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Boardwalk

The Boardwalk at 100

The Santa Cruz Beach Boardwalk turns 100 this summer — a landmark birthday for any amusement park, let alone one situated on prime ocean-view property.

Since their heyday in the early 1900s, dozens of waterfront parks have fallen to development, neglect or simply changing times and tourist tastes, including many big names: San



By Linda Zavoral | *Mercury News*

of its private ownership (the Canfield family's beachfront business legacy in Santa Cruz dates to the 1880s) and a savvy blend of old and new attractions.

For example, he says, in 2005 the Beach Boardwalk opened both an exhibit featuring 1930s fun-house figure Laffing Sal along with a new G-force thrill ride, Double Shot.

"The Boardwalk's management has been able to



Francisco's Playland-at-the-Beach. The Pike in Long Beach. Palisades Park in New Jersey. Coney Island's Steeplechase Park. And just last year, the Pavilion at Myrtle Beach, S.C.

What, then, is responsible for Santa Cruz's longevity and success?

James Lilliefors, author of the 2006 book "America's Boardwalks," credits the strong, consistent vision



Top: Some Miss California Pageant contestants in 1925, the second year the competition was held at the Boardwalk. **Center:** Souvenir plate. **Above:** The Trabant ride operated from 1969 to the early '70s; the famed Giant Dipper in 2007. **Bottom:** The Octopus ride, 1959; the Boardwalk and bandstand in 1911; Laffing Sal.

ALL HISTORIC PHOTOS AND CAPTIONS FROM "THE SANTA CRUZ BEACH BOARDWALK: A CENTURY BY THE SEA" BY THE SANTA CRUZ SEASIDE CO. (TEN SPEED PRESS); ABOVE RIGHT, PATRICK TEHAN — MERCURY NEWS; LAFFING SAL, MERCURY NEWS ARCHIVES



Online Extra

SHARE YOUR MEMORIES | Which amusement park did you grow up with? Swap stories of Santa Cruz and America's other great waterfront parks, www.mercurynews.com/travel.

SO, YOU THINK YOU KNOW THE SANTA CRUZ BEACH BOARDWALK?

Put yourself in a sand-and-sun frame of mind and take our Boardwalk quiz:

1. Which of the following animals is NOT represented on the Looft Carousel?

- a) Lion
- b) Ostrich
- c) Zebra
- d) Giraffe

2. What is the Giant Dipper's fastest speed?

- a) 35 mph
- b) 45 mph
- c) 55 mph
- d) 65 mph



3. The building that now houses the Neptune's Kingdom entertainment center and miniature golf course was originally what?

- a) A bowling alley
- b) An aquarium
- c) An indoor pool
- d) A roller-skating rink

4. Which Olympic champ wowed the crowds at the Boardwalk with his aquatic prowess?

- a) Michael Phelps
- b) Duke Kahanamoku
- c) Mark Spitz
- d) Greg Louganis

5. The Wild Mouse sent riders flying from 1958 to 1972. Which ride is now at that location?

- a) Logger's Revenge
- b) Hurricane
- c) Haunted Castle
- d) Fireball

6. The only *other* original oceanfront Giant Dipper roller coaster still operating on the West Coast is at San Diego's Belmont Park. Which one is older?

- a) Santa Cruz's
- b) San Diego's

7. The largest Boardwalk crowd ever was recorded at the 25th annual clam chowder cook-off in February 2007.

- a) True.
- b) False.

8. The arches of the Cocoanut Grove building borrow from the architectural style of what prominent building?

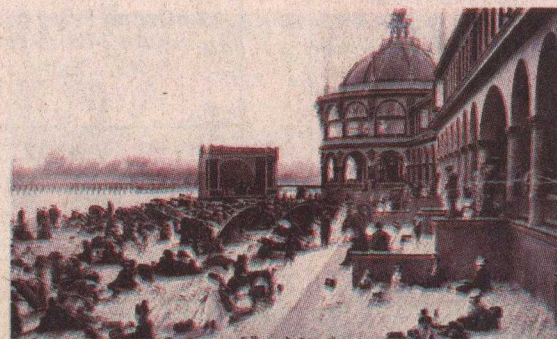
- a) India's Taj Mahal
- b) Virginia's Monticello
- c) Paris' Louvre
- d) Spain's Alhambra

9. Laffing Sal, a robotic fun house character, has called the Boardwalk home for two years. This particular Sal came from an amusement park in what city?

- a) Santa Monica
- b) San Francisco
- c) Atlantic City
- d) Chicago

10. How many flavors of saltwater taffy does Marini's sell?

- a) 10
- b) 12
- c) 14
- d) 16



Answers on **PAGE 4TR**

Sources: "The Santa Cruz Beach Boardwalk: A Century by the Sea" by the Santa Cruz Seaside Co. (published by Ten Speed Press, Berkeley); BeachBoardwalk.com; Santa Cruz Seaside Co.; Marini's Candies; and Mercury News reporting.



THE BOARDWALK AT 100 | FROM PAGE 1TR

ANNIVERSARY
EVENTS

Art exhibits, a new historical book and a summer's worth of beachfront events will mark the centennial. All events at the Boardwalk are free:

The celebration

This Saturday, sky-divers, high-dive acts and a concert by Papa Doo Run Run will kick off the birthday bash. High-dive and trampoline shows will take place at noon, 2 p.m. and 4 p.m. The Watsonville Community Band plays at 1 p.m. The sky-dive show, with beach landing, will be at 5 p.m. And the free concert starts at 6.

Next Sunday, there will be encore performances of the high-dive and trampoline shows at noon, 2 p.m. and 4 p.m.

To afford good views to as many spectators as possible, only low-back lawn chairs and small beach blankets will be allowed.

Both days, Boardwalk rides open at 11 a.m.

Details: www.beachboardwalk.com.

The fireworks

June 16, on the main beach, starting at 9 p.m.

The circus

Aerialists, acrobats and clowns from the Moscow Circus will perform free shows twice daily at the boardwalk, July 8-Aug. 16.

The book

A photo-filled volume, "The Santa Cruz Beach Boardwalk: A Century by the Sea" (Ten Speed Press, 164 pp., \$18.95 paperback) chronicles the Boardwalk's history. At 7:30 p.m. June 7, Bookshop Santa Cruz will host a



A Santa Cruz beachfront scene from 1903 depicts the Neptune Baths, site of today's Boardwalk.

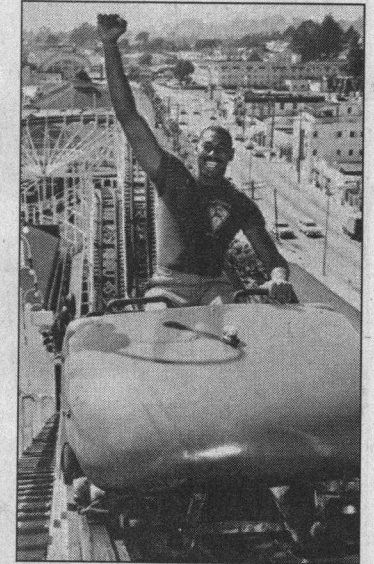
THE ANSWERS

1. A, B, C and D. Sorry, it was a trick question. It's an all-horse carousel: There are 73 handcarved steeds.

2. C, 55 mph.

3. C, an indoor saltwater swimming pool. However, at one time the Boardwalk did have a bowling alley, an aquarium and a rolling rink at various locations.

4. B, Duke Kahanamoku. The native Hawaiian was the father of modern surfing and a five-time Olympic medalist in swimming. He put on



Basketball great Wilt Chamberlain (a.k.a. the "Big Dipper") rides the Giant Dipper in 1963.

STARS ON THE
BOARDWALK

Over the years, hundreds of celebrities — musicians, actors, sports stars, politicians and business tycoons — have performed, appeared or filmed at the Santa Cruz Beach Boardwalk or the Coconut Grove, or simply stopped by for a visit. Some stayed at the Casa del Rey hotel, the Boardwalk's swanky neighbor. Others performed on the beach in front of the Boardwalk.

Here's an abbreviated list culled from the pages of the newly released book, "The Santa Cruz Beach Boardwalk: A Century by the Sea" (published by Ten Speed Press):

Beach Boys
Tex Beneke
Ann Blyth
Les Brown

The book

A photo-filled volume, "The Santa Cruz Beach Boardwalk: A Century by the Sea" (Ten Speed Press, 164 pp., \$18.95 paperback) chronicles the Boardwalk's history. At 7:30 p.m. June 7, Bookshop Santa Cruz will host a centennial celebration featuring the book, a historical DVD, and a discussion with Boardwalk President Charles Canfield and other contributors to the book.

Details: www.bookshop.santacruz.com.

The DVD

A new DVD, "100 Years, Millions of Memories," contains 90 minutes of interviews and old home-movie footage from the Boardwalk. It goes on sale later in May; keep checking the Web site for details, www.beachboardwalk.com.

The art exhibits

Artifacts, memorabilia and artwork will be on display at the Santa Cruz Museum of Art and History through Sept. 2 and at all three Santa Cruz County bank locations through Aug. 30.

Boardwalk-inspired works of art by Sherry Karver and new-media projects by University of California-Santa Cruz students will be on view through July 8.

Museum admission, \$5 general, \$2-\$3 students; free the first Friday of each month.

Details: www.santacruz.mah.org, www.sccountybank.com.

The movie

In the 1987 teen vampire flick, "The Lost Boys," Santa Cruz and the Beach Boardwalk sub for the fictional town of "Santa Carla." The movie will be shown outdoors on the beach at 8:30 p.m. July 25. Admission is free.

The screening is part of the Alamo Drafthouse Cinema's Rolling Roadshow, which brings classic movies to their home locations. Alamo hopes to have "the Coreys" (actors Corey Haim and Corey Feldman) at this event; for updates on those plans and details on VIP seating and an after-party, check www.original.alamo.com.

aquarium and a rolling rink at various locations.

4. B, Duke Kahanamoku. The native Hawaiian was the father of modern surfing and a five-time Olympic medalist in swimming. He put on swimming exhibitions at the Boardwalk's Plunge in 1920 and 1938.

5. A, Logger's Revenge.

6. A, the Santa Cruz Dipper dates to 1924. San Diego's opened in 1925.

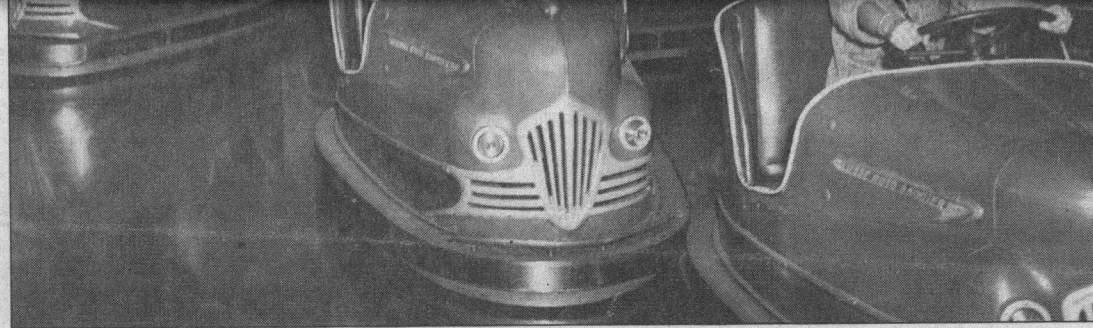
7. False. The largest crowd ever reported was for a 1974 Fourth of July fireworks exhibition, which drew an estimated 50,000. Other big crowds include the 36,000 who attended the 1951 Miss California pageant.

8. D, the Moorish style of the Alhambra in Spain.

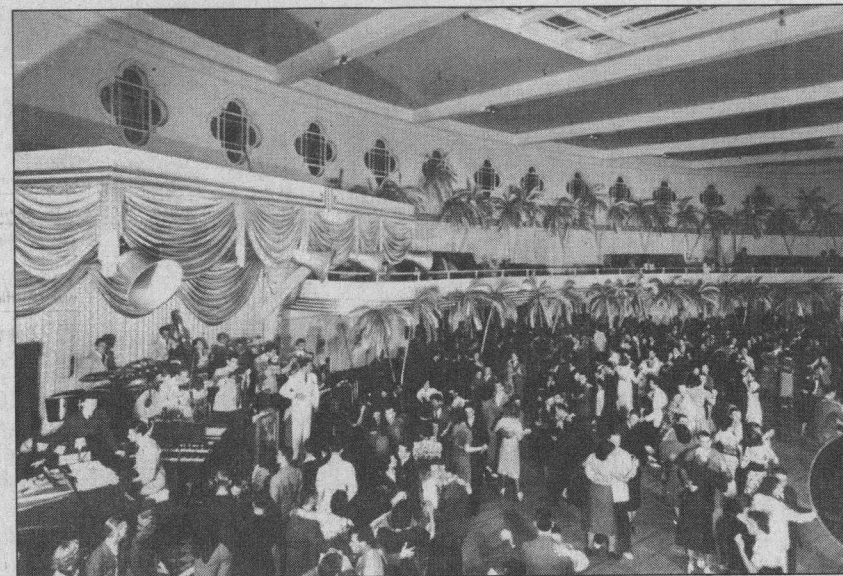
9. B, Sal came from San Francisco's Playland-at-the-Beach.

10. C, Marini's sells 14 flavors: banana, butter toffee, cherry, chocolate, cinnamon, licorice, molasses, peanut butter, peppermint, piña colada, raspberry, strawberry, vanilla and watermelon. But Joe Marini III promises a few special flavors will be added for the centennial this summer: The bubble gum and cappuccino flavors will return, and a new one — chocolate peanut butter — will be introduced. (Marini's, by the way, is celebrating its 92nd year at the Boardwalk.)

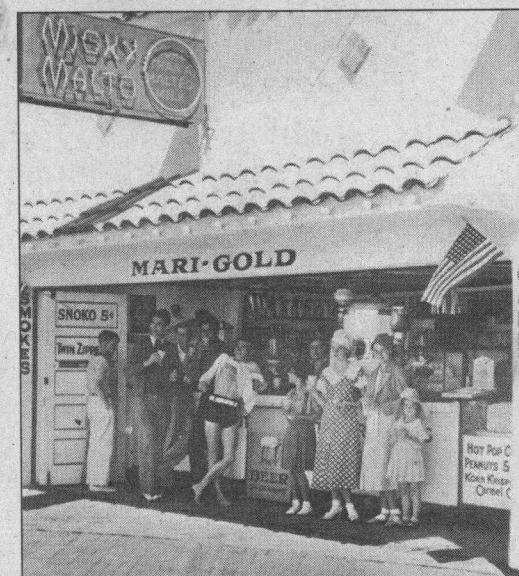
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The original Auto Scooters ride is shown in 1948.



The Buddy King Orchestra performs at the Cocoanut Grove ballroom in 1946. In the 1930s and '40s, the ballroom hosted major big band acts, but today is mainly the site of trade shows, weddings, parties and conferences.



Micky Malto, a snack concession owned by Victor Marini, of Marini's Candies, and Goldie Goldstein, is shown in 1933, left. A Skee Roll game in the late 1930s, above.

the Sea" (published by Ten Speed Press):

Beach Boys

Tex Beneke

Ann Blyth

Les Brown

Wilt Chamberlain

The Coasters

Bing Crosby

Xavier Cugat

Cecil B. DeMille

Tommy Dorsey

Clint Eastwood

Douglas Fairbanks

Flying Wallendas

Four Freshmen

Benny Goodman

Cary Grant

Scott Hamilton

Phil Harris

Les Hite

Jan and Dean

Duke Kahanamoku

Nancy Kerrigan

Jack Lemmon

Harold Lloyd

Lovin' Spoonful

Kay Kyser

Karl Malden

Fred MacMurray

New Christy Minstrels

Eddie Money

Bosco Patterson

Viktor Petrenko

Mary Pickford

The Platters

Vincent Price

Will Rogers

The Safaris

Nancy Sinatra

Sonny and Cher

The Supremes

Paul Whiteman

The Yardbirds

— Mercury News

to updates on these plans. For details on VIP seating and an after-party, check **www.originalalamo.com**.

The concerts

The popular Friday night beach concert series returns for a new season. Two free shows will be performed, at 6:30 and 8:30 p.m. The lineup:

June 22: The Original Family Stone

June 29: Herman's Hermits with Peter Noone

July 6: Classic Rock All-Stars

July 13: Mary Wilson of the Supremes

July 20: Eddie Money

July 27: Greg Kihn Band

Aug. 3: Tiffany

Aug. 10: Papa Doo Run Run

Aug. 17: Chuck Negron, formerly of Three Dog Night

Aug. 24: Mark Farner, formerly of Grand Funk Railroad

Aug. 31: The Tubes, featuring Fee Waybill

For details on seating arrangements and concert rules, check **www.beachboardwalk.com/concerts**.

— *Mercury News*