

*Miss California*

will join us in welcoming you to our

**GRAND OPENING**

Two Weekends

MARCH 15 and 16 and

MARCH 22 and 23

RELAX TO THE LULLABY  
OF THE MURMURING SURF ...  
64 SPACIOUS OCEAN FRONT  
ROOMS IN  
MODERN STYLING

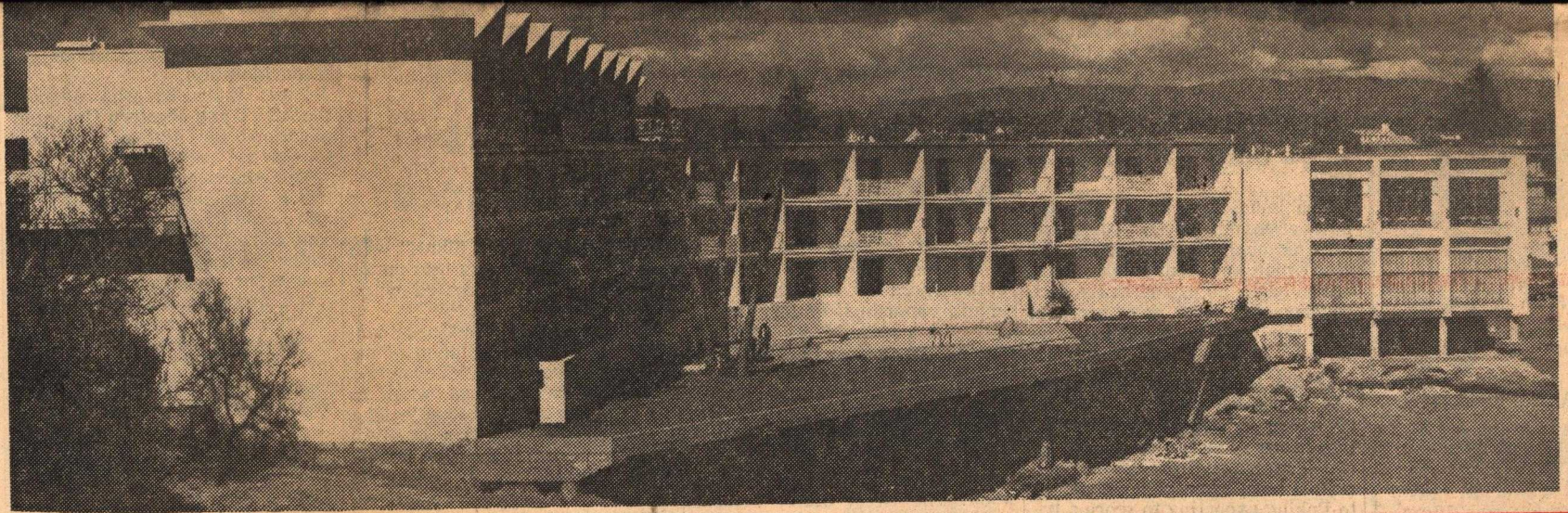
*Dream Inn*  
on the beach  
IN SANTA CRUZ



- BEACH at your door
- HI-FI AND RADIO for your listening pleasure



- **TELEVISION**  
in every room
- **HEATED POOL**  
For your enjoyment
- **ROOM SERVICE**  
from the Restaurant & Bar
- **PHONE SERVICE**  
24 hours from every room
- **COFFEE SHOP**  
FOR YOUR CONVENIENCE



**California's**  
NEWEST AND FINEST  
**BEACH RESORT**  
**MOTOR MOTEL**



**SETTING A TRADITION**  
**FOR WINTER and SUMMER FUN**  
**IN A NEW WORLD OF VACATION**  
**PLEASURE AWAITING YOU AT THE**

***Dream Inn***

**175 West Cliff Drive**



**COMPASS ROOM**  
Compass Room—Relaxing at its best, with your favorite cocktail, or one of our exotic drinks from the paradise of a tropical island.

**12 WINDS DINING**  
Gourmet Dining—while overlooking the twinkling lights reflected in a tropical pool, or out across the white sands and the blue pacific. Also offering — Convention meeting rooms and banquet facilities for you business needs.



- **Airport Limousine SERVICE**
- **Right at your front door SURFING**
- **We honor all major CREDIT CARDS**
- **Gormet Cuisine in our DINING ROOM**
- **Laundry or Dry Cleaning VALET SERVICE**



**ARCHITECTS, KERMIT L. DARROW — MISSION & CENTER ST. — SANTA CRUZ**  
**H & J. CONSTRUCTION CO. PHOENIX, ARIZONIA**

Phil Calabrese Construction Co.  
Salinas,  
Wilder and Jones, Inc.  
Plumbing, Sheetmetal, Heating and  
Air Conditioning;  
1700 Soquel - Santa Cruz  
Coast Counties Insulation &  
Roofing Co.  
1943 Freedom Blvd. - Watsonville  
Coddledick - Klibbe Glass co.  
97 Willow Street - San Jose  
Santa Cruz Glass  
810 Pacific Ave. - Santa Cruz

Reliance Steel & Aluminum Co.  
2460 De La Cruz Blvd. - Santa Clara  
Republic Steel  
1919 Williams - San Leandro  
Santa Cruz Aggregates Co.  
303 Coral - Santa Cruz  
San Jose Elevator Co.  
1610 Stockton Ave. - San Jose  
Northridge Store Fixtures Co.,  
1780 South 7th - San Jose  
Home Hardware Co.  
109 Pacific Avenue - Santa Cruz

Coast Paper & Supply Co.  
609 River Street - Santa Cruz  
Blake, Moffitt & Towne Paper Co.  
1090 North 7th - San Jose  
Schwabacher & Frey Co.  
735 Market St. - San Francisco  
Sentinel Printers  
112 Vine Street - Santa Cruz  
Pacific Linen Service  
212 Main St. - Watsonville  
National Cash Register  
921 North N. Street - Fresno

Lord Printing Co.  
122-130 South Beaudry Ave.  
Los Angeles  
Hebbron-Nigh Lumber Co.  
512 Pacific Avenue - Santa Cruz  
Real Estate, Wilson Bros &  
Associates Inc.  
315 Soquel Ave. - Santa Cruz  
Darrow Realty  
817 Pacific Ave. - Santa Cruz  
Santa Clara Supply Co.  
1334-1336 North 10th Street  
San Jose

Bernard Engineering  
Redwood City  
Add-Art Signs  
755 Stockton Ave - San Jose  
760 Market Street - San Francisco  
Interiors by Maxwell Co.  
Landscape by Frank Masamori  
580 Mt. Herman Road - Santa Cruz  
De Monte Meat Co.  
751 Howard Street - San Francisco  
Haas Bros  
2400 Army Street - San Francisco

H. Berman & Co.  
222 Littlefield Ave. So. San Francisco  
McKesson & Robbins  
380 Terraine Ave. - San Jose  
John Sexton & Co.  
San Francisco  
Sunshine Biscuit Co.  
P. O. Box 916 - Oakland  
Turco Products Inc.  
305 3rd St. - San Francisco  
Modern Bakery  
Santa Cruz  
M. J. B. Supply  
940 American - San Carlos

George Caswell Coffee Co.  
San Francisco  
Eggo Food Products  
475 Eggo Way - San Jose  
Foremost Dairies  
314 Abbott Street - Salinas  
H. H. Ledyard Food Dist.  
1005 17th Avenue - Santa Cruz  
O'Brien, Spotorno, Mitchell Poulitres  
2455 Mason Street - San Francisco  
Stagnaro Fishing Corporation  
Santa Cruz

S. & W. Fine Foods  
333 Schwerin Street - San Francisco  
Joseph George Dist.  
414 West Market Street - Salinas  
Rathjen Bros, Inc.  
2200 Army Street - San Francisco  
Juillard-Alpha Liquor Co.  
Salinas  
7 Up Bottling Co.,  
298 Commercial Street - San Jose  
Union Ice Co.  
Chestnut & Laurel Street-San Cruz