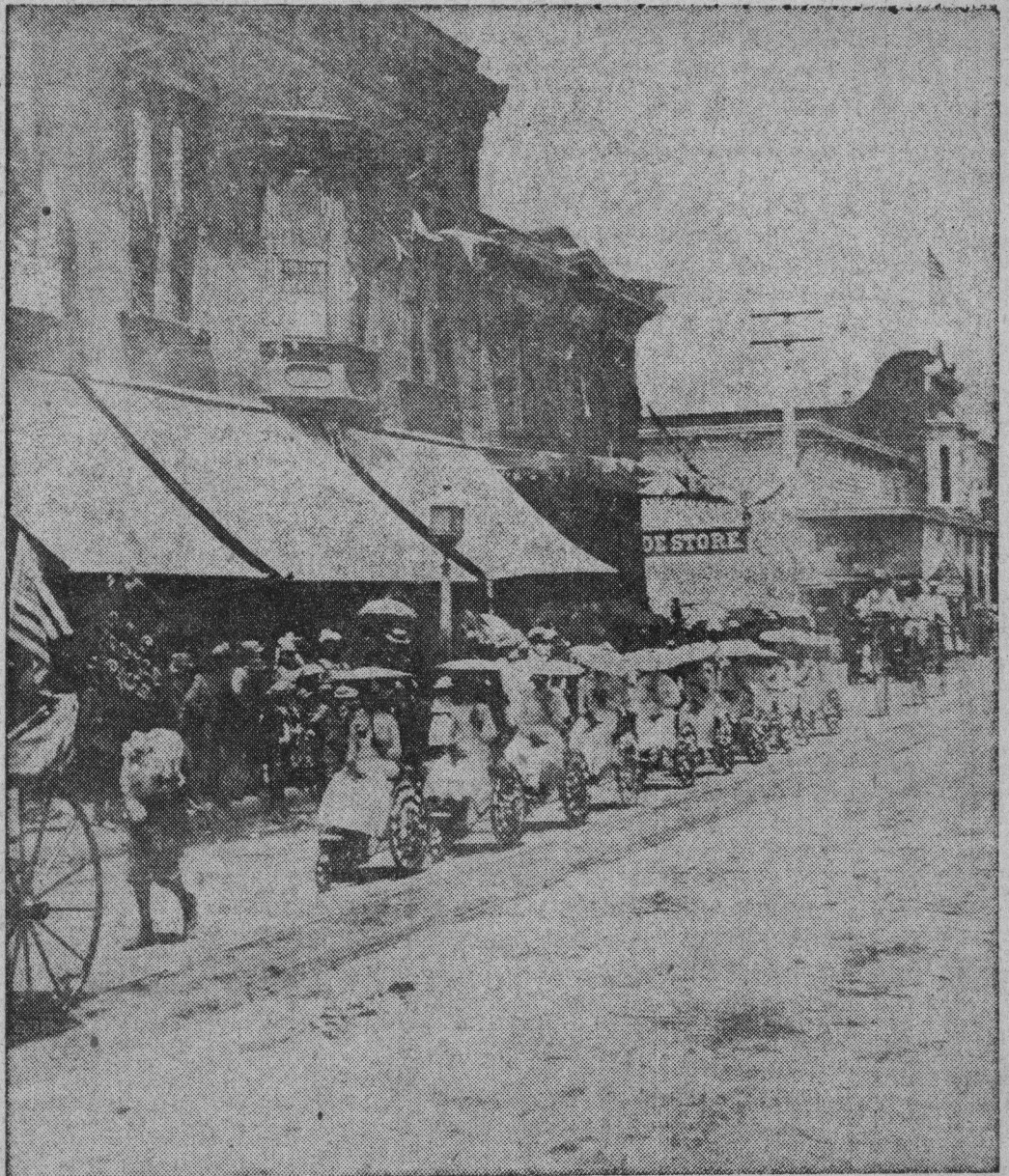
Or: "Firecrackers, Roman Candles, Sky Rockets, Red Heads, Whistle Bombs, Double Heads, Crack Shots, Star Mines, Torpedoes, Triangles, Bombs, etc., at Irish's".

Santa Cruzans have always loved their parades. And for many years Fourth of July was parade time here. So the local folk had put away temporarily the current topics of conversation in favor of holiday fun. Still fresh in the minds of all was the disaster of a month before, the Johnstown flood. Contributions for relief were being taken for the stricken Pennsylvania community.

Also current was some discussion of the "inadequacy" of the United States exhibits at the Paris Exposition of '89 (the year Eiffel Tower was the new attraction).

Parade Scene

The picture was taken from a point near the old town clock, looking toward the Church street corner. The time: shortly after



FOURTH OF JULY 66 YEARS AGO

(From the Preston Sawyer Collection)

11 a.m. The procession had started, with James O. Wanzer as Grand Marshal, at Mission and Vine streets.

Moving into the foreground is the Tricycle club unit, which with several high wheel bicycle riders trailing, ended the first division, of which Frank Mattison was marshal. The tricycle girls, all 10 of them, carried Japanese parasols. All garbed in light colored attire, they piloted trikes gaily decorated with red, white and blue ribbon. Leading this group is a colored boy bearing a banner naming the club.

Hastings' Band lead the two-division parade which marked down the main thoroughfare to Pacific and Maple, through Maple to Washington street, thence to Laurel street, along Laurel to Pacific and up the avenue to the Plaza, countermarching from there to the pavilion (later known as the Armory, then standing at what is today the southwest corner of Soquel avenue and Front street).

Patriotic Exercises

Here the customary ceremonies were held. D. C. Clark was president of the day. The pavilion was well filled for the occasion. After music by the band and prayer, President Clark made a few remarks. Duncan McPherson read the Declaration of Independence and a choir sang "Star Spangled Banner." Orator of the day was Hon. Thos. J. Clunie.

After the oration, Fred Emerson Brooks, celebrated poet and elocutionist, was presented. Singing of "America" closed the program.

Shortly after four o'clock in the afternoon the "Horribles" had a parade of their own, which created much amusement.

Prominent in the background of the photo, now the Leask cor-

ner, three years before Samuel Leask's arrival, is seen the "Seaside Store" (part of the sign on Church street side is visible). It was then being operated by George W. Place.

"Bernheim's building" (now Rittenhouse) is in the near background. Downstairs was then the prominent Bernheim store. An upstairs window bears the name of Dr. F. W. Bliss, D.D.S.