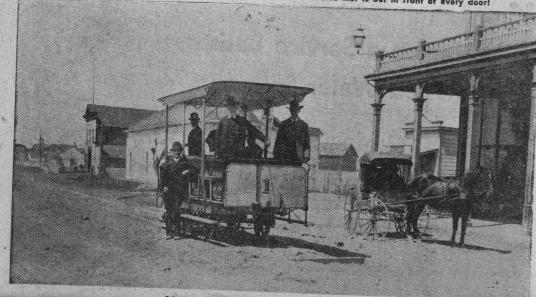
AN ADVERTISING SECTION OF THE SENTINEL-NEWS PAGES 1-A TO 24-A . . . WEDNESDAY, JUNE 17, 1953 EAST SANTA CRUZ



INTERSECTION OF SOQUEL AND BRANCIFORTE IN 1890s

The old and the new . . . the weak and the strong . . . the little and the big . . . all are contrasts that denote progress. We, as a group of businesses are proud to be associated with a progressive district. Most of you Days" . . . we want to get better acquainted with you and also let you see what we have to offer. We're in the mood for a gala "Get Acquainted" event. To help you get in the mood, too, we've joined together to offer you some of the most outstanding values you've ever seen! You'll want to read every one of the bargain-packed ads within these sections—then bring it along when you do your shopping. Or if you prefer, just drop in our stores and look around. You may be sure that the welcome mat is out in front of every door!



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Was Ebert Right?

THE ANSWER IS ON THE NEXT 23 PAGES!

Old Photos courtesy of Roy Boekengagen New Cover Photographs by Wicklung Studio



We are proud that this area has reached a sturdy maturity, and we are confident that its potential possibilities for a long and prosperous development are unlimited.

We pay tribute to T. R. Ebert, whose business foresight prompted him to open a tiny department store and feed and fuel business in the "pasture lands" of East Santa Cruz . . . now grown into Eberts Super Market. We pay tribute to those post-war II "pioneers," who recognized the future of East Santa Cruz and enthusiastically launched their business ventures "East of the Bridge."



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