

Santa Cruz Yesterdays

STREET SCENE, 1917....
Citizens' Adieu To
Naval Militia.

From the
Preston Sawyer Collection



Santa Cruz people turned out en masse to take part in send-off ceremonies when the local division of naval militia, called to active duty, left for San Francisco, first leg on their route to World War I service.

The picture shows a small part of the huge throngs that formed a great procession following in the wake of the militiamen, 130 strong, under the command of Lieut. James I. Willey, as they marched from the post office plaza down Pacific avenue to the Southern Pacific depot.

At 11:30 a.m. Saturday, April 14, 1917, church bells and whistles all over town joined in the clarion call for all to assemble before the post office for the farewell demonstration. Practically all business activity downtown ceased for a two-hour period. The naval unit marched first from the armory, up Front street to the plaza.

Program At Plaza

People were packed in every available space. Streets and sidewalks were jammed. Superior Judge B. K. Knight's large auto served as a speaker's stand. Mayor Fred R. Howe was master of ceremonies. There was singing by all, with band accompaniment, speeches and prayer.

Then a mile-long procession wended its way down the avenue, headed by a platoon of Santa Cruz police with Chief Frank Hannah. The navy men marched to the strains of the Santa Cruz band, while the Eagles' drum corps headed up the citizens' division.

At the depot thousands were assembled when the boys broke ranks and many goodbyes were said. At 2:10 p.m. the train pulled out amid the strains of band music, cheering and shouted farewells.

The 1917 cameraman, shooting

public participation in the great parade that day, aimed northward along the city's main business artery with the Soquel avenue intersection as center background. Prominent at the corner where today is the Bank of America, can be seen the large structure built in the early eighties as the Farmers' Union building, with a frontage 70 feet on Pacific and 100 feet on Soquel avenue. It was removed to make way for construction bank 20 years ago.

Prominent in the nearer ground is the Unique theater

year-old, popular amusement center which served the public from 1904 until the present Del Mar was built adjoining it and the second building to the south, which also came down at the same time. Pacific Furniture store now occupies the site of the two. The new theater starts just where the "Unique Billiard Parlor" and Owl Cigar

Home or "Victoria"

the other Soquel avenue Frazier Lewis' candy store then seven-years-old Trust blazons the name of his