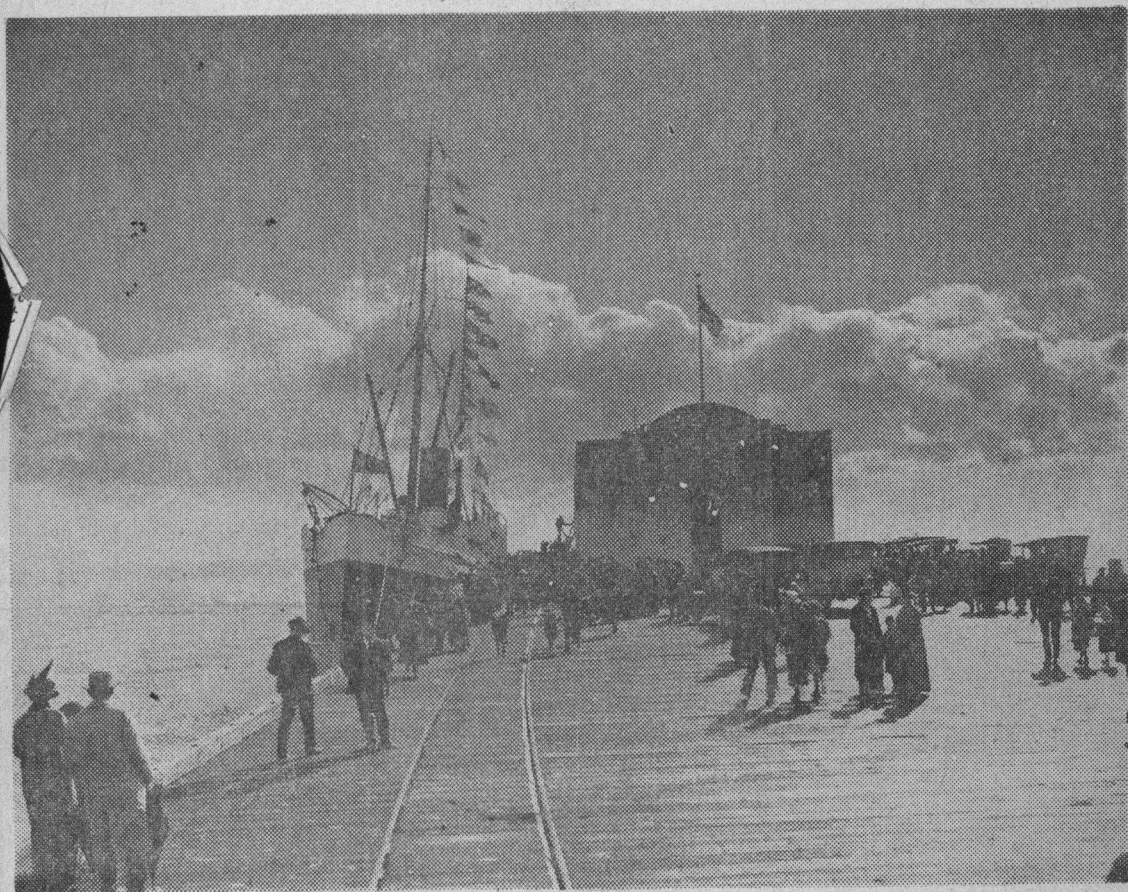


Santa Cruz Yesterdays



MUNICIPAL WHARF DEDICATION, 1914

(From the Preston Sawyer Collection)

Bells of the city rang, whistles blew and guns were fired to welcome the North Pacific Steamship company steamship Roanoke as it tied up, the first steamer to moor to the new Santa Cruz municipal wharf.

The day was December 5, 1914. The year-long job of building the new pier had followed a bond election in which the people authorized \$165,000 for its construction.

The wharf was fourth in Santa Cruz' history, but of the previous efforts only one was still standing, the Railroad Wharf just to the west of the new municipal facility.

The original Anthony wharf of 1853, which had become the Davis & Jordan wharf, off what is today the end of Bay street, had collapsed in 1907. The Gharkey wharf, which was later the Powder Mill wharf,

off the end of Main street, had been demolished in 1883.

Pride of City

The new municipal pier was the pride of the growing city. Its dedication, coincidental with the arrival of the Roanoke from San Francisco, was a town-wide celebration. A committee of ladies served a lunch in the warehouse at its outer end. Ranchers who sold their products in the free market on Front street combined to give apples, grapes and flowers to every one on the steamer.

Captain R. Dickson of the Roanoke told the luncheon guests that he considered the wharf sufficient to make Santa Cruz one of the recognized ports of the California coast.

E. D. Rockwell, newly appointed wharfmaster, estimated that the wharfage charges on freight un-

loaded from the Roanoke would be \$80 and that a steady income of \$80 a week would give the new city pier a magnificent revenue.

Eventful Day

In spite of a rainy day, which somewhat dampened program plans, the dedication had brought out over 3000 persons. The unusual weather the same day also saw three rare waterspouts on the bay.

The Roanoke, with a number of Santa Cruzans on its passenger list, also brought enough freight to require nine hours unloading. This included several pianos for Fred Howe's music store, automobiles for Jensen Brothers, much linoleum for Pacific Coast Furniture Co. The steamer was eight hours in transit from San Francisco. Its run was as far south as San Diego.

That winter was a rugged one, which gave the proud new wharf a real initiation into service.