

Santa Cruz Yesterdays

Brewery



OLD BREWERY BUILDING IN FLAMES, 1941

(From the Preston Sawyer Collection)

Santa Cruz has had its quota of spectacular fires through the passing years.

That here pictured was rated in the above category, although it was not one of the "big" fires. It still is fresh in the minds of that Sunday morning's onlookers, yet 10 years (come June 8) have already slipped by since it took place.

Alarms were sounded at 6:12 a. m. calling the fire department to the former Santa Cruz Brewery on Neary street, near Blackburn. It had burst into flames which gained such rapid headway that nothing could be done to save the large structure.

When it burned to the ground at a loss set at from \$16,000 to \$20,000, replacement value, the ex-brewery was being used for a mushroom growing project. Fumigation had been underway in preparation for a new planting of the sporophores.

Erected 1907

The building had been erected in 1907 by a local company in which F. W. Walti and Carl Beck were prominent. Santa Cruz Brewery continued in operation until prohibition. Later the building was used as headquarters for an ice business. Later still it was a fruit extracts plant.

In the conflagration class was the "big fire" of April 14-15, 1894. But of nearly equal proportions was the great "burn" of July 20, 1365.

The former took the county courthouse, the north side of Cooper street, between Pacific avenue and

Front street, also Front street Chinatown, and most of the block north to near the flatiron brick building at the present post office plaza. Completely destroyed or severely damaged were the Hotaling block, Pease, Simpson, Werner, Staffler and Leonard buildings and Garibaldi House, among others.

The fire of '65 started near where is today's Byrne Brothers hardware and burned along the west side of Pacific avenue to Mission street. Most important of the buildings destroyed at that time was the San Lorenzo Exchange, run by Olds & Downs, predecessor of the famous Pacific Ocean House. The Manhattan Restaurant of D. Cavadias now marks the site of the two early hotels.

Blazes Of Past

Here are a few of the outstanding blazes of the past:

October 4, 1870 — Powder Mill warehouse at Main street, Beach Hill, along with two residences, a saloon, lumber, etc. \$32,000 loss, including an organ destined for Soquel school; May 30, 1887 — Swanton House at Lower Plaza, plus Swiss House (Water street), Santa Cruz House (Front street); November 24, 1897 (2 a. m.) — Palm Theater Pacific and Laurel. Had been converted from dance pavilion built for Venetian Water Carnivals of 1895-96; May 6-7, 1899 — Midnight burning of the old town clock (same site as today's clock); February 19, 1904 — Grover Lumber Mill fire, lower Pacific avenue.

including a 4-story building which had been the Centennial Flour mill; June 22, 1906 — Neptune Casino at the Beach; November 3, 1907 — Three-story Pacific Ocean House, uptown (restored as two stories); November 14, 1909 — New IOOF building (\$50,000 damage, front and tower saved. Restored on original lines); June 12, 1912 — Sea Beach Hotel, Beach Hill. Loss over \$100,000; October 1, 1913 — Santa Cruz high school, \$60,000 loss; January 16, 1920 — The Armory (Fair Pavilion), Front street near Soquel; August 2, 1928 — Daniels Transfer company barn, Front street near plaza. Also Toscano Hotel, Silva rooming house, loss \$150,000; April 21, 1932 — Moose hall (old YMCA); August 5, 1935 — Garfield Park Tabernacle; October 24, 1945 — Skating rink and adjacent structures, lower Washington street.

DR. MANILDI TO SPEAK AT HIGH SCHOOL ON MAY 2

Dr. Joseph Manildi, a graduate of the Santa Cruz High School, 1935 and professor of at the University of Los Angeles, will speak at the Memorial Day school May 2, the service. Tong and weatherial to Dr.