

# Santa Cruz

C O U N T Y  
LAND OF NATURE'S  
**BOUNTY**



The Hanging Begonia Gardens of Capitola

*Prepared by*

**SANTA CRUZ COUNTY ADVERTISING COMMITTEE**  
**811 FRONT STREET • SANTA CRUZ, CALIFORNIA**





HOLY CROSS MISSION—ESTABLISHED 1791—SANTA CRUZ



SPECTACULAR MARINE VISTA OFF WEST CLIFF DRIVE—SANTA CRUZ



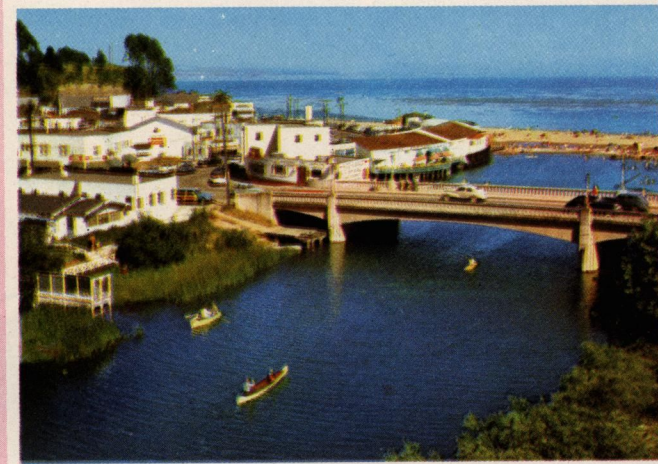
SANTA CRUZ BEACH AND BOARDWALK—A CALIFORNIA LANDMARK



SANTA'S VILLAGE—AT SCOTTS VALLEY



WATSONVILLE—PROUDLY PRESENTS—RED DELICIOUS APPLES



CAPITOLA-BY-THE-SEA . . . A VACATION PLAYLAND





SALAD BOWL OF THE STATES—HARVESTING OF LETTUCE AT WATSONVILLE



GENERAL SHERMAN TREE — HENRY COWELL REDWOODS STATE PARK



Sports Fishing for Salmon on Waters of the Santa Cruz Main ...

ATTAINING THE PARADISE OF ALL CALIFORNIANS IN THE HEREAFTER DOES NOT GREATLY CONCERN THE RESIDENTS OF SANTA CRUZ COUNTY . . .

Surrounded by matchless shorelines and beaches  
Green carpeted and wooded mountains  
Mighty primeval redwood parks, valleys and glens  
Sparkling streams and glorious floriculture  
Wondrous homesites, ample space for industry

AND ABOVE ALL . . .  
Clean air to breathe and elbow room to live . . .

LITTLE WONDER—SANTA CRUZ COUNTY FOLK FERVENTLY BELIEVE THEY ARE LIVING IN A VALHALLA ON EARTH.



DAHLIA BEAUTY — SANTA CRUZ-CAPITOLA AREA

GRAY  
STUDIO

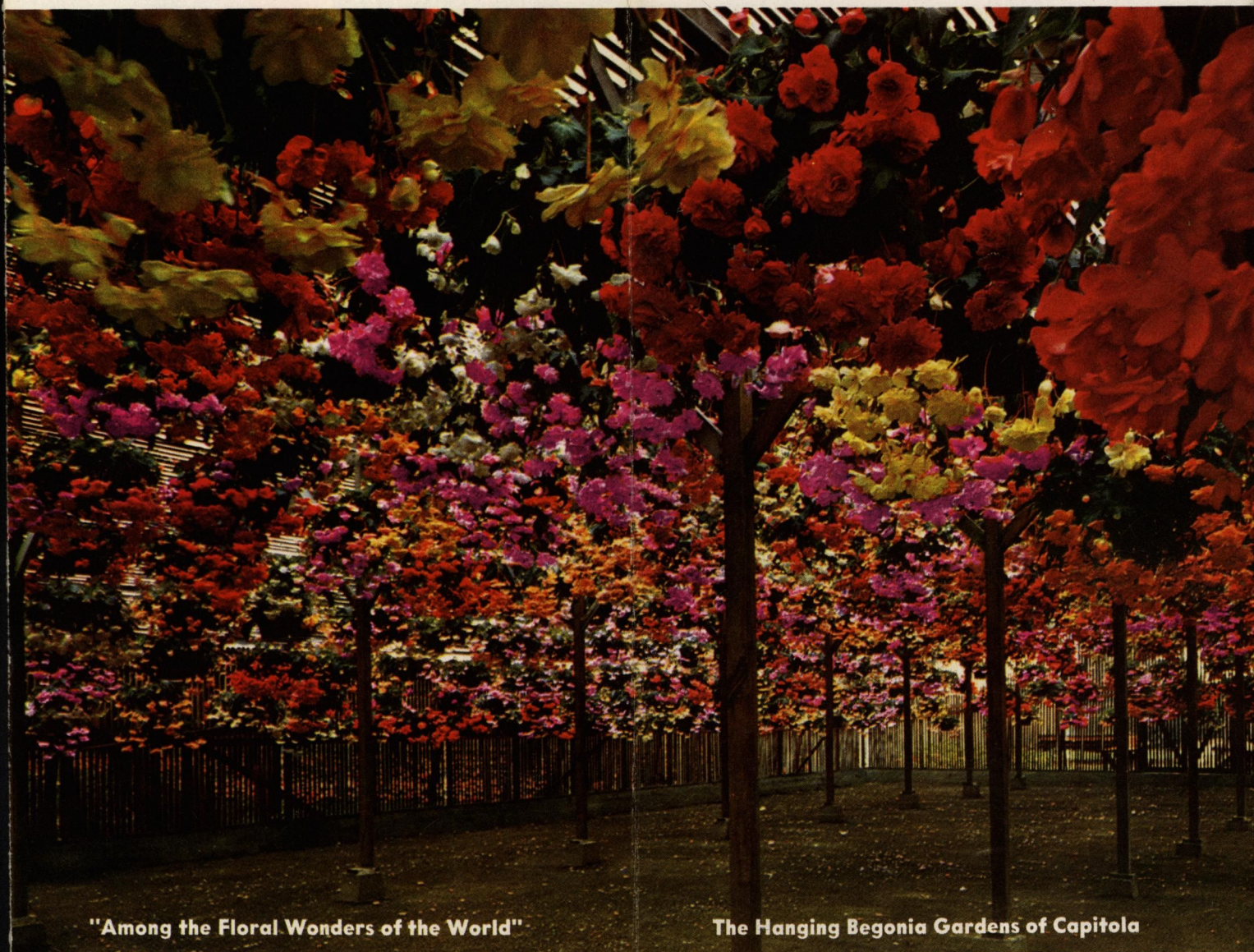


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"Among the Floral Wonders of the World"

The Hanging Begonia Gardens of Capitola

Prepared for

**SANTA CRUZ COUNTY BOARD OF SUPERVISORS**

Prepared by

**SANTA CRUZ COUNTY ADVERTISING COMMITTEE**  
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