

SANTA CRUZ YESTERDAYS



FIRST VENETIAN CARNIVAL PARADE, JUNE 11, '95 (From the Preston Sawyer Collection)

Parade lovers have been legion here for many years.

Hence it was inevitable that interest was great in the glittering period of processional splendor (land and water) during Venetian Water Carnival time in the mid-90's. The faithful lined the parade routes with enthusiasm.

There was a parade of some sort, on water, land, or both, on each of the five memorable days of the first of the two celebrated carnivals (June 1895-'96) centered along the San Lorenzo river near Laurel street.

Pictured is the first of the street parades. It is opening day. The Queen (Anita Gonzales) has just been greeted with a reception at the head of the railroad wharf, about where the present municipal wharf approach is located. There was an immense crowd to witness the event.

Here the royal guest entered the Queen's float, assisted by Grand Marshal T. W. Drullard and other dignitaries. Her mobile throne, drawn by six black horses, was formed like a temple, with places for her Maids of Honor, pages and bodyguard.

Pacific and Spruce

With Grand Marshal Drullard and his aides poised on horse-

back in the foreground, the parade has arrived at Spruce street, enroute to the Carnival Arena, nearby. Behind them are other riders, followed by George Hastings and his Santa Cruz band of crack musicians.

The Queen's float is a block away. Mr. and Mrs. J. P. Smith of Beach Hill, principal sponsors of the festival and great lovers of Santa Cruz, even though their international business interests prevented them from spending all their time here, came next in a decorated Victoria. Following participants included a carriage bearing Senator Burke, Mayor Efeey, Mrs. W. D. Haslam and Miss Lorena Barbieri.

This was but the beginning of five full days of momentous happenings which stamped Santa Cruz as one of the host cities of the Pacific coast. Her fame stretched far across the sea as a direct result of the outstanding carnival celebrations, which multiplied the fame of this region, then already reaching out.

The sun was shining on this day of festival. Straw hatted pedestrians approach at the right. Power poles are twined with garlands of greenery. Parade watchers are both standing and also seated in carriages and buggies.

Food Was Available

Obviously temporary eating places have their signs out on both sides of Pacific avenue. On the right is "Carnival Restaurant, Open Day & Night." Across the street a banner reads, "Eastern Oysters 35c." Another sign offers "Sandwiches, 15c; Ice Cream

& Cake, 15c; Berries & Cream, 10c."

The two big signs on the side of the first building at left read as follows: "G. W. Reid, Contractor and Builder" and "Manhattan Stock Food—Red Ball Brand; A. M. Johnson, Agt."

Next south is the famous Witney Therapeutic Baths, established a half dozen years before, and a business active at the same location for many years. Beyond this is the "Santa Cruz Engine, Boiler & Machine Works."

Directly above the avenue, on Beach Hill, looms the G. Bowman mansion, some years ago replaced by the present, dignified and beautiful residence of Senator H. R. Judah and his wife, Eva (Bowman) Judah.

To the left, still standing, is the then Golden Gate Villa of Major F. McLaughlin of San Francisco, now called the Palais Monte Carlo, an apartment house.