



**137, 139 N Santa Cruz Ave.
Historic Research Summary
February 7, 2024**

Sanborn Maps

The property appears on the 1944 Sanborn Map

Polk Directories (1952)

137 N Santa Cruz Ave is listed as Marshal's men's clo. 139 N Santa Cruz Ave is listed as Joe's Barber Shop

Anne Bloomfield (printed report)

The building was constructed in 1938 as the Peerless Stage Depot. The frontage is split into five commercial storefronts, the northernmost (147) being slightly taller and wider, as it was where buses would exit. The 145 space was originally the bus ticket office, and 137, 139, and 141 were retail spaces. It is noted that the building is a great example of the Art Deco style due to the intricate arching green ceramic tilework. The listed alterations to the building are a change of use from the bus station function in 1977, and a few storefront changes.

The changes we have proposed to the exterior do not affect any of the historically significant characteristics noted in the report.



1944 SANDBORN MAP

137 Marshal's men's clo
 139 Joe's Barber Shop
 141 1/2 Top Cat tavern EL 4-2200
 143 Welget Health Center
 EL 4-2733
 145 Pac Greyhound Lines
 EL 4-1378
 Peerless Coffee Shop
 EL 4-1378
 Peerless Stage Lines
 EL 4-1378
 147 Watkins N Z Mrs EL 4-2174

HILL'S FLOWERS

SEEDSMEN

RUTH B. LISTON, Owner

FLOWERS FOR EVERY OCCASION PROMPT DELIVERY SERVICE

266 Race Phone Cypress 5-6735 San Jose

ACTIVE SINCE 1867
JAMES A. CLAYTON & CO.
 REAL ESTATE — INSURANCE — PROPERTY MANAGEMENT
 34 W. Santa Clara St. San Jose, California

- (1952) R. L. POLK & CO.'S
- 259
 SANTA CRUZ AV. NORTH—Contd
 541 Nerenberg Ben optom EL 4-2794
 55 Polly Prim Pastry Shop EL 4-1155
 56 Mode O Day women's clo Jenkin's dress shop EL 4-4716
 56 1/2 Hanson E A auto repr EL 4-4255
 57 Diek's Family Liquor Store EL 4-1170
 58 Fremier Realty Co EL 4-1729
 59 Standard Sta gas sta
 60 Los Gatos Auto Electric EL 4-4838
- Bean av begins
 100 Vacant
 102-04 Beatrice Foods wise
 103 Purdy Stores gro
 105 Cook's Repair Shop EL 4-1570
 Cook T D @
 110 Daniel J J chiropractor EL 4-3357
 111 Christiana Dept Store EL 4-1343
 112 Brewer's Barber Shop Los Gatos Floral Shop EL 4-1363
 112 1/2 Shumick L F elec sups EL 4-1366
 112 1/2 Little Shop gifts
 114 H & L Chevrolet Co EL 4-2000
 115 Los Gatos Ambulance Serv EL 4-1122
 Place Funeral Home EL 4-1122
 122 Los Gatos Auto Supply
 127 Kyle S M Mrs @ EL 4-4271
 130 Swanson Paul autos EL 4-2100
 131 Los Gatos Paint & Wall Paper EL 4-2152
 133 Joseph H Legal est EL 4-4551
 Los Gatos Home & Co
 139 Joe's Barber Shop
 141 1/2 Top Cat tavern EL 4-2200
 143 Welget Health Center EL 4-2733
 145 Pac Greyhound Lines EL 4-1378
 Peerless Coffee Shop EL 4-1378
 Peerless Stage Lines EL 4-1378
 147 Watkins N Z Mrs EL 4-2174
 150 C & O Service gas sta EL 4-9752
 157 Crider's Paul Service gas sta EL 4-9752
- Royce av begins
 201 Los Gatos Home Furnishers EL 4-1949
 206 Rao's Mkt gro EL 4-2334
 210 Post Office
 212 McMillan's Jewelry EL 4-3334
 214 Radio's radios EL 4-4652
 216 Tip Top Chrs EL 4-1374
 216 1/2 Art's Shop EL 4-3776
 217 Gene's Country Store gro EL 4-2772
 220 Fahnner Marie Mrs
 Ross C O
 Wilson H V
 rear Clifford P W
 221 Vacant
 222 Robertson W B EL 4-2027
 223 Vacant
 224 Goodwin O R
 225 Ring B E Mrs EL 4-4446
 226 Dora's Beauty Salon EL 4-2222
 228 Pearson E R Mrs
 227 Eatons Lunch restr EL 4-0751
 Layman H N EL 4-4870
 228 Duncan Howard Automobile used cars
- 233 Nelsen Texaco Station gas sta EL 4-3765
 236 Lezie Marie Studio photog EL 4-2258
 Leslie P L
 236 1/2 O'Shea C A EL 4-1074
 Bachman av begins
 300 Gateway Realty & General Ins EL 4-1315
 301 Michelson's Furniture EL 4-4310
 305 Berg's Antiques EL 4-3716
 307 Golden Buddha gift shop EL 4-2716
 308 Peterson T N Mrs EL 4-4550
 312 Gatio Cleaners EL 4-4143
 314 Vacant
 316 A & A Meat Mkt EL 4-2253
 Village Food Mkt EL 4-2253
 318 Little Village Patio Shops EL 4-4243
 318 1/2 Dickinson Realty Co EL 4-4343
 318 1/2 Davies R M bywr EL 4-3735
 320 Petticoat Lane woman's clo EL 4-4843
 Dickerson Jay
 322 Village Barber Shop
 324 Christiana Science Reading Room EL 4-3823
 324 Vandelick chrs EL 4-4120
 330 Vacant
 331 Counterman J L autos EL 4-1500
 Almendra av begins
 335 B & J Rightfield Service gas sta EL 4-9742
 336 Village Store for Men EL 4-3270
 337 Sivertsen's The Liquors EL 4-3242
 342 Alfred's Delicatessen EL 4-3773
 344 Town & Country Fashions EL 4-2156
 348 Calico Shop children's clo EL 4-2185
 348 1/2 Interiors Int dec EL 4-3138
 349 Northgate Drug Store EL 4-9753
 350 Smith A L Ins EL 4-3510
 Whitson Effie Mrs real est EL 4-3510
 Wilson A E @
 351 Villa Realty Co EL 4-4830
 354 Live Oak Inn restr
 385 Sportster L O P gas sta EL 4-9739
 398 Five Spot Drive In restr EL 4-9715
- at Saratoga av Lawrence White Co EL 4-1314
 Los Gatos Properties real est EL 4-1400
 400 Kramer & Sizer real est EL 4-1400
 433 Pooled Martina Mrs @ EL 4-1850
 Polost Louis
 437 Daniel Pietro @ EL 4-4224
 441 Ervin Ralph
 445 Bingle J F
 449 Zanardi Jos @ EL 4-4182
 455 Peterson Bob Pontiac used cars EL 4-3520
 465 Johnson's Trim Shop uphol EL 4-4143
 466 Contardo A A concrete contr @ EL 4-4560
 472 Safeway Store gro
 475 Hoover O L R @
 Vacant
 479 Suydam F H Jr EL 4-2094
 483 Brady Ray real est EL 4-2000
 485 Toggery Drs Chrs EL 4-1372
- 488 Bellew W K phrs
 491 Ruby's Mutual Dress Shop EL 4-2400
 493 Roy's Beauty EL 4-1390
 497 Covert J P phrs EL 4-1390
 500 Panichetti A A
 503 Johnson Brodie E @ EL 4-1390
 506 Hawthorn O L EL 4-4843
 511 Giravado R J @ EL 4-1390
 511 1/2 Haack E W EL 4-4154
 512 James B P real est EL 4-1390
 Peterson W C real est
 515 Locantelli E E @ EL 4-1390
 518 Boylston E W auto repr EL 4-4143
 521 Barbieri Guido @ EL 4-1390
 523 Zanardi Jos @ EL 4-4143
 532 Falaschi L A autos EL 4-1390
 532 Bohlske Doris Mrs
 534 Falaschi L A @
 536 Talorini Maria Mrs EL 4-1390
 540 Spickett Ralph @ EL 4-1390
 Cleveland Emmett
 542 No return
 544 Budley's Fish & Fry EL 4-1390
 545 Boliano's Assn Service gas sta EL 4-1390
 546 Panetta's Purr EL 4-2164
 550 Trader Jim's used cars
 551 Eddle's Northside Mkt gro and meat EL 4-1341
 594 Main Viola Mrs @ EL 4-1390
 614 Bobs Auto Body restr
 Cerrito Jos autos EL 4-1390
 629 Campbell H S Chiropractor EL 4-4245
 634 Stella Cath Mrs @ EL 4-1390
 638 Locantelli Louis @ EL 4-1390
 San Mateo av intersects
 644 Lopez Emma Mrs EL 4-1390
 646 Gianni S H @
 646 Gianni Harry EL 4-4271
 647 Christlanon D L EL 4-1311
 651 Mooney W T
 Mariposa av intersects
 662 Barker C E @ EL 4-1390
 664 Fountain Court rest and motel EL 4-9757
 668 Lewis E M Mrs EL 4-4255
 670 Slagle Ruth C @ EL 4-4255
 671 Zanardi A L @ EL 4-1390
 675 Parvianco J M @ EL 4-4257
 684 Balazs Louis @ EL 4-1390
 rear Deak Francis
 685 Peterson R H EL 4-1165
 696 Hunt F G @ EL 4-4090
 698 Fuhs W H @ EL 4-1390
 Bruce av begins
 712 Connally L L EL 4-2551
 740 Crabb C E gas sta @
 Bolcher B G
 Shelburne way intersects
- SANTA CRUZ AV. SOUTH—South from Main to city limits, opposite business street
 2 Belyow Hal real est EL 4-2540
 20 Lyndon Hotel EL 4-2540
 Lyndon Hotel Cocktail Lounge
 tavern EL 4-2540
 Poreh Window rental Restaurant EL 4-2531
 22 Yafa's Associated Service gas sta EL 4-2700
 110 Peterson Bob Pontiac EL 4-3520

STORE FOR ME
 TIMELY
 Clothes
 Hats
 TEL. CYPRESS 4-718

SANTA CRUZ AV. SOUTH
 120 Shurebank Lockers (re food lockers) EL 4-1390
 140 Hubbard & Johnson L EL 4-1729

SARATOGA AV — W
 University av to city
 n of Main
 60 Los Gatos Constr C
 66 Los Gatos Stables E
 70 Los Gatos Stables E
 87 Milton L D Mrs
 89 Tomlinson G S Mrs
 91 Morse Thos
 92 Mackley Douglas @
 96 Stinson F M @
 97 Kelp Kenneth
 Santa Cruz av
 106 Coomes Plumbing
 106 Perini's Garage av
 107 Koomony shop restr
 107 Koomony J E @
 107 Williams L E @
 104 Alford Van Lines
 Lawrence Warehouse
 104 McDonald Van &
 EL 4-1345
 Gunn C E real est
 106 Gunn H A bldg c
 EL 4-1170
 Roll H G Mrs re
 EL 4-1144
 108 Los Gatos Plumb
 EL 4-2001

200 Pinkham's Associ
 211 Village Hardware
 214 Fanning's Motel
 Fanning Clyde @
 Smith V L @
 221 Wilson's furn &
 223 Garden Show restr
 224 Alcon Inc genl
 Rooms R H re
 225 Corey L C real
 EL 4-2190
 O'Connell N W
 EL 4-1579
 231 Christoferson @
 232 Wilson C A @
 250 Hedlin Len @
 Hedlin Lynn

254 Oak John
 258 Beams D W
 259 Bartlett Russ
 Myatt Mary I
 Thatcher E B
 262 Larson Louis
 263 Hedgesway Appt
 Davis W B @
 Fisher R B @
 264 Lewis R B @
 268 No return

308 Kleberdahl C
 314 Fisher R J @
 343 MacMillan D
 EL 4-1129
 362 Mastorian A
 411 De Froid W
 442 No return

SARATOGA — I
 continuation of
 246 Wilson Jess
 320 McGrady G
 EL 4-2296
 328 Sargent A I
 330 Flores A M
 348 Fairclough
 354 No return
 360 Gunnell Job
 418 Sloan P A
 418 Krikaya L
 410 Hopper S F
 444 Billen M J
 450 Dench R S

"SCOTCH" WATER SOFTNERS
 DOMESTIC AND INDUSTRIAL
 GUARANTEED
 Specialists in Soft Water Engineers
THE DOUGLAS M. MacMILLAN CO.
 44 W. SAN CARLOS TEL. CYPRESS 5-7471

State of California - The Resources Agency
 DEPARTMENT OF PARKS AND RECREATION
 OFFICE OF HISTORIC PRESERVATION

HISTORIC RESOURCES INVENTORY

IDENTIFICATION AND LOCATION

1. Historic Name Peerless Stage Depot Ser. No. _____
 National Register Status 3S
 Local Designation _____

2. Common or Current Name _____

3. Number & Street 137-147 North Santa Cruz Ave. Cross-Corridor Bean Ave.
 City Los Gatos, CA Vicinity Only _____ ZIP 95030 County (3-Letter Designator) 085

4. UTM Zone 10 A 590365/4120200 B _____ C _____ D _____

5. Quad Map No. LosGatos Parcel No. 510-17-061 Other _____

DESCRIPTION

6. Property Category Building If District, Number of Documented Resources _____

7. Briefly describe the present physical appearance of the property, including condition, boundaries, surroundings, and (if appropriate) architectural style.

This is a one story, 16 ft. tall Art Deco style concrete commercial building that fills its sidewalk line on the west side of North Santa Cruz Avenue between Bean and Nicholson. The 100 ft. frontage is divided into five typical commercial store fronts, of which the northernmost (right) one is taller and a little wider than the others. Originally the buses exited through this opening, the reason for its architectural emphasis. The building's main feature is a tall parapet covered in high gloss intense sea green tiles decorated with lighter green reeding-shaped tiles and maroon accents. The shaped tiles are arranged as a pseudo arcade across the parapet top, with the maroon accents arranged like cornice paneling. There are three pseudo arches above each store, equal arches on the four southern stores, wide central and squeezed sides on the northern store, which also has a raised section above the central arch. The ensemble has three slightly projecting pilasters, two surrounding the bus exit and one at the south end. The intense green tiles extend downwards to conceal structural columns between stores, and they spread across two or three of the storefront bases. Originally the first three stores from the south were leased to retail tenants, the fourth was the Peerless/Greyhound ticket office and waiting room, and the fifth was the bus exit complete with warning light. Buses would drive (See Continuation page 2.)

8. Alterations & Date Change from bus function, 1977. A few storefront changes.

9. Related Features on Property None



10. Planning Agency Town of Los Gatos Planning Department

11. Owner & Address _____

12. Type of Ownership Private

13. Present Use Retail shops

14. Zoning _____

15. Threats Alterations
Development

Los Gatos, CA 94296-0001

April 1991

058/25

CLELAND/COLLEGE DIST. VIEW PLAZA DIST.

RIDGE DIST.

JOHNSON/LOS GATOS BL. I. TERRANEAN I.

LOS GATOS HISTORIC

137-147 North Santa Cruz Ave.

Continuation page 2

7. DESCRIPTION (Cont.)

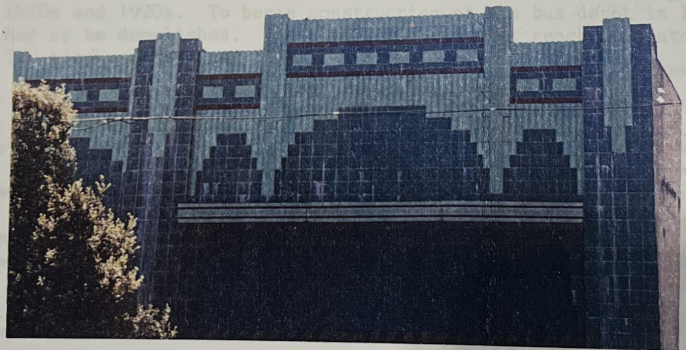
in from Nicholson to the rear, where there was parking for three of them. Except for signage, one or two store bases, and conversion of the bus exit to a fifth store, the building is intact as to design, location, materials, workmanship, and association.

Context for Evaluation: Theme Economic development Area Los Gatos
Period 1938-1938 Property Type Commercial Content Formally Developed Yes Hist. Reg. Non. U.S. Hist. Loc. Dist.

20. Briefly discuss the property's importance within the context. Use historical and architectural analysis as appropriate. Compare with similar properties.

The Fairless Stage Depot appears eligible for the National Register of Historic Places under Criterion C, architecture, in the context of the economic development of Los Gatos, 1852-1955. Its significance in the context is for the Fine Art Deco stylework, the best surviving in the town. The significant date is 1938-1939, when the building was constructed, which coincides with the time when the railroad ceased operating over the Santa Cruz Mountains, and an alternate form of public transit was needed. The building appears intact except for two or three storefront cases, and the change of use from bus depot to stores.

The context of the commercial development of Los Gatos, 1852-1955, is described in the National Register Nominations for the Los Gatos Historic Commercial District. In brief, commercial activities in the future town began with a single general store in 1852, on what is now East Main Street. Arrival of the railroad on the west side of town in 1878 encouraged commercial development in its vicinity. As population grew early in the 20th century, the commercial district gradually expanded northward along Santa Cruz Avenue, the east side of the 100 block developing as an auto row in the 1920s and 1930s. To be constructed as a bus depot in 1938, two residential buildings were demolished to be replaced by the depot.



21. Sources
22. Applicable
23. Other
24. Evaluation

25. Survey Type Local
26. Survey Name Los Gatos Historic Resources Inventory
27. Year Form Prepared 1991
By (Name) Anne Bloomfield
Organization Bloomfield Architectural History
Address 2729 Webster St.
City & ZIP San Francisco, CA 94115
Phone (415) 777-1003

CLELAND/COLLEGE DIST. MEW PLAZA DIST.

HISTORICAL INFORMATION

16. Construction Date(s) 1938-1939 Original Location _____ Yes _____ Date Moved _____
17. Architect Unknown Builder J. C. Monk
18. Historic Attributes (with Number from List) 06-Single story commercial building

SIGNIFICANCE AND EVALUATION

19. Context for Evaluation: Theme Economic development Area Los Gatos
 Period 1852-1955 Property Type Commercial Context Formally Developed? See Nat. Reg. Nom. L.G. Hist. Com. Dist.

20. Briefly discuss the property's importance within the context. Use historical and architectural analysis as appropriate. Compare with similar properties.

The Peerless Stage Depot appears eligible for the National Register of Historic Places under Criterion C, architecture, in the context of the economic development of Los Gatos, 1852-1955. Its significance in the context is for the fine Art Deco tilework, the best surviving in the town. The significant date is 1938-1939, when the building was constructed, which coincides with the time when the railroad ceased operating over the Santa Cruz Mountains, and an alternate form of public transit was needed. The building appears intact except for two or three storefront bases, and the change of use from bus depot to stores.

The context of the commercial development of Los Gatos, 1852-1955, is described in the National Register Nomination for the Los Gatos Historic Commercial District. In brief, commercial activities in the future town began with a single general store in 1863, on what is now East Main Street. Arrival of the railroad on the west of town in 1878 encouraged commercial development in its vicinity. As population grew early in the 20th century, the commercial district gradually expanded northward along Santa Cruz Avenue, the east side of the 100 block developing as an auto row in the 1910s and 1920s. To begin construction of the bus depot in 1938, two residences had to be demolished. The commercial district reached Saratoga Avenue, end of the 300 block, only after 1945.

21. Sources

Hamsher Scrapbook #6A, 134, 139, 153; #38A, 42; #34E, 9 June 1977.
 Sanborn Fire Insurance Maps.
 William A. Wulf, interview, 10 April 1991.

(See Continuation page 4.)

22. Applicable National Register Criteria C-architecture

23. Other Recognition _____
 State Landmark No. (if applicable) _____

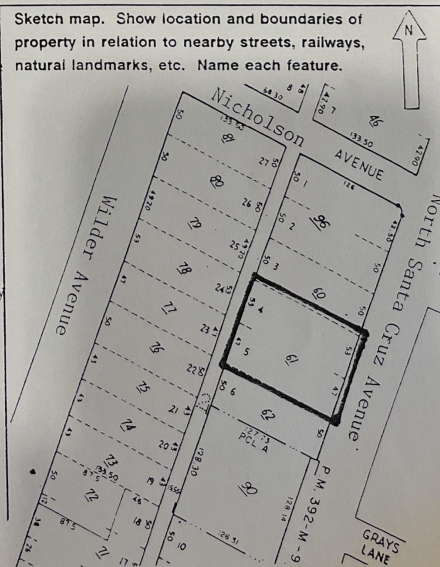
24. Evaluator Anne Bloomfield
 Date of Evaluation 27 Octo. 1990

25. Survey Type Local

26. Survey Name Los Gatos Historic Resources Inventory

27. Year Form Prepared 1991
 By (Name) Anne Bloomfield
 Organization Bloomfield Architectural History
 Address 2229 Webster St.
 City & ZIP San Francisco, CA 94115
 Phone (415) 922-1063

Sketch map. Show location and boundaries of property in relation to nearby streets, railways, natural landmarks, etc. Name each feature.



CLEVELAND/COLLEGE DIST. VIEW PLAZA DIST.

RIDGE DIST.

JOHNSON/LOS GATOS BL. TERRANEAN T.

LOS GATOS HISTORIC

137-147 North Santa Cruz Ave.

HISTORIC RESOURCES INVENTORY

Continuation page 4

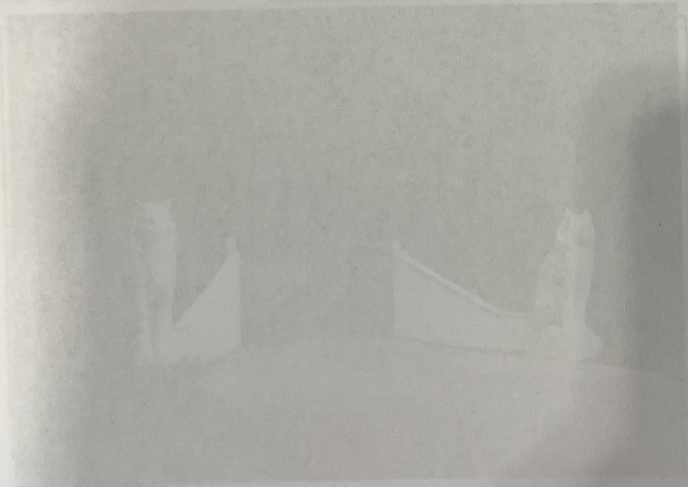
20. SIGNIFICANCE (Cont.)

The bus depot's place in this context is as one of the town's three best Art Deco style buildings, and the only one executed in ceramic tile. (The others are Libante's Gem City Laundry/Puttin on the Ritz at 11 University, and the Bank of America Building at 198 West Main, both in the Los Gatos Historic Commercial District.)

Art Deco was basically a style of ornament for buildings of well established fundamental shapes such as the apartment block or the commercial storefront building. The ornament is usually geometrical, and sometimes also highly stylized figural/floral, executed in very low relief on a flat plane. Favorite motifs were fluting, reeding, prism lines, and zigzag. The ornament usually covered only a small portion of the facade, emphasizing some architectural feature such as the parapet or the entrance, and leaving the rest smoothly planar. Polychromatic effects were favored, often in glossy ceramic tiles.

The bus depot's tile is a beautiful example. Ornament is geometrical and limited to the upper parapet. The pilaster tops are zigzag, the cornice is color rather than projection. The pale green tiles that form the pseudo-arcade are shaped in relief as reeding. The combination of these three particular colors is typical only of the 1930s Art Deco and no other period. Integrity is remarkable in that most of the flat sea green tile survives all the way down to the sidewalk and on some storefront bases (as the bus exit, the northernmost store never had a green tile base). The narrow metal hoods with incised horizontal lines over the display windows are also typical of Art Deco.

1. Historical Value: ...
2. Physical Features on Property: ...



10. Planning Agency: Town of Los Gatos Planning Department
11. Owner & Address:
12. Type of Ownership:
13. Possession:
14. Date:
15. Town:
16. Date of Survey:
April 1988

CIELAND/COLLEGE DIST. NEW PLAZA DIST.
RIDGE DIST.
TERRANEAN T.
LOS GATOS HISTORIC

Anne Bloomfield

ARCHITECTURAL/CULTURAL SURVEY LOS GATOS RESEARCH

647g

File address 137 -147 N. Santa Cruz

PARCEL MAP INFORMATION

Parcel # 510-17-001 Lot size: 100 front ft. x 128 ft. deep

Lot shape: Rectangle L Rectangle with small rear jog Other parallelogram

Location: N S E W side of Nsc St Ave Other

distance to cross st: 143 ft. N S E W from Nicholson

at NE NW SE SW corner of

HISTORIC INFORMATION ON PARCEL MAP

Old tract or subdivision name Almond Grove Aca Old Block # 2 Old lot # 4+5

FIELD SURVEY INFORMATION (handwritten in red)

Preliminary rating + Estimated age 1930s Style Deco # stories 1

Alterations some store fronts

Other 145 "The Cats" - 5 stores, green tiles, 3-dimen. on parapet - some store fronts survive

COUNTY ASSESSOR--PROPERTY CHARACTERISTICS (paste on copy) Effective date

APN 510-17-001	ADDRESS 143 SANTA CRUZ	AV 100	NO. UNITS 4	ELEVATOR	WALL HEIGHT	18.0	TOT AREA 7,200
CORNL/INDUST	TBA 3-001	WIDTH 133	NO. OFFICE 7,200	AIR COND	SPRINKLER		
	USE CODE 55	DEPTH 38	LEASABLE .30	NO. FLOORS 1			
	YR BUILT	ACRES					

OWNERSHIP SHOWN ON MAPS

Source Name	Source Date	Source Page	Location of property, or Old tract/block/lot	Lot Size	Owner Name
	1891				
Blk Book	1908				
Survey	1944				

MISCELLANEOUS

National Register listed date
 County Inventory 1979
 Town of Los Gatos: Designation Recognition
 District Name
 Previous Survey
 Gebhard: page # illustration page #
 Butler/Junior League

PHOTO #007/21, 23, 23 Date 2 Nov 89



Anne Bloomfield
ARCHITECTURAL/CULTURAL SURVEY
NAME RESEARCH

ARCHITECTURAL HISTORY
 (415) 922-1063
 2229 WEBSTER STREET
 SAN FRANCISCO, CA 94115

Name (person, building, organization, etc) Peerless Stages
 Addresses associated with Name 145 N. Santa Cruz
 Relevant dates: construction _____ . birth _____ . death _____ . other _____

I. DIRECTORY SEARCH (City Directories, County Directories, Telephone Books, society directories, etc.)

Year	Book	Name/Classified Heading	Listing (copy entire, exactly as shown; use * for boldface)
1940	SJD	Peerless Stages, Inc.	Depot 145 N Santa Cruz av
34 2 1939	"	"	"
"	"	Sta Cruz N-145	Sollawzi, Pelligrina Mrs deli
1934	LG D	Stages	LG-SJ Bus Line 15 Front

II. BIOGRAPHICAL SEARCH, indexes & other alphabetical listings.

Mark 'X' (info) or 'Ø' (nothing found) at each source you try. List findings below.

- | | |
|--|---|
| Los Gatos Library
_____ Directories, 1919+
_____ Historic Collection Index
_____ Thompson & West, 1876
_____ Photo collection
_____ County history 1888, Pen Pictures
_____ County history 1922, Sawyer
<input checked="" type="checkbox"/> L.G. history 1971, Bruntz | California History Center, De Anza College
_____ Biographical file
_____ Photo collection

San Jose Historical Museum
_____ Great Registers (of voters)
_____ Indexes
_____ Photo Collection |
|--|---|

- | | |
|---|--|
| Los Gatos Museum (Forbes Mill)
_____ Death records/obituaries
_____ Directory, 1902 or 1903
_____ Photo collection | General sources, unknown location(s)
_____ Indexes, California Historical Quarterly
_____ State Library Information Index (fiche)
_____ State Library-S.F. Newspaper Index
_____ Census (microfilm)
_____ County history 1881, Monroe Fraser
_____ Brainard maps |
|---|--|

III. LIST ALL REFERENCES FROM ABOVE. Find them. Copy good material & attach. Or copy below if only a few words. Or explain why not relevant (as, wrong person).

local paper 22-9-55
 Bruntz, 45 - Peerless helped kill Interurban elec, which died 1933.
 Arbuckle, Clyde. Histyo SJ, 1986, SJ (Smith & McKay); 124-5 = Peerless stages
 incorp 3-27-1918 a consolidation of several "independently franchised
 outfits" - big yellow buses - SJ-Oakl. + SJ - SCruz, monopoly
 Hamsher Coll #4E: 9-6-77 + 7-7-77

July 7

Bus depot closed

The Los Gatos bus depot at 145 N. Santa Cruz Ave. was closed late last week when the local Greyhound Peerless agent walked out, to the surprise of bus company officials.

Local agent Bob Ashmore, who, with his wife Nadine, had operated the Los Gatos depot for the past nine years, reportedly loaded furnishings out of the depot and locked its doors behind him late Thursday afternoon without notifying Peerless officials or new, local owners of the building.

Peerless official Alex Gaeta said from Oakland, "He (Ashmore) just closed it down and walked away. The first notice I got was yesterday when our driver told me." Gaeta said the morning Peerless driver arrived at the Los Gatos depot Friday morning to find the doors locked and passengers waiting on the curb for the bus.

The closing follows weeks of anxiety by many local depot customers, and Ashmore, over the future of the old depot, which was built by the Peerless Stage Co. in 1938.

BUILDING SALE

The building, which also houses several other retail businesses, recently was purchased by a local investment team which includes Los Gatos Town Councilman John Lochner and real estate man Larry White. The new owners announced rent on the new building would be raised from \$150 per month to \$600 when the old lease expired on June 15.

When Ashmore protested that he could not come up with that much monthly rent, the new owners offered to lower the figure to \$450 per month. Ashmore, meanwhile, asked Peerless and Greyhound if they would split the rent increase to allow him to stay in business.

PEERLESS OFFER

While the giant Greyhound Corp., stationed in Phoenix, Ariz., said it



CLOSED UP- The Los Gatos Greyhound / Peerless bus depot closed late last week when local agents Bob and Nadine Ashmore cleared out their property and locked the door behind them. Bus company officials now say the depot will remain closed indefinitely. Buses may still be boarded from the sidewalk in front of the depot, but packages to be

delivered by bus must be taken to the San Jose depot at 70 Almaden St. Bus company officials say exact fares must be paid upon boarding the buses. Fares are: San Jose, \$1.00 (\$1.50 round trip); Hayward, \$2.55 (\$3.40 round trip); Oakland, \$3.00 (\$6.25 round trip); Seattle Valley, \$1.25 (\$2.40 round trip) and Santa Cruz, \$1.50 (\$2.55 round trip.)

7-7-1977

would consider sharing the rent, Peerless offered to come up with the entire \$450 rent to cover until July 15.

The threat to the bus depot prompted many local residents to place calls to Ashmore, Lochner and Gaeta, protesting the possible shutdown of the station which has been a popular departure point for many young people going to Santa Cruz and a meeting place for local elderly persons.

Recently, Gaeta reported that he received a letter from a Los Gatos senior citizens' group protesting the depot closing.

NOT INFORMED

Ashmore, himself, had been one of the more vocal persons in favor of saving the depot. He complained, however, that neither Peerless nor the building's new owners kept him informed of the day-to-day business dealings surrounding the depot.

Ashmore, a Los Gatos resident, was unavailable for comment Tuesday, but Gaeta, who spoke with Ashmore, said the ex-Peerless agent was considering taking another public transportation-oriented job.

Gaeta said that, by closing the depot so abruptly, Ashmore violated a contractual agreement with Peerless to give at least a month's notice before moving out. Gaeta said, however, that Peerless probably will not take legal action against Ashmore.

BUSY WEEKEND

Gaeta said Ashmore's walkout created problems with the heavy Fourth of July weekend demand for bus service to Santa Cruz. "If I had had a couple of weeks, maybe I could have

put a new agent in there," said Gaeta.

Gaeta said Peerless and Greyhound are now looking for a new Los Gatos depot agent and that both companies are interested in continuing service from Los Gatos. But, he said, increasing rates in the 145 N. Santa Cruz site could force the companies to look for a new Los Gatos depot site.

Hamsher Coll. 34E

Oct. 8

1701
1937

Oct. 1
134
Suggestions Asked
For Los Gatos Map

The secretary of the Chamber of Commerce states that there have been many calls for a map of Los Gatos and vicinity, showing roads, mail routes, resorts, etc. Everyone who is interested in the preparation of such a map is requested to get in touch with the secretary at once.

Oct. 8

Recruits Needed For Town Band

Because only 13 were present Monday evening at the meeting for all interested in joining a town band, it is probable that there will be no band. According to Charles Hayward, director, it is necessary that 20 join the group before a band can be organized. Another meeting will be held this coming Monday and all interested are urged to attend.

Oct. 1

SITE PURCHASED FOR BUS DEPOT ON SANTA CRUZ AVE.

"TIMES" TAKES ACTIVE INTEREST IN DRIVE FOR ACCOMMODATION

With the purchasing of the J. A. Delmas and Lillian A. Hunter properties on North Santa Cruz avenue between Nicholson and vestment Company, prospects for Bean avenues by the Oakland In a bus depot look brighter.

The company contemplates wrecking the two houses on the property, and erecting a modern building, containing several stores, together with space suitable for a union stage depot, to be leased to the stage lines.

G. S. McMurtry and A. H. Bell, local real estate brokers, who are acting as exclusive agents for the parties involved, divulged no further details pertaining to the transaction.

Work To Start Soon On New Building To House Stage Depot

PLANS, SPECIFICATIONS AND LEASES NOW BEING PREPARED

Los Gatos Times
Los Gatos, Calif.
July 27, 1937

Peerless Stages, Inc.,
24 South Market,
San Jose, California

Gentlemen—In view of local interest in the subject of a bus depot for Los Gatos, I would appreciate an expression from you as to what plans you have and when you expect them to materialize.

Considering the tentative approaches you made here some months ago, and in light of the subsequent silence, I believe an expression from you at this time as to what your investigations have revealed would be particularly appropriate.

Enclosed is a copy of an editorial appearing in last week's issue of the Times.

Very truly yours,
L. B. GARRETT

Peerless Stages, Inc.
401-404 Pacific Building
Oakland, California
September 30, 1937.
L. B. Garrett, Editor

Los Gatos Times
Los Gatos, California

Dear Sir: I am sorry to have had to delay answer to your letter of July 27th with reference to a bus depot for Los Gatos, but certain negotiations which we expected to be concluded long before this were under way at the time that your letter arrived and we delayed answer until such time as we could furnish you with definite information.

Negotiations have just been concluded and you will no doubt be pleased to know that Oakland Investment Co. which is closely allied with Peerless Stages, Inc., has contracted to purchase the property at 141 and 145 North Santa Cruz Ave. for the purpose of erecting a modern building which will include a bus depot and a number of modern retail stores.

Plans, specifications, leases and other details are now being prepared and building will commence as soon as these matters are satisfactorily arranged. We feel certain that this project will be a worthwhile contribution to the progress of Los Gatos.

Very truly yours,
J. B. HELD

President and General Manager

Oct. 15 Chamber Commerce Plans Get-together Dinner, October 25

A committee comprised of Misses Leone Ghetti, Donna Winning and Messrs. H. L. Dana, Harry Lewis, F. Porter and W. W. Clarke is making elaborate plans for a get together dinner of the Chamber of Commerce.

The dinner which will be held at the Lyndon Hotel, Monday evening, October 25th, is open to all interested in Community affairs whether members of the Chamber or not.

Messrs. Clayton Willis, Ed Yocco, Neal McGrady and Herbert Roberts will present several songs, both humorous and classical, while Bob Hamsher's group will enliven the affair with instrumental numbers.

A former Los Gatos resident who has made an outstanding business success, and a gifted speaker has been invited to address the meeting.

Miss Lillian Palmer is expected to preside in her inimitable manner.

Each guest will be invited to submit one written suggestion for Chamber activities, several will be asked at random to justify their suggestion in two minute talks.

Tickets are \$1.03 and may be reserved by telephoning the secretary or any member of the committee.

GA

Feb. 10

C. of C. Votes for Donors to Decide Surplus Funds' Use

"The community deserves and expects something from every citizen.

"A chamber of commerce has some other jobs than big things. Occasionally getting residents and business men to work together for community interests means much more than money."

These and other rousing sentiments voiced by William A. Baylor of Woodacres, secretary of the San Jose Merchants' association, brought enthusiastic applause Friday evening at a community get-together in the Los Gatos grammar school auditorium sponsored by the chamber of commerce. Dr. H. F. Porter, recently elected president of the chamber, was in charge.

An enjoyable program of local talent was given by the chamber and the Business and Professional Women's club. The only business considered was what to do with the \$114.48 surplus from the holiday street lighting fund. It was decided to let the actual donors decide whether to return it on a pro-rate basis, or to leave it for next year. It was felt that if the sum is returned, the city council should come in for its share, on its appropriation for street lighting for the decorations. Secretary W. W. Clarke state some had suggested that the surplus be used for charity.

The fund, Paul Straub reported, amounted to \$621.25, of which \$140 came from the general fund of the chamber, another \$140 from the city, and \$341.25 from individual donors.

Disbursements were \$506.77, leaving a surplus of \$114.48.

Music Numbers

One of the hits of the evening was the male chorus under W. W. Clarke. Several well rendered numbers were warmly applauded. Many well known local singers, including Ed Yocco, and Ed Bailey, senior, are in the chorus. A specialty number was introduced by Alberto Fillipe, Hanson Murray and Ted Guinn.

1938

While the "town band" from the adult education department could not be present, Charles Hayward, musical director at the high school, presented an excellent orchestra which gave a well balanced program at the beginning of the evening.

The Business and Professional Women scored a tremendous hit with a clever skit written by Miss Donna Winning, "Evolution of the Business Woman." The recitative part was well given by Miss Alice Andrews, who also sang a splendid solo. Mrs. Marjorie Marshall Bonde was at the piano. The characters included Viola Carroll as Eve, Leonore Ghetti as Delilah, Zelda Kopp as Queen Elizabeth, Hattie Oakley as a colonial housewife at the spinning wheel, Rosella Booker in a masterly portrayal of the stenographer of the Gay 90's, and Pearl Hook as the modern business girl.

Mar. 24

Big Modernization Drive Is Launched by Local Leaders

Modernization of all Los Gatos homes, and launching a demonstration whereby some fortunate citizen may have his residence brought up to date as an object lesson to other residences, came up for discussion at a meeting of local contractors, building material dealers, and bankers, held on Thursday afternoon in the Los Gatos fire house.

The meeting was called by I. D. Mabie, chairman of the FHA committee of three years ago, when a successful campaign was put on under the direction of James J. Hudson.

D. L. McKay, president of the First National bank, and other speakers discussed the provision of the act. Insured loans are available under much the same plan as previously, excepting that the plan does not include refrigerators, stoves, or other removable improvements.

Mar. 31

Ground Broken for Union Bus Depot on Santa Cruz Avenue

Ground was broken Monday for the new bus depot on Santa Cruz avenue, near Nicholson avenue. The depot will represent an investment of some \$30,000, and will include a three-car garage, as well as the bus building proper, which includes several stores, and a waiting and rest room.

J. C. Monk, the contractor in charge, has 75 working days in which to complete the job.

The bus depot is part of considerable construction work on North Santa Cruz avenue. In the next block north from the depot, H. B. Winnegar, San Jose contractor, is completing a one-story stucco building for "Gene's Market," the owner being Eugene Rugani.

5-31

Garden Contest Announced Here by Local C. of C.

Mrs. Ann Worcester, chairman of the garden committee of the chamber of commerce, has announced plans for a "bigger and better" competition this year.

Last season some 35 gardens were entered, with prizes \$110, offered through the generosity of individuals. Mrs. Worcester hopes for even larger entry lists and

Apr. 14

"Clean-Up Week" April 18 Plans

The "clean-up" committee of the Los Gatos chamber of commerce has set the week of April 18 for "Clean-up week," it is announced by O. E. Spaeth, chairman of the clean-up committee.

The city has consented to haul away debris and refuse deposited during said week in front of the sidewalks. J. C. Monk has volunteered to haul without charge debris in the west end, lying outside the city limits.

6A

Feb. 17

A Message

The Los Gatos chamber of commerce urgently requests your cooperation in cleaning up and brightening up our community so that we may make the best possible impression on the many visitors passing through to and from the San Francisco Fair.

To assist in making available wild flower seeds for brightening up parkways, gardens and vacant spots the Camp Fire girls will call with packets at ten cents each. With a little care the wild flower collection will add considerable color over a long period during the present season, and in undisturbed places should reseed from year to year.

Your cooperation will be very much appreciated.

LOS GATOS CHAMBER OF COMMERCE

Feb. 24

STAGE DEPOT OPEN SUNDAY

Peerless and Greyhound buses will start using the new depot at 145 No. Santa Cruz avenue this Sunday. It was announced in Los Gatos Wednesday by John B. Heid, president of the Oakland Investment company, owners and lessors of the building.

Feb. 24

AT THE LYNDON:

Miss Mary Edson of Boston, Massachusetts, is spending a few months at the Hotel Lyndon.

Mrs. Harry Weisbach and son of Highland Park, Illinois, are spending a few days at the hotel on their way to San Francisco. Mrs. Weisbach is the sister of Mrs. W. R. Gibbs of Los Gatos.

Mr. and Mrs. J. S. Fairweather of San Francisco are spending a few weeks at the hotel. Mr. Fairweather is a prominent architect in San Francisco.

Mr. and Mrs. W. W. Eskine of San Francisco are spending a few weeks.

Miss Margaret Shepard of Berkeley is making the hotel her home for the next few months.

Mrs. C. Hyland is making her permanent residence here.

Summer vacation bus.

Mar. 24

1939

Representative of U.S. Chamber in a Talk About Policy

The attitude of the United States chamber of commerce in matters of national policy was explained to a meeting of representatives of the local chamber at a meeting in the fire house Wednesday morning. Malcolm Ainsworth, manager of the western division, was the speaker.

He explained that the national chamber was pursuing a general policy of reduced taxes. The National Labor Relations act, he said, should be amended, as well as the undistributed profits tax. The organization's attitude toward social security it that it should be put on a "pay as you go" basis.

The chamber, he said, had been unjustly accused of taking part in politics.

"The belief of the chamber is that what is good for business is good for the country as a whole, and we have not failed to go on record against legislation which we believe would work against this. The organization, however, is non-political," Ainsworth asserted.

He suggested that the Los Gatos chamber, which discontinued its membership in the national chamber in 1933, renew it again. President Stanley Mills, who introduced the speaker, said the matter would be taken up at the next meeting of the board of directors.

Among others present were Sewall Brown, Marc Vertin, E. C. Butler, W. L. Conover, Neal McGrady, W. W. Clarke.

Mar. 24

Another Garden Contest Is to Be Sponsored Here

Plans for another garden contest in Los Gatos this year were announced by the chamber of commerce. Last year the event attracted more than 40 entrants and prizes totaling \$120 were awarded. This year the garden committee of the chamber of commerce, of which Mrs. Ann J. Worcester is chairman, is expecting fully a hundred entrants in the contest. Frank E. Ring, president of the Flower Lovers club, is also on the committee.

As in last year's contest, there will be three divisions: (1) those owning their home and doing their own gardening; (2) those living in rented homes and doing their own gardening; and (3) those owning or renting their homes and employing a professional gardener either full or part time.

To enter the contest, entrants should notify the chamber of commerce (tel. 580) which division they are entering.

Apr. 14

Junior Chamber of Commerce Giving a Big Dinner Tonight

The junior chamber of commerce is holding its "charter night" dinner at 8 o'clock in the Lyndon tonight. J. L. Countryman, president, will preside, with Charles W. Ricketts in the chairman's role.

"Windy" Gale, a member of the San Jose junior chamber, will be guest speaker.

Town officials, including Mayor Vertin, and Stanley Mills, president of the chamber of commerce, will be among the invited guests. Other guests will include members of junior chambers of commerce in Santa Cruz, San Jose, Gilroy, Redwood City and Palo Alto.

The dinner will mark the local chamber's membership in the state and national organizations. The charter, showing membership in the U. S. junior chamber of commerce, is being sent from St. Louis, seat of the parent body.

J. L. Countryman will be presented with a president's pin by the San Jose chamber.

Junior Chamber's Young Men Doing Things on "Hill"

Three public spirited young men of the junior chamber of commerce, Lee Johnson, Austen Meek and Milton Frazer, have been engaged in odd moments during the past two weeks in the task of improving the appearance of El Monte hill.

The town board saw to it that shrubs and flowers were planted on the strip of ground left between the old road and the new, and the junior chamber took it upon themselves to weed out the slope which adjoins the new road. Eventually the junior chamber's young men will plant shrubs there.

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GA

Baby Contest

Floral Carnival and Feast of Lanterns.

May Day, 1909.

Los Gatos, California

- First Prize—Girls—Fattest. Silver Cup, gift of Gov. J. N. Gillett.
- Second Prize—Girls—Fattest. Silver Cup, gift of Nestle's Food.
- First Prize—Boys—Handsomest. Silver Cup, gift of Mennen's Talcum Powder Co.
- Second Prize—Boys—Handsomest. Silver Cup, gift of O'Brien's Candy Store, San Jose.
- First Prize—Girls—Prettiest. Silver Cup, gift of PRESIDENT ROOSEVELT.
- Second Prize—Girls—Prettiest. Silver Cup, gift of Merchants' Association of San Jose.
- First Prize—Boys—Cutest. Silver Cup, gift of California Fig Syrup Co.
- Second Prize—Boys—Cutest. Silver Cup, gift of Supervisor Frank E. Mitchell.
- First Prize—Girls—Sweetest. Silver Cup, gift of Mayor Chas. W. Davidson.
- Second Prize—Girls—Sweetest. Silver Cup, gift of Senator Geo. S. Walker.
- First Prize—Boys—Best Decorated Vehicle. Silver Mugh Set, gift of Borden's Condensed Milk Co.
- Second Prize—Girls—Best Decorated Vehicle. Silver Cup, gift of W. C. Lean, Jeweler, San Jose.
- For the handsomest boy less than three months old—Baby Carriage, gift of Heywood

RULES TO GOVERN CONTEST.

No entrance fees or charges shall be made. Babies not to be over TWO years of age. All babies to be shown in decorated baby carriage or baby go-cart. Parents to provide a pink ribbon for BOY babies. Parents to provide a blue ribbon for GIRL babies. At 2:00 P. M., numbered tags will be distributed. Odd numbers to the boy babies and even numbers to the girl babies. The clerks of the scales will commence weighing the babies at 2:00 P. M. All entries for heavy weight prizes must obtain official weight from the clerks. Formation of decorated parade shall be on the west side of Santa Cruz avenue, north of Nicholson avenue. 3:00 P. M., decorated baby carriage and baby go-cart parade.

PRIZES.

First Prize—Boys—Plumpest. Silver Cup, gift of PRESIDENT TAFT.
 Second Prize—Boys—Plumpest. Silver Cup, gift of Judge J. R. Welch.

Bros. & Wakefield Rattan Company, of San Francisco.

For the prettiest girl less than three months old—Elegant Dress, gift of The Arcade, Canelo Bros. & Stackhouse, San Jose.

For the winner of President Taft's silver cup—One dozen Cabinet Photos, gift of Wagner's Studio, Los Gatos.

For the winner of President Roosevelt's Silver Cup—A large picture, gift of Wagner's Studio, Los Gatos.

For the most novel and original feature in parade—a Silver Cup, gift of Los Gatos Board of Trade.

For the handsomest pair of twins—Silver Napkin Rings, gift of J. J. Fretwell, Los Gatos. Names of winners inscribed on prizes.

JUDGES—Judge T. R. Dougherty, Roy E. Wolter and E. B. Devine.

CLERKS OF SCALES—Victor S. Howard, Roy Clark, W. E. Hannah and Charles Nichols.

N. B.—Judges' decision final. No appeal to time.

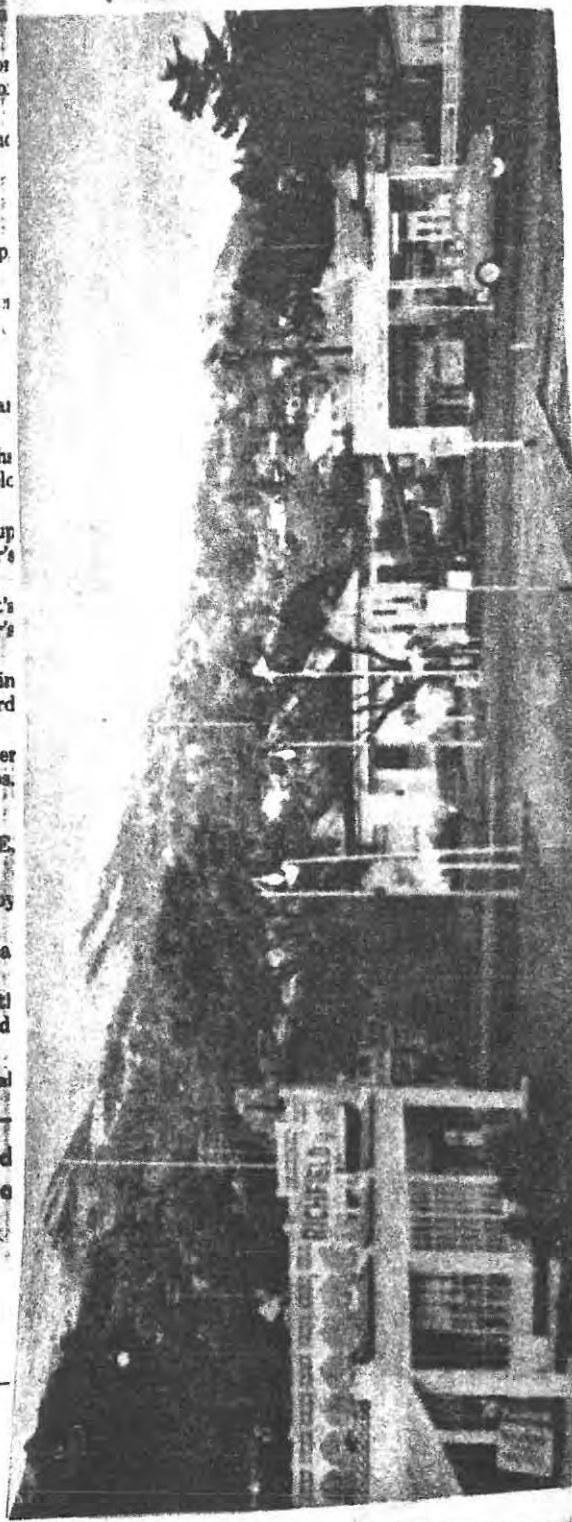
REST ROOM for Mothers and Babies, with many of the comforts of home, will be provided

R. P. DOOLAN, Director-General

BABY CONTEST — On May Day, 1909, a baby contest was held in Los Gatos in conjunction with a "floral carnival and feast of lanterns." Above are the front

and back pages of the program and below are the two inside pages of a program, containing rules and prizes.

DOUBLE INTEREST — This photograph taken on Jan. 25, 1954, by Lloyd E. Smith, then owner-publisher of Los Gato Times, from his apartment atop the newspaper office building, is of double interest. Santa Cruz mountains in background were covered with snow and the intersection of North Santa Cruz Avenue and Royce Street appeared much different than today. A Richfield service station stood where Wells Fargo Bank is located today. The residence across Santa Cruz Avenue is gone, as are most of the homes that once lined that street from Bear Avenue northward.



July 1

9 June 1977

Demise of bus depot concerns Los Gatans

By JEFF MOAD

Bob Ashmore, who runs the old bus depot on N. Santa Cruz Avenue in Los Gatos, held the blaring telephone receiver away from his ear and smiled. The loud voice of an excited woman could be heard by anyone within 10 feet of Ashmore.

"I know what you mean," he said, into the receiver "but there's nothing else I can tell you." He hung up, shaking his head.

Ashmore explained that the call was just one of a growing number from local residents who are concerned that the old bus depot will be closed down, another victim of rising downtown Los Gatos rents.

PURCHASERS

A group of local businessmen, including Town Councilman John Lochner, recently purchased the old commercial building which contains the depot and four other businesses.

The tile-front building was sold by the Peerless Stage Co., which built it in 1938 and runs one of its few regularly scheduled lines through Los Gatos between Oakland and Santa Cruz.

Peerless had charged Ashmore and his wife, Nadine, who together run the depot and a tiny lunch counter, \$150 for use of the 1,000 - square - foot depot. The Ashmores made a modest living off of commissions paid on bus ticket and parcel sales by Peerless and Greyhound, which also schedules runs through the depot.

The depot is used by many local businessmen who take advantage of the Greyhound parcel service. Many young people regularly patronize

the Los Gatos to Santa Cruz room. There are even a few regular customers of Mrs. Ashmore's inexpensive sandwiches and coffee.

LEASE EXPIRING

But the Ashmores' lease on the depot runs out on the fifteenth of this month, and the building's new owners (CON'T ON PAGE 10)



NINE YEARS — Bob Ashmore (left) makes out a bus ticket for one of his

customers at the bus depot on N. Santa Cruz Avenue

which he and his wife have operated for nine years.



BUS DEPOT — The facade of the bus depot on N. Santa Cruz Avenue has changed little since it was built in 1938. The depot, a fixture in town, may be on the verge of closing down if the bus companies do not come up with part of the substantial rent increase the building's new

Hamsher 34E

Bus depot

(CONT FROM PAGE 1)
have asked for a monthly rent of \$450, a figure Ashmore and his wife say they cannot come close to meeting.

According to one of the building's new owners, real estate man Larry White, if the depot space were remodeled and turned into a different use, he could probably get \$1,000 per month rent. White and partner Lochner, originally set the new bus depot rent at \$600, using what White called the current downtown commercial rent rate of between \$.55 and \$.60 per square foot.

But, when it became clear that Ashmore could not pay that rent, White said he offered to lower the price to \$450 on a month-to-month basis.

PHONE CALLS

White said he too has been the recipient of phone calls from people who are critical of his plan to force closure of the depot. White, however, said that is not his intention. "I tell them," he said, "that I have offered to lower the rent to contribute to keeping the depot there. Then I ask the ladies who call me how much they are willing to contribute."

White said that, for now he is willing to give Ashmore, Peerless and Greyhound time to decide how they will meet the rent increase.

White said the way he sees it, the problem is that the neighborhood has grown too rich for the depot to survive. "In most cities, the bus station is located in a low-rent, downtown area," White noted. In Los Gatos, however, the downtown area is not low rent.

NO CHOICE

According to Ashmore, there are no places left in town that would be inexpensive and suitably located for a bus depot.

Ashmore has suggested to Peerless that it and Greyhound share the cost of the rent increase. He reported, however, that both Peerless and Greyhound had been slow to

respond to his suggestion. "It's bad enough trying to deal with a million-dollar outfit like Peerless, but a giant like Greyhound is really hard to get through to," Ashmore shrugged.

Contacted Wednesday at Peerless headquarters in Oakland, Peerless official Alex Gaeta at first said the plan was to let Ashmore "deal directly with the new landlord."

RENT SHARING

Gaeta later agreed, however, that there had been some consideration given to sharing the rent increase between Peerless and Greyhound.

This morning, Gaeta told Ashmore that the rent-sharing plan was being considered by Greyhound officials at their Phoenix, Ariz. headquarters. Ashmore said he was not informed how much of the new rent he would be required to pick up.

Ashmore, however, said he figures Peerless and Greyhound could easily afford to share the rent and still make money off of the Los Gatos depot. He said the depot took in a gross of over \$100,000 last year.

DAY TO-DAY

But, until he hears definitely from Peerless and Greyhound on the rent arrangements, Mr. and Mrs. Ashmore can only run the depot from day to day. "When people call," he said, "I just have to tell them that I have no idea what will happen. Right now it looks like we will be around for awhile, but we just don't know."

Ashmore said that, if the depot is closed, Greyhound and Peerless probably still would stop in Los Gatos, but parcel service would be finished.

Mr. and Mrs. Ashmore have operated the bus depot for nine years. Before that, they said, the depot went through a series of less than reliable operators. "When we used to call the Los Gatos depot, sometimes it would be open and sometimes it wouldn't. We just didn't know," he recalls.

PLANS INDEFINITE

The Ashmores live in Los Gatos above Loma Alta Street. Mr. Ashmore said he does not know what he and his wife will do if they are forced out of the depot operation. They would like to stay in Los Gatos, however, they said.

The bus depot may not be the only business in the old N. Santa Cruz Avenue building to feel the pinch of climbing rents. Leases on the other businesses - Lee's Carpets, the Black Watch bar, Rag Mama's and Sunshine Delight Yogurt - are scheduled to expire sometime next year.

REMODELING

According to White, plans call for the old building to be remodeled to house new, pedestrian-oriented shops. "Eventually," he said, "I would like to see it look something like the Mall area in Santa Cruz with a nice bookstore/deli and other pedestrian-oriented businesses." White said he would not be in favor of a bar in the renovated building.

File address 137 07 N Santa Cruz

PUBLISHED ANNOUNCEMENTS

Source: A&E Bulletin CA&BN Call Chron DPB Ed AB EX News PCA Other

Nature of announcement: Contract notice Notice of completion BP issued Photo Elev/sketch/rend'g Floor plan Arch't/cont'r pub Real est.

Copy exactly:

Owner	Builder/Contractor	Architect/Engineer	Location	Nature of work	Cost

Initials _____ Date _____

BUILDING PERMITS

Address requested _____

Source: Permit Register, Press-Dem., or . . .

Application Number	Date	Location	Cost	Use/No. of Units	Owner & address	Builder/contr. & address	Arch't/engin'r & address	Description of work	Bldg's width/depth/height	Exterior Materials
ϕ worthwhile										

Initials _____ Date _____

OTHER SOURCE (specify thoroughly)

Initials _____ Date _____

SANBORN MAPS

Date	Vol/ dif. page	Vac. or dif. bldg	Address	Color: yel, pnk, orange, blu, gry, green	Use	Patches Yes/No	No. of stories	Height (ft.)	No. of bay windows	BRCH	Differences from today in: Use, Stories, Footprint	Date of constr.	Describe or sketch plan
1944	11	this	139-45 NSC		S& Bus Depot + 3XS	X	1	16'	0	0	no dim.		OVER
1928	n	diff	141 + 145"		D&D	N	11						

Initials _____ Date _____



APPLICATION FOR BUILDING PERMIT

The undersigned herewith makes application for the

Alteration of 1 Story
concrete Building, of
Type Construction, - basement, to be used and
occupied as Shoe store & habes shop

Foundation to be as is
With a footing of in. - in. top and in. high
Outside walls to be

Interior to be

The roof will be
supported

Will be heated by gas with flue

Estimated value, \$ 3500

.....hereby agree to save, indemnify and keep harmless the Town of Los Gatos against all liabilities, judgments, costs and expenses which may in any wise accrue against said city in consequence of the granting of this permit or from the use or occupancy of any sidewalk, street, or sub-sidewalk place by virtue thereof, and will in all things strictly comply with the conditions of this permit.

Owner Perless Stage Co Address N. Santa Cruz Ave
Architect Harold Guinn La Grate
Contractor J W Barclay

BUILDING PERMIT TOWN OF LOS GATOS

Inspector's File No.

563 582

Department of
Building & Inspection

PERMIT is herewith granted to Perless Stage Co.
on N Santa Cruz Ave

for Alteration in accordance with plans and specifications
approved, and now on file in this office.

Receipt for Ten & no/1000 Dollars,
as fee, is hereby acknowledged.

\$10.00

Dated May 29 1917

J M. Sullivan
Inspector.

APPLICATION FOR BUILDING PERMIT

Date Nov 19 1952

The undersigned herewith makes application for the
Alteration of 1 Stor
concrete Building, of
Type Construction, no basement, to be used and

occupied as Bus Station, Enlarge Restaurant
Foundation to be as is
With a footing of _____ in. — _____ in. top and _____ in. high
Outside walls to be as is

Interior to be wood + plaster partition to be removed stud frame to replace partition
The roof will be as is
supported _____

Will be heated by _____ with _____ flue
Estimated value, \$ 700

.....hereby agree to save, indemnify and keep harmless the Town of Los Gatos against all liabilities, judgements, costs and expenses which may in any wise accrue against said city in consequence of the granting of this permit or from the use or occupancy of any sidewalk, street, or sub-sidewalk place by virtue thereof, and will in all things strictly comply with the conditions of this permit.

Owner Perles Stage Co Address 145 N. Santa Cruz Ave
Architect _____ "
Contractor Mark & Sons "Los Gatos

BUILDING PERMIT No 1484

TOWN OF LOS GATOS

Inspector's file No.
Department of Building & Inspection

PERMIT is herewith granted to Perles Stage Co
Location 145 N. Santa Cruz Ave
for Alteration

in accordance with plans and specifications approved, and now on file in this office.
Receipt for three & no from Dollars
as fee, is hereby acknowledged. Dated Nov 19 1952

Contractor Mark & Sons
J. M. Sullivan
Building Inspector

THIS PERMIT MUST BE POSTED ON THE JOB

LOS GATOS HISTORIC RESOURCES INVENTORY

TALLY SHEET

Building or District Name Peerless Stages Depot
 Address(es) 137-147 N Sta. Cruz

<u>E</u>	<u>VG</u>	<u>G</u>	<u>F/P</u>	<u>Criteria</u>	<u>Total</u>	<u>Adjusted Total</u>
10	5	2	0	Type		
10	5	2	0	Construction		
10	5	2	0	Style		
8	4	2	0	Architect		
25	12	6	0	Design		
8	4	2	0	Interior		41
35				ARCHITECTURE		(Max. 50)
10	5	2	1/0	Age		
15	8	4	0	Person		
10	5	2	0	Event		
15	8	4	0	Patterns		9
				HISTORY		(Max. 25)
25	12	6	0	Scale/Massing		
8	4	2	0	Setting		
25	12	6	0	Landmark		20
12				ENVIRONMENT		(Max. 25)
0	-6	-12	125	INTEGRITY		-0
Cumulative Rating:				CUMULATIVE TOTAL		70

- 60+ = 3 (appears eligible for National Register)
- 40-59 = 5 (appears eligible for local listing)
- 23-59 = D (contributor to district rated one of the above)
- 22- = 6 or 7 (ineligible) or non-contributor

LOS GATOS HISTORIC RESOURCES INVENTORY
EVALUATION SHEET

Building or District Name Peerless Stages Depot
Address(es) 137-147 North Santa Cruz Ave.

<u>Criterion</u>	<u>This Building</u>	<u>Ratings</u>
A. ARCHITECTURE		
1. Building type	<u>1-story stores</u>	E VG <u>(G)</u> FP
2. Construction	<u>wood frame</u>	E VG <u>(G)</u> FP
3. Style :	<u>Deco - best in Town</u>	<u>(E)</u> VG G FP
4. Architect	<u>J.C. Monk, contractor</u>	E VG <u>(G)</u> FP
5. Design	<u>superb green-&-cream 3-D tilework</u>	<u>(E)</u> VG G FP
6. Interior	<u>—————</u>	E VG G <u>(FP)</u>
B. HISTORY		
7. Age	<u>1938-39 (H)</u>	E VG G <u>(F)</u> P
8. Person(s)	<u>—————</u>	E VG G <u>(FP)</u>
9. Event	<u>—————</u>	E VG G <u>(FP)</u>
10. Patterns	<u>Development of transportation</u>	E <u>(VG)</u> G FP
C. ENVIRONMENT		
11. Scale/Massing	<u>Fits w. & establishes comm'l streetscape</u>	E <u>(VG)</u> G FP
12. Setting	<u>Fills front of lot - compatible</u>	E VG <u>(G)</u> FP
13. Landmark	<u>conspicuous in neighborhood for the tilework</u>	E VG <u>(G)</u> FP
D. INTEGRITY		
14. Alterations	<u>some storefronts, but not all</u>	<u>(E)</u> VG G FP

CUMULATIVE RATING: 3 S Appears eligible for National Register.
 4 ___ May become eligible for National Register.
 5 ___ Appears eligible for local designation.
 D ___ Contributor to district that is any of the above.
 N ___ Non-contributor to the district.
 6 ___ Appears ineligible for designation, but older than 1942.
 7 ___ Appears ineligible for designation because newer than 1941.

Evaluated by: B Date 2-7-10-90
 Reviewed by: ML Date 4-16-91
 Reviewed by: _____ Date _____
 Reviewed by: _____ Date _____



LOS GATOS HISTORIC RESOURCES INVENTORY
REVIEWERS' COMMENT SHEET

Building or District Name _____

Address(es) _____

A. ARCHITECTURE

- | | | | | | |
|------------------|-------|---|----|---|----|
| 1. Building type | _____ | E | VG | G | FP |
| 2. Construction | _____ | E | VG | G | FP |
| 3. Style | _____ | E | VG | G | FP |
| 4. Architect | _____ | E | VG | G | FP |
| 5. Design | _____ | E | VG | G | FP |
| 6. Interior | _____ | E | VG | G | FP |

B. HISTORY

- | | | | | | | |
|--------------|-------|---|----|---|----|---|
| 7. Age | _____ | E | VG | G | F | P |
| 8. Person(s) | _____ | E | VG | G | FP | |
| 9. Event(s) | _____ | E | VG | G | FP | |
| 10. Patterns | _____ | E | VG | G | FP | |

C. ENVIRONMENT

- | | | | | | |
|-------------------|-------|---|----|---|----|
| 11. Scale/Massing | _____ | E | VG | G | FP |
| 12. Setting | _____ | E | VG | G | FP |
| 13. Landmark | _____ | E | VG | G | FP |

D. INTEGRITY

- | | | | | | |
|-----------------|-------|---|----|---|----|
| 14. Alterations | _____ | E | VG | G | FP |
|-----------------|-------|---|----|---|----|

CUMULATIVE RATING _____

Reviewer Bill Wolf _____ Date 10 Apr 91

Reviewer _____ Date _____

Reviewer _____ Date _____

Reviewer _____ Date _____

*There was a sign "bus" where bus came out through #147
w/ a little red light as signal — garage for 3
buses in back where there are now offices*

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