

**Physicians & Surgeons, M.D.—  
(Cont'd)**

Wirt Sheldon K  
Urology—Surgery  
Pasatiempo ..... S Cruz-220  
Wood Avery E 335 Main ..... Watsnvil 182  
Office 335 Main ..... Watsnvil 182  
Residence 905 N Main ..... Watsnvil 2160  
If no answer call ..... Watsnvil 2314  
Woodard D S 335 Main ..... Watsnvil 182  
Office 335 Main ..... Watsnvil 182  
Residence 320 E Lake ..... Watsnvil 201  
If no answer call ..... Watsnvil 2314  
Woodard Wood & Redner 335 Main ..... Watsnvil 182

**Physicians & Surgeons—Osteopathic  
See Osteopathic Phys & Surgeons and  
Osteopathic Phys**

**Pianos—Dealers**

Anderson John Music Co 125 Walnut Av. . . . S Cruz 133  
**CARLYON MERT & CO** 500 Main . . . . Watsnvil-2442  
Jansen A T 435 Main . . . . . Watsnvil-1040

**Pianos—Tuning & Repairing**

Deane Bill Esplanade Capitola . . . . . S Cruz-44-J-2  
Lewis Leon B 17 Glenview . . . . . S Cruz 4220  
Parker E Earl  
Repairing & Refinishing  
1451 Mercer Av Sn Jose  
(Toll) Call "Operator" for . . . . . Columbia-399

**THOMPSON LEROY**

PIANOS TUNED  
&  
REPAIRED

316 Columbia . . . . . S Cruz 1484-M

**Picture Frames—Dealers**

Camera Shop 19 Walnut Av. . . . . S Cruz-3445  
Jansen A T 435 Main . . . . . Watsnvil-1040  
**ORLANDO'S GLASS SHOP** 18 E 5th . . . . Watsnvil-1975  
**WEBBER'S ED PHOTO CRAFT SHOP**  
115 Pacific Av. . . . . S Cruz 2004

**Pies—Pastry**

**NEW ENGLAND PIES—**  
CENTRAL CALIFORNIA PIE CO  
172 Kearney . Watsnvil-268

**Pipe—Concrete**

See Concrete Products; also Culverts

**FABRICATORS OF  
MASONITE PRESWOOD**  
CUT TO SIZE, BENT, DRILLED,  
PUNCHED, LAMINATED AND SHAPED  
TO SPECIFICATIONS  
FORMICA  
TABLE TOPS FOR EVERY PURPOSE  
COMPLETE LAMINATING & ASSEMBLY  
DEPTS.  
Use Our Engineering and Designing Service  
CALL OR WRITE  
(Toll) Call Operator for  
**Delaware 1264**  
**SERVICE INDUSTRIES, INC.**  
1970 Carroll Ave., San Francisco, Calif.

**Pipe—Retail**

**VETTERLE & HOUGHTON BUTANE &  
APPLIANCE CO** State Hwy Soquel . . . S Cruz 4467

**Pipe Welding—See Welding**

**Planing Mills—See Millwork**

**Planographing—See Printers**

**Plant Food—Concentrated—See Fertilizers**

**Plasterers**

Handley & Rudy 1006 Seabright Av. . . . S Cruz 3582-W  
Koenig Erich Sn Lorenzo River Dr. . . Ben Lomond 56-J  
Strehlow H E 87-49th Av Capitola . . . S Cruz 36-W-3

**Plastic Coating & Finishing**

Onyxite 169 Chanticleer Av. . . . . S Cruz 4045-J

**Plastic Products—Whsle & Mfrs**

Lass Molded Fibre Products Co  
654 Soquel Av. . . . . S Cruz-3620  
**SERVICE INDUSTRIES INC** 1970 Carroll Av S F  
(Toll) Call "Operator" for . . . . . Delaware 1264  
(See Advertisement This Page)

**Plowing & Cultivating Service**

Alves Joe 2018 Mission . . . . . S Cruz 4125-J  
Johnson Robert W 81½ Windham . . . S Cruz 1503-J  
McCalmon Dale M Rosedale Soquel . . . S Cruz 61-J-5  
Mello J C 7th Av. . . . . S Cruz-3019-R  
Pepper Harvey W 1034 Morrissey Blvd . . S Cruz-1035  
Rowe Edward W 263 Water . . . . . S Cruz 1121-J

**Plumbers**

**AMIZICH BROTHERS** 117 E Lake Av. . Watsnvil-935  
(See Advertisement Opposite Page)

**ATWOOD A G**

& A. G. ATWOOD Jr.  
**PLUMBERS**  
STEAM & HOT WATER HEATING  
FURNACES - WATER HEATERS  
INSTALLATIONS & REPAIRS  
14A Paul Minnie Av. . . . . S Cruz 4011-M

**BERGEN M J** Reed . . . . . S Cruz-3958  
Border Orlin F 45 Porter Soquel . . . . S Cruz-26-J-5  
Burt George E Brookside Av. . . . . Ben Lomond 42-J

**CACACE D**

**PLUMBING & HEATING  
SHEET METAL WORK.**  
FURNACES & WATER HEATERS  
PLUMBING SUPPLIES  
516 Pacific Av. . . . . S Cruz 508

**FANEUFS**

**PLUMBING**  
HEATING - SHEET METAL WORK  
AND GAS APPLIANCES  
31A Walnut Av. . . . . S Cruz-104

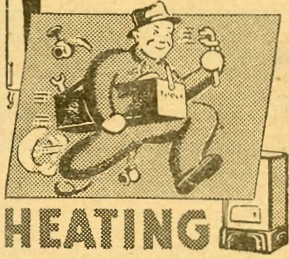
Fisher H H LoveCreek . . . . . Ben Lomond-112  
(Continued on Pages 121 & 122)



# AMIZICH BROTHERS

ANGELO & JOHN AMIZICH

**PLUMBING**



**HEATING  
CONTRACTORS**

We have a complete line of  
**WATER HEATERS, FLOOR FURNACES  
 PLUMBING FIXTURES & SUPPLIES  
 WATER SOFTENING EQUIPMENT**

**PLUMBING  
 JOBBING  
 HEATING  
 APPLIANCES**

117 E. LAKE AVENUE

**Watsonville 935**

## LAUREL PLUMBING

*Try Us For  
 Speed &  
 Dependability*



**FLOOR FURNACES  
 WATER HEATERS**

**FIXTURES  
 SUPPLIES**

**Phone Santa Cruz 1169  
 209 LAUREL**



for **RELIABLE  
 PLUMBING**

Call

**PAT'S**

**PLUMBING SUPPLIES**

- Water Heaters
- Floor Furnaces
- Repairs
- Replacements
- Water Softeners
- Pressure Pumps
- Tanks

**NO JOB  
 TOO BIG  
 OR  
 TOO SMALL**

Call  
 Watsonville  
**180**

**112  
 Van Ness Ave.**

## HANDY MAN or SPECIALIST

You're almost certain to find the person  
 or firm to do the job you want done  
 when you

LOOK IN THE  
*Classified*  
**TELEPHONE SECTION**



**Plumbers—(Cont'd)**

**FREIERMUTH HARDWARE & PLUMBING CO**  
 247 Main.....Watsnvil-69  
 Hull's Plumbing & Sheet Metal Shop  
 Freedom, Watsnvil-161  
**IMFELD JOHN J** 541 Seabright Av... S Cruz 1897-W  
 Kaler Elmer..... Felton-71-J  
**KEWER W S** Brook Lomond... Ben Lomond-121-W  
 Laurel Plumbing Shop 209 Laurel..... S Cruz 1169  
 (See Advertisement Preceding Page)  
 Lee's Plumbing Service 115B Sudden, Watsnvil-2570  
 Lyon Earl..... Ben Lomond-30

**MOSER WM**

**PLUMBING**  
 HEATING & VENTILATING  
 WATER HEATERS  
 SALES & SERVICE  
 Washing Machine Repairing  
 26 Franklin..... S Cruz-275

Ohse Edwin K Heating Service & Repair Co  
 Los Gatos Hwy..... S Cruz 35-W-1  
**PAT'S PLUMBING SUPPLIES**  
 112 Van Ness Av..... Watsnvil 180  
 (See Advertisement Preceding Page)  
 Phillips C F 506 Market..... S Cruz 4185-J

**ROSENSTEEL JACK**

**PLUMBING & HEATING**  
 WATER HEATERS  
 REFINITE WATER SOFTENERS  
 PUMPS  
 313 Capitola Av Capitola.... S Cruz 49-W-1

**SANTA CRUZ PLUMBING SUPPLY CO**

**PLUMBERS**  
 HEATING SHEET METAL WORK  
 PLUMBERS' SUPPLIES  
 FURNACES WATER HEATERS  
 320 Soquel Av..... S Cruz-2143

**SCOTT RUSSELL B SR** 597 Soquel Av. S Cruz 2954-J  
 Spencer H L Central Av..... Boulder Crk-411  
**TENNEY W A** Central Av..... Boulder Crk-56-W  
 Whitney Bros 189 Soquel Av..... S Cruz-125  
**WILSON GEO H** 30 Water..... S Cruz 61

**Plumbers' Supplies—Retail**

**CAROTHERS & SONS** 59 Front..... S Cruz 673  
**DUBRAY-HOPKINS SUPPLY CO**  
 Main & Broadis..... Watsnvil-1947  
 Izant's Hardware Soquel..... S Cruz 54-J-1

**Plumbers' Supplies—Whsle**

Santa Cruz Plumbing Supply Co  
 320 Soquel Av. S Cruz-2143

**Podiatrists—See Chiropradists**

**Pop Corn—Whsle**

Keystone Products Co 1127-57th Av Oakland  
 (Toll) Call "Operator" for..... Kellog-2-1671

**Pottery**

Campo Del Mar Pottery Capitola.... S Cruz-4535-W  
**FRANCISCAN WARE—**  
**SMITH IRVIN M** 452 Water..... S Cruz-2272  
 Wessenberg Julie E Cliff Dr. .... S Cruz-3080-R

**Poultry Dealers—Retail**

Adcock Hazel V Mrs 16th..... S Cruz-4434-J  
 Di Benedetti Poultry & Egg Dealer  
 132-2d..... Watsnvil 1062-J

**HILLCREST POULTRY FARM & HATCHERY**

**FRYERS AND BROILERS**  
 LIVE OR DRESSED  
 FRESH EGGS DAILY  
 Route 2, Box 512, Santa Cruz  
 Watsonville Hwy..... S Cruz 4464-J

Kersten Otto L W Los Gatos Hwy.... S Cruz-9-W-4  
**SANTA CRUZ POULTRY MARKET**  
 Wholesale & Retail  
 A Mancini-Proprietor  
 522 California Av..... S Cruz 2518

**SLOPER'S POULTRY FARM**

**FRYERS**  
 and  
**BROILERS**  
 LIVE OR DRESSED  
 WHOLESALE - RETAIL  
 514 El Dorado Av..... S Cruz 4357-J

**Poultry Dealers—Whsle**

**AMABILE POULTRY DEALER**

**POULTRY BUYERS**  
 1269 Blewett, San Jose  
 (Toll) Call "Operator" for... Columbia 2528

Cattaneo Wm P Pine Flat Rd..... S Cruz 6-Y-31  
 Hillcrest Poultry Farm & Hatchery  
 Watsonville Hwy..... S Cruz 4464-J  
**LEE DRESSED POULTRY RANCH**  
 Branciforte Dr..... S Cruz-1235-W  
**LUDWIG'S POULTRY FARM**  
 850 Almar Av..... S Cruz 2135  
**MISSION HATCHERY OF SANTA CRUZ**  
 Santa Cruz & Watsonville Hwy. S Cruz-420  
**PAJARO VALLEY POULTRY MARKET**  
 Live Poultry Bought  
 21 Sn Juan Rd..... Watsnvil-1532  
 Or..... S Cruz 769-J  
 Perucchi P Cunison Soquel..... S Cruz 10-J-1  
**POULTRY PRODUCERS OF CENT CALIF**  
 119 Madrone..... S Cruz 789  
 Santa Cruz Poultry Market 522 Calif... S Cruz 2518  
 Sitton Anthony Amesti..... Watsnvil-20-J-12  
 Valencia Poultry Farm Valencia Rd. Watsnvil 36-J-4  
**WADE L L**  
 Ducks-Geese-Bantams  
 McIntyre Rd..... S Cruz-3954

**Poultry Equipment & Supplies**

**ROLLINS WILLIAM R** 100 Oak Wy... S Cruz-360-W  
 Wood A R Mfg Co Inc  
 Oil-Gas & Electric Brooders  
 Center & Park..... S Cruz-685

**Preserves**

Bezdlands Jellies Day Vly Rd..... Watsnvil 63-W-3

**Presswork—See Printers**



**Printers**

**BOWMAN-FORGEY STATIONERY CO**  
 Raised Printed Wedding Cards-Ofc Forms  
 146 Pacific Av. .... S Cruz-206

**CO-OPERATIVE PRESS THE**  
 FINE COMMERCIAL PRINTING  
 Rubber Stamps - Xmas Cards  
 Announcements & Invitations  
 Sales Books - Office Forms  
 REASONABLE PRICES  
 119 Soquel Av. .... S Cruz-3320

**JOHNSON'S STATIONERY & PRINTING CO**  
 341 Main. .... Watsnvil 72  
**McDowell Printing Service**  
 See Service Printers  
 129-3d. .... Watsnvil 7  
 Mission Printers 292 Soquel Av. .... S Cruz-163

**SAN LORENZO VALLEY PRESS**  
 BRANSEN PUBLISHING CO  
 COMMERCIAL PRINTING  
 PUBLISHER  
 of  
 SAN LORENZO DAILY PRESS  
 342 Pacific Av. .... S Cruz-4286  
 Residence ..... S Cruz 1702-W

**QUALITY PRESS THE**  
 Commercial Printers  
 Walter E Fikes-Owner  
 Porter Soquel. .... S Cruz-181  
 Santa Cruz Printery 21 Vine. .... S Cruz-3660  
 Sears F W The Printer 112 Pacific Av. . . S Cruz-2592

**SENTINEL JOB PRINTING DEPT**  
 Rubber Stamps-Social Announcements  
 125 Church. .... S Cruz 3600  
 Service Printers 129-3d. .... Watsnvil 7  
 (See Advertisement This Page)

**WATSONVILLE PRESS**  
 Complete Printing Service  
 OFFICE FORMS - BOOKLETS  
 SOCIETY STATIONERY  
 FOLDERS - LABELS  
 119 Wall. .... Watsnvil-500

People may wish to deal with you personally, but may not remember the name of your firm. An extra listing in the Telephone Directory will insure those calls for you.

**Produce**

See Specific Kinds; i.e.; Cheese; Eggs Headings; Fruits & Vegetables Headings; Poultry Dealers Headings; Etc

**Public Stenographers**  
 See Stenographers—Public

**Publishers**

Morning Sun Watsonville Register-Pajaronian  
 18 E Lake Av. Watsnvil-2180  
 Register-Pajaronian Watsonville  
 F H Jenkins-Editor-Larry McKeown Mgr  
 18 E Lake Av. .... Watsnvil-2180  
 Riptide 21 Vine. .... S Cruz-3660  
 San Lorenzo Valley Press 342 Pacific Av. . S Cruz 4286  
 Sentinel Publishing Co 125 Church. .... S Cruz 3600  
 Watsonville Register-Pajaronian  
 18 E Lake Av. Watsnvil-2180

**Pump Controls**

See Electric Equipment Headings

**Pumps**

**FARMERS MERCANTILE CO**  
 Peerless And Jacuzzi Water Systems  
 233 Van Ness Av. .... Watsnvil-1318  
**FREEDOM GENERAL REPAIR & PUMP CO**  
 See Our Adv Under Irrigation Systems  
 Freedom. .... Watsnvil 1911  
**FREIERMUTH HARDWARE & PLUMBING CO**  
 Woodin & Little  
 247 Main. .... Watsnvil-69  
**NOVO CONTRACTORS PUMPS—**  
 BURAN EQUIPMENT CO 777-100th Av Oakland  
 (Toll) Call "Operator" for. .... Trinidad-5335

(Continued on Page 125)

**PRINTING**

*Service* **PRINTERS**  
 DOUG EVANS - ED KIMMEL

**"For a Real Service"**

— on —  
**LABELS • OFFICE FORMS**  
 ALL TYPES OF PRINTING  
 129-3rd St.  
**Watsonville 7**

**JACUZZI PUMPS**

THE ORIGINAL INJECTOR PUMP



**FOR DEEP & SHALLOW WELLS  
 AND PRESSURE SYSTEMS**

*Sales & Service*

**AL YOUNG  
 ELECTRIC SERVICE**

Mail Address Box J, Soquel, Calif.  
 PORTER ST. SOQUEL

**Phone Santa Cruz 362-J**



# RADIO SALES & SERVICE

## HALL'S APPLIANCE & RADIO

Repairing on All Makes of  
**AUTO - BOAT & AIRPLANE  
 TRANSMITTERS & RECEIVERS**

Authorized Dealer for

### WESTINGHOUSE



APPLIANCES - REFRIGERATORS - RANGES - WASHING MACHINES



### WATSONVILLE 2204

11 THIRD ST.

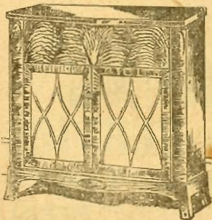
WATSONVILLE

## STATE RADIO AND APPLIANCE

RADIO SERVICING

AUTHORIZED DEALER  
 FOR LEADING MAKES

OF  
 RADIOS  
 AND  
 SOUND  
 EQUIPMENT



Phone  
 Santa Cruz  
**784**

"The **BEST** - Plus **SERVICE**"  
 301 VINE ST. SANTA CRUZ

## GUARANTEED RADIO SERVICE

Service on All Types

### HOME & AUTO RADIOS

Complete Testing Equipment

Authorized Dealer

**DELCO**

HOME & AUTO  
 RADIO

**PHILCO**

AUTO RADIO

Authorized Service

### ZENITH - GENERAL ELECTRIC UNITED MOTORS

Radios - Phonograph Combinations

Pick-up & Delivery Service

Santa Cruz 4046

### GRAHAM & DE WALD

335 Front



**Pumps—(Cont'd)**

- Philpott George M Co 1160 Bryant San Francisco  
(Toll) Call "Operator" for..... Hemlock-5475
- ROSENSTEEL JACK**  
Sales Installation & Service  
313 Capitola Av Capitola..... S Cruz 49-W-1
- Schuck Wm E  
Snta Cruz Watsonville Hwy..... S Cruz 4356-M
- SCOTT D S & SON**  
Robinson Soquel..... S Cruz 48-W-3  
If no answer call..... S Cruz 49-W-3
- VOSS H W**  
Aermotor-Deming-Jacuzzi Water Systems  
Route 4 Box 135 Snta Cruz  
Los Gatos Hwy..... S Cruz 35-J-1
- WHITNEY BROS** 189 Soquel Av..... S Cruz-125
- YOUNG'S AL ELECT SERV**  
Porter Soquel..... S Cruz 362-J  
(See Advertisement Page 123)

**Pumps—Repairing**

- Schuck Wm E  
Snta Cruz Watsonville Hwy..... S Cruz 4356-M
- SCOTT D S & SON**  
Robinson Soquel..... S Cruz 48-W-3  
If no answer call..... S Cruz 49-W-3

**Rabbits**

- Cruse Robt F 150 N Park Way..... S Cruz-3566-J
- LIVE OAK RABBITRY**  
J E Bacon-Mgr  
Dressed & Breeding Stock  
201 Chanticleer Av..... S Cruz-4261-W  
White Feather Ranch Chanticleer..... S Cruz-4261-J

**Radiator Repairing—Automobile**

See Automobile Radiator Repairing

**Radio Broadcasting Companies & Stations**

- K D O N Broadcasting Station**  
505 Soquel Av..... S Cruz 4295-W
- K D O N BROADCASTING STATION** Monterey  
From Watsonville Exchange only (No Inter-City Charge) Ask "Operator" for Enterprise-10203
- K H U B BROADCASTING STATION**  
American Broadcasting Station  
Radio Advertising  
Snta Cruz Hwy..... Watsnvil-1700
- K S C O Broadcasting Station**  
Capitola Dr..... S Cruz 1080

**Radio Dealers**

- Anderson John Music Co 125 Walnut Av.. S Cruz 133
- BIBBINS AUTOMOTIVE SERVICE**  
2015 N Pacific..... S Cruz 3050
- CAPEHART RADIOS—**  
**SANTA CRUZ APPLIANCE**  
107 Walnut Av..... S Cruz 301
- Carlyon Mert & Co Radio Shop  
500 Main..... Watsnvil 1956
- Coots' Art Radio Shop 437 Main..... Watsnvil-692
- De Wald A S 100 Laurel..... S Cruz-4046
- EASTSIDE RADIO** 269 Soquel Av..... S Cruz 4238  
(See Advertisement This Page)
- Electrical Appliance Co 442 Main... Watsnvil-1845  
(See Advertisement Following Page)
- FREIERMUTH HARDWARE & PLUMBING CO**  
General Electric-Hoffman & Emerson  
247 Main..... Watsnvil-69  
(Continued Next Page)

Hear many of the world's outstanding musical artists on the Telephone Hour—N.B.C., Monday nights.

**RADIO SERVICE**

with

*"Speed" Lindgren*

ALL MAKES REPAIRED

**Fast Service - Guaranteed Work**

Authorized Dealer for

R.C.A. VICTOR

MOTOROLA

MAGNAVOX

**Phonograph Records for Every Taste**

POPULAR & CLASSICAL

**MERT CARLYON & CO.**

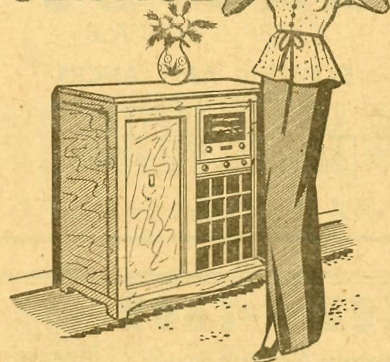
Radio Shop Phone Watsonville 1956

Store Phone

**Watsonville 2442**

500 MAIN

**RADIO SERVICE**



COMPLETE RADIO AND SOUND EQUIPMENT SERVICE

**STEWART-WARNER**  
DEALER

**Santa Cruz 4238**

**EASTSIDE RADIO**

FLOYD A. FORSMAN

Raytheon Bonded Electronic Technician  
269 SOQUEL AVE.



# Radio SERVICE

**ALL MAKES REPAIRED**

Factory Replacement Parts for  
**PHILCO - ZENITH - RCA**  
**WATSONVILLE**  
**RADIO SHOP**  
 W. MacFarlane      Ray McCullough  
 314 Main      **Watsonville 130**

## ROD HARLEY'S

*Personalized*

# RADIO

## SALES & SERVICE

AUTO - HOME  
 ELECTRICAL APPLIANCES  
 Phone **SANTA CRUZ 3780**  
 220 Seabright Ave.  
*Ample Parking Space*

## ELECTRICAL APPLIANCE CO.

# RADIOS

*SALES & SERVICE*

**ELECTRIC APPLIANCES**  
**REFRIGERATORS**

—PHONE—  
**Watsonville 1845**

442 MAIN ST.

## MOD-A-TRON

*Famous Names in Sound:*  
**WEBSTER - RAULAND**  
**VOYCALL BOGEN**

Inter-Communication and  
 Photo-Electric Equipment  
*Sales - Service - Rentals*

**ELECTRONIC EQUIPMENT**  
**AND SUPPLIES**

Phone **Santa Cruz 3543-R**  
 97 Myrtle St.      Santa Cruz



## Radio Dealers—(Cont'd)

**GENERAL ELECTRIC RADIOS—**  
 LEASK'S DEPARTMENT STORE  
 Pacific & Church..... S Cruz 555  
**SANTA CRUZ APPLIANCE**  
 107 Walnut Av..... S Cruz 301

Graham & De Wald 335 Front..... S Cruz 4046  
 (See Advertisement Page 124)

**HALL'S APPLIANCE & RADIO** 11-3d. Watsonville-2204  
 (See Advertisement Page 124)

Harley's Rod Radio Service  
 220 Seabright..... S Cruz 3780  
 (See Advertisement This Page)

Jansen A T  
 Sparton & Stromberg-Carlson Radios  
 435 Main..... Watsonville 1040

**MAGNAVOX RADIO-PHONOGRAPHS**

Superbly toned musical instruments combining the wonders of radio science, F.M. and automatic record changing. Truly fine furniture styling—from authentic traditional to tasteful modern.

## Magnavox

*"WHERE TO BUY THEM"*  
 Coats Herb 157 Pacific Av..... S Cruz-300

**MISSION RADIO SERVICE**  
 Howard-Fada Gilfillan Radios  
 476 Mission..... S Cruz 1479-J

**MOD-A-TRON ELECTRONICS**  
 97 Myrtle..... S Cruz 3543-R  
 (See Advertisement This Page)

**MOTOROLA RADIOS—**  
**BIBBINS AUTOMOTIVE SERVICE**  
 2015 N Pacific..... S Cruz 3050  
**CARLYON MERT & CO** 500 Main. Watsonville 2442  
**GENERAL APPLIANCES** 122 Pac Av. S Cruz 4024


Parker Radio & Appliance Capitola  
 Capitola ..... S Cruz-3031-W

**PHILCO AUTHORIZED SALES & SERVICE—**  
**WATSONVILLE RADIO SHOP**  
 314 Main..... Watsonville 130

**R C A VICTOR RADIOS—**  
**CARLYON MERT & CO** 500 Main. Watsonville 2442  
**SANTA CRUZ APPLIANCE**  
 107 Walnut Av..... S Cruz 301

(Continued Next Page)

Save time and trouble by looking in the Classified Telephone Directory first. It tells you who sells things, who mends things, who does things.



**PICK-UP & DELIVERY SERVICE**

Free Estimates

*All Work Guaranteed*  
**COMPLETE STOCK OF TUBES**  
 Repairs on  
**Electric Appliances**

**EXPERT REPAIRS ON ALL MAKES**

**Thompsons Radio Shop**  
 356 Soquel Ave. **Santa Cruz 4166**



**Radio Dealers—(Cont'd)**

**RECORDIO**

*"World's Finest Home Recording Instrument"*

**Recordio**  
by WILCOX-GAY

RECORDER - RADIO - PHONOGRAPH

Service - Recordio Discs - Recordioints

*"FOR INFORMATION CALL"*

Jansen A T 435 Main.....Watsnvil 1040

**SANTA CRUZ APPLIANCE**

107 Walnut Av.....S Cruz 301

**SOQUEL HOME APPLIANCE**

See Our Adv Under Electric Appliances  
Watsonville Hwy & Center Soquel S Cruz 4041-J

**SPUNG FURNITURE**

Philco-Zenith-Crosley-Hoffman  
543 Main.....Watsnvil 345

**STATE RADIO & APPLIANCE**

301 Vine...S Cruz 784  
(See Advertisement Page 124)

**STEWART-WARNER RADIOS—**

GENERAL APPLIANCES  
122 Pacific Av.....S Cruz-4024

**STROMBERG-CARLSON RADIO**

For the Main Radio in your Home... There is nothing finer than a Stromberg-Carlson, Radio-Phonograph - F. M. (Frequency Modulation) Television.



*"WHERE TO BUY IT"*

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

**SANTA CRUZ APPLIANCE**

107 Walnut Av.....S Cruz 301

Thompsons Radio Shop 356 Soquel Av...S Cruz 4166  
(See Advertisement Opposite Page)

Watsonville Radio Shop 314 Main.....Watsnvil-130

**WESTINGHOUSE RADIOS—**

BROOKMAN HARDWARE  
637 Soquel Av.....S Cruz 3943

**ZENITH RADIOS—**

DYSL'S EAST SIDE HOME APPLIANCE  
407 Soquel Av.....S Cruz 4105

**SANTA CRUZ APPLIANCE**

107 Walnut Av.....S Cruz 301

**Radio Mfrs' Agents**

Stillwell Chas E 71 Gault.....S Cruz 4407-R

**Radio Servicing**

**BERLIN'S RADIO SERVICE**

121 Locust.....S Cruz 4390  
(See Advertisement This Page)

**BIBBINS AUTOMOTIVE SERVICE**

2015 N Pacific.....S Cruz 3050  
Carlyon Mert & Co 500 Main.....Watsnvil 2442  
(See Advertisement Page 125)

**COATS HERB**

157 Pacific Av.....S Cruz-300

**COOTS' Art Radio Shop**

437 Main.....Watsnvil-692

**COX ELECTRIC CO**

159 Pacific Av.....S Cruz-565

(See Advertisement This Page)

**DON'S RADIO REPAIR SHOP**

160 Alta Av.....S Cruz 3511

**EASTSIDE RADIO**

269 Soquel Av.....S Cruz 4238

Electric Shop 450 Main.....Watsnvil-425

**GRAHAM & DE WILD** 335 Front.....S Cruz 4046

**HALL'S APPLIANCE & RADIO** 11-3d.Watsnvil-2204

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

(Continued Next Page)

**COX ELECTRIC COMPANY**

**REPAIR SERVICE**

**RADIOS - REFRIGERATION  
WASHING MACHINES  
and All  
ELECTRICAL APPLIANCES**

Established 1910

159 Pacific Ave.

Phone  
SANTA CRUZ  
**565**



**RADIO SET LOANED  
FREE!**  
WHILE WE ARE REPAIRING YOURS

**VERNON BERLIN**

**"THE RADIO MAN"**

FOR

- Prompt Radio Service
- With a Bonded Guarantee for Your Protection

Phone

**Santa Cruz 4390**

**Same Location, But New  
Street Number  
121 LOCUST ST.**



## Radio Servicing—(Cont'd)

### HARLEY'S ROD RADIO SERVICE

#### MODERN EQUIPMENT

To Handle All Makes & Types of Radios  
Frequency Modulated & Television Sets Inclusive

ALL WORK & PARTS GUARANTEED

PICK-UP & DELIVERY

220 Seabright.....S Cruz 3780

Jansen A T 435 Main.....Watsnvl-1040  
Johnston ED 107 River.....S Cruz 1066

### MISSION RADIO SERVICE

EXPERT GUARANTEED REPAIRING  
PROMPT PICK-UP SERVICE

Authorized Dealer For

HOWARD - FADA - GILFILLAN  
RADIOS

"RAY" GARFIELD

476 Mission.....S Cruz 1479-J

Parker Radio Service 85 Cayuga.....S Cruz 3488-J  
Radio Shop The Sequel.....S Cruz-362-R

### STATE RADIO & APPLIANCE

THE BEST - PLUS SERVICE  
Sales & Service of All Types of  
ELECTRONIC EQUIPMENT

Since 1922

ONE OF THE MOST MODERN  
ELECTRONIC SERVICE LABORATORIES  
ON THE WEST COAST

301 Vine.....S Cruz 784

Thompsons Radio Shop 356 Soquel Av... S Cruz-4166  
Watsonville Radio Shop 314 Main.....Watsnvl-130  
(See Advertisement Page 126)

## Radio Supplies & Parts—Retail

See Radio Dealers

## Radio Supplies & Parts— Whse & Mfrs

ARBUCKLE JACK C 1427 Broadway Fresno  
(Toll) Call "Operator" for.....Fresno 4-6556

### ASSOCIATED RADIO DISTRIBUTORS

1251 Folsom S F  
(Toll) Call "Operator" for.....Hemlock 0212  
Frank Quement Inc 161 W Sn Fernando Sn Jose  
(Toll) Call "Operator" for.....Ballard 1824

### SACRAMENTO ELECTRIC SUPPLY CO

711 Capitol Av Sacramento  
(Toll) Call "Operator" for..Sacramento 2-0719

## Rags

All-State Supply Co  
Sanitary Wiping Rags-Janitor Supplies  
1769 Chase Oakland  
(Toll) Call "Operator" for.....Twinoaks-2646

### OAKLAND CALIFORNIA TOWEL CO.

Wiping Towels & Rags Rented, Reclaimed  
VAC-CLEEN PROCESS  
GIVES SUPERIOR ABSORBENCY  
SANITATION PROLONGS WEAR

958-28th Oakland  
(Toll) Call "Operator" for...Templebar-2711

Keep the Classified Telephone Directory handy; it can save you time and effort.

## Railroad Companies

Pacific Fruit Express Co  
Watsonville Junction, Watsnvl-1130

Southern Pacific Co  
Davenport.....S Cruz-17-F-2  
Ticket Office Snta Cruz.....S Cruz-511  
Freight Station Snta Cruz.....S Cruz-130  
Station Capitola.....S Cruz-2970-W  
Southern Pacific Co Watsnvl Junction..Watsnvl-1130  
Southern Pacific Co Station.....Felton 136

## Ranches

Abrams Joseph Olive Springs Rd.....S Cruz 58-J-1  
Coolidge G E.....Felton-82  
Dethlefsen Irvin Ranch Beach Rd.....Watsnvl-404  
Locatelli Bros Rodeo Gulch Rd.....S Cruz-30-J-1  
Love Creek Ranch Old Sn Jose Rd.....S Cruz 7-W-2  
Massera Trafton & Stephenson  
Beach Rd.....Watsnvl 115-W-3  
Matiashev ch Bros Riverside Rd.....Watsnvl-13-W-11  
McGrath John R 31 Wilkie.....Watsnvl 2648-W  
Meadowood Ranch Bean Creek Rd....S Cruz-41-W-3

### MISSION RANCH

Artichokes-Brussels Sprouts  
Coast Rd.....S Cruz-3787  
Moffett Ranch Bear Valley Rd.....Aptos-8-F-4  
Molineo Ranch Co Coast Rd Davenport.S Cruz-4-F-13  
Norjo Ranch Olive Springs Rd.....S Cruz 58-J-1  
Riverside Ranch Springfield Dist....Watsnvl 10-W-5  
St Francis Springs Chittenden.....Watsnvl 122-J-11  
Sambrailo Chas P Coward Rd.....Watsnvl 13-J-2  
Seghetti A & Son W Cliff Dr.....S Cruz-3938-W  
Todos Santos Rancho GreenVly.....Watsnvl-14-J-4  
Uebler Bros Corralitos.....Watsnvl-64-W-3  
Wildner Ranch Coast Rd.....S Cruz-184

## Ranges & Stoves—Dealers

Coast Counties Gas & Electric Co  
Electric & Gas Stoves  
22 Pacific Av.....S Cruz-2525  
Coast Counties Gas & Electric Co  
Electric & Gas Stoves  
5th & Main.....Watsnvl-67

### ESTATE HEATROLA RANGES—

GENERAL APPLIANCES  
122 Pacific Av.....S Cruz-4024  
HALL'S APPLIANCE & RADIO  
11-3d.....Watsnvl-2204

### FRIGIDAIRE ELECTRIC RANGES

See famous Frigidaire Electric Ranges with exclusive Radiant tube Units—big, even-heat oven. Also, Frigidaire refrigerators, home freezers, water heaters, automatic washers.



"WHERE TO CALL"

SALES & SERVICE DEALERS

COAST REFRIGERATION & APPLIANCE CO  
49 Pacific.....S Cruz-3460  
FRIERMUTH HARDWARE & PLUMBING CO  
247 Main.....Watsnvl-69

General Appliances 122 Pacific Av.....S Cruz-4024  
(Continued Next Page)

Telephone men in all parts of the Bell System have had long experience in working together. Tools, equipment, methods of tackling the job and the "language of the business" are the same north or south, east or west. This nationwide unity of method and spirit means a telephone service of the utmost dependability.



## Ranges &amp; Stoves—Dealers—(Cont'd)

## GENERAL ELECTRIC RANGES

Super-fast Calrod Units for G-E "SPEED COOKING". Other famous G-E "firsts" — Built-in Pressure Cooker, Tripl-Unit, Tripl-Oven, Tel-A-Cook Lights, No-Stain Oven Vent.

**"WHERE TO CALL"**

## SALES &amp; SERVICE DEALERS

Just-Rite Electric 311 Van Ness . . . Watsnvil-853  
Knapp Bill 23-3d . . . Watsnvil 365

**LEASK'S DEPARTMENT STORE**

Pacific & Church . . . . . S Cruz 555

## SALES DEALER

**YATES & BAIL ELECTRIC CO**

Mill . . . . . Ben Lomond 68-M

## KELVINATOR ELECTRIC RANGES

The new . . .  
KELVINATOR  
"Automatic Cook" Electric *Kelvinator*  
Range . . . plus three other  
models . . . a range to fit every budget.  
Get the Best Things First . . . Get Kelvinator

**"WHERE TO BUY IT"****SANTA CRUZ APPLIANCE**

107 Walnut Av. . . . . S Cruz 301

**L & H ELECTRIC RANGES—****WATSONVILLE ELECTRIC CO**

1046 Main . . . . . Watsnvil 2092

**MAGIC CHEF GAS RANGES—****BROOKMAN HARDWARE**

637 Soquel Av. . . . . S Cruz 3943

CAPITOLA HARDWARE Capitola. S Cruz 45-W-3

**GENERAL APPLIANCES**

122 Pacific Av. . . . . S Cruz 4024

**PACIFIC FURNITURE**

205 Pacific Av. . . . . S Cruz-344

SPUNG FURNITURE 543 Main. . . Watsnvil 345

**MONARCH ELECTRIC RANGES—****SANTA CRUZ APPLIANCE**

107 Walnut Av. . . . . S Cruz 301

**NORGE ELECTRIC & GAS RANGES—****CARLYON MERT & CO**

500 Main. . . . . Watsnvil 2442

**O'KEEFE & MERRITT GAS RANGES—****EASTERN FURNITURE CO**

353 Pacific Av. S Cruz-2111

**ELECTRICAL APPLIANCE CO**

442 Main. . . . . Watsnvil 1845

**SANTA CRUZ APPLIANCE**

107 Walnut Av. . . . . S Cruz 301

**SANTA CRUZ APPLIANCE**

107 Walnut Av. . . . . S Cruz 301

**SOQUEL HOME APPLIANCE**

See Our Adv Under Electric Appliances  
Watsonville Hwy & Center Soquel. S Cruz 4041-J

**TAPPAN GAS RANGES—****SANTA CRUZ APPLIANCE**

107 Walnut Av. . . . . S Cruz 301

SPUNG FURNITURE 543 Main. . . Watsnvil 345

Trader's Headquarters 191 Soquel Av. . . S Cruz-1524

Memory plays tricks. If in doubt about a telephone number, please look it up in the Directory.

## UNIVERSAL GAS RANGES—

**SANTA CRUZ APPLIANCE**

107 Walnut Av. . . . . S Cruz 301

**VETTERLE & HOUGHTON BUTANE &**

**APPLIANCE CO** State Hwy Soquel. . . S Cruz-4467

**WEDGEWOOD GAS RANGES—**

BUTANE FUEL CO 49 Pacific. . . . . S Cruz-3460

FREIERMUTH HARDWARE & PLUMBING CO

247 Main. . . . . Watsnvil-69

**LEASK'S DEPARTMENT STORE**

Pacific & Church. . . . . S Cruz 555

**WESTERN HOLLY RANGES—****GENERAL APPLIANCES**

122 Pacific Av. . . . . S Cruz 4024

**PACIFIC FURNITURE**

205 Pacific Av. . . . . S Cruz 344

**WESTINGHOUSE ELECTRIC RANGES—****HALL'S APPLIANCE & RADIO**

11-3d . . . . . Watsnvil 2204

## Ranges &amp; Stoves—Repairing

La Pine Wm Old San Jose Rd. . . . . S Cruz-4041-W

## Rattan Ware—See Furniture Headings

## Razors—Electric—See Shavers—Electric

Have you thought of having a separate business listing in the Telephone Directory under your own name? The charge for these extra listings is small, the convenience often great.

## When Looking for a Dealer in your Neighborhood

Time and effort may be saved if the article or service you want to buy can be found in your neighborhood. You'll find the location of your neighborhood dealer when you

LOOK IN THE

# Classified TELEPHONE SECTION

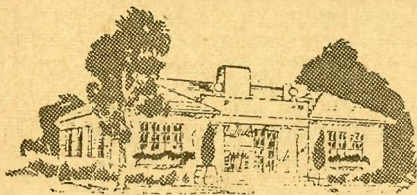
The Yellow Pages Tell You Where



# HENRY A. RADFORD

REAL ESTATE - INSURANCE

EXCHANGES & BUSINESS PROPERTIES



**VETERAN'S LOANS**

**G. I. LOANS**

**ARRANGED**

**HOMES • RANCHES • INCOME**

**BUSINESS OPPORTUNITIES**

PHONE - WRITE OR CALL

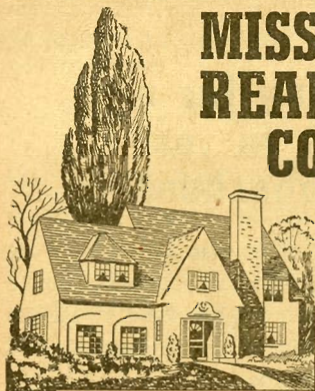
**135 PACIFIC AVE.**

**Palomar Hotel Bldg.**

PHONE

**SANTA CRUZ**

**4 5 7**



**MISSION  
REALTY  
CO.**



**REAL  
ESTATE**

GENERAL INSURANCE

J. C. YOUNG

69 Mission St.  
Santa Cruz

Phone  
Santa Cruz **3920**

**H. A. MITCHELL  
REALTOR**

Licensed Contractor

Homes - Ranches  
Mountain Cabins

A THOUSAND LOTS  
TO CHOOSE FROM

Phone or Call

**118 WATER STREET**

Phone SANTA CRUZ 4054

Branch Office SANTA CRUZ 9-J-2

Branch Office BOULDER CREEK 409-W

Main Office

300 BUCHANAN ST., SAN FRANCISCO



**Real Estate**

**ALDRICH & OELLERICH**  
480 Pacific Av. . . . . S Cruz 4287-M

**ANDERSON C VINCENT**

REAL ESTATE  
CITY AND COUNTRY PROPERTY  
404 Main. . . . . Watsnvil-765  
Residence . . . . . Watsnvil 729  
or . . . . . Watsnvil 1229-M

Anderson C Vincent 404 Main. . . . . Watsnvil 765  
(See Advertisement Page 133)  
Anderson Charlotte RioDelMar. . . . . Aptos-73-M

**ANSON ETTA Y**

Homes - Beach Income - Ranches  
Sales - Exchanges - Loans  
AT RIVERSIDE ST. BRIDGE  
185-3d . . . . . S Cruz-499

Aptos Land & Water Co Rio Del Mar. . . . . Aptos-154  
**BALICH ANDY** Palomar Hotel. . . . . S Cruz-139  
Bancroft G R Mrs Los Gatos Hwy. . . . . S Cruz 33-J-1  
**BANCROFT G R MRS**  
Santa Cruz-Watsonville Hy. . . . . S Cruz-214-W  
Barre . . . . . Ben Lomond 168-W  
**BARRE-CONELLY REALTY** . . . . . Ben Lomond 168-W  
**BARKER HOWARD C** 100 Pacheco. . . . . S Cruz-2571-W  
**BARRE CHARLES M** Central Av. . . . . Boulder Crk-10  
Bayview Estates S Crz Wtsnvl Hiway. . . . . S Cruz-32-R

**BERNARD E C**

COMPLETE  
REAL ESTATE SERVICE  
AGENT FOR  
BAY VIEW ESTATES  
Bet Soquel & Aptos  
S Crz Wtsnvl Hiway. . . . . Aptos-32-R  
Res . . . . . S Cruz-464

Bertram N H 48 Wood. . . . . S Cruz 2987-M  
**BLACK REALTY** 430 Water. . . . . S Cruz-3528  
**BOLTON GEORGE H REALTOR** Felton. . . . . Felton 123  
If no answer call. . . . . Felton 138-W  
Brockamp Geo Interlaken. . . . . Watsnvil 110-J-1  
Brunjes & Fallis . . . . . Felton 42  
**BRUNJES & FALLIS** 177 Pacific Av. . . . . S Cruz-4100  
Branch Office Soquel. . . . . S Cruz 48-J-1  
Calder Edw F 202 Anthony. . . . . S Cruz 3685-W  
Calder Edw F 13 Soquel Av. . . . . S Cruz 3719-M  
(See Advertisement Page 134)

**CANFIELD C E & SON**

REAL ESTATE  
SINCE 1906  
103 Pacific. . . . . S Cruz-529

Canfield C E & Son  
9 Western Brookdale. . . . . Boulder Crk-421  
Cartwright C G 407 Seabright Av. . . . . S Cruz 3545-R  
Charles V H Paradise Park. . . . . S Cruz 2789-J  
**CHINN JOHNSON REAL ESTATE**  
20 Bridge. . . . . Watsnvil 2593-M  
If no answer call. . . . . Watsnvil 307  
Coffee Sam 156 Laveaga Pk Rd. . . . . S Cruz 1325-W  
Colegrove-Mossbarger & Beall  
Lettunich Bldg. . . . . Watsnvil 2682-W  
Comstock's Real Estate 363 Soquel Av. . . . . S Cruz 4073  
(Continued Next Page)



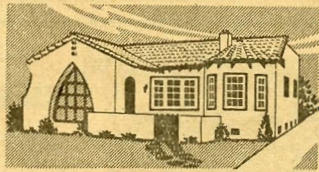
With  
**JOS. R. H. JACOBY INC.**  
**REALTORS**  
LAND SPECIALISTS

Branch Offices  
APTOS . . . . . Phone Aptos 111  
BEN LOMOND . . . . . Phone Ben Lomond 68-W  
LA SELVA BEACH  
Phone Watsonville 55-W-2

Main Office, SANTA CRUZ  
JOS. R. H. JACOBY, President  
NOEL PATTERSON, Vice President

**Santa Cruz 4231**  
20 COOPER

For  
*Real Service*  
and  
*Quick Results*  
LIST  
YOUR PROPERTY  
AT  
**MAC'S REALTY CO.**



**D. A. McEDWARD**  
REALTOR  
Next to Theatre Del Mar  
213 PACIFIC AVE.

**Santa Cruz 1006**  
If No Answer Call 652



# M. C. HALL

## REALTOR INSUROR

Offers You County-Wide Service  
in Every Phase of Real Estate,  
Business Opportunities, Loans  
and Insurance

18 PACIFIC AVE. - SANTA CRUZ

PHONE

### Santa Cruz 3241

#### OTHER OFFICES

- Aptos.....Phone Aptos 14-W
- Soquel.....Phone Santa Cruz 3973
- Felton.....Phone Felton 8
- Ben Lomond.....Phone Ben Lomond 84
- Boulder Creek.....Phone Boulder Creek 4
- Scotts Valley.....Phone Santa Cruz 9-W-14

#### SEACLIFF PARK

EMPIRE ACRES LAUREL  
OPEN EVERY DAY OF THE YEAR

## SANTA CRUZ REALTY CO.



- Real Estate
- Loans
- Insurance
- Rentals
- Exchanges
- Notary

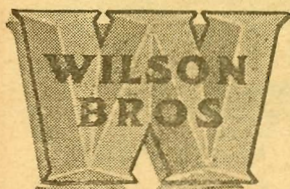
Since 1920

H. VON GERICHEN ETHYL OWEN

Phone SANTA CRUZ 282

If No Answer Call Santa Cruz 3822-W  
Or Santa Cruz 1486-J

149 PACIFIC AVE. SANTA CRUZ



REAL ESTATE  
INSURANCE  
4% LOANS

Now in Our 37th Year

- 7 LICENSED REAL ESTATE BROKERS
- 4 LICENSED INSURANCE AGENTS
- 3 BONDED NOTARIES PUBLIC

142 Pacific Ave. Phone Santa Cruz 54

## Real Estate-(Cont'd)

- COOLIDGE G E..... Felton-34  
If no ans call..... Felton-82
- CUMMING W N 309 Main..... Watsvil-1140
- CURETON LA MAR 383 Soquel Av..... S Cruz-290
- Daniel Artemesia 367 Soquel Av..... S Cruz 1878-R  
(See Advertisement Page 134)
- Darrow H F 74Front..... S Cruz-616
- Day Gordon C 2 Palomar Arcade..... S Cruz 4042-W
- DESMOND JOS P 3 Ocean..... S Cruz 2515-W  
de Witt Real Estate  
212-1st Av Seabright..... S Cruz 1688
- DICKERSON REALTY CO 113PacificAv..... S Cruz-204
- Dodge H M 209 Lighthouse Av..... S Cruz 3535-W
- Dresser A T 16Wall..... Watsvil-607
- Dudfield John Watsonville Hwy & 17th Av.S Cruz 3438
- Dufrane Roy L Central..... Boulder Crk-408
- Eastside Real Estate Exchange  
909 Water..... S Cruz 4245

### ECKLEY GREY R

#### LICENSED BROKER

Specializing in Santa Cruz Mountain Property

BEN LOMOND OFFICE

MILL - PHONE BEN LOMOND 71

BOULDER CREEK OFFICE

CENTRAL AV - PHONE BOULDER CRK-8

State Highway..... Ben Lomond 71

- Eckley Grey R CentralAv..... Boulder Crk-8
- Eckley Grey R..... Felton-16
- Eckley Grey R Felton..... Felton 84-J
- Enderson Ruth 19 Mott Av..... S Cruz 2280-W
- Enos Teresa Meidl Snta Cruz Hwy... Watsvil-367-J
- Fallis Rupert 177 Pacific Av..... S Cruz-4100
- Finn & Finn 51 Pacific Av..... S Cruz-232  
Branch Office 45 Riverview Capitola. S Cruz 19-W-4
- Finson Harry 175 Capitola Av Capitola. S Cruz 2538-J
- Finson Harry 120 Saxon Capitola..... S Cruz 4-J-3
- Fisher Peter 101 Prospect Hgts..... S Cruz 1435-J
- FITZPATRICK E J 1107 1/2 Main..... Watsvil 2217
- Fowler Wm H 214River..... S Cruz-417
- Friessen Realty 432 Water..... S Cruz-4171  
Branch Office 433 Soquel Av..... S Cruz 388-W

### GARNER CLAUDE

Specializing In Rio Del Mar Property

Rio Del Mar..... Aptos-37

Genshlea F L 115 Locust..... S Cruz 522

GEORGE REALTY CO 4 Soquel) Av..... S Cruz 760

If no answer call Residence..... S Cruz-3560

Gibbons L T 519 Chestnut Av..... S Cruz 4629-W

Gamm E M Capitola..... S Cruz-5-W-4

Gunther Frank Brookdale..... Boulder Crk-66-J

Hall Edward A & Son 19-3rd..... Watsvil-516

Hall M C State Hy..... Aptos-14-W

Hall M C State..... Ben Lomond-84

Hall M C..... Felton-8

Hall M C Scotts Valley..... S Cruz 9-W-14

Hall M C Realtor Forest&Central..... Boulder Crk-4

HALL M C REALTOR 18 Pacific..... S Cruz-3241

Soquel Branch Soquel..... S Cruz-3973

(See Advertisement This Page)

Hamilton O L 80 Alta Vsta..... S Cruz 2961-W

HARRIS C W 447 Seabright Av..... S Cruz-1783

(See Advertisement Opposite Page)

Harris Realty Co 447 Seabright Av..... S Cruz-1783

### HASKINS REALTY CO

Mountain Properties Our Specialty

Camp Evers..... S Cruz-39-W-3

Haskins Realty Co Glen Canyon Rd... S Cruz 28-W-13

Havens Gerald W 2 Palomar Arcade... S Cruz 4042-W

Hayes John C Bay & Oak Capitola... S Cruz-53-J-11

Hayes Lewis E Central Av..... Boulder Crk-155-W

Heinley C O 570 Soquel Av..... S Cruz 2285

### HOOPER & FINSON

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

Hopkins Robt A 129 Madison..... Watsvil-1604-J

Houk Noah J 430 Ocean..... S Cruz-2740

HUESMAN FRANK 317 Pacific..... S Cruz 4160

(See Advertisement Page 134)

Huesman Frank Rio Del Mar..... Aptos-70-M

(Continued Next Page)



**Real Estate--(Cont'd)**

Iturbury Ines L  
 Gracian A Iturbury  
 East Cliff Dr. . . . . S Cruz 18-J-3  
 Jacoby Jos R H. . . . . Aptos-111  
 Jacoby Jos R H. . . . . Ben Lomond-68-W  
**JACOBY JOS R H INC** 20 Cooper. . . . . S Cruz 4231  
 If no answer call. . . . . S Cruz 2962  
 (See Advertisement Page 131)  
 Jacoby Jos R H Inc No 1  
 La Selva Beach. . . . . Watsonvil 55-W-2  
**JANSSE P** State Hwy. . . . . Aptos-7-W  
 Jehl Sydney A Main&Maple. . . . . Watsonvil-287  
 Jenkins Realty 119 Locust. . . . . S Cruz 4060-W  
 Jones H Roy Rio Del Mar. . . . . Aptos-140-R  
**KAHL GEO**  
 Office Cor 41st Av & Watsonville Hwy  
 Snta Cruz Watsonville Hwy. . . . . S Cruz 2698-M

**KANE REAL ESTATE**  
 We Buy-Sell-Exchange Property  
 22Wall. . . . . Watsonvil-1471  
 Keltz Bob Realty Lower Capitola Rd. . . . . S Cruz 3314-W  
 King Reynald D 638 E 5th. . . . . Watsonvil-2237

**LA TURNER-LACEY REAL ESTATE**  
 Main & Laurel. . . . . Watsonvil 2491  
 If no answer call. . . . . Watsonvil 632-R  
 Mabry Harley Los Gatos Hwy. . . . . S Cruz 59-J-12  
**MAC'S REALTY CO** 213PacificAv. . . . . S Cruz-1006  
 (See Advertisement Page 131)

**MALOOF D A** 318 Pacific Av. . . . . S Cruz 4034  
 Branch Office 922 Mission. . . . . S Cruz 2099-W  
 McDonald Realty 357 Fairmount Av. . . . . S Cruz 3249-W  
 McSherry & Hudson 9 E 3rd. . . . . Watsonvil-62  
**MEIDL REALTY CO** 424 Main. . . . . Watsonvil-304  
 If no answer call. . . . . Watsonvil-367-J  
 If no answer call. . . . . Watsonvil-2217  
 Merriam J L 26 Front. . . . . S Cruz 4471  
**MISSION REALTY CO** 69 Mission. . . . . S Cruz 3920  
 (See Advertisement Page 130)

Mitchell H A RedwoodGrove. . . . . Boulder Crk-409-W  
 Branch Office Los Gatos Hwy. . . . . S Cruz-9-J-2  
**MITCHELL H A** 118 Water. . . . . S Cruz 4054  
 (See Advertisement Page 130)

**MITCHELL O K** 293 Front. . . . . S Cruz-4510  
 Morris C C Redwood Grove. . . . . Boulder Crk 103-Y-13  
**MORSE MAY AUBREY** 224 Locust. . . . . S Cruz 2860  
 Mt Hermon RI Est Ofc Mt Hermon Rd. . . . . Felton 124-R  
 Moyer Ethel A 120 Water. . . . . S Cruz 2640-J  
**MULLIN ENID**

Rio Del Mar Properties Watsonville Hwy  
 Rio Del Mar. . . . . Aptos 25-W  
**NEWSOM C B** 20Wall. . . . . Watsonvil-1093  
**NITTLER&DARROW** 74Front. . . . . S Cruz-616  
**PARKER HENRY** 358 Pacific Av. . . . . S Cruz-3334  
 (See Advertisement This Page)

Patterson Noel. . . . . Aptos-111  
**PATTERSON NOEL** 20Cooper. . . . . S Cruz-4231  
 If no answer call. . . . . S Cruz-1332  
 Peterson V O 14 E High. . . . . Watsonvil-918

**PIEPER WESLEY L CO**  
 REAL ESTATE,  
 Business Opportunities  
 INSURANCE  
 701 Beach. . . . . S Cruz 4531  
 Residence. . . . . S Cruz-3204-J

Pio Mabel Hendricks 1015 Bay. . . . . S Cruz 3786  
**PORI HUGO A** Delaware. . . . . S Cruz 4246-W  
 Downtown Office 26 Front. . . . . S Cruz 4471  
 Pori Hugo A 26 Front. . . . . S Cruz 4471  
**PRESCOTT THOS W** Soquel. . . . . S Cruz-2844-J  
 If no answer call. . . . . S Cruz-52-W-1  
**RADFORD HENRY A** 135PacificAv. . . . . S Cruz-457  
 (See Advertisement Page 130)

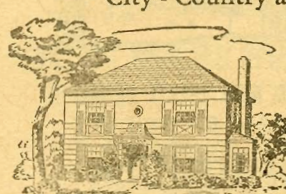
Ring J L 41st & E Cliff Dr. . . . . S Cruz 4506-W  
**RIVERSIDE ESTATES** Riverside Av. . . . . S Cruz-4380  
 Sandberg Chris 456 Main. . . . . Watsonvil-682  
**SANTA CRUZ REALTY CO** 149 Pac Av. . . . . S Cruz-282  
 (See Advertisement Opposite Page)  
 (Continued Next Page)

**WHITE REALTY CO.**  
 Realtors - Insurance



FOR REAL ESTATE  
**Phone SANTA CRUZ 118**  
 155 Pacific Ave. Santa Cruz

**HENRY PARKER**  
 Real Estate - Insurance  
 City - Country and  
 Business  
 Properties  
 Homes  
 &  
 Ranches



Phone **SANTA CRUZ 3334**  
 358 Pacific Ave. Santa Cruz

**C. WINFIELD HARRIS**  
 Realtor  
 Specializing in

- SEABRIGHT
- TWIN LAKES &
- BEACH PROPERTIES

"We Know East Side Values"

447 Seabright Ave. Santa Cruz 1783

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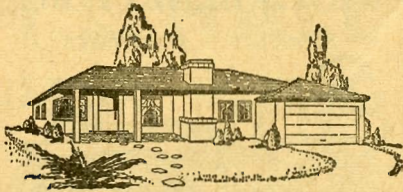
**C. VINCENT ANDERSON**  
 REALTOR

Office Phone Watsonville 765  
 Residence Watsonville 729  
 Or Watsonville 1229-M

404 MAIN



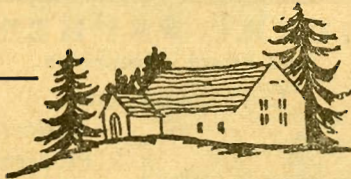
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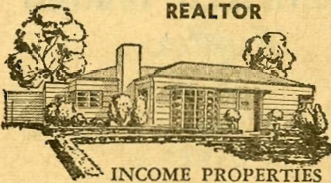
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Santa Cruz 1878-R

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**FRANK HUESMAN & STAFF**  
REALTOR



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INCOME PROPERTIES  
*Distributor for*  
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Homes & Cabins

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**Real Estate-(Cont'd)**

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Seacliff Real Estate Seacliff Dr. . . . . Apts 185-J  
Simerly A L  
Stockton & Riverview Capitola. . . . . S Cruz-610  
Simpson Realty Co 212 River. . . . . S Cruz 1089-J  
Smith Ben 277 Pacific Av. . . . . S Cruz-544

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Stafford E M Prospect Capitola. . . . . S Cruz-36-J-4  
Stenstrum R W 437 Pacific Av. . . . . S Cruz 4082-R  
Stringfellow Ken Central Av. . . . . Boulder Crk-420  
Strout Realty

Branch No 2 Eldorado Av. . . . . S Cruz 2244-R

**STROUT REALTY** 648 Soquel Av. . . . . S Cruz-3150-J

**STROUT REALTY** 30 Salinas Rd. . . . . Watsnvil 698-W

Sullivan Realty Co 241 Riverside Av. . . . S Cruz-1195-W

Thomas Doris Darling Wats Hy. . . . . S Cruz-4543-W

Tolagson C F

Monterey Av & Watsonville Hwy. . . . S Cruz 38-W-3

Tripiett J G

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Villa Realty Co Bennett Rd. . . . . Felton 432-W

United Farm Agcy 2 Palomar Arcade. . . S Cruz 4042-W

Walsh Thos D Kearney & Walker. . . . . Watsnvil-92

Ward E B Central. . . . . Boulder Crk-61

**WESSELL LARRY** Bay & Capitola. . . . S Cruz-5-W-1

West Coast Realty Central&ParkAv. . . Boulder Crk-69

**WEST COAST REALTY** 383 Soquel Av. . . S Clara-290

**WHITE REALTY CO** 155 Pacific Av. . . . . S Cruz 118

(See Advertisement Preceding Page)

**WILSON BROS** 142 Pacific Av. . . . . S Cruz-54

(See Advertisement Page 132)

Wood Hernando F Bonny Doon. . . . . S Cruz 6-Y-13

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TWO-EIGHT TWO-EIGHT

**SID WOODS, Realtor**

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Each new issue of the Telephone Directory  
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Many people have changed their places  
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**PLEASE CONSULT THE DIRECTORY FIRST**



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**STAUFFER SYSTEM** Trust Bldg. . . . . S Cruz 4145-J  
 (See Advertisement This Page)

**Refrigeration Equipment—Commercial**

**A & B SERVICE CO** 1119 Main. . . . . Watsvil-240  
 (See Advertisement Following Page)  
**Amco Refrigtn Serv** 353 Soquel Av. . . . . S Cruz-4355  
**ARCADE REFRIGERATION CO.** . . . . . Aptos 24-J  
 (See Advertisement Page 138)

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*"FOR INFORMATION CALL"*  
**SALES & SERVICE DEALER**

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(Continued on Pages 136, 137 & 138)

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*Be Wise  
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WITH THE

*Stauffer System*

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*Open Evenings by Appointment*

**12-14 TRUST BLDG.**

Soquel & Pacific

Santa Cruz

*V. R. S.*      **VOLLMER'S**      *V. R. S.*  
**REFRIGERATION**  
*Sales & Service*

**PARTS AVAILABLE**

for

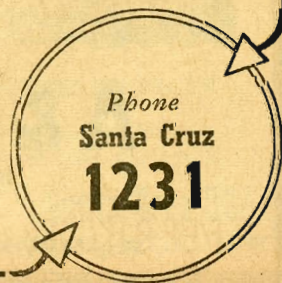
- FRIGIDAIRE
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- KELVINATOR
- CYCLOPS
- BAKER
- COPELAND
- YORK
- NORGE
- FRIEDRICH
- BRUNNER
- CARRIER
- MILLS
- PAR
- ACE
- SERVEL
- CHIEFTAIN
- WESTINGHOUSE
- McCRAY

- BLOWER COILS
- WALK-IN BOXES
- REACH-IN BOXES
- FREEZER CABINETS
- SODA FOUNTAIN EQUIP.
- CARBONATORS

- BELTS
- CONTROLS
- MOTORS
- HARDWARE

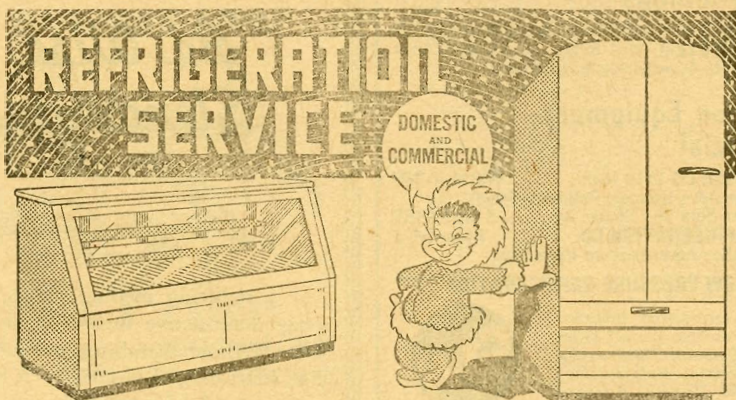
*V. R. S. — Very Reliable Service — V. R. S.*

**400 PACIFIC AVENUE**



Phone  
**Santa Cruz  
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*Any Make Repaired & Serviced*

- DISPLAY CASES
- FROZEN FOOD CABINETS
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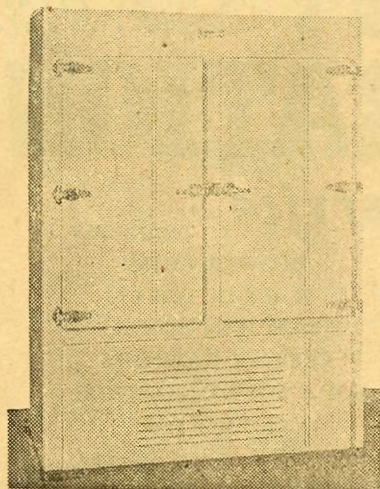
**AMCO**

Phone  
 Santa Cruz  
**4355**

353 SOQUEL AVE.

**REFRIGERATION SERVICE**

ORVEL ALBRIGHT, *Owner*



**COMMERCIAL REFRIGERATION Specialists**

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- Walk-ins
- Reach-ins
- Deep Freeze
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- Bars
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SHOP 1119 MAIN ST., WATSONVILLE

Phone WATSONVILLE 240

Shop 355½ Soquel Ave., Santa Cruz — Phone SANTA CRUZ 4212

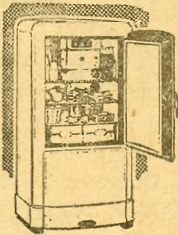


# COMMERCIAL - DOMESTIC REFRIGERATION

## SALES & SERVICE

*Parts for All Makes  
Reasonable Prices*

QUICK  
RELIABLE  
GUARANTEED  
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*Santa Cruz*  
**768**

CARBONATORS  
LIQUID CARBONIC GAS  
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GENERAL ELECTRIC COMMERCIAL  
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- MARINE

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**WE BUILD WALK-IN  
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**MONTEREY**

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(Toll) Call "Operator" for . . . . . Monterey 8032  
(See Advertisement This Page)

Metcalf Al 15 Stanford . . . . . S Cruz-3042  
(See Advertisement Preceding Page)

**WHITE'S REFRIGERATION** 375 Front . . . S Cruz 768  
(See Advertisement Preceding Page)

## Refrigeration Equipment— Commercial, Servicing

A & B Service Co 109 S Branciforte . . . . S Cruz-4212

**A & B SERVICE CO** 1119 Main . . . . . Watsnvil-240

Amco Refrigeration Service

353 Soquel Av. . . . . S Cruz 4355

(See Advertisement Page 136)

B & E Refrigeration Service

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All Types

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Home Freezers Custom Made

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(See Advertisement Opposite Page)

Dennig G B 82 Marchant . . . . . Watsnvil 2703-W  
(Continued Next Page)

# CYCLOPS

## CYCLOPS

Low Pressure  
Commercial • Industrial

### REFRIGERATION

SALES • SERVICE



**SANTA CRUZ  
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Ice Making Machinery

Locker Plants

Food Freezing Equipment

Pre-Cooling Plants

Walk-in Boxes

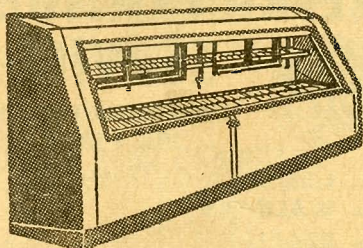
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Farm Freezers

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REFRIGERATION  
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and

**Super-Cold Equipment**

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**Aptos 24-J**

**Aptos 172-M**

**Watsonville 1249-W**



**Refrigeration Equipment—  
Commercial Servicing—(Cont'd)**

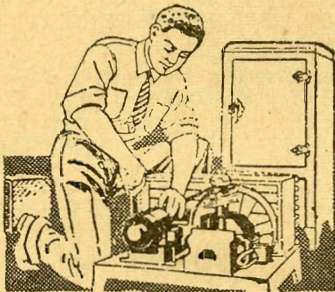
- FREIERMUTH HARDWARE & PLUMBING CO**  
Frigidaire Commercial Sales & Service  
247 Main.....Watsnvil-69
- Hunting-Bye Refrigeration & Supply Co  
136 Trafton.....Watsnvil 2578
- Larkin's Refrigeration Service  
Roache Dist.....Watsnvil-2576
- MCDONALD REFRIGERATION CO**  
560 Fremont Monterey  
(Toll) Call "Operator" for.....Monterey 8032
- METCALF AL** 15 Stanford.....S Cruz 3042
- Mountain Refrigeration  
San Lorenzo River Dr.....Felton-45
- Polar Refrigeration & Equipment Co  
Branciforte Dr.....S Cruz 1015-W

- RUSSELL REFRIGERATION SERVICE**  
7th & Lower Capitola.....S Cruz-4202-W  
(See Advertisement This Page)
- Sylvia Refrigeration Serv  
41st & Bain Opal Cliffs.....S Cruz-140  
(See Advertisement This Page)
- Vollmer's Refrigeration Service  
400PacificAv.....S Cruz-1231  
(See Advertisement Page 135)
- WHITE'S REFRIGERATION** 375 Front...S Cruz 768

**Refrigeration Equipment—Parts &  
Supplies—Whse**

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(Toll) Call "Operator" for.....Andover 0217

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for All Makes



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VACUUM CLEANERS - WASHING MACHINES - IRONS - TOASTERS - ETC.

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Opal Cliffs

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