

Automobile Repairing—(Cont'd)

SERVICE GARAGE & MACHINE SHOP
206 Salinas Rd. Watsnvil 987
SONFLIETH MOTORS
Appleton Garage
219 Van Ness Watsnvil-1720
Soquel Super Service Garage Soquel. . S Cruz-26-W-3

SUNSET GARAGE
W. G. SCOFIELD - HOWARD A. ROBERTS
AUTO REPAIRS
MOTOR TUNE-UP
BATTERY & BRAKE SERVICE
REBUILT MOTOR EXCHANGE
345 Younglove Av. S Cruz 4125-W

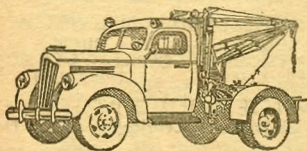
TEDRWE JOS L Front & Cooper. S Cruz 3300
TEX'S GARAGE 601 E Lake. Watsnvil 786
(See Advertisement Page 18)

TRANSIT GARAGE
C. R. SMITH ORA B. SMITH
GENERAL AUTO REPAIRS
BATTERY SERVICE AND
BRAKE SERVICE
301 Pacific Av. S Cruz-407

VALLEY SUPER SERVICE
Sn Lorenzo River Dr. Boulder Crk-51
WARD MOTOR SALES 450 Ocean. . . . S Cruz 613-J
Water Street Body Shop 41 Water. . . S Cruz 3574-M
(See Advertisement Page 18)

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

**24-HOUR
TOWING SERVICE**



Phone
Watsonville

82

"We Never Close"



**FRANICH INSIDE
GARAGE**

440-A Main, Watsonville

Automobile Rims

See Automobile Parts & Supplies Headings

Automobile Seat Covers

Freedom Awning & Upholstery Freedom. . Watsnvil 208

Automobile Servicing

See Automobile Repairing

Automobile Signals

See Automobile Parts & Supplies Headings

Automobile Starter Repairing

See Automobile Electrical Service

Automobile Supplies

See Automobile Parts & Supplies Headings

Automobile Tires—See Tires Headings

Automobile Tops

Freedom Awning & Upholstery Freedom. . Watsnvil 208
San Lorenzo Awning Co 469 River. S Cruz-1063

Automobile Towing

**A A A CALIF STATE AUTO ASSN
EMERGENCY ROAD SERVICE—**
APTOS VILLAGE GARAGE THE
State Hwy Aptos-88
CROWLEY & TRAUlsen
W Lake & Van Ness Av. Watsnvil-1877
PALOMAR GARAGE 120 Front. . . . S Cruz-3000
VALLEY SUPER SERVICE
Sn Lorenzo River Dr. Boulder Crk-51

CENTRAL ONE-STOP SERVICE
127 Front S Cruz 444
(See Advertisement This Page)

Cunnison Bros Inc
National Auto Club Towing Serv
Soquel S Cruz 305

FRANICH INSIDE GARAGE
24-Hour Towing Service
440A Main. Watsnvil-82
(See Advertisement This Page)

MORIARTY CHEVROLET CO
35 E Lake. Watsnvil 1302

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.

TOWING



**24-Hour
Emergency
Road Service**

Santa Cruz 444

Central One-Stop Service

127 FRONT

Automobile Trucks

See Trucks-Motor Headings

Automobile Upholsterers

CHUCK'S AUTO TOP UPHOLSTERY

Charles Nyberg-Owner

Santa Cruz-Watsonville Hwy. S Cruz 3526-J

(See Advertisement This Page)

JONES AWNING & UPHOLSTERY SHOP

632 Main, Watsonville-1813

PRICE AUTO BODY WORKS 323 Front. . . S Cruz-884

Automobile Washing & Polishing

CHUCK'S RICHFIELD SERVICE

915 Center. S Cruz 3100

DETTLE JO 50 Ocean. S Cruz 2515-J

(See Advertisement This Page)

FRANICH INSIDE GARAGE

24-Hour Towing Service

440A Main. Watsonville-82

PALOMAR GARAGE 120 Front. S Cruz-3000

TEDROWE JOS L Front & Cooper. S Cruz 3300

WARD MOTOR SALES

Hy-Grade Washing & Polishing

450 Ocean. S Cruz 613-J

Automobile Welding-See Welding

Automobile Wheel, Axle & Frame Repairing

BUD'S AUTO BODY SHOP 126 River. . . S Cruz 3874

Residence S Cruz 1014-J

Automobile Wreckers

Bud's Auto Wrecking 110 Lindberg. S Cruz 1824

COAST SALVAGE Freedom. Watsonville 1749

(See Advertisement This Page)

FREEDOM AUTO WRECKING

Auto Glass Cut & Installed

Santa Cruz Rd. Watsonville-550-W

Highway Auto Wreckers

Santa Cruz-Watsonville Hwy. S Cruz-1728

Watsonville Auto Wreckers

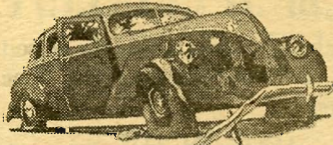
Santa Cruz Rd. Watsonville-1870

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

USED PARTS

For All Makes of Cars and Trucks

One of the Largest Wreckers in the West



Used Cars & Trucks

Bought Sold - Exchanged

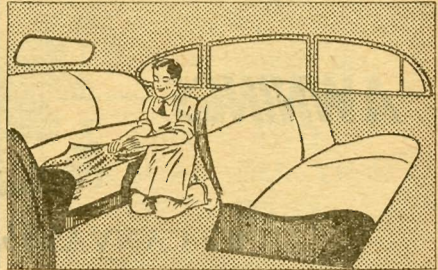
COMPLETE STOCK OF GLASS AND TIRES FOR AUTOS AND TRUCKS

COAST SALVAGE

P.O. Box 107 Santa Cruz Phone Freedom, Calif. Hwy. Watsonville 1749

CHUCK'S Auto Upholstery

CHARLES NYBERG



- Seat Covers
- Floor Mats & Door Panels
- All Types of Auto Upholstery

EXPERT WORKMANSHIP - PROMPT SERVICE

Route 2, Box 16

Santa Cruz

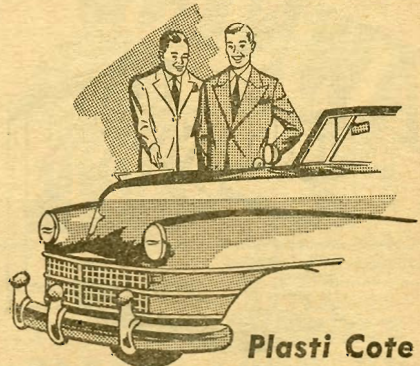
Santa Cruz-Watsonville Hwy.

Phone **Santa Cruz 3526-J**

INTRODUCING

PLASTI COTE

NOT A WAX



- Makes Old Cars Look New
- Transparent Cote Protects Finish
- Appearance Upkeep Slashed

HAVE US DO YOUR CAR NOW

We Call For and Deliver

J. O. DETTLE

221 OCEAN ST.

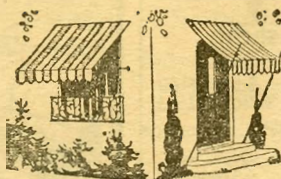
SANTA CRUZ

PHONE

SANTA CRUZ 2515-J

BIG TREES AWNING & TENT CO.

AWNINGS



CANOPIES

"We CANVAS the San Lorenzo Valley"

QUALITY — WORKMANSHIP — SERVICE

- COUCH HAMMOCKS
- ROLL CURTAINS
- LAWN FURNITURE
- VENETIAN BLINDS

New Post Office Building

Felton 434-J

Phone SANTA CRUZ

4338-W

for

AWNINGS



"Yards of Service"

PORCH & GARDEN FURNITURE
CANVAS FOR ALL PURPOSES

EBY'S AWNING SHOP

366 Soquel at Doyle Street

Phone SANTA CRUZ 4338-W

AWNINGS AND CANOPIES

All Types

GARDEN FURNITURE

AUTO TOPS & UPHOLSTERY

SAN LORENZO AWNING CO.

SANTA CRUZ 1063

469 RIVER ST.

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

Awnings

BIG TREES AWNING & TENT CO
 Post Office Bldg. Felton 434-J
 (See Advertisement Opposite Page)

CALIF INSULATION CO
 ALUMAROLL
 ALUMINUM HOME AWNINGS
 Made from corrosion-resistant aluminum.
 Rot-proof, mildew-proof, rip-proof
 and fireproof.
 CAN'T STRETCH OR SAG
 51 Pacific Av. S Cruz-3824

EBY'S AWNING SHOP 6 Doyle. S Cruz 4338-W
 (See Advertisement Opposite Page)
Freedom Awning & Upholstering
 Freedom Watsnvil 208
JONES AWNING & UPHOLSTERY SHOP
 632 Main. Watsnvil-1813
MANSFIELD'S ON THE HEIGHTS
 1121 Main. Watsnvil-775
San Lorenzo Awning Co 469 River. S Cruz 1063
 (See Advertisement Opposite Page)

Baby Shops

Frahm Evelyn Cherub Shop 426 Main. . . Watsnvil 1091
LAD N LASSIE SHOP 114 Pacific. . . . S Cruz 729-W
 (See Advertisement This Page)
OLANDER'S 440 Main. Watsnvil-1820

Badges

Olivier Printing Co The
 Union Buttons—Celluloid Badges
 1121 Mission S F
 (Toll) Call "Operator" for. Underhill 0502

Bags—Burlap & Cotton

AMERICAN BAG CO 228 Harrison Oakland
 (Toll) Call "Operator" for. Glencourt-1286

Bait—Fishing—See Fishing Bait

Bakers—Pie—See Pies—Pastry

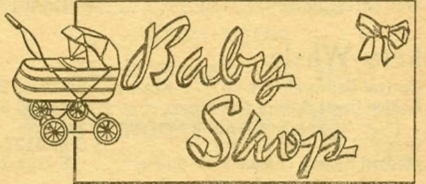
Bakers—Retail

BAKE-RITE BAKERY
 A M Knowles & Frank Passarino—Owners
 21-3d Watsnvil-703
Bubble Cake & Pastry Shop
 10 Pacific Av. S Cruz 4537-J
Caiocca G Davenport. S Cruz 10-F-13

COLONIAL BAKERY
 CAKES - BREAD - ROLLS
 DANISH PASTRY
 CHAS. GAYNOR, Prop.
 Central Boulder Crk 401-W

Davenport Bakery Davenport. S Cruz 10-Y-3
EAST SIDE BAKERY 339 Soquel Av. . . . S Cruz-3416
Golden Crust Bakery 513 Main. Watsnvil 303
Maddock's Bakery Soquel. S Cruz-71
New York Bakery 218 Main. Watsnvil-236
Pajaro Valley Bakery 523 Main. Watsnvil-144
Plaza Bakery Pacific&Front. S Cruz-319
POWELL'S DO-NUTRY
 Glazed Potato-Do-Nuts-Coffee-Ice Cream
 114 Water. S Cruz 1919-R
S&M BAKERY 134 Pacific Av. S Cruz-793
 (Continued Next Page)

LAD 'N LASSIE



LARGE AND UNUSUAL SELECTION OF CLOTHES

From Infants to 5 Years

AVIS J. HANSEN, *Proprietor*
 Located In

MODE-O-DAY FROCK SHOP
 At
 114 PACIFIC AVE.

Phone Santa Cruz 729-W
 SANTA CRUZ

WEDDING and BIRTHDAY CAKES

Our Specialty

PHONE
WATSONVILLE
 303

Ask for
Golden Crust Bread
 at Your Grocer



Golden Crust Bakery
 (Formerly Schmidt's)
 513 MAIN ST. - WATSONVILLE

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

Bakers—Retail—(Cont'd)

- Seabright Bakery
Home Made Pies—Hot Rolls
431 Seabright Av. S Cruz-699
- Specialty Food Shop 52 Cedar S Cruz-213
- Velvet Cream Do-Nuts 306 Ocean S Cruz 1290-J
- Wall Street Bakery 25 Wall Watsnvil 1793

Bakers—Whsle

- Central California Pie Co 172 Kearney . . Watsnvil-268
- Golden Crust Bakery 513 Main Watsnvil 303
(See Advertisement Preceding Page)
- Gregg W B E Cliff & 17th S Cruz 4127-W
- Modern Bakery Company 17 Maple S Cruz-154

Ball Bearings—See Bearings Headings

Banks

- BANK OF AMERICA NATIONAL TRUST & SAVINGS ASSOCIATION**
East Santa Cruz Branch 381 Soquel Av. S Cruz-707
- Santa Cruz Branch
All Types of Loans
Commercial & Savings Accts
193 Pacific Av S Cruz-3400
- Watsonville Branch Main&3rd Watsnvil-38
- CITIZENS COMMERCIAL & SAVINGS BANK**
Soquel. S Cruz-2841
- COUNTY FIRST NATIONAL BANK**
Commercial And Savings
77 Pacific Av. S Cruz-37
- Farmers & Merchants National Bank
Pacific Av&Locust. S Cruz-2864
- PAJARO VALLEY NATIONAL BANK**
Main&Peck. Watsnvil-2240
- Peoples Saving Bank Pacific Av&Locust. S Cruz-2864

Bar Fixtures

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

Barbecue Equipment

- De Witt's 11 Walnut Av. S Cruz 380

Barbers

- Archie's Barber Shop 124 Main Watsnvil 1794
- Cardinal Barber Shop 153 Pacific Av. S Cruz-3107-W
- Ivy De Lux Barber Shop 7 Church S Cruz 2197-W
- Mission Barber & Beauty Shop 477 Mism. S Cruz-2310
- MOBLEY IVAN R** 115 Walnut Av. S Cruz 3258
- Palace Barber Shop
Guy Del Vecchio Prop
105 Locust S Cruz 1311
- Royal Barber Shop
Ray Shaw-Proprietor
422 Main Watsnvil-1147-W
- St George Hotel Barber Shop 65 Pac Av. . . S Cruz-774
- Star Barber Shop 260 Main Watsnvil 1906
- Universal Barber Shop
Amando & Pastor-Mgrs
150 Main Watsnvil-1606
- Virg's Barber Shop 320 Main Watsnvil-1836

Barrels & Drums

- McGUIRE & CO**
Steel Drums—Wood Barrels—Bought—Sold
4500 Shellmound Oakland
(Toll) Call "Operator" for Olympic-8260
- MYERS BARREL CO**
Steel Drums—Barrels Bought & Sold
6549 Sn Pablo Av Oakland
(Toll) Call "Operator" for Olympic 6847

Basement Cleaning—See Rubbish Hauling

Bathing Suits—See Sportswear Headings

Baths

- Front Street Health Baths 243 Front . . . S Cruz-816-W
- Rea's Health Baths 16A Peck Watsnvil 1552-W

Baths—Internal—See Colonic Irrigation

Batteries—Retail

- APPLETON SERVICE STATION**
Wall & Van Ness Watsnvil-1776
- Bibbins Automotive Service
2015 N Pacific Av. S Cruz 3050
- FRANK'S SEASIDE SERVICE**
Front & Van Ness Av. Watsnvil 1706
- GOODRICH BATTERIES—**
HALL'S APPLIANCE & RADIO
11-3d Watsnvil-2204
- Graham A O Soquel S Cruz-54-W-4
- Handley Alfred C 335 Front S Cruz-227
- HARRY'S SERVICE GARAGE**
Battery Sales & Service—Auto Repair
113 Main Watsnvil 627
- Perrault Harold 9 E 5th Watsnvil 2145
- SANTA CRUZ TIRE CO**
General Batteries
201 Water S Cruz 330
- TOWNSEND'S AUTO ELECTRIC**
14 E Lake. Watsnvil-421
- WILLARD BATTERIES—**
WETHEY GOODYEAR SERVICE
E Lake&Alexander. Watsnvil-524

Batteries—Whsle & Mfrs

- EXIDE BATTERIES—**
WATSONVILLE AUTO PARTS
308 Van Ness Av. Watsnvil 988
- Sweet Service Co 245 Front S Cruz-3200

Bean Cleaning

- Nielsen Jim B
Bean Cleaning—Fumigating—Storage
Wall&Walker Watsnvil-467

Beans—Dried

- Martin Geo F & Co Kearny Ext. Watsnvil-133
- Nielsen Jim B Wall&Walker Watsnvil-467

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

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

Bearings—Ball & Roller

KELLY BALL BEARING CO

920 S 1st Sn Jose
(Toll) Call "Operator" for Columbia 7961
(See Advertisement This Page)

MASTERSON BEARING CO

976 S 1st San Jose
(Toll) Call "Operator" for Columbia-844-J
(See Advertisement This Page)

Philpott George M Co

1160 Bryant San Francisco
(Toll) Call "Operator" for Hemlock-5475

TIMKEN ROLLER BEARINGS—

KELLY BALL BEARING CO 920 S 1st San Jose
(Toll) Call "Operator" for Columbia 7961

Bearings—Rebabbiting

Pajaro Valley Bearing & Motor Works
120 Salinas Rd. Watsnvil-1922

Beauty Shop Equipment & Supplies

DECKELMAN HOUSE OF THE

Beauty & Barber Supplies
Equipment-Furniture Repairs
98 E San Antonio San Jose
(Toll) Call "Operator" for Columbia 652
Del Mar Products 1209-8th Av Oakland
(Toll) Call "Operator" for Twinoaks 6257
(See Advertisement This Page)

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

**SHOP IN THE
YELLOW PAGES**

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

LOOK IN THE

Classified
**TELEPHONE
SECTION**

BEARINGS

BALL - ROLLER - THRUST

**ALL TYPES - ALL SIZES
FROM STOCK**

PILLOW BLOCKS - OIL SEALS

MASTERSON BEARING CO.

976 So. First St. San Jose

(Toll) Call "Operator" for
Columbia 844-J

BEARINGS

Ball - Roller - Motor

New Departure Ball Bearings
Hyatt Roller Bearings
Timken Roller Bearings
Federal-Mogul Bearings
B & B Reground Bearings
Bunting Brass & Bronze
All Types - All Sizes

COMPLETE BEARING SERVICE

Automotive - Industrial

**= KELLY =
BALL BEARING CO.**

(Toll) Call "Operator" for 920 South 1st St.
Columbia 7961 San Jose, Calif.



See how easy
it is to . . .

Give Yourself at Home

*The Loveliest
Permanent Wave*

you have ever had
with this finer quality, professional type
MARY ANDREWS

Salon Home Permanent

- Curls in 30 minutes
- Self-winding Curlers
- Lasts 4 to 6 months

\$3 Complete Plus Tax. Fully illustrated, simple, easy-to-follow instructions in every package.

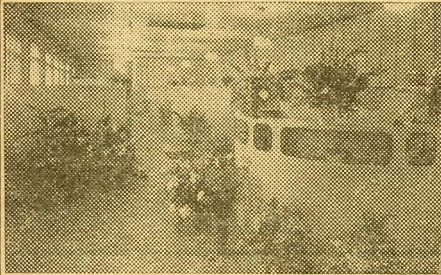
AT DRUG & DEPARTMENT STORES
Call or write for the name of your nearest dealer

Wholesale to Beauty Shops
DEL MAR PRODUCTS

(Toll) Call TWinoaks 6257
1209-8th Ave. Oakland 6, Calif.

SALON LOUISE

LOUISE PARKER



20 Years in Santa Cruz

CALIFORNIA'S OUTSTANDING BEAUTY SALON
STAFFED WITH SKILLED
HAIR STYLISTS

Custom Permanent Waving
COMPLETE BEAUTY SERVICE

Specializing in
FACIALS AND REDUCING METHODS

PHONE
Santa Cruz 2043

59 Walnut Ave.

Santa Cruz

ARTISTIC BEAUTY SALON

Consult
Our
Hair Stylists
About
Your Hair
Problems



EXPERT COLD WAVING

Evenings by Appointment

REDUCING WITH EXERCYCLE

COSMETICS

REVLON - CONTOURE - FAREL DESTIN

COSTUME JEWELRY

Lorraine Russell

Santa Cruz 1053

69 PACIFIC AVE.

Beauty Shops

ALCOVE BEAUTY SHOP

COMPLETE BEAUTY SERVICE

Specializing in
PERMANENTS
and
COLD WAVE

Watsonville Hwy. S Cruz 4543-J

Allen's Beauty Shop 720 Main. Watsnvil-1238
Angela's Beauty Shoppe 918 Main. Watsnvil-379

ANN'S BEAUTY SHOP

Specializing in All Types of
PERMANENT WAVING
ELECTRIC WAHL-PLATE FACIALS
MARINELLO COSMETICS

MRS. ANN PAHL - Owner

1/2 Block Off Hushbeck Av
551 McKenzie. Watsnvil-1758

Aptos Beauty Shop

Irene R Clarke-Prop

State Hwy. Aptos-134

ARTISTIC BEAUTY SALON

69 Pacific Av. S Cruz 1053

(See Advertisement This Page)

BEAUTY NOOK

Specializing In Cold Waving

195 Pacific Av S Cruz-737

Beauty Nook Hotel Resetar Bldg. Watsnvil 2528

(See Advertisement Opposite Page)

Beauty Spot The Soquel. S Cruz-3548

BEN LOMOND BEAUTY SALON

COLD WAVES - MACHINE
QUEEN HELENE COSMETICS

EUNICE SCHANE, Owner-Mgr.

Open Evenings by Appointment

State Hwy & Main. Ben Lomond 146-J

Brown's Sunbeam Beauty Shop

417 Bay. S Cruz 2277-J

Burns Jane Mrs 203 1/2 Locust. S Cruz 2270-W

CAPITOLA BEAUTY SHOP

Jessie Somerville-Proprietor

Sn Jose Av Capitola. S Cruz-2-J-2

Carolyns Beauty Shoppe 225A Bockius..Watsnvil-1450

Corner Beauty Shoppe The

400 Rodriguez. Watsnvil 476-J

Cory Erma Facial Authority Railroad.Boulder Crk-405

East Lake Beauty Salon 20 E Lake. Watsnvil-1508

EDITH'S BEAUTY SALON

PERMANENT WAVING
COLD WAVING & MACHINELESS
HAIR STYLING & MANICURING

EDITH CRAMER - Prop.

Half Way Between

Glen & Ben Lomond in

Glen Arbor Orchards. Ben Lomond 52-M

EXCLUSIVE BEAUTY SALON

Louise Ruth Attmeyer-Owner

306 Pacific Av. S Cruz-85

Faye's Beauty Shop Freedom. Watsnvil-550-J

Florence's Beauty Shop 151 Soquel Av. S Cruz-328

Goodwin's Beauty Salon

Glen Arbor Rd. Ben Lomond-142-W

Highway Beauty Shop 339 Broadway. S Cruz-3488-W

HOUSE OF BEAUTY 3 Wall. Watsnvil 1982

(Continued Next Page)

Beauty Shops—(Cont'd)

JEANNETTE'S BEAUTY SHOP

Jeannette Castro-Prop
125 Mission..... S Cruz 3311
Jennette's Beauty Salon
Central Av..... Boulder Crk 87-W

KATHERINE'S BEAUTY SALON

Where Smart Women Find Greater Loveliness
Bertha Cureton-Mgr
117B Locust..... S Cruz 3286
La Merite Beaute Parlour 29 King..... S Cruz-589

LEASK'S DEPARTMENT STORE

Pacific & Church..... S Cruz-555
(See Advertisement This Page)

LORENE'S BEAUTY SHOP

Specializing in Permanent Waving
Cold Waving Machine & Machineless
HAIR TINTING
SKILLED BEAUTY OPERATORS

404 Seabright S Cruz 4439-J

Lucille's Beauty Salon 24 Wall..... Watsnvil 118

MAE'S BEAUTY PARLOR

Mae A Waki-Prop
213 Elm..... Watsnvil-2536

MARIE'S BEAUTY SALON

Marie Dubray-Prop
320 Main..... Watsnvil-1521

MERLE NORMAN COSMETICS—

VOGUE BEAUTY SALON 110-3rd Watsnvil-865

Mildred's Beauty Salon 20 Gardner... Watsnvil-1807

MILDRED'S BEAUTY SHOP

Specializing-Permanents-Hair Tinting
211 Leonard..... S Cruz 3879
(See Advertisement Following Page)

Mission Barber & Beauty Shop 477 Misn. S Cruz-2310

Modern Beauty Shop 131 Peyton..... S Cruz 1697-W

Pajaro Beauty Shop 47 Cayetano... Watsnvil 556-M

PARIS BEAUTY SALON

Complete Beauty Service
Permanent Wave Specialists

Alice Muoio, Prop.

27 Alexander..... Watsnvil-189

Park Beauty Shop 355 Main..... Watsnvil 193

(See Advertisement Following Page)

Peggy Dene Beauty Shop 361 Ocean..... S Cruz-515

PHYLLIS' BEAUTY SALON

COMPLETE BEAUTY SERVICE

Open Evenings by Appointment

PHYLLIS M. O'BRIANT
PROP.

Coolidge Bldg..... Felton 98-J
If no answer call..... Ben Lomond 83-R

PINKERTON RUTH 110-3d..... Watsnvil-865

PLAZA BEAUTY SHOPPE

Pauline Russell
Linscott Ct..... Watsnvil-1838

Pressey May 20 E Lake..... Watsnvil-1508

QUIGGLE MAUDE E 29 King..... S Cruz-589

SALON LOUISE 59 Walnut Av..... S Cruz-2043

(See Advertisement Opposite Page)

Santa Cruz Beauty College Trust Bldg. S Cruz 4055-R

Selma's Beauty Shoppe 725 Palm Av. Watsnvil-418

SIM'S BEAUTY SHOP Palomar Arcade S Cruz-431

Smith's Beauty Salon 5 E Lake..... Watsnvil-1927

SUZANNE'S BEAUTY SALON

257 Soquel Av..... S Cruz 1921

(Continued Next Page)

Beauty Nook

for
**MODERN
COIFFURES**
**TINTING
BLEACHING**



**WATSONVILLE
2528**

HOTEL RESETAR LOBBY
Main and Lake Sts.

DISTINCTIVE HAIR STYLING
and
COMPLETE BEAUTY SERVICE
for
DISCRIMINATING WOMEN

Phone

Santa Cruz 555

for Appointment



AT LEASK'S DEPT. STORE

PACIFIC AT CHURCH ST.

Free Parking:

Santa Cruz

Beauty Shops—(Cont'd)

TWIN LAKES BEAUTY SHOPPE

Ida Mary Bellas Proprietress
Twin Lakes..... S Cruz-1848

VOGUE BEAUTY SALON 110-3rd..... Watsonvil-865
(See Advertisement This Page)

WALNUT AVENUE BEAUTY SALON

LET US CREATE DISTINCTIVE
COIFFURES FOR YOUR
DISCRIMINATING TASTE

Thelma Bennett, Proprietor

135 Walnut Av..... S Cruz 864-J

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

Mildred's Beauty Shop



Specializing in All Types of

**PERMANENT
WAVING**

Skilled Hair Tinting
Every Beauty Service

Call for Appointment

211 Leonard

Phone
Santa Cruz **3879**

VOGUE BEAUTY SALON

COLD WAVING

For all types of hair. Individual Hair Styling and
Finger Waving. Scientific Scalp and Facial Treatments

**MERLE NORMAN
COSMETICS**

SPECIALISTS IN APPLYING

eternal

For Dull & Graying Hair
Tints - Cleanses - Reconditions
Caution: Use Only as Directed on Label

RUTH PINKERTON, Prop.
Watsonville 865

110-3rd St.

HAIR REMOVING



PERMANENTLY

by
ELECTROLYSIS

Kree Multiple
System

ANNA C. BOURBON

Phone
WATSONVILLE

193

PARK BEAUTY SHOP

ROOM 6 - 355 MAIN ST.

Beer & Ale Distrs

ANDY'S BEVERAGE CO

SANTA CRUZ COUNTY DISTRIBUTOR
LUCKY LAGER &
BURGERMEISTER BEER
GRAPE GOLD WINES
PAR-T-PAK 3 IN 1
NEHI - ROYAL CROWN COLA

316 May Av..... S Cruz 68

Barsi Distributing Co 238 Kearney Ext. Watsonvil 2798

BECK'S

Golden Glow - Regal Pale
Belfast - Canada Dry - Alqua
Napa Soda - Carbonic Gas
Ritz Wines

158 Front..... S Cruz-278-R

COCA-COLA BOTTLING CO

Formerly Santa Cruz Soda Works

**COCA-COLA
BIG CHIEF BEVERAGES**

Distributors For
ACME BEER

317 Ocean..... S Cruz-202

GRADY & FARRELL DISTRNG CO

DISTRIBUTORS

for

RAINIER CLUB & ALE

For Santa Cruz County

DELIVERY SERVICE

499 1/2 Pacific Av..... S Cruz 4287-W

Marinoff Beer Distributors 465 River. S Cruz 3439-M
Pac Brewing & Malting Co 174 Front. S Cruz-2276

REGAL PALE BEER DISTRIBUTORS

1328 Lincoln..... Watsonvil 1681
WIELAND DISTRIBUTORS 174 Front... S Cruz-2276

Beer Parlors

ASTI CAFE 384 Pacific Av..... S Cruz 3009

BONNY DOON CASH STORE

L. Iacopetti-Proprietor

Pine Flat Rd..... S Cruz-7-Y-13

BUSY BEE CLUB 301 Main..... Watsonvil-221

Central Club

J P Zar

240 Main..... Watsonvil-2541

City Beer Parlor 18 Peck..... Watsonvil-73

CLANCY'S 265 Main..... Watsonvil-1470

Corral The Hecker Pass..... Watsonvil 47-W-11

Deer Park Tavern Snta Cruz Rd..... Aptos-28

Eddies Cavern Freedom..... Watsonvil-885

FREEDOM TAVERN Freedom..... Watsonvil-1883

GEORGE'S LOG CABIN

SnLorenzoRiverDr..... Felton-36

Gonzales Ted L. Snta Cruz-Watsonville Hwy. Aptos 90-R

HARRY'S 5 & 10 453 Main..... Watsonvil-1678

JACK'S LOG CABIN

Alfred Jensen-Leonard Hansen-Props

534 Main..... Watsonvil-1144

Larry's 10 W Lake..... Watsonvil-1769

Pete's Lunch 310 Walker..... Watsonvil-1650

PINES THE

Sandwiches & Beer

27 Water..... S Cruz 4590

PROGRESS THE

Geo Forencich & Martin Forense-Props

506 Main..... Watsonvil-114

(Continued Next Page)

Beer Parlors—(Cont'd)

- Pub 525 Beach..... S Cruz 3093-J
 Rex Beer Garden 277 Main..... Watsnvil-59
- RIO CLUB**
 V Bergamini-Prop
 117 Pacific Av..... S Cruz-3710
- San Lorenzo Restaurant Mill..... Ben Lomond-46
 Seaside Beer Garden 60 Ocean..... S Cruz 1997
 Soquel Smoke Shop
 Robert Hussey-Proprietor
 Snta Cruz-Watsonville Hwy..... S Cruz-1682-W
- TEN&FIFTEEN CAFE** 158Water..... S Cruz-649
UNIVERSAL HOTEL 1st&Main..... Watsnvil-541
WAGON WHEEL INN 20Peck..... Watsnvil-1924

Belting—Mechanical

- Cook Belting Co 401 Howard San Francisco
 (Toll) Call "Operator" for..... Douglas-6681
- Pacific Mill & Mine Supply Co Inc
 Leather-Cotton-Rubber
 526 Folsom S F
 (Toll) Call "Operator" for..... Douglas 5921
- Philpott George M Co
 V-Belts & Anti Friction Bearings
 1160 Bryant San Francisco
 (Toll) Call "Operator" for..... Hemlock-5475

Beverage Fountain Shops

- Borden's Four Star Fountain Mill... Ben Lomond-165
DELMARETTE 209PacificAv..... S Cruz-3498
 Felton Fountain & Coffee Shop State Hwy.. Felton-121
 Fox Creamery
 Soft Drinks-Sandwiches
 312 Main..... Watsnvil-1291
 Wright's Fountain Lunch State..... Felton-33

Beverages—Non Alcoholic

- ANDY'S BEVERAGE CO**
 Part-T-Pak-3-In-1-R C Cola
 316 May Av..... S Cruz 68
- BECK'S**
 Belfast-Canada Dry-Alqua-Napa Soda
 158 Front..... S Cruz-278-R
- COCA-COLA—**
COCA-COLA BOTTLING CO 227-3d. Watsnvil-623
- COCA-COLA BOTTLING CO**
 Formerly Santa Cruz Soda Works
 317 Ocean..... S Cruz-202
- Eze Beverage Co Capitola Av Capitola. S Cruz 19-W-5
 Home Grocery Amesti Rd..... Watsnvil 111-W-11
- MARTINELLI S & CO**
 Coca Cola & Acme Distributors
 227-3d..... Watsnvil-623
- PEPSI-COLA BOTTLING CO**
 1328Lincoln..... Watsnvil-1681

Bibles—See Book Dealers**Bicycles—Renting**

- Happy Spot 613 Beach..... S Cruz 2777
 Jug's Cycle Service 421. Pacific Av..... S Cruz 865-R

Bicycles—Repairing

- Baker's Bike & Sport Shop 267 Pacific Av. S Cruz-123
 Seabright Bike & Sport Shop
 434 Seabright..... S Cruz-2769-J
 Watsonville Cyclery 200 Bridge..... Watsnvil 503

For best results with your telephone—
 please make sure of the number (if in
 doubt, consult the Telephone Directory);
 then speak with lips close to the mouth-
 piece, using your natural tone of voice.

Bicycles—Retail

- Baker's Bike & Sport Shop 267 Pacific Av. S Cruz-123
HALL'S APPLIANCE & RADIO
 Schwinn & Goodrich Bicycles
 11-3d..... Watsnvil 2204
- Seabright Bike & Sport Shop
 434 Seabright..... S Cruz 2769-J
 Watsonville Cyclery 200 Bridge..... Watsnvil-503

Billiard Parlors

- Ace Club Pool Hall 334PacificAv..... S Cruz-475
 Appleton Billiard Parlor 21 Wall..... Watsnvil-926
 Souza Joe 272 Pacific Av..... S Cruz 1178
- TOWN CLOCK BILLIARDS**
 111 Pacific Av..... S Cruz-3365

Birds

- See also Pet Shops
 Berkie's Birds & Pet Supplies
 2282 Mission San Francisco
 (Toll) Call "Operator" for..... Hemlock-5467

Blacksmiths

- Jefsen W I. 133 W Lake..... Watsnvil-512
KALAR'S BLACKSMITH & WELDING SHOP
 128 Soquel Av..... S Cruz 1552
 Morris L E 16 San Juan..... Watsnvil-1990
 Tournour's Blacksmith Shop 132-2nd.. Watsnvil-1594

Blankets

- Brush A S
 The Original Utah Woolen Mills
 The House of Pure Virgin Woolen Blankets
 413 Market..... S Cruz 3918
 Utah Wooln Mills Agent 413 Market... S Cruz 3918

Blinds

- See Venetian Blinds Headings; also Window
 Shades Headings

Blue Printers

- Bowman&Williams 27Front..... S Cruz-961

Boarding Houses

- ADOLPH'S PLACE** 69 Front..... S Cruz-2018
GENE'S COVE 705 Bay..... S Cruz 2277-R

Boats—Charter

- CAPITOLA PIER & BOAT CO**
 Rowboats Rented-Deep Sea Fishing Trips:
 Capitola Pier..... S Cruz 3752-J
- STAGNARO COTTARDO FISHING CORP**
 Pleasure Pier..... S Cruz 2220

Boat Dealers

- HALL'S APPLIANCE & RADIO**
 New & Used Power Craft
 Dealers for Higgins Boats
 11-3d..... Watsnvil 2204

Boilers—Mfrs & Distrs**MUND'S BOILER AGENCY**

- 1 TO 250 H. P. FULLY AUTOMATIC
 RETURN SYSTEMS
 SAN-I-SYSTEM DRY CLEANING UNIT
 FILTERS & STILLS - EXTRACTORS & TUMBLERS
 DRY CLEANING & WET WASH WASHERS
 LAUNDRY & DRY CLEANING EQUIPMENT
- 1140 Mission S F
 (Toll) Call "Operator" for..... Market 4947

Bolts & Nuts

Payne's Bolt Works
 Since 1871 Mfrs Bolts Nuts & Rivets
 201 Main San Francisco
 (Toll) Call "Operator" for.....Sutter-8200

Bonds—Investment—See Investments

Book Dealers

Bowman-Forgye Stationery Co 146 Pac Av.S Cruz-206
CORNER BOOK STORE 302 Union....Watsnvil-2530
 Don's Plaza Stationery Store 6Pacific.....S Cruz-172
 Frederick Lee Felton.....Felton-93-W

SEVEN SEAS BOOK SHOP

LATEST FICTION - CHILDREN'S BOOKS
 BOOKS ON FINE ARTS
 DRAMA - POETRY - MUSIC
 We Specialize in Obtaining
 Hard-To-Get Out-Of-Print Books
 ADDISON S. KEELER, Prop.
 Palomar Arcade.....S Cruz-4292

Bookkeeping Service

MAIL-ME-MONDAY—
 MAIL-ME-MONDAY ACCOUNTING &
 TAX SERVICE 81 Post Sn Jose
 (Toll) Call "Operator" for...Ballard 3580-W

**Bookkeeping & Accounting
 Machines**

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

Bottlers

Coca-Cola Bottling Co 317 Ocean.....S Cruz-202
 Coca-Cola Bottling Co 227-3d.....Watsnvil-623
 Martinelli S & Co 227-3rd.....Watsnvil-623
 Pepsi-Cola Bottling Co RioDelMar.....Aptos-95
PEPSI-COLA BOTTLING CO
 1328 Lincoln.Watsnvil-1681

Bowling Alleys

Santa Cruz Bowl 264 Pacific Av.....S Cruz-2681
 Watsonville Bowl 25-3d.....Watsnvil 808
 (See Advertisement This Page)

All large guns of the United States
 Navy are pointed by radars designed by
 Bell Telephone Laboratories and made
 by the Western Electric Company.

WATSONVILLE BOWL

Bowling

- A HEALTHY & COMPETITIVE SPORT
- EIGHT STREAMLINED LANES
- PARTIES & CLUBS WELCOMED

SAM ROHRBACKER, Proprietor
 25-3rd **Watsonville 808**

Box Shook Manufacturing—See Shook—Mfrs

Boxes—Corrugated & Fibre

ALLIED BOX & EXCELSIOR CO

FOR QUICK DELIVERY
 PHONE OR WRITE
 We carry a large line of assorted
 sizes in Corrugated Cartons
 Wood Excelsior - Shredded Waxed Tissue
 Newsprint Excelsior - Excelsior Pads
 555-10th Sn Francisco
 (Toll) Call "Operator" for.....Hemlock-1626

Boxes—Paper

BAY CITIES PAPERBOX CO
 Folding-Set Up-Corrugated
 646 Kennedy Oakland
 (Toll) Call "Operator" for.....Andover 7611
WESTERN PAPER BOX CO 5th & Adeline Oakland
 (Toll) Call "Operator" for.....Templebar-4354

Boxes—Wooden

AMERICAN BOX CORPORATION

GENERAL BOX
 DISTRIBUTORS
 Boxes - Crates - Covers
 Day and Night Service
 39 Summer Salinas
 (Toll) Call "Operator" for.....Salinas 7341

AMERICAN BOX CORPORATION

GENERAL BOX
 DISTRIBUTORS
 BOXES - CRATES - COVERS
 Beach Rd.....Watsnvil-1886

CALIF PINE BOX DISTR Pajaro.....Watsnvil 1267

COAST DRUM & BOX CO

BOXES - DRUMS
 PEA TUBS AND PEA HAMPERS
 BOX SHOOKS AND COVERS
 VENEER
 809 Mission.....S Cruz-2162

GENERAL BOX DISTRIBUTORS

39 Summer Salinas
 (Toll) Call "Operator" for.....Salinas 7341

GENERAL BOX DISTRIBUTORS

BeachRd.....Watsnvil-1886
Growers Drum & Box Co Davenport.....S Cruz-3-Y-11

METZGER BOX CO

Crates-Boxes-Covers
 Carstrips & Bracing Materials
 N Main & R R Yards Salinas
 (Toll) Call "Operator" for.....Salinas-6898

PACIFIC CRATE CO

CRATES - BOXES
 SHOOKS - COVERS
 NAILS - SEEDS & SPRAY
 MATERIAL
 Wall & Walker.....Watsnvil 1620

Brake Lining

WATSONVILLE AUTO PARTS

308 Van Ness Av. Watsnvil 988

Brake Service

KELLY'S SERVICE

PARTS - BRAKES - SERVICE
Westinghouse Air - Vacuum Power Brakes
Warner Electric
Automotive Hydraulic
Brake Lining - Exchange Shoes
Drum Trueing

315 Front S Cruz 4463

Brass

MARWEDEL C W

Sheet-Rod-Tube-Wire
Everything For The Shop
1235 Mission San Francisco
(Toll) Call "Operator" for Underhill-2125

Brick-Common, Face, Etc

BURCHER H L

See Our Adv Under Building Materials
Sn Lorenzo River Dr. Felton-51-J
Hardy-McGaffey Co Salinas Rd. Watsnvil 428-W
Gray & Sinnott Felton. Felton 113

Brick-Fire

**PERMANENTE METALS CORP THE
REFRACTORIES DIV**

Moss Landing. Watsnvil 2587

Broadcasting Stations

See Radio Broadcasting Companies & Stations

Brokers-Insurance

See Insurance Agents & Brokers

Brokers-Merchandise

Tugel Fred F
Merchandise-Box Shook Etc
Appleton Hotel. Watsnvil-1600

If the telephone number at your residence is listed under another's name, frequently friends do not know how to reach you. For small cost you can have a separate listing in the Telephone Directory under your own name.

**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

Brokers-Stock & Bond

DAVIES & MEJIA 163 Pacific Av. S Cruz 4442
From Ben Lomond, Boulder Crk, and Felton
Exchanges only (No Inter-City Charge)
Ask "Operator" for Entrprise 10268
(See Advertisement This Page)
Davies&Mejia 22Peck. Watsnvil-63
RICHEY & BAIKIE 60 Pacific Av. S Cruz-812
Weaver Fred 22Peck. Watsnvil-63

Bronze

MARWEDEL C W

Sheet-Rod-Tube-Wire
Everything For The Shop
1235 Mission San Francisco
(Toll) Call "Operator" for Underhill-2125

Brushes

Fuller Brush Agcy Main Sequel. S Cruz-47-J-2
Fuller Brush Dealer
Geo T Arthur-Dealer-Personal & Hshold
6ParkAv S Cruz-1656
Western Brush Company
Brushes Built To Order & Re-Filled
134 Sequel Av. S Cruz-564

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.

*Complete Investment
AND Brokerage Service*

DAVIES & MEJIA

Members

NEW YORK STOCK EXCHANGE
SAN FRANCISCO STOCK EXCHANGE
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Offices in

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SACRAMENTO - VALLEJO - SALINAS
MONTEREY - BAKERSFIELD

SANTA CRUZ - WATSONVILLE

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SANTA CRUZ
4442

163 Pacific Ave.

E. M. Jones
Resident Manager

PHONE
WATSONVILLE
63

22 Peck St.

F. S. Weaver
Resident Manager

Builders—See Contractors—Building

Building Advisory Service

Lawrence Chas W
Farmers&MerchNatlBkBg S Cruz-637

Building & Loan Associations

Santa Cruz County Bldg & Loan Assn
88 Pacific Av. S Cruz-525
WATSONVILLE FEDERAL SAVINGS & LOAN ASSOCIATION 13 E 3d.....Watsnvil 316

Building Materials

BOULDER CREEK BUILDING MATERIAL & SUPPLY CO Central Av. Boulder Crk-99
BURCHER H L Sn Lorenzo River Dr.... Felton 51-J
(See Advertisement This Page)

CENTRAL SUPPLY CO
Chestnut & Jenne..... S Cruz 543

CENTRAL SUPPLY CO
Main Ofc Kearney&Walker.....Watsnvil-150
Sales Office&Supply Yard Beach Rd... Watsnvil-232

COAST COUNTIES INSULATION CO
158 Front.....S Cruz 4656-W

COWELL HENRY LIME&CEMENT CO
530Pacific S Cruz-273

DUBRAY-HOPKINS SUPPLY CO

A Complete Stock of
Building Materials for the Home
HARDWARE - PLUMBING
PAINTS - ROOFING - WALLBOARD
ELECTRICAL SUPPLIES
DOORS & WINDOWS

Main & Broadis.....Watsnvil 1947

**WE MANUFACTURE
HOLLOW TILE CEMENT
Building Blocks**

for
Homes & Commercial Buildings
also

**Cesspool Blocks and Cement Bricks
for General Building Purposes**
Cement Mixer for Rent

H. L. BURCHER

San Lorenzo Dr. P. O. Box 61, Felton, Calif.
Phone **Felton 51-J**

"One Stop" Building Service

**DUDFIELD-BOYLE
LUMBER COMPANY**

Watsonville Highway Near 17th Ave.
Route 2, Box 133
SANTA CRUZ, CALIFORNIA

Phone
Santa Cruz 3438

Building Materials—(Cont'd)

Dudfield-Boyle Lumber Co
Watsonville Hwy & 17th Av..... S Cruz 3438
(See Advertisement This Page)

EAST SIDE LUMBER YARD
332 Soquel Av. S Cruz-748

GRAY & SINNOTT Felton..... Felton 113

HAMMOND LUMBER CO
Roofing-Lumber-Hardware-Pipe
Freedom Watsnvil-1299

Hammond Lumber Co & Cabinet Shop
Walker&Kearney. Watsnvil-584

HANSEN LUMBER CO
See Our Adv Under Lumber
Salinas Rd..... Watsnvil 2554

Henry Cowell Lime & Cement Co 530 Pac... S Cruz-273

Hughes Lumber Co 576 Soquel Av..... S Cruz-1371

Lord's Builders Supply 652 Soquel Av... S Cruz-1354

Malarin Sales Agcy 344 Soquel Av... S Cruz 4323-W

NORTON PHELPS LUMBER CO 7thAv... S Cruz-168

PACIFIC PRE-CUT HOUSING CO

Distinctive
REDWOOD HOMES

A Complete Building Service
CONTRACTING - HOME PLANNING
P. O. Box 257, Soquel

(At 41st)
S Cruz Wats Hwy..... S Cruz 3252-W

Reed Walter Supply Co
Office At 282 Water St
12 Reed Wy..... S Cruz 4284-J

SANTA CRUZ LUMBER CO Central Av. Boulder Crk-26

SANTA CRUZ LUMBER CO 227River... S Cruz-452

Sinnot Wm F..... Felton-113

Building Specialties

Home Maintenance Service
202 Chanticleer Av..... S Cruz 1863-J

Bulb Growers

Provost Wm H
Easter Lily Bulbs
44 Hunolt Av..... S Cruz 613-W

Tallman Paul L 225 Ocean..... S Cruz-297

VETTERLE BROS
Spec In Delphiniums & Begonias
Capitola Hts..... S Cruz 2067-W

Bulbs

See Bulbs—Whsle; also Seeds & Bulbs—Retail

Bulbs—Whsle

Allen Clarence R 423 Du Four..... S Cruz 3532-W

Azzaro A R & Son 80 Elk..... S Cruz 4619-W

Main Arthur B 738 Chestnut..... S Cruz 548

Burls

Santa Cruz Burlery 154 Alta Av..... S Cruz 3565-J

Burners—See Oil Burners

Bus Lines

Greyhound Bus Depot Central Av... Boulder Crk 413-J

Greyhound Bus Depot 143 Front..... S Cruz 4600

Greyhound Bus Depot 18 W Lake..... Watsnvil-116

Peerless Stages 143 Front..... S Cruz 4600

Santa Cruz Transit Co 301 Pacific Av... S Cruz-407

Business Opportunity Brokers

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

WOODS SID REALTOR 18 Mission..... S Cruz 2828

Business Schools—See Schools

Butane—See Liquefied Petroleum Gases

Butchers—Retail—See Meat—Retail

Butchers' Supplies

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

Butchers—Wholesale

See Meat Packers; also Meat—Whsle

Buttons

Olivier Printing Co The 1121 Mission S F
(Toll) Call "Operator" for Underhill 0502

Cabinet Makers

Albertson John P Beulah Pk. S Cruz 3810-W

ALCO BUILDING MAINTENANCE

CABINET MAKERS
GENERAL BUILDING
ALTERATIONS - REPAIRS
PAINTING & DECORATING
SIGNS - OUTDOOR ADVERTISING
If no answer call after 5 p. m.
430 Morrissey Blvd. S Cruz 2387-J

BALDWIN MERLE C

STORE FRONTS
BAR & RESTAURANT FIXTURES
ALTERATIONS
General Building Contractor
16 Gonda Watsnvil 1465

EAST SIDE LUMBER YARD

Sash-Doors-Millwork
332 Soquel Av. S Cruz-748

FELTON MFG CO

Specialists in
KITCHEN CABINET WORK
SCREENS & SCREEN DOORS
"IF IT'S MADE OF WOOD WE MAKE IT"

Across From School House
State Hwy. Felton 122-J

**KITCHEN
CABINETS
STORE FIXTURES
SASH - DOORS
FRAMES
MILLWORK**

Phone
Watsonville
1129-W



FREEDOM CABINET SHOP

FREEDOM, CALIF.

Cabinet Makers—(Cont'd)

FREEDOM CABINET SHOP

Freedom Watsnvil 1129-W

(See Advertisement This Page)

HAMMOND LUMBER CO & CABINET SHOP

Walker&Kearney. Watsnvil-584

Huston Howard 224 Ocean S Cruz 3069-J

Mader Earle W Seacliff Pk. Aptos 161-J

MODERN FURNITURE FACTORY

Watsonville Hwy. S Cruz 3480

Palmer Shop The Chanticleer Av. S Cruz 3062-R

PETERSON & TRAUlsen MFG CO

See Our Adv Under Millwork
76 Porter. Watsnvil 2502

REYNOLDS CABINET SHOP

WatsonvilleHwy S Cruz-2646-M

ROSENGREN C O 637 Soquel Av. S Cruz 3226-R

SANTA CRUZ LUMBER CO

Sash-Doors-Millwork
227River S Cruz-452

SOQUEL AVENUE CABINET SHOP

CUSTOM BUILT CABINETS
BARS - BACK BARS
COUNTERS - STORE FIXTURES
KITCHEN CABINETS
All Work Made-to-Order
652½ Soquel Av. S Cruz 3150-W

STEINER'S CABINET SHOP

419 Avalon Av. S Cruz 3318

WINEBRENNER GEO & SON

246 Seabright. S Cruz 1529-W

Cabinets

See Cabinet Makers; also Office Equipment
Headings; Etc

Cable—See Electric Equipment Headings

Cactus—See Nurseries Headings

Cadillac—LaSalle Sales & Service

Look on "A" pages under
"Automobile Dealers—New Cars"

Cafeterias—See Restaurants

Calculating Machines

See Adding & Calculating Machines Headings

Calendars

Sears F W The Printer 112PacificAv. . . . S Cruz-2592

Cameras

See Photographic Equipment & Supplies Headings

Candy—See Confectioners Headings

Caning—See Chair Caning

Canners

STOKLEY FOODS INC 317 Bronson. S Cruz-711
If no answer call. S Cruz-646
Freezing Plant 190 Chestnut Av. S Cruz-2136
Watsonville Canning Co 331Ford. Watsnvil-1418
WESTERN FROZEN FOODS CO INC
PLANT NO 2. Aptos 103

Card Playing Rooms

RUMMY CLUB CARD ROOM

219 Main. Watsnvil-1913

Carpenters

Berg F C 106 Windsor S Cruz 2210-J
 Berger W O 41st Av. S Cruz 1025-W
 Butler Harry
 Home Building-Repairs-Remodeling

Central Boulder Crk-109-J
CRAWFORD L M GoldGulch. Felton-73-J
DODSON V O

Specializing In Roofing
 Forest Lakes. Felton 54-M
 Gates R E 114-2d. Watsnvil-1378
 Hanson Arthur L 143 Parkway. S Cruz-3566-W
 Henke Wesley B 127 Berkshire Av. S Cruz 2960-W
 Hill Walter Lee El Dorado. S Cruz-1573-R
 Mellor Harry F 71D Lincoln. S Cruz 1302-J
MELLOR JOS H 228 Fairmount Av. S Cruz 483
PARRAGUE OSCAR

All Kinds Of Repairing & Cabinet Wk
 46 Jehl. Watsnvil-113
 Sommer H E 287 San Juan Av. S Cruz-2993-J

Carpet Cleaners—See Rug & Carpet Cleaners

Carpet Dyers—See Rug & Carpet Dyers

Carpets—See Rugs & Carpets Headings

Cartons—See Boxes Headings

Cash Registers

HACKBARTH A R & SON

NATIONAL CASH REGISTERS
 Bought - Sold - Rented - Repaired
 Shop & Showrooms
 95 SOQUEL AVE.
 FOR SERVICE DAY OR NIGHT PHONE
 115 Maple. S Cruz 753

Cash Registers—Repairing

PATTERSON SERVICE 537 Lincoln. . Watsnvil-831

Casters

BUEHRER E C ASSOCIATES

562 Bryant San Francisco
 (Toll) Call "Operator" for. Sutter-4594

EAMES CO

Manufacturers & Distributors
CASTERS & WHEELS
 EAMES — BASSICK — DEVINE
 SERVICE — HARRIS & REED — PAYSON
 FAULTLESS — GOODRICH — U. S. RUBBER
 REPAIR & SERVICE DEPT.
 Complete Line of Parts
 920 Howard Sn Francisco
 (Toll) Call "Operator" for. Sutter 4996

MARWEDEL C W

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

Castings—See Foundries Headings

Caterers

Cassidy Alice 8 Trinity. S Cruz 4609-W
 Santa Cruz Catering 1815 Delaware. . . S Cruz 4067-J

Cattle Dealers—See Livestock

Cement Contractors

See Contractors—Concrete

Cement—Retail

CENTRAL SUPPLY CO

Chestnut & Jenne. S Cruz 543
CENTRAL SUPPLY CO Beach Rd. Watsnvil-232
 Cowell Henry Lime & Cement Co High. . . . S Cruz-314

Cement—Whsle & Mfrs

Santa Cruz Portland Cement Co
 Davenport. S Cruz-11-F-2

Cemeteries & Memorial Parks

IO OF CREMATORY & CEMETERY

696 Ocean. S Cruz-286
 Oakwood Cemetery Assn Paul Sweet Ln. . S Cruz-1070
PAJARO VALLEY MEMORIAL PARK

MAUSOLEUM & CREMATORY
 Hecker Pass. Watsnvil 2740
 If no answer call. Watsnvil 1468
 If no answer call. Watsnvil 680

PIONEER WATSONVILLE CEMETERY ASSN

INC NMain. Watsnvil-2218
 If no answer call. Watsnvil-1468
 If no answer call. Watsnvil-680

Cemetery Supplies

Hughson & Patrick 317A Palm Av. Watsnvil 1468
 If no answer call. Watsnvil 680

Chair Caning

Kaiser's Upholstery 290 Soquel Av. S Cruz-2007

Chair Repairing

See Furniture Repairing & Refinishing

Champagne—See Wines Headings

Charitable Organizations

See Social Service Organizations

Cheese

Kraft Foods Co Freedom. Watsnvil-1786

Chemicals—Whsle & Mfrs

ALLIED PACIFIC COMPANY

610-16th Oakland
 (Toll) Call "Operator" for. Twinoaks-3808

Chemists—Mfg

See Chemicals—Whsle & Mfrs

Children's Attendant Service

THOMAS LA ROI

STATE LICENSED
 AND INSPECTED

Rates by Day or Week

120 W 5th. Watsnvil 600-W

Children's & Infants' Garments—Retail

Frahm Evelyn Cherub Shop 426 Main. . Watsnvil 1091
OLANDER'S 440 Main. Watsnvil 1820
LAD N LASSIE SHOP 114 Pacific Av. . S Cruz 729-W

Chinaaware—Retail

De Witt's 11 Walnut Av. S Cruz 380

Chiropodists

Gostlin F W Medico Dental Bldg. S Cruz-540-J
 Quartararo S Vincent 203 Locust. S Cruz 4365
 Werner Robt C Lettunich Bldg. Watsnvil-2507

Chiropractors

Ashworth Ruth 249 Walnut Av. S Cruz 4044
BYRNE ANDREW H 529 Main. Watsnvil-733
 (See Advertisement This Page)
 Dye Bruce T Soquel. S Cruz-54-W-5
FORRESTER WADE W
 316 Walnut Av. S Cruz 1604-W
 French Grace 304 Grant. S Cruz 3174-J
GOUDIE FRANK W Lettunich Bldg. Watsnvil 536
 (See Advertisement This Page)
 James & French 304 Grant. S Cruz 3174-J
LARIME E J Lettunich Bldg. Watsnvil-1629

Chiropractors—(Cont'd)

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 Residence 738 Water. S Cruz 3667-R
 Rittenhouse Martin L Trust Bldg. S Cruz-554
 Residence. S Cruz-2760
 Simpson A R 20 Atlantic. S Cruz-2826
 Singleton Frances Mrs Capitola. S Cruz 4-W-3
 Webber Vera Mrs
 Main & Walnut Soquel. S Cruz-11-W-2
 Wright Catherine Brook Lomond. Ben Lomond-23

Churches & Church Organizations

Advent Christian Park 26th Av. S Cruz-12-W-4
 Assemblies of God Los Gatos Hy. S Cruz-33-W-14
 Baptist Church First
 Rev Ralph W Kraft-Pastor
 406 E 5th. Watsnvil-1392
 Beulah Park Nazarene Camp
 Roy F Smeed D-District Supt
 Snta Cruz-Los Gatos Hwy. S Cruz-3317
 Christian Church First
 E Lake & Madison. Watsnvil 1198
 If no answer call. Watsnvil 1730
 Christian & Missionary Alliance Parsonage
 38-2d Av Seabright. S Cruz 433-J
 Church of Christ
 B U Baldwin Minister
 1221 Lincoln. Watsnvil 2157
 Church of God
 S S 10:00 AM Ch Servs 11 AM-7:30 PM
 Rev La Rene S Vielguth
 211 Prospect Watsnvil-2336
 Church of The Nazarene
 Rev L D McNall-Pastor
 Church Located At Seabright & Effie
 313 Berkeley Wy. S Cruz 4563
 First Baptist Church
 Rev W D Armstrong-Pastor
 Center & Walnut Av. S Cruz-248-W
 If no answer call. S Cruz-1829-W
 First Congregational Church
 S S 9:45 AM Ch Servs 11:00 AM Y P 7:00 PM
 40 Center. S Cruz-1091
 Free Methodist Church
 Rev Victor C Lundgren
 530 S Branciforte Av. S Cruz 2481-J
 Free Methodist Church
 Rev Max F Weedon Pastor
 Corralitos Watsnvil-27-W-11
 (Continued Next Page)

Churches & Church Organizations— (Cont'd)

FULL GOSPEL CHURCH OF PAJARO

Rev C J Coffey-Pastor
20 Salinas..... Watsnvil-1397
Garfield Park Christian Church
136 Errett Cir..... S Cruz 1845

GOSPEL TABERNACLE

Green Valley Rd & Stewart Av - Freedom
NON-DENOMINATIONAL
Rev. Fred C. White - Pastor
9:45 A M.....Sunday School
11:00 A M.....Morning Worship
7:45 P M.....Evangelistic Service
7:45 P M.....Tuesday—Mid-Week Service
Green Vly Rd..... Watsnvil 499-J

Grace Methodist Church
Rev L W Reneau-Pastor
Soquel & Cayuga..... S Cruz 1440
Japanese Presbyterian Church
Rev H N Toriumi Pastor
118-1st..... Watsnvil 2631
Jewish Community Center 49ChestntAv.S Cruz-2683-W
Lutheran Church 517 Mission..... S Cruz 814
Methodist Church First
Rev Raymond Squire-Pastor
35 Church..... S Cruz-414
Methodist Church First
G D Goodwin Pastor-SS 9:45 AM-Ch Serv
11 AM & 7:30 PM—Church Van Ness At Wall
423-3d..... Watsnvil-1190
Methodist Summer Conference Assn
Monte Toyon..... Aptos 56
Mission Springs Conference Grounds
Mission Springs, Felton-7-W
Mount Hermon Assn Mt Hermon..... Felton-1
Presbyterian Church First
Rev B F Janes-Pastor
Rev T R Scott-Associate Pastor
Highland&Mission..... S Cruz-3264
Presbyterian Church First 112-3d..... Watsnvil-2209
St. Patrick's Church 721Main..... Watsnvil-109
Trinity Presbyterian Church
Water & Harrison..... S Cruz 3378-W
Unity Truth Center 151Garfield..... S Cruz-1712
Watsonville Buddhist Church
Rev Y Iwanaga Pastor
111 Bridge..... Watsnvil 1056
Wesleyan Park
C E Leland Supt
Scotts Vly..... S Cruz 50-W-1

Cigars—Mfrs

Colonial Cigar Co Kinsley..... S Cruz 4434-R

Cigars & Tobacco—Retail

Avery A R Railroad Av..... Watsnvil-1233
Benny's Cigar Store 138 Main..... Watsnvil 2403-R
Curley's Smoke House 16 Peck..... Watsnvil-1891
Dug Out Club 180 Main..... Watsnvil 2188
Eng Hong 154 Main..... Watsnvil-546
Golden Gate The 163 Main..... Watsnvil-384-J
Hollywood Co 173 Main..... Watsnvil 2451
Jack's Log Cabin 534 Main..... Watsnvil-1144
Joe's Smoke Shop Freedom..... Watsnvil 2075
Novrich Jack 424 Main..... Watsnvil-269
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Soquel Smoke Shop
Robert Hussey-Proprietor
SntaCruz-WatsonvilleHwy..... S Cruz-1682-W
Sunshine Co 165 Main..... Watsnvil 1270
Thai Lee Co 182Main..... Watsnvil-2121
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Newspapers-Candies-Soft Drinks
14 Water..... S Cruz-287
United Cigar Agency 36 Pacific..... S Cruz-187

Cigars—Whsle

Glaser Bros 33 Vine..... S Cruz-395

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See Alphabetical Directory Under
"Name of City"

Clamps—Form—See Contractors' Equipment

Cleaners—Carpet

See Rug & Carpet Cleaners

Cleaners & Dyers

APPLETON CLEANERS & TAILORS
13 Wall..... Watsnvil 1395
Beach City Cleaners & Dyers 195SoquelAv.S Cruz-1980
Ben Lomond Laundry & Dry Cleaning . Ben Lomond-37
EAST SIDE CLEANERS 355 SoquelAv. . S Cruz-4121
Goodman's Cleaners Central & Grove.Boulder Crk-73-R
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Office 460 Main.....Watsnvil-246
Plant 460 Main.....Watsnvil-56
- Pacific Cleaners 330 Pacific Av.....S Cruz 2344
- Parisian Cleaners 536 Main.....Watsnvil-1064
- Quality Cleaners & Dyers
Alterations & Repairing
285 Water.....S Cruz 2030
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Clothing—Men's, Retail

See also Men's Furnishings—Retail

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- ALEXANDER'S** 353 Main.....Watsnvil 772
- Earl's Men's Wear 169 Main.....Watsnvil 2280
- FORD'S DEPARTMENT STORE**
407 Main, Watsnvil-590
- Leibbrandt & Co 169 Pacific Av.....S Cruz 4145-R
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318 Main.....Watsnvil 1448
- Rittenhouse Bros 118PacificAv.....S Cruz-531
- SYLVAN'S TOGGERY** 275Main.....Watsnvil-177
- WATSONVILLE WAR SURPLUS STORE**
235 Main.....Watsnvil 3

Clothing—Used

- Veterans Salvage Shop
Disabled American War Veterans
354 Pacific.....S Cruz 1816-J

Clubs

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- Capitola Beach Club Capitola.....S Cruz-44-W-2
- Club Del Mar 6 Soquel Av.....S Cruz-150
- CLUB HI-HAT** 801 Beach.....S Cruz 2968
- Club One Twenty Eight 128 Main.....Watsnvil 2100
- Club Smoker 272 Main.....Watsnvil 2639
- East Side Club 354 Soquel Av.....S Cruz 4338-J
- Four H Club Aromas.....Watsnvil 109-J-11
- Friendly Club 359 Soquel Av.....S Cruz 4318
- Lucky Key Club 13 Soquel Av.....S Cruz 3719-W
- Pogonip Polo Club Golf Links Blvd.....S Cruz-2992
- Rio Club 117 Pacific Av.....S Cruz-3710
- Santa Cruz Woman's Club 306 Mission...S Cruz 3463
- SENATOR CLUB**
Howard Radke Mgr
668 Soquel.....S Cruz-3189
- Three Ninety Club 390 Pacific Av.....S Cruz-3427
- Watsonville Woman's Club 12 Brennan..Watsnvil-533

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- Cowell Henry Lime & Cement Co 530 Pac..S Cruz-273
- Davenport & Son 520 Woodrow Av.....S Cruz 527-J
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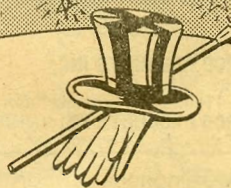
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DEER PARK TAVERN Santa Cruz Rd.....Aptos-28

East Side Tavern 354 Soquel Av.....S Cruz 1011

Edgewater Club Esplanade Capitola.....S Cruz-5-J-5

Four Forty Four Club 444 Seabright Av.....S Cruz-2909

FREEDOM TAVERN Freedom.....Watsnvil-1883

George's Club 328 Walker.....Watsnvil-300

GOLD DRAGON 15-1st.....Watsnvil-1830

HARBOR TAVERN Tanglewood.....Felton-20

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Brookdale.....Boulder Crk-104

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

LAUREL INN 803 Laurel.....S Cruz 2735

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

Luzon Club 139 Main.....Watsnvil-384-W

Manhattan Tavern 28 Pacific.....S Cruz-2476

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227 Pacific Av.....S Cruz-1186

MIDWAY 308 Pacific Av.....S Cruz-100

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Patio The Capitola.....S Cruz 5-J-12

Repeat 18 Soquel Av.....S Cruz-367

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RESETAR BUFFET Lake & Main.....Watsnvil-668

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 418 Main.....Watsnvil 2128

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SEASIDE BEER GARDEN

Pio Bandoni-Owner
 60 Ocean.....S Cruz 1997

Sky Room 11 Pearl Al.....S Cruz 4207

STANLEY'S Los Gatos Hwy.....S Cruz 4546-M

TEACUP 27 Pacific Av.....S Cruz-4490

Ten & Fifteen Cafe

Guy McIntyre-Prop
 158 Water.....S Cruz-649

THREE NINETY CLUB 390 Pacific Av.....S Cruz-3427

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Bulaich J M 41 Walker.....Watsnvil-308

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