

SIGNS



STORE FRONTS
 WALLS - BULLETINS
 TRUCK LETTERING
 REAL ESTATE SIGNS
 BANNERS - CARDS
 COMMERCIAL ILLUSTRATING

Neon Signs & Repaints

GENERAL HOUSE PAINTING & COMMERCIAL SPRAY WORK

Santa Cruz 1257-W
If No Answer Call 18-W-12



394 SOQUEL AVE.

Sign Hangers

Santa Cruz Electrical Co Soquel Hwy. S Cruz 3726

Sign Painters

Bay Cities Sign Service 394 Soquel Av. S Cruz 1257-W
 (See Advertisement This Page)
 Sievert Leo 555 Soquel Av. S Cruz-1834

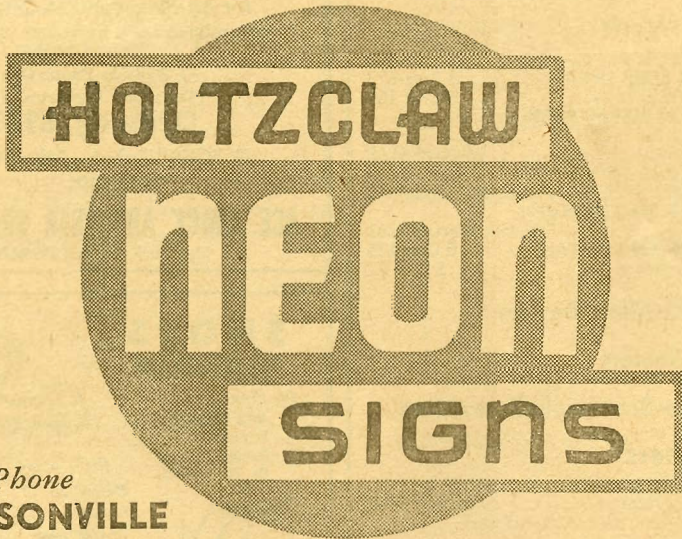
Signs

Electrical Products Corp 107 River. S Cruz-1066
 Foster & Kleiser 111 Kearney. Watsonville-2579-W
HOLTZCLAW GEO Larkin Vly. Watsonville 20-F-4
 (See Advertisement This Page)
 Holtzclaw Neon Signs 88 1/2 Pacific Av. S Cruz 4568-W
 Johnson Charlie 1010 Main. Watsonville 1750-R
 (See Advertisement Opposite Page)
 (Continued Next Page)

LEO SIEVERT
Signs
 WINDOW LETTERING BULLETINS
 TRUCK LETTERING BANNERS
 REAL ESTATE SIGNS SHOW CARDS
 DRAWINGS FOR CUTS

Santa Cruz 1834
 555 SOQUEL AVE.

"Everything in Signs"



Phone
WATSONVILLE
20-F-4

P. O. BOX 222
WATSONVILLE

Estimates Furnished

Signs-(Cont'd)

PRENDERGAST GEORGE

PRENDERGAST SIGNS

Ford's Alley.....Watsonville 2296

SANTA CRUZ ELECTRICAL CO

Soquel Hwy..... S Cruz 3726

(See Advertisement This Page)

SIEVERT LEO 555 Soquel Av..... S Cruz 1834

(See Advertisement Opposite Page)

ZIESING'S SIGNS 216D California.... Watsonville-636

(See Advertisement This Page)

Signs-Maintenance Service

Alco Building Maintenance

430 Morrissey Blvd..... S Cruz 2387-J

Radar ranks high in the top bracket of new instruments that brought victory to the Allies. It was developed through years of research and experiment, chiefly in the United States and Great Britain. Scientists of Bell Telephone Laboratories and workers of Western Electric Company developed and supplied our Government with more radar equipment than any other supplier.

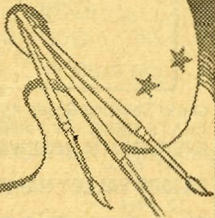
Charlie Johnson

- SIGNS -

Shop Located in Chas. Ford Alley

Residence - 1010 Main St.

Phone
WATSONVILLE
1750-R



WHEN AN
EMERGENCY ARISES

The convenient and quick way to locate someone in the immediate neighborhood is to

LOOK IN THE

Classified
**TELEPHONE
SECTION**

Tells "Where To Buy It"

NEON SIGNS

MANUFACTURING & MAINTENANCE

ERECTOR AND DESIGNERS

COLD-CATHODE
INTERIOR LIGHTING

Designing & Manufacturing

- INDUSTRIAL
- COMMERCIAL
- RESIDENTIAL

Commercial Interior Decorating
and Flameproofing

*Santa Cruz
Electrical Co.*

Route 2, Box 5A - Santa Cruz, Calif.
SOQUEL HIGHWAY NEAR 7TH AVE.

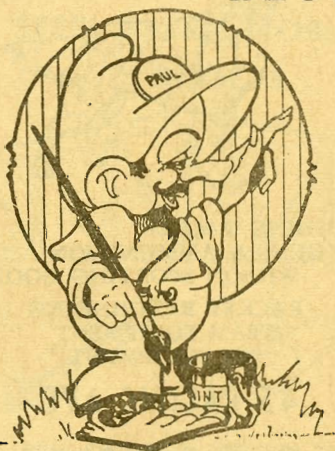
PHONE

SANTA CRUZ 3726

SIGNS

ZIESING *all kinds*

NEON



PAUL J. ZIESING

Phone Watsonville 636

UNION AT CENTRAL

Silverware—Retail

JOLLEY'S JEWELERS 428 Main... Watsonville-1748
(See Advertisement This Page)

Sinks—See Plumbers' Supplies Heading

Skates—See Sporting Goods Headings

Skating Rinks

Rollerdrome 223 Woodrow... S Cruz 853

Reasonable use, prompt answering, thoughtfulness of others, are helpful to all party line users. Telephone neighbors appreciate such teamwork.

Jolley's
JEWELERS & SILVERSMITHS

For the Finest in
SILVERWARE
— Featuring —
All Brands of
FINE SILVERWARE


Including . . .

- WALLACE • GORHAM
- INTERNATIONAL

428 MAIN ST. WATSONVILLE 1748

Sporting

GOODS



FISHING TACKLE
GUNS & AMMUNITION
WILSON SPORTING GOODS
RACKET RESTRINGING
TEAM EQUIPMENT
SKI EQUIPMENT

45 PACIFIC AVE.

Santa Cruz 4030

SPORTSMAN'S SHOP

WALT GUNN - FRED GRELLMAN, JR.

Slaughter Houses—See Meat—Whsle

Sleepers—See Contractors' Equipment

Slip Covers

Shaw L K 234 Sunset Av. S Cruz 4049-W

Smocks—Mfrs

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

Social Service Organizations

Goodwill Industries 204 Union... S Cruz 193

Soft Drinks—See Beverages—Non Alcoholic

Sound Systems & Equipment

BOGEN NATIONAL SOUND & INTERCOMMUNICATING SYSTEMS—CALIF COMMUNICATIONS INC
414-13th Oakland
(Toll) Call "Operator" for... Twinoaks 3-7356

Mod-A-Tron Electronics
See Our Adv Under Radio Dealers
97 Myrtle... S Cruz 3543-R
Pittsburg Radio & Sound Co 153 E 3d Pittsburg
(Toll) Call "Operator" for... Pittsburg 1046-J

Souvenirs—See Novelties Headings

Spices

Enterprise Butchers Supply Co
Seasonings & Equipment
428-14th S F
(Toll) Call "Operator" for... Hemlock 0288

Sporting Goods—Retail

BAKER'S BIKE & SPORT SHOP

ALL TYPES OF FISHING & HUNTING EQUIPMENT
Bicycles & Bicycle Repairing
JOHNSON OUTBOARD MOTORS
GUNS & AMMUNITION

267 Pacific Av. S Cruz 123

Clarks Sporting Goods 457 Main... Watsonville-364
COATS HERB 157 Pacific Av. S Cruz-300
FREIERMUTH HARDWARE & PLUMBING CO
247 Main... Watsonville-69
PAJARO VALLEY HARDWARE
12 Peck... Watsonville 112
Sharp's Sporting Goods Store 24 Peck... Watsonville-2124
SPORTSMAN'S SHOP 45 Pacific Av. . . S Cruz-4030
(See Advertisement This Page)
UNITED CIGAR AGENCY 36 Pacific... S Cruz-187

Sporting Goods—Whsle & Mfrs

Potter Frank L 403 Seabright Av. . . . S Cruz 3552-R
TAKEUCHI BROTHERS
Whsle Jobbers—Fishing Tackle & Supplies
341 Market S F
(Toll) Call "Operator" for... Sutter 1873

Sports Promoters

Watsonville Sports Club Inc 318 Main... Watsonville-1448

Sportswear—Retail

Harris Louis 314 Pacific Av. S Cruz 1104-M
Trend O'Fashion Apparel Shop
148 Pacific Av. S Cruz 3190

Spraying—See Painting Contractors

Spraying Equipment

FARM SUPPLIES & EQUIPMENT

K. B. WEBB - Owner
 BEAN
 ORCHARD & ROW CROP
SPRAYERS & DUSTERS
 GARDEN TRACTORS
 MILWAUKEE ROTARY TILLERS
 SALES & SERVICE
 Old Sn Jose Rd. S Cruz 22-W-5

FARMERS MERCANTILE CO

Bean Sprayers & Niagara Dusters
 233 Van Ness Av. Watsnvil-1318

Spraying Supplies

California Spray Chemical Corp
 All Types Of Insecticides & Fungicides
 1st & Walker Watsnvil-176

Sprays—See Insecticides

Stables

See also Riding Academies
 Baer Riding Stables Los Gatos Hwy. S Cruz 4268
 D & D Stables Scotts Valley. S Cruz 35-J-4
 Z & J Stables Brookside Av. Ben Lomond 42-R

Stage Lines—See Bus Lines

State Government Offices

See Alphabetical Directory Under "Calif State of"

Stationers—Retail

BOWMAN-FORGEY STATIONERY CO
 146 Pacific Av. S Cruz-206
DON'S PLAZA STATIONERY STORE
 Comf Stationery-Cards-Maps & Gifts
 6 Pacific S Cruz-172
 Johnson's Stationery & Printing Co
 341 Main. Watsnvil 72
MOSSBARGER'S 449 Main. Watsnvil 1076
PALACE STATIONERY CO
 119 Pacific Av. S Cruz-561

Stationers' Supplies

Curtis Harbor Stationery 527 Main. . . . Watsnvil 1918

Steel

LEON'S MACHINE WORKS INC
 Structural-Reinforcing
 Erection-Fabrication
 115 Sn Juan. Watsnvil 2524
 San Jose Steel Co Inc 195 N 30th San Jose
 (Toll) Call "Operator" for Columbia-4184
 (See Advertisement This Page)

Steel Fabricators

HELLWIG R IRON WORKS
 407 Vine Sn Jose
 (Toll) Call "Operator" for Ballard 236
INDEPENDENT IRON WORKS INC
 8th & Pine Oakland
 (Toll) Call "Operator" for Templebar 0160
 Somers O'Rear & Stephan
 343 N Montgomery Sn Jose
 (Toll) Call "Operator" for Columbia 4407
 (See Advertisement This Page)

Steel Forms—See Contractors' Equipment

**WE CAN FURNISH STRUCTURAL
 STEEL ERECTION CREWS FOR
 LARGE OR SMALL PROJECTS . . .**

WE HAVE . . .

- **REINFORCING STEEL**
(Furnished and Installed)
- **STRUCTURAL STEEL**
(Erected)
- **STEEL BUILDINGS**
(Sold and /or Erected)
- **STEEL WINDOWS**
(Residential & Industrial)
- **WIRE MESH • NAILS**
- **FENCE • ANGLES & PLATES**
- **CORRUGATED IRON
 & SHEET IRON**

Let Us Quote on Your Next Job

**SAN JOSE STEEL
 COMPANY INC.**

195 North 30th Street
 SAN JOSE, CALIFORNIA

(Toll) Call "Operator" for
COLUMBIA 4184

**SOMERS - O'REAR
 & STEPHAN**

**STEEL FABRICATORS
 & ENGINEERS**



**LARGE STORAGE & PRESSURE TANKS
 STRUCTURAL STEEL FABRICATING**

(Toll) Call "Operator" for
Columbia 4407

343 North Montgomery St., San Jose

Steel Products

INDEPENDENT IRON WORKS INC
8th & Pine Oakland
(Toll) Call "Operator" for..... Templebar 0160

Stencil Cutting Machines

BUEHRER E C ASSOCIATES
562 Bryant San Francisco
(Toll) Call "Operator" for..... Sutter-4594

Stenographers—Public

Holt Eleanore S 330 Ocean Vw Av.... S Cruz 4191-W

SECRETARY'S DEN

Elaine Moore
Use of Phone — and
Moore Phone Answering Service
Dictation Over Phone
Mimeographing - Notary
Room 3
88½ Pacific Av..... S Cruz 4568-W

TRI-COUNTY BUSINESS SERVICE

119 E Lake Av..... Watsnvil 15

Stone

Nelsen Geo Grove & Central..... Boulder Crk-132-J

Storage—Cold

See Cold Storage Warehouses

Storage—Household

See Moving & Storage Service

Storage—Merchandise

See Warehouses Headings

Store Fixtures

PETERSON & TRAUlsen MFG CO
See Our Adv Under Millwork
76 Porter..... Watsnvil 2502

Stoves & Ranges

See Ranges & Stoves Headings

Surgical Instruments

See Physicians' & Surgeons' Equipment & Supplies

Surveyors—Land

Bowman&Williams
Registered Civil Engineer
27Front..... S Cruz-961
Foss Jas C Co The
Co First National Bank Bldg..... S Cruz 1042-W
If no answer call..... Watsnvil 2455-J
LEWIS C B & LEWIS F B
Licensed Land Surveyors
166-2d..... Watsnvil 343
Lozier Chester A
1022 N Branciforte Av..... S Cruz 4346-R

Swimming Pools—Public

Forest Swimming Pool Basin Wy.... Boulder Crk-112
PLUNGE THE Beach..... S Cruz 580

Tabulating Machines

INTERNATIONAL BUSINESS MACHINES CORPORATION 16th & St John Sn Jose
(Toll) Call "Operator" for..... Columbia 4778

Tailors—Ladies'

Bernhart S 19 Soquel Av..... S Cruz-1487-J

BRUSH A S

Representing the Original Utah Woolen Mills
FOR LADIES
Dresses - Suits - Coats - Sweaters - Slack Suits
FOR MEN
Suits - Overcoats - Topcoats - Slacks
Sweaters - Wool Jackets - Gabardine Shirts
The House of Pure Virgin Wool Blankets
Established 1905 - Bonded Salesmen
413 Market..... S Cruz 3918

Tailors—Men's

Bernhart S 19 Soquel Av..... S Cruz-1487-J
Fillon Angelos Z 11 Brennan..... Watsnvil-234
Mondo M 110 Lincoln..... S Cruz 1286-R
Oliverius Cleaners 460 Main..... Watsnvil-56
Scurich Nicholas 8 Freedom Av.... Watsnvil 1326-M

Tallow

Salinas Tallow Works P O Box 41 Salinas
(Toll) Call "Operator" for..... Salinas-4780
(See Advertisement This Page)
SAN JOSE TALLOW CO Berryessa Rd Sn Jose
(Toll) Call "Operator" for..... Columbia-458
(See Advertisement This Page)

More and more, business men are finding that it pays in good will to place and receive their telephone calls with as little time-lag for the other fellow as possible. They place their own calls or stay close to the telephone when they tell someone else to do it.

**SALINAS
TALLOW
WORKS**

Collectors and Processors of
Fats, Bones, Greases and Hides
Will Remove All Live and Dead
Stock and Hogs Free of Charge
We pay all long distance charges
(Toll) Salinas 4780
Call
SALINAS
P. O. BOX 41

TALLOW

We purchase butcher shop scraps,
old horses and cows
Dead animals removed at once
We Pay Long Distance Telephone Calls
(TOLL) CALL
 **Columbia 458**
If No Answer (Toll) Call Ballard 3724
SAN JOSE TALLOW CO.
P. O. Box 142, San Jose
BERRYESSA RD. SAN JOSE

Tamales—Retail

Castro's Tamale Parlor
 Santa Cruz-Watsonville Hwy. S Cruz-15-W-5
 Freedom Inn Freedom Watsnvil-837
 Mary's Tamale Parlor 1047 Main Watsnvil 2526

Tamales—Wholesale & Mfrs

BEST TAMALES PARLOR 511 River S Cruz-1942
 (See Advertisement This Page)
 Pope Food Specialties 18 Bridge Watsnvil-1957

Tanks

Cole Walter R & Co
 Steel-Butane & Pressure Tanks
 5th & Adeline Oakland
 (Toll) Call "Operator" for Highgate 0831

INDEPENDENT IRON WORKS INC
 8th & Pine Oakland
 (Toll) Call "Operator" for Templebar 0160

KALAR'S BLACKSMITH & WELDING SHOP
 128 Soquel Av. S Cruz 1552

SARACCO TANK & WELDING CO
 Water-Gas-Fuel-Agri-Indus-Tanks
 Sar-Mol Feed Molasses Equipment
 1850-17th San Francisco
 (Toll) Call "Operator" for Hemlock 6324

STANDARD WELDING WORKS
 343 Front S Cruz 2797

Tanks—Septic—See Septic Tanks**Tanners**

Salz A K Co 530 River S Cruz-192

Tarpaulins

TRADER'S HEADQUARTERS
 Tarps-Tents & All Kinds Of Canvas Goods
 191 Soquel Av. S Cruz-1524

Tax Consultants

CAREY M D Fan Mar Capitola S Cruz-40-W-5
 If no answer

(Toll) Call "Operator" for Salinas-3455
 Chiorini J L 17 Church S Cruz-888

CURETON WEST M 109½ Cooper S Cruz 4511
 Earls Eaton & Snyder Porter Bldg. Watsnvil-1170

Hauck Fred P 19th Av. S Cruz 3080-M
 Killion J L Lettunich Bldg. Watsnvil 1124

Kniffin S D Lettunich Bldg. Watsnvil 2662
 Knudsen Paul V 439A Main Watsnvil 1060

MAIL-ME-MONDAY ACCOUNTING & TAX
 SERVICE 81 Post St Jose

(Toll) Call "Operator" for Ballard 3580 W
 Parker D Spain Lettunich Bldg. Watsnvil 147

Sadler Don C 51 Pacific Av. S Cruz-4344

Taxicabs

Ace Cab Co 30 Cayuga S Cruz 131
ACME CAB CO 14 Soquel Av. S Cruz 3500

ARROW CAB CO 14 Soquel Av. S Cruz 999
BUDDYS TAXI SERVICE 437 Main Watsnvil 277

Capitola Taxi Capitola S Cruz 5-W-12
CRANE TAXI SERVICE 315 Main Watsnvil-188

G I TAXI CO 229 Main Watsnvil 181
 (See Advertisement Following Page)

(Continued on Pages 166, 167, 168 & 169)

Telephone service is a friendly service. The people who operate and maintain it take a genuine satisfaction in serving you pleasantly and well. People who use the telephone a great deal find that friendliness is an instinctive habit. The telephone helps folks to know each other better.

Stubendorff's

**TAMALES
 ENCHILADAS**
 Wholesale & Retail
*Catering to Parties
 Lodges & Clubs*
**CHARCOAL
 BROILED STEAKS**
Our Specialty
 511 River
Santa Cruz 1942

What calls

Did He

MISS?

He'll never know; for he failed to replace the receiver of his telephone.

Your calls may be important. See that the receiver is properly replaced.

**THE PACIFIC TELEPHONE
 AND TELEGRAPH COMPANY**

Nationally Advertised Articles

can be traced to their

LOCAL DEALERS

by looking up

*"WHERE TO BUY IT"***in the YELLOW PAGES**

The Thrifty Fellow Rides

Yellow Cabs

FULLY
INSURED

DAY OR
NIGHT

PROVIDE

WATSONVILLE

124

127 VAN NESS AVENUE • WATSONVILLE, CALIF.

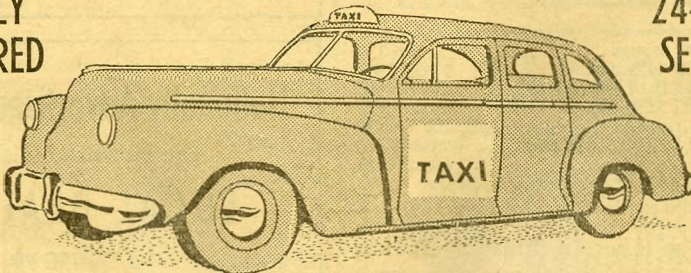
TAXI

PHONE

WATSONVILLE 181

FULLY
INSURED

24-HOUR
SERVICE



G.I. CAB CO.

OWNED AND OPERATED
BY VETERANS

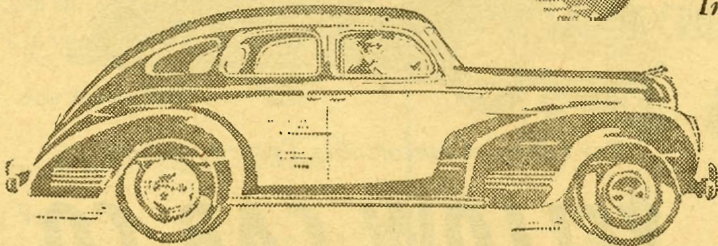
229 MAIN STREET - WATSONVILLE, CALIFORNIA

SAFE — RELIABLE — COURTEOUS



Call
WATSONVILLE **330**

Fully
Insured



WHITE CABS

253 MAIN STREET

WATSONVILLE, CALIF.

**VALLEY
TAXI**

**DEPENDABLE
24-HOUR SERVICE
VETERAN OWNED
AND
OPERATED**

ALL METERED FARES

WE COVER THE SAN LORENZO VALLEY

Phone **Ben Lomond 162**

TAXIS FREE PHONES AND CAB STANDS AT:



**BOULDER
CREEK**
AT GREYHOUND
BUS DEPOT



**BEN
LOMOND**
AT GREYHOUND
BUS DEPOT



FELTON
AT GREYHOUND
BUS DEPOT

Chartered

★ **BUSES**

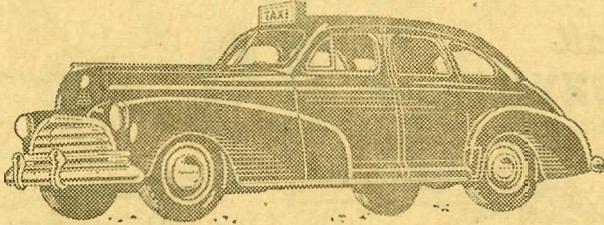
★ **TAXIS**

★ **LIMOUSINES**

OPERATOR OF BIG BASIN BUS LINES



Phone Santa Cruz
222 - 999
or
3500



For Clean - Comfortable Transportation

YELLOW CAB CO.

ARROW CAB OR ACME CAB

STAND 14 - SOQUEL AVE.

**SAN LORENZO
TAXI**

AND

YELLOW CAB CO.

Phone

BOULDER CREEK 142

"We Cover the Santa Cruz Mountains - No Trip Too Short or Too Long"

24-Hour Service - Reasonable Rates - Charter Trips

D. "MICKEY" ALLEGRI, *Owner*

OAK AVE., BOULDER CREEK

Taxicabs—(Cont'd)

Mission Taxi Co 127 Van Ness.....Watsnvil 630
 Norris WA 127 Van Ness Av.....Watsnvil 1331
 Owl Taxi 117 Pacific Av.....S Cruz 4560
 Paveys Taxi Service 437 Main.....Watsnvil-277
 Rio Cab Rio Del Mar.....Aptos 506

SAN LORENZO TAXI SERVICE

Oak.....Boulder Crk 142
 (See Advertisement Opposite Page)

VALLEY TAXI SERVICE Mill.....Ben Lomond 162
 (See Advertisement Page 167)

VETERANS G I CAB CO

272 Pacific Av.....S Cruz 346
 (See Advertisement This Page)

WATSONVILLE TAXI CO 315 Main.....Watsnvil-990

WHITE CAB CO 253 Main.....Watsnvil 330
 (See Advertisement Page 167)

Yellow Cab Co Oak.....Boulder Crk 142

YELLOW CAB CO State Hwy.....Felton 98-R
 (See Advertisement This Page)

YELLOW CAB CO 14 Soquel Av.....S Cruz 222
 (See Advertisement Opposite Page)

YELLOW CAB CO 127 Van Ness.....Watsnvil-124
 (See Advertisement Page 166)

Tea Rooms—See Restaurants

Teachers

See Schools; Also Specific Types of Instruction

Teaming Service

Springer L T Rodeo Gulch.....S Cruz 30-J-12

Telegraph Companies

Western Union Telegraph Co.....Felton 136
 Western Union Telegraph Co 141 Pacific Av.S Cruz-600
 Western Union Telegraph Co 430 Main.....Watsnvil-79

Telephone Calling Service

Secretary's Den 88½ Pacific Av.....S Cruz 4568-W

Telephone Companies

ARCHITECTS & BUILDERS SERVICE

A free advisory service on advance planning of telephone service arrangements in new homes and other building construction is available to architects, owners and builders. Extensive and costly alterations after the completion of the building are frequently avoided through proper advance planning. Call the Telephone Company business office and ask for "Architects and Builders Service."



"SERVICE RENDERED BY"

PACIFIC TELEPHONE & TELEGRAPH CO THE

Call Your Local Business Office Listed Below


PAC TELEPHONE & TELEGRAPH CO THE

Business Offices

- Aptos 29 Walnut Av Snta Cruz
- Ask Operator for.....Business Office
(No charge for calls to Business Office)
- Ben Lomond 29 Walnut Av Snta Cruz
- Ask Operator for.....Business Office
(No charge for calls to Business Office)
- Boulder Creek 29 Walnut Av Snta Cruz
- Ask Operator for.....Business Office
(No charge for calls to Business Office)
- Felton 29 Walnut Av Snta Cruz
- Ask Operator for.....Business Office
(No charge for calls to Business Office)
- Santa Cruz 129 Walnut Av.....S Cruz 2600
- Watsonville 228 Var Ness.....Watsnvil-2460
- Western Union Telegraph Co.....Felton 2-W

Teletypewriter Supplies

See Stationers Headings

Veterans 

G. I. CABS

•

Phone

SANTA CRUZ

3 4 6

•

Courtesy

STAND AT PACIFIC & CATHCART

YELLOW CAB CO.

Phone

Felton 98-R

for

INSTANT SERVICE
 FULLY INSURED
 COURTEOUS DRIVERS

DAY OR NIGHT
 FELTON

REPAIR SERVICE

When one of the many household articles gets out of order, you will find a repair service quickly and easily when you.

LOOK IN THE

Classified

TELEPHONE SECTION

PEST CONTROL

Inspections & Recommendations

We Specialize in

SUB-AREA WORK

REPAIRS & FULL CONTROL

Minimum Inspection Fees

CARL TERMITE CO.

Phone

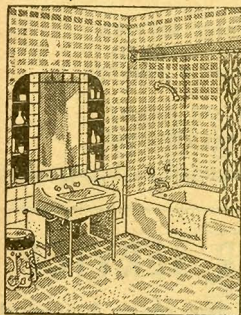
**SANTA CRUZ
4303-J**

17th Ave. & Mattison Lane Santa Cruz

COAST TILE CO.

TILE - MARBLE - TERRAZZO

ASPHALT FLOORING



**MAGNESITE
FLOORING**

Phone
Santa Cruz
4313

ESTIMATES
CHEERFULLY
GIVEN

For
**EXPERIENCED CRAFTSMEN
CONSISTENT PRICES
COURTEOUS SERVICE**

CONSULT

COAST TILE CO.

29 WATER ST.
SANTA CRUZ, CALIF.

DICK WALSH

DICK HARTIN

Termite Control

Carl Termite Co Mattison Ln. S Cruz 4303-J
(See Advertisement This Page)

Terrazzo

COAST TILE CO 29 Water. S Cruz 4313

Theatres

Fox Theatre 304 Main. Watsnvil-744
Santa Cruz Theatre Pacific&Walnut. S Cruz-780
State Theatre 18 Wall. Watsnvil-86
Theatre Del Mar 211 Pacific Av. S Cruz-80

Thermostatic Metals—See Metals

Tile—Ceramic, Contractors & Dealers

COAST TILE CO 29 Water. S Cruz-4313
(See Advertisement This Page)

HARTIN R E

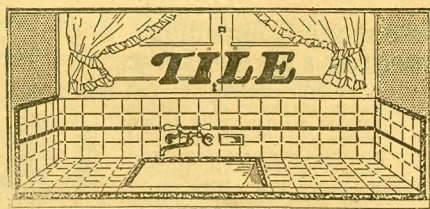
Remodeling A Specialty

233 N Branciforte Av. S Cruz 4346-J

MOGLIA CARLO 151 Belvedere Ter. S Cruz 4571-J

SAWYER TILE CO 29 Campbell. S Cruz 2358-W
(See Advertisement This Page)

The Electrical Gun Director was developed by Bell Telephone Laboratories and made by Western Electric Company during World War II. Employing more than 100 vacuum tubes, it solves in 15 seconds mathematical equations that would take a trained mathematician more than 5 hours to do.



TILE INSTALLATIONS

- BATHS
- SHOWERS
- DRAIN BOARDS
- STORE FRONTS
- MEDICINE CABINETS
- SHOWER DOORS, ETC.

FREE ESTIMATES

SAWYER TILE CO.

Since 1926

Phone

Santa Cruz 2358-W

29 CAMPBELL ST.

Tile-Non-Ceramic, Contractors & Dealers

COAST TILE CO 29 Water..... S Cruz 4313

CUMMINGS D C CO

ASPHALT TILE
 LINOTILE - RUBBER TILE - PLASTIC TILE
 Household - Commercial Use
 1323 Hwy No 1 Monterey
 (Toll) Call "Operator" for..... Monterey-9031
 Or Monterey 4696

STANTON W C

Chromite Metal Wall Tile
 For Baths & Kitchens
 SEE DISPLAY IN WILSONS PLUMBING
 FREE ESTIMATES
 INSTALLATIONS BY W. C. STANTON
 240 Walk Cir..... S Cruz 3253-R

Time Recorders

INTERNATIONAL BUSINESS MACHINES CORPORATION 16th & St John Sn Jose
 (Toll) Call "Operator" for..... Columbia 4778

Tinsmiths—See Sheet Metal Work

Tire Chains

See Automobile Parts & Supplies Headings

Tires—Dealers

APPLETON SERVICE STATION

Wall & Van Ness..... Watsnvil 1776
 Beilby's Tire Shop 42 Porter Dr..... Watsnvil-1121
CROWLEY & TRAUlsen
 W Lake & Van Ness Av..... Watsnvil-1877
 (See Advertisement Following Page)

FIRESTONE TIRES—

CENTRAL ONE-STOP SERVICE 127 Front S Cruz-444
JOHNS' GARAGE Freedom..... Watsnvil 2538

FRANK'S SEASIDE SERVICE

Front & Van Ness Av..... Watsnvil 1706

GENERAL TIRES—

CARROLL'S TRUCK STOP
 Santa Cruz Hwy..... Watsnvil 678

GOODRICH TIRES—

BIBBINS AUTOMOTIVE SERVICE
 2015 N Pacific..... S Cruz 3050
HALL'S APPLIANCE & RADIO
 11-3d Watsnvil 2204

GOODYEAR TIRES

More people ride on Goodyear Tires than on any other kind.

Let the Goodyear dealer be your Tire Service Headquarters.



"WHERE TO BUY IT"

FELTON TIRE SERVICE..... Felton-39
TIRE SERVICE CENTER 202 Front... S Cruz-87
WETHEY GOODYEAR SERVICE
 E Lake&Alexander. Watsnvil-524

(Continued Next Page)

TIRES

Official
 Tire
 Inspection
 Station

**RECAPPING
 REPAIRING**

Distributors for

GOODYEAR TIRES



ALL WORK
 FULLY GUARANTEED

PHONE WATSONVILLE

524

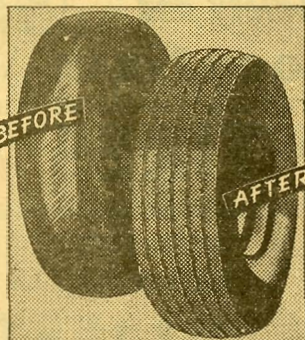
**VERN WETHEY
 GOODYEAR SERVICE**

E. LAKE & ALEXANDER

**SANTA CRUZ
 TIRE CO.**

AUTO

TRUCK



RECAPPING & REPAIRING

SECTION REBUILDING

Precision Buffing Guarantees Balance

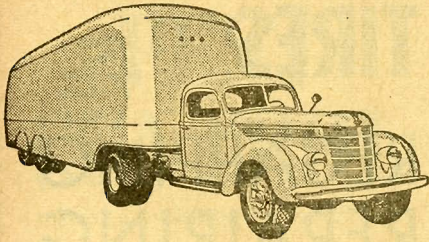
**NEW TIRES & TUBES
 THE GENERAL TIRE**

WHEELS & BATTERIES

201 Water

Santa Cruz

Phone **SANTA CRUZ 330**



**Truck • Tractor • Passenger
Tires
Sales & Recapping**

Firestone

Call
WATSONVILLE 1877



CROWLEY & TRAULSEN

West Lake & Van Ness Ave.

Tires-Dealers-(Cont'd)

- Griffith W A 20 Trafton Watsonville-127
HALL'S APPLIANCE & RADIO 11-3d.. Watsonville-2204
 (See Advertisement This Page)
 K & H Automotive Service
 Dayton Tires & Batteries
 536 Seabright Av. S Cruz 4439-W
 Larkin's Tire Service Freedom..... Watsonville 1436
LLOYD'S TIRE SERVICE
 Lloyd Johnson-Owner
 Watsonville Hwy & Paul Minnie Av... S Cruz 468
 Mitchell Lloyd
 Tire Repairing
 51 Porter Dr. Watsonville 1570
 Santa Cruz Tire Co 201 Water..... S Cruz 330

SEIBERLING TIRES

For fine tires and expert
 tire service, rely on your
 independent Seiberling
 Dealer displaying this sign.
 It bears "A Name You Can
 Trust in Rubber."



"FOR SERVICE CALL"

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

SIGNAL SERVICE STATION

- Front & Main..... Watsonville 2194
TIRE SERVICE CENTER 202Front..... S Cruz-87
 (See Advertisement This Page)

U S TIRES

- QUALITY TIRES**
QUALITY RECAPS
QUALITY REPAIRS



"WHERE TO CALL"

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

WETHEY GOODYEAR SERVICE

E Lake&Alexander. Watsonville-524
 (See Advertisement Preceding Page)

Tires-Retreading & Recapping

- BEILBY'S TIRE SHOP**
 Guaranteed Recapping-Section Work
 42 Porter Dr. Watsonville-1121
BIBBINS AUTOMOTIVE SERVICE
 2015 N Pacific..... S Cruz 3050
CARROLL'S TRUCK STOP
 Santa Cruz Hwy..... Watsonville 678
 Felton Tire Service Felton..... Felton-39

(Continued Next Page)



CALL US

*"For Service
 Safety and"*



GOODYEAR

TRUCK & PASSENGER CAR

TIRES

- LIFE GUARDS
 BATTERIES
 RECAPPING

**TIRE SERVICE
 CENTER**

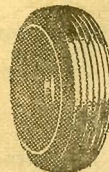
FRONT & SOQUEL

Phone

Santa Cruz 87

B. F. GOODRICH TIRES

WHATEVER YOUR
 TIRE NEED —



**SERVICING
 NEW TIRES**

"Where to Call"

11-3rd St. **Watsonville 2204**

Hall's Appliance & Radio

Tires—Retreading & Recapping— (Cont'd)

Lloyd's Tire Service

Wtsn Hwy & Paul Minnie Av. S Cruz-468

SANTA CRUZ TIRE CO 201 Water.....S Cruz 330

(See Advertisement Page 171)

TIRE SERVICE CENTER 202 Front.....S Cruz 87

Tobey's Rasp Service 330 Darwin.....S Cruz 240-R

WETHEY GOODYEAR SERVICE

E Lake & Alexander.....Watsnvil 524

Title Companies

CALIF PAC TITLE CO 12 Cooper.....S Cruz-2200

From Watsonville only (No Inter-City Charge)

Ask "Operator" for. Entrprise-10639

CALIF PAC TITLE INS CO 12 Cooper...S Cruz-2200

CALIF PAC TITLE & TRUST CO

12 Cooper. S Cruz-2200

Dake Title Co of Santa Cruz 12 Cooper...S Cruz-2200

PENNIMAN SANTA CRUZ COUNTY TITLE CO

Agt Fidelity Title Ins Co

106 Locust.....S Cruz 3005

Branch Office Hall of Records.....S Cruz-1254-W

From Watsonville only (No Inter-City Charge)

Ask "Operator" for. Entrprise-10688

Santa Cruz County Title Co 22 Cooper...S Cruz-2000

Tobacco—Retail

See Cigars & Tobacco—Retail

Tobacco—Whsle & Mfrs

Leahy Chas Dist Co Tanglewood.....Felton 158-W

Tomato Products—See Food Products

Tool Grinding & Sharpening

LEAR'S DRIVE IN HARDWARE

Soquel & Riverside Av.....S Cruz 4113-R

MATTOS MANUEL J

PIPE WRENCH JAW

SHARPENING

LAWN MOWERS

REPAIRED & SHARPENED

338 Soquel Av.....S Cruz 3473

Tools—Retail

PAJARO VALLEY HARDWARE

12 Peck.....Watsnvil 112

Tools—Whsle & Mfrs

Key-Hak Bean Creek Rd.....S Cruz-486

MARWEDEL C W

Everything For The Shop

1235 Mission San Francisco

(Toll) Call "Operator" for.....Underhill-2125

Tourist Courts—See Automobile Courts

Towing Service—Automobile

See Automobile Towing

Toys—Mfrs

Leddy's Model Industries 110 Alvarado...Watsnvil-41.

Reasonable use, prompt answering, thoughtfulness of others, are helpful to all party line users. Telephone neighbors appreciate such teamwork.

Tractors

ALLIS-CHALMERS TRACTORS—

BURAN EQUIPMENT CO

777-100th Av Oakland

(Toll) Call "Operator" for...Trinidad-5335

American Supply Company

Blades For Bulldozer Scraper-Gradr-Loader

1108 Blake Berkeley

(Toll) Call "Operator" for.....Thornwall 0275

B & J Farm Equipment Co

Amesti Rd.....Watsnvil 112-W-2

B & J Farm Equipment Co

363 Front.....S Cruz 1963-J

(See Advertisement This Page)

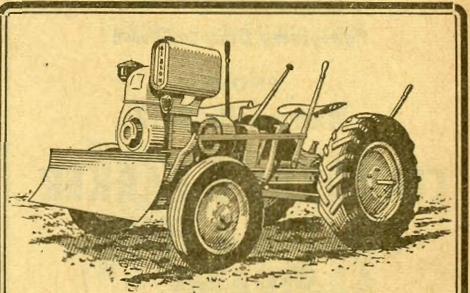
Coker's Garage & Manufacturing Co

Page Garden Tractors

Monterey & Snta Cruz County Agent

474 Brommer.....S Cruz 1563

(Continued Next Page)



GIBSON - AERCO
3 to 12 H.P.

TRACTORS

Authorized Sales & Service

PARTS & REPAIRS

For

Santa Cruz - Monterey &

San Benito Co's.

Santa Cruz 1963-J

**B & J FARM
EQUIPMENT CO.**

363 FRONT ST.

ALLIS-CHALMERS

TRACTORS

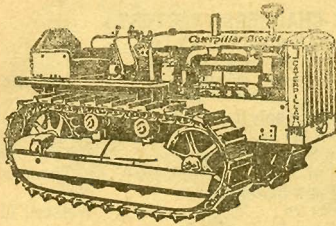
and IMPLEMENTS

FARMERS'

COOPERATIVE EXCHANGE

315 River
Telephone
SANTA CRUZ
1802

Walker St.
Telephone
WATSONVILLE
111



Complete
OVERHAULING & REPAIRING
of All Types of
**TRACTORS & FARM
IMPLEMENTS**

Equipment Built to Order

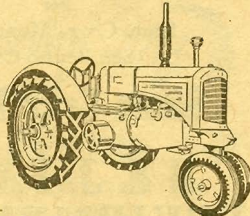
PHONE
Watsonville 2612

**CERNOKUS & PARKER
TRACTOR & EQUIP.
REPAIRS**

113 San Juan Road Watsonville

HOWES'
TRACTOR & EQUIPMENT CO.

J. I. CASE
Tractors
Farm
Implements



TRACTORS REPAIRING ALL MAKES
Phone WATSONVILLE 2102
G. E. Howes, Owner 66 Porter Dr.

TO BE HEARD
clearly

... please speak directly into the
Telephone with your lips just
clearing the mouthpiece.

Tractors—(Cont'd)

CORNELL TRACTOR CO

L F Schwenne-Mgr
W Lake & Walker Watsonville-1126

FARMERS' COOPERATIVE EXCHANGE

315 River S Cruz 1802
(See Advertisement Preceding Page)

FARMERS' COOPERATIVE EXCHANGE

Walker . Watsonville-111

FARMERS MERCANTILE CO

INTERNATIONAL
CRAWLER & FARMALL TRACTORS
McCORMICK-DEERING MACHINES
INDUSTRIAL & EARTH MOVING EQUIPMENT
GENUINE PARTS & SERVICE
233 Vn Ns Av. Watsonville-1318

FORD TRACTOR & IMPLEMENT DISTR

Bill Haden Inc
Parts-Equipment-Repairs
213 Main Watsonville 200

GARDEN MASTER TRACTORS—

COX BROTHERS Bridge & Main ... Watsonville 2608

GIBSON TRACTORS—

B & J FARM EQUIPMENT CO
363 Front S Cruz 1963-J

International Harvester Co Agency

233 Van Ness Av. Watsonville-1318

J I CASE TRACTORS—

HOWES' TRACTOR & EQUIPMENT CO
See Our Adv Under Tractor Repairing
66 Porter Dr. Watsonville 2102

McGowan W J 613 Lincoln Watsonville 1592-J

Tractors—Renting

Dodge Roy P 152 Franklin S Cruz 2639-W

Tractors—Repairing

**CERNOKUS & PARKER TRACTOR &
EQUIPMENT REPAIRS**

113 Sn Juan Rd. Watsonville 2612
(See Advertisement This Page)

COX BROS Bridge & Main Watsonville 2608

HOWES' TRACTOR & EQUIPMENT CO

66 Porter Dr. Watsonville 2102
(See Advertisement This Page)

KALAR'S BLACKSMITH & WELDING SHOP

128 Soquel Av. S Cruz 1552

SERVICE GARAGE & MACHINE SHOP

206 Salinas Rd. Watsonville 987

Trade Mark Registering

See Patent Attorneys & Agents

REPAIR SERVICE

When one of the many household
articles gets out of order, you will find
a repair service quickly and easily
when you

LOOK IN THE

Classified
TELEPHONE SECTION

Trailers—Coach

WYATT W J 31 Sn Juan Watsnvil 2599-J
(See Advertisement This Page)

Trailers—Commercial

Coker's Garage & Manufacturing Co
474 Brommer S Cruz 1563

GALLAGHER SMELTING CO
152 Chestnut Oakland
(Toll) Call "Operator" for Twinoaks 1380
Wyatt W J 31 San Juan Watsnvil-2599-J

Travel Bureaus

Albertsen Cruise Tours 26 O'Farrell San Francisco
(Toll) Call "Operator" for Exbrook-2253

Davis Jerry Travel Service
World Wide Service
78 W Sn Carlos Sn Jose
(Toll) Call "Operator" for Columbia 8427

Norberg Travel Service Carmel
From Santa Cruz Exchange only (No Inter-City
Charge) Ask "Operator" for Entrprise-10200

Tree Service

Gamba John B Bear Creek Rd. Boulder Crk-86-M
HILEY'S TREE TOPPERS

Mission & Center S Cruz 4458
(See Advertisement This Page)

Liebenberg & Armstrong
Woodbrook No 2 Boulder Crk-409-J
Vaughan John J Main Ben Lomond-91-J
Vaughan John J Main Ben Lomond-137-J

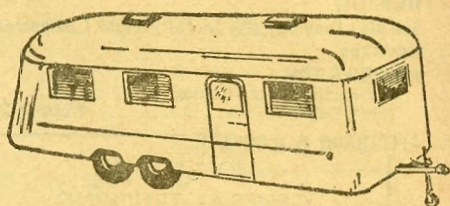
For full use of your telephone, please
keep your instrument "hung up"—ready
for service!

**SHOP IN THE
YELLOW PAGES**

Whenever you
want informa-
tion about an
article, a service
or a certain busi-
ness

LOOK IN THE

Classified
**TELEPHONE
SECTION**

**New & Used
HOUSE TRAILERS**

Bought & Sold

TERMS - INSURANCE

WE TRADE

Phone

Watsonville 2599-J

PAJARO VALLEY

TRAILER SALES

W. J. WYATT, Owner
31 SAN JUAN ROAD
Watsonville, California

HILEY'S TREE**TOPPERS**

- TREE TRIMMING
- TREE FALLING
- TREE SURGERY
- WOOD CUTTING

Free Estimates

Fully Insured

Phone Santa Cruz 4458

OR

Feiton 51-J

Rt. No. 4, Box 686

Santa Cruz

Trucking

See also Draying; also Motor Freight Companies Headings

ANDREWS TOM

Salt-Fertilizer Etc Trucking
134 Kearny Watsonville-258

AITCHISON & O'CONNOR

"BOB" & "SID"

GENERAL TRUCKING
Local & Statewide Hauling
All Loads Insured

410 Bellevue S Cruz 3253-M

Barteaux J S Branciforte Dr. S Cruz 29-J-11
Beard Trucking Co Green Vly Rd... Watsonville 62-W-21

BLANCHARD S & SON

General Trucking
1 Cayetano Watsonville-2364

Bloomer W R

Formerly Bloomer & Miller
438 Soquel Av. S Cruz-2759

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

CLARK BROS MOTOR TRANSPORT SYSTEM

144 W Lake Watsonville-746

Coast Line Truck Service Inc Soquel S Cruz-2700

COAST LINE TRUCK SERVICE INC

154 W Lake Av. Watsonville-2027

(See Advertisement This Page)

Cox Ralph Soquel S Cruz-38-W-4

Furnish W H Jr Camp Evers S Cruz 4637-J

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

GONZALES TED L

GENERAL TRUCKING
AND
ODD JOBS DONE

Santa Cruz & Watsonville Hwy. Aptos 90-R

Gonzales Ted L 439 Rodriguez. Watsonville 2583

Hibler's Trucking & Repair Serv

Rodeo Gulch S Cruz-4464-W

HIGHWAY TRANSPORT INC

640 Soquel Av. S Cruz 1030

From Aptos Exchange only (No Inter-City Charge)

(Toll) Call "Operator" for Enterprise-10217

HIGHWAY TRANSPORT INC 50 Pine. Watsonville-2386

From Santa Cruz Exchange only (No Inter-City Charge) Ask "Operator" for Enterprise-10217

Johnston F M 3 Russell Rd. S Cruz 2309-J

KALICH M L & CO Pajaro Watsonville-1021

Maleta John N 363 Locust. Watsonville-2586

MANFRE CHARLES 407A Tuttle. Watsonville-1364

MANFRE CHAS 720 Walker. Watsonville 2258

McMASTER'S TRANSFER & STORAGE CO

169 W Lake. Watsonville-148

McMURPHY BROS

Trucking Contractors
499 1/2 Pacific Av. S Cruz-1836

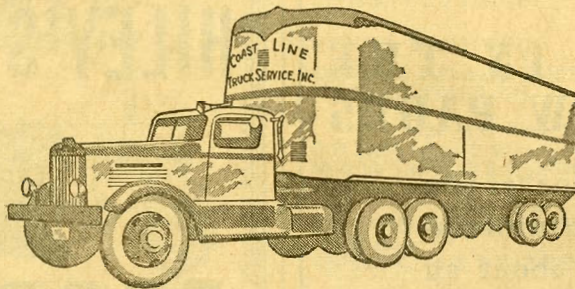
If no answer call. S Cruz-2782-J

MEIDL JOSEPH H

GENERAL
PRODUCE HAULING
LOCAL & LONG DISTANCE

32 Walker Watsonville-1320

(Continued Next Page)



Fruit and Produce Hauling

Refrigerated Overnight Service

To Los Angeles

Franchised Carriers



All Loads Insured

COAST LINE TRUCK SERVICE INC.

Watsonville 2027

154 W. Lake Ave., Watsonville

Trucking—(Cont'd)

Mulholland M J 15 Wilkie..... Watsonville 1481-J
 Munoz A & Son 119B Elm..... Watsonville 2585-M
OWENS BROS TRANSFER & STORAGE
 143 Pacific Av..... S Cruz 19
 Pearce John A 504 Western Dr..... S Cruz 4194
 Pepper Lucille Watsonville Hwy..... S Cruz 4133-J
 Romano Geo
 Santa Cruz-Watsonville Hwy..... S Cruz 1069-R
SANTA CRUZ DISTRIBUTING CO
 517 Bay..... S Cruz 4063-W
Santa Cruz Motor Express Inc
 Harvey J. Crowe President
 1638 Ocean..... S Cruz 446
 Taylor Geo E 615 Button..... S Cruz 1709-J
 Vance J B Santa Cruz Rd..... Watsonville-84-W-1
 Vis C 35 Blackburn..... S Cruz 894-R
 White Clarence E 17th Av..... S Cruz 3305-W
 Willis Ralph S Brown Vly Rd..... Watsonville-27-J-2

Trucks—Industrial

BUEHRER E C ASSOCIATES
 562 Bryant San Francisco
 (Toll) Call "Operator" for..... Sutter-4594
EAMES CO
 See Our Adv Under Casters
 920 Howard S F
 (Toll) Call "Operator" for..... Sutter 4996
 Massera Al Beach..... Watsonville-552

Trucks—Motor

G M C TRUCKS—
DEL REY MOTORS
 Front & Cooper..... S Cruz 281
INTERNATIONAL MOTOR TRUCKS—
FARMERS MERCANTILE CO
 233 Van Ness Av. Watsonville-1318
ROBLEY MOTORS
 G M C Sales & Service
 555 Main..... Watsonville-211
WHITE MOTOR TRUCKS—
HANSEN CHRIS C 640 Main..... Watsonville-644

Would you like to get your share of business from customers in your neighborhood? Then why not advertise in the Classified Telephone Directory? You can call the business office of the telephone company and ask for the Directory Advertising Representative. He can help you plan an effective message.

Don't Throw It Away

Things around the house you consider useless—may need only minor repairs to make them serviceable. Call a service man near you.

LOOK IN THE

Classified
TELEPHONE SECTION

Trucks—Motor, Bodies & Equipment

Coker's Garage & Manufacturing Co
 Truck Bodies Mfd To Order
 474 Brommer..... S Cruz 1563
 Jefsen W L 133 W Lake..... Watsonville-512
Sherman Earl & Co
 Mfrs Refrigerated Truck & Trailer Bodies
 2526 Wood Oakland
 (Toll) Call "Operator" for..... Twinoaks 2107

WATSON H S CO

WATSON - BROWN - LIPE
 Auxiliary Transmission & Parts
 Spicer Universal Joints
 and Power Take-Offs
 Wholesale & Retail

1145 Harrison St San Francisco
 (Toll) Call "Operator" for... Underhill 1-8261

Trucks—Motor, Painting

See Automobile Painting

Trucks—Motor, Rental

CAMP'S SHELL SERVICE
 W Lake & Main..... Watsonville 1538

Trucks—Motor, Repairing

SERVICE GARAGE & MACHINE SHOP
 206 Salinas Rd..... Watsonville 987

Trucks—Motor, Towing

See Automobile Towing

Trusses**BOLLINGER A**

"TRU-HOLD" RUPTURE APPLIANCE

The modern Truss. Overcomes Rupture troubles. Trusses of all types made in our factory and fitted by truss maker of many years' experience. The "LEAST-POSSIBLE" Truss for Women and for slight hernias and the new "INJECT-AID" Truss. No Charge for Consultation.

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

Trust Companies

See Banks; also Title Companies

Tubing**MARWEDEL C W**

Brass-Copper-Steel-Metallic
 Everything For The Shop
 1235 Mission San Francisco

(Toll) Call "Operator" for..... Underhill-2125

TO SPEED SERVICE PLEASE LOOK UP THE NUMBER FIRST

Each new issue of the Telephone Directory contains an important percentage of listings that are new or changed.

Many new telephones have been installed.

Many people have changed their places of residence or business.

PLEASE CONSULT THE DIRECTORY FIRST

TYPEWRITERS

SALES
&
SERVICE



RENTALS
&
REPAIRS

KEEP 'EM RUNNING

All Makes Reconditioned - Guaranteed

CALL

**Watsonville 142
Santa Cruz 561**

**REMINGTON RAND
TYPEWRITERS
ADDING & CALCULATING
MACHINES**

Exclusive Agents
OFFICE FURNITURE - OFFICE SUPPLIES
FILING EQUIPMENT
RIBBONS & CARBONS

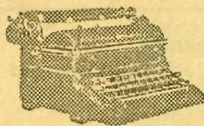
**COAST COUNTIES
BUSINESS SUPPLY**

9 Wall St.
119 Pacific Ave.

Watsonville 142
Santa Cruz 561

TYPEWRITERS

Repairs — Any Make



**Sales-Service
Rentals**

**PORTABLES & REBUILTS
SOLD ON TERMS
OFFICE SUPPLIES &
EQUIPMENT**

**Santa Cruz
3010**

WALTER DAVIS

95 SOQUEL AVE.

Typewriters

- Bowman-Forgay Stationery Co 146 Pac Av.S Cruz-206
- COAST COUNTIES BUSINESS SUPPLY**
119 Pacific Av. S Cruz-561
(See Advertisement This Page)
- DAVIS TYPEWRITER CO** 95 Soquel Av..S Cruz-3010
(See Advertisement This Page)
- Goodrich Typewriter Exchange
449 Main. Watsonvil-1076
- INTERNATIONAL BUSINESS MACHINES
CORPORATION** 16th & St John Sn Jose
(Toll) Call "Operator" for. Columbia 4778
- JOHNSON'S STATIONERY & PRINTING CO**
All Makes So d-Rented-Repaired
341 Main. Watsonvil 72
- Santa Cruz Typewriter Shop 115 Pac Av..S Cruz-1127
- TRI-COUNTY TYPEWRITER CO**
119 E Lake. Watsonvil 264

Typewriters—Repairing

- DAVIS TYPEWRITER CO** 95 Soquel Av..S Cruz-3010
- COAST COUNTIES BUSINESS SUPPLY**
119 Pacific Av. S Cruz-561
- TRI-COUNTY TYPEWRITER CO**
119 E Lake. Watsonvil 264

Undertakers—See Funeral Directors

Union—Labor—See Labor Organizations

Unit Heat—See Furnaces Headings

United States Government Offices

See Alphabetical Directory Under "U S
Government"

Upholsterers

- ARNOLDS UPHOLSTERY SHOP**
351 Pacific Av. S Cruz-4317
- Bay Furniture & Upholstry
761 Chestnut Av. S Cruz 4677-W
- FREEDOM AWNING & UPHOLSTERY**
Freedom Watsonvil 208
(See Advertisement Opposite Page)
- Grooms T A 132-3rd. S Cruz-2436-W
- KAISER'S UPHOLSTERY** 290 Soquel Av.S Cruz-2007
- MANSFIELD'S ON THE HEIGHTS**
1121 Main. Watsonvil-775
- Rogge H T 34 Kilburn. Watsonvil 635-J
- SANTA CRUZ MATTRESS CO**
376 Water. S Cruz-1714
- STEVE'S UPHOLSTERING SHOP**
1511 Mission. S Cruz 2807
(See Advertisement Opposite Page)

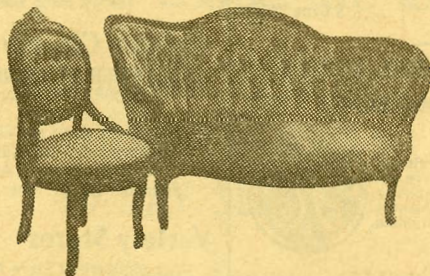
Emergency!

An emergency arises—you need help quickly! Physician, hospital, ambulance, taxi or plumber! The quickest way of finding whom to call is to—

LOOK IN THE
Classified
TELEPHONE SECTION

FURNITURE *MADE-TO-ORDER*

ANTIQUES OUR SPECIALTY



All Work Guaranteed
PICK-UP & DELIVERY SERVICE

STEVE'S UPHOLSTERING SHOP

1511 MISSION

PHONE
SANTA CRUZ **2807**

SANTA CRUZ

When
N A M E
or
ADDRESS
Is Forgotten

Someone has told you of
a certain concern or
you've read their adver-
tising somewhere.

LOOK IN THE

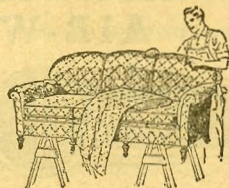
Classified
TELEPHONE
SECTION

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

UPHOLSTERING

DISTINCTIVE
UPHOLSTERERS

Modern, Antiques



Watsonville 208

FREEDOM AWNING & UPHOLSTERY

FREEDOM, CALIFORNIA

Young Women

There May Be

Employment Opportunities

and a

PERMANENT POSITION FOR YOU

with

**THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY**