

Sentinel 10/9/77  
Pacific Ave.

# Those Were The Days!

By MARGARET KOCH  
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"As I ride the local buses, which I do quite often, both for relaxation and a change of scenery, I notice the wonderful coverage they have of both the city and rural areas of Santa Cruz County."

Lew Scofield, long-time Santa Cruzan, is speaking.

Today, Lew is at Santa Cruz Elks Lodge, renewing old acquaintances at the annual Old Timers meeting and luncheon.

"The buses are easy riding, the drivers are courteous and careful and they give Santa Cruz one of the finest transit systems anywhere, I am sure," Lew adds.

"But you know, as I think about it, my thoughts go way back — yes, a long-long way back to when Santa Cruz was an early-day vacation resort. The city limits went out to the East as far as Ocean Street. And we depended on Old Dobbin and livery stables for our transportation — or we walked!"

Lew recalls that the Bonner Stables were located on Vine Street, which is now the extension of Cedar. Goodwin and Knight (formerly Goodwin and Martin Livery) was located on Front Street about where the Veterans Building is today.

Hopkins Stables was on Pacific Avenue near where Schipper-Dillon is located; Elsom's Stables stood where Bank of American parking lot is, and Central Stables sat behind the Central House which was where J.C. Penney's is now.

"And we had two horse car lines," Lew went on to

say. "One came from the beach area up Pacific to the lower Plaza (where the Town Clock now is located). Another one ran up Soquel Avenue from Pacific, and out to Arana Gulch. I remember Emeer Emmitt being the driver."

Next came the trolley lines — and horses were out. "We thought Santa Cruz was really getting up to date when that change took place."

One trolley ran from the beach area up Pacific, out Mission and down Younglove to Garfield Street which is now Woodrow Avenue.

"It went to the cliff and back again, the same route."

At the end of Woodrow there was a fancy little cupola kind of building called Vue de L'Eau, and a short distance West of it there was the Cliff Museum with a collection of birds, shells, seaweeds and —

monkeys. Later the museum became a lunch room, then a grocery store, and finally burned.

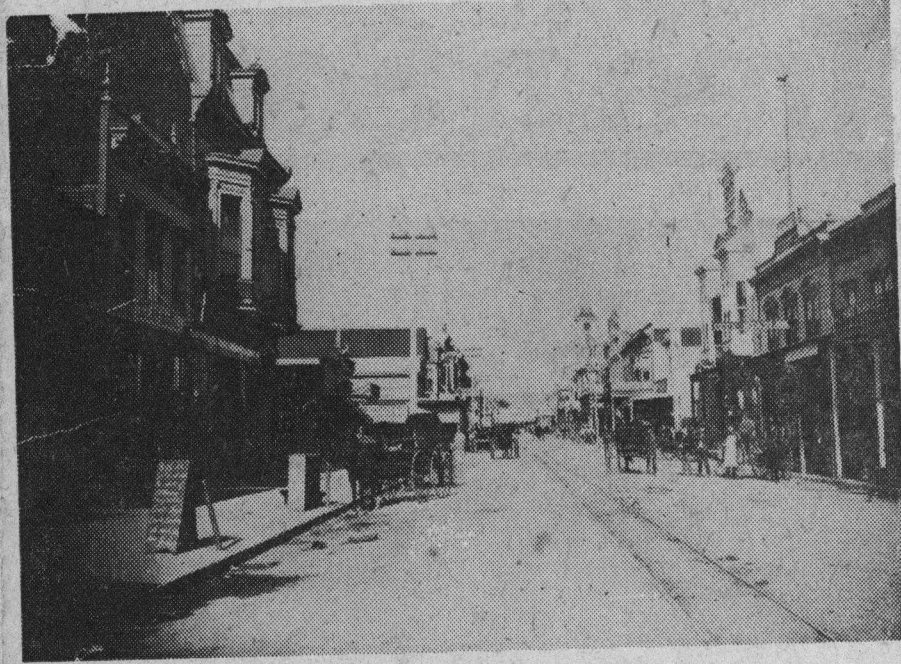
Santa Cruz also had a casino — before the original Neptune Casino was built down on the strand. It was built at Vue de L'Eau, had a ballroom, lounge and restaurant, and was part of the promotion of the trolley line.

Another trolley line ran out Soquel Avenue to Cayuga, then cut over to Railroad Avenue which is now Seabright Avenue, to the East Cliff. It then proceeded along the cliff to Capitola.

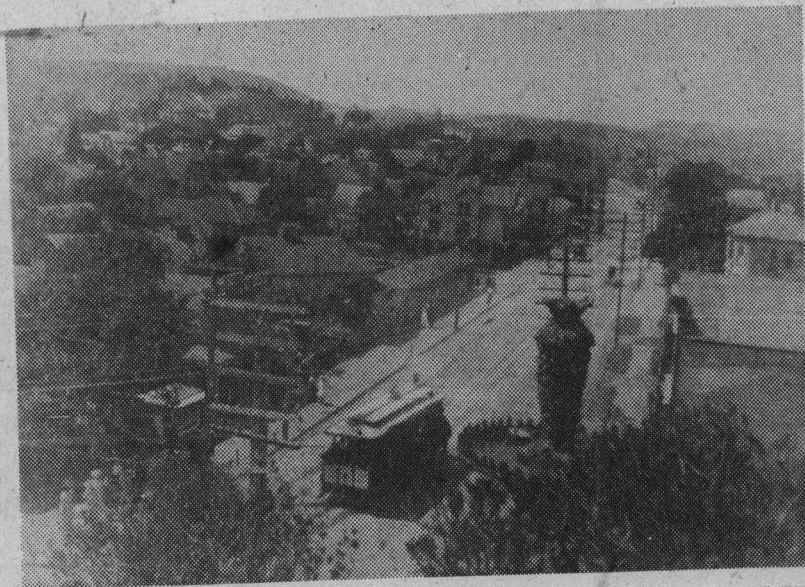
Another line ran out Water Street to Soquel Avenue, then turned left on Pacheco to end at DeLaveaga Park picnic grounds.

"Many a fine picnic gathering was enjoyed there," Lew recalls.

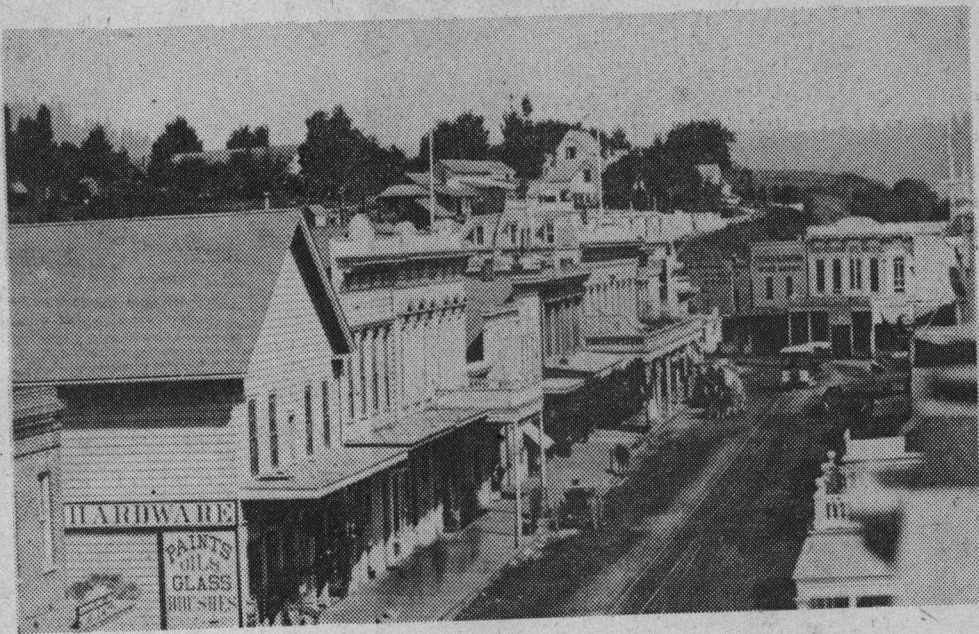
A little of that old-time spirit will be revived today at the Elks lodge when old timers gather to reminisce.



Horses and buggies were "parked" on Pacific Avenue, and parking meters were far in the future when this shot was made. The old town clock can be seen at the right, in the background, atop the Odd Fellows Building. Horsecar tracks ran up the middle of Pacific.



Trolley lines were a big step ahead for Santa Cruz. This view above was taken from the Judah's home garden located on Beach Hill above lower Pacific Avenue, near the beach.



Looking North on Pacific Avenue toward the present site of the Town Clock. Horse cars were in use and one is just making the turn onto Pacific, headed South, from Water Street. At near left, the Whidden Building stood where the ID Building is today. Further up the block, the Pacific Ocean House had its fancy spindled front portico. Note homes up on Mission Hill. One was that of Elihu Anthony who also owned the building at the end of the street where the clock stands today.