

# DRINK PASTEURIZED MILK



## FOR HEALTH'S SAKE



BUTTERMILK - COTTAGE CHEESE  
ICE CREAM

FULL LINE OF DAIRY PRODUCTS

*Delivered to your home or at your grocery store*

# MISSION CREAMERIES Inc.

Deliveries to

APTOS, CAPITOLA, SOQUEL,  
BEN LOMOND, BROOKDALE,  
BOULDER CREEK, SANTA CRUZ

Call

**SANTA CRUZ**

**197**

183 FRONT ST.

Deliveries to

WATSONVILLE

Call

**WATSONVILLE**

**2284**

521 MAIN ST.



*In the Pajaro Valley  
For the Pajaro Valley  
Milk Specialists*

GRADE A PASTEURIZED & HOMOGENIZED MILK  
*Produced & Bottled on Our Own Farm*

**ELKHORN FARM DAIRY**

**Watsonville 224**

115 E. LAKE AVE.

**CREAMERY SERVICE  
INCORPORATED**



*Distributors  
of*

**CHOICE  
DAIRY  
PRODUCTS**

Wholesale and Retail  
Makers of Fine Ice Creams

Telephone

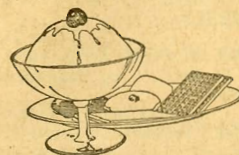
SANTA CRUZ

**326**

258 SOQUEL AVE.

**COAST CREAMERY**

COMPLETE FOUNTAIN SERVICE



PASTEURIZED MILK

**ICE CREAM  
DEALER**

*House to House  
Delivery*

Phone **SANTA CRUZ 390**

359 Pacific Ave.

Santa Cruz

**Metal Cutting Machines****MARWEDEL C W**

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

**Metal Stamping****MODEL AIRPLANE MOTORS CO**

2747 Shattuck Av Berkeley  
(Toll) Call "Operator" for . . . . Thornwall 1417

**Metals****MARWEDEL C W**

Everything For The Shop  
1235 Mission San Francisco  
(Toll) Call "Operator" for . . . . Underhill-2125  
Permanente Metals Corp The Refractories Div  
Moss Landing . . . . . Watsnvil 2587

**Military Supplies—See Army & Navy Goods****Milk & Milk Products****BELLEVUE DAIRY**

Otto Streit Owner  
Beach Rd. . . . . Watsnvil 202

**Brown Bulb & Dairy Ranch**

Registered Guernseys  
41st & Rodeo . . . . . S Cruz-141

California Dairy 1002 Mission . . . . . S Cruz-1301

**COAST CREAMERY** 359 Pacific Av . . . . . S Cruz-390

(See Advertisement Opposite Page)

Creamery Service Inc 258 Soquel Av . . . . . S Cruz-326

(See Advertisement Opposite Page)

**EAST SIDE DAIRY** 60 Mental Av . . . . . S Cruz 724

Elkhorn Farm Elkhorn Dist. . . . . Watsnvil-34-J-1

Elkhorn Farm Dairy 115 E Lake Av . . . . . Watsnvil 224

(See Advertisement Opposite Page)

Golden State Company Ltd 637 Main . . . . . Watsnvil-1220

Hazelbrook Dairy Rodeo Gulch Rd. . . . . S Cruz 30-W-1

Martin Earl R Granite Crk Rd. . . . . S Cruz-33-W-4

Meadow Brook Dairy 760 Ocean . . . . . S Cruz-2047

**MISSION CREAMERIES INC**

183 Front . . . . . S Cruz-197

521 Main . . . . . Watsnvil-2284

(See Advertisement Opposite Page)

Ross G E Vega Rd . . . . . Watsnvil 117-J-1

Santa Cruz Dairy 311 Encinal . . . . . S Cruz 1631-W

Santos M Soquel . . . . . S Cruz-37-W-12

**SWISS DAIRY** 704 Mission . . . . . S Cruz-940

Valley View Dairy Soquel-Sn Jose Rd. . . . . S Cruz-1056-R

Yellow Bank Dairy Coast Rd. . . . . S Cruz-3-Y-2

**Mill Supplies****MARWEDEL C W**

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

**Millinery—Mfrs**

Politte Maurine 352 Seabright Av . . . . S Cruz 1951-W

### FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and without hurrying, with the lips close to the mouthpiece.
4. Please replace the receiver gently when through talking.

**Millwork****BALDWIN MERLE C**

See Our Adv Under Cabinet Makers  
16 Gonda . . . . . Watsnvil 1465

**EAST SIDE LUMBER YARD**

Sash-Doors-Cabinet Work  
332 Soquel Av . . . . . S Cruz-748

**FREEDOM CABINET SHOP**

See Our Adv Under Cabinet Makers  
Freedom . . . . . Watsnvil 1129-W

Hamilton & Church 920 Ocean . . . . . S Cruz 316

Palmer Shop The Chanticleer Av . . . . . S Cruz 3062-R

**PETERSON & TRAUlsen MFG CO**

76 Porter . . . . . Watsnvil-2502

(See Advertisement This Page)

Swain Stanley O Watsonville Hwy . . . . S Cruz 2337-W

The oldest of all the telephone industry's traditions is service.

## PETERSON & TRAUlsen MANUFACTURING CO.

BARS & STORE FIXTURES

FOOD PROCESSING & CONVEYING EQUIPMENT

GLASS OF ALL KINDS

Millwork - Cabinetmakers

**Watsonville 2502**

76 PORTER DRIVE

## SHOP IN THE YELLOW PAGES

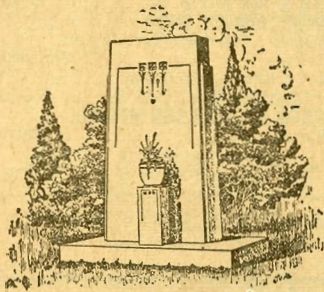
Whenever you want information about an article, a service or a certain business

LOOK IN THE

*Classified*  
**TELEPHONE  
SECTION**

# MEMORIALS

OF QUALITY AND DISTINCTION



**PRIVATE MAUSOLEUMS**  
 Individually Designed & Built  
 Special Designs Submitted  
 Without Obligation

## HUGHSON & PATRICK

PAJARO VALLEY MEMORIAL PARK  
 HECKER PASS

**Watsonville 1468 or 2740**

*If no answer call Watsonville 680*

## Lips close to the Telephone for best results

Please speak distinctly when you telephone, with lips close to the mouthpiece.

Just as you can't hear when you take your ear inches from the receiver, so others can't hear unless you keep your lips close to the mouthpiece.

### Mirrors—Retail

**ORLANDO'S GLASS SHOP** 18 E 5th. . . . . Watsonville-1975  
 Santa Cruz Glass Co 355 Pacific Av. . . . . S Cruz-196

### Mirrors—Whsle & Mfrs

Santa Cruz Glass Co 355 Pacific Av. . . . . S Cruz-196

### Model Construction Supplies

Hobby Center The 11 Soquel Av. . . . . S Cruz 2939-W

### Model Making

Model Structures Co Graham Hill Rd. . . . . S Cruz-1390

### Molding—Plastic—See Plastic Headings

### Monuments—Retail

Granite & Marble Dir 31 Madison . . . . . Watsonville-1152

**HUGHSON & PATRICK** 317A Palm Av. Watsonville-1468

If no answer call. . . . . Watsonville-680

(See Advertisement This Page)

O'Brien Wm 31 Madison. . . . . Watsonville-1152

### Motels—See Automobile Courts

### Moth Proofing

**PARAMOUNT PEST CONTROL SERV**

469 Main. . . . . Watsonville 2564

115 Pacific Av. . . . . S Cruz 2365-W

### Motion Picture Equipment & Supplies

Water Street Pharmacy 156 Water. . . . . S Cruz-2768

### Motor Trucks—See Trucks—Motor

### Motorcycles

**INDIAN MOTORCYCLE AUTHORIZED SALES & SERVICE—**

**MICHEL'S SERVICE** 361 River. . . . . S Cruz-3541

Michel's Service 361 River. . . . . S Cruz-3541

### Motors—Electric See Electric Motors

### Movers—House—See House Movers

### Moving Service—Heavy Hauling

See Draying; also Trucking

### Moving & Storage Service

Bekins Van Lines Inc 169 W Lake. . . . . Watsonville-148

Bloomer W R 438 Soquel Av. . . . . S Cruz-2759

(See Advertisement Page 104)

**BLUE BIRD VAN & STORAGE** 498 Water. S Cruz-572

(See Advertisement Opposite Page)

(Continued on Pages 103 & 104)

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses . . . and when her telephone is not in use, sees that it is hung up.

LOCAL AND LONG  
DISTANCE

# MOVING

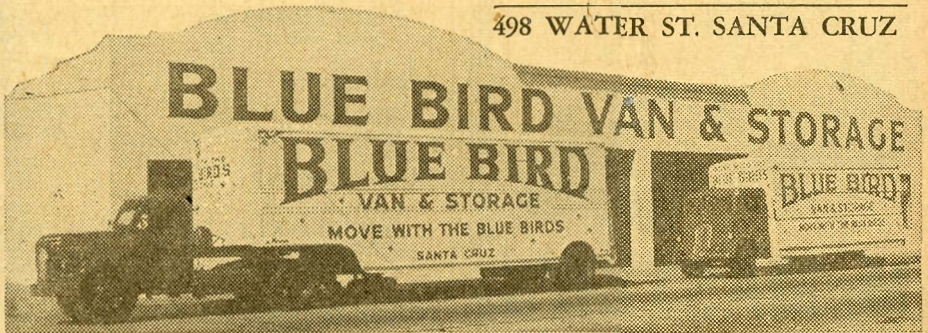
Move with the  
**BLUE BIRDS**  
and like it!



Telephone

**SANTA CRUZ 572**

498 WATER ST. SANTA CRUZ



*The Finest Furniture Warehouse and  
Moving Equipment in the County*

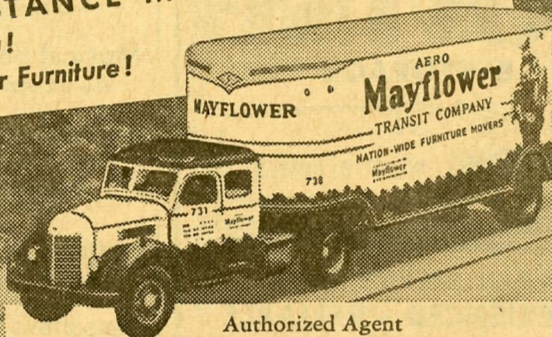
TO OR FROM ALL 48 STATES AND CANADA

**MAYFLOWER** *America's Finest*  
LONG DISTANCE MOVING SERVICE  
Easiest for You!  
Safest for Your Furniture!

Only Mayflower offers  
ALL these important  
advantages:

- Selected Warehouse Agent to Help You Arrange Everything
- Expert Packers
- America's Largest Company-owned Fleet of Vans
- Carefully Trained Van Men
- Furniture Arranged in New Home
- All Risk Insurance

*Call*



Authorized Agent

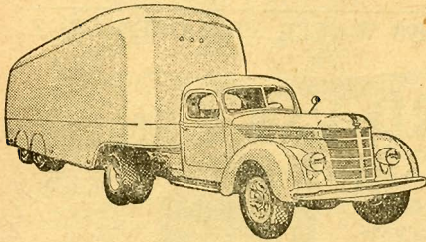
**OWENS BROS.  
TRANSFER & STORAGE**

Santa Cruz 19  
143 PACIFIC AVE.

MOVING • STORAGE • PACKING • SHIPPING

# MOVING & STORAGE

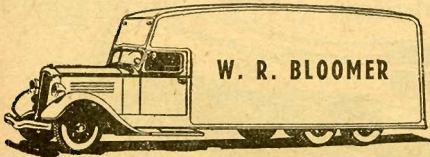
**PACKING  
CRATING  
SHIPPING**



**McMASTER'S  
TRANSFER & STORAGE CO.**

Phone WATSONVILLE **148**  
169 W. Lake

# Furniture MOVING & STORAGE



**VAN SERVICE TRIPS  
EXPERIENCED - RELIABLE**

*Every Load Insured  
Your Protection*

**Phone Santa Cruz 2759**  
**W. R. Bloomer**  
438 SOQUEL AVENUE

## Moving & Storage Service—(Cont'd)

**McMASTER'S TRANSFER & STORAGE CO**  
169 W Lake. Watsonvil-148

(See Advertisement This Page)

**OWENS BROS TRANSFER & STORAGE**  
143 Pacific. . . . . S Cruz 19  
(See Advertisement Preceding Page)

## Mufflers—Exhaust

**ATCH'S MUFFLER & BODY SHOP**  
Specializing In Smithy Mufflers  
520 E Lake Av. . . . . Watsonvil-1147-J

## Multi-Copy Service

Seigle Ruth 1059 N Branciforte Av. . . S Cruz 3978-J  
Tri-County Business Service  
119 E Lake Av. . . . . Watsonvil 15

## Mushrooms

Sierra Mushroom Co Soquel . . . . . S Cruz-214-J  
Young Jas T Mt Hermon Rd. . . . . S Cruz-32-W-13

## Music Dealers

Anderson John Music Co 125 Walnut Av. . S Cruz 133  
**CARLYON MERT & CO** 500 Main . . . Watsonvil-2442  
**COATS HERB** 157 Pacific Av. . . . . S Cruz-300  
Jansen A T 435 Main. . . . . Watsonvil-1040

## Music Instruction—Instrumental

**BROTHERTON L M MRS**

PIANO LESSONS

BEGINNERS AND ADVANCED  
CLASSICAL AND POPULAR

(At End of Broadway)  
324 Darwin. . . . . S Cruz 502

Bruce Natalie Fairview . . . . . Ben Lomond-75-J  
Cox Lorin Music Studio 312 Dakota. . . S Cruz-2161-J  
Horner Mildred Mrs Fresno Dr. . . . . S Cruz-2124-R  
Snyder Robt C Brommer Av. . . . . S Cruz 2244-J

## Music—Wire Transmitted

Santa Cruz Wired Music Co  
150 Pacific Av. . . . . S Cruz-4477

## Musical Boxes

B & G Electric Co Bay Soquel. . . . . S Cruz 61-W-1

## Musical Instruments—Mfrs

Luellen John & Co  
Harmonicas Our Specialty  
Sn Juan Rd. . . . . Watsonvil 2616

## Musical Instruments—Retail

Jansen A T 435 Main. . . . . Watsonvil-1040

## Musicians

Wellendorff A M Miss  
Riverside Dr. . . . . Ben Lomond 166-J

## Navy Goods—See Army & Navy Goods

"Looking it up in the Classified" is a national habit. Purchasing agents, production men and engineers as well as housewives refer to the Yellow Pages when they are ready to buy.

## News Dealers

Call Bulletin Agency  
Oakland Tribune  
Post Enquirer  
827 Front..... S Cruz 3680  
Robinson's News Company 447 Main... Watsnvil-329  
S F Chronicle Agcy Brommer..... S Cruz 1573-J  
San Francisco Chronicle Agency  
San Francisco News  
8 W Lake Av..... Watsnvil 132  
San Francisco Examiner Agcy Valencia. Aptos 500-W  
San Francisco Examiner Agency 23 Curtis. S Cruz-266  
San Francisco Examiner Agency  
12 Sudden. Watsnvil-1604-W  
S F News Agency 36 Pacific Av..... S Cruz-187  
Tomlin's News Stand 101 High..... Watsnvil 1768

## Newspapers

Call Bulletin Agcy 16 Brennan..... Watsnvil-2048  
Call Bulletin Agcy 127 Van Ness..... Watsnvil 2048  
Register-Pajaronian Watsonville  
F H Jenkins Editor-Larry McKeown-Mgr  
18 E Lake Av..... Watsnvil 2180  
San Lorenzo Valley Press 342 Pacific Av. S Cruz 4286  
Santa Cruiser Publication Trust Bldg. S Cruz 4565-W  
Sentinel-News 125 Church..... S Cruz 3600

## Night Clubs

**ANCHOR CAFE THE CLOVER CLUB** 420 Pacific Av. S Cruz-3909  
Glenn Lundeen & Louie Croce  
312 Pacific..... S Cruz-472  
**CLUB ALOHA** 167 Pacific Av. S Cruz-3575  
**CLUB HI-HAT** 801 Beach. S Cruz 2968  
(See Advertisement This Page)  
**COSTELLA'S CHALET** Felton..... Felton 133  
**DEER PARK TAVERN** Snta Cruz Rd. Aptos-28  
Farmer's Elbow Room 14 Cathcart. S Cruz 3202-J  
**FREEDOM TAVERN** Freedom..... Watsnvil 1883  
Gateway Club The 103 Main..... Watsnvil 2018  
**GOLD DRAGON** 15-1st..... Watsnvil 1830  
Larry's 10 W Lake..... Watsnvil 1769  
(See Advertisement This Page)

### OMAR CLUB

Chinese-American Dishes  
215 Center..... S Cruz 4530  
Simoni's Cocktail Lounge..... Boulder Crk-54  
Sky Room 11 Pearl Alley..... S Cruz-4207  
(See Advertisement This Page)

**TOWNE CLUB** 446 Main..... Watsnvil 106  
(See Advertisement This Page)

A Directory Advertising Representative will be glad to help you prepare a Classified Directory advertisement that should be most profitable. You can reach him by calling the business office of the telephone company.



## Larry's Cocktail Lounge

**DANCING  
SEVEN NIGHTS  
A WEEK**

*World's  
Finest Liquors*

*Mixed  
Drinks*

**FREE PARKING**

Leonard M. Chadwell  
Eugene Storer



**Watsonville 1769**

10-12 W. LAKE AVE.

## SKY ROOM

*Dine - Dance - Frolic*



**JOE PANATTONI**  
Proprietor

*First Upstairs Night Club  
in Santa Cruz*

PHONE

**Santa Cruz 4207**

11 PEARL ALLEY  
Between Walnut & Lincoln

## CLUB HI-HAT

**DANCING  
FINEST LIQUORS  
MIXED DRINKS**

*Mexican Dinners*

**ACROSS FROM THE BIG DIPPER**

801  
Beach

**Santa Cruz 2968**



## Towne Club

**Dancing &  
Entertainment  
Nightly**

**STRATO-MEALS SERVED**

**FELIX FRANCI, Owner**

**446 MAIN**

**Watsonville 106**

**Notaries—Public**

**DANIEL ARTEMESIA** 367 Soquel Av. S Cruz 1878-R  
**ELLIS HARRY H** 469 Main.....Watsnvil 77  
**FRANICH ANTHONY J**  
 Lettunich Bldg.....Watsnvil-1902  
 Penniman Santa Cruz County Title Co  
 106 Locust.....S Cruz 3005  
 From Aptos, Ben Lomond, Boulder Crk, Felton  
 Exchanges only (No Inter-City Charge)  
 Ask "Operator" for Entrprise 10688  
**Sayre Roy M** 439A Main.....Watsnvil-1754  
 Residence 239 Stanford.....Watsnvil-1584  
**Scurich A L** 254 Main.....Watsnvil-846  
**Secretary's Den** 88 1/2 Pacific Av.....S Cruz 4568-W  
**Sullivan Insurance Agcy** 22 Wall.....Watsnvil 60

**Novelties—Retail**

**Carmelita's**  
 Stockton & Capitola Av Capitola... S Cruz 19-J-1  
**Curio Store** 80 Pacific Av.....S Cruz-4568-J  
**Happy Spot**  
 Nick G Faitos  
 613 Beach.....S Cruz 2777  
**Olivard's At The Wharf** Municipal Wharf...S Cruz 48  
**SANTA CRUZ STATUARY**  
 Novelties Finished & Unfinished  
 538 Seabright Av.....S Cruz 3545-J

**Novelties Whsle & Mfrs**

**Hedgpeh C E** 408 Trevethan Av....S Cruz 1260-J  
**Sinkinson's Redwood Novelty Co**  
 342 River.....S Cruz 1535

**Nurseries—Day—See Day Nurseries**

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

**Nurseries—Retail**

**ALLADIN NURSERY & FLORIST**  
 Vegetable & Bedding Plants  
 Old Santa Cruz Rd.....Watsnvil-90-J-1

**BETH MAR CAMELLIA GARDENS**

Camellias For Every Garden  
 SYL & BABE WISEHEART

Wholesale and Retail  
 ROUTE 1, BOX 12, APTOS, CALIF.  
 1/2 Mile East of Aptos on Highway

S Cruz-Watsonville Hwy.....Aptos 55-J

**BISSELL'S RANCHETTE**

Rare Plants-Ferns & Cactus  
 Old Snta Cruz Rd.....Watsnvil 51-J-5  
**Bliss Geo B** 302 Frederick.....S Cruz 2241-W  
**Bryant's Nursery** 513 Morrissey Blvd...S Cruz-1193

**CASTRO'S SEED STORE**

F. C Baudermann  
 207 Front.....S Cruz-229-W  
**Coates Leonard Paul Sweet Rd**.....S Cruz 2051-J

**HYDE H A CO**

**NURSERY**

EVERYTHING FOR THE GARDEN &  
 COMMERCIAL PLANTERS  
 Headquarters for Berry Plants for Over 40 Years  
 Landscaping - Fruit Trees - Seed Potatoes  
 FLOWERS FOR ALL OCCASIONS  
**Hyde Park**.....Watsnvil-44  
 If no answer call.....Watsnvil-2283-R  
 Or.....Watsnvil-46-J-3

**Jewell's Nursery** 261 Goss Av.....S Cruz 1495-R  
**Reader Harry J** 320 Gault.....S Cruz 2485-J  
**Santa Cruz Nursery** 535 Soquel Av....S Cruz-769-W  
**Stark Bro Nurseries** Old Sn Jose Rd...S Cruz 22-W-5

(Continued Next Page)


# WILLOUGHBY'S

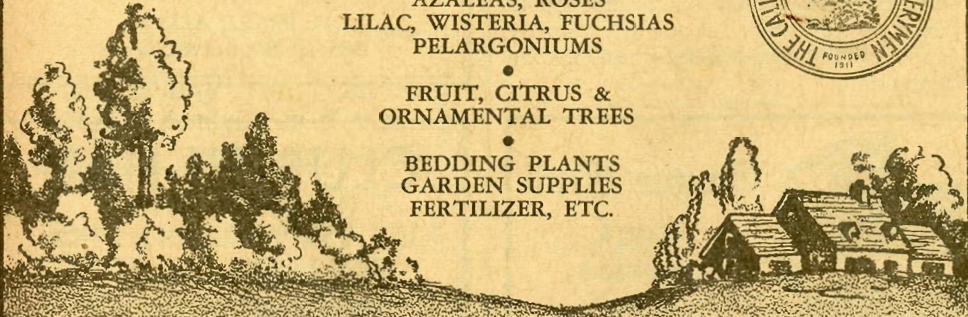
# NURSERY

CAMELLIAS, RHODODENDRONS  
 AZALEAS, ROSES  
 LILAC, WISTERIA, FUCHSIAS  
 PELARGONIUMS

FRUIT, CITRUS &  
 ORNAMENTAL TREES

BEDDING PLANTS  
 GARDEN SUPPLIES  
 FERTILIZER, ETC.





Phone Santa Cruz 2241-W

302 Frederick St. Santa Cruz

**Nurseries—Retail—(Cont'd)**

Vaughn Bill 302 Frederick..... S Cruz 2241-W  
**VETTERLE & REINELT NURSERY**  
 Begonias-Delphiniums-Primroses  
 Capitola Hts..... S Cruz 2067-J  
**WILLOUGHBY'S NURSERY**  
 302 Frederick..... S Cruz 2241-W  
 (See Advertisement Opposite Page)

**Nurseries—Wholesale**

Allen Roy D 331 Younglove Av..... S Cruz 1154-M  
 Antonelli Bros Capitola Rd..... S Cruz 2963-J  
 McDowell Geo Green Vly Rd..... Watsonville 22-J-12  
 Watsonville Evergreen Co E Lake Av... Watsonville 2617

**Office Equipment**

Bowman-Forgey Stationery Co 146 Pac Av. S Cruz-206  
**COAST COUNTIES BUSINESS SUPPLY**  
 119 Pacific Av..... S Cruz-561

**DAVIS TYPEWRITER CO**

STEELCASE  
 BUSINESS EQUIPMENT  
 FILES - DESKS - CHAIRS  
 TYPEWRITERS - ADDING MACHINES  
 SALES & SERVICE  
 95 Soquel Av..... S Cruz 3010

**DEIBOLD INC** 724 Ellis S F  
 (Toll) Call "Operator" for..... Graystone 5131  
**MOSSBARGER'S** 449 Main..... Watsonville 1076  
**PALACE STATIONERY CO** 119 Pacific Av... S Cruz-561  
 Santa Cruz Typewriter Shop  
 115 Pacific Av. S Cruz-1127  
**VISIBLE RECORD EQUIPMENT CO** 724 Ellis S F  
 (Toll) Call "Operator" for..... Graystone 5131

**Office Furniture**

**COAST COUNTIES BUSINESS SUPPLY**  
 119 Pacific Av..... S Cruz-561  
**MOSSBARGER'S** 449 Main..... Watsonville 1076

**Office Supplies**

**COAST COUNTIES BUSINESS SUPPLY**  
 119 Pacific Av..... S Cruz 561

**Oil Burners**

**PAC OIL & BURNER CO**  
 Pacheco & Parnell..... S Cruz 2098  
 (See Advertisement This Page)

There are 6,156 telephone companies serving the United States.

*Beacon Products*  
**GASOLINE - KEROSENE  
 DIESEL & STOVE OIL**  
 CONOCO  
 MOTOR OILS & GREASES  
**MATHSON  
 PETROLEUM CO.**  
 Phone Watsonville 1693 (Toll) Call Hollister 972-W  
 41 Porter Dr. Cottage Corners

**Oil Producers**

Standard Oil Co of Calif River & Potrero... S Cruz-587  
 Standard Oil Co of California Beach Rd. Watsonville-174  
 If no answer call..... Watsonville-2046-W  
 Tide Water Associated Oil Co  
 331 River..... S Cruz 397  
 Union Oil Company of California Amat... S Cruz-1704  
 Union Oil Co of California Beach Rd... Watsonville-273-J  
 Union Oil Co of California  
 Main & Bridge..... Watsonville-273-M

**Oils—Fuel & Heating**

**BOULDER CREEK BUILDING MATERIAL & SUPPLY CO** Central Av. Boulder Crk-99  
**DAVENHILL & SON** 520 Woodrow... S Cruz 527-J  
 Degen W Co  
 Diesel Oil For Tractors Delivered  
 626 Orchard Av..... Watsonville 285  
 General Petroleum Corp. Davenport... S Cruz-4-F-12  
**GENERAL PETROLEUM CORP**  
 K A Kennedy-Distributor  
 Washington & Center..... S Cruz 507  
**MALONE W J** Pine..... Boulder Crk-131-W  
**MARKS LEONARD G** 331 River..... S Cruz 397  
**MATHSON PETROLEUM CO**  
 41 Porter Dr..... Watsonville 1693  
 (See Advertisement This Page)  
**PAC OIL & BURNER CO**  
 See Our Adv Under Oil Burners  
 Pacheco & Parnell..... S Cruz 2098  
 (Continued Next Page)

Often it is a convenience for various members of your household or business to have personal listings in the Telephone Directory. The cost of these extra listings is small.



**FUEL**

*Complete Line of*

**OIL BURNING  
 EQUIPMENT**

CIRCULATING HEATERS  
 FLOOR FURNACES  
 FURNACE BURNER UNITS  
 FUEL OILS & BURNER SERVICE

*Agents for*  
**RAY BURNER CO.  
 H. C. LITTLE CO.**

**PACIFIC OIL & BURNER CO.**  
 Pacheco & Parnell  
**Santa Cruz 2098**



## Oils—Fuel & Heating—(Cont'd)

### SHELL HEATING OILS

THE RIGHT FUEL FOR  
EVERY BURNER  
Industrial Fuel Oil  
Light Fuel Oil  
Diesel Fuel Oil  
Furnace Oil and Stove Oil



"WHERE TO BUY IT"

#### SANTA CRUZ

Shell Oil Co Inc Cherry.....S Cruz-92

#### WATSONVILLE

Shell Oil Company Inc Ford.....Watsnvil-220

### SIGNAL OIL CO

Diesel & Stove Oils  
Beach Rd.....Watsnvil-146

## Oils—Lubricating

Home Grocery Amesti Rd.....Watsnvil 111-W-11  
**RICHFIELD OIL CORP** Encinal.....S Cruz-2940  
If no answer call.....S Cruz-2308  
Shell Oil Co Inc 728 Chestnut.....S Cruz 92  
Shell Oil Co Inc Ford.....Watsnvil-220  
Wight Fred L Snta Cruz Rd.....Watsnvil-880

## Opticians—Dispensing

Fortier Joseph P 8 Palomar Arcade...S Cruz 1672-W

## Optometrists

**ANDERSON HAROLD G** 428 Main...Watsnvil-1072  
**BREHL E K** 50 Pacific Av.....S Cruz-651  
**MACPHERSON A N** 213 E Lake Av...Watsnvil-403  
**NEWCOMER RAY G** 69 Pacific Av.....S Cruz-2667

### PUGH JOHN W

DR. OF OPTOMETRY

Formerly of San Jose

Rms 316-317  
Lettunich Bldg.....Watsnvil 2633

Ward Frederick W  
Farmers&MerchBankBldg.....S Cruz-124  
Whiting L T Medico Dental Bldg.....S Cruz-2076

## Orchestras

Lombardo Tut 103 Manor Pl.....S Cruz 3515-M

## Orphanages

See Social Service Organizations

## Orthodontists—See Dentists

## Orthopedic Appliances

### BOLLINGER A

An Old Time Brace Maker from S F  
Over 30 Years Experience

#### LIGHT WEIGHT BRACES

Made to Order for Infantile Paralysis Cases  
Braces for All Kinds of Deformity - Can Handle  
Any Type of Made To Order Braces

Rt 2 Box 707Y Snta Cruz  
Rodeo Gulch Rd.....S Cruz 1348-W

Orthopedic Shoes—See Shoes—Retail

## Osteopathic Physicians & Surgeons and Osteopathic Physicians

Brisbane Evelyn 205 King.....S Cruz 3867  
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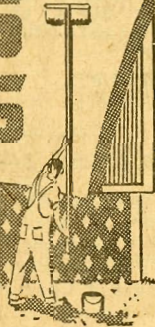
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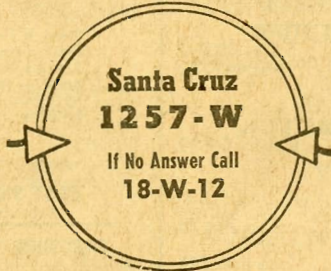
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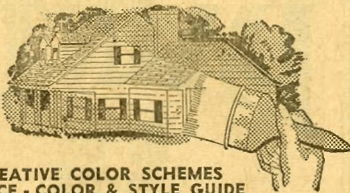
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(See Advertisement Opposite Page)

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Cayton John H

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**CAYTON JOHN H** 394 Soquel Av. . . . S Cruz 1257-W

(See Advertisement Opposite Page)

Cox H L 403Watson. . . . . Watsnvil-2142

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(Continued Next Page)

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**Jacobson C E** 120 Tuttle Av..... Watsonville 657-M  
**Kadluboski Jos A** Freedom..... Watsonville 1634-J  
**Kessinger C H** 139 Maple Av..... Watsonville-1162  
**Magee Eugene J** 309 Pennsylvania Av... S Cruz 895-W  
(See Advertisement This Page)

**Mason M S** BonnyDoo..... S Cruz-5-Y-5  
**Mayberry E** Manfre Av..... Watsonville 86-W-3  
(See Advertisement This Page)

**Pollard Virgil F**  
Mill & Sn Lorenzo Hwy..... Ben Lomond 103-M  
**Powers F B** 1324 Bay..... S Cruz 4673-W  
**Renfrow Earl W** 389 N Branciforte Av. S Cruz 4664-W  
**RICKMAN R E** 130 W 5th..... Watsonville 2509-J  
(See Advertisement This Page)

**Robertson C C** Glen Arbor..... Ben Lomond 89-W  
**Santa Cruz Paint Shop** 433 Pacific..... S Cruz-563  
**Shortridge Paul** Santa Cruz Rd..... Watsonville 367-R  
**Smith A R** Capitola Rd..... S Cruz 2544-W  
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**Taysil Decorating Co** 138 Oxford Wy... S Cruz 1206-R  
(See Advertisement Preceding Page)

**WAMPLER F E** 238 Main..... Watsonville-239  
(See Advertisement This Page)

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(See Advertisement This Page)

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(See Advertisement This Page)

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(See Advertisement This Page)

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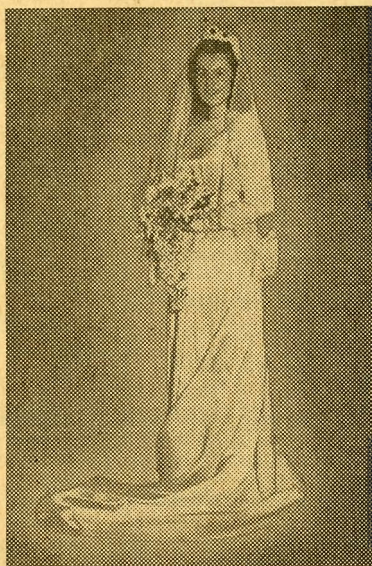
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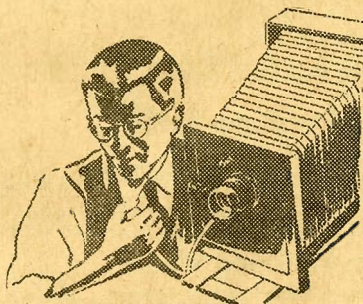
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(See Advertisement Opposite Page)  
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 (See Advertisement This Page)

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(See Advertisement Opposite Page)  
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 (See Advertisement Page 117)

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 (Continued on Pages 116 & 117)

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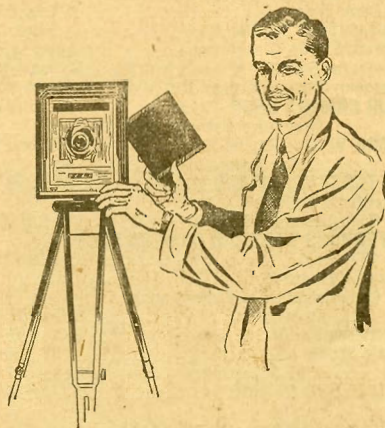
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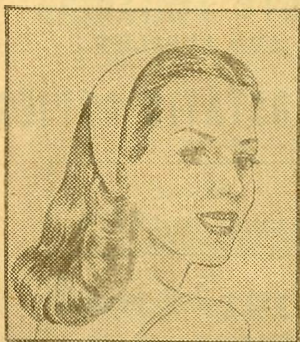


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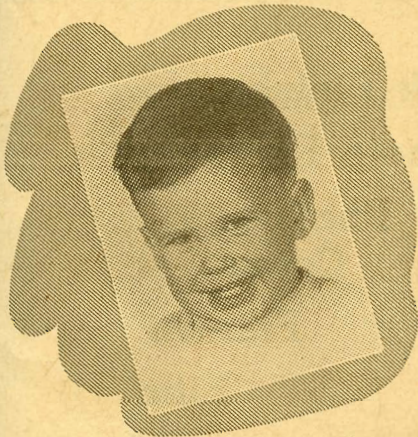
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AVE.**

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**PETERSENS' STUDIO** 355 Main. . . . . Watsonvil 1557  
 (See Advertisement Page 115)  
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 (See Advertisement Opposite Page)  
**STEPICK'S STUDIO & CAMERA SHOP**  
 451 Main. . . . . Watsonvil-779  
 (See Advertisement This Page)  
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 (See Advertisement Opposite Page)  
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- STEPICK'S STUDIO & CAMERA SHOP**  
451 Main. . . . . Watsnvil-779
- WEBBER'S ED PHOTO CRAFT SHOP**  
115 Pacific Av. . . . . S Cruz 2004

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