

Refrigerators—Domestic

ADMIRAL REFRIGERATORS—

BIBBINS AUTOMOTIVE SERVICE
2015 N Pacific..... S Cruz 3050

BIBBINS AUTOMOTIVE SERVICE
2015 N Pacific..... S Cruz 3050

Coast Counties Gas & Electric Co
Serval & Hotpoint Refrigerators
22 Pacific Av..... S Cruz-2525

Coast Counties Gas & Electric Co
Serval & Hotpoint Refrigerators
5th&Main..... Watsnvil-67

COAST REFRIGERATION&APPLIANCE CO
49Pacific..... S Cruz-3460

EASTERN FURNITURE CO 353 Pac Av. S Cruz-2111

ELECTRICAL APPLIANCE CO
442 Main..... Watsnvil-1845

FRIGIDAIRE REFRIGERATORS

See famous Cold-Wall Refrigerators with frozen food chest, current-saving Meter-Miser. Also, Frigidaire electric ranges, automatic washers, home freezers, water heaters.



"WHERE TO CALL"
SALES & SERVICE DEALERS

Byrne Bros 46 Pacific..... S Cruz-710

COAST REFRIGERATION&APPLIANCE CO
49Pacific..... S Cruz-3460

FRIERMUTH HARDWARE & PLUMBING CO
247 Main..... Watsnvil-69

GENERAL ELECTRIC REFRIGERATORS

New Space Maker Models give up to one-half more food storage in same kitchen floor space. Powered by famed "sealed-in-steel" unit, offering utmost dependability and economy.



"WHERE TO CALL"
SALES DEALERS

Knapp Bill 23-3d..... Watsnvil-365

LEASK'S DEPARTMENT STORE
Pacific & Church..... S Cruz 555

YATES & BAIL ELECTRIC CO
Mill..... Ben Lomond 68-M

JOHNSON CHET 173 Pacific Av..... S Cruz-3648

KELVINATOR

See the new—
KELVINATOR
Refrigerators and *Kelvinator*
Home Freezer . . .
PolarSphere powered for trouble-free performance.
Get the Best Things First . . . Get Kelvinator

"WHERE TO BUY IT"

SANTA CRUZ APPLIANCE
107 Walnut Av..... S Cruz 301

LARKIN'S REFRIGERATION SERVICE
Roache Dist..... Watsnvil-2576
(See Advertisement Page 137)

METCALF AL 15 Stanford..... S Cruz 3042

NORGE REFRIGERATORS—
CARLYON MERT & CO 500 Main.. Watsnvil 2442

ROLLINS WILLIAM R
Farm Freezers
100 Oak Wy..... S Cruz 360-W

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

SERVEL GAS REFRIGERATORS—

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

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

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

SOQUEL HOME APPLIANCE

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

SPUNG FURNITURE

Philco-Crosley-Serval
543 Main..... Watsnvil 345

UNION ICE CO THE 155 Chestnut..... S Cruz 1200

UNION ICE CO THE 771 Main..... Watsnvil 1000

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

WESTINGHOUSE REFRIGERATORS—

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

Refrigerators—Domestic, Servicing

ALBRIGHT ORVEL 353 Soquel Av..... S Cruz 4355

COAST REFRIGERATION&APPLIANCE CO
49Pacific..... S Cruz-3460

LARKIN'S REFRIGERATION SERVICE
See Our Adv Under Refrigeration Equip
Roache Dist..... Watsnvil 2576

Metcalfe Al 15 Stanford..... S Cruz-3042

RUSSELL REFRIGERATION SERVICE
7th&Lower Capitola..... S Cruz-4202-W

Soquel Home Appliance
Watsonville Hwy & Center Soquel... S Cruz 4041-J

WHITE REFRIGERATION 375 Front..... S Cruz 768

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

When
N A M E
or
ADDRESS
Is Forgotten

Someone has told you of a certain concern or you've read their advertising somewhere.

LOOK IN THE

Classified
TELEPHONE
SECTION

You probably will recognize the name or address when you see it.

Resorts

- Beckoning Woods Vacation Ranch
Los Gatos Hwy. S Cruz 9-J-1
- Ben Lomond Lodge Inc Riverside Pk. . . Ben Lomond 3
- Brookdale Lodge
Running Brook in World Famed Dining Room
Brookdale Boulder Crk-13
- Brown Gables SanLorenzoRiver. . . Ben Lomond-73-W
- Captain Ed's Boysland Felton Grove. . . Felton-92-J
- Casa Alta Lodge Branciforte Dr. . . . S Cruz-3204-J
- Casa de la Vista Lodge
Guzules Bros-Props
S Cruz Wtsvl Hy. Aptos-52-W
- Casa Del Mar Resort 319 ECliff. . . . S Cruz-4235
- China Grade Lodge Big Basin. . . . Boulder Crk-5-F-2
- Cliff Side Cabins Big Basin Rd. . . . Boulder Crk-425
- DENTON'S MOUNTAIN INN** Soquel. . . S Cruz-4469
- Durrel's Bear Creek Guest Ranch
Bear Crk. Boulder Crk 44-W
- EL SALTO RESORT** Capitola. . . . S Cruz 4535-J
(See Advertisement This Page)
- Felton Grove Graham Hill. Felton-38
- GRIFFIN'S REDWOOD GROVE**
Completely Furnished Cottages-Clean-Quiet
Big Tree Hwy. Felton-63-J
- Happy Valley Resort Branciforte Dr. . . S Cruz-3479

HARTMAN'S BROOKDALE INN

COCKTAIL LOUNGE
DINING ROOM

CABINS

Parties By Arrangement
Select Cuisine

Brookdale Boulder Crk 104

- Hillside Lodge Brookdale. Boulder Crk 24-M
- Holiday's River Cabins
Sn Lorenzo River Rd. Ben Lomond 105
- Keller Otto BearCreekRd. Boulder Crk-30
- Kelly's Lodge Scotts Val Hwy. S Cruz-1399
- Kennolyn Camp Glen Haven Rd. . . . S Cruz-23-W-2
- LAGUNA INN**
Camp Grounds-Trailer Space-Barbecue Pit
Laguna Crk. S Cruz-2-Y-21
- Locatelli's Inn Big Basin Rd. Boulder Crk-31
- Lockwood Wilfrid E
Sn Lorenzo River Dr. Ben Lomond-55-W
- MILLER'S BEN LOMOND COURT**
Mill Ben Lomond-19-W
- Moore C G Mrs New Brighton. . . . S Cruz-15-J-12
- Mount Hermon Assn Mt Hermon. . . . Felton-1
- Mount Hermon Assn Redwood Camp
Mount Hermon. Felton 412-W
- MOUNTAIN VIEW RANCH HOTEL**
Ralph Buffon-Manager
Mt View Rd. S Cruz-320

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

- Palm Beach Beach Rd. Watsvil-3-J-1
- PARADISE LODGE** Olympia. Felton 416-Y-3
- Redwood Park Commission Boulder Crk-5-F-11
- Redwood Rest
Furn Housekeeping Cottages-Hotel Rooms-
Tent Houses-Restaurant-Reasonable
Lorenzo Boulder Crk-106
- REDWOOD VILLAGE MOTOR LODGE**
Among The Redwood Trees
Paul Vilhauer Managing-Owner
. Aptos-10
- Rose Acre Ranch Rose Acres. Felton-66-R
- RYAN'S BEVERLY LODGE**
Dining-Dancing-Swimming
Cocktails-Modern Cabins
Scotts Vly Hwy. S Cruz 9-J-4
- Santa Cruz County Big Tree Park . . . Felton-80
- Seabright Court Apartments
Atlantic&2d Av. S Cruz-3440
- Sequoia Gardens
Jack Morra-Mgr
Big Tree Rd. Felton-19
- Sheppard's Clearing Branciforte Dr. . . S Cruz-1-W-3
- Sky Meadows Guest Ranch
Glen Canyon Rd. S Cruz 28-W-1
- Smith Chas B Sn Lorenzo River Dr. . . Felton-21
- Sycamore Grove Auto Camp
Sycamore Grove. S Cruz-2789-W
- Teton Motor Lodge Brookdale. . . . Boulder Crk-141
- Three Gables Sn Lorenzo Dr. Ben Lomond 161
- Toll House Resort Big Tree Hwy. . . . Felton-50
- TOWN AND COUNTRY LODGE**
Formerly Hotel Dickinson-G O Perry Owner
Bridge Ben Lomond 4
- TROUT FARM INN**
Cottages-Dining-Dancing
Felton Felton 97
- Wildberger's Cabins
SanLorenzoRiver Ben Lomond-55-J

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

El Salto Resort
CAPITOLA, CALIFORNIA

Lovely Cottages - Beautiful Gardens
Overlooking Monterey Bay
Secluded - Exclusive - Quiet
Open All Year Around
Limited Reservations

Write P.O. X. L., Capitola, Calif.
Telephone Santa Cruz 4535-J

ANY TIME

When things happen unexpectedly—the demand for promptness of service is urgent. You'll find firms who render 24-hour service listed in the

Classified
TELEPHONE SECTION

Additional Listings

... for the growing-up son or daughter, for the relative or friend who lives under your roof... what nicer thought than a separate listing in the Telephone Book?

CHINA CAFE

JIM SOO HOO, *Prop.*



CHOP SUEY
and
CHOW MEIN

ORDERS TO TAKE OUT

OPEN FROM 4 P. M. TO 1 A. M.

CLOSED ON TUESDAY

Specializing in

FULL COURSE FAMILY STYLE CHINESE DINNER

Also AMERICAN DISHES - STEAKS & CHOPS

280 PACIFIC AVE.

SANTA CRUZ 3705

Let's Drive to the Beach and Have a . . .

FISH DINNER



Exclusive Cuisine — Exclusive Atmosphere

GLASS ENCLOSED DINING ROOM - SMART SERVICE

"Watch The Breakers While You Dine"

IT'S ALWAYS THE SPOT FOR
THAT IMPORTANT OCCASION

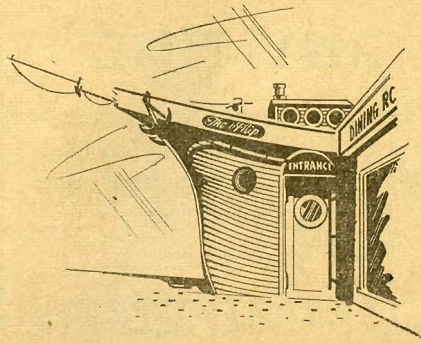
GOEBEL & SUK

GEORGE & ANTON
Your Hosts

ENTRANCE
TO
WHARF

Phone
SANTA CRUZ

3989



Rest Homes—See Homes; also Sanitariums

Restaurant Fixtures

PETERSON & TRULSEN MFG CO

See Our Adv Under Millwork
76 Porter.....Watsnvil 2502

Restaurants

Alexander W D Sn Lorenzo River Dr..Boulder Crk-49

Al's Do Nut Shop

Sandwiches To Take Out

197 Pacific Av.....S Cruz 3271

AMERICAN COFFEE SHOP 153 Main..Watsnvil-654

Anchor Cafe The 420 Pacific Av.....S Cruz-3909

Anna's Place Esplanade Capitola.....S Cruz 20-W-14

APTOS GRILL Wtsvl Hwy.....Aptos-52-J

Aptos Inn Snta Cruz-Watsonville Hwy.....Aptos-108

Artichokes Inn

Open Until Midnight

18 Porter Dr.....Watsnvil-507

Asti Cafe 384 Pacific Av.....S Cruz 3009

AVENUE GRILL

Most Modern & Spacious
DINING ROOM

Serving

Breakfast - Luncheon & Dinner

275 Pacific Av.....S Cruz-3018

Babbling Brook Tea Room 1025 Laurel...S Cruz 4020

Bar-B-Q-Pit Boardwalk.....S Cruz-3893-M

Ben Lomond Drive Inn Main.....Ben Lomond 27-R

BEST TAMALE PARLOR

Tamales-Enchiladas-Steaks

511 River.....S Cruz 1942

BETTY & EDDIE'S SEASIDE INN

Boardwalk.....S Cruz-4053-J

Restaurants—(Cont'd)

Bob's Lunch 255 Main.....Watsnvil 2471

Borradori's Swiss-American Hotel

24 Water.....S Cruz-2269

Bosley's Drive In Restaurant

Ocean & Water.....S Cruz 4585

Brookdale Inn Dining Room

Brookdale.....Boulder Crk 438-J

BUCKHART'S COFFEE SHOP

Located In The Appleton Hotel

Home Cooked Meals 7:00 AM to 8:00 PM

Wall & Van Ness Av.....Watsnvil 359

BUSY BEE CLUB

Open Until Midnight

301 Main.....Watsnvil-221

Cabin Club Lunch 15 Soquel Av.....S Cruz-3248

Carl's Place Springfield Dist.....Watsnvil 10-J-5

CARROLL'S DRIVE INN

Snta Cruz Hwy.....Watsnvil 1640

(See Advertisement Page 147)

CASA LOMA INN Sn Lorenzo Dr.....Felton 66-J

CHICKEN VILLA 401Front.....S Cruz-3870

(See Advertisement Page 146)

CHINA CAFE 280 Pacific Av.....S Cruz 3705

(See Advertisement Opposite Page)

CHINA CAFE 151 Main.....Watsnvil-1871

(See Advertisement Page 146)

Clancy's 265 Main.....Watsnvil 1470

CLUB HI-HAT

THE PLACE TO COME FOR
MEXICAN DINNERS

DANCING - FINEST LIQUORS

MIXED DRINKS

10 AM - 12 PM

Across From The Big Dipper

801 Beach.....S Cruz 2968

(Continued Next Page)

TEACUP
RESTAURANT
Features
AUTHENTIC CHINESE FOOD
DELICIOUS AMERICAN DISHES
Intimate *Cocktail Lounge*
HOURS
OPEN DAILY FROM 4 O'CLOCK

Corner Pacific and Front

Phone Santa Cruz 4490



Monte Carlo Inn

DE LUXE ROOMS
High Atop Beach Hill
Overlooking
the City of Santa Cruz

The Finest in
**AMERICAN
DINNERS**

Charcoal Broiler

WINE - BEER - COCKTAILS

For Reservations

Phone Santa Cruz 99

924-3rd St.

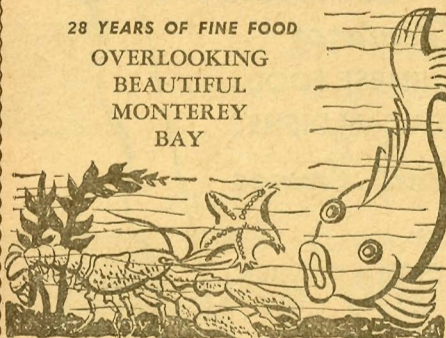
Santa Cruz

THE ORIGINAL

IDEAL FISH RESTAURANT

28 YEARS OF FINE FOOD

OVERLOOKING
BEAUTIFUL
MONTEREY
BAY



Our Specialties

SEA FOOD DINNERS

and
DELICIOUS CRAB OR SHRIMP SALADS

also
STEAKS & CHICKEN

Edwards & Olivieri

ENTRANCE TO MUNICIPAL WHARF

Santa Cruz 318

Restaurants-(Cont'd)

COLLEGE DAZE 339 Pacific Av. S Cruz-4081
Corral The Hecker Pass. Watsnvil 47-W-11
COSTELLA'S CHALET Felton 133

COTTAGE THE

PERSHAKE & CARPENTER, Proprietors

SPECIALIZING IN
HOME COOKED MEALS
LUNCHES & DINNERS

11 Church. S Cruz 1322

Cottage Cafe The

Sn Lorenzo River Dr. Ben Lomond 56-W

Crown Restaurant. Felton-90-W

DEER PARK TAVERN

Special Chicken And Steak Dinners

Cocktail Lounge Adjoining

Snta Cruz Rd. Aptos-28

Del Monte Cafe 300 Walker. Watsnvil-1687

DENNY'S HOT DOGS 499 Pacific Av. S Cruz-4256-W

Dog House Cafe Freedom. Watsnvil-1078

Duffy's Diner Central Av. Boulder Crk 401-J

EAST LAKE CAFE

Open Daily

6 AM to 2 AM

LUNCHES - DINNERS

SHORT ORDERS - FOUNTAIN

36 E Lake. Watsnvil 484

Eat'n Time 410 Soquel Av. S Cruz 4061

EBERT'S DEPARTMENT STORE

Fountain Lunch-Brkfst & Noon Plate

415 Soquel Av. S Cruz-765

EL SARAPE CAFE

Mexican Foods-Ready To Take Out

105 Main. Watsnvil 1149

ERIC'S CAFE

SPORTSMEN'S CENTER

Open 5 AM - 2 AM

HOME COOKING

SEA FOOD - STEAKS - CHOPS

Lunches to Take Out

298 Pacific. S Cruz-4240

Estelle & Andy's Happy Spot

915 Beach. S Cruz 503-W

F & J Cafe 58 Porter Dr. Watsnvil 2466

FELTON FOUNTAIN & COFFEE SHOP

State Hy. Felton-121

FREEDOM INN

Tamales & Enchiladas

A Caldwell-Proprietor

Freedom Watsnvil-837

GARIBALDI HOTEL Front. S Cruz-90

Genova

Formerly The Dutch Oven

1209 Main. Watsnvil 821

George's Club 328 Walker. Watsnvil 300

George's Log Cabin Sn Lorenzo River Dr. . . . Felton 36

GOEBEL & SUK

Fish Dinners

Beach & Entrance To Wharf. . . . S Cruz-3989

(See Advertisement Page 142)

GOLD DRAGON 15-1st. Watsnvil-1830

(See Advertisement Page 146)

Gunther's Fountain Lunch

Grove & Central. Boulder Crk 73-M

Happy Spot 613 Beach. S Cruz 2777

HARBOR TAVERN Tanglewood. Felton-20

Henfing's Inn. Ben Lomond-100

(Continued Next Page)

Restaurants—(Cont'd)

HI HO EATS 812 Ocean..... S Cruz 3229
(See Advertisement Page 147)

HILL'S TAVERN Boardwalk..... S Cruz 3893-W
Hiway Cafe Snta Cruz Rd..... Watsnvil 1307-R
Homeland Coffee Shop

Los Gatos Hwy..... S Cruz 39-J-11
Hotel Palomar Chef 131 Pacific Av..... S Cruz-2563

HUB THE MILL..... Ben Lomond-121-J

IDEAL FISH RESTAURANT
Municipal Wharf..... S Cruz 318
(See Advertisement Opposite Page)

Idle Hour Cafe 47 Brooklyn..... Watsnvil-1946
Jackson's Greyhound Cafe 162 Front... S Cruz 313-W
Johnny's Cafe Soquel & Main Soquel... S Cruz-54-J-2
Kay's & Mary's 274 Riverside Av..... S Cruz 374-R
Keith's Koffee Kup 531 Soquel Av..... S Cruz 4137
Kellogg Coffee Shop Main..... Boulder Crk-131-J

KNOTTY PINE CAFE

MEYER AND LILLIAN BRILL
BREAKFAST, LUNCH & DINNER
SEVEN A. M. TO ELEVEN P. M.
Closed Tuesdays
Central..... Boulder Crk 139

Kozy Koffee Shop
Capitola & San Jose Av Capitola... S Cruz-44-W-11
Lakeside Station & Cafe S Cruz Rd... Watsnvil 36-J-1
La Paloma Cafe & Bar Water&Bulkhead... S Cruz-386

LARK CAFE
Home Cooking-Beer On Ice
Salinas Rd..... Watsnvil-1970

LAUREL INN 803 Laurel..... S Cruz 2735
(See Advertisement Following Page)

Leo's Place 190 Main..... Watsnvil-811-M
Lico & Greco Restaurant
21 Porter Dr..... Watsnvil 286

LIGE'S LUNCH
Lige Brooks-Proprietor
256 Main..... Watsnvil 416

Locatelli Grace 184 Main..... Watsnvil-76
LOCATELLI'S INN Big Basin Rd... Boulder Crk-31

Losada B R 143 Main..... Watsnvil 2659
Los Gatos Cafe 15 River..... Watsnvil-1507

LUCCA LUNCH JOE & SON
117 Cooper..... S Cruz 2825

MAC'S PLACE Central..... Boulder Crk-121
(See Advertisement This Page)

MAIN COFFEE SHOP THE 73 Pacific Av... S Cruz-1171
Malquel's Hot Dog Stand Boardwalk... S Cruz 4325

MARTIN'S FASHION CAFE
French and Italian Dinners
227 Pacific Av..... S Cruz-1186

MARY'S TAMALES PARLOR
1047 Main..... Watsnvil 2526

MEXICAN KITCHEN 45 Brooklyn... Watsnvil-2172
Midway 308 Pacific Av..... S Cruz-100

MIRAMAR FISH GROTTTO
Fish & Sea Food Salads-Italian Dinners
Municipal Wharf..... S Cruz 2668-J

Miramar Grill 522 Main..... Watsnvil 2780
Mission Inn 250 Main..... Watsnvil 99

MOM'S CAFE
Myrtle Mercer Prop
Railroad Av..... Watsnvil 2547

MONTE CARLO INN
56-3d Beach Hill..... S Cruz 99
(See Advertisement Opposite Page)

Monterey Cafe 141 Main..... Watsnvil 1368
Monument Cafe Snta Cruz Rd..... Watsnvil 1893

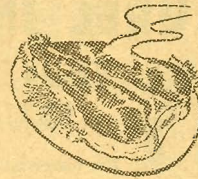
Murphy's Cafe 613 Soquel Av..... S Cruz-4077

OLIVARD'S AT THE WHARF
Sea Food Cocktail & Salad Counter
Municipal Wharf..... S Cruz 48

OMAR CLUB
Chinese-American Dishes
215 Center..... S Cruz 4530

Orchard's Candy Store 138 Pacific Av... S Cruz-1385

(Continued Next Page)



- **BREAKFAST**
Our Specialty
 - **LUNCH**
Special Business Men's Lunch
 - **DINNER**
We Feature a Full Course Dinner
- STEAKS - CHOPS**
No Liquor Is Served in Our Establishment

Tavy's Grill

M. O. TAVERNIA

Santa Cruz 2559

11 SOQUEL AVE.



Mac's Place

Since 1866

**EAT - DRINK
AND
BE MERRY**

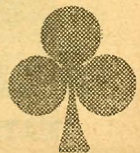
**Old Relics of the
Early Days**

M. C. McCARRY, Prop.

BOULDER CREEK, CALIF.

Phone
Boulder Creek

121



LAUREL INN



**ITALIAN DINNERS
COCKTAILS**

We Cater to Banquets
& Parties

DANCING
EVERY SATURDAY

Phone Santa Cruz 2735

803 Laurel St.

CHICKEN VILLA



R. H. Selway, Prop.

**LUNCHEONS
AND
DINNERS**

Our Specialty
Delicious
Cooked Chicken
To Take Out

401 Front

Santa Cruz 3870

Famous for
**ITALIAN DINNERS and
BROILED STEAKS**



**THE
TROVATORE
HOTEL
AND
ST. JAMES COURT
APARTMENTS**

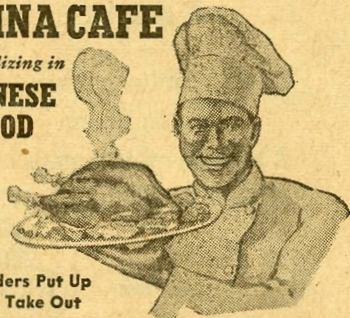
Visit Our Cocktail Lounge

703 Pacific Ave.

Santa Cruz 436

CHINA CAFE

Specializing in
**CHINESE
FOOD**



Orders Put Up
to Take Out

WATSONVILLE 1871

151 MAIN ST.

Restaurants—(Cont'd)

ORIENTAL CAFE 145 Main. Watsnvil-2270
Palace Grill

Open Night & Day

269 Main. Watsnvil-960

Palomar Circle Palomar Hotel. S Cruz-3578

PEP CREAMERIES INC 433 Main. Watsnvil-1840

Pep Creameries Ltd 188 Pacific. S Cruz-1222

Peter Pan Tea Garden Branciforte Dr. S Cruz-46-J-3

PETE'S LUNCH 310 Walker. Watsnvil-1650

Pier Bath House Municipal Wharf. S Cruz 932-J

Plaza Cafe 29 Pacific Av. S Cruz-1640

POLLY LUNCH

Spanish Cooking-Opn 10 AM-2 PM

Weldon Edwards Manager

437 Ocean. S Cruz-3381

Porter's Cafeteria 523 Beach. S Cruz 1412-J

POSTAL LUNCH 16 Water. S Cruz-2788

Pronto Pups 621 Main. Watsnvil 1719

QUEEN CAFE 263 Water. S Cruz 4284-R

(See Advertisement Opposite Page)

REDWOOD REST Lorenzo. Boulder Crk-106

RESETAR COFFEE SHOP

Private Banquet Room For Parties

John Batistich-Manager

15 W Lake Av. Watsnvil-1210

Rock Haven Cafe 101 Hwy. Watsnvil-23-W-12

Roudell Coffee Shop 128 Pacific Av. S Cruz 1160

Roussel's 515 Ocean. S Cruz 4575

ROYAL THE

P V Arnerich-Proprietor

418 Main. Watsnvil 30

RUTH'S HAMBURGER STAND

Hamburgers-Hot Dogs-Chili Beans & Beer

Glenn E Hunter-Prop

Boardwalk. S Cruz-504

SADDLE ROCK RESTAURANT Pacific Av. S Cruz-18

ST FRANCIS GRILL 313 Beach. S Cruz 370

SANCHEZ CAFE 180 1/2 Main. Watsnvil-1263

SANTA CRUZ HOTEL

Special Italian Dinners & Lunches

Vine & Locust. S Cruz-484

SCOTTS VALLEY COFFEE SHOP

Tops In Eats

Los Gatos Hwy. S Cruz-3131

Sea Food Grill 511 Beach. S Cruz 2163-J

SENATOR CLUB

Howard Radke Mgr

668 Soquel Av. S Cruz 3189

Shack The 147 Railroad. Watsnvil-2567

Ship Cafe Municipal Wharf. S Cruz-920-W

SHIP FISH RESTAURANT THE

Goebel & Suk

Beach & Entrance To Wharf. S Cruz-3989

Silva's Cafe 43 Porter Dr. Watsnvil 1044-W

Simoni's Cocktail Lounge. Boulder Crk-54

(Continued Next Page)

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

THE GOLD DRAGON

Restaurant & Cocktail Lounge

Specializing in CHINESE
& AMERICAN FOODS

Open Nightly Till 1 A.M.

Your Hosts

NITA & JAMES CHIN



Phone WATSONVILLE 1830

15 First St. in the Roma Hotel

Restaurants—(Cont'd)

SKY ROOM

Dine & Dance
11 Pearl Al. S Cruz 4207

SLOPPY JOE'S

Merchant's Lunch—Sandwiches—Beer
269 Riverside. S Cruz-4225

Spanish Kitchen 26 Wall. Watsonville 1373-W
(See Advertisement This Page)

STANLEY'S STAR CAFE

American & Chinese Dishes
Orders To Take Home
237 Main. Watsonville-2033

Steak House 458 Main. Watsonville-1997

Suk Anton Beach & Entrance To Wharf. S Cruz-3989

SUKIYAKI CAFE 242 Main. Watsonville 1094

TAVY'S GRILL 11 Soquel Av. S Cruz-2559

(See Advertisement Page 145)

TEA CUP 27 Pacific Av. S Cruz-4490

(See Advertisement Page 143)

Tex & Ida Cafe 550 Main. Watsonville 422

Theatre Grill 9 Wall. Watsonville-71

TIP TOP Santa Cruz Rd. Watsonville 1370-R

(See Advertisement This Page)

Tom's Cafe 18 Brooklyn Av. Watsonville-2515

Town Clock Cafe 107 Pacific. S Cruz-23

TROVATORE HOTEL & RESTAURANT THE

703 Pacific Av. S Cruz-436

(See Advertisement Opposite Page)

VALLEY LUNCH

Featuring Delicious

STEAKS - HAMBURGERS - CHILI BEANS

"You'll Enjoy Our Friendly Atmosphere"

CHESTER STEWART, Owner

229 Main. Watsonville-1533

VAN NESS CAFE

Tamales & Enchiladas To Take Out

Mr & Mrs J Valenzuela-Proprietors

117 Van Ness. Watsonville 2674

Victina's Cafe 144 Water. S Cruz 4659

Vine Hill Inn Los Gatos Hwy. S Cruz 1-W-12

Wagon Wheel Tavern Mill. Ben Lomond-1

Ward's Ever-Eat Kearney Ext. Watsonville 2667-J

WARDS RESTAURANT

10 W Lake Av. Watsonville 2607

A store may not immediately come to the mind of a prospect when special services are desired, such as are offered by a Beauty Salon, Radio or Watch Repairing Department. Many establishments, realizing this, advertise under several classifications in the Classified Directory. Thus they direct more business their way.

QUEEN CAFE

Italian Dinners

OLD COUNTRY STYLE

Domestic & Imported Wines

MIXED DRINKS

OPEN 4 P.M. TO 9:30 P.M. DAILY

Sundays 12 A.M. to 10 P.M.

263 WATER STREET

Phone Santa Cruz 4284-R

HI HO EATS

Open 24 Hours a Day

BREAKFAST - LUNCH - DINNER

Breakfast Served at All Hours

DINING ROOM SERVICE

DAISY, RAY & ELMER, Props.

812 Ocean

Santa Cruz 3229

24-HOUR SERVICE



Carroll's Drive Inn
Specializes in
SOUTHERN FRIED CHICKEN & STEAKS

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TO TAKE OUT

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1373-W



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 Capitola Riding Stables
 Lower Soquel Rd & 49th Av.....S Cruz-48-J-3
 Chequita Rancho Stables Grove....Boulder Crk 413-W
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 De Laveaga Park.....S Cruz-4494
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Children's Classes - Sat., 9 A.M.

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Golf Links Blvd.....S Cruz-3159

Sky Meadows Guest Ranch

Glen Canyon Rd.....S Cruz 28-W-11

(See Advertisement This Page)

Sky Ranch Riding Stables Olympia....Felton 416-Y-4

Riding Equipment

HALL'S APPLIANCE & RADIO

11-3dWatsnvil-2204

(See Advertisement This Page)

SPORTSMAN'S SHOP

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HEADSTALLS & REINS - BLANKETS

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We Can Order Any Riding Item

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Blair R L Riverside Grove.....Boulder Crk 428-Y-2

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Camp Evers Rock & Gravel Co

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

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Chestnut & Jenne.....S Cruz 543

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FOR ROAD & CONCRETE MIX

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Baldwin.....Felton 15

Granite Rock Co Kearney&Walker.....Watsnvil-150

Pacific Limestone Prod Co 445 Spring....S Cruz 310

Roofers

APEX ROOFING CO Love Crk Rd.. Ben Lomond 141-R

(See Advertisement Page 150)

CALIFORNIA ROOFING CO INC

Mortimer Roofing Co Successor

See Adv For Mortimer Roofing Co

172 Center.....S Cruz-1749

(Continued on Pages 149, 150 & 151)

SKY MEADOWS RANCH



**RIDING
and
BOARDING
STABLES**

*Trails, Picnic Grounds
Hiking - Apartments
3 Miles from Beach*

Route 1, Box 371, Santa Cruz
Glen Canyon Road off Branciforte Drive

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Sterling Silver

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Shingles
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1749

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SUCCESSOR TO CALIFORNIA ROOFING CO.

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SANTA CRUZ

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ESTIMATES FREE

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354

Residence
APTOS 435-M

A. Y. CUNNINGHAM CO.

24 MENKER

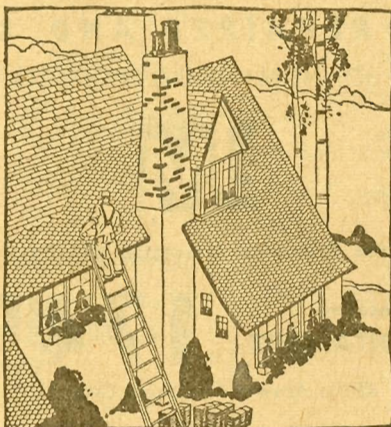
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BUILT-UP
ROOFS



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SIDING

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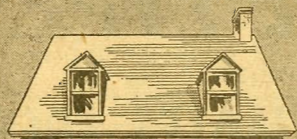
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THE OLDEST IN
WATSONVILLE



*"Above all
a KUHLMAN Roof"*

**J. E. KUHLMAN
ROOFING CO.**

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WATSONVILLE 1590

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ALL TYPES OF ROOFING

- Tar & Gravel
- Built-up Roofs
- Composition Shingles

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AND ESTIMATES

All Work Guaranteed

Walter N. Sons

Roofing Contractor

252 PINE

Santa Cruz 3111-W

Roofers—(Cont'd)

- CUNNINGHAM A Y CO** 24 Menker Watsnvil 354
 (See Advertisement Page 149)
DODSON V O Forest Lakes Felton 54-M
 Hanson Elmer C 21 Cottonwood S Cruz 4149-W
HILL WALTER LEE El Dorado S Cruz-1573-R
KAPING E C 60 Hagemann S Cruz-3767-W
KUHLMAN J E ROOFING CO 24 W5th. Watsnvil-1590
 (See Advertisement Opposite Page)
MORTIMER A B ROOFING CO
 172 Center. S Cruz-1749
 (See Advertisement Page 149)
SANTA CRUZ LUMBER CO 227 River S Cruz-452
SONS WALTER N 252 Pine S Cruz 3111-W
 (See Advertisement Opposite Page)
 Vessier C L Jr 318 Main S Cruz 4607-W

Roofers' Equipment

See Contractors' Equipment

Roofing Materials

- APEX ROOFING CO** Love Crk Rd. Ben Lomond 141-R
CENTRAL SUPPLY CO Beach Rd. Watsnvil 232
 Cowell Henry Lime & Cement Co 530 Pacific. S Cruz-273
 Crosso Floyd R
 Roof Tile Mfr
 Freedom Watsnvil 2626
EAST SIDE LUMBER YARD
 332 Soquel Av. S Cruz-748
FARMERS' COOPERATIVE EXCHANGE
 315 River S Cruz 1802
FARMERS' COOPERATIVE EXCHANGE
 Walker. Watsnvil-111
 Hammond Lumber Co & Cabinet Shop
 Walker & Kearney. Watsnvil-584
HAYWARD HOMER T LUMBER CO
 47 W Lake. Watsnvil-141
MORTIMER A B ROOFING CO
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Asphalt Shingles and Roll Roofings. Asphalt Saturated Felts. Building Papers and Sheathings. Built-Up Roofing Materials. Roof Coatings and Plastics.



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 Walker. Watsnvil-111

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BOULDER CREEK BUILDING MATERIAL & SUPPLY CO Central Av. Boulder Crk-99

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SAN LORENZO LUMBER CO
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 Sauer's R R Hardware Store
 348 Soquel Av. S Cruz-2003

APPLICATORS

KUHLMAN J E ROOFING CO
 24 W5th. Watsnvil-1590

SANTA CRUZ LUMBER CO 227 River. S Cruz-452

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

Rooming Houses

See also Boarding Houses

- Angies Rooms 449 Du Four Av. S Cruz 3988-J
 Bettencourt Joe C 218 Ocean S Cruz 2340-W
 Bowers Carrie 131-1st. Watsnvil 768-W
 Ditre's The Capitola Av. S Cruz-53-W-5
 Ferguson Lillian 73 Union Watsnvil 1556
 Geraci Lodell 62 Union Watsnvil 1155
 Giusti G F 26 Davis S Cruz 3325-W
 Holiday Inn Brookdale Boulder Crk 59-J
 International Rooms 53 Union Watsnvil 2115
 Kitchings Mabel C 6 King S Cruz 2279-W
 Lannie's Residence 57 Plymouth S Cruz-3820-W
 Meidl A J Mrs 19 Ford Watsnvil-1738
 Melton E 43 Central Av Capitola S Cruz 4-W-2
 Millasich Hazel Mrs 803 California S Cruz 3733-M
 Mission Guest House 341 Union S Cruz 3982
 Montgomery Iris Mrs 209 Rodriguez Watsnvil-1328
 Neyman Elizabeth 724 California S Cruz 4167
 Sinclair Chas 417 Owen S Cruz 2075-M
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 Sweger Wesley 75 Walnut Av. S Cruz 4679-W

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Oliverius Cleaners 460 Main..... Watsnvil-56

SANTA CRUZ CARPET CLEANING CO

630 River..... S Cruz 2926

(See Advertisement This Page)

SANTA CRUZ RUG CLEANERS

111 Elm..... S Cruz 2171-M

(See Advertisement This Page)

Watsonville Laundry & Dry Cleaning Co

212 Main. Watsnvil-8

Rugs & Carpets—Retail

CUMMINGS D C CO

CARPETS

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See Our Adv Under Rug & Carpet Cleaners

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 CLEANING**

DOMESTIC - ORIENTAL - CHINESE

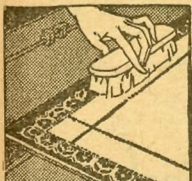
WE BUY & SELL USED RUGS

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SANTA CRUZ RUG CLEANERS

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Santa Cruz 2171-M



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 CARPET
 CLEANING
 CO.**

W. N. MITCHELL

Oriental's & Domestic's

Repairing - Sizing - Remodeling
 Rugs Insured while in Our Possession

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Telephone SANTA CRUZ 2926

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**IN YOUR NEIGHBORHOOD
 WHO SELLS IT**

Looking for someone close by who sells or
 has a service you want will be easy when you

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Classified
**TELEPHONE
 SECTION**

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Main & Peck. Watsnvil-2240

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724 Ellis S F
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DESIGNERS & MANUFACTURERS
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YORK SAFE & LOCK 724 Ellis S F
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Nites-Sun & holidays call Watsnvil 38-W-11

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Sales Promotion Service

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Plant Watsnvil-16-W-12

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Veteran's Salvage Warehouse
447 May Av S Cruz 3418-W
WATSONVILLE WAR SURPLUS STORE
235 Main Watsnvil 3

Sand & Gravel

BURCHER H L Sn Lorenzo River Dr Felton 51-J
CENTRAL SUPPLY CO
Chestnut & Jenne S Cruz 543
CENTRAL SUPPLY CO Beach Rd Watsnvil-232
Du Bois Materials Co
Mission Springs Rd Felton 424-W
Ewing Robert Scotts Vly S Cruz 63-W-1
Ewing Robt F Glen Canyon Rd S Cruz 28-W-5
GRAY & SINNOTT Felton Felton 113
KAISER HENRY J CO
Concrete & Plaster Sand
Zayante Rd Felton-95

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ROAD & DRIVEWAY MATERIAL
STATE TESTED
WHOLESALE & RETAIL
Capitola Av & Old Co Rd S Cruz 13-J-3

Pacific Coast Aggregates Inc Olympia Felton-35
Smith Sam Los Gatos Hwy S Cruz 9-J-11
Tuthill Ray Ben Lomond Ben Lomond 148

Sandwich Shops—See Restaurants**Sandwiches**

Delmarette
To Take On Fishing Trips & Picnics
209 Pacific Av S Cruz-3498

Sanitariums

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Alta Kirchen
315 Mission S Cruz 3443

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STATE LICENSED
Convalescents, Post-Operative
Diabetic, Chronic Cases
And Bed Patients
24-HOUR NURSING SERVICE
Mattison Ln S Cruz-1477

(Continued Next Page)

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ALCOHOLISM

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3 to 5 Days Hospitalization
8 Weeks Medical Follow-up

**SPECIAL CARE GIVEN
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Treatment Supervised by
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Registered Nurses

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OAKLAND, CALIFORNIA

(Toll)
Call

Hlgate 6622

Day or Night

Sanitariums—(Cont'd)

Buhrman Lillie C 253 Cayuga.....S Cruz 2621-J
Halco Liquor Sanitarium
5538 Telegraph Av Oakland
(Toll) Call "Operator" for.....Piedmont 6161
(See Advertisement This Page)

Karlich's Nursing Home 21 Fremont..Watsnvl-2062-J
Mathews' Nursing Home
Snta Cruz Rd.....Watsnvl 90-J-4

PALM NURSING HOME
Frances V Mason-Superintendent
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MALE & FEMALE PATIENTS ACCEPTED
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FRED & MARJORIE REA

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(See Advertisement Preceding Page)

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SPORUP ANITA HOME

ANITA SPORUP, Manager

STATE LICENSED
FOR MENTALLY ILL & SENILE

MAIL ADDRESS: ROUTE 1, BOX 654
SANTA CRUZ, CALIF.

N Branciforte Dr.....S Cruz 4555

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Home For The Aged & Bed Patients
238 N Branciforte.....S Cruz-3414-J

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Peerless Sausage Co
Sausage Mfrs & Jobbers
658 S 1st San Jose
(Toll) Call "Operator" for.....Ballard-1126

Savings & Loan Associations

See also Building & Loan Associations
Watsonville Federal Savings & Loan Association
13 E 3d.....Watsnvl 316

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A Hospital Equipped to Administer the latest advanced Conditioned Reflex Treatment for Alcoholism

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Booklet Free "Operator" for

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Oakland (9)

Piedmont
6161

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Alcoholic Sanitarium

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(Toll) Call "Operator" for.....Piedmont 2261

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Acme Saw Sales & Service
Circular Knife Grinding
111 Stockton Av San Jose
(Toll) Call "Operator" for.....Columbia-3041

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E. H. KISTNER

CIRCULAR SAW
GUMMING & FILING

HAND SAWS RECONDITIONED
Re-Toothed - Repaired - Sharpened

129 Cottonwood.....S Cruz 432-J

Saws—Repairing & Sharpening
See Tool Grinding & Sharpening

Scaffolding

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425 E Snta Clara Sn Jose
(Toll) Call "Operator" for.....Columbia 9138-J

Scales

Toledo Scale Agency 478 S 1st Sn Jose
(Toll) Call "Operator" for.....Ballard-5446
(See Advertisement This Page)

Scavengers—See Garbage Collection

SCALES

Modern Weighing Equipment
For All Requirements



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Service

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Agent

Market & Grocery Scales
Meat Choppers - Slicers
Automatic Dial Scales
Motor Truck Scales
Cattle Scales
Printweigh - Dial - Beam

(Toll) Call Ballard

5446

TOLEDO SCALE AGENCY

478 S. First Street San Jose, Calif.

Expert Repairs for All Type Scales

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The following Types of instructions, primarily avocational in character, will be found listed under their own heading; alphabetized in accordance with the qualifying word: Aircraft Schools; Dancing Academies; Music Instruction Hdgs; Riding Academies; Etc

- Aptos Union School Trout Gulch Rd. Aptos-89
- Ben Lomond Grammar School School. Ben Lomond-66
- Boulder Creek Union High School Boulder Crk-92
- Boys Ranch Roache Rd. Watsnvil-86-W-2
- Burke Mary E School
- Mary E Burke-Director
- Paul Sweet Ln. S Cruz 1902
- Children's Country School RioDelMar. Aptos-437-J
- Corralitos Union School CorralitosRd.Watsnvil-42-W-2
- Fort-Barka School of Dancing
- 510 Mission. S Cruz 2355
- Freedom Union School Roache Dist. Watsnvil 296
- Freedom Union School Roache Dist. Watsnvil 1634-W
- Green Valley School Green Vly Rd. Watsnvil-73-J-4
- Holy Cross Parochial School High. S Cruz-1908-W
- Live Oak School Capitola Rd&Chanticleer.S Cruz-3332
- Monta Vista Christian School
- Green Vly Rd. Watsnvil-2368
- Moreland Notre Dame Academy 656Main.Watsnvil-728
- Mountain School OldSnJoseRd. S Cruz-14-J-3
- ST FRANCIS SCHOOL**
- Boarding School For Boys
- E Lake. Watsnvil-275
- Santa Cruz City Schools**
- High School California&Walnut Av. S Cruz-291
- Branciforte Junior High School
- Branciforte & Water. S Cruz-690
- Mission Hill Junior High School King. S Cruz-217
- Bay View School Bay&Mission. S Cruz-284
- Garfield Park School Almar. S Cruz-235
- Gault School Seabright Av. S Cruz-272
- Grant School Grant. S Cruz-638
- Laurel School Laurel&Center. S Cruz-263

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APPROVED FOR VETERANS

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- Soquel Union Grammar School
- Nurse Porter Soquel. S Cruz-2988-R
- Porter Soquel. S Cruz-2988-W
- Watsonville High School 3rd. Watsnvil-1200
- Western Union Telegraph School
- Civic Auditorium. S Cruz-3825

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NEW INVENTION
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STOPS HEAT - GLARE - FADING
More Efficient Than Awnings or Venetian Blinds
Will Not Rot, Tear or Rattle
PERMANENT 15 TO 25 YEARS

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COAST COUNTIES INSULATION CO

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- 439A Main. Watsnvil 2788-W

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Second Hand Furniture

See Furniture Dealers—Used

Seed Growers

PACIFIC GUANO COMPANY

Ford&Walker Watsnvil-40

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CASTRO'S SEED STORE

F C Baudermann
207Front. S Cruz-229-W

GERMAIN'S SEED & PLANT CO

425Main Watsnvil-2212

Santa Cruz Feed & Fuel Co Soquel&Ocean.Sn Cruz-441

VERN'S FEED STORE 36Porter. Watsnvil-1810

Seeds—Whse

See also Bulbs—Whsle; Also Bulb Growers

FARMERS' COOPERATIVE EXCHANGE

315 River. S Cruz 1802

FARMERS' COOPERATIVE EXCHANGE

Walker. Watsnvil-111

GERMAIN'S SEED & PLANT CO

425Main Watsnvil-2212

If no answer call. Watsnvil-1478

PACIFIC GUANO COMPANY

Ford&Walker Watsnvil-40

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Boulder Creek Sanitary Service

Sn Lorenzo Woods. Boulder Crk 60-Y-12

MITCHELL KENNETH A

235 Hanover. S Cruz-1076-W

TITUS J W Santa Cruz Rd. Watsnvil-50-W-2

WALL CURTIS M 78 Du Four. S Cruz-3988-W

Wall Leon 348 Ingalls. S Cruz 3938-J

(See Advertisement This Page)

SEPTIC TANKS

INSTALLED

and

REPAIRED

PHONE

Santa Cruz 3938-J

LEON WALL

348 INGALLS

LOUIS RIBEIRO'S SIGNAL SERVICE STATION

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 We Pick-up & Deliver
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 AUTO ACCESSORIES
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 Front & Main



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 TIRES BATTERIES
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Right Across from Hotel Resetar
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GENERAL REPAIRING

GAS, OIL
 Complete LUBRICATION
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 ACCESSORIES, FAN BELTS & FUEL PUMPS
 New Tires & Tire Repairing, New Batteries
 Also Quick Recharging

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PATRICK H. LAYHEE, Owner



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PHONE
Watsonville 1817

2nd & Van Ness Ave. Watsonville

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EMERGENCY REPAIRS
 BRAKE SERVICE
 LUBRICATION

Tires - Batteries - Accessories

Porter Drive &
 San Juan Watsnvil 2348

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Max De Vine

COMPLETE LUBRICATION
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 QUICK BATTERY CHARGE

Opposite Appleton Hotel
 Wall & Van Ness Watsnvil-1776

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 Soquel & Front S Cruz 255
 Bay & Capitola Market
 Chevron Station-Standard Products
 Capitola Av & Bay Capitola S Cruz-49-J-1

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 Boates' Come Again Service Station
 689 Soquel Av. S Cruz-2591

Bridgewater & Sater Service Station
 570 Main Watsnvil 732-W
BROOKS W J BILL 491 Seabright Av. S Cruz 896-R

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RICHFIELD PRODUCTS

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383 Front. S Cruz 4553-W

Camp Ever's Gas Station Scotts Vly. S Cruz 50-J-5
CAMP'S SHELL SERVICE

W Lake & Main Watsnvil-1538
 (See Advertisement This Page)

CARROLL'S TRUCK STOP

24 Hr Service-Truck Rates
 Snta Cruz Hwy. Watsnvil 678
 Cartwright's Service Laurel & Mission. S Cruz 4423-J
 Chevron Service Stn 189 Main. Watsnvil-1795

CHUCK'S RICHFIELD SERVICE

Complete Lubrication
 915 Center. S Cruz 3100
 Clayton's Service Station

625 Soquel Av. S Cruz 1727-W
 Country Club Service Station
 Richfield Gas & Oil-S & W Green Stamps
 Salinas Rd. Watsnvil 53-W-3

COX BROS

SHELL PRODUCTS

GAS - OIL - TIRES - LUBRICATION
 CARS WASHED & POLISHED

Open From 7 AM to 10 PM

Bridge & Main. Watsnvil 2608

Cox Bros Bridge & Main. Watsnvil 1689

(Continued Next Page)

Service Stations--(Cont'd)

Dellamonica's Associated Serv Stn
 Ocean & Water . . . S Cruz-675
 De Moro Frank A Ocean & Coloma . . . S Cruz-4241-W
 Everett's Auto Service Freedom Watsnvil-1920
 Feakes Geo Texaco Stn 438 Soquel Av. . . S Cruz 4574-R
FELTON TIRE SERVICE
 Richfield Products

Fisher Ray Service Station Felton-39
 485 Soquel Av. S Cruz-1423-J

FIVE MILE HOUSE SERVICE STATION
 Clyde Sanders-Mgr
 Snta Cruz Rd. Watsnvil-90-W-1

FRANK'S SEASIDE SERVICE
 Front & Van Ness Av. Watsnvil 1706
 (See Advertisement Opposite Page)

FRANK'S TEXACO SERVICE
 Texaco Oil Products
 130 Palm. Watsnvil 2572

GARVIS & ABMA'S SERVICE STATION
TEXACO SERVICE
MARFAK LUBRICATION
 Tires - Batteries - Washing - Polishing
 Cleaning Solvent - Kerosene
 Stove Oil
 Branciforte & Water
 362 Water S Cruz 4259

GENERAL PETROLEUM

Mobilgas — America's
 Favorite
 Gasoline
 Mobiloil — World's
 Largest
 Selling
 Motor Oil



"WHERE TO BUY IT"

CLAYTON'S SERVICE STATION
 625 Soquel Av. S Cruz 1727-W
McKIBBEN'S SERVICE STATION
 655 Main Watsnvil-218

DISTRIBUTOR

GENERAL PETROLEUM CORP
 K A Kennedy-Distributor
 Washington & Center S Cruz 507

General Petroleum Corp
 Service Stations
 320 Seabright Av. S Cruz 3513
 507 Soquel Av. S Cruz 1878-M

GENE'S ASSOCIATED SERVICE
 Specializing
VEEDOL LUBRICATION
 MOTOR TUNE-UP
 SUPPLIES - BATTERIES - ACCESSORIES
 FEDERAL TIRES - TUBES
 Pickup "Insured" Delivery
 363 Pacific Av. S Cruz 4553-J

Gonzales Ted L
 Snta Cruz-Watsonville Hwy. Aptos 90-R
 Graham A O Soquel S Cruz-54-W-4
 Gregory Service Davenport. S Cruz 4-F-5
HANK & PETE'S AUTOMOTIVE SERVICE
 137 Plymouth. S Cruz 3732
 (See Advertisement This Page)

HAY'S TEXACO SERVICE
 Texaco Products-Complete Lubrication
 Mission & Center S Cruz 4458

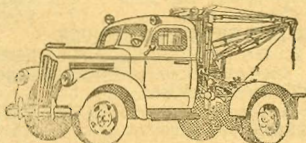
We hope that you enjoy our radio program, "The Telephone Hour," which is produced weekly for your pleasure and enjoyment — N.B.C., Monday evenings.

HERMAN & SONS

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 Lubrication - Washing - Polishing
GENERAL AUTO REPAIRS
 Motor Tune-Up
 Accessories - Batteries - Tires
 119 Water S Cruz-4102

Herman's Service Station
 2015 Mission S Cruz 2801-W

HILLARD'S UNION STATION
 1504 Mission S Cruz 3130-W
 Hoagland Dean 100 Main. Watsnvil 1426
 Home Grocery Amesti Rd. Watsnvil 111-W-11
 Huffman & Bryan Soquel & Pacheco . . . S Cruz-1071
 Ingrams Service Station Pajaro. Watsnvil-2132
 (Continued Next Page)



LUBRICATING
 GAS - OIL - ACCESSORIES
TIRES - TUBES
 Tire Repairing

SIGNAL SERVICE STATION
 HOWARD SANDERS

31 San Juan Road
 Watsonville
Watsonville 1991

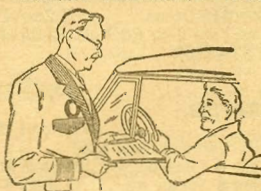


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 a Specialty**
 Washing &
 Polishing
**BATTERIES
 & TIRES**
 Sales & Service
 AUTO
 ACCESSORIES

Phone Watsonville 1485
Marriott's Richfield Service
 MARRIOTT & McALLEN
 400 E. Lake

**HANK & PETE'S
 AUTOMOTIVE SERVICE**

HENRY HERMONE - PETE RODEBUSH



Expert Repairs
 on All Makes:
 • LUBRICATION
 • GAS & OIL
 • ACCESSORIES
 • TIRES, ETC.

Courteous Service

137 Plymouth
Santa Cruz 3732

Service Stations--(Cont'd)

Jenkins Signal Serv Station
 610 Soquel Av. S Cruz 3226-M
 Johnnie's Service 249 Pacific Av. S Cruz 4451
 Johnson Orville L
 At Five Mile House
 SantaCruzHwy Watsnvil-58-J-1
 Keller's Service Station BearCreek. . Boulder Crk-44-J

LAKESIDE STATION & CAFE

EFFICIENT SERVICE
 TIRE & BATTERY SERVICE
 BATTERIES
 COMPLETE LUBRICATION
 Also Eats & Cold Drinks

Rt 5 Box 115
 Santa Cruz Rd. Watsnvil 36-J-1

Log Cabin Service Station
 Los Gatos Hwy. S Cruz 27-J-4
 Main Mobil Service 100 Main. Watsnvil 1426
 Manfre Chas 100 Main. Watsnvil 1426

MARRIOTT'S RICHFIELD SERVICE

400 E Lake. Watsnvil 1485
 (See Advertisement Preceding Page)

Marshall's Service Station
 Main & Lincoln. Watsnvil 2614
MATTOS&CO 338 SoquelAv. S Cruz-3473

MATULICH'S SHELL STATION

GAS - OIL - LUBRICATION
 TIRES - BATTERIES - ACCESSORIES
 MOTOR TUNE-UP
 AUTO WASHING & POLISHING

53 Porter Dr. Watsnvil 556-W

McALLEN & MARRIOTT SIGNAL SERVICE

J P McAllen Manager
 E Lake & Carr. Watsnvil 2276
 McKibben's Service Station 655Main. . . Watsnvil-218
 McNutts Station Snta Cruz Rd. Watsnvil 103-W-3
 Minto J Front & Soquel Av. S Cruz-3486

MOBIL GAS STATION

F. M. TUTTLE & SON
 COMPLETE LUBRICATION

Guaranteed Recapping
 BATTERY & TIRE - SALES & SERVICE
 Work Called For & Delivered

Ocean & Barson. S Cruz-1796

Mosso & Puccinelli Service Station
 Water&Eagle. S Cruz-29

OPAL CLIFFS SERVICE STATION

D. D. TURNER, Owner

MOBILGAS - MOBIL OIL PRODUCTS
 Lubrication - Washing - Polishing
 GENERAL AUTO REPAIRS

MOTOR TUNE-UP
 ACCESSORIES - BATTERIES - TIRES

41st Av & Capitola Dr. S Cruz 3618

Owens Service Station 415 Ocean. S Cruz 4306
 Owens Service Station Snta Cruz Rd. Watsnvil-51-J-11

PACIFIC SERVICE STATION

McMurphy Bros
 499 1/2 Pacific Av. S Cruz-1836

PAT'S SERVICE STATION

2d & Van Ness. Watsnvil 1817
 (See Advertisement Page 156)

PELICH BROS E Lake & Lincoln. Watsnvil 1808
PERA & MINTO Front & Soquel Av. S Cruz-3486
 Putney's Service Front & Laurel. S Cruz 2194-W

RAGON'S SERVICE & GARAGE

Union Service Lubrication & Repairs
 Vine & Locust. S Cruz 2270-J

Rod's Mobil Station River & McKinley. . . S Cruz 3666
 Ryder E H

Earl's Service-Chevron Products
 675 Soquel Av. S Cruz 4388

SAMS SERVICE STATION

Oils-Kerosene Etc
 159 Bridge. Watsnvil-245

Sam's Union Service Station
 Soquel & Ocean. S Cruz 4109

Schiavon & Larkin Service Station
 Freedom. Watsnvil 2684-W

Shank M E E Lake. Watsnvil-39-W-3
SHELL AUTHORIZED DEALER

Rudolph P Anderson-Prop
 Soquel&Branciforte Av. S Cruz-654

Shell Oil Co Incorporated Service Stations
 Station No LP 520 Ocean & Water. . . S Cruz-3279
 Station No LP519 Soquel&Front. . . . S Cruz-1793
 Station No 521 Pacific&Laurel. S Cruz-3939

Sherman Richard Tanglewood. Felton-73-W

SIGNAL OIL PRODUCTS--

APPLETON SERVICE STATION

Wall & Van Ness. Watsnvil-1776
TRANSIT GARAGE 301 Pacific Av. . . . S Cruz 407

Signal Service Station Front&Main. . . Watsnvil-2194
 (See Advertisement Page 156)

Signal Service Station 31 Sn Juan Rd. . Watsnvil 1991
 (See Advertisement Preceding Page)

Signal Service Station Wall & Walker. . Watsnvil 2133

SMITH'S SERVICE STATION

Auto Steam Cleaning
 2003 Mission. S Cruz 4009

Standard Stations Inc No 278
 2001 N Pacific Av. S Cruz 2336

Standard Stations Inc No 499
 Ocean&Soquel. S Cruz-2353

Standard Stations Inc No 801
 Washington & Pacific Av. S Cruz-4522

Standard Stations Inc No 1361
 Ocean&Water. S Cruz-2348

Standard Stations Inc Station No 160
 222 Main. Watsnvil-965

Standard Stations Inc Station No 439
 5th&Main. Watsnvil-1926

Sunland Service 23 E Lake Av. Watsnvil 2548

TARA'S SERVICE STN

587 Pacific Av Extn. S Cruz-4454-W

TEXACO CERTIFIED SERVICE STATION NO 2

A H Yoder-M A McCoy
 Soquel & Morrissey. S Cruz 769-J

Texas Company Service Station
 601 Main. Watsnvil-395-J

TOLLE'S SIGNAL SERVICE

2429 Mission. S Cruz 4106
 Turner Lloyd V 7th Av & Capitola Rd. . S Cruz 1880-R

UNION SERVICE

MEL WILSON, Dealer
UNION OIL PRODUCTS

Washing - Polishing - Auto Accessories
 Complete Tire, Tube & Battery Service
 TRAILERS FOR RENT

208 Water. S Cruz 4520

Union Service Station 201 Pacific Av. . . S Cruz 3202-W

UNION SERVICE STATION

CHUCK O'FARRELL, Mgr.
UNION OIL PRODUCTS
 FIRESTONE

TIRES - BATTERIES - ACCESSORIES
 EXPERT LUBRICATION SERVICE
 CARS WASHED & POLISHED
 WE PICK UP & DELIVER
 Next to Purity Parking Lot

569 Main. Watsnvil 1694

Vetterle & Houghton Butane Gas Service Co
 Salinas Rd. Watsnvil-1962

(Continued Next Page)

Service Stations—(Cont'd)

Wight Fred L Snta Cruz Rd. Watsnvil-880
 Winter Service Los Gatos Hwy. S Cruz 63-J-2
 Woolsey Service Station 612 River. S Cruz-4468-W

Sewing Machines—Domestic

SEWING MACHINE SHOP 112 Wall. Watsnvil-684
SINGER SEWING MACHINES

CAUTION

SINGER sells its machines ONLY through SINGER SEWING CENTERS identified by the famous Red "S" on the window. NEVER through dealers or department stores.

**"WHERE TO BUY IT"**

Singer Sewing Machine Co
SEWING CENTERS

83 S 2d Sn Jose
 (Toll) Call "Operator" for. Ballard 4545
 309 University Av Palo Alto
 (Toll) Call "Operator" for. Palo Alto 2-5958

Sewing Machines—Repairing

SEWING MACHINE SHOP 112 Wall. Watsnvil-684
 Snoke Service Shop Corralitos. Watsnvil 60-J-12
 Sylvia Refrigeration Serv
 See Our Adv Under Refrigerators
 41st & Bain Opal Cliffs. S Cruz-140

Shavers—Electric**SHAVER SHOP THE**

Electric Shaver Sales & Service
 1-DAY SERVICE ON
 Schick-Shavemaster &
 Remington Rand

All Types of Electric Shavers Repaired
 55 E Snta Clara Sn Jose
 (Toll) Call "Operator" for. Ballard 292

Sheet Metal Work

Cacace D 516 Pacific Av. S Cruz-508
CAROTHERS & SONS 59 Front. S Cruz-673
FANEUFS 31A Walnut Av. S Cruz 104
FREEDOM SHEET METAL SHOP
 Lester F Bull
 114 Carey Av. Watsnvil-1688
FREIRMUTH P J CO 140 Van Ness. Watsnvil 594
 Greth Metal Works San Lorenzo River Dr. Felton-45
 Hull's Plumbing & Sheet Metal Shop
 Freedom. Watsnvil-161
WHITNEY BROS 189 Soquel Av. S Cruz 125
 Wilson Geo H 30 Water. S Cruz 61

Sheet Music—See Music Dealers**Shingling—See Roofers****Shipping Service—See Freight Forwarding****Shock Absorbers**

Ace Shock Absorber Specialists 550 Turk S F
 (Toll) Call "Operator" for. Ordway 5988
 (See Advertisement This Page)

Shoe Repairing

SAM'S SHOE HOSPITAL 15 Cedar. S Cruz 3268-W

Shoe Shining

Smith Edward L. Hotel Palomar Arcade. S Cruz-376

Shoes—Athletic

See Sporting Goods Headings

Shoes—Retail**FORD'S DEPARTMENT STORE**

407 Main. Watsnvil-590

Gosliner's Shoe Store 82 Pacific Av. S Cruz-2414
 Harris Bros 175 Pacific Av. S Cruz-498
 Irwin L G 7Dake. S Cruz-2347-R

JOHN'S SHOE STORE

Nunn-Bush & Selby & Vitality Shoes

327 Main. Watsnvil-1046
 Kirby's Shoe Store 357 Main. Watsnvil-2206

LEASK'S DEPARTMENT STORE

Pacific & Church. S Cruz-555

(See Advertisement This Page)

Reeve's Shoe Store 180 Pacific Av. S Cruz-2521

RITTENHOUSE BROS

Nunn-Bush Shoes For Men

118 Pacific Av. S Cruz-531

Shook—Mfrs

Allred T W Fitzh Rd. S Cruz-14-W-5

AMERICAN BOX CORPORATION

39 Summer Salinas

(Toll) Call "Operator" for. Salinas 7341

GENERAL BOX DISTRIBUTORS

39 Summer Salinas

(Toll) Call "Operator" for. Salinas 7341

Shower Doors & Compartments**Calif Shower Door Co**

Manufacturers of Shower Doors

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(Toll) Call "Operator" for. Yukon 6-1504

HABER & SALZ

Manufacturers of Shower Doors

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SHOCK ABSORBERS**Specialists**

Reconditioned Shock Absorbers
 for All Makes and Models of Cars

Express shipment and immediate attention given
 to all mail orders.

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Ordway 5988

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 Props.

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SHOES

FOR ALL OCCASIONS

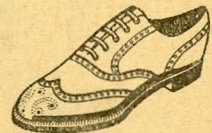
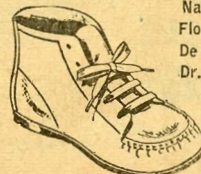
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LEASK'S DEPT. STORE

Phone Santa Cruz 555

Pacific at Church Street