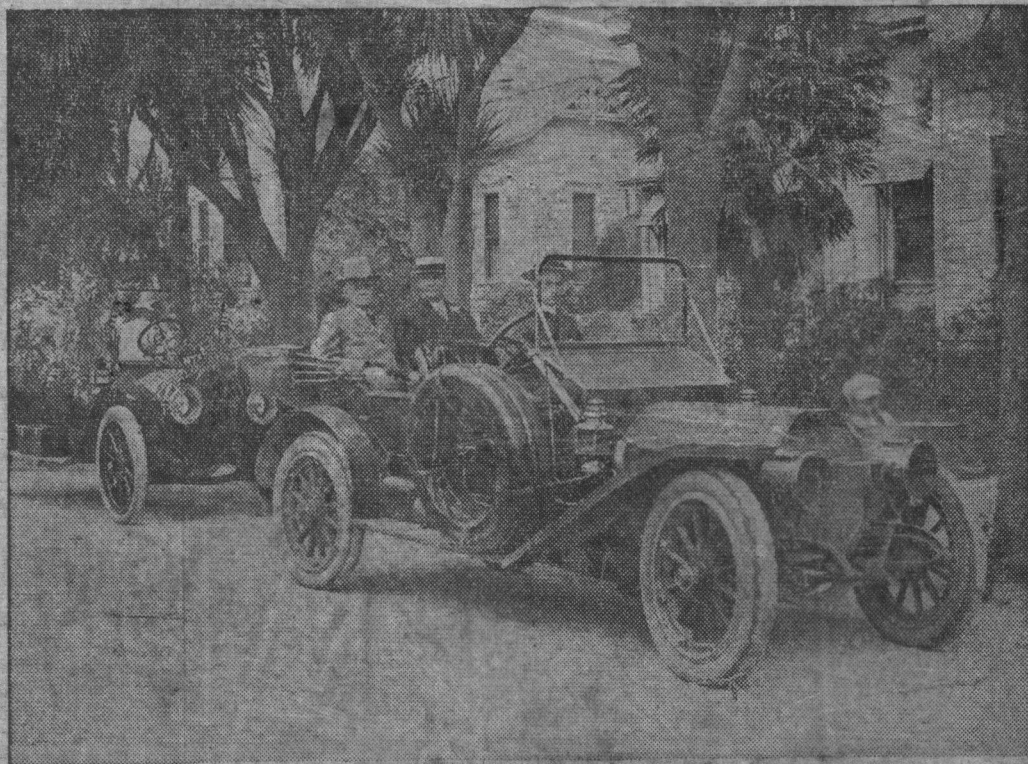


6-23-57

SANTA CRUZ YESTERDAYS



MAYOR, GOVERNOR IN JULY 4TH PARADE 1911 (From the Preston Sawyer Collection)

Santa Cruz was a scene of great activity around the Fourth of July in 1911.

With Governor Hiram W. Johnson the city's guest, other notables, a spectacular parade through the down town section, plus special doings at the beach on the slate, there was "never a dull moment."

Governor Johnson delivered an address at the Armory on the second day of a four-day celebration, which had started with special Masonic ceremony at the cornerstone laying of the present post office.

The third day, Monday, was marked by a morning Baby show at the Armory and athletic contests on Front street.

Governor Speaks

In the afternoon were special ceremonies, also at the Armory, inaugurating the new city government with administration of oath of office to Mayor and Commissioners by Governor Hiram Johnson.

That evening David Starr Jordan of Stanford addressed another Armory assemblage.

Tuesday the Fourth was featured by the monster parade, with its special "automobile section." Today's picture features the lead car thereof. Governor Hiram W. Johnson and Mayor George W. Stone and Jack Johnson, the Governor's son, are in the famous automobile in which the Governor made his two campaigns through the state of California; one for his nomination and one for his election, with his son driving.

Famous Auto

The photo shows the auto poised on Laurel street in the parade formation zone ready to roll onto Pacific avenue as the parade moves.

The automobile section of the parade moved up Pacific avenue at 9:45 a.m. to the lower plaza, turning there and proceeding down the avenue to Beach Hill, thence returning to the plaza where the unit disbanded.

Numerous prizes were awarded for parade entries and many of them were outstanding.

Double band concerts and balloon ascensions were featured at the beach which was a mecca for terrific crowds.