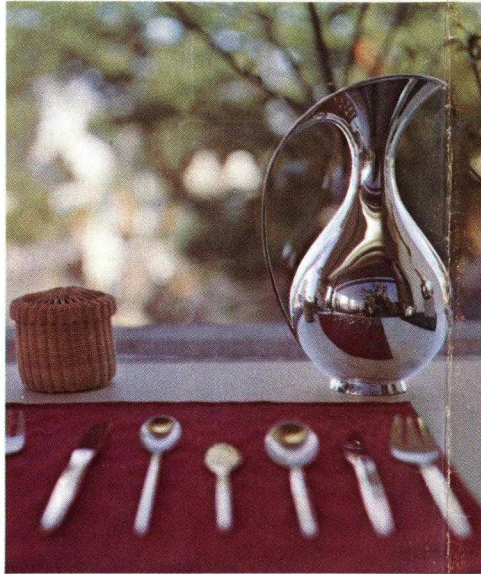
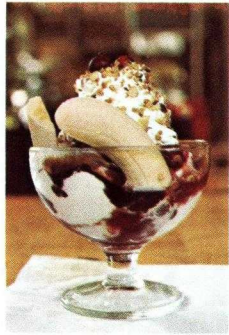


CIRCA 1880

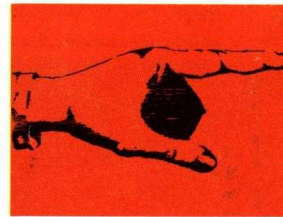
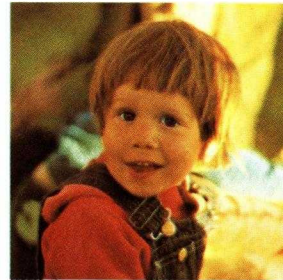
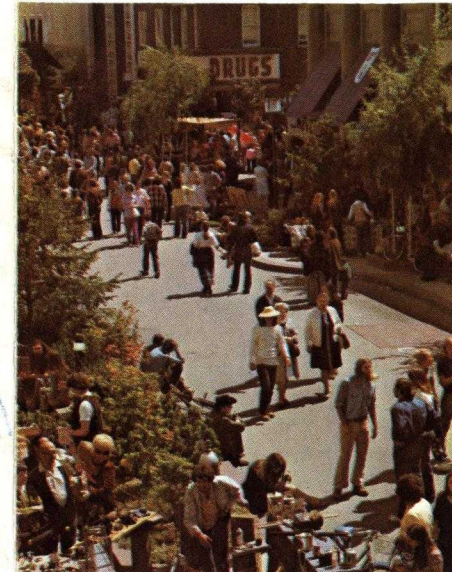


Santa Cruz Copy
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the Pacific Garden Mall

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- 67 THE VAULT HANDICRAFTS FROM MEXICO, BOLIVIA, PERU,
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WOOL, STONE, GLASS. 1515 BUILDING 426-3349
- 68 WEBBER'S PHOTO SHOP CAMERAS COPIERS
DUPLICATING EQUIPMENT & SUPPLIES
1396 THE MALL 423-7262
- 69 WOOLWORTH'S SATISFACTION GUARANTEED
REPLACEMENT OR MONEY REFUNDED
1213 THE MALL
- 70 YELLOW BIRD LADIES' UNIQUE, CLASSIC, & OUTRAGEOUS
CLOTHING, TURQUOISE, GREEN PLANTS, SMILES & MUSIC.
1368 THE MALL 423-6556

- 1** 1515 BUILDING
PACIFIC AVENUE
PACIFIC GARDEN MALL
- 2** ACAPULCO RESTAURANT THE FINEST IN MEXICAN &
AMERICAN FOOD. OPEN 9 A.M. TO 1 A.M. DAILY.
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- 3** APOTHECARIES A POTPOURRI OF IMPORTED SOAPS,
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MEN AND WOMEN. THE COOPERHOUSE 423-4442
- 4** BAIKIE & ALCANTARA ESTABLISHED SINCE 1940.
INDEPENDENT BROKER DEALER. STOCKS, BONDS,
MUTUAL FUNDS. 1517 THE MALL 426-0652
- 5** JOHN BATTISTINI INSURANCE ALL LINES INSURANCE,
BUSINESS AND PERSONAL.
120 LOCUST STREET 423-6360
- 6** BAYJE'S FEMININE DESIGN 1910 STYLES, LONG DRESSES
WITH PATCHWORK AND EMBROIDERY, WEDDING DRESSES.
ALL HAND MADE. UPSTAIRS, COOPERHOUSE 427-0391
- 7** BOOKSHOP SANTA CRUZ WHERE BROWSING IS
A WAY OF LIFE
1547 THE MALL 423-0903
- 8** BOPPELL MAICO HEARING AID CENTER MAICO HEARING
AIDS. DIRECTIONAL AID FOR UNDERSTANDING IN NOISE.
1220 THE MALL 423-6322
- 9** BOWMAN-FORGEY STATIONERY CO. OFFICE & ENGINEER-
ING SUPPLIES - GREETING CARDS - GIFTS - LEATHER
GOODS - PARTY SUPPLIES. 1319 THE MALL 423-6940
- 10** BUBBLE BAKERY & COFFEE SHOP EXCELLENT FOOD.
BREAKFAST - LUNCH. TRY OUR DELICIOUS PASTRIES.
1530 THE MALL 423-8625
- 11** CAFFE PERGOLES ESPRESSO CONTINENTAL BREAKFAST,
CAPPUCCINO, ITALIAN PASTRIES, AND FRIENDS. ON THE
SUNNY SIDE OF BOOKSHOP SANTA CRUZ. 1547 THE MALL
- 12** C. E. CANFIELD & SON INSURANCE
SINCE 1906
1411 THE MALL 423-1822
- 13** THE CATALYST FOOD & DRINK
821 FRONT STREET
423-1336
- 14** CHAPEAUX THE HAT PALACE. UNIQUE HEADWARE
FOR LADIES AND GENTLEMEN. CASUAL TO CUSTOM.
UPSTAIRS, THE COOPERHOUSE 426-3003
- 15** CHARLES INTERIORS, LTD. RESIDENTIAL AND COMMERCIAL
DESIGN CONCEPT. CHARLES J. GREBMEIER, A.J.D.,
ACCREDITED. 233 CATHCART STREET 423-3400
- 16** COOPERAGE FIND YOURSELF AMONG FINE SPIRITS
AND GOOD COMPANY
THE CELLAR AT THE COOPERHOUSE 423-6688
- 17** COOPERHOUSE CORNER OF PACIFIC GARDEN MALL
AND COOPER STREET.
110 COOPER STREET
- 18** COUNTY BANK OF SANTA CRUZ SINCE 1870. HOME OWNED,
INDEPENDENT. FULL SERVICES, 9 'TIL 5:30 WEEKDAYS,
FRIDAYS 'TIL 6, SATURDAYS 9 'TIL 3. 1502 THE MALL
- 19** CREDIT BUREAU OF GREATER SANTA CRUZ FOR OVER
43 YEARS THE COUNTY'S ONLY COMPLETE CREDIT
REPORTING AND COLLECTION SERVICE. 1541-D THE MALL
- 20** DANDI LION CANDLE SHOP SANTA CRUZ'S ORIGINAL
CANDLE SHOP. TUCKED UNDER THE STAIRS FIND EVERY
COLOR OF THE RAINBOW. COOPERHOUSE 426-0639
- 21** DELL WILLIAMS JEWELERS JEWELRY - WATCHES -
DIAMONDS - SILVERWARE - CHINA - CRYSTAL. REGISTERED
JEWELER, AMER. GEM SOC. 1320 THE MALL 423-4100
- 22** DOLL HOUSE COIFFURES WE SPECIALIZE IN HAIRCUTS,
HAIR COLORING, AND PERMANENT WAVING. OPEN MON-
DAY - SATURDAY. 1390 THE MALL 426-4021, 426-4022

- 23** ELEGANT JUICE BAR BE REFRESHED,
NATURALLY.
UPSTAIRS, THE COOPERHOUSE
- 24** FINN & FINN GENERAL INSURANCE -
BOND SPECIALISTS. TIME TO INSURE. NOTARY PUBLIC.
1526 THE MALL 423-3466
- 25** THE FRANCISCAN ACCENTS IN BEAUTIFUL LIVING:
GIFTS - CHINA - CRYSTAL - GOURMET COOKWARE -
CANDLES. 1379 THE MALL 426-5333
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DOMESTIC CHEESES. OVER 100 VARIETIES. GIFT BASKETS.
MADE TO YOUR ORDER. NO. 5, THE ARCADE 426-8788
- 27** GRAND AUTO EVERYTHING AUTOMOTIVE: BATTERIES,
TIRES, ACCESSORIES, PARTS. ALSO - INSTALLATION ON
ALL ABOVE ITEMS. 1100 THE MALL 426-1661
- 28** HARRIS BROS. SINCE 1898.
MEN'S WEAR.
1212 THE MALL
- 29** HORSEMAN'S SHOP SINCE 1965, CLOTHING FOR THE
WHOLE FAMILY & THE DISCRIMINATING HORSEMAN. ENG-
LISH & WESTERN EQUIPMENT. 1521 THE MALL 423-2929
- 30** ICE CREAM BANK A SIMPLE WEDDING OF ICE CREAM,
BAKED GOODS, & SANDWICHES... IN A BUILDING OF
EXQUISITE PROPORTIONS. 1515 BUILDING 427-0709
- 31** INTEGRAND DESIGN THE DESIGN DEPARTMENT STORE...
CONCERNED WITH THE BALANCE BETWEEN FUNCTION &
DESIGN... 1515 BUILDING 426-4717
- 32** INTERNATIONAL BAZAAR IMPORTS FROM AROUND THE
WORLD. DISCOUNT PRICES IN MANY DEPARTMENTS
1214 THE MALL 426-7777
- 33** IN STICHES LARGE SELECTION OF YARNS, PATTERNS,
ACCESSORIES FOR KNITTING & CROCHET. GIFT ITEMS,
CUSTOM FRAMING, INSTRUCTION. 1541 THE MALL 423-9435
- 34** JERRY'S BARBER SHOP STYLING SERVICES, APPOINT-
MENTS AVAILABLE REDKIN PRODUCTS. HOURS: 9 TO 6
TUES. - FRI. - 8 TO 5 SAT. 115 WALNUT AVE. 423-9059
- 35** KAY'S YOUNG SET FASHION CENTER FOR INFANTS
AND CHILDREN UNUSUAL GIFT ITEMS
WE LOVE GRANDMOTHERS 1373 THE MALL 426-4483
- 36** LEASK'S SINCE 1892 THE MOST MODERN AND COMPLETE
CENTER FOR HOME AND PERSONAL NEEDS
THE MALL AT CHURCH STREET 423-1300
- 37** LE BON TABAC FINE TOBACCO
PIPES - SMOKING ACCESSORIES - ENGLISH SNUFF
THE COOPERHOUSE
- 38** LITTLE JEWEL GALLERY & GOLDSMITHS REPRESENTS 30
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ED JEWELRY. UPSTAIRS, THE COOPERHOUSE 426-0409
- 39** LOGOS BOOKS
AND RECORDS.
1117 THE MALL 426-2106
- 40** MAMA DAWSON'S BAZAAR IMPORTED AND USED
CLOTHING, FURNITURE, SPOOLTOP TABLES, IMPORTED
RUGS, POTTERY. 113 WALNUT STREET 476-6010
- 41** MARINA PONTIAC-CADILLAC, INC. PONTIAC-CADILLAC-
JEEP-SALES-SERVICE-LEASING
429 FRONT STREET 423-2100
- 42** MAXIMILLIANO'S LUNCH 12 - 2:30, DINNER 5 - 10 WEEK-
ENDS 5 - 11 AUTHENTIC COLONIAL MEXICAN DINING AND
CONTINENTAL SIDEWALK CAFE COOPERHOUSE 427-1414
- 43** MODE O'DAY WE SEASON TO YOUR TASTE
FALL - WINTER - SPRING - SUMMER.
1387 THE MALL 426-8843
- 44** MORRO'S NUT HOUSE IS THE CENTERPIECE OF COOPER-
HOUSE. ENSHRINED IN BEAUTIFUL STAIN GLASS, OFFERS
THE BEST IN CANDY & NUTS. COOPERHOUSE 426-8858

- 45** NOEL PATTERSON REALTORS SERVING SANTA CRUZ FOR
43 YEARS. LISTING, SELLING: RESIDENTIAL, COMMERCIAL
INCOME PROPERTIES, APPRAISALS. 117 WALNUT 423-7592
- 46** OLETA'S DOWNTOWN CUSTOMIZED SERVICE FOR PARTICU-
LAR WOMEN. HIGHLY TRAINED STAFF IN THE NEWEST
METHODS OF HAIR CARE. 104 WALNUT AVENUE 423-4811
- 47** PACIFIC AVENUE PET SHOP EVERYTHING FROM GOLDFISH
TO EXOTIC BIRDS & REPTILES, ALONG WITH ALL THE
NECESSARY FOODS & SUPPLIES. 1536 THE MALL 423-8460
- 48** PACIFIC PANTRY ENJOY SELECTING FROM A WORLD WIDE
COLLECTION OF KITCHEN COOKWARE AND AMENITIES
FOR THE GOURMET. THE COOPERHOUSE 423-4442
- 49** PALACE STATIONERS GREETING CARDS, CUSTOM PIC-
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PLIES, COMMERCIAL STATIONERY. 1364 THE MALL 427-1550
- 50** PALOMAR HOUSE OF FLOWERS FLOWERS & GIFTS
FOR ALL OCCASIONS. WE TELEGRAPH FLOWERS. W.L. AND
AGNES TREFFRY, OWNERS. THE ARCADE 423-0821
- 51** THE PANTREE ESSENTIALLY MEN'S CASUAL CLOTHING
MOSTLY MANUFACTURED. BEAUTIFUL, UNIQUE, HAND-
MADE SHIRTS. 1368 THE MALL 423-7893
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FOR EVERYONE
1367 THE MALL 426-4578
- 53** PATTI'S BLOOMERS CUT FLOWERS, GREEN AND
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AND VARIETY AT REASONABLE PRICES. COOPERHOUSE
- 54** PENNIMAN TITLE COMPANY, INC. ESCROW AND TITLE
INSURANCE SERVICE SERVING SANTA CRUZ COUNTY
SINCE 1914. 1537 THE MALL 426-1711
- 55** J.C. PENNY CO. WE KNOW
WHAT YOU'RE LOOKING FOR
1101 THE MALL 426-2424
- 56** PLAZA BOOKS AND STUFF PAPERBACK AND BOOKS IN
PROLIFIC PROFUSION. INDEFINABLE STUFF INCLUDING
POSTERS OPEN NIGHTLY SUN 12 - 5 1301 THE MALL 427-1234
- 57** QUE PASA HANDLING THE FINEST
IN IMPORTED COTTON AND WOOLEN GOODS AS WELL AS
FINE MARBLE. UPSTAIRS, THE COOPERHOUSE 427-0747
- 58** RIORDAN - WINNETT TRAVEL AMERICAN EXPRESS
REPRESENTATIVE SERVING SANTA CRUZ SINCE 1948
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- 59** SANTA CRUZ APPLIANCE HOME OF FRIENDLY SERVICE
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1531 THE MALL 426-0588
- 60** SANTA CRUZ LAND TITLE TITLE INSURANCE
115 COOPER STREET
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- 61** SANTA CRUZ TRAVEL AROUND THE CORNER
OR AROUND THE WORLD. NO CHARGE FOR RESERVATIONS
OR CONSULTATION. 1519 THE MALL 426-4900
- 62** SCHIPPER - DILLON INDIVIDUAL ATTENTION -
A TRADITION FOR 27 YEARS
1224 THE MALL 423-0523
- 63** SCHOCKLEY'S JEWELERS DIAMONDS - WATCHES - EXPERT
WATCH & JEWELRY REPAIR - JEWELRY - GIFT ITEMS
1205 THE MALL 423-7070
- 64** THE SHAVER SHOP SHAVERS AND ACCESSORIES FOR MEN
AND WOMEN. REPAIRS AND SHARPENING ON ALL MAKES.
NO. 1 THE ARCADE 423-3789
- 65** SUN STEREO THE FINEST IN STEREO AND
QUADRAPHONIC EQUIPMENT AT BELIEVABLE PRICES SALES
AND SERVICE ON MOST MAKES. 1549 THE MALL 426-9204
- 66** TRADE WINDS AN UNUSUAL SELECTION OF IMPORTED
ITEMS SHIPPED FROM MAINLAND CHINA AND THE FAR
EAST. HOUSE PLANTS, TOO. 1121 THE MALL

In the heart of Santa Cruz, a few blocks north of the Monterey Bay with its beaches and wharf, the Pacific Avenue Mall is a garden mall lined with shops and surrounded by a viable and healthy residential community of 30,000 persons.

The University of California campus is about ten bus minutes away and 1,000 year old redwood forests are only bicycle minutes away. Short rambles up side streets from the mall will bring you to Edwardian and Victorian extravaganzas, mansions of unselfconscious periods, which now stand restored and seeming slightly guilty on surrounding hills.

The Mall is not simply a daytime mall but a twilight and nighttime place as well and is safe and friendly at all times. Celebrations are the rule, not the exception, and art sales and craft fairs are frequent with live entertainment daily.

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Pacific Garden Mall

Santa Cruz

bookshop
santa
cruz

1515

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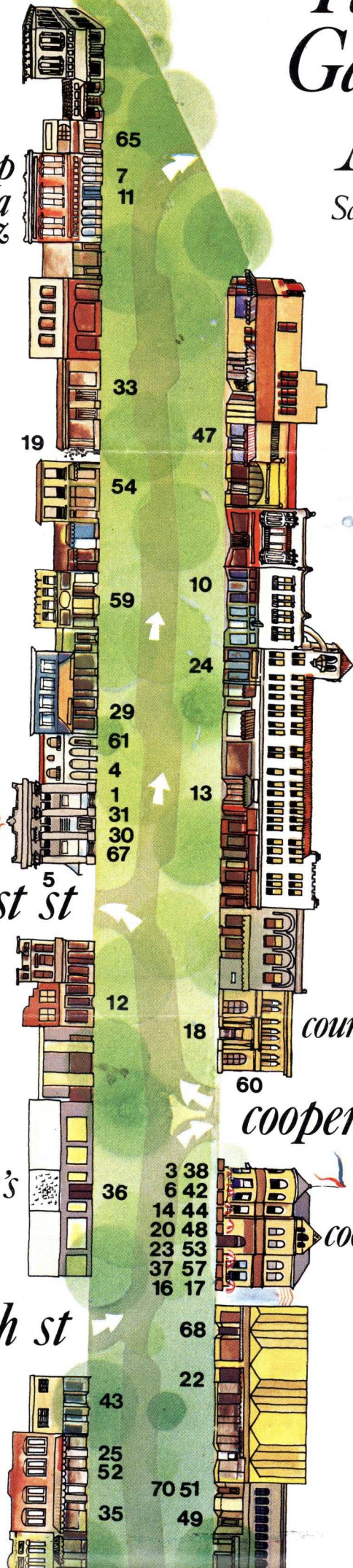
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