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Pioneering Merchant Hyman L. Abrams Dies

Pioneering Santa Cruz merchant Hyman L. Abrams, owner of Morris Abrams Clothing Store on Pacific Avenue, died in a local hospital Saturday. He was 88.

Born and raised in Santa Cruz, Mr. Abrams managed the department store since the early 1920s. His father, Morris Abrams, opened the store at a former downtown location 92 years ago at a time Santa Cruz' main industry was a powder mill and there were six livery stables on the avenue.

The store was moved to its present location at Pacific Avenue and Lincoln Street in 1937.

Mr. Abrams followed in his father's footsteps, being dubbed "The Poor Man's Friend." He operated the store on the policy a man cannot have too many friends.

Earlier this week he could still be seen at the store greeting people in his usual warm and friendly way. He still worked at the store frequently, remaining involved with shoe-buying.

Long-time business associate Al Newlove lauded Abrams' "great association and great friendship" for the successful businessman. "I hate to see the end of another era," he added.

Worth Brown of Brown's Bulb Ranch in Capitola said of Abrams: "He was an outstanding merchant of very high caliber and principle — a great asset to the community."

Abrams graduated from Santa Cruz High School in 1911. He played baseball there and went on to study civil engineering at UC Berkeley where he also played

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Hyman L. Abrams