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Tour A – Over the Hill

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The focus of the tour is the historic industries of Santa Cruz County: redwood logging, leather, and the lime/cement industry. Bob Piwarzyk will join the tour at Roaring Camp and will provide on site narration at Henry Cowell Redwoods SP, the CEMEX plant and the Cowell Lime Works Historic District on the UCSC campus.

The journey takes us across San José to CA17. There's not a whole lot to talk about on I280, about the only interesting IA thing is the Reed-Fisher asphalt plant where asphalt is recycled. San José has an aggressive building material recycling program for major demolitions, so you may see piles of recycled concrete if we pass by any new construction sites.

The city of Campbell begins a mile or so down 17. The city was a center for the prune industry. The two large black office towers to the east, just before Hamilton Ave. are the Pruneyard Towers. There were also canneries, fruit drying operations (Sunkist) and supporting industries along the rail line a bit farther west.

At Hamilton Ave., we start running close to the percolation ponds and dams along Los Gatos Creek. In the early 20th century, aggressive pumping of the aquifer lead to subsidence all over the Valley. A series of dams was constructed and ponds created along the creeks to recharge the aquifer. There is a 12 mile long recreational trail along Los Gatos Creek which is extremely popular. There are plans to have it join the Guadalupe River Trail that runs from downtown San José to the airport.

Before 17 was built and CA 9 improved, the best way to Santa Cruz was the railroad. The first railroad line, the South Pacific Coast Railroad (SPCRR) was a narrow gauge railroad (3 feet between the rails, standard gauge is 4 ft 8-1/2 inches) running from Alameda to Santa Cruz. Founded in 1880 by James Fair and Albert Davis, two Comstock Lode millionaires, the line was the first rail connection to Santa Cruz from the Bay Area, as SP had not yet reached Santa Cruz. The SPCRR went from Newark to Alviso across the marshes of the southern part of San Francisco Bay. It passed over a drawbridge that grew a small collection of hunting lodges and became the unofficial town of Drawbridge. Allegedly, more than hunting occurred in the town, as it was in Santa Clara County but could only be reached from Alameda County, so law enforcement left it alone. In 1887, SP purchased the SPCRR. The line was scheduled for re-gauging to standard gauge on 17 Apr 1906, but was delayed by the earthquake, which also heavily damaged the 6,000 foot Summit Tunnel, which wasn't repaired until 1909. The Santa Cruz part of the line was abandoned in the 1930s(?). Parts of it went under what became Lexington Reservoir in the early 1950's. During WWII several of the tunnels were dynamited. A popular myth is that this was done to prevent them being used by invading Japanese soldiers! The reality was that they were leaking dangerous gasses and were unsafe from years of neglect. There is occasional talk of reopening the rail connection to relieve traffic on 17, but this would be a massive undertaking, and is highly unlikely. A small portion of the line from Roaring Camp to Santa Cruz is in operation as a tourist line by the Roaring Camp and Big Trees RR.

Just past Lexington Reservoir, 17 makes a turn to the left and for about a quarter mile or so runs directly along the San Andreas fault. By the time we get to Holy City, we have left the North American Plate and entered the Pacific Plate, which is moving northward. Although it caused the 1906 earthquake, most experts are far more worried about the Hayward Fault that runs through the highly populated East Bay and is overdue for a quake historically.

The area around Lexington Reservoir was the site of a major wildfire in 1985. You can see traces of it above the reservoir.

We'll pass near the site of Holy City, a religious commune founded in 1919 by "Father" William Reiker. Reiker espoused a strange mixture of beliefs, eventually including pro-Nazi sentiments in his Brotherhood of The Perfect Christian Divine Way. The site became a popular tourist stop on the way to Santa Cruz. A tangled mess of lawsuits and a fire basically wiped it off the face of the map in the 1950s.

Highway 17 snakes through the redwoods on its way to Patchen Pass, at 1852 ft, the highest point on the route, and the junction with Summit Road. There are a surprisingly large number of people living in the forest, as most of it is privately held. Much of the area was logged in the late 1800's and early 1900's. There are lots of older houses in San José built with redwood from the area.

We come out of the forest at the outskirts of Scotts Valley. The city was a high tech outpost, and at one time had several booming firms including Borland Software (still in existence, but a completely different company) and Seagate Technology (still headquartered in Scotts Valley).

Seagate was started in 1979 by Alan Shugart, one of the most important people in the development of the disk drive. Shugart had worked at IBM on a series of disk drive products, starting with the very first drive, the Model 350 Disk Drive for the 305 RAMAC (Random Access Method of Accounting and Control) System. He left IBM to found Shugart Associates, only to be forced out after the company was acquired by Xerox. He and another industry legend, Finis Conner, founded what would become Seagate in 1979. Seagate today is the largest independent company in the disk business. Shugart was a colorful figure who once tried to run his dog for Congress, and backed an initiative to allow California voters the choice of "None of the above". Shugart died in December, 2006.

We'll drive through town and on the outskirts, pass a CEMEX quarry. In a few miles we reach the small town of Felton. As we turn left to the Roaring Camp Railroad, you can see a covered bridge in a park. It was built in 1892-93, and served as the main entry to Felton until 1957. It was damaged in the storms of 1982, and restored with local materials and talent in 1987. The bridge is listed in the National Register of Historic Places.

The first stop is the Roaring Camp and Big Trees Railroad, a narrow gauge logging railroad. We have a shop tour scheduled as soon as we get there, and folks can wander around on their own. There are the remnants of a steam powered saw mill near the station. Adjacent to the railroad complex is Henry Cowell Redwoods State Park, which has an excellent visitor center and a 0.8 mile nature trail through the redwoods. Bob Piwarzyk and Daniel Williford from California State Parks will be there. Caution folks to be back in time for the train at 11. The train goes up the hill, including a switchback. The ride is narrated, and the folks know lots about the history of the area. When we get back, lunch should be waiting. We've invited Bob and Daniel to join us for lunch. We'll need to finish lunch quickly as we need to reach the CEMEX Cement Plant in Davenport. Bob will go ahead of the bus and make sure the CEMEX folks are ready for us. We have some background material from Roaring Camp that will be made available to folks who want it.

(the following material was contributed by Craig Miller, exact citation is not known)

Lumber -- The enormous stands of virgin timber found in what would become Santa Cruz County attracted entrepreneurs to the area as early as 1840 when a French Canadian, Francisco Lajeunesse and two Americans, Isaac Graham and Henry Neale made attempts to acquire Rancho Zayante. Graham, a trapper and rifleman, described by Historian Hubert Howe Bancroft as "a loudmouthed, unprincipled, profligate and reckless man" and his partner, were unsuccessful because they were not Mexican citizens. They finally succeeded when they took on another partner, Joseph L. Majors, who was married to a member of the Castro family. Majors was granted the rancho in 1841 and four months later he, and a syndicate that included Graham built a saw mill that was located on the grounds of today's Mount Hermon. Another mill was built in 1845 and, by 1857, there were ten sawmills in the county. By 1864 the number had increased to twenty-eight.

One of the largest problems associated with the industry was transporting the lumber from the mills to markets outside of the area. In 1847, construction of a 20 mile long flume from the headwaters of the San Lorenzo River to the Pacific Ocean was authorized by the California legislature. In 1851 a wharf was built into Santa Cruz harbor which facilitated development of the port area and made possible the shipping of lumber and other raw material. It was obvious that the development of a rail line from the mountains to the harbor was necessary to ensure continued economic growth. Entrepreneurs within the city realized the financial opportunity of having a rail line that began in Felton and ended at a wharf in Santa Cruz harbor. The Santa Cruz and Felton Railroad constructed a tunnel under Mission Hill, laid tracks down Chestnut [Street] and in 1876 ran a line that began in Felton and proceeded to the harbor, terminating at the renamed railroad wharf.

Through the 1800s, lumber production continued to increase and Santa Cruz became one of the major suppliers for the builders of San Francisco. The intense logging activity eventually took its toll, however, and by the turn of the century, timber suitable for cutting, was all but exhausted. In addition, a new conservation movement had [began]. This ushered in the eventual change in the economic base from industry to tourism.

Lime and cement -- The initial availability of a plentiful wood supply gave rise to another major industry in early Santa Cruz County, that of lime production. In the 1850s two engineers from Massachusetts, A. P. Jordan and Isaac E. Davis began investigating commercial possibilities of developing lime which, they discovered, was of excellent quality and abundant quantity in the County. Lime was an important part of the building industry of the time and was used for making mortar, plaster and whitewash. The process of converting limestone into building lime involved the burning of chunks of limestone in large stone kilns. Both the ancient Egyptians and the Roman used the process and the Spanish brought the technology to California, building kilns at several Missions. A post Gold Rush construction boom in San Francisco created a great demand for the product and Jordan and Davis recognized that all the elements for creating a lime industry existed in Santa Cruz County. Besides the plentiful supply of lime, the accessibility of a large timber supply was essential. Each firing consumed seventy cords of wood and redwood was also needed to make barrels for storing and transporting the finished product.

Davis and Jordan built their first kilns in 1853 at what is now the corner of High and Bay Streets in the City of Santa Cruz. They built a 450 foot wharf at the base of Bay from which the lime was shipped to San Francisco on their own schooner, "Queen of the West." In 1858, two other companies went into operation. One owned by Samuel Adams, operated a mile west of the Davis and Jordan and the other, owned by Andrew Glassell, was located eight miles up the coast from Santa Cruz.

As the supply of lime at their original location was exhausted, Davis and Jordan created a quarry on the former Rancho de la Canada del Rincon located on the San Lorenzo River between Santa Cruz and Felton. Part of this property was eventually sold and became the California Powder Works. In 1863, Jordan moved back East and sold his interest in the lime enterprise to Henry Cowell. Cowell, who came to Santa Cruz in 1865, is one of the County's best known pioneers and it is on his former property that the University of California, Santa Cruz is now located, along with the state park in Felton that bears his name. *(There is a paper by Patricia Paramoure on the Cowell family on Saturday.)*

The Davis and Cowell Lime Company became the largest and most profitable of all the operations in the County, shipping about 1,000 barrels a week in 1868. Another company, headed by Thomas Bull and Eben Bennett went into production in the mid-1860s in an area about two miles west of Felton. The company was eventually acquired by a San Francisco lime merchant, Henry Holms.

About 8,000 barrels of lime a month total were produced in the County by the end of the 1860s. With the completion of a railroad line between Felton and Santa Cruz in 1875, the operations became even more profitable and companies continued to be created including the I. X. L. Lime Company which was located two miles north-west of Felton. The North County saw increased development as well when the Santa Cruz Lime Company began constructing facilities in 1875 three miles inland from Davenport. The peak of the lime industry was reached in the 1880s when the Santa Cruz Companies: Davis and Cowell, Holms and I. X. L. produced half of California's total supply. By the 1890s, however, a decline began caused by a number of factors. The first was the lack of cheap fuel. Intense

logging by the timber, powder and lime industries had resulted in an almost complete removal of the forests that had covered the Santa Cruz Mountains. Alternative fuels to power the kilns had to be imported and were expensive. In addition, the development of cement, which involved a process that could utilize a cheaper and less pure grade of limestone, had begun to replace lime as the building material of choice. Santa Cruz Lime Company stopped shipping lime in 1906. It was replaced by a cement plant built by the Santa Cruz Portland Cement Company at Davenport. Cowell's operation eventually purchased I. X. L. and continued under the management of Cowell's son Samuel until 1925. In Felton, the Holms Lime Company was able to continue operation for a time using kilns that burned oil but it too shut down in the 1930s.

During its years of operation, the lime industry made use of both skilled workers and laborers. Stone cutters shaped the granite and limestone boulders used in making the wall of the kilns and lined the inside with fire brick. Other workers, called "archers" were responsible for stacking the pieces of limestone within the kiln in arches four or five feet high and seven to nine feet long. This required an exacting skill since the firing took three days and if the pyramid of limestone collapsed before the process was complete, the entire load was ruined.

In addition, laborers were needed to cut timber, load and unload kilns and care for the livestock. No record has been found of the ethnic origins of the first workers. In the later Henry Cowell operation, however, Swiss-Italians and Portuguese from the Azores made up the majority of the work force. Most were single men who lived in cabins on the company land and were paid ten to fifteen dollars a month in addition to room and board. A few of the worker's cabins still stand on the campus of the University of California, Santa Cruz although they are in deteriorating condition and are in imminent danger of collapse. Other remnants of Cowell's lime operation and ranch can also be found on the campus, the most noteworthy being the lime kilns which are the largest remaining kilns in the county and possibly in the state. Another example of kilns can be found in the city owned Pogonip Park.

Leather -- The Santa Cruz County tanning industry had its start in 1843 when Paul Sweet built a tannery on the San Augustine Rancho in Scotts Valley. Sweet, who arrived in Monterey in 1840, was a sailor who worked for a time at Isaac Graham's sawmill. He began his enterprise to take advantage of the plentiful hides and the existence of copious quantities of high quality tan bark, a necessary ingredient in the tanning process. His operation, although small and unsophisticated, was nonetheless successful because of the need for leather goods such as saddles and leggings.

This early enterprise was one of the first commercial ventures of its type in California. The Spanish, when establishing their mission and pueblo system in the late 1700s had some rudimentary facilities for leather tanning. Because of a lack of skilled labor, however, tanning large quantities of hides was not successful and manufacturing was generally limited to crude shoes, rough saddles and saddle pads. It was more feasible to ship raw or minimally processed hides than to make leather. After 1834, when the Mexican government secularized the California missions, the hide and tallow industry

continued on the large ranchos carved and divided from mission lands. One shipment recorded in 1836 from California to the East Coast lists a cargo of 39,000 hides.

Although Sweet ceased operations in 1846, the next fifteen years saw the establishment of other similar businesses in Santa Cruz. In 1857, an article in the Pacific Sentinel, lists the Kirby and Jones tannery, located then on Mission Hill, the Porter Brothers in Soquel, C. Brown and Company on Laurel and the Grove Tannery operated by William Warren and James Duncan on the present site of the Salz Tannery on River Street. These four, according to the article, were able to tan and dress ten thousand hides a year. In addition, the Santa Cruz County manufacturers had established outlets in San Francisco for leather goods that included skirting, harness, belting, bridle and sole leather.

The Warren and Duncan operation, begun in 1856, was small in comparison to the others, turning out only 500 hides a year while Kirby and Jones produced about 3,500. A flood washed away the building of the Grove Tannery in 1861 but it was rebuilt and later purchased by Jacob F. Kron.

Kron who was born in Prussia in 1823, traveled with his wife Anna Katherine first to Napa where he raised cattle and finally to Santa Cruz where he bought an interest in the Grove Tannery in 1866. He became sole owner the following year, paying a total of \$5,500. When extensive fires in northern California in 1870 wiped out much of the tan bark used by San Francisco manufacturers, it provided a boon to Santa Cruz tanners and Jacob Kron took advantage of the opportunity to expand and improve his facilities. Using the services of carpenters Giles Ellingwood and Wilbur Huntingon, a dry-house was constructed: "50x75 feet, with fifty windows, the basement to be occupied by vats." An interesting feature was the inclusion of a plank walk with tanks at either end located at the apex of the roof. The purpose of the tanks was to hold water to be used in case of fire. Even at this early date, fire protection of the wood frame buildings was of great importance.

In addition to the dry house, a kiln sufficiently large to hold twenty cords of bark and heated by a double furnace was constructed at the cost of \$1000. This was in addition to other improvements such as an engine, fixtures and construction which would bring the total expended to \$4000, a considerable sum of money for the time.

The four tanneries were part of the industrial expansion of the County during the 1860s and 70s and became known for both the quality and quantity of the leather produced. (Kirby alone was processing 1,500 hides a month.) To maintain the industry, however, took prodigious amounts of tan bark. Not just the bark but the entire tree was harvested and used for barrel staves as well as firewood to produce steam to run the plants. Although the supply seemed endless, by the turn of the century, the oak trees, like the redwoods used for lumber and to fuel the limekilns, were seriously depleted bringing about the eventual demise of the industries they had created.

Before that time, however, the entrepreneurs of Santa Cruz County took full advantage of the natural resources within easy reach. While the Kirby operation was the largest and

most well known in the County during the 1870s and 1880s, by 1890 A. C. Kron and Company was manufacturing products worth \$160,000 a year and soon became the leading institution of its type in the County.

The development of the San Lorenzo Tannery into a major Santa Cruz industry did not end with the death of Jacob Kron in 1879. The business passed to his wife Anna and their three sons, Henry, Oscar, and Franklin. The company was incorporated in 1890 with Oscar as president, Henry as Vice-President and Franklin as manager of the company's operation in Sydney, Australia. This office both provided a distribution outlet for products and provided hides that were purchased in Sydney and shipped to Santa Cruz.

The company employed over thirty workers in 1890, with a payroll of \$16,000 to \$18,000. They paid \$25,000 for hides, and not surprisingly the same amount for tan bark, so important was this commodity for the production of first quality leather goods. In addition to the Santa Cruz facility, the Kron Trading Company had a wholesale leather and commission house on Clay Street in San Francisco under the management of Oscar Kron. The Sydney branch processed leather from 50,000 kangaroo hides a year.

By 1896, the San Lorenzo Tannery, as the Kron operation in Santa Cruz was now called, had succeeded Kirby's operation as the premier leather producing company in the County. Being a family business, both Anna Kron and Henry as site manager, lived on the tannery grounds. In addition, cottages were provided for married employees as well as a boardinghouse for the unmarried men.

At that time, the tanning operation consisted of a 40' x 120' beam house; a 16' x 120' leach house with ten six cord square leaches and two eight cord round leaches; and 140 double and single tanning vats that were housed in an open sided building with drying loft above. Steam for the operation was provided by a furnace with a 110 foot brick stack. Fuel consisted of wet tan bark delivered to the furnace by an elevator. The plant generated its own electric power with an Edison electric dynamo capable of providing 150 incandescent lights to the tannery and the family residences.

The Sanborn Fire Insurance map for 1892 describes the Kron facility as "mostly new -- premises very tidy with a night watchman and an electric (fire) alarm connected to the men's sleeping quarters." Fire protection, a necessity given the woodframe buildings and the distance from a municipal firehouse, was provided by the Pogonip Hose Company. The company, which had a hose house located across from the plant on River Street, was composed entirely of tannery employees. It provided fire protection to the northern part of the city and remained active until 1904.

Photographs from the period do indeed show a "tidy premises" -- typical of the various kinds of manufacturing operations that could be found along the rivers and streams of Santa Cruz County. Located in a bucolic setting, surrounded by trees and within a convenient distance to the nearby town, the tannery had its own orchards, and gardens, raised hay for livestock and provided living quarters for its workers.

Fifty men were employed in the tannery along with additional crews and teams that hauled 2,500 cords of tan bark a year from forests of the Santa Cruz mountains. Hides came from California, Australia and Hawaii to the plant which processed 250 sides a day. The sole leather produced was shipped to San Francisco, Chicago, New York and Boston as well as overseas to Japan and Australia.

By the turn of the century, however, the financial realities of the period, along with a string of personal tragedies, profoundly affected the Kron operation. Oscar Kron, who ran the commission house in San Francisco died in 1899. He was followed by his brother, Franklin, manager of the Sidney operation in 1913. Their mother and widow of the founder, Anna Katherine, also died that year.

Business was affected not only by the high cost of raw materials but a lowering of demand for sole leather which was the tannery's principal product. By 1915, the company was in receivership with all real and personal property assigned to satisfy creditors. As a result, the plant closed for three years "going out with the powder works and causing a serious lapse in the pay roll resources of Santa Cruz County." In April 1918, purchase of the property by Kullman, Salz and Company who owned tanneries in San Francisco and Benecia was announced. The company, most well known for its harness leather, brought hope that diversification of its product line would once again make the tannery successful. An editorial in the Santa Cruz Surf welcomed these developments: "From every point of view Santa Cruz will be glad to see work revived at the tannery and will welcome the enterprise of the new investors."

The partnership of Herman Kullman and Jacob Salz had begun in 1874 with their joint involvement in a tannery in Stockton. In 1881, Kullman, Salz and Company acquired the Benecia Tannery and in 1896, the firm incorporated with headquarters in San Francisco. With the death of Jacob Salz in 1900, his son, Ansley Kullman Salz became involved in the business and continued his associated until the firm was liquidated in 1928 and the Benecia Tannery shut down.

The San Lorenzo Tannery in Santa Cruz had continued its operation, however, despite persistent rumors that it was about to close. In 1920, a shortage of hides and other unnamed factors, prompted the facility to curtail production and lay off a number of workers. By 1924, the plant was in full operation again and producing sole and harness leather. In spite of the perception that there was no market for harness leather, there were actually more horses in California than there had been in 1914 and demand remained high. Raw materials continued to be a problem since the seeming inexhaustible supply of tan bark on the Central Coast had been virtually depleted, and tanners all over the state were utilizing the remaining stands from Humboldt and Mendecino [sic] County. Hides came primarily from the Pacific Coast and South America and the finished product marketed to the West and Middle West as well as Japan.

The Great Depression took less of a toll on the Santa Cruz economy than other places, largely because the primary base had shifted from manufacturing to agricultural. The few remaining industrial enterprises, like Kullman Salz, however, were subject to the same

market forces as the rest of the county. The company was dissolved in 1929, and the San Lorenzo Tannery closed in April of that year. Ansley Kullman Salz, however, was persuaded to invest his own funds into continuing the enterprise and on October 1, 1929, A. K. Salz and Company was incorporated.

On October 3, the local newspaper reported that the facility would reopen, employing at least twenty-five men under the name of Santa Cruz Tannery. By March of 1930, the company announced that it was able to market everything it could produce. During the 1930s the leather was used in horse tack, saddles and dog harnesses, as well as case leather for luggage.

In spite of the extensive precautions taken to prevent such disasters, a huge fire broke out in the tannery on September 29, 1934. Believed to be the result of arson, the fire destroyed over half the plant including the hair house, the currier shop, the drying loft, the tacking loft and a warehouse as well as various sheds and the engine and boiler rooms. The long vat building located to the north of those destroyed also caught fire but was saved. In addition to the loss of the buildings, \$95,000 worth of finished leather, and equal amount in unfinished materials was also lost. The total amount of damages was put at \$250,000 most of which was covered by insurance. Ironically, a new \$10,000 sprinkling system had just been installed and was to have been put into operation the following week. Seventy employees were temporarily thrown out of work by the fire but the plant was rebuilt and quickly resumed operations.

During World War II, leather was used for a variety of purposes for the war effort including fan belts for Army tank engines and as pads for the recoil mechanism of big guns. Salz produced mechanical seal leather, during the war, using chrome on the leather after it was vegetable tanned to give the leather higher resistance to hot temperatures around bearings.

Following World War II, Salz developed a smooth leather, unlike the grained leathers available during the war, that was glazed by hand. At the time, there was enormous pent up demand in the country for a range of products that were either rationed or simply unavailable. The scarcity of tan bark and the pressures of competition caused the tannery to change its method from vegetable tanning to the use of chrome as the principal tanning agent.

(the following was contributed by Craig Miller, full citation is not known)

Coast Dairies Property: A Land Use History

The Coming of Coast Dairies: Transformation

One afternoon in April, 1901, Louis Moretti and Jeremiah Respini shook hands at the Santa Cruz County courthouse, a defining moment for the Coast Dairies Property. The signing of the incorporation papers for the Coast Dairies & Land Co. formalized a relationship that had existed for a number of years. The corporation not only combined the considerable real estate owned by Louis Moretti and Jeremiah Respini, but it also had

a liberating effect on the entrepreneurial energies in the two men. The words "dairies" and "land" suggest something bucolic: cows grazing lazily across the coastal hills being tended by patient, hardworking dairymen. There continued to be dairies on the property, of course, but the cows were soon sidelined by a surge in industrial enterprise. By the end of the first decade of the twentieth century the natural resources of the North Coast were unlocked and the peace and quiet replaced with the growl and whine of crushers, saws and steam locomotives

The Davenport cement plant (it became Pacific Cement and Aggregates in 1956, Lonestar Cement Corporation in 1965 and RMC Pacific Materials in 1988), brought immediate military attention to the North Coast following the attack on Pearl Harbor in December 1941. Believing that Japan might attack the U.S. mainland, the military quickly posted guards and lookouts around Davenport and imposed stringent blackout requirements on its residents. Later in December, when the ship *Agiworld* was attacked by a Japanese submarine off Cypress Point south of Monterey, security along the coast was heightened (Lydon, 1997). A Japanese submarine was also sighted off the coast a few miles north of Davenport, resulting in a brief skirmish between the submarine and a single plane from the Army Air Corps (Lud McCrary Interview, Appendix 1.2.1). Eventually a segment of the all-black 54th Coast Artillery was stationed at Davenport and regular night canine patrols were instituted at all the area beaches. In addition, four shore mounted guns were placed strategically around the Cement Plant. Two 75mm guns were mounted overlooking the pier and two 155mm Howitzers were mounted just to the east of Newtown. Many of the young people living in the area at the time became airplane spotters, spending long hours in the lookout stations posted along the coastal hills (see Appendices 1.2.2 and 1.2.4, McCrary and Tomares Interview)

Perhaps the most disruptive part of the early months of the war was the removal of many Italians from the coast, along with all persons of Japanese ancestry. Beginning in February of 1942, all Italian aliens living inland from Highway 1 south of Laguna Creek were required to move inland from the highway, and since many of the Italian families living on the North Coast had elderly unnaturalized parents and grandparents, the military orders brought extreme hardships to the farmers between Laguna Creek and the city limits of Santa Cruz. For the few families of Japanese present since the 1920s, the removal from the North Coast to a concentration camp in Arizona was devastating. Very few of the Japanese returned to the North Coast after the war.

Taking the Loops Out of Highway 1

During the 1920s and 1930s Californians developed their definite and persistent preference for automobile transportation over rail, and ridership began to decline on Santa Cruz County railroads. As truck and automobile traffic increased, the North Coast retreated back into its pre-railroad isolation, the meandering and dangerous Coast Road keeping out all but the most adventurous drivers. World War II interrupted the plans by the state of California to straighten out Highway 1 through the North Coast, but by the late 1950s, the various segments of the highway were realigned and the curves that used to

loop back into each of the canyons became secondary roads, or in some cases, private roads with gates at both ends.

The realignment of Highway 1 both in Santa Cruz County and San Mateo County cut many minutes off the drive from Santa Cruz to Half Moon Bay. Continuing work on the Waddell bluff made it more passable, and by the late 1950s, Highway 1 had its current alignment.

Coast Dairies & Land Co. as Absentee Landlord

Of historical interest, the 7 Swiss dairy owners and their families elected to return to Switzerland upon the entry of the US into WWI because they would have been subject to the draft and would then lose their Swiss citizenship. The dairies were put into a common corporation known as the Cost Dairies & Land Company and managed from an office in San Francisco for nearly the next 80 years.

Under the management of Swiss-born Fred Pfyffer, the Coast Dairies & Land Company continued to lease its various ranches for livestock and agriculture. Income from the Property made it self-sustaining, but the profit sent back to the Swiss owners was never large, rarely exceeding \$100,000 per year. According to Robert Bosso, there were two main reasons that the property continued to be managed as a single entity. First, the fact that it was structured as a corporation. As such, it was difficult to sell the property piecemeal; the options that were negotiated from the 1960s on were attached to the entire property. Corporate ownership also made the tax consequences of selling the land separately very costly. Proceeds would be taxed twice - first at the corporate level and second as personal income for the owners. Thus, any sale would have to involve the entire corporation, reducing the tax burden to just one event. Second, the fact that the owners all lived in Switzerland meant that negotiations of options and the sale of the Property had to involve all the owners (seven in 1998), and all this, exacerbated by the distance, made selling the Coast Dairies Property something of a challenge.

The owners were quite willing to entertain options on the Property, however, and the first came from the oil companies that returned to prowl Santa Cruz County looking to develop the oil that was certainly beneath the ground (Bosso, 2000).

The Second Oil Boom

There had been periodic oil flurries along the North Coast (following the one discussed earlier in this section), but by far the largest and most serious occurred in the 1950s when Shell Oil Company and Texaco negotiated several oil leases on the North Coast. In the mid-1950s, Texaco negotiated an oil lease with Coast Dairies to drill on the terrace near Davenport. Between June and December of 1956 Texaco drilled the deepest exploratory well in the history of Santa Cruz County, probing 9,135 feet down. Though they found periodic evidence of oil and gas, it was insufficient to warrant further exploration. The well is known to geologists as Poletti #1, named for the family that was farming that particular section of Coast Dairies at the time (Griggs and Weber, 1990; Weber, 2000). Shell Oil drilled in a number of North Coast locations in the 1950s and 1960s, including

on property owned by the cement company, and on land south of Laguna Creek.

The Coming of the University of California to Santa Cruz, 1964

Meanwhile, the wider context of Santa Cruz was being transformed by the opening of the University of California campus northwest of downtown. The university community quickly discovered the scenic beauty and relative solitude of the North Coast. University faculty members built homes in the Bonny Doon area, and the beaches and canyons became the de facto recreation area for the university. And with the university came an attitude toward development that was quite different from that held by some old-time Santa Cruz residents. The university set off a mini-housing boom on Santa Cruz's Westside, and developers began to plan large-scale housing projects along the open coastline.

The PG&E Nuclear Power Plant Proposal

In the late 1960s, Pacific Gas and Electric approached Coast Dairies and negotiated an option to purchase the property. PG&E's intent was to build a nuclear power plant on El Jarro Point on the terrace north of Davenport. This impulse was not unlike that followed by William Dingee in 1905 when he sought out the isolated reaches of the North Coast to locate an industrial operation unpopular with the people of Santa Cruz. In this instance, the public perception of nuclear power plans required that they be located in remote places-- Diablo Canyon in San Luis Obispo County, for example. PG&E's plan was to build a 6,000 megawatt generating facility on El Jarro Point and then exercise its option and purchase all of the Coast Dairies Property.

The proposal acted as a lightning rod for the burgeoning environmental community in Santa Cruz County, and protests were launched against it. Many now see the protest against PG&E proposal as the beginning of the modern conservation/preservation movement in the county (Scott and Wayburn, 1974). Eventually, seismic studies suggested that the site would not be appropriate for a nuclear power plant, PG&E shelved its plans and let their option on the Coast Dairies Property expire.

Wilder Ranch

Meanwhile, just south of the Coast Dairies property another proposal, this one for housing, was floated in 1969. The Wilder family sold the 2,000-acre ranch to the Moroto Investment Company and in 1972 the company announced its plan to build between 9,000 and 10,000 housing units on the property over the next 30 years. Fresh from their success with the PG&E nuclear power plant proposal, environmentalists formed Operation Wilder, and by 1973 the State of California allocated \$6 million to purchase the land for a state park. Wilder Ranch State Park opened in the late 1980s (Jones, 1999).

Publication of the North Coast Bible, 1974

Following the example of other large-scale environmental movements, such as the move to save the redwoods or the Grand Canyon, a group of local authors and scientists collaborated in a book titled *In the Ocean Wind: The Santa Cruz North Coast* published by the Glenwood Press in 1974. Laden with photographs, poetry and essays, the book was a paean of praise for the North Coast. It is difficult to measure the impact that the book had on public sentiment, but it certainly was a reflection of the opinion held by a number of county residents at the time.

The Coastal Act

Put on the ballot as Proposition 20 and passed in 1972, the Coastal Zone Conservation Act put wheels in motion that eventually lead to the establishment of the California Coastal Commission in 1976. The Coastal Zone Act and the Commission rendered any further developments (such as those proposed for the Wilder property) difficult at best; probably impossible. The manager of the Coast Dairies property, Fred Pfyffer, and the corporation's attorney, Robert Bosso, were convinced that any development proposals for their Property would be extremely difficult, and they believed that the property would be increasingly difficult to sell. However, as the shareholders aged, their interest in selling the property increased (Bosso, 2000).

Over the next 28 years the Property entered into a number of option agreements, none of which resulted in sale. The following list was provided in an interview with Robert Bosso in December, 2000:

Outright Sale to Lonestar Cement, 1986

The Coast Dairies shareholders placed a price of \$12,000,000 on the property and offered it to Lonestar, but the company was not in an economic position to purchase the Property and the opportunity passed.

Zemex

In 1988 a Texas development company secured a three year option on the Property which contained an automatic accelerating sale: \$11,000,000 if they exercised the option the first year and up to \$15,000,000 if they did so at the conclusion of the three years. When the economy softened in Texas, Zemex's option expired around 1993.

The Bond Act of 1994

The purchase price of \$17,500,000 was included in a state bond act offered to the voters of California in 1994. Meanwhile, the Nature Conservancy purchased an option on the Property (for \$1) to hold it until the bond act passed. The act failed, however, and the option expired.

Bryan Sweeney and Nevada Pacific

In 1996, Nevada developer/businessman Bryan Sweeney (Nevada & Pacific Coast Land) took out an option on the Coast Dairies Property for a sale price of \$20,000,000. His intent was to swap the Coast Dairies for land under the control of the Bureau of Land Management in Nevada. Mr. Sweeney was not able to resolve the complicated details on the federal end of the transaction. His option to hold the Property was costing him approximately \$1,000,000 a year.

Meanwhile, eager to sell the property outright, Sweeney promulgated the notion that there were 139 separate and distinct parcels within the 7,500 acres, and that he could and would sell those parcels to individuals for coastside homes (Sweeney, 1997). After a prodigious job of surveying each of the alleged parcels and preparing its history, Sweeney made the 139-parcel document, a blueprint for very high-end housing, public. Sweeney's document got everyone's attention, especially the Save-the-Redwoods League. Eventually, in a cooperative effort with the David and Lucile Packard Foundation, the Trust for Public Land, the Land Trust of Santa Cruz County, and the Nature Conservancy, the Coast Dairies Property was purchased from Nevada & Pacific Coast Land. The stage was set for its future as a unique natural and cultural asset, owned by those who will, hopefully, cherish both its present and its past. (Note that 7 miles of coastline were involved)

The CEMEX folks have graciously agreed to a tour of this historic facility. They will conduct the tours. The plant was originally constructed in 1906, and over the years has been completely modernized, and is now one of the most efficient and environmentally friendly cement plants in the US. Knight Chapter member Bob Piwarzyk is co-author of *Davenport Cement Centennial*, which will be available for \$20, with the proceeds benefiting the Davenport Jail Restoration Fund.

The final stop will be the Cowell Lime Works Historic District on the campus of the University of California Santa Cruz. Recently added to the National Register of Historic Places, the site is the remains of a vertically integrated, self supporting lime works. One can see the evolution of the process of lime production from the early batch kilns to a continuous kiln. Bob Piwarzyk is also a co-author of the recently published *Lime Kiln Legacies* which includes details of the historic district as well as a wealth of information about the industry.