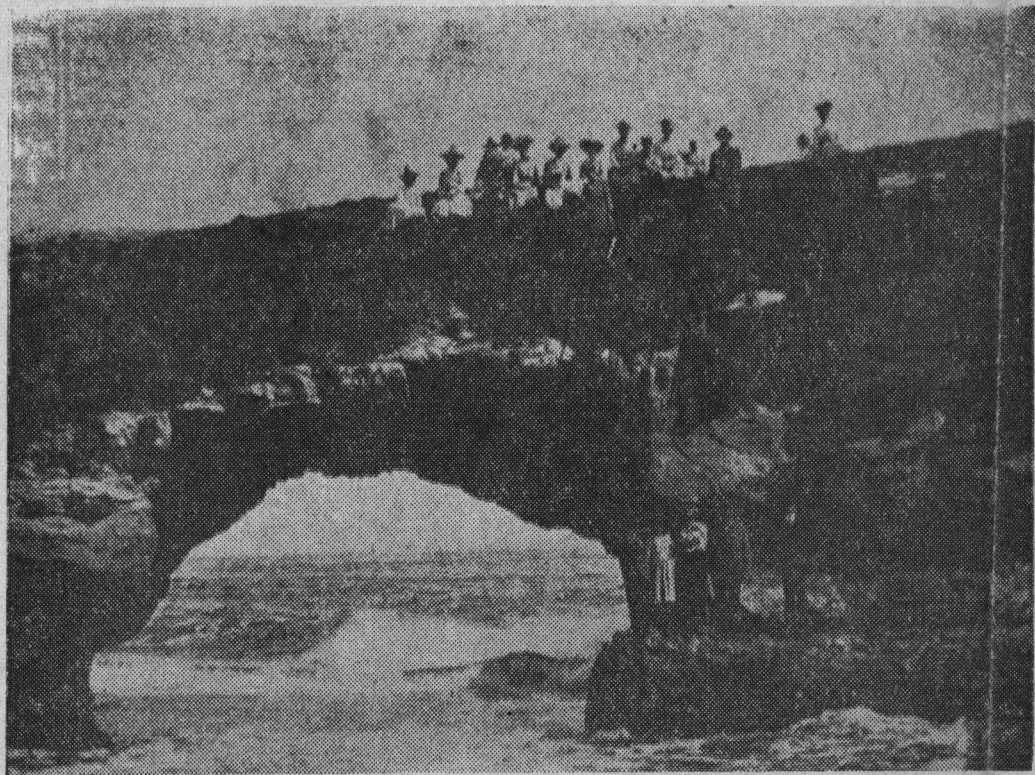


# SANTA CRUZ YESTERDAYS



**FAMED ARCH OF LOCAL COAST**

(From the Preston Sawyer Collection)

Long a companion feature of the far-famed Santa Cruz Cliff Drive has been the celebrated arch or arches at Moore's, now Natural Bridges State Park, beach.

Out where the curving cliffside route finally swings away from the coast to bear eastward, the "pleasant harbor" for beach lovers has long been popular.

Even the Hollywood movie makers in their early and numerous treks to this area in quest of spectacular natural backgrounds for their photoplays used and admired Moore's (also known as

Swanton's and also Hall's) beach. **San Vicente**

A long-vanished landmark midway of the stretch of road extending from the shore to Mission street was the great three-stacked mill of the San Vicente Lumber company. The mill was active from 1909 to 1923.

It logged 400,000,000 feet of timber but sawed less. The 14-year operation enabled the owners to break even.

Construction of the Ocean Shore railroad from Santa Cruz to a point several miles above Devonport in 1905 opened possibility of profitably logging the timber in

the Big Creek watershed. Several small mills had teamed their product out.

Morman interests in Oregon invested in the local enterprise.

**Mill Machinery**

The machinery for the Santa Cruz mill was new. It included a nine-foot band saw with a 14-inch blade, a large size used only for heavy timber stands.

During the years that the San Vicente company logged up Big Creek it had five operations, beginning with the one at Swanton. The machinery went to a mill near Susanville at the end of the Santa Cruz operation.

Peter Edson's

**Voice Of The People**

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