

## Vacuum Cleaners—Dealers

Air-Way Vacuum Cleaner Dealer  
Watsonville Hwy. . . . . S Cruz 15-J-2  
(See Advertisement This Page)

Dettle J O  
Filtex Vacuum Cleaners  
50 Ocean . . . . . S Cruz 2515-J

**ELECTROLUX AGENCY**  
Complete Stock-Parts-Supplies & Repairs  
116 Acadia Av. . . . . S Cruz 3020

**EUREKA VACUUM CLEANERS—**  
CARLYON MERT & CO 500 Main. . . . . Watsnvil 2442

### GENERAL ELECTRIC VACUUM CLEANERS

Backed by years of research and experience, G-E cleaners give you efficient, dependable service. Light weight—easy to handle. Both floor and tank-type models.



#### "WHERE TO CALL"

##### SALES & SERVICE DEALERS

Knapp Bill 23-3d. . . . . Watsnvil 365  
**LEASK'S DEPARTMENT STORE**  
Pacific & Church. . . . . S Cruz 555

##### SALES DEALERS

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

Services of all kinds, including dozens that you ordinarily never think about, are listed conveniently in the Classified Telephone Directory.

## VACUUM CLEANERS AIR-WAY



THE CLEANER OF TOMORROW  
SUPREME SANITATION  
**CLEAN**

No Germ Laden Bag to Shake Out  
or Water Pan to Empty

### SANITARY

Purifies - Deodorizes  
Cleans Hardwood Floors, Linoleum  
Rugs, Furniture, Draperies  
Waxes Floors, Sprays Paint, Etc.

MANY **EXCLUSIVE** FEATURES  
FREE DEMONSTRATION IN YOUR HOME

Phone

**Santa Cruz 15-J-2**

EDW. J. OOS, Dealer

Route 1, Box 621

Aptos. Calif.

## HOOVER AUTHORIZED SALES & SERVICE—

**ELECTRIC SHOP** 450 Main. . . . . Watsnvil 425

Rehair Agcy Amesti Rd. . . . . Watsnvil 107-J-3

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

Sylvia Refrigeration Serv  
See Our Adv Under Refrigerators  
41st & Bain Opal Cliffs. . . . . S Cruz-140

## Vacuum Cleaners—Repairing

**ELECTROLUX AGENCY**  
Complete Stock Parts-Supplies & Repairs  
116 Acadia Av. . . . . S Cruz 3020  
Electrolux Corp 156Wall House5. . . . . Watsnvil-1899  
Electrolux Vacuum Cleaner Agent  
60 N Branciforte Av. . . . . S Cruz 4605-W  
Johnston Ed 107River. . . . . S Cruz-1066

## Variety Stores

Arcade Variety Store Aptos. . . . . Aptos 505-W  
**SOQUEL VARIETY STORE**  
Eddie & Ve Peretto  
Soquel . . . . . S Cruz 26-J-4  
Youngman's Variety & Hdwe Store  
1519 Mission. . . . . S Cruz 4526

## Vending Machines

Mogaard H C Old Sn Jose Rd. . . . . S Cruz 42-J-5  
Santa Cruz Wired Music Co  
150 Pacific Av. . . . . S Cruz 4477

## Venetian Blind Dealers

### AMBASSADOR VENETIANS

THE FINEST  
THAT  
MONEY  
CAN BUY



#### "WHERE TO BUY THEM"

##### SANTA CRUZ

Hocum's Shade & Linoleum  
145 Pacific Av. . . . . S Cruz-1331

##### WATSONVILLE

California Furniture Co 101-3d. . . . . Watsnvil 125  
Mansfield's on The Heights  
1121 Main . . . . . Watsnvil-775

### EASTERN FURNITURE CO

353 Pacific Av. . . . . S Cruz-2111  
Hocum's Shades & Linoleum  
145 Pacific Av. . . . . S Cruz-1331

### HOME IMPROVEMENT CO

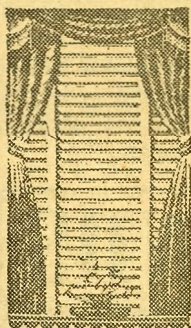
439A Main. . . . . Watsnvil 2788-W  
(See Advertisement Opposite Page)  
Hulen's Shade & Drapery Shop 363 Ocean. S Cruz 2857  
(See Advertisement Opposite Page)

(Continued on Pages 181 & 182)

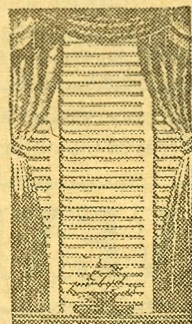
Radar ranks high in the top bracket of new instruments that brought victory to the Allies. It was developed through years of research and experiment, chiefly in the United States and Great Britain. Scientists of Bell Telephone Laboratories and workers of Western Electric Company developed and supplied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

# HOME IMPROVEMENT CO.

## *Aluminum Venetian Blinds*



NO DOWN PAYMENT  
TO 3 YEARS TO PAY  
10-DAY SERVICE



*Free Estimates  
Cheerfully Given*

**Phone Watsonville 2788-W**

439-A Main

*(Toll) Call*

**SALINAS 2-0581**

*(Toll) Call*

**GILROY 101**

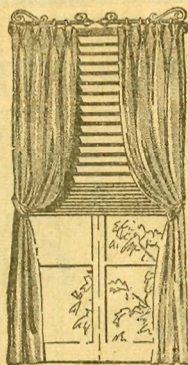
### When Looking for a Dealer in your Neighborhood

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

LOOK IN THE

*Classified*  
**TELEPHONE  
SECTION**

The Yellow Pages Tell You Where



**VENETIAN BLINDS**  
*Made to Measure  
&  
Repaired*

J. W. HULEN & SON  
*"The Blind Men"*

902 Ocean, Santa Cruz

*Phone*  
**Santa Cruz 2857**

### **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

**Venetian Blind Dealers—(Cont'd)**

**SUNSET VENETIANS**

"America's Finest"  
Newest Features  
Decorative Yet Practical



Unconditionally Guaranteed  
AVAILABLE NOW

"WHERE TO BUY THEM"

**DEALER**

McCall-Cohen Furniture & Paint Co  
11 Cathcart.....S Cruz-2119

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

**Venetian Blind Mfrs—Retail**

**BILT RITE VENETIAN BLIND CO**

1208 E Sn Antonio Sn Jose  
(Toll) Call "Operator" for.....Columbia 464  
Home Improvement Co 439A Main..Watsnvil 2788-W

**Venetian Blind Renovating**

**BILT RITE VENETIAN BLIND CO**

1208 E Sn Antonio Sn Jose  
(Toll) Call "Operator" for.....Columbia 464  
(See Advertisement This Page)

The Classified Telephone Directory is your neighborhood and your city-wide buying guide. Plan your shopping by means of its useful pages.

**VENETIAN BLINDS**

MANUFACTURED & INSTALLED DIRECT

**FROM FACTORY TO YOU**

"THE BEST FOR LESS"

**Complete Renovation**

**STEEL**

**WOOD**

**ALUMINUM**

Estimates Gladly Given No Obligation

(Toll) Call "Operator" for

**COLUMBIA 464**

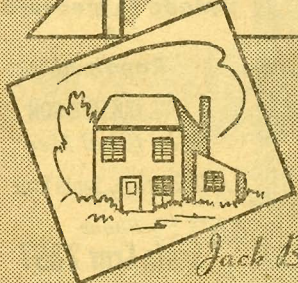
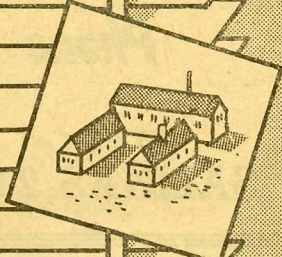
*Bilt Rite*

**VENETIAN BLIND CO.**

1208 E. San Antonio, San Jose

*Jack Baettner*

*Larry Heeren*



*Always*

**KEEP RECEIVER ON THE HOOK**

When you are through talking on the telephone, always see that you place the receiver back on the hook. Otherwise you may miss an important call.

**THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY**

*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**

**Ventilating Contractors**

See Contractors—Heating & Ventilating

**Veterinarians**

Ackerman Clyde Larkin Vly Rd. . . . . Watsnvil 77-W-11  
(See Advertisement This Page)

**GRAVES C E** 146 Pacheco. . . . . S Cruz-1364  
**HARRISON J W** 162 Chanticleer Av. . . S Cruz-1250-W  
**PETERSON ELLIS** Rio Del Mar. . . . . Aptos-448  
**RAMSAY W J C** 610 E Lake. . . . . Watsnvil-108  
**REDDERT F E** Rodeo Av & Soquel Hwy. S Cruz-2441-W

**Veterinary Hospitals**

**GRAVES C E** 146 Pacheco. . . . . S Cruz-1364  
**HARRISON J W** 162 Chanticleer Av. . S Cruz-1250-W  
**REDDERT F E**  
Rodeo Av & Soquel Hwy. . . . . S Cruz 2441-W  
Santa Cruz City Pound 146 Pacheco. . . S Cruz-1364

**Vinegar**

**SPEAS CO**  
Vinegar & Pectin  
46 Walker . . . . . Watsnvil-1041  
**WESTERN FROZEN FOOD CO INC PLANT NO 2**  
Apple Vinegar  
. . . . . Aptos-103

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.

**Vulcanizing**

Bibbins Automotive Service  
2015 N Pacific. . . . . S Cruz 3050  
Watsonville Tire Co Snta Cruz Hwy. . . . Watsnvil 678

**Wall Coverings**

See Specific Kinds, i.e., Wallpaper; Linoleum Headings

**Wallpaper**

**COGGIN'S SANTA CRUZ PAINT STORE**  
26 Water. . . . . S Cruz 3307-J  
**EAST SIDE PAINT & SUPPLY CO**  
400 Soquel Av. . . . . S Cruz-4466  
**WATSONVILLE PAINT STORE**  
540 Main. . . . . Watsnvil 126

**Warehouses—Public**

McMaster's Transfer & Storage Co  
169 W Lake. Watsnvil-148

**FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE—**

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

**Dr. Clyde Ackerman**  
**VETERINARIAN**

*All Animals Treated*  
*Horses • Cattle*

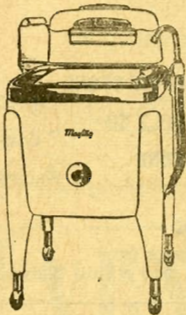
*Large Animals A Specialty*

PHONE

**Watsonville 77-W-11**

**LARKIN VALLEY ROAD**

# Maytag



**Factory  
Authorized  
Sales & Service**

**We Repair  
ALL MAKES  
OF WASHERS**

**Wringer Rolls  
FOR ALL MAKES**

*Workmanship Unconditionally  
GUARANTEED*

**Santa Cruz 4105**

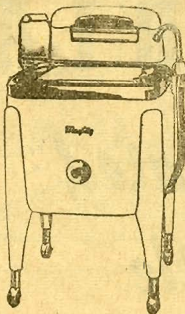
## DYSLER'S

**EAST SIDE HOME APPLIANCE**

407 SOQUEL AVE.

## WASHING MACHINE SERVICE

**AUTHORIZED DEALER**



**WE CALL  
FOR &  
DELIVER**

**ALL  
WORK  
GUARANTEED**

# Maytag

**SALES - SERVICE**

*Dependable Service on All Makes*

PHONE

**Watsonville 2320**

**O. T. Brown & W. V. Hart**

10 SECOND ST., WATSONVILLE

## Washing Machines—Dealers

**ABC HOME-LAUNDRY EQUIPMENT**

*For nearly a half century—  
Our slogan is*

**"AMERICA'S  
LEADING  
WASHERS AND  
IRONERS"**



**Precision Built**

**"WHERE TO BUY IT"**

**DEALERS**

**McCALL-COHEN FURNITURE & PAINT CO**

11 Cathcart..... S Cruz 2119

**SPUNG FURNITURE** 543 Main..... Watsonvil 345

**APEX WASHING MACHINES—**

**PACIFIC FURNITURE**

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

**BENDIX AUTOMATIC HOME LAUNDRY**

The Bendix automatically washes, rinses and damp dries your clothes. For a demonstration of Bendix Automatic Home Laundry equipment visit your nearest dealer.

**BENDIX**  
automatic  
Home Laundry

**"WHERE TO BUY IT"**

**CARLYON MERT & CO**

500 Main..... Watsonvil 2442

**EASTERN FURNITURE CO**

353 Pacific Av..... S Cruz-2111

Dysle's East Side Home Appliance

407 Soquel Av..... S Cruz 4105

(See Advertisement This Page)

**EASY WASHING MACHINES—**

**SANTA CRUZ APPLIANCE**

107 Walnut Av..... S Cruz 301

**SPUNG FURNITURE** 543 Main..... Watsonvil 345

**FREIERMUTH HARDWARE & PLUMBING CO**

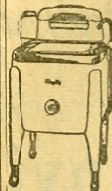
Maytag & Thor Sales & Service

247 Main..... Watsonvil-69

(Continued Next Page)

The School for War Training, conducted by the Bell Telephone Laboratories in New York City, has instructed some 4,000 officers and men of the Army and Navy. In aggregate they studied more than 100 courses in military electronics, chiefly radar.

## CHET JOHNSON



**MAYTAG - APEX - CROSLEY  
WASHING MACHINES**

**Sales  
Service**

Electric Appliances

173 Pacific Ave.

Phone **Santa Cruz 3648**

**Washing Machines—Dealers—  
(Cont'd)**

**GENERAL ELECTRIC LAUNDRY EQUIPMENT**

For "Quick-Clean Washing" — famous One-Control Wringer Washers, with gentle, thorough washing action. All-Automatic Washers, with revolutionary General Electric improvements. Automatic Dryers, Ironers.



**"WHERE TO CALL"**

**SALES & SERVICE DEALERS**

Knapp Bill 23-3d. . . . . Watsvil 365  
**LEASK'S DEPARTMENT STORE**  
 Pacific & Church. . . . . S Cruz 555

**SALES DEALERS**

**YATES & BAIL ELECIC CO**  
 Mill . . . . . Ben Lomond 68-M

**JOHNSON CHET** 173 Pacific Av. . . . . S Cruz 3648  
 (See Advertisement Opposite Page)  
 Knapp Bill 23-3rd. . . . . Watsvil-365

**NORGE WASHING MACHINES—**  
**CARLYON MERT & CO** 500 Main. . . . . Watsvil 2442

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

**THOR WASHING MACHINES—**  
**SANTA CRUZ APPLIANCE**  
 107 Walnut Av. . . . . S Cruz 301

**WASHING MACHINE SERVICE** 10-2d. Watsvil 2320  
 (See Advertisement Opposite Page)

**Washing Machines—Repairing**

**COX ELECTRIC CO** 159 Pacific Av. . . . . S Cruz-565  
**DYSLER'S EAST SIDE HOME APPLIANCE**  
 407 Soquel Av. . . . . S Cruz 4105

**EATON'S WASHING SERVICE**  
 1103 Main. . . . . Watsvil 1360-W  
 (See Advertisement This Page)

Sylvia Refrigeration Serv  
 See Our Adv Under Refrigerators  
 41st & Bain Opal Cliffs. . . . . S Cruz-140

**TEX'S REPAIR SHOP** 57 Loughhead. . . . . Watsvil 2228  
 Warga John J 10-2d. . . . . Watsvil 2320  
**WASHING MACHINE SERVICE** 10-2d. Watsvil 2320

**Watches—Repairing**

**ALEXANDER A** 44 Pacific Av. . . . . S Cruz-3898  
**MacLEAN'S JEWELERS** 184 Pacific Av. . . . . S Cruz 592  
**WILLIAMS DELL** 226 Pacific Av. . . . . S Cruz-1120-J

**Watchman Service—See Patrol Service**

**Water Companies—Bottled**

**DUPLEX WATER PERCOLATOR CO**  
 Bottled Drinking Water  
 Distilled-Filtered-Spring Water  
 Established 1921.  
 1420 Seabright Av. . . . . S Cruz 1694

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.

**Eaton's WASHING MACHINE SERVICE**



**Expert Repairs on All Makes**

For Service  
**PHONE Watsonville 1360-W**

1103 Main

**FRONTIERS**  
*beyond*

There are always new frontiers to telephone service, problems to be solved, improvements to be made, and there will always be Telephone Pioneers pushing on to new achievements.

**THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY**

**HANDY MAN**  
**or SPECIALIST**

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

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

# CULLIGAN SOFT WATER SERVICE



*No Equipment to Buy  
No Work to Do*  
*Pay Only a Small Monthly  
Service Charge for  
SOFT FILTERED WATER*

Domestic & Industrial  
Softeners

Agent

Agent

**Santa Cruz 3362-W    Watsonville 2566**

345 Soquel Ave.

Main & Laurel Sts.

## Water Well Drilling

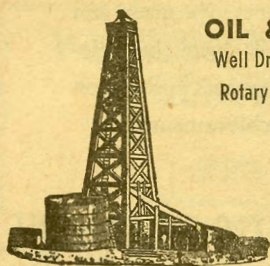
Oil Coring - Shallow Production  
and Slim Hole Drilling

All of Our Equipment  
Completely Portable

## M. E. OWEN

120 GRANT

Watsonville  
**1552-J**



## OIL & WATER

Well Drilling & Casing  
Rotary & Cable Tools

*Gravel Pack  
Test Holes  
OUR SPECIALTY  
Any Size  
Any Depth*

We Go Anywhere

## PIERCE & SON

Freedom

Watsonville 1326-W

## A Handy Man FOR ANY JOB

and perhaps you want him quickly.  
It's easy to find the one nearest you  
by looking in the

*Classified*  
**TELEPHONE SECTION**

## Water Companies—Public Utility

- Felton Water Co Baldwin . . . . . Felton-15
- Forest Lakes Mutual Water Co  
Forest Lakes . Felton-63-R
- Lorenzo Water Works . . . . . Boulder Crk-52
- Monterey Bay Water Co Soquel . . . . . S Cruz 345
- If no answer call . . . . . S Cruz 3371-W
- Or . . . . . S Cruz 762-R
- Riverside Grove Water Co  
Riverside Grove . . . . . Boulder Crk-428-Y-4
- Seacliff Water Works Hillcrest Dr . . . . . Aptos 185-W
- Watsonville City of  
Water Dept 268 Main . . . . . Watsonville-74
- If no answer call . . . . . Watsonville-253
- If no answer call . . . . . Watsonville-545-W
- Filter Plant Corralitos . . . . . Watsonville-49-W-21
- Water Dept Grizzly Flat . . . . . Watsonville-26-F-13
- Water Dept Reservoir Santa Cruz Rd . . . . . Watsonville-253
- Water Dept Reservoir Santa Cruz Rd . . . . . Watsonville-545-W

## Water Heaters—Dealers

- BUTANE FUEL CO** 49 Pacific . . . . . S Cruz 3460
- Coast Counties Gas & Electric Co  
Electric & Gas Water Heaters  
22 Pacific Av . . . . . S Cruz-2525
- Coast Counties Gas & Electric Co  
Electric & Gas Water Heaters  
5th&Main . . . . . Watsonville-67
- FLOWER ELECTRIC WATER HEATERS—**  
**SANTA CRUZ APPLIANCE**  
107 Walnut Av . . . . . S Cruz 301

- FREIERMUTH HARDWARE & PLUMBING CO**  
Mission & Frigidaire  
247 Main . . . . . Watsonville-69

- SANTA CRUZ PLUMBING SUPPLY CO**  
320 Soquel Av . . . . . S Cruz-2143

- VETTERLE & HOUGHTON BUTANE & APPLIANCE CO** State Hwy Soquel . . . . . S Cruz-4467
- Wilson Geo H 30 Water . . . . . S Cruz-61

## Water Heaters—Repairing

- PAT'S PLUMBING SUPPLIES**  
112 Van Ness Av . . . . . Watsonville 180

## Water Heaters—Whse & Mfrs

- Basford H R Co 92 Potrero . . . . . S Cruz 3512

## Water Softening Equipment

- CULLIGAN SOFT WATER SERVICE**  
345 Soquel Av . . . . . S Cruz 3362-W  
(See Advertisement This Page)
- CULLIGAN SOFT WATER SERVICE**  
Main & Laurel . . . . . Watsonville-2566
- ROSENSTEEL JACK**  
Refinette Sales & Installation  
313 Capitola Av Capitola . . . . . S Cruz 49-W-1

## Water Well Boring & Drilling

- OWEN M E** 120 Grant . . . . . Watsonville 1552-J  
(See Advertisement This Page)
- PIERCE & SON** 185 Carey . . . . . Watsonville 1326-W  
(See Advertisement This Page)
- Scott D S & Son Robinson Soquel . . . . . S Cruz 48-W-3
- If no answer call . . . . . S Cruz 49-W-3
- VOSS H W** Los Gatos Hwy . . . . . S Cruz 35-J-1

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.

**Weather Strips**

**CALIF INSULATION CO**

MONARCH  
**METAL WEATHERSTRIP**  
 "Controls the Air"

Keeps out dust, dirt and soot. Cuts down cleaning costs for rugs, draperies, curtains, upholstery; saves housework drudgery; eliminates drafts and cold zones.

51 Pacific Av. . . . . S Cruz 3824

**COAST COUNTIES INSULATION CO**

158 Front. . . . . S Cruz 4656-W  
 Pacific Weatherstrip Co  
 42 Riverview Rd Capitola. . . . . S Cruz 53-J-5

**Weed Control Service**

**GROWERS SERVICE CO** Beach Rd. . . . . Watsnvil 1960

**Weed Exterminating—See Exterminating**

**Welding**

Coker's Garage & Manufacturing Co  
 474 Brommer. . . . . S Cruz-1563  
 Cox Bros Watsonville Hwy & 17th Av. . . . . S Cruz 2446-J  
**COX BROS** Bridge & Main. . . . . Watsnvil 2608  
 (See Advertisement This Page)

**FREEDOM GENERAL REPAIR & PUMP CO**

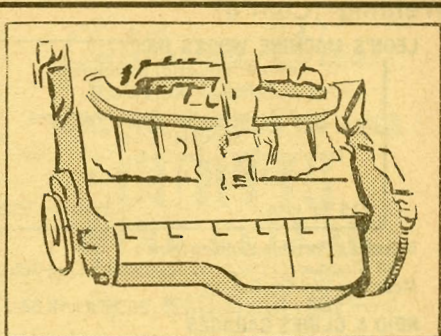
PORTABLE & SHOP  
 WELDING

Freedom . . . . . Watsnvil 1911

**FREEDOM WELDING CO**

Santa Cruz Rd. . . . . Watsnvil 103-W-11  
 (See Advertisement This Page)  
 Gene's Auto Service  
 Santa Cruz-Watsonville Hwy. . . . . S Cruz 2050-J  
 Jepsen W L 133 W Lake. . . . . Watsnvil-512  
**KALAR'S BLACKSMITH & WELDING SHOP**  
 128 Soquel Av. . . . . S Cruz 1552  
 Kelly Owen W 40 Keystone Av. . . . . S Cruz 3555-W  
 (Continued Next Page)

The men and women in the Bell System are used to meeting emergencies and they are trained and equipped to carry on in times of special need. For years they have known the test of fire, flood and storm. Always before them is the tradition that "the message must go through".



**BLOCK & HEAD WELDING**

*Specialists*

ALUMINUM - BRASS - POT METAL  
 ANY GAS OR ARC WELDING  
 PORTABLE OR SHOP WORK  
 GENERAL AUTO REPAIRING

*Phone*

**Watsonville 103-W-11**

**FREEDOM WELDING CO.**

ROUTE 5, BOX 115

1/2 Mile North of 5 Mile House  
 on Old Santa Cruz Road

**WELDING & BLACKSMITHING**

**Electric & Acetylene Welding**

EXPERT  
**BLACKSMITHING**  
**HORSESHOEING**  
**BY APPOINTMENT**



*Specializing in*  
**FARM**  
**MACHINERY**

**REPAIR AND TOOL SHARPENING**

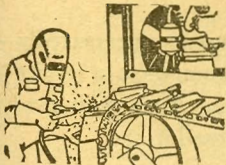
**Tournour's Blacksmith Shop**

132-2nd Phone Watsonville 1594

**COX BROS. WELDING**

AND

**EQUIPMENT**



Farm Machinery  
 Construction  
 and Repair

Tractor Rail  
 Roller Rebuilding  
 Hardfacing

**"WE GO ANYWHERE"**

Bridge & Main Watsonville  
**WATSONVILLE 2608**  
 17th Ave. & Watsonville Hwy.  
**SANTA CRUZ 2446-J**

**STANDARD WELDING WORKS**



Electric &  
 Acetylene  
 Welding

Tank  
 Manufacturing

**CRACKED CYLINDER BLOCKS REPAIRED**

JOHN C. WHITAKER, Prop.

343 Front

**Santa Cruz 2797**



**Welding—(Cont'd)**

**LEON'S MACHINE WORKS INC**

Farm & Industrial Equipment  
 BUILT & REPAIRED  
 Arc & Acetylene Welding of All Types  
 Structural Steel  
 Prefabrication - Erection - Construction  
 GENERAL MACHINISTS

115 Sn Juan.....Watsnvl-2524

**Maxwell's Portable Welding Serv**

62 Blackburn.....S Cruz-1661-W

**McBride's Welding Service**

Green Valley Rd.....Watsnvl 62-J-13

**REID & GLINES GARAGES**

1324 Lincoln.....Watsnvl 1512

Rhodes W R Freedom.....Watsnvl-1911

**Roberts' Porter C Welding Shop**

317Front.....S Cruz-663

**SERVICE GARAGE & MACHINE SHOP**

206 Salinas Rd.....Watsnvl 987

Simon Steel Products Co Wall & Pine..Watsnvl 1727

**STANDARD WELDING WORKS**

343 Front.....S Cruz-2797

(See Advertisement Preceding Page)

**TOURNOUR'S BLACKSMITH SHOP**

132-2d.....Watsnvl 1594

(See Advertisement Preceding Page)

**Welding Equipment & Supplies**

**HOBART ARC WELDERS—**

**HOBART WELDER SALES & SERVICE**

276-11th S F

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Authorized Dealer For  
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OXYGEN - ACETYLENE - CARBIDE  
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 Supplies - Electric Arc Welding Machines  
 & Electrodes

315 Front.....S Cruz 4463

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**Well Drilling**

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Reliable Window Cleaners

Old Sn Jose Rd.....S Cruz 14-W-13

**Window Screens—See Screens—Window**

**Window Shades—Retail**

**BILT RITE VENETIAN BLIND CO**

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REPAIRED - REPAINTED - RETAPED

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(Toll) Call "Operator" for.... Columbia 464

**EASTERN FURNITURE CO** 353 Paç Av.S Cruz-2111

Hocom's Shades & Linoleum

145 Pacific Av. S Cruz-1331

Hughes 360 Soquel Av.....S Cruz 677-R

**HULEN'S SHADE & DRAPERY SHOP**

Manufactured To Order—Free Estimates

363 Ocean.....S Cruz 2857

**Windows—Wood**

See Millwork; also Building Materials

**FOUR THOUGHTFUL ITEMS**

**OF TELEPHONE PROCEDURE—**

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

**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**

**Wineries**

Bargetto's Winery Sales Office 19 Water... S Cruz-396

**Wines—Retail**

**CURTIS WINE CELLAR**

28 Sn Juan Rd.....Watsnvil 2021

(See Advertisement This Page)

**FREEDOM LIQUOR STORE** Freedom...Watsnvil 1544

Royal The 418 Main.....Watsnvil 2128

**Wines—Whsle**

**ANDY'S BEVERAGE CO**

Grape Gold Wines

316 May Av.....S Cruz 68

Bargetto's Winery Sales Office 19 Water... S Cruz-396

**BECK'S** 158 Front.....S Cruz 278-R

Surf City Wholesale Distrs 172 Front.....S Cruz-633

**Wire—Electric**

See Electric Equipment Headings

**Wire Resistance**

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**Women's Accessories—Retail**

Lottie's 459 Main.....Watsnvil-2077

**Women's Wearing Apparel—Retail**

Anita Shops 216 Pacific Av.....S Cruz 1298-W

Cinderella Shoppe 531 Main.....Watsnvil-1160

Elsom's Women's Apparel Shop

Apparel For Miss & Matron

132 Pacific Av.....S Cruz-985

**FASHION THE**

Coats-Dresses-Formals-Millinery

427 Main.....Watsnvil-222

**FORD'S DEPARTMENT STORE**

407 Main.....Watsnvil-590

**IRENE'S SUBURBAN STYLES**

Featuring Large Small & Half Sizes

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Jay Vee Stores 242 Pacific Av.....S Cruz 3790-R

**JUSTIN APPAREL SHOPS** 412 Main.....Watsnvil-501

Mary Ellen Shop The 471 Main.....Watsnvil 1784

**MCCORD A M SR** 344 Laurent.....S Cruz 1396-R

(See Advertisement This Page)

Moss Stores Inc 244 Pacific Av.....S Cruz 3790-J

National Dollar Stores Ltd

349 Main.....Watsnvil 1185

Reaume's Apparel 117 Walnut Av.....S Cruz 4272

**SWINK DORA DRESS SHOP** 120 Pac Av.S Cruz-1346

**TRAYLER'S APPAREL** 461 Main.....Watsnvil 1876

**TREND O' FASHION APPAREL SHOP**

148 Pacific Av.....S Cruz 3190

**WOMAN'S SHOP THE** 42 Pacific Av.....S Cruz 63

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

*California Wines*  
 Made from California Fruits  
**LEADING BRANDS OF BEER**  
**CURTIS**  
**WINE CELLAR**  
 RAYMOND CURTIS, Prop.  
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*You'll Look Smart in a*  
**SHEBA ANN** *Original*  
 FROM MAKER TO YOU  
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**PERSONALIZED FROCKS**  
 BY A QUALIFIED  
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 for any job - -*

The Yellow Pages tell you where to reach him quickly —plumber—carpenter—dry cleaner—paperhanger—and hundreds of other workmen, stores and services.



**Wood**

- Bazzali D 216 Water..... S Cruz-524  
 Blohm's Supply Co 626 Main..... Watsonville-96  
 Davenport & Son 520 Woodrow..... S Cruz 527-J  
**EBERT'S DEPARTMENT STORE**  
 Wood & Utah Coal  
 415 Soquel Av..... S Cruz 765  
 Harra Jas 565 River..... S Cruz 3439-W  
 Inman C L 478 Water..... S Cruz-1889-R  
 Klawitter Fred H 26th & Capitola Dr. S Cruz-2583-J  
 Locatelli Jerry Pine..... Boulder Crk-2  
 West H Karmany  
 Redwood Posts & Split Wood  
 WestPark..... Boulder Crk-116

**Wood Sawing**

- Rogers Farris 320 Liberty..... S Cruz 203-R

**Woodworkers**

See also Cabinet Makers

- Hudson R H Jr 7 Eaton..... Watsonville 2152-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.

**Woodworkers' Equipment & Supplies**

- Acme Saw Sales & Service  
 Distr-Davis & Wells Power Tools  
 111 Stockton Av San Jose  
 (Toll) Call "Operator" for..... Columbia-3041  
 Eby Machinery Co The 2635 Peralta Oakland  
 (Toll) Call "Operator" for..... Templebar-8687  
**MARWEDEL C W**  
 Everything For The Shop  
 1235 Mission San Francisco  
 (Toll) Call "Operator" for..... Underhill-2125

**Wrecking—Automobile**

See Automobile Wreckers

**X-Ray Laboratories**

- Gates Jay M Vine & Church..... S Cruz-110  
 If no answer call..... S Cruz-2415

**Yeast**

- STANDARD BRANDS INC**  
 16A W Lake Av..... Watsonville-928  
 If no answer call..... Watsonville 689-M

**Yarn—Retail**

- Comstock's Furniture Store No 1  
 363 Soquel Av..... S Cruz 4073

Perhaps some member of your family would like to have a personal listing under his own name in the Telephone Directory. It's often a great convenience, and the cost is small.

# *When the Need is* **URGENT**

You want to know these things about the concern you call: Hours of service, location, delivery, promptness of service, equipment, quality of service, reliability, years in business. Concerns mention these points in their advertisements in the Yellow Pages.

Look in the

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**TELEPHONE SECTION**