

EAST SANTA CRUZ

★ Get Acquainted Days



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 are familiar with our business—a lot of you should know us better. That's why we're having "Get Acquainted 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!



SOQUEL AVE. AND DOYLE STREET 60 YEARS AGO

Thurs. - Fri. - Sat. June 18, 19, 20



Was Ebert Right?

THE ANSWER IS ON
THE NEXT 23 PAGES!

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



MODERN AND BUSY IS THE NEW SOQUEL-BRANCIFORTE INTERSECTION

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."



EAST SANTA CRUZ FIRE DEPT. NOW OCCUPIES SOQUEL-DOYLE CORNER

A. M. ACKERMAN & CO.
1628 Seabright Ave. — Phone 6655

ACE FURNITURE STORES
902 Soquel Ave.—Phone 1061 — 713 River St.—Phone 6846

ROY ALDERSON AUTOMOBILES
Your De Soto-Plymouth Dealer
Used Car Lot at 345 Soquel Ave. — Phone 4130

ANDERSON'S SHELL SERVICE
Soquel & Branciforte Aves. — Phones 654

ANDY'S BEVERAGE CO.
Beverage Distributors
316 May Ave. — Phone Santa Cruz 68

BANK OF AMERICA
East Santa Cruz Branch
1240 Soquel Avenue

ELWIN S. BARNHILL FLORIST
"Flowers the Gift Supreme"
710 Soquel Ave. — Phone 742

BAY FURNITURE & UPHOLSTERY
33 Years Experience — Free Estimates — Call & Deliver
810 Soquel Hwy. — Phone 2612-R

BEAR SERVICE
Wheel Alignment—Balancing—Brakes
1005 Water Street — Phone 993

SALLY E. BEYL
Real Estate Broker — Homes - Farms - Business - Exchanges
34 Soquel Ave. — Phone 4660-M

BILL'S GARAGE
Automotive Repair
921 Soquel Ave. — Phone 1418-M

BLUE BIRD VAN & STORAGE
For the Finest in Moving and Storage
1305 Water St. — Phone 572

BURDICK RADIO & APPLIANCE
TV Sales — Installations — Service
1009 Soquel Ave. — Phone 4166

CARRIGER'S BEN FRANKLIN STORE
Locally Owned—Nationally Known
1122 Soquel Ave.

CASO'S CREAMERY
Our Own Famous Ice Cream
1209 Soquel Ave. — Phone 6775

R. W. CASTRO
Painting & Decorating
812 Hanover St. — Phone 6282

COSTELLA & CAIOCCA
Home Appliances
910 Soquel Ave. — Phone 7342

COUNTY FIRST SAVINGS BANK
"With the Drive-Up Teller"
1237 Soquel Ave. — Phone 7160

CULLIGAN SOFT WATER SERVICE
We Bring Soft Water to You
439 Pennsylvania Ave. — Phone 3362-W

ARTIA DANIEL
Licensed Real Estate Broker — Insurance — Notary
1020 Soquel Ave. — Phone 1878-R

DYSLY'S EAST SIDE HOME APPLIANCE
With Appliances It's Service That Counts
1138 Soquel Ave. — Phone 5620

EAST SIDE BAKERY
922 Soquel Ave. — Phone 3416

EAST SIDE FURNITURE MART
"Every Day Is Sale Day"
1376 Soquel Ave. — Phone 381

EAST SIDE HARDWARE
Where the Quality-Minded Shop
1220 Soquel Ave. — Phone 6812

EAST SIDE LUMBER YARD
Now—a new location at 1650 Old Hwy. No. 1
913 Soquel Ave. — Phone 748

EAST SIDE PAINT & SUPPLY CO.
See Us About Your Painting Problems
1129 Soquel Ave. — Phone 4466

EAST SIDE PIPE & SUPPLY CO.
Plumbing Supplies and Pipe
1718 Soquel Ave. — Phone 6870

EASTSIDE SHOE SHOP
Polish—Laces—Dyeing
1008½ Soquel Ave.

EAST SIDE STATIONERY AND GIFT SHP
1136 Soquel Ave. — Phone 569
Featuring Agate Jewelry

EBERT'S SUPER MARKET
Groceries, Dry Goods, Garden Supplies
Soquel and Seabright Aves. — Phone 765

EISLEY BROS. NURSERY
Quality Stock Only
1705 Soquel Ave. — Phone 4171-W

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Sheet Metal Work — Heating — Gas Applia
1207 Water St. — Sales-Service — Phone

FERRELL'S DO-NUT SHOPPE
For the Finest in Donuts
1055 Water St. — Phone 3910

FRIENDLY PET SHOP
We Advise on Pet Care and Diet
1250 Soquel Ave. — Phone 388-J

FRY'S GARAGE
State Certified Safety Station
644 Ocean St. — Phone 6070

GARVIS & ABMA TEXACO SCE
Branciforte Ave. and Water St
Phone 4259, Santa Cruz

RALPH & ELMA GRAY ST
Complete Art Service
540 Seabright Ave. — Phone 29

HACKBARTH'S
The Workingman's Store
1624 Seabright Ave. — Phone

ED HANSMANN AGE
Complete Insurance Serv
1207 Soquel Ave. — Phone 706-J

HONEST ART'S USED CART
"Time to Deal"
1215 Water St. — Phone

HORSNYDER'S PHAR
Eastside REXALL Sto
Soquel & Seabright Aves. — 9

HUGHES-YATES LUM.
Building Materials — I
1605 Soquel Ave. — Ph

IRENE'S STYL
"Where Style is Inex
1216 Soquel Ave. — Ph

ROY E. JACOBS PLU CO.
Remodel - Repair -
348 Soquel Ave. — Phone 22-6609-R

JOHNSON
"Large Enough to Serve You—Small to Know You"
700 Soquel Ave. —

JACKSON'S RESTAURANT
Joe Jackson, Owner
712 Soquel Ave.

KAISER'S UPHOLSTERY
Upholstering — Recaning
723 Soquel Ave. — Phone 2007

KILFOYL DRUG CO.
Prescription Specialists
1140 Soquel Ave. (Ebert Bldg.) Phone 6360

LAUNDERETTE
"Keep It Clean"
1121 Soquel Ave. — Phone 4667-J

BONNIE LORRAINE
"Candy of Quality"
604 Soquel Ave. — Phone 7293-W

THE LEOS
Quality Shoes
1132 Soquel Ave. — Phone 5390

MASON-OWEN PAINT & WALLPAPER
Quality Wallpaper — Pittsburgh Paints
926 Soquel Ave. — Phone 6362

THE MUSIC BOX
702 Soquel Ave. — Phone 4852-J
"Serving You In Particular—Our Community In General"

MCCARTY PAINTS
Spread Your \$\$\$ Farther
1600 Lyn Way — Phone 3511-W

MCCALLIE'S SHELL SERVICE
"Shellubrication"
Ocean and Water — Phone 3957-W

W. W. McCUNE
Watchmaker & Jeweler
1013 Soquel Ave. — Phone 677-W

NEEDLECRAFT SHOPPE
Frances L. Chickering, Owner
1432 Soquel Ave. — Phone 7006-R

POLLY PRIM SPECIAL PURPOSE FOODS
Diet Foods for All Needs
1119 Soquel Ave. — Phone 4667-W

THE REDWOOD DRESS SHOP
716 Soquel Ave. — East Santa Cruz

RICHARDSON'S
All Types of Real Estate
1207 Soquel Ave. — Phone 6740-J

RIO YARDAGE SHOP
When You Think of Yardage Think of Rio Yardage Shop
1211 Soquel Ave. — Phone 6383-W

J. A. RIVARD INSURANCE
"For Service, Security and Savings"
439 Roxas St. — Phone 3718-M

RUSSELL REFRIGERATION
Gibson Appliance Dealers
606 Soquel Ave. — Sales-Service — Phone 314

SAFEWAY
Values in Fine Quality Foods
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THE SANITARY BARBER SHOP
Friendly and Efficient Service for the Family
1012 Soquel Ave. — Phone 1878-J

SANTA CRUZ FEED & FUEL CO.
Authorized Dealers in Albers Quality, Controlled Feeds
Ocean St. and Soquel Ave. — Phone 441

SANTA CRUZ PLUMBING SUPPLY CO.
Plumbing—Heating—Sheet Metal Work
901 Soquel Ave. — Phone 2143

SANTA CRUZ TIRE CO.
The Home of Zolacaps
510 Water St. — Phone 330

SANTA CRUZ MATTRESS CO.
In Your Spare Time, See Mattresses Made
923 Water St. — Phone 1714

SAN LORENZO LUMBER CO.
Two Yards to Serve You
1261 Soquel Ave. — Phone 246

SAVAGE REAL ESTATE
Georgia H. Savage-A. L. Jensen, Associate Brokers
819 Soquel Ave. — Phone 1024-W or 7091

MR. & MRS. JOHN A. SEIDLINGER
Court & Business Rentals
1430 Soquel Ave. — Phone 3937

SELECT CLEANERS
We Operate Our Own Plant
1370 Soquel Ave. — Phone 231

THE NEW SHOPPER'S CORNER
High Quality—Low Prices
Soquel Ave. and Branciforte

LEO SIEVERT—SIGNS
Same Location Since 1938
1438 Soquel Ave. — Phone 1834

SILVER'S MARKET
Groceries—Meats—Vegetables—Soft Drinks
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IRVIN M. SMITH CHAPEL
1050 Cayuga St. — Phone 2272
Our Motto: "Service for the Living"

SMITH'S CHINA SHOP
1111 Water St. — East Santa Cruz

SOQUEL AVENUE HARDWARE
Good Merchandise at Low Prices
1823 Soquel Ave. — Phone 3209-W

STEWART'S FLORAL AND GIFT SHOP
1430 Soquel Ave. — Phone 189
Flowers for All Occasions

THE TOY BOX
Educational and Selective Toys
1218 Soquel Ave. — Phone 792-J

USED CAR CENTER
807 Soquel Ave. — Phone 2927-J

VAN HOUTEN & BRICK
Millwork by Master Craftsmen
920 Ocean St. — Phone 316

WARREN-McKEE ELECTRIC
Electrical Installations — Maintenance
925 Soquel Ave. — Phone 868

WEST COAST REALTY
"We Get Results"
1114 Soquel Ave. — Phone 290

WHITE HOUSE CREAMERY
Under New Ownership
1116 Soquel Ave. — Phone 759-M

WICKLUND STUDIO & CAMERA SHOP
Photographers — Photographic Equipment & Supplies
920 Soquel Ave. — Phone 5445

WILSON HARDWARE & APPLIANCE
"Growing With the Progressive East Side"
1127 Soquel Ave. — Phone 243

WOOD'S RADIO & T.V.
Sales and Service
623 Soquel Ave. — Phone 645