

## Flags Will Be Flying...

Celebrating the Bicentennial Year, the flag pole on the 70-year-old dome of the Santa Cruz Beach Casino, and the surrounding 41 poles, each flying a flag, have been restored by Laurence Canfield, president of the Seaside Company.

On Monday, Flag Day, the poles will hold the 10 flags that have been flown over California, plus the historic flags of the American Revolution.

Also displayed will be the banners of North American history and discovery, from the Spanish flag of Columbus to the present. A huge American flag, eight by twelve feet, will fly 24 hours a day from the dome which will be illuminated at night and visible from almost any point in Santa Cruz.

Flags in Santa Cruz became big with Fred Swanton

who had a "thing" about flags and martial music. Back in 1904 he had 16 flag poles put up on the first Casino roof. When the casino burned two years later, a new one was built and Swanton ordered 42 flag poles erected on its roof, claiming he would fly more flags than anyone else in California.

After spending more than one-half million dollars on new structures in 1907, he had the poles but no money for flags. Turning to his financial "angel," John Martin who was the "father" of PG&E, Swanton wheedled \$3000 from him and bought "a forest of flags" for the casino roof.

There were so many that it took one man fulltime, raising and lowering and repairing etc...

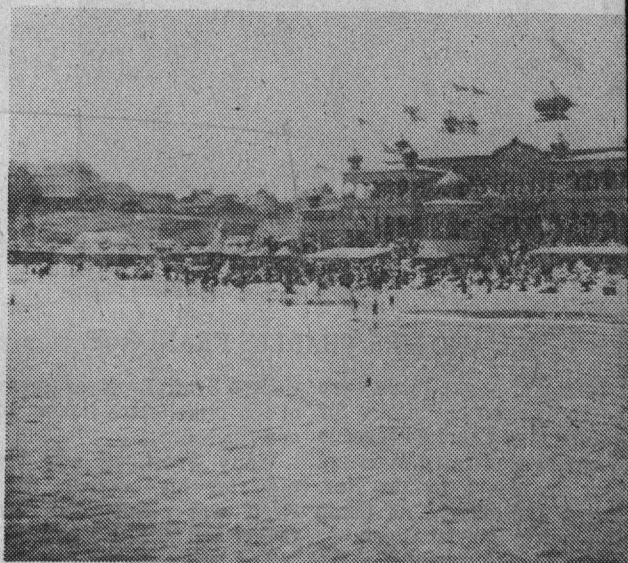
In 1912 the Santa Cruz Beach Company went broke and the Seaside Company

took over in 1915. Swanton's flag poles on the casino roof gradually weathered and had to be taken down. The main flag pole atop the casino roof, last to go, came down in a 1942 storm and was replaced with a pipe pole on which was flown the largest flag in California at that time — 20 by 30 feet. The giant American flag is still flown on occasion.

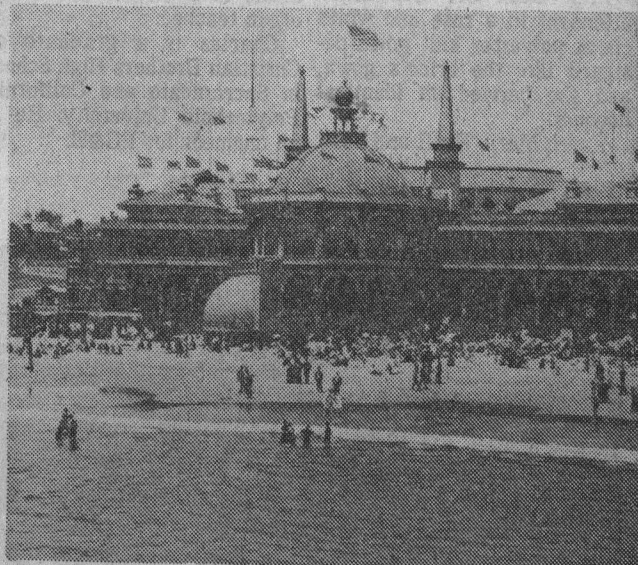
Flags that have flown

over California include Spanish State Ensign, California of St. George, Spanish Royal Standard, Spanish Ensign, Russian-American Company, Argentine Flag, 1818, Mexican Republic Flag, Fremont Flag, Bannock Flag and the Flag of 1846.

American flags of discovery and exploration include: Royal Spain, Cross of St. George, Royal French and Great Britain.



Santa Cruz's first casino, structured after the Alhambra in Spain, was built in 1904 by Santa Cruz Beach Company. It burned in June of 1906. Sixteen huge American flags flew from the turrets. Below, the second casino (present structure) in 1907, had 42 flagpoles.



Pleasure Pier, now gone, looked like this during and following World War II.