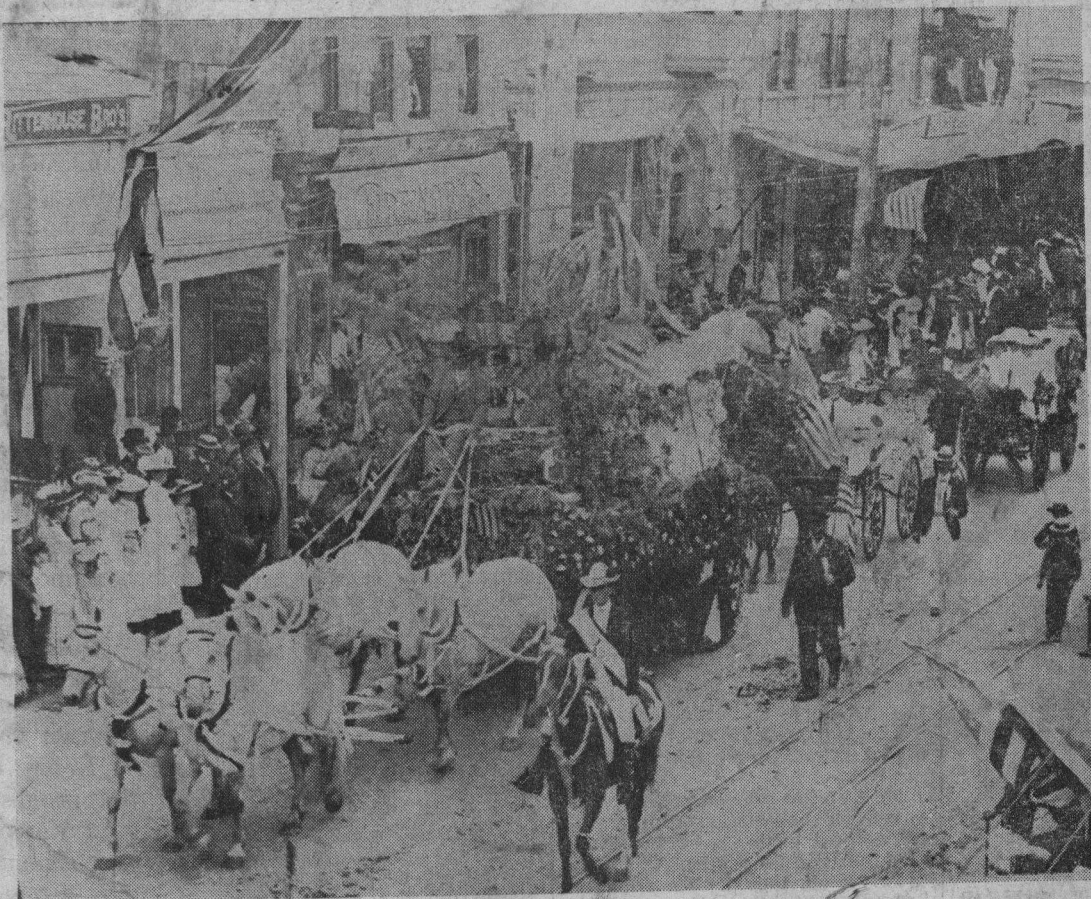


8/9/53

(over)

Santa Cruz Yesterdays

Sawyer, Preston



PARADE FLOAT OF 50 YEARS AGO

(From the Preston Sawyer Collection)

While most early day photographers seemed to shoot their parade pictures with the town clock as a background, whoever trained his camera on the above view hit a seldom seen angle.

Here, we are looking at the east side of Pacific avenue opposite Walnut, with the lens probably trained from an upstairs window of the Decorative Art & Woman's Exchange.

It is the Fourth of July, 1903. There had been no parade the preceding Fourth, but this time the citizenry was coming back strong. Local folk mingled with out-of-town visitors lining the streets to view a procession consisting of three divisions, two bands, a Grand Marshal (George N. Root) and 30 aides, fraternal groups, floats and marching units.

A Woodsy Float

The Companions of the Forest float has come into the foreground, having been just preceded by a large marching group of Foresters bearing flags and banners. Driver of the float is Charles Fikes, Sr. The quartet of fine dapple grays

DRIVER ARRESTED

Lionel L. Massei, 36, Stockton, was arrested on a charge of drunken driving by police officers at 2:25 o'clock Friday morning after his car allegedly struck a sign at Pacific avenue and Lincoln street, continued on to the Plaza, turned into Front street, and wound up in the wrong traffic lane of Front street, officers reported.

is actually two 2-horse teams belonging to the L. A. Daniels Transfer company.

Dick and Queen are the lead pair while the "wheelers" are Neil and George. Their harness had all been carefully wrapped with white cheesecloth before the parade. The wagon pole, lead bars and wheels were wrapped with colored bunting.

Theme of the float was a forest glade, worked out with redwood boughs, small trees, ferns and flowers. Riding were several Companions garbed in white and holding parasols. In the decorated buggy behind the float are Mrs. Joe Miranda and Mrs. Robert Wagner. Other Companions follow in a light spring wagon, also decorated. Coming up briskly behind them are leading members of a marching unit of Columbia Park Boys from San Francisco.

In the left background is the popular Rittenhouse Bros. barber shop, then in its heyday. Here all five brothers worked at one time or another. To the right of this is the office of A. J. Hinds, prominent real estate and insurance agent, who played an active part in early development of Santa Cruz realty.

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H. L. Bergstrom

20 Years Local Representative
114 Acadia Ave. Santa Cruz

Kelly's "Racket"

Next under the white banner which reads "Fireworks," is The Racket, T. J. Kelly's variety store, which was a busy emporium here for many years. Adjoining is the Masonic building, same location as today. On its street floor was established in the early eighties, the first Model drug store. Here later was the Jewel Theatre, one of the city's early movie houses. At extreme right background is seen the old City Stables, torn down in 1910 to make way for the Waldo Hotel project, where is now the Elks Club.

The 1903 parade had formed at the Lower Plaza, proceeded down the avenue to Spruce street, to Cedar, to Sycamore and back to Pacific, then north to Cooper, east to Front and south to the Armory, near Soquel avenue, where the literary exercises were held at 11 a. m.

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