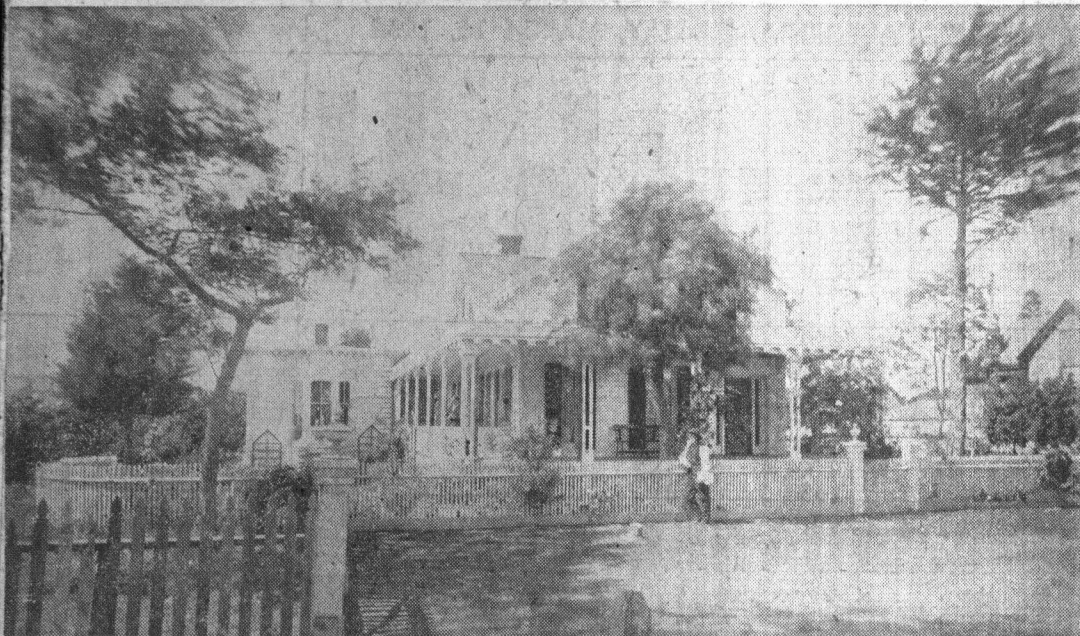


Santa Cruz Yesterdays



BEACH HILL HOME OF THE 1860s

(From the Preston Sawyer Collection)

Beach Hill was building up as a residence district when in the 1860s Captain J. J. Smith, who had been here from the first American days, built this charming cottage on Third street. He was a New Englander, with a seafaring background, who was one of the village trustees in 1871. A few years later he moved to San Francisco, selling his home to Mark W. Whittle. His daughter, the wife of Frank W. Ely, remained in Santa Cruz.

Whittle was a native of Vermont who had crossed the plains in 1853. He was briefly in Santa Cruz that year, then went to Santa Clara county where he operated a saw-mill until 1870, when he came over the mountains again, to install a mill in the San Lorenzo valley. He bought Captain Smith's pretty home in 1880, operated a local

store, and lived here until his death ten years later.

The house, pictured with Whittle himself in front, stood facing the north end of Main street. Third street apparently ended then at a barrier a little east of the Whittle property line. The lot to the left of the curving white fence was acquired by Mrs. William Rennie from the Smiths.

In 1884 Gus Bowman bought from her the lot on which stands today the fine home of Senator and Mrs. H. Ray Judah. About that time Third street was opened westward.

Builds Golden Gate Villa

After Whittle's death in 1890 his home place was sold to Major Frank McLaughlin, San Francisco capitalist, who a year or two later built on the site the large residence which is today's Palais Monte Carlo apartments. Named originally

"Golden Gate Villa", it became the scene of many social functions. The original cottage had been moved down Main street a block, and westerly to a site on Second street.

Major McLaughlin entertained lavishly during the middle and nineties, into the turn of the century, at Golden Gate Villa. In 1900, beset by financial reverses, he committed suicide.