



SANTA CRUZ THE CITY OF MANY CONTRASTS ...

SITUATED on world-famous Monterey Bay, 74 miles south of San Francisco and 374 miles northwest of Los Angeles. Noted resort and recreation center where Nature has brought together a spectacular combination of mountain and seashore attractions. Santa Cruz is a well-known convention city and offers excellent facilities and services. It is destined to become one of the major coastal communities in California, presently growing at an unsurpassed rate. Construction of University of California campus, together with the opening of new Small Craft Harbor and rapid industrial growth will double the area's population in the next decade.

AN ideal location for light industry and has 81 manufacturing plants in the community, which include frozen and canned foods, lumber and wood products, chewing gum, furniture, the finest saddle leather in the world, abrasives, fibre glass, redwood novelties, wire products, brooders, water heaters, mattresses, cement, sand, rock and gravel.

NOTED for commercial fishing. Principal agricultural crops are lettuce, apples, cherries, artichokes, tomatoes, poultry products, mushrooms, berries, bulbs and flowers.

TRAADING Area 70,000. City population 28,000. Climate, yearly average 69.9—summers cool, winters moderate. Rainfall 31.72 inches yearly average. Altitude from sea level to 125 feet. Mountains beginning at edge of town rise to 4,000 feet. City-owned water and garbage departments. Gas, electricity and telephone—moderate rates.

ACity Manager-Council form of government. Modern, well-trained police department, 40 full-time and 31 reserve officers, with 9 radio cars and 4 radio-equipped motorcycles. Beach lifeguards. School traffic patrol. Fire Department—37 full-time men and modern equipment. Insurance classification: 3-9 all districts; City of Santa Cruz 3. 1962-1963 basic tax rate—City: \$2.11, County: \$2.496. Assessed valuation 1963: \$53,586,220. City sales tax 1%.

COMMUNITY Facilities: 4 Modern Hospitals, bed capacity 329. 82 Physicians and Surgeons. 36 Dentists. 17 Sanitariums. 4 Public Libraries. 1 Newspaper (Santa Cruz Sentinel). Radio Station KSCO (1080). 109 Churches. 5 Theatres. 1 Independent and 2 Chain Banks. 2 Savings and Loan. 3 Title Companies. Ambulance Service. City Hall. Civic Auditorium. Court House and Annex. Post Office. Modern Hotels and Motels. Veterans Memorial Building. Small Museum. Replica of Mission Santa Cruz.

READILY reached by State Highways numbered 1, 9 and 17. Southern Pacific Railroad (two freight trains daily.) Greyhound and Peerless buses. San Francisco International Airport, 60 miles distant, Monterey Peninsula Airport, 43 miles distant, and San Jose Airport, 30 miles distant, are used for air passenger and freight service. Privately owned Sky Park Airport 4 miles from Santa Cruz. Six franchised truck carriers. Contract carriers available. Taxi service.

UNSURPASSED Recreational Facilities: 2 City Parks. 7 Playgrounds. 9 State Parks in vicinity. Two 18-hole golf courses: Pasatiempo Golf Course and Aptos Beach Golf Course. Boating, Yachting. Sport Fishing, Stream Fishing. Skin Diving. Surfing. Fine Beaches for Sun and Surf Bathing. Boardwalk. Casino and Dance Pavilion. Roller Skating. Horseback Riding. Trailer Parks. Fisherman's Wharf. Begonia Gardens. Redwood Groves. All Major Clubs and Lodges. Civic Music Association. Art Gallery. Annual Horse Show and Dog Show. Annual San Francisco-Santa Cruz Yacht Race. Home of Miss California-Miss America Pageant. Small Craft Harbor with 360 boat berths.

ZAND THE 3 R's: 8 Elementary Schools. 2 Junior High Schools. 2 High Schools. 1 Junior College. Excellent adult education department. 1 parochial elementary school and 1 parochial high school. Private business college. Nursery Schools. Location of University of California, Santa Cruz Campus: 27,500 students by 1985.





A Cartograph of
SANTA CRUZ COUNTY
ON MONTEREY BAY

LIMNED BY JOHN COURTNEY SANDEFUR

Here recreation, agriculture
and industry go
hand in hand to offer
unlimited opportunities
for
Sound Enterprise