

Santa Cruz Yesterdays



DOWNTOWN INTERSECTION 42 YEARS AGO

(From the Preston Sawyer Collection)

"All aboard for Capitola."

Not a horse, not an auto is in sight. But on this summer day 42 years ago when Photographer O. Ravhos trained his camera from Pacific avenue eastward along Soquel avenue, the star of the show was Union Traction company's No. 12 trolley car taking passengers for Capitola at the Santa Cruz end of the run.

Milady's skirts appear to have been of the "street sweeping" variety in those days that have passed. In the center two men pause to chat in the street, while behind them a straw hatted man has dismounted from his bicycle among

people approaching the street car. Close observers will note the trolley is being switched, at the moment pointing to the left.

Soquel and Pacific was also the terminus of the Seabright street car line. The "Frazier Lewis" corner by the Trust building was for many years an important junction point. Here car passengers transferred to and from Pacific avenue, Beach and Vue de l'Eau cars. The latter point was the cliff drive end of the Mission Hill line at the foot of what was then Garfield avenue (now Woodrow).

The large Farmer's Union building at the right had been built in 1883. The "Smoke House" seen at the corner was operated by Elsom & Shortridge. On the Soquel avenue side was the Commercial Cream & Butter company and in the first building beyond, Gregg's Restaurant.

Coffee Club

Santa Cruz Coffee Club, "Meals 5c and Up", "Free Reading Room," was next door on the east. Dr. G. A. Bangs was manager. This long popular eating place was in the old J. B. Arcan former residence, which had been erected in 1850 on the corner of Pacific avenue and

was moved in '83 to make way for the Farmers Union.

Farther down Soquel avenue, at right, was the well-known Elsom's stables with the large sign, featuring a fast moving horse, which had for many years graced the front of the old City Stables on Pacific avenue opposite Walnut. The latter had only a few years before given way to the Hotel Waldo construction, concurrent with the building of the taller Trust building on the Soquel avenue corner.

When the camera "looked" the "B & B" sign at left, along Soquel avenue, signified the Bias brothers' (Bob and Belden) coffee and tea store. Just beyond was the Cox Electric company, a name in the business world of Santa Cruz for many years, which faded only last spring.

Upstairs in the Trust building was Heald's Business College and the Evening Surf was being issued upstairs across the way in the Farmers Union building. Both the paper and the building are now of the past. The latter was replaced in 1929 by the Bank of America building of today. The Surf died early in 1919.