

# Classified Telephone Directory

For

## SANTA CRUZ COUNTY

JULY 1947

For Information Concerning This Classified Directory, Please Call Our Business Office.

### Abrasives

#### MARWEDEL C W

Everything For The Shop  
1235 Mission San Francisco  
(Toll) Call "Operator" for..... Underhill-2125

### Abstractors—See Title Companies

### Accountants

#### ACCOUNTING SERVICE CO

Lettunich Bldg..... Watsnvil 2551

#### ACKERMAN & HAMBER ACCT

120 Locust..... S Cruz 4068

#### BAKER ELWIN H

160 Park San Jose  
(Toll) Call "Operator" for..... Columbia-1174

#### CAREY M D

Fan Mar Capitola..... S Cruz-40-W-5

If no answer  
(Toll) Call "Operator" for..... Salinas-3455

#### CHIORINI J L

17 Church..... S Cruz-888

#### Creighton Marion

114 Locust..... S Cruz 3876

#### CURETON WEST M

109 1/2 Cooper..... S Cruz 4511

#### De Lacy H B Trust Bldg.....

S Cruz 4055-J

#### Dutro W J Pajaro Valley Bank Bldg.....

Watsnvil-2520

#### Earls Eaton & Snyder Porter Bldg.....

Watsnvil-1170

#### Gfroerer W Emmet 221 Bockius.....

Watsnvil-612

#### Hauck Fred P 19th Av.....

S Cruz-3080-M

#### Killion J L Lettunich Bldg.....

Watsnvil-1124

#### Kniffin S D Lettunich Bldg.....

Watsnvil 2662

#### Kriz George 14 Mission.....

S Cruz-3929-J

#### Lawrence Manuel E Stoesser Bldg.....

Watsnvil 2792-W

#### MAIL-ME-MONDAY ACCOUNTING & TAX SERVICE

81 Post Sn Jose  
(Toll) Call "Operator" for..... Ballard 3580-W

#### Morgan & Kriz 14 Mission.....

S Cruz 3929-J

#### If no answer call.....

S Cruz 2841

#### Mossbarger L Lee Lettunich Bldg.....

Watsnvil 2682-W

#### Parker D Spain

Member-Society of American Accts  
Lettunich Bldg..... Watsnvil-147

#### Rickards & Parker Lettunich Bldg.....

Watsnvil 147

#### Smith J A La Selva Beach.....

Watsnvil-55-W-4

Telephone service is one of the unifying forces of the nation.

### Society of AMERICAN ACCOUNTANTS

— SALINAS CHAPTER —

DEDICATED TO THE PROTECTION OF THE PUBLIC

#### Santa Cruz County Members

Alois Ackerman  
Arthur Eaton  
S. D. Kniffin, Sr.  
Lee Mossbarger  
Gus Earls  
J. L. Killion  
Alfred R. Morgan  
D. Spain Parker

For Addresses of Members  
See Adjoining Columns

### Accountants—Certified Public

Knight Forrest E Green Vly Rd..... Watsnvil 1312-W  
O'Briant Jas Post Office Bldg..... Felton 432-J

### Acetylene Welding—See Welding

### Acids—See Chemicals—Whsle & Mfrs

### Adding & Calculating Machines

Bowman-Forgey Stationery Co 146 Pac Av S Cruz-206

#### CLARY ADDING MACHINES—

CLARY MULTIPLIER CORP

Victory Bldg Sn Jose

(Toll) Call "Operator" for. Columbia 9045-W

(Continued Next Page)

All large guns of the United States Navy are pointed by radars designed by Bell Telephone Laboratories and made by the Western Electric Company.

## ADDING & CALCULATING MACHINES

Sales & Service

—PHONE—

Watsonville 142  
Santa Cruz 561



For Quick & Efficient Repair Service

## REMINGTON RAND

(EXCLUSIVE AGENT)



REMINGTON RAND  
TYPEWRITERS  
OFFICE SUPPLIES  
OFFICE FURNITURE

## COAST COUNTIES BUSINESS SUPPLY

9 Wall St.  
119 Pacific Ave.

Watsonville 142  
Santa Cruz 561

## Adding & Calculating Machines— (Cont'd)

### CLARY MULTIPLIER CORP

WORLD'S FASTEST ADDING MACHINE  
ADDS - SUBTRACTS - MULTIPLIES  
1-Year Guarantee  
PROMPT DELIVERY

Room 135 Victory Bldg  
45 N 1st St Jose  
(Toll) Call "Operator" for . . . Columbia 9045-W

### COAST COUNTIES BUSINESS SUPPLY

119 Pacific Av. . . . . S Cruz-561  
(See Advertisement Preceding Page)

### DAVIS TYPEWRITER CO

Sales & Service  
95 Soquel Av. . . . . S Cruz-3010

HACKBARTH A R & SON 115 Maple. . . . . S Cruz 753

### JOHNSON'S STATIONERY & PRINTING CO

SHAW-WALKER STEEL EQUIPMENT  
TYPEWRITERS

ALL MAKES - SOLD - RENTED  
REPAIRED  
ADDING & CALCULATING MACHINES  
SAFES & FURNITURE

Opposite Plaza  
341 Main. . . . . Watsnvil 72

### PATTERSON SERVICE

Victor Adding Mach Sales & Service  
Marchant Calculating Machines  
537 Lincoln . . . . . Watsnvil-831  
Santa Cruz Typewriter Shop  
115 Pacific Av. S Cruz-1127

### TRI-COUNTY TYPEWRITER CO

119 E Lake. . . . . Watsnvil 264

## Adding & Calculating Machines— Repairing

### COAST COUNTIES BUSINESS SUPPLY

119 Pacific Av. . . . . S Cruz 561  
Patterson Service 537 Lincoln. . . . . Watsnvil-831

## Adjusters

Johnson Millard H 24McIntyre. . . . . S Cruz-4214  
Livingston H Alfred 109 1/2 Cooper. . . . . S Cruz 4452-W

## Advertising Agencies

Peninsular Advertising Agcy  
Pajaro Valley Bank Bldg. . . . . Watsnvil-2590

You can find out "Where To Buy It"  
by looking in the Yellow Pages.

## INTERNATIONAL

### Crawler Tractors & Motor Trucks

FARMALL TRACTORS  
McCormick-Deering Machines  
Earth Moving Equipment  
Industrial & Peerless Turbine Pumps  
Jacuzzi Domestic Water Systems  
Bean Sprayers & Dusters  
Genuine Parts & Service

FARM & INDUSTRIAL HARDWARE

### FARMERS MERCANTILE COMPANY

233 VAN NESS AV. Watsonville 1318  
Salinas - Hollister - King City

## Advertising Calendars—See Calendars

## Advertising—Outdoor

### SANTA CRUZ ELECTRICAL CO

See Our Adv Under Signs  
Soquel Hwy. . . . . S Cruz 3726

## Advertising—Radio

See Radio Broadcasting Companies & Stations

## Advertising Service

### K H U B BROADCASTING STATION

Santa Cruz Hy. . . . . Watsnvil-1700  
Prendergast Geo Ford's Al. . . . . Watsnvil 2296

## Advertising Signs—See Signs

## Advertising Specialties

Lee R W 61 Myrtle. . . . . S Cruz 3543-J

## Agricultural Chemicals

NH3 Service Co Lettunich Bldg. . . . . Watsnvil 2164-R  
Shell Agricultural Ammonia Service  
Lettunich Bldg. . . . . Watsnvil 2164-R

## Agricultural Implements

B & J Farm Equipment Co 363 Front. . . . . S Cruz 1963-J

### CERNOKUS & PARKER TRACTOR & EQUIPMENT REPAIRS

See Our Adv Under Tractors-Repairs  
113 Sn Juan Rd. . . . . Watsnvil 2612

### CORNELL TRACTOR CO

W Lake & Walker. Watsnvil-1126

### FARM SUPPLIES & EQUIPMENT

K. B. WEBB - Owner

BEAN  
ORCHARD & ROW CROP  
SPRAYERS & DUSTERS  
GARDEN TRACTORS  
MILWAUKEE ROTARY TILLERS  
SALES & SERVICE

Old Sn Jose Rd. . . . . S Cruz 22-W-5

### FARMERS' COOPERATIVE EXCHANGE

315 River. . . . . S Cruz 1802

### FARMERS' COOPERATIVE EXCHANGE

Walker. Watsnvil-111

### FARMERS MERCANTILE CO

233 Van Ness Av. . . . . Watsnvil 1318  
(See Advertisement This Page)

### FORD TRACTOR & IMPLEMENT DISTR

Bill Haden Inc  
Distributor For Santa Cruz County  
Also General Line of Farm Mach  
213 Main. . . . . Watsnvil 200

## Agriculturalists

Farm Bureau of Santa Cruz Co State Hy. Aptos-128-J

## Air Compressors

Philpott George M Co 1160 Bryant San Francisco  
(Toll) Call "Operator" for. . . . . Hemlock-5475

## Air Compressors—Renting

Philpott George M Co II60 Bryant San Francisco  
(Toll) Call "Operator" for. . . . . Hemlock-5475

All large guns of the United States  
Navy are pointed by radars designed by  
Bell Telephone Laboratories and made  
by the Western Electric Company.

## Air Conditioning Equipment & Supplies

### CARRIER AIR CONDITIONING

SALES AND SERVICE on the Complete Line of Carrier Air Conditioning Equipment.



"FOR INFORMATION CALL"

COMFORT & INDUSTRIAL

WARD EDWARD B & COMPANY

270 Fremont San Francisco

(Toll) Call "Operator" for . . . Exbrook-3848

## Air Line Companies

### SOUTHWEST AIRWAYS CO

Information And Reservations

Watsonville Airport. . . . . Watsnvil 2600

From Snta Cruz Exchange only (No Inter-City Charge) Ask "Operator" for Enrtprise 10261

## Air Services—Chartered

### SANTA CRUZ SKY PARK AIRPORT

Mt Hermon Rd. . . . . S Cruz 4637-W

(See Advertisement This Page)

Watsonville Flying Service Roache Dist. Watsnvil-2574

## Aircraft Dealers & Distrs

### PIPER CLUB—

SANTA CRUZ SKY PARK AIRPORT

See Ad Under Air Services Chartered

Mt Hermon Rd. . . . . S Cruz 4637-W

## Aircraft Schools

### JAY-BEE FLYING SERVICE

FLIGHT INSTRUCTION  
AIRCRAFT RENTAL  
CHARTER SERVICE  
PASSENGER FLIGHTS  
Luscombe Silvaire Dealer

Watsonville  
Municipal Airport. . . . . Watsnvil 1004-J

### SANTA CRUZ SKY PARK AIRPORT

See Ad Under Air Services Chartered

Mt Hermon Rd. . . . . S Cruz 4637-W

Watsonville Flying Service Roache Dist. Watsnvil 2574

(See Advertisement This Page)

## Aircraft Servicing

H & W Aircraft Repair's Roache Dist. Watsnvil-1004-W

### SANTA CRUZ SKY PARK AIRPORT

See Ad Under Air Services Chartered

Mt Hermon Rd. . . . . S Cruz 4637-W

## Airports

### SANTA CRUZ AIRPORT

Russell Rice-Operator

Monterey Ln. . . . . S Cruz-25-J-3

### SANTA CRUZ SKY PARK AIRPORT

Wayne Voigts & Jack Wilson

Mt Hermon Rd. . . . . S Cruz 4637-W

## Ambulance Service

Mehl's Ambulance Service 222 E Lake. Watsnvil-1940

### PERRIGO AMBULANCE SERVICE

1010 Center. . . . . S Cruz 750-J

### SANTA CRUZ AMBULANCE SERVICE

1010 Center. . . . . S Cruz 750-J

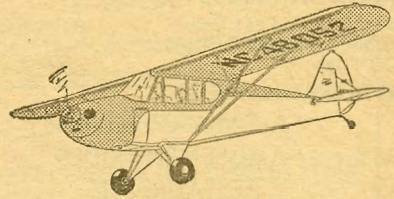
### WHITE'S AMBULANCE SERVICE

609 Main. Watsnvil-278

# CHARTER FLIGHTS

To Anywhere In California

- FLY DIRECT TO YOUR DESTINATION
- NO STOPS EN ROUTE
- AS LOW AS .05c PER PASSENGER MILE



## PIPER CUB

### SALES & SERVICE

Complete Stock of Piper Parts & Supplies

C.A.A. APPROVED

Primary Flight School No. 7243

C.A.A. FLIGHT EXAMINER NO. 6672

Licensed A & E Mechanic on Duty

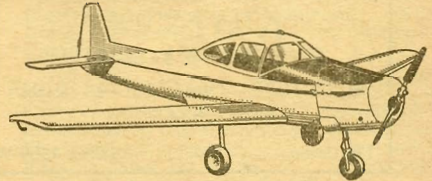
# SANTA CRUZ SKY PARK AIRPORT

Mt. Hermon Rd., Near Camp Evers

Phone Santa Cruz 4637-W

Evenings Call Santa Cruz 2718-W

# FLY WITH THE



# WATSONVILLE FLYING SERVICE

- INSTRUCTION
- SIGHT-SEEING
- CHARTER SERVICE
- RENTALS

Approved for Veterans

Phone  
Watsonville **2574**

Dealers for: Navion, Cessna, Aeronca & All American Ensign

Vern Ackerman · Bob Dielevsen

WATSONVILLE MUNICIPAL AIRPORT

Roache Distr. - Watsonville

**Amusement Devices**

Berry R L Boardwalk..... S Cruz-4053-W  
**HAPPY JACK MUSIC CO** 530 Main..... Watsnvil 850  
**MONCOVICH JOHN H** 244 Main..... Watsnvil 1630  
 If no answer call..... Watsnvil 1100  
 Santa Cruz Wired Music Co  
 150 Pacific Av..... S Cruz 4477

**Amusement Places**

Cactus Sportland 261 Main..... Watsnvil-2470  
**JOHNSON'S FISHING TRIPS**  
 Municipal Wharf..... S Cruz 2430

**SANTA CRUZ SEASIDE CO**

**SALT WATER PLUNGE  
 AMUSEMENT RIDES  
 RESTAURANTS  
 AND MANY OTHER CONCESSIONS**

Beach ..... S Cruz-580

**STAGNARO COTTARDO FISHING CORP**  
 Pleasure Pier..... S Cruz 2220  
 Town Clock Billiards 111 Pacific Av..... S Cruz-3365

**Ant Control—See Exterminating**

**Antiques—Dealers**

Adobe Antiques 27 School..... S Cruz-1908-J

**HAMELIN FURNITURE EXCHANGE**

**ANTIQUÉ FURNITURE**

China - Glassware - Brass - Lamps  
 We Buy & Sell Used Furniture  
 Mr. & Mrs. A. M. Hamelin  
 325 Soquel Av..... S Cruz 2460-J

**LORRAINE'S ANTIQUE & GIFT SHOP**

**ANTIQUES  
 BOUGHT, & SOLD**

FURNITURE - GLASSWARE - CHINA  
 BRIC-A-BRAC, ETC.  
 136 Ocean..... S Cruz-4569-W

**MENDOZA STUDIO**

Antiques-Gifts & Objects Of Art  
 512 Ocean..... S Cruz-3070  
 Miller's Antique Shop 212 Water..... S Cruz-1192-R  
 Morin's Antique Shop 565 Soquel Av..... S Cruz-1514  
 Nick's Antique Shop 476 Water..... S Cruz-349  
 Steele Chris Antiques 337 Soquel Av..... S Cruz 4613-W

**Antiques Repairing & Restoring**

Hal's Studio 541 Soquel Av..... S Cruz 3767-J

**Apartments**

Acacia Court 213 Riverside Av..... S Cruz 4095  
 Ainslie Apartments 14-1st Beach Hill..... S Cruz-4019-J  
 Allison Motel 95 Ocean..... S Cruz-1643  
 Barr Apartments 12 Trinity..... S Cruz 374-M  
 Barson Apartments 313 Barson..... S Cruz 2717-R  
 Bayside Lodge 34-1st Beach Hill..... S Cruz-4010  
 Beach Hill Court Apts 61-2nd..... S Cruz-1304  
**BLUE BELL APARTMENTS** 20 Trinity..... S Cruz-3110  
 Bonanza Apts 27 Leibbrandt Av..... S Cruz-4188  
 Boxer Geo..... Ben Lomond-132-R  
 Branciforte Lodge Branciforte..... S Cruz-3204-W  
 Burke Geraldine M 22 Leibbrandt Av..... S Cruz 2239-J  
 Capitola Apts 9W Prospect..... S Cruz-36-W-11

**Apartments—(Cont'd)**

**CASA ALTA APARTMENTS**

Furnished Apartments & Cottages  
 Raymond & Beach..... S Cruz-2799  
 Casa Char Nell 324 Main..... S Cruz 4607-J  
**CASA DEL REY APTS** Beach & Main..... S Cruz 4610  
 Cedar Crest Apts 230 Laurel..... S Cruz 169-W  
 Circle Apts Esplanade Capitola..... S Cruz-44-W-3  
 City View Apts 205 Soquel Av..... S Cruz 3987-J

**CLIFF DRIVE COURT**

Edwin L Terrell-Owner & Manager  
 1003 E Cliff..... S Cruz 692-W  
 Cliff House Apartments 246 E Cliff Dr..... S Cruz 1358-W  
 Coffee Apartments 33 Leibbrandt..... S Cruz-2163-W  
 Concha Del Mar Court  
 2 & 3 Room Furnished Apartments  
 130 W Cliff Dr..... S Cruz 2911  
 Gregor Apts Capitola..... S Cruz-20-J-1  
 Gregor C W Mrs Sn Jose Capitola..... S Cruz 696-J  
 Crocker Nora Belle 153 Soquel Av..... S Cruz 4138-J  
 Davis W E  
 Loma Vista-Furnished Apts  
 15 Middlefield..... Watsnvil-2247

**DEL MAR APARTMENTS**

Rudolph Fenna-Mgr  
 Apartments-Cottages-Sleeping Rooms  
 111 Leibbrandt..... S Cruz-3899  
 Del Mar Square Apts 17th & E Cliff Dr..... S Cruz 3250-J  
 Del Monte Court 46 Bixby..... S Cruz-4076-J  
 De Silva's Cottages 459 Seabright Av..... S Cruz-4448-J  
 Dickson's Lennox Court 1009 Bay..... S Cruz 476-M  
**DRIFTWAY APARTMENTS**  
 39-2d Beach Hill..... S Cruz 4642-W

**EAST CLIFF BUNGALOWS**

F Ree-Mgr  
 E Cliff Dr & 16th Av..... S Cruz-3338

**EL PATIO COURT**

Furnished Apts-Rooms & Garages  
 204 Riverside Av..... S Cruz 4319  
 Fern Apartments 228 Riverside..... S Cruz-1195-J  
 Ferndale Apts 22 Cliff..... S Cruz-1747-W

**FITCHIE COURT** 24 Curtis..... S Cruz 3243-J

Furrer Apartments 95 Leibbrandt..... S Cruz 2550-W

**GARDELLA JOE G**

At The Beach  
 70 Main Beach Hill..... S Cruz-4320  
 Gloria Courts 109 Leibbrandt Av..... S Cruz-2129-J

**GLOVER COURT APARTMENTS**

2 & 3 Room Furnished Apartments  
 268 Riverside Av..... S Cruz-3206

**GRIBBLE COURT APARTMENTS**

Furnished Apts-At The Beach  
 67 Cliff..... S Cruz-536

**HAMILTON APTS**

Apartments And Rooms  
 Alice D Hamilton-Prop  
 10 Stockton Av Capitola..... S Cruz-19-W-2

**HANNAH APARTMENTS** 312 Raymond..... S Cruz 4492

Hobby Knobby Courts  
 127-3d Beach Hill..... S Cruz-2436-J

Holiday Inn 87 Leibbrandt Av..... S Cruz 982-J

**HOOPER & FINSON**

175 Capitola Av Capitola..... S Cruz 2538-J

**HOTEL MCCRAY**

Jacob Lieberman Managing Owner  
 Pacific & 3d..... S Cruz 2207  
 Hutton Hillsdon 87 Cedar..... S Cruz-1816-W  
 J & J Apts 811 Beach..... S Cruz 4540  
 Jameson Jack 1106 N Branciforte Av..... S Cruz 4571-W  
 King's Court 40-2d Beach Hill..... S Cruz 4016-W  
 Kramer Apts 75 Owens..... S Cruz-952-R

**Krilanovich Edw M**

Furnished Housekeeping Apartments  
 10 Raymond..... S Cruz-2550-M  
 La Casa Blanca Apts Bay Capitola..... S Cruz-40-J-3

**LA PLAYA COURTS** 259 Riverside..... S Cruz-4382

Lenke Cottages 253 Riverside Av..... S Cruz 4405

Lindy's Apartments 249-3d..... S Cruz-3065

Lyn'Del Apts 306 Cliff..... S Cruz 148-J

Marine's Cottages 112 Marine Parade..... S Cruz 4436-W

Marinos L 450 Pacific Av..... S Cruz 1781-J

Martin's Court 250 Riverside..... S Cruz-1270-J

(Continued Next Page)

## Apartments—(Cont'd)

Meek Apartments Capitola Av Capitola. S Cruz 5-W-2  
Miramar Court 122-2nd. . . . . S Cruz-1334  
Mitchell Apts 164 Capitola Av Capitola. S Cruz-3137-R  
Modern Manor 87-2d Beach Hill. . . . . S Cruz-4096-W  
Monterey Bay Apts Capitola Av Capitola. S Cruz-19-J-4  
**MORRISON COTTAGES AT THE BEACH**  
64 Leibbrandt Av. . . . . S Cruz 1270-W  
Nelson Apartments 315A Mott Av. . . . . S Cruz 2621-W  
Neptune Apartments 516 Pacific Av. . . . . S Cruz-508  
New Miramar Court 129 Wave Ln. . . . . S Cruz 4130  
Niederquell Jacob 100 Broadway. . . . . S Cruz-3922  
Normandie Rooms & Apts 1 Cliff. . . . . S Cruz-4204  
Ocean Court & Apts 219 Riverside Av. . . . . S Cruz-4312  
Ocean St Apts 88 Ocean. . . . . S Cruz-3533-J  
**PACIFIC ARMS APTS** 435 Pacific Av. . . . . S Cruz-2776

### PACIFIC COURT

Furnished Apts & Cottages  
610 Pacific Av. . . . . S Cruz 2314  
Pac View Court 596 Pacific. . . . . S Cruz-627-W  
Park-Kaye Apts 15 Kaye. . . . . S Cruz-2164-M  
Pat's Apts 34½ Raymond. . . . . S Cruz-1191-R  
Pearl Apartments 51 Pearl. . . . . S Cruz 2093-R  
**POPPY COURT** 115 Trinity. . . . . S Cruz 4040-W  
Prince Apartments 7 Stockton Capitola. S Cruz-19-W-1  
Raymond Court Apts 309 Raymond. . . . . S Cruz 3243-W  
**REA COURT** 71 Raymond. . . . . S Cruz 4118

### Redwood Cottage Grove

Los Gatos Hwy. . . . . S Cruz 3872-W  
Rest Haven Court 20 Blaine. . . . . S Cruz-4515  
**REX APARTMENTS** 180 Leibbrandt Av. . . . . S Cruz-614  
Rio Del Mar Apartments Rio Del Mar. . . . . Apts 69-W  
Riviera Apartments 911 Beach. . . . . S Cruz 503-J  
Robb Geo W 100 Walnut Av. . . . . S Cruz 1279-W  
Rose Apartments 40 Van Ness. . . . . Watsnvil-2393  
Rosetta Apts Wharf Rd Soquel. . . . . S Cruz 48-W-1  
Rowe Apts 528 Main. . . . . Watsnvil-1999  
St Charles Court

Charles P Fratangelo-Mgr  
910-3d. . . . . S Cruz 2033  
San Lorenzo Apts 190-3d. . . . . S Cruz 1482-W  
Sea Breeze Apartments 73 Raymond. . . . . S Cruz-2461  
Seabright Court Apartments

Completely Furnished Apartments  
Atlantic & 2d Av. . . . . S Cruz 3440  
**SEAVIEW COURTS** 721 Beach. . . . . S Cruz 605  
Severance Ivan 37A Cedar. . . . . S Cruz-1583-R

### SHERMAN VILLA COTTAGES

438 Market. . . . . S Cruz 4185-W  
Smith Apartments 214 Riverside Av. . . . . S Cruz-1636  
Spruce Apartments Spruce & Front. . . . . S Cruz-627-J  
Stowe R E 86 Church. . . . . S Cruz 4686  
Sunny Beach Cottages 54 Raymond. . . . . S Cruz-2239-R  
Swall's Apartments 227 Riverside Av. . . . . S Cruz 2643  
Swan Cottages 256 Riverside. . . . . S Cruz-3521-W  
The Locusts Sn Lorenzo River Dr. Ben Lomond-103-W  
Van Val Apartments Pleasure Pt. . . . . S Cruz 18-J-4  
Veach W B

2 & 3 Room Furnished Apartments  
W B Veach Proprietor  
28 Leibbrandt. . . . . S Cruz-4040-J

### VENETIAN COURT APARTMENTS

Furnished  
Mildred H Williams-Manager  
Capitola. . . . . S Cruz-53-J-3  
Watson's Cottages  
106½ Riverview Av Capitola. . . . . S Cruz 2-W-12  
Wesley Ann Cottages 123 Trinity. . . . . S Cruz 3093-W  
Willowbrook Apts 350F Mission. . . . . S Cruz-3184  
Wilson Homer V 34-2d Beach Hill. . . . . S Cruz-4016-J  
Winita Court 128-2d Beach Hill. . . . . S Cruz-3235

### YOUNGMAN'S AT THE BEACH

Furnished Apartments  
116 Seabright Av. . . . . S Cruz 485

## Architects

Duckering Lynn R  
Registered Architect  
27 Front. . . . . S Cruz-961  
Easterly John I 1006A Lincoln. . . . . Watsnvil 2322  
Kress Edw W Farmers & Merch Nat'l Bk Bg. . . . . S Cruz-637  
Ryland & Miller  
C J Ryland  
112 Pacific Av. . . . . S Cruz 2197-M

## Architects—Landscape

See Landscape Architects

## Army & Navy Goods

Hub Clothing Store 225 Pacific Av. . . . . S Cruz-1342  
**WATSONVILLE WAR SURPLUS STORE**  
235 Main. . . . . Watsnvil 3

## Artichokes

See Fruits & Vegetables Headings

## Artists

Doner Ephraim Olive Springs Rd. . . . . S Cruz 58-J-3

## Asphalt & Asphalt Products

Calrock Asphalt Co Coast Rd. . . . . S Cruz-3-F-23

## Associations

See also Clubs; Labor Organizations; Etc

Amer Legion 323A Main. . . . . Watsnvil 2202  
Amer Legion Adjutant 342 Pacific Av. . . . . S Cruz 1387-J  
Amer Legion Service Officer  
110 Fairbanks. . . . . S Cruz 1290-W  
Busy Bee Club 301 Main. . . . . Watsnvil-221  
Calif State Automobile Assn  
Sn Lorenzo River Dr. Boulder Crk-51  
Calif State Automobile Assn 125 Soquel Av. S Cruz-2102  
Calif State Automobile Assn  
17 W Lake Av. Watsnvil-2196

Catholic Welfare Assn Ford. . . . . Watsnvil 505  
Chamber of Commerce Civic Auditorium. . . . . S Cruz-6  
Chamber of Commerce 444 Main. . . . . Watsnvil-266

### CREDIT BUREAU OF SANTA CRUZ

118 Union. . . . . S Cruz 462  
Eagles Hall 121 Pacific Av. . . . . S Cruz-2365-J  
Eagles Lodge No 72 14 Wall. . . . . Watsnvil-1022  
Elkhorn Country Club Elkhorn Dist. Watsnvil-34-W-3  
Elks Club Room Wall & Main. . . . . Watsnvil-1300  
Elks Club Rooms 171 Pacific. . . . . S Cruz-824  
General Truck Drivers Union No 287

109 Pacific Av. . . . . S Cruz-411  
If no answer call. . . . . Watsnvil-2310  
Girl Scout Headquarters 38 Pacific Av. . . . . S Cruz-1860  
Humane Society 138 Sunnyside Av. . . . . S Cruz 2677-W  
I O O F 100F Bldg. . . . . S Cruz-324  
I O O F Pajaro Lodge No 90 E 3rd. . . . . Watsnvil-167  
Junior Chamber of Commerce  
Civic Auditorium. S Cruz-6

Labor Temple 462A Main. . . . . Watsnvil-1386  
Masonic Hall Assn 163 Pacific Av. . . . . S Cruz 473  
Masonic Hall Assn Maple & Union. . . . . Watsnvil-186  
Merchants Association Pajaro Val Bk Bg. Watsnvil-1500  
Moose Hall 304 Pacific Av. . . . . S Cruz-1104-W  
Native Sons Club Rooms 12½ Pac Av. S Cruz-2930-W  
Paradise Park Masonic Club County Hwy. S Cruz-1508  
Red Cross Watsonville Chapter 2d. . . . . Watsnvil-769  
Redman Hall Walk Cir. . . . . S Cruz-3179  
Sales-Delivery Drivers & Warehousemen's Union  
Local 296 50 Beverly Av Capitola. . . . . S Cruz 3752-W  
Salvation Army 214 Union. . . . . Watsnvil-1167  
San Jose Y M C A Camp  
San Lorenzo River. . . . . Boulder Crk-48-Y-21  
San Lorenzo Valley Chamber of Commerce

Ben Lomond-11  
Santa Cruz Boys' Club Elks Gymn. . . . . S Cruz-3598-W  
Santa Cruz Chamber of Commerce  
Civic Auditorium. S Cruz-6

(Continued Next Page)

## Aprons—Whse & Mfrs

**DE COSTA'S** 114 Locust. . . . . S Cruz 3876

Enjoy the Guest Artists series on "The Telephone Hour" — N.B.C., Monday nights.

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- Teamsters Union Local 287
- Fred Hofmann Secy-Treas
- George Van Dusen Local Representative
- 9 E Lake Av. . . . . Watsnvil-2310
- V F W Service Office Rittenhouse Bldg. . . S Cruz-2684
- Veterans Memorial Bldg 17 Front. . . . . S Cruz-621
- Veterans Memorial Bldg Club Rooms
- 215-3d . . . . . Watsnvil-845
- Veteran's Of Foreign Wars
- Veteran's Memorial Bldg. . . . . Watsnvil 1981
- Y W C A 12 Brennan. . . . . Watsnvil 533
- Y M C A 535 Main. . . . . Watsnvil-225
- Young Women's Christian Assn
- 303 Walnut Av. . . . . S Cruz 3397

**Athletic Goods**

See Sporting Goods Headings

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- Castro & Franich 20 E Lake. . . . . Watsnvil-2517
- Cochrane Barbara G 14 Cooper. . . . . S Cruz 60
- Cureton Stewart 14 Cooper. . . . . S Cruz-60
- Deans W A Court House Annex. . . . . S Cruz-519
- Franich Anthony J Lettunich Bldg. . . . Watsnvil-1902
- Residence 236 East Lake Av. . . . . Watsnvil 2323
- Grunsky Donald L Lettunich Bldg. . . . Watsnvil-2450
- Hoppe Arthur S
- Snta Cruz Co Bldg&Loan Assn Bldg. S Cruz-734-W
- Hudson R H Lettunich Bldg. . . . . Watsnvil-48
- Leonard John H CountyNationalBankBldg.S Cruz-2520
- Lucas Harry C Jr Title Insurance Bldg. . S Cruz 2300
- Lucas & Wyckoff Title Insurance Bldg. . S Cruz-2300
- McCarthy John Lettunich Bldg. . . . . Watsnvil-243
- Miller Loyd R Title Insurance Bldg. . . S Cruz-2300
- Murphy J Frank 53 Pacific Av. . . . . S Cruz-2607

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- Perry Gilbert B Lettunich Bldg. . . . . Watsnvil-48
- Rittenhouse & Rittenhouse Rittenhouse Bg.S Cruz-400
- Sans Hudson & Perry Lettunich Bldg. . . Watsnvil-48
- Sayre Roy M 439A Main. . . . . Watsnvil-1754
- Residence 239 Stanford. . . . . Watsnvil-1584
- Scoppettone James J
- Farmers&Merchants Natl Bank Bldg. S Cruz-121
- Smith Stanford G
- Farmers & Merch National Bank Bldg. S Cruz-2765
- Snyder Bert B Medico-Dental Bldg. . . . S Cruz-83
- Wyckoff Gardner Parker & Boyle
- Lettunich Bldg. . . . . Watsnvil-81
- Wyckoff Stephen Title Insurance Bldg. . S Cruz-2300
- Younger Donald SantaCruzTheatreBldg. . S Cruz-478

**Attorneys—Patent**

See Patent Attorneys & Agents

**Auditoriums—See Halls & Auditoriums**

**Automobile Accessories**

See Automobile Parts & Supplies Headings

**Automobile Batteries**

See Batteries Headings

**Automobile Blacksmithing**

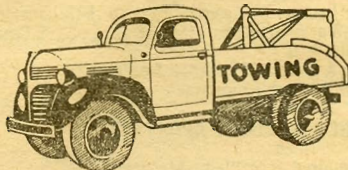
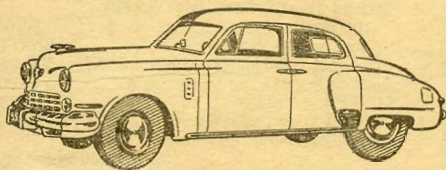
See Automobile Body Repairing

**Automobile Body Repairing**

- ATCH'S MUFFLER & BODY SHOP
- Moulding & Custom Work
- 520 E Lake Av. . . . . Watsnvil-1147-J
- (Continued on Pages 7 & 8)

# COMPLETE AUTOMOTIVE SERVICE

*Official AAA Tow Service Under Contract Since 1926*



Complete Wreck Rebuilding - Auto Painting and Striping - Body and Fender Repairing - Motor Rebuilding - Battery Service - Wheel Aligning - Wheel Balancing - Electrical Service - Brake Service - Complete Lubrication - Steam Cleaning & Washing - Complete Tire Service for Passenger, Truck & Tractor



**Watsonville 1877**  
**CROWLEY & TRAUlsen**

W. Lake & Van Ness Av.

# WE SPECIALIZE

in

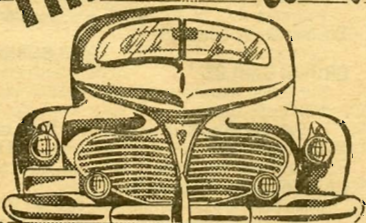
- BODY & FENDER WORK
- PAINTING—STRIPING
- COLOR MATCHING
- BRAKES—WHEEL ALIGNING
- WELDING—ARC and GAS
- GLASS INSTALLED
- FRAME & WHEEL STRAIGHTENING

## BLAKEMORE BROS.

Soquel Hwy.  
Near 7th Ave.

Santa Cruz 2754-W

*High Finish*  
**THE FACTORY**  
*Way*



*Phone*

SANTA CRUZ.  
884

Residence:  
3196-R



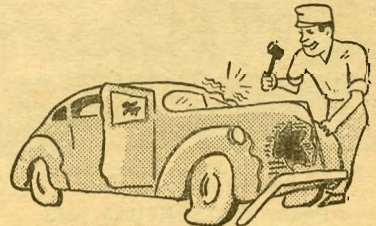
- Body Repairing
- Fender Work
- Painting
- Color Matching
- Seat Covers
- Upholstery
- Wreck Rebuilding

### PRICE AUTO BODY WORKS

323 FRONT

Over 12 Successful Years in Santa Cruz

**COMPLETE  
BODY & FENDER WORK**



### WRECKS REBUILT

USING GENUINE PARTS

### • AUTO PAINTING

FRAME - AXLE STRAIGHTENING

WHEEL BALANCING & ALIGNMENT

*Work Done by Experts in Their Trade*

### BUD'S AUTO BODY SHOP

BUD PARKER

126 RIVER

SANTA CRUZ 3874

Residence Santa Cruz 1014-J

## Automobile Body Repairing- (Cont'd)

### BEN LOMOND AUTO BODY SHOP

Complete Auto Collision Work  
Expert Painting - General Repairs  
Work Unconditionally Guaranteed  
DOUGLAS MacNALLY, Prop.  
Residence Phone Felton 12-M  
Located Behind Associated Station  
Main..... Ben Lomond 132-M

Blakemore Bros Soquel Hwy..... S Cruz 2754-W  
(See Advertisement Preceding Page)

**BUD'S AUTO BODY SHOP** 126 River... S Cruz 3874  
Residence..... S Cruz-1014-J  
(See Advertisement Preceding Page)

**CROWLEY & TRAUlsen**  
W Lake & Van Ness Av..... Watsonville-1877  
(See Advertisement Page 6)

**FRANICH INSIDE GARAGE**  
24 Hour Towing Service  
440A Main..... Watsonville-82

### HAMPTON AUTO BODY SHOP

AUTO BODY & FENDER  
REPAIRING  
AUTO PAINTING  
WHEEL ALIGNING & BALANCING  
COMPLETE WRECK SERVICE  
122 River..... S Cruz 3269-W

King A R  
Repairing & Painting-Bodies & Fenders  
308 Soquel Av..... S Cruz-1664-J

## RALEY'S MOTEL

WATSONVILLE'S NEWEST & FINEST



28 Modern Units With or Without Kitchenettes  
Tile Showers - Automatic Heat

Phone **WATSONVILLE 1673**  
781 MAIN ST.

## Hidden Motor Court

Member United Motor Courts - AAA  
Calif. Mission Trails Assn. - Duncan Hines



**19 MODERN UNITS - SHOWERS  
WITH OR WITHOUT KITCHENETTES**  
Close to Beach & Downtown  
Yet Away from Hi-way & Noise

**SANTA CRUZ**  
80 Riverside Ave. Santa Cruz .259

**MORIARTY CHEVROLET CO**  
35 E Lake..... Watsonville 1302  
**PALOMAR GARAGE** 120 Front..... S Cruz 3000  
**PERRAULT HAROLD** 9 E 5th..... Watsonville 2145  
Perrigo Duco & Repair Shop  
1010 Center..... S Cruz 750-J  
**PRICE AUTO BODY WORKS** 323 Front... S Cruz-884  
(See Advertisement Preceding Page)  
**SANTA CRUZ MOTOR SALES**  
Pacific & Water..... S Cruz 245  
**SNOOK PORTABLE BODY WORKS**  
639C Main..... Watsonville 155-M  
**TEDROWE JOS L.** Front & Cooper... S Cruz 3300  
Tom's Body Shop 2044 N Pacific..... S Cruz 4523

## Automobile Boxing-See Trucking

## Automobile Brake Service-See Brake Service

## Automobile Bumpers

See Automobile Parts & Supplies Headings

## Automobile Bus Lines-See Bus Lines

## Automobile Camps-See Automobile Courts

## Automobile Cleaning

See Automobile Washing & Polishing

## Automobile Courts

### ACACIA CABINS

"PADDY" TYNAN, Owner  
**FELTON'S**  
NEW MODERN CABINS  
Frigidaire Equipped Kitchens  
P O Box 160  
San Lorenzo River Dr..... Felton 26

Amador Motel..... Felton 96-M  
**APPLE CITY AUTO COURT**  
V A Pipkin-Owner  
Main & Front..... Watsonville-773  
Arnold's Surf Court  
115 Leibbrandt Av..... S Cruz 4586-W  
Beach City Auto Court 30 Laurel... S Cruz-1191-M  
Boulder Brook Village  
Prospect Av..... Boulder Crk 438-W  
Boulder Creek Lodge  
Central Av..... Boulder Crk 407-J  
**BROWN GABLES**  
Furnished Housekeeping Cabins  
M Hauser-Owner  
San Lorenzo River..... Ben Lomond-73-W  
Bungalow Motel Los Gatos Hwy... S Cruz 39-J-3  
Byrne's Motel 587 Soquel Av..... S Cruz-3380  
**CAPITOLA AUTO COURT**  
28 Cabins-Trailer & Camping Space  
Capitola Av Capitola..... S Cruz-40-J-2  
Chanticleer Court Chanticleer Av & Watsonville  
S Cruz Hwy..... S Cruz-4011-W  
**CLEAR VIEW AUTO CAMP**  
Trailer & Camp Accommodations  
170 W Cliff Dr..... S Cruz 2942  
**COTTAGE AUTO COURT**  
Apartments Furnished For Housekeeping  
Watsonville Hwy..... S Cruz-1773-W  
Cypress Cove Auto Court  
Santa Cruz Rd..... Watsonville 108-W-2  
**EAST LAKE MOTEL** E Lake..... Watsonville-856  
El Pajaro Motel Los Gatos Hwy... S Cruz 4669-W  
**EL RIO AUTO COURTS**  
Furnished Cottages & Trailer Space  
2120 N Pacific..... S Cruz 542  
Evergreen Lodge 667 Soquel Av... S Cruz-1727-J  
Fisher M W Soquel..... S Cruz-1516  
Freedom Auto Camp Santa Cruz Rd... Watsonville-2136  
Freeman M S End of Ocean Vw Av... S Cruz-224-J  
(Continued Next Page)



**Automobile Courts--(Cont'd)**

**FREMONT TOURIST COURT**

118 Plymouth..... S Cruz 4285-W  
 Glen Echo Auto Court S Cruz Rd.... Watsonville-84-J-12  
 Heather Motel SantaCruz-Watsonville..... S Cruz-62  
**HIDDEN MOTOR COURT** 80 Riverside Av. S Cruz 259  
 (See Advertisement Opposite Page)

Hilltop Court 53 S Park Way..... S Cruz-2803-J  
**HOLLAND'S MOTEL** 100 E Cliff Dr.... S Cruz-1449

**HOMELAND AUTO COURT**

OLAF H WINTHER, Prop.  
**MODERN COTTAGES**  
 FOR OVERNIGHT & VACATIONS  
 SHOWERS - KITCHENS  
 COFFEE SHOP  
 Los Gatos Hwy..... S Cruz 39-J-4

Live Oak Motel Los Gatos Hwy..... S Cruz 59-W-11  
 Lucky Stone Motel 490 Ocean..... S Cruz-1431  
 Lyn-Gay Motel  
 S Cruz Watsonville Hwy..... S Cruz-1069-J

**MAPLES AUTO COURT APARTMENTS**

Maple Court-Rates By Day-Week  
 56 Bixby..... S Cruz-2437-W  
 Midway Court 711 Beach..... S Cruz 2115

**MILLER'S BEN LOMOND COURT**

Mill..... Ben Lomond-19-W

**MODERN MOTOR LODGE**

W H Jackson-Proprietor  
 151 Water..... S Cruz-4241-J

**MOTEL DEL PRADO**

ONE OF CALIFORNIA'S BEST  
 MOTOR HOTELS  
 ALL MODERN CONVENIENCES  
 SHOWERS AND TUB BATHS - FREE RADIOS  
 HOTEL SERVICE EXCLUSIVELY  
 MEMBER UNITED MOTOR COURTS  
 7th Av&Highway 1..... S Cruz-2613

Neumeyer Walter Bear Creek Rd... Boulder Crk-77-M  
 Nutini's Motor Lodge Watsonville Hy. S Cruz-38-J-11  
 Ocean Lodge 1015 Ocean..... S Cruz 4578  
 Ocean View Auto Court  
 Cabins & Trailer Space  
 End of Ocean View Av..... S Cruz 224-J  
 Palm Beach Auto & Trailer Park  
 Palm Bch. Watsonvil-7-W-11

**PARK CITY LODGE**

Housekeeping Cabins  
 Grocery & Service Station  
 41st&Watsonville Hwy..... S Cruz-2312  
 Pine Motel SCruz-WatsHwy..... S Cruz-17-W-3  
 Pines The Brookside Av..... Ben Lomond-164-W  
 Pleasant View Auto Inn  
 Snta Cruz-Watsonville Hwy. S Cruz-3499

**RALEY'S MOTEL** 781 Main..... Watsonvil 1673

(See Advertisement Opposite Page)  
 Redwood Court 575 Soquel Av..... S Cruz-4470

**REDWOOD VILLAGE MOTOR LODGE**

Housekeeping Cottages..... Aptos-10

**RIVER BANK AUTO CAMP**

Kitchens-Rates By Day-Week-Month  
 46 Water..... S Cruz 1919-J  
 Riverside Lodge Riverside Av..... Ben Lomond 166-R

**RIVERVIEW COTTAGES** 26A Ocean..... S Cruz-3415

**ROWARDENNAN LODGE**

FORMERLY CRISTINA'S CABINS  
**GAS HEATED COTTAGES**  
 DINING ROOM  
 ERICH KOENIG  
 Proprietor  
 Sn Lorenzo River Dr..... Ben Lomond 69  
 Residence & Office..... Ben Lomond 56-J

Rowardennan Lodge  
 San Lorenzo River Dr..... Ben Lomond 56-J  
 Res & Office..... Ben Lomond-136-J

**SANTA CRUZ MOTEL**

E L Jett-Proprietor  
 9 Plymouth..... S Cruz-2137-J

**SANTA CRUZ MOTOR LODGE**

Watsonville Hwy..... S Cruz 4623-W  
 Scotts Valley Courts Scotts Valley... S Cruz-39-W-5  
 Seabright Auto Camp

Peter L Langone  
 382 Alhambra..... S Cruz-3873

**SEACLIFF AUTO APTS** State Hwy

Seacliff Park..... Aptos-32-J

**SEIDLINGER'S GROCERY**

549 Soquel Av..... S Cruz 3937

**SEIDLINGER'S GROCERY** 549 SoquelAv. S Cruz-3937

**SMART MOTEL THE**

15 Units-Kitchens-Close To Beach & Town  
 152 Cedar..... S Cruz-3960

Stevinson Donald D 17 Salinas Rd. Watsonvil-1062-W  
 Sunset Auto Court Santa Cruz Rd... Watsonvil 50-W-5

**TANGLEWOOD AUTO COURT**

124 Front..... Watsonvil-2024

Terrace Court 125 Beach..... S Cruz 718  
 Twin Lakes Motor Court TwinLakes... S Cruz-4050-J

**WALL STREET AUTO COURT**

49 Modern Apartments  
 Earl G Callender-Proprietor  
 311 Wall..... Watsonvil-1643

**West Auto Court**

Furnished Housekeeping Apts  
 8 Salinas Rd..... Watsonvil-1928

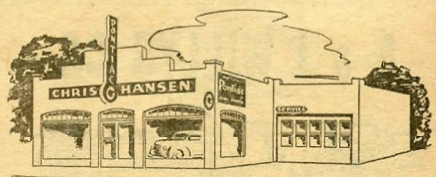
**Automobile Dealers--New Cars**

**A & L WILLYS CO** 201 Soquel Av..... S Cruz 2644

(See Advertisement Following Page)

**ALDERSON ROY** 222 Front..... S Cruz 4122

(See Advertisement Page 11)  
 (Continued Next Page)



**PONTIAC**  
**SIXES & EIGHTS**

*Sales & Service*  
**WHITE MOTOR TRUCKS**

*Sales & Service*

Our completely equipped shop and our expert service will do it for you.

**ONE OF THE LARGEST  
 USED CAR STOCKS  
 IN WATSONVILLE**

**CHRIS C. HANSEN**

640 Main

**Watsonville 644**

# KNIGHT MOTOR COMPANY

AUTHORIZED DEALERS

## HUDSON MOTOR CARS



SALES & SERVICE  
GENERAL REPAIRING

### USED CARS

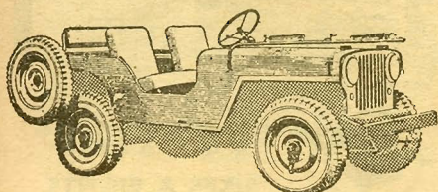
RECONDITIONED AND  
GUARANTEED

TIRES & BATTERIES  
UNION OIL PRODUCTS

PHONE SANTA CRUZ  
**2010**

480 PACIFIC AVE.  
SANTA CRUZ

# A & L WILLYS CO.



AUTHORIZED  
*Sales & Service*

## JEEPS

STATION WAGONS  
TRUCKS - SEDANS

PHONE  
**Santa Cruz 2644**

201 Soquel Av.

## Automobile Dealers—New Cars— (Cont'd)

### APPLETON GARAGE

Sonfieth Motors  
Dodge-Plymouth Sales & Service  
219 Van Ness Av. . . . . Watsnvil-1720

### BARABE & HANSEN USED CARS

275 Front. . . . . S Cruz 4152-J

### BUICK AUTHORIZED SALES & SERVICE

WHEN BETTER AUTO-  
MOBILES ARE BUILT  
BUICK WILL BUILD  
THEM.



"WHERE TO BUY IT"

Lawson Tom Buick Agency Freedom.. Watsnvil-720  
Marks A J  
Palomar Garage  
120 Front. . . . . S Cruz-3000

Buick Automobile Agcy Freedom. . . . . Watsnvil-720

### CADILLAC-LASALLE SALES & SERVICE

"STANDARD  
OF THE  
WORLD"



"WHERE TO BUY IT"

Marks A J  
Palomar Garage  
120 Front. . . . . S Cruz-3000  
Robley Motors 555 Main. . . . . Watsnvil-211

### CHEVROLET AUTHORIZED SALES & SERVICE

Choose Chevrolet for Big-  
Car quality at low cost. Re-  
member—Chevrolet's proved  
quality, plus nationwide  
Chevrolet dealer service, means *double de-  
pendability* wherever you travel.



"FOR SERVICE, CALL"

MORIARTY CHEVROLET CO  
35 E Lake. . . . . Watsnvil-1302

PROLO CHEVROLET CO  
293 Pacific Av. . . . . S Cruz-490

Chevrolet Motor Car Dealer 293 Pacific Av. S Cruz-490

### CHRYSLER-PLYMOUTH SALES & SERVICE

THE  
BEAUTIFUL  
CHRYSLER



"WHERE TO BUY THEM"

PERRAULT HAROLD 9 E 5th. . . . . Watsnvil 2145  
TEDROWE JOS L  
Front & Cooper. . . . . S Cruz-3300

Countryman Jas L 331 Front. . . . . S Cruz-4304-W  
Cunnison Bros Inc Soquel. . . . . S Cruz-305

### DEL REY MOTORS

H G Christian-Dealer  
Front & Cooper . . . . . S Cruz 281  
If no answer call . . . . . S Cruz 52-W-3

(Continued Next Page)

**Automobile Dealers—New Cars—  
(Cont'd)**

**DE SOTO AUTHORIZED SALES & SERVICE—**

ALDERSON ROY 222 Front..... S Cruz 4122  
 PELICH BROS E Lake & Lincoln. Watsvil 1808

**DUNLAP PERCY H**

Willy's Car Dealers  
 118 Van Ness..... Watsvil-2534

**EVERETT'S AUTO SERVICE** Freedom. Watsvil 1920  
 (See Advertisement Following Page)

**FORD AUTHORIZED SALES & SERVICE**

It pays to bring your Ford  
 "Back Home" for service.  
 Your Ford dealer knows your  
 car best. He uses genuine Ford Parts and  
 Ford-approved equipment.



*"WHERE TO BUY IT"*

**HADEN BILL INC** 213 Main..... Watsvil 55  
**SCOFIELD GEO H** 227 Front..... S Cruz 175

**FORD MOTOR CAR DEALER**

Geo H Scofield  
 227 Front..... S Cruz-175

Haden Bill Inc 213 Main..... Watsvil-55

**HANSEN CHRIS C** 640 Main..... Watsvil 644  
 (See Advertisement Page 9)

Holland Motor Sales 340 Front..... S Cruz 4165  
 (See Advertisement Following Page)

**KNIGHT MOTOR CO** 480 Pacific Av... S Cruz-2010  
 (See Advertisement Opposite Page)

**LASALLE SERVICE**

See "Cadillac-LaSalle Sales & Service"  
 under this Classification

**LINCOLN-MERCURY SALES AND SERVICE**

Headquarters for  
 sales and complete,  
 efficient service.



*"WHERE TO BUY THEM"*

**HADEN BILL INC** 213 Main..... Watsvil 55  
**SCOFIELD GEO H** 227 Front..... S Cruz 175

Moriarty Chevrolet Co 35 E Lake... Watsvil-1302

**MOSSO & PUCCINELLI SERVICE STATION**

Kaiser-Frazier Dealers Also Rototiller  
 Water & Eagle..... S Cruz 29

**NASH**

YOU'LL BE  
 AHEAD  
 WITH



*"SALES & SERVICE"*

*"WHERE TO BUY IT"*

Holland Motor Sales 340 Front..... S Cruz 4165

(Continued Next Page)

If the telephone number at your residence is listed under another's name, frequently friends do not know how to reach you. For small cost you can have a separate listing in the Telephone Directory under your own name.



**DE SOTO  
 PLYMOUTH**

- Great Cars
- Fine Service
- A Square Deal

**REPAIRS GUARANTEED**

*Genuine Factory Parts  
 & Accessories*

Reconditioned Used Cars

**ROY ALDERSON  
 SANTA CRUZ 4122**

222 FRONT

MERCURY



LINCOLN

AUTHORIZED SALES & SERVICE  
 SANTA CRUZ & VICINITY

**GEO. H. SCOFIELD  
 MOTOR CO.**

227 FRONT STREET

Phone Santa Cruz 175



**DODGE • PLYMOUTH  
 AUTHORIZED  
 DEALER**

**SONFLIETH MOTORS  
 APPLETON GARAGE**

Genuine Parts & Service  
 Dodge "Job Rated" Trucks  
 Repairs on All Makes



**Watsonville 1720**

219 VAN NESS

**Automobile Dealers—New Cars—  
(Cont'd)**

**OLDSMOBILE**

This General Motors quality car offers Hydra-Matic Drive, the Drive that eliminates the clutch pedal and shifts gears automatically through four forward speeds.



*"WHERE TO CALL"*

**COUNTRYMAN JAS L** 331 Front S Cruz-4304-W  
**ROBLEY MOTORS** 555 Main . . . . . Watsonville-211

Plan your shopping with the Classified Telephone Directory.



## PELICH BROS.


**DE SOTO                      PLYMOUTH**  
**SALES                              SERVICE**

Genuine DeSoto & Plymouth Parts  
Mo Par Accessories

### We Repair All Makes Mobilgas Products

Phone  
**E. LAKE & LINCOLN      Watsonville      1808**

## EVERETT'S AUTO SERVICE



**Hudson Motor Cars**  
*Sales & Service*

Complete Automotive Service  
Auto Repairs, Gas, Oil &  
Lubrication

PHONE  
**Watsonville 1920**

Located in the Center of Freedom - Just  
Out of Watsonville on the Road to Santa Cruz

## Nash

*Sales &  
Service*



**GENERAL AUTO REPAIRING**  
BY SANTA CRUZ' MOST UP TO DATE REPAIR SHOP  
**HOLLAND MOTOR SALES**  
**SANTA CRUZ 4165**  
340 FRONT ST.

**O'RIELLY BILL INC**

Authorized Dealer  
**DODGE & PLYMOUTH**  
Genuine Parts & Service  
**DODGE "JOB RATED" TRUCKS**  
Two Locations  
1st & Cliff - Front & Laurel  
1st & Cliff . . . . . S Cruz 4300

**PACKARD AUTHORIZED SALES & SERVICE**

ASK  
THE MAN  
WHO  
OWNS ONE



*"WHERE TO BUY IT"*

**CROWLEY & TRAUlsen**  
W Lake & Van Ness Av. . . . . Watsonville-1877  
**DEL REY MOTORS** Front & Cooper . . . S Cruz 281

Pelich Bros E Lake & Lincoln . . . . . Watsonville 1808  
(See Advertisement This Page)

**PLYMOUTH AUTHORIZED SALES&SERVICE—**

**ALDERSON ROY** 222 Front . . . . . S Cruz 4122  
**PELICH BROS E** Lake & Lincoln . . . Watsonville 1808  
**PERRAULT HAROLD** 9 E 5th . . . . . Watsonville 2145  
**TEDROWE JOS L** Front & Cooper . . . S Cruz-3300

**PONTIAC AUTHORIZED SALES & SERVICE**

Better, more efficient care for your Pontiac because of factory-trained mechanics using approved equipment and high-quality replacement parts.



*"WHERE TO BUY THEM"*

**DEALERS**

**HANSEN CHRIS C** 640 Main . . . . . Watsonville-644  
**THRASH MOTORS** 238 Front . . . . . S Cruz-2100

Pontiac Motor Car Agency 640 Main . . . . . Watsonville-644  
Prolo Chevrolet Co 293 Pacific Av. . . . . S Cruz-490

**SANTA CRUZ MOTOR SALES**

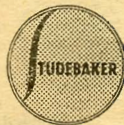
Dodge & Plymouth Sales & Service  
Pacific & Water . . . . . S Cruz-245  
Scofield Geo H 227 Front . . . . . S Cruz-175  
(See Advertisement Preceding Page)

**SONFLIETH MOTORS**

Appleton Garage  
219 Van Ness . . . . . Watsonville-1720  
(See Advertisement Preceding Page)

**STUDEBAKER SALES AND SERVICE**

*Cars and Trucks  
of Outstanding Quality  
and Economy*  
Expert car and truck  
service for Studebaker  
and other makes



*"WHERE TO CALL"*

**AUTHORIZED SALES & SERVICE**  
**CENTRAL ONE-STOP SERVICE**  
127 Front . . . . . S Cruz-444

**CROWLEY & TRAUlsen**  
W Lake & Van Ness Av . . . . . Watsonville-1877

**TEDROWE JOS L** Front & Cooper . . . . . S Cruz-3300  
Thrash Motors 238 Front . . . . . S Cruz-2100  
Zar & Franich 566 Main . . . . . Watsonville-2174

**Automobile Dealers—Used Cars**

**ALDERSON ROY**  
Buy A Reconditioned Used Car  
From Your New Car Dealer  
222 Front..... S Cruz 4122

**BARABE & HANSEN USED CARS**  
275 Front..... S Cruz 4152-J  
Chevrolet Motor Car Agency 35 E Lake. Watsnvil-1302  
**CHEVROLET MOTOR CAR DEALER**  
Prolo Chevrolet Co  
293 Pacific Av..... S Cruz 490

**DARENDINGER JOHN M**  
Laveaga & Soquel..... S Cruz 4654-W

**EDWARDS ERNEST** 202 Main.... Watsnvil-2585-W  
(See Advertisement This Page)

**GONZALES TED L**

USED CARS  
BOUGHT & SOLD  
We Pay Cash

Aptos ..... Aptos 90-R

**GREVER ART J** 687 Soquel Av. .... S Cruz 1344  
(See Advertisement This Page)

**HADEN BILL INC**  
Always A Better Deal—Nothing But  
Recommended Used Cars All Makes  
213 Main..... Watsnvil-55

**HANSEN CHRIS C** 640 Main..... Watsnvil 644  
Owens Used Car Lot 150 Front..... S Cruz-379  
Robley Motors 555 Main..... Watsnvil-211

**SCOFIELD GEO H**  
Ford Motor Car Authorized Dealer  
227 Front..... S Cruz 175  
(Continued Next Page)

**Ernest Edwards**  
**BUYS & SELLS**  
**USED CARS**  
**CASH for Your Car**

*Extra Money for Extra Equipment*

Phone  
**WATSONVILLE 2585-W**


202 Main St. Watsonville

WHOLESALE AND RETAIL  
**JOHN M. DARENDINGER**  
**USED CARS**

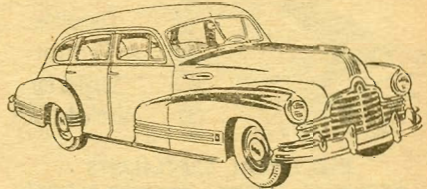
1103 SOQUEL AVE., SANTA CRUZ

"IF IT'S A GOOD CAR - SEE DARENDINGER"

DEALER FOR NEW  
HOUSE TRAILERS

 **Santa Cruz 4654-W**

**CASH PAID**  
for



**USED CARS**

*All Makes*  
*Good Condition*

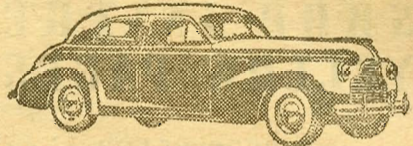
Phone **SANTA CRUZ 873**

250 FRONT ST. SANTA CRUZ

KEN WRIGHT & JOHN WRIGHT

**WRIGHT BROS.**  
**AUTO SALES**

**USED CARS**



WE PAY CASH

**ART J. GREVER**

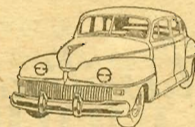
**Santa Cruz 1344**

687 SOQUEL AVE.

**FRANK WAGNER**

*GOOD USED CARS*

Cars  
Bought  
for Cash



Out of  
State Cars  
Cleared

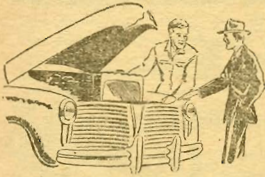
EQUITIES BOUGHT

306 Soquel

Santa Cruz 4658-W

Home Phone Santa Cruz 4188

## TOWNSEND'S AUTO ELECTRIC



Complete  
Electrical  
Service for  
All Model Cars

### ELECTRICAL SPECIALISTS

Speedometer - Magneto - Headlights Adjusted

14 E. Lake Av.

WATSONVILLE 421



Authorized Dealer

**AUTOLITE  
ELECTRIC**

**PARTS & SERVICE**

FOR ALL CARS

Spark Plugs - Batteries - Cables  
Autopulse Fuel Pumps

UNITED MOTOR SERVICE

**Santa Cruz 4463**

**KELLEY'S SERVICE**

OLD - 315 FRONT

NEW - 412 FRONT

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Whenever you  
want informa-  
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or a certain busi-  
ness

LOOK IN THE

*Classified*  
**TELEPHONE  
SECTION**

## Automobile Dealers—Used Cars— (Cont'd)

### THRASH USED CARS

Bill Gamblin  
- 16 Maple . . . . . S Cruz 1387-W  
Trostel A J 413 Water . . . . . S Cruz 3418-M  
Wagner Frank 805 Soquel Av. . . . . S Cruz 4658-W  
Wagner Frank 289 Water . . . . . S Cruz 4190-J  
(See Advertisement Preceding Page)

### WARD MOTOR SALES

Auto Repairing—Out of State Cars Cleared  
450 Ocean . . . . . S Cruz 613-J  
Ward Motor Sales 450 Ocean . . . . . S Cruz 613-J  
**WRIGHT BROS AUTO SALES** 250 Front. S Cruz 873  
(See Advertisement Preceding Page)

## Automobile Electrical Equipment

Sweet Service Co 38 Alexander . . . . . Watsonville-2260

## Automobile Electrical Service

### AUTO-LITE OFFICIAL SALES AND SERVICE

Official Auto-Lite Service  
Stations are fully equipped  
and qualified to render com-  
plete service on starting,  
lighting and ignition.  
"Auto-Lite Means Auto Life."



### "WHERE TO BUY IT"

Bibbins Automotive Service

2015 N Pacific . . . . . S Cruz 3050

**HANDLEY ALFRED C** 335 Front. . . . . S Cruz 227

### BIBBINS AUTOMOTIVE SERVICE

2015 N Pacific . . . . . S Cruz 3050

Graham A O Soquel . . . . . S Cruz-54-W-4

Handley Alfred C 335 Front. . . . . S Cruz-227

**KELLEY'S SERVICE** 315 Front. . . . . S Cruz 4463

(See Advertisement This Page)

### TOWNSEND'S AUTO ELECTRIC

14 E. Lake. Watsonville-421

(See Advertisement This Page)

### WETHEY GOODYEAR SERVICE

E Lake & Alexander. Watsonville-524

## Automobile Equipment

See Automobile Electrical Equipment; also  
Automobile Parts & Supplies Headings

## Automobile Fenders

See Automobile Body Repairing

## Automobile Flywheel Repairing

See Automobile Repairing; also Welding

## Automobile Generator Service

See Automobile Electrical Service

## Automobile Generators

See Automobile Electrical Equipment

## Automobile Headlight Adjusting

**TOWNSEND'S AUTO ELECTRIC**

14 E Lake. . . . . Watsonville-421

## Automobile Ignition Service

See Automobile Electrical Service

## Automobile Magnetos—See Magnetos

Keep the Classified Telephone Direc-  
tory handy; it can save you time and  
effort.

**Automobile Motor Rebuilding**

**MILLER'S AUTO SERVICE**  
Soquel & Ocean..... S Cruz 3072

**Automobile Painting**

**ATCH'S MUFFLER & BODY SHOP**  
Expert Lacquer & Synthetic Work  
520 E Lake Av..... Watsonvil-1147-J  
Beach Auto Paint Shop Palm Beach... Watsonvil 7-J-11  
**BUD'S AUTO BODY SHOP** 126 River... S Cruz 3874  
Residence ..... S Cruz-1014-J

**CROWLEY & TRAUlsen**  
W Lake & Van Ness Av ..... Watsonvil-1877  
**FORD MOTOR CAR DEALER**  
Geo H Scofield  
Complete Body & Paint Depts  
227 Front ..... S Cruz 175

**DUCO REFINISHING**

BODY AND FENDER REPAIR. WRECKS REBUILT. TOUCH-UP AND COMPLETE REFINISHING WITH DU PONT MATERIALS.



**"WHERE TO BUY IT"**  
**AUTHORIZED REFINISHER**

**MORIARTY CHEVROLET CO**  
35 E Lake..... Watsonvil-1302  
Price Auto Body Works 323 Front... S Cruz-884

By keeping a list of frequently called numbers—you can save much time and effort. There is space for this purpose in the front of your Directory which you may find helpful.

**Automobile Painting—(Cont'd)**

**HI-WAY AUTO PAINT SHOP**

Guaranteed  
**AUTO**  
Painting - Waxing - Polishing  
Floyd F. Hall, Proprietor  
Route 3, Box 425, Watsonville  
At Manfre Shopping Center  
Santa Cruz Rd..... Watsonvil 1893

**KING A R** 308 Soquel Av..... S Cruz-1664-J  
Lew's Paint Shop 270 Front..... S Cruz 3310-J  
Modern Automotive  
Watsonville Hwy & Paul Minnie Av... S Cruz 480-M  
(See Advertisement This Page)

**PERRAULT HAROLD** 9 E 5th..... Watsonvil 2145  
**PERRIGO DUCO & REPAIR SHOP**  
1010 Center..... S Cruz 750-J

**PRICE AUTO BODY WORKS** 323 Front... S Cruz-884  
**PROLO CHEVROLET CO**  
Complete Body & Duco Dept  
293 Pacific Av..... S Cruz-490

**SANTA CRUZ MOTOR SALES**  
Pacific & Water..... S Cruz 245

**SNOOK PORTABLE BODY WORKS**  
639C Main..... Watsonvil 155-M  
**TEDROWE JOS L** Front & Cooper..... S Cruz 3300

**Automobile Paints**

See Paint Dealers Headings

Books, ash trays, ornaments can keep your telephone "off the hook." In that case it's "busy" to anyone who calls. Please keep objects from under your telephone.



**Paint today the Modern Way**  
**INFRA-RED**

BAKED ENAMEL

and  
**DUCO**

- COMPLETE PAINTING AND SPOT WORK
- EXPERT BODY WORK AND GLASS INSTALLATION
- ONE-DAY SERVICE ON SMALL JOBS

*Modern Automotive*

T. C. WINN

"The Biggest Little Shop in Santa Cruz"

L. L. COX

Watsonville Hwy. at Paul Minnie Ave. Rt. 2, Box 153, Santa Cruz

Santa Cruz 480-M

**Automobile Parts & Supplies—Retail****ALDERSON ROY**

De Soto Plymouth Agcy  
222 Front. . . . . S Cruz 4122  
Carriker's Wrecking Yard  
S Cruz-Wats Hy. . . . . S Cruz-2050-J  
Coast Auto Supply 121 Walnut Av. . . . . S Cruz 864-W  
Davis Auto Parts 101 Main. . . . . Watsnvil-2531

**FERGUSON'S AUTO SUPPLY***Everything for the Auto***FRIENDLY BUDGET TERMS**

on  
Pacific Tires . . . . . Seat Covers  
Batteries . . . . . Philco Auto Radios

508 Main. . . . . Watsnvil 2577

Kelley's Service 315 Front. . . . . S Cruz 4463

**PATTERSON SERVICE**

Transmissions Exchanged  
537 Lincoln. . . . . Watsnvil 831

PERRAULT HAROLD 9 E 5th. . . . . Watsnvil 2145

Sweet Service Co 38 Alexander. . . . . Watsnvil-2260

TEDROWE JOS L. Front &amp; Cooper. . . . . S Cruz 3300

Western Auto Supply Co 11 Lincoln. . . . . S Cruz-1724

Western Auto Supply Co 19 E Lake Av. . . . . Watsnvil-884

**Automobile Parts & Supplies—Used****FREEDOM AUTO WRECKING**

Snta Cruz Rd. Watsnvil-550-W

It pays to make frequent use of the Classified Telephone Directory. It lists services, stores, products and professional people—all classified for your convenience.

**DAVIS' Auto Parts****Auto & Truck Replacement Parts**

Complete Brake Shoe & Clutch Exchange  
Podcick Piston Rings - Permatex Products  
Champion Spark Plugs - Victor Gaskets  
Purolators

**Complete Machine Shop**

Reboring - Valve Refacing & Reseating  
Pin Fitting - Clutch Rebuilding  
Rod Aligning - Brake Drum Turning  
Expert Bearing Resizing

WARREN DAVIS

DOUG DAVIS

101 Main St.

Watsonville 2531

**Carroll - Lau Fer' Co.****Wholesale Automotive Products and Warranty**Telephone  
Watsonville **2634**

- Auto-Lite • Sterling
- Carter & Stromberg Carburetors
- Dayton Belts • Ramco Rings
- Shaler Products • Nason Pains
- Willard Batteries
- A. C. Fuel Pumps - Speedometers
- Trico • Wix • Weatherhead

*Complete Motor Tune-up Service*

128 VAN NESS AVE.

**Automobile Parts & Supplies—Whse & Mfrs**

All Hour Auto Parts 60 Cypress Av Los Gatos  
(Toll) call "Operator" for . . . . . Los Gatos 13

**BURKE HELBING AUTO PARTS**

Parts - Accessories - Equipment

National Brands Handled

Perfect Circle - Champion - Auto-Lite

Beldon - Thermoid - Zollner

Purolator - Color Glo Polish

One Block East Bus Station

29 Short. . . . . S Cruz 253

Carroll-Lau Fer' Co 128 Van Ness. . . . . Watsnvil 2634

(See Advertisement This Page)

DAVIS AUTO PARTS 101 Main. . . . . Watsnvil 2531

(See Advertisement This Page)

Enterprise Service 110 River. . . . . S Cruz 114

**SANTA CRUZ AUTO PARTS**

United Motors Service

140 Front. . . . . S Cruz-250

Sweet Service Co 245 Front. . . . . S Cruz-3200

Sweet Service Co 38 Alexander. . . . . Watsnvil-2260

**WATSONVILLE AUTO PARTS**

308 Van Ness Av. . . . . Watsnvil 988

**WATSONVILLE AUTO PARTS****AUTO PARTS**

For All Cars - All Models

Mufflers - Springs - Gears - Tools

Generators - Bearings - Lubricants

Du Pont Paint - Seat Covers

308 Van Ness Av. . . . . Watsnvil 988

**Automobile Polishing**

See Automobile Washing &amp; Polishing

**Automobile Radiator Repairing**

Don's Radiator Service 109 Knight. . . . . S Cruz-992

**MACK'S RADIATOR WORKS:**

156 W 5th. . . . . Watsnvil 1647

**SANTA CRUZ RADIATOR WORKS**

181 Soquel. S Cruz-20-23

**Automobile Radios—See Radio Dealers****Automobile Repairing**

A A A. Emergency Road Service

State Hwy. . . . . Felton 137-J

**A & L WILLYS CO**

Motor Tune-up - Carburetors

**GENERAL AUTO REPAIRING**

BRAKE &amp; ELECTRICAL SERVICE

SUN TESTING EQUIPMENT

201 Soquel Av. . . . . S Cruz 2644

**ALDERSON ROY**

DeSOTO - PLYMOUTH

Fine Service

Genuine Parts

Standard Factory Recommended

Rates

222 Front. . . . . S Cruz 4122

Anderson Herbert E Sr 548 Main. . . . . Watsnvil-120

(Continued on Pages 17 &amp; 18)

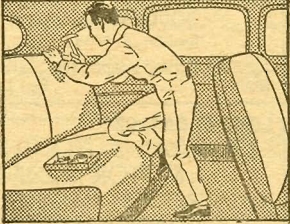


# PROLO CHEVROLET CO.

"Where Friend Meets Friend"

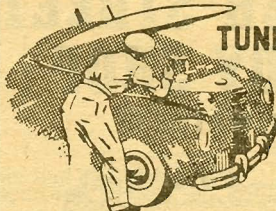
293 Pacific Ave., Santa Cruz

Phone Santa Cruz 490

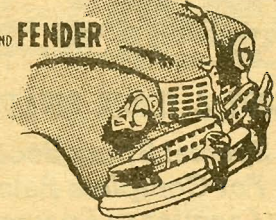


**AUTOMOBILE  
UPHOLSTERING**  
EXPERT  
WORKMANSHIP

OVER 20 YEARS SERVICE



**TUNE-UP**



**BODY AND FENDER**

COMPLETE BODY & DUCO  
DEPARTMENT



**CHRYSLER**



**PLYMOUTH**

*Sales*

*Service*

CHRYSLER PRODUCT PARTS

# HAROLD PERRAULT

AUTHORIZED DEALER

COMPLETE AUTO RECONSTRUCTION

BODY and FENDER WORK

PAINTING

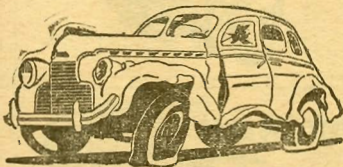
OVERHAULING & TUNE-UP

Phone  
**Watsonville 2145**  
Residence Phone Watsonville 1253-W

9 E. 5th Street

# WATER STREET BODY SHOP

41 WATER ST.



**BODY & FENDER REPAIRING**

*Special Spray Booth  
For Complete Paint  
Lacquer or Enamel*

*Jowing*

**BILL AND AL**

*Phone*

**Santa Cruz 3574-M**

## GENERAL AUTO REPAIRING

Motor Tune-up  
Motors Rebores & Rebuilt  
Brakes - Batteries - Carburetors

*All Work Guaranteed  
C. G. NIGHT, Prop.*

*Phone Watsonville 786*

## TEX'S GARAGE

601 E. LAKE

WATSONVILLE



### REPAIR SPECIALISTS

Ford - Plymouth - Dodge - De Soto - Chevrolet  
Motor Exchanges - Brake Repairs - Accessories

*Phone WATSONVILLE 2286*

## MARRIOTT'S AUTO REPAIR

James Marriott  
46 PORTER DRIVE

## Automobile Repairing-(Cont'd)

### APPLETON GARAGE

Dodge & Plymouth Sales - Service  
GENERAL AUTO REPAIRING  
MOTOR TUNE-UP  
CARBURETORS - ELECTRICAL - BRAKES  
COMPLETE LUBRICATION

219 Van Ness Av. . . . . Watsnvil-1720

**APTOS VILLAGE GARAGE** THE StateHwy.. Aptos-88  
Arnold's Repair Shop Freedom. . . . . Watsnvil 911

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- Complete Auto Collision Work  
Expert Painting - General Repair  
Work Unconditionally Guaranteed  
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Residence Phone Felton 12-M

Located Behind Associated Station  
Main. . . . . Ben Lomond 132-M

### BEN LOMOND GARAGE

GENERAL AUTO REPAIRING  
MOTOR TUNE-UP  
CARBURETORS - ELECTRICAL - BRAKES  
COMPLETE LUBRICATION  
Associated Station

Mill & Main. . . . . Ben Lomond 169  
Night Phone. . . . . Ben Lomond 107-W

### BOATES' COME AGAIN SERVICE STATION

689 Soquel Av. S Cruz-2591

**BUD'S AUTO BODY SHOP** 126 River. . . S Cruz 3874  
Residence . . . . . S Cruz-1014-J

### BURNETT AUTO REPAIR

COMPLETE OVERHAULING  
REBUILT MOTORS  
PARTS & ACCESSORIES  
COMPLETE BRAKE SERVICE  
BATTERIES

Route 5 - Box 28 - Freedom, Calif.

Santa Cruz Rd. . . . . Watsnvil 89-J-12

### CAPITOLA GARAGE

COMPLETE  
AUTO REPAIRING  
MOTOR REBUILDING - TUNE-UP  
BRAKE SERVICE  
AUTO PARTS & ACCESSORIES  
BATTERIES - SALES & SERVICE  
ASSOCIATED PRODUCTS

Capitola . . . . . S Cruz-2970-J

### CARROLL-LAU FER' CO

128 Van Ness. . . . . Watsnvil 2634  
Central One-Stop Service 127 Front. . . . . S Cruz-444

### CLAYTON'S SERVICE STATION

625 Soquel Av. . . . . S Cruz 1727-W  
**COX BROS** Bridge & Main. . . . . Watsnvil 2608

### CUNNISON BROS INC

J. L. ZIMMER, Prop.

AUTO REPAIRS - ALL MAKES  
EXPERT FORD REPAIRS AND PARTS

National Auto Club Towing  
Motor Tune-Up - Electrical Service  
Body & Fender Work - Towing

Soquel . . . . . S Cruz-305

(Continued Next Page)

Telephone service is one of the unifying forces of the nation.

**Automobile Repairing--(Cont'd)**

**DAY & NIGHT GARAGE**

"Nick" Nicholson Signal Oil Products  
**COMPLETE AUTO REPAIRING**  
 MOTOR TUNE-UP  
 Automotive Electric & Brake Service  
**QUICK CLEAN WORK**  
 In & Out Service - Open Every Day  
 Front & Laurel.....S Cruz 2194-J

**DEL REY MOTORS**

Authorized Dealer for  
**PACKARD - G M C TRUCKS**  
**PARTS - SERVICE**  
 COMPLETE FACILITIES FOR TUNE-UP  
 & OVERHAUL  
 Trade With Confidence at Del Rey Motors  
 Front & Cooper.....S Cruz 281

**DUNLAP PERCY H**

Auto Repairing All Makes  
 118 Van Ness.....Watsnvl-2534

**EVERETT'S AUTO SERVICE** Freedom.Watsnvl 1920  
**FREEDOM WELDING CO**

See Our Adv Under Welding  
 Santa Cruz Rd.....Watsnvl 103-W-11

**FORD AUTHORIZED SERVICE--**

**HADEN BILL INC**  
 Lubrication-Wash-Wax-Repair All  
 Makes-Genuine Ford Parts  
 213Main.....Watsnvl-55

**FORD MOTOR CAR DEALER**

Geo H Scofield  
 227 Front.....S Cruz-175

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24-Hour Towing Service  
 440A Main.....Watsnvl-82  
 Freedom Garage Freedom.....Watsnvl-129-W

**GENE'S AUTO SERVICE**

**AUTO BODY & FENDER WORK**  
**GENERAL REPAIRING**  
**ELECTRIC & ACETYLENE**  
**WELDING**  
**PORTABLE & SHOP**  
 P O Box 116 Soquel  
 Snta Cruz-Watsonville Hwy....S Cruz 2050-J

**GENTRY & SMITH AUTO REPAIRS**

**GENERAL OVERHAULING**  
**MOTOR REBUILDING**  
**ALL WORK GUARANTEED**

21 Fremont Av.....Watsnvl 2317

**GIBBS HUGH E**

**AUTOMOTIVE AND**  
**GENERAL MACHINE WORK**  
**PORTABLE CRANK SHAFT GRINDING**  
**BRAKE DRUMS TURNED & GROUND**  
**CYLINDER REBORING - PISTON GRINDING**  
**MOTOR REBUILDING**  
 Rf 2 Box 132-I Snta Cruz  
 17th Av.....S Cruz 3195-J

Girarde Auto Service  
 Truck & Car Repairing  
 109 Knight.....S Cruz 992

**HANK & PETE'S AUTOMOTIVE SERVICE**  
 See Our Adv Under Service Stations  
 137 Plymouth.....S Cruz 3732

**HARRY'S SERVICE GARAGE**

Formerly at Front & Van Ness  
**Auto Repairing & Welding**  
**MOTOR REBUILDING**  
 Batteries Sales & Service - Rentals  
 Auto Parts & Accessories  
 113 Main.....Watsnvl 627

**HERMAN & SONS** 119 Water.....S Cruz-4102  
**HOWARD'S AUTOMOTIVE SERVICE**

129 River.....S Cruz 3911  
 Johns' Garage Freedom.....Watsnvl 2538  
 Larson Louis L 141 W Lake.....Watsnvl-1933  
 Leonard's Auto Repair Shop  
 105 Main.....Watsnvl 482-M

**MARRIOTT'S AUTO REPAIR**

46 Porter Dr.....Watsnvl 2286  
 (See Advertisement Opposite Page)

**MARSHALL'S SERVICE STATION**

Main & Lincoln.....Watsnvl 2614  
 McKibben's Service Station 655Main...Watsnvl-218

**MILLER'S AUTO SERVICE**

**LEE MILLER**  
**AUTOMOTIVE**  
**MAINTENANCE**  
 Motor Rebuilding  
 Motor Tune-Up - Electrical Work  
 Wheel Aligning - Brake Service  
 Soquel & Ocean.....S Cruz-3072

Montgomery's Auto Repair Co  
 211 Rodriguez.....Watsnvl 2782-W

**MORIARTY CHEVROLET CO**

**TOWING — LUBRICATION**  
**MOTOR REBUILDING — PAINTING**  
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**WHEEL ALIGNMENT — POLISHING**  
**COMPLETE SERVICE ALL MAKES**  
**CARS & TRUCKS**  
 35 E Lake.....Watsnvl-1302

National Auto Club Service 127 Front...S Cruz-444

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**DODGE** **BUICK**  
 & **PLYMOUTH** **CADILLAC & LA SALLE**  
**SPECIALIST** **SPECIALIST**  
**COMPLETE AUTOMOTIVE SERVICE**  
 Union Oil Products - Lubrication - Gas - Etc.  
 1400 Ocean.....S Cruz 4265

**PALOMAR GARAGE** 120 Front.....S Cruz 3000

**PERRAULT HAROLD** 9 E 5th.....Watsnvl 2145  
 (See Advertisement Page 17)

**PERRIGO DUCO & REPAIR SHOP**

Berry & Fender Specialists  
 1010 Center.....S Cruz 750-J  
**PIONEER SUPER SERVICE** 224 Front...S Cruz-4474

**PONTIAC AUTHORIZED SERVICE--**

**HANSEN CHRIS C** 640 Main.....Watsnvl-644  
**THRASH MOTORS** 238 Front.....S Cruz-2100

Powell's Garage Los Gatos Hwy.....S Cruz 63-J-I

Price Auto Body Works 323 Front.....S Cruz-884

**PRNJAK CARL** 1 Hall.....Watsnvl-2291

**PROLO CHEVROLET CO** 293 Pacific Av...S Cruz-490  
 (See Advertisement Page 17)

**REID & GLINES GARAGE**

1324 Lincoln.....Watsnvl 1512

**SANTA CRUZ MOTOR SALES**

Pacific & Water.....S Cruz-245

Santa Cruz Radiator Works 181 SoquelAv.S Cruz-2023

(Continued Next Page)