

## Webber Celebrates 19th Year In Santa Cruz



Growing with Santa Cruz has been the story of Webber's Photo shop, celebrating their 19th year in the community with the formal grand opening of their new shop at 1390 Pacific avenue, underneath the Town Clock.

Owned and operated by Ed Webber, chief Sentinel-News photographer, Webber's Photo shop has grown from a one-man operation located upstairs at 62½ Pacific avenue in the Gilman building to a modern multi-department photo shop.

Webber's has a full line of camera and photo supplies, featuring the latest models of movie, color and black and white equipment as well as their own photo processing plant, a photostat department, picture-framing and complete commercial division including:

black and white, color and aerial photography.

From the one-man operation, the business has grown until it now has eight employees.

Since starting business in Santa Cruz in 1937, Ed Webber has handled the Sentinel-News' photography on a contract basis.

A graduate of Santa Cruz high school Ed Webber took photography at San Jose State college before going to San Francisco where he worked for the Associated Press and the San Francisco Chronicle.

He went in business for himself here in 1937 and handled the Sentinel-News account as well as other commercial photography before joining the U. S. Marines in 1942. Upon his release from the marine corps where he served as

a flying marine photography officer, he went back into business here in 1946 after purchasing the George Reynolds Photocraft shop.

He opened his new store in a section of the Kramer Photo studio on Pacific avenue and later moved into the IOOF building at 1374 Pacific avenue. His shop suffered severe damage during the December floods when all his basement facilities and equipment was destroyed.

Recently he moved into his new location in the IOOF building which was formerly occupied by a restaurant and at one time housed the Town Clock restaurant, well known local eatery when operated by the Rother family.

Webber's has won many Associated Press awards for their pic-

tures in the Sentinel-News, including a number of first prizes in the news, feature and sports divisions. He won his first AP award in 1941 and has been a constant winner ever since.

Webber's has been the official Miss California photographers since the pageant was started here in 1947.

Commercial photography is handled by Gordon Lyon and Dave Weaver with George Lee as store manager, Lyman Rummel in charge of the photostating, Spencer Chamberlain handling the picture framing, Ruth Hammond the photo processing and Ruth Stonecipher as bookkeeper.

Ed Webber still handles the aerial photography and holds a marine reserve commission as a major.



## Best Wishes from the Builders....

We're happy to have had a part in the construction of the new Webber's Photo Shop . . .

Winners of Drawing will be notified  
and posted in store window

**J. A. SCHMIDT & SON**

GENERAL CONTRACTOR

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