

Santa Cruz Yesterdays



PACIFIC AVENUE SIXTY YEARS AGO

(From the Preston Sawyer Collection)

In 1890 not an auto was in sight. Horse and buggy days were still uppermost. And equine locomotion even extended to the carline whose single track bisected the Santa Cruz main stem.

But not even a horsecar is visible on the quiet autumn afternoon when the above scene was recorded, looking north from the very heart of Pacific avenue's business district. The camera was about opposite Minneapolis avenue (today's Soquel avenue). The latter has been known by other names as well, which included Bridge street and Arcan street.

At the Pacific avenue corner (northeast) was the Old Corner saloon. Going north a door or two was C. D. Hinkle's Bay Market, extreme right in the picture.

C. D. Hinkle's First Store

Hinkle had launched his first enterprise in local business at this location in 1889. Five years later he moved to the Mission street corner at the lower plaza distinguished by the large and busy grocery for many years. Always civic minded and active in community life, Hinkle has served as mayor, councilman, and in other capacities. Though now retired he is still a devoted Santa Cruzan.

Across the street from the Bay Market was the Ocean Market, seen near the left foreground. Adjoining it, the two-story building houses a "candy factory." North of this the two-and-a-half-story brick structure which later was joined to the F. A. Hihn corner block, stops short of the corner where two tiny shed-like stores or offices then rested precariously.

For the following Spring Hihn's Alta building, an imposing large block at the Walnut avenue corner, went up, extending west to the alley. The three-story building during its 47 years of existence housed famed Chesnutwood's Business College, a rooming house, and many other activities on its upper floors. For a time, after the high school burned in 1913, it even be-

came a temporary part of local upper grade learning. Downstairs on the Walnut avenue side, for many years was the post office. The ground floor always contained busy stores on both streets.

Alta Building Downed In '38

The Alta building was dismantled in mid-1938, to make way for the J. J. Newberry store now on the site.

At the right, City Stables, opposite Walnut, then being operated by F. Witherly, had been built in 1877. It was the headquarters for a long time of M. C. Hopkins, who singly or in partnership with others, conducted the popular livery and stable business. It was torn down in 1910 along with others to make way for the present Elks building.

Next, north in the picture, Ma-

sonic Temple was still quite new, having been built in 1886, by Contractor C. W. Davis, for \$5400. One of this city's early movie houses long occupied the street level. The Jewel, always with the same name, ran from about 1908. Early in 1920, about the time the New Santa Cruz theatre was opened, the little amusement center was remodeled into a restaurant.