



BANK OF AMERICA

BANK OF AMERICA

San Jose Commercial District

Bank of America Bldg. First & Santa  
Clara Streets.

Photo by Patricia Dixon. Negative at  
12 So. First St. #812, San Jose, CA.

View looking southeast

Photo 1 of 26



shortworld

1889

CAMER

POLYUREA

OPEN

San Jose Commercial District  
Knox-Goodrich Bldg. 34 South First  
Photo: Patricia Dixon Negative at  
12 So. First St. #812, San Jose, CA  
View looking east  
Photo 2 of 26

89

**DENEVI**  
CAMERA  
*STREET*  
BIG MONEY!

CAMERAS • FILM • SUPPLIES

PELICULA

CLASER  
Kodak

42

*El Tercero Court*

DR STANLEY LADERMAN • DR HARVEY GOOD  
**OPTOMETRISTS**



San Jose Commercial District  
El Paseo Court, 42 So. First St.  
Photo: Patricia Dixon Negative at  
12 So. First St. #812 San Jose, CA.  
View looking east  
Photo 3 of 26



GUADALAJARA  
*Jewelers*

DR. CHARLEY LASKERMAN DR. HARVEY GOSOL  
OPTOMETRISTS

ONE WAY

GUADALAJARA  
*Jewelers*

San Jose Commercial District

Guadalajara Jewelers, 50 So. First

Photo: Patricia Dixon Negative at

12 So. First St. #812 San Jose, CA

View looking east, facade altered

Photo 4 of 26



DARA  
elers

B  
E  
R  
G  
's

Berg's

LA ROS



San Jose Commercial District

Berg's Clothing, 52 So. First St.

Photo: Patricia Dixon, Negative at  
12 So. First St. #812, San Jose, CA

View looking east

Photo 5 of 26



Special **T**  
SHIRT SHOP

Bellone  
HEARING AIDS

Berg's  
WEARING APPAREL  
MEN  
JERSEYS  
SWEATERS  
SWEATSHIRTS  
POLO SHIRTS

BERG'S

Small sign with illegible text, possibly 'Deli'.

HEARING AIDS

Small sign with illegible text, possibly 'PHOTOCOPY'.

Small sign with illegible text, possibly 'WEBBS'.

San Jose Commercial District

South First streetscape

Photo: Patricia Dixon, negative at  
12 So. First St. #812, San Jose, CA

View looking southeast

Photo 6 of 26



Architectural inscription above the second floor: *WALTER D. ...*

PHOTO SUPPLY

PHOTO SUPPLY

JEWELRY  
*Creations*  
BY GEORGE AND LIL

HARDY  
MEN'S SHOES

L. L. BEAN

oo  
e

60

San Jose Commercial District

Letitia Building, 68 So. First St.

Photo: Patricia Dixon Negative at

12 So. First St. #812, San Jose, CA

View looking east

Photo 7 of 26



ROYAL CAMERA SHOP

ROYAL CAMERA SHOP

ONE WAY

San Jose Commercial District

Security Bldg. 84 So. First St.

Photo, Patricia Dixon Negative at

12 So. First St. #812, San Jose, CA

View looking northwest

Photo 8 of 26





SHO LACE

UPROC

San Jose Commercial District

Rear elevations of South First  
streetscape bldgs. (50-68 So. First)

Photo: Patricia Dixon negative at  
12 So. First St. #812 San J'se, CA

View looking southwest

Photo 9 of 26



DISCO

Coca-Cola

NEW

Gordon's SPORT SHOP Gordon's

SPORT SHOP

RUCKER  
Wholesale Grocers  
CL 0 000

San Jose Commercial District  
New Century Block, Second & Santa  
Clara Streets  
Photo: Patricia Dixon negative at  
12 So. First St. #812 San Jose, CA  
View looking southwest  
Photo 10 of 26.



DRUGS

BEA KZA O

5 Second St

NORMANDY'S  
FOOD MARKET

MORNE CO.

MOOREY

CREDIT

San Jose Commercial District

Moderne Drug, 50 E. Santa Clara St.

Photo: Patricia Dixon negative at  
12 So. First St. #812, San Jose, CA

View looking southwest

Photo 11 of 26



ALLEN'S

Allen's

HOME  
FURNISHINGS

HOME  
FURNISHINGS

50

GUN



San Jose Commercial District

Allen's Furnishings, 40 So. Second

Photo: Patricia Dixon negative at

12 So. First St. #812 San Jose, CA

View looking southeast

photo 12 of 26





RUCKER  
CO.  
Industrial Estate  
CL 8-2700

San Jose Typewriter Co.

RESTAURANT  
MARISCHE  
LINCOLN

SAN CARLOS  
HOTEL

7 San José Commercial District

San Carlos Hotel, 28 So. Second

Photo: Patricia Dixon negative at

12 So. First St. #812 San Jose, CA

View looking southeast

Photo 13 of 26



**SELIX**  
 FORMAL WEAR  
 SALES RENTALS

THE JEWELRY SHOP  
 1000 N. 1ST ST.

DEAD ON ARRIVAL  
 SWAP MEET  
 FAREWELL MY LOVELY

JOSE

JOSE

**ALCO**  
 ALUMINUM PRODUCTS COMPANY



San Jose Commercial District  
Jose Theater, 62 So. Second  
Photo: Patricia Dixon  
12 So. First St. #812 San Jose CA  
View looking southeast  
Photo 14 of 26



PEKING HOUSE

Restaurant

Chinese Mandarin Cuisine  
American Food  
Food To Go

23

25



•• CASA DE SEÑOR FURNITURE



**San Jose Commercial District**

**Casa de Senor Furniture 92 So 2nd**

**Photo: Patricia Dixon**

**12 So. First St. #812 San Jose, CA**

**View looking east**

**Photo 15 of 26**



NUMBER ONE LANDMARK SQUARE

NAVATE  
NEW LEASING

Navate

San Jose Commercial District

Landmark Square, 87 So. Second St

Photo: Patricia Dixon negative at

12 So. First St. #812 San Jose, CA

View looking southwest

photo 16 of 26



 **DISC LUNA**

1930-1931

WHOLESALE

RETAIL

1931

DISC LUNA

DISC LUNA

DISC LUNA

PELLETTI BOWERS



San Jose Commercial District  
Desimones Bike Shop 83-83 So. 2nd  
Photo: Patricia Dixon  
12 So. First St. #812 San Jose, CA  
View looking west  
Photo 17 of 26

ata Clara St

# Quality **STATE MEAT MARKET** Quality

QUALITY  
STOCKS  
LIVE STOCK

**OPEN**

**L-AM  
Grand  
BEEF**

**BARB-B  
STEAKS**

**GROCERIES  
BEER  
MEAT  
TUP**

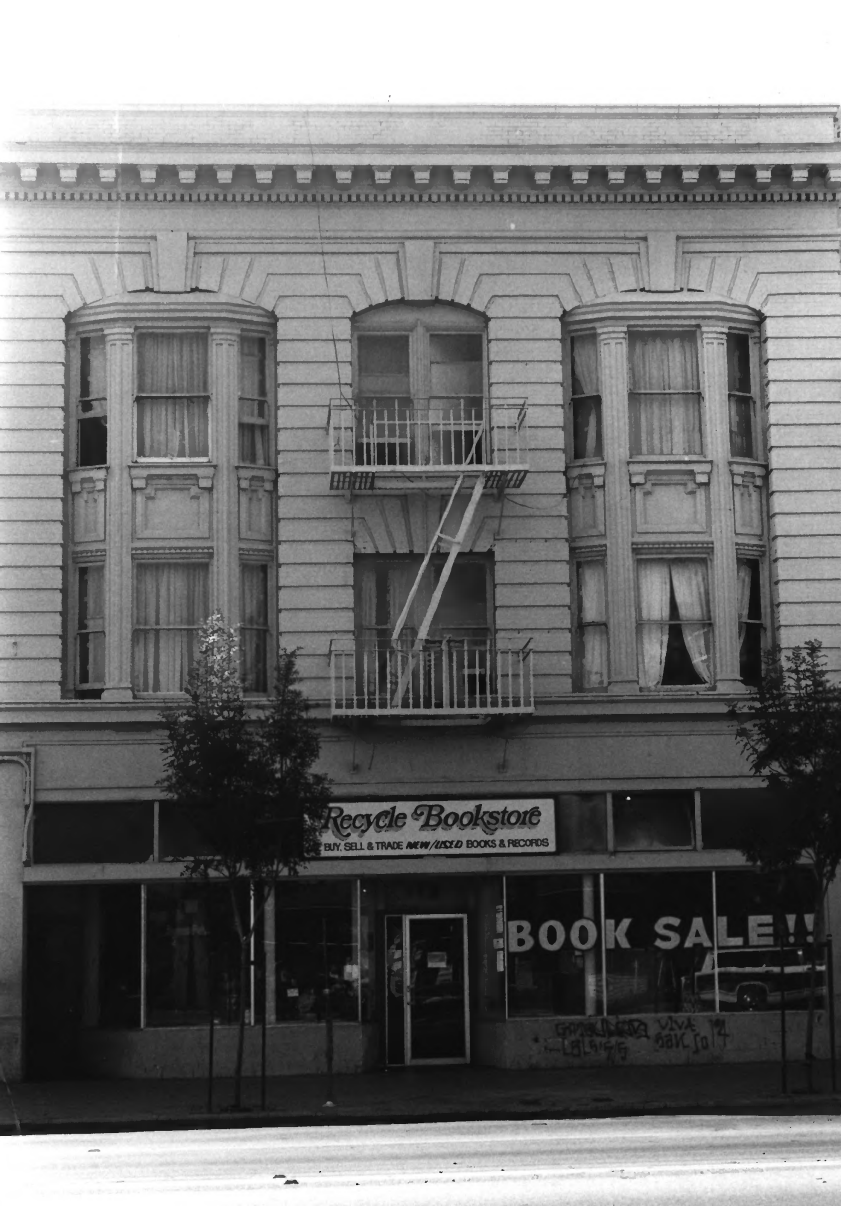
MARKET

3¢  
SOUTH



San Jose Commercial District  
State Meat Market, 142-150 Santa  
Clara St.

Photo: Patricia Dixon negative at  
12 So. First St. #812, San Jose, CA  
View looking south  
Photo 18 of 26



*Recycle Bookstore*

BUY, SELL & TRADE NEW/USED BOOKS & RECORDS

BOOK SALE!!

GRAND OPENING  
1985

San Jose Commercial District

REcycle Bookstore, 138 E. Santa Clara

Photo: Patricia Dixon negative at

12 So. First St. #812 S. n JOse, CA

View looking south

Photo 19 of 26



Recycle Books  
WE BUY, SELL & TRADE WITH BOOKS, RECORDS & TAPES

BOOK SALE!!

No. 11  
MONEY

EAGLE INN Y

EAGLE

INN

MARSA'S  
HOUSE OF SURPLUS

EL HERZO  
MEXICAN  
FOOD

Join and Enjoy the Y

San Jose Commercial District

E. Santa Clara Streetscape betw. 4th  
and 3rd streets

Photo: Patricia Dixon negative at  
12 So. First St. #812 San Jose, CR

View looking southwest

Photo 20 of 26





DISCOUNT FURNITURE

J. J. DISCOUNT FURNITURE

Liquidation Sale

DISCO

OFFER

RECORD

WALL

San JOse Commercial District  
E. Santa Clara Streetscape betw.  
3rd and 2nd streets  
Photo: Patricia Dixon negative at  
12 So. First ST. #812 San JOse, CA  
View looking southwest  
Photo 21 of 26



San Jose  
CAFE & RESTAURANT

ORIENTAL  
UTCA NEMU  
CAFE

LA PLAZITA  
MEXICAN  
SEA FOOD

DOWNTOWN LIQUORS

U  
SAVE

S Third St  
E San Fernando St

DO

DELI

MAGAZINE

San JOse Commercial District  
Downtown Liquors, 99 South Third  
Photo: Patricia Dixon negative at  
12 So. First St. #812 San JOse, CA  
View looking northwest  
Photo 22 of 26



ORIENTAL  
TONIC  
SODA  
CAFE

CINEBAR

COPIES TYPEWRITERS  
ADDRESSES

COHIX  
COLLECTOR SHOP

TAKE READ BOOKS

BOOKS

UNIVERSITY  
BOOKS

LA  
M  
SE

THE  
CASH

CASH

San Jose Commercial District  
San Fernando Streetscape betw. 3rd  
and 2nd streets

Photo: Patricia Dixon negative at  
12 So. First St. #812 San Jose, CA

View looking northwest

Photo 23 of 26



ALLENS RECEIVING DEPT.

53

PRIVATE  
PARKING

VERY CLEAN '77

WILSON

SHOP

Allen's  
FURNITURE

Call us

San Jose Commercial District  
Third Street intrusions, parking lots  
Photo: Patricia Dixon  
12 So. First St. #812 San Jose, CA  
View looking northwest  
Photo 24 of 26





Call us. See AUTH

Piano

KIRBY  
35  
ALL YEAR  
23 1/2 IN.  
MONTHLY

San Jose Commercial District  
South Third Street intrusions  
Photo: Patricia Dixon  
12 So. First St. #812 San Jose, CA  
View looking northwest  
Photo 25 of 26

UND

RECORDS

19

UNDERGROUND

WE SELL  
ROCK, R&B, COUNTRY, DISCO  
CITY RECORDS

WOMEN  
CREDIT

NOT

ALLOWED

PM 20775

S  
SOUTHERN  
PACIFIC

J. J. DISCOUNT FURNITURE

BEAR

WOMEN  
CREDIT



**San Jose Commercial District**

**South Third streetscape**

**Photo: Patricia Dixon**

**12 So. First St. #812 San Jose, CA**

**View looking northwest**

**Photo 26 of 26**