

**Concrete Blocks & Shapes**

Crossno Floyd R Freedom.....Watsnvil 2626

**PENINSULA CONCRETE PRODUCTS CO**

MFRS OF FINEST QUALITY  
**LIGHTWEIGHT CONCRETE & PUMICE  
 BLOCK - TILE - BRICK**

For Homes - Stores - Garages - Walls  
 Barbecue Pits - Fireplaces, Etc.

3991 Pacific San Mateo  
 (Toll) Call "Operator" for..San Mateo 5-1438

**Concrete Construction**

See Contractors—Concrete

**Concrete Products**

**KAISER HENRY J CO** Zayante Rd..... Felton-95  
**MONTEREY CONCRETE PIPE COMPANY**  
 Concrete Irrigation Pipe & Culverts  
 John Kristich  
 Salinas Rd.....Watsnvil-1180

**PENINSULA CONCRETE PRODUCTS CO**  
 3991 Pacific Sn Mateo  
 (Toll) Call "Operator" for...San Mateo 5-1438  
 Redden Service Co Fern Av..... Boulder Crk 123-Y-2

**Concrete—Ready Mixed**

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

**Confectioners—Retail**

Babcock's Confectionery 410 Main..... Watsnvil-464  
**BUCKHART'S**  
 H C Buckhart-Prop  
 Division TwinLakes..... S Cruz-2079-W  
 Hairston Candy Shop  
 540 Seabright Av..... S Cruz 4545-W  
 Oasis The Freedom..... Watsnvil 1307-J  
**ORCHARD'S CANDY STORE**  
 Fntn Luncheon Opn Daily 8:30-Clsd Sun  
 138 Pacific Av..... S Cruz-1385  
**PEP CREAMERIES INC** 433 Main..... Watsnvil-1840  
 Pep Creamery Store 433 Main..... Watsnvil-1682  
 Pimentel's Confectionery Mill..... Ben Lomond-13

**Confectioners—Whsle & Mfrs**

Phelps F D 275 Ocean..... S Cruz-3952  
 Steenstrup Robt 223 Van Ness Av..... S Cruz 2466

**Constables**

Arano Frank A Hotel Resetar..... Watsnvil-1100  
 Avery A R Railroad Av..... Watsnvil-170

**GEO. WINEBRENNER & SON**  
 Building Contractors  
 "WE BUILD ANYTHING OUT OF WOOD"  
 BUILDERS OF FINE HOMES

- Cabinet Making
- Refrigerator Boxes
- Display Counters
- Store Fixtures
- Walk-ins
- Deep Freezers
- Bars, Backbars, Etc.

246 SEABRIGHT  
**Santa Cruz 1529-W**

**Construction Service**

See Contractors Headings

**Containers—See Boxes; Etc**

**Contractors—Alteration**

McCoy Roy D 312 Pelton..... S Cruz 4447-R

**Contractors—Building**

Benedict Floyd F 203 Younglove Av... S Cruz 2671-W  
**BRAUNFELD CHAS**  
 Glen Arbor..... Ben Lomond 127-J

**BRIMBLECOM ROBT**

LICENSED GENERAL CONTRACTOR  
 INSURED

Home Construction - Light Commercial  
 Cabinet Work

P O Box 25  
 Middleton & Junction..... Boulder Crk 173-J

Cacace & Pinckney 524 Pacific Av... S Cruz 4521-W  
 Carl Investment Co Mattison Ln..... S Cruz 4303-J  
 Carlsen K & Son Brimblecon Rd... Boulder Crk-75-W  
 Connelly M F 246 High..... S Cruz 4305  
 Coon H D Glen Arbor..... Ben Lomond-127-W  
 Cunningham & Welch 129 W Lake..... Watsnvil-42  
 Doane & Doane Los Gatos Hwy..... S Cruz 24-J-4  
 Doane Murray 36th..... S Cruz 4554-R  
 English Leonard 41st..... S Cruz-2626-R  
 Frank Ernest 73 Cayuga..... S Cruz-4595-W  
**HAMILTON & CHURCH** 920 Ocean..... S Cruz 316  
 Hardy T W Jack 180 OceanViewAv..... S Cruz-4273  
**HAWKINS R L** 135 Darwin..... S Cruz 1841-M  
 Hill R The Builder Manzanita&Pine... Ben Lomond-53  
 Hubbard Hugh M 10Kilburn..... Watsnvil-155-W  
 Keller Robt W 269 Goss Av..... S Cruz 664  
**KENISON & SON** State Hwy & Laurel... Felton 53-W  
 Korntved T A  
 Monterey Bay Golf & Country Club... S Cruz 10-J-3  
 Lewis C A 30thAv..... S Cruz-3921-J


**McGRANAHAN KERMIT J**

Building - Remodeling - Repairs  
 Residential - Commercial  
 A Complete Building Service  
 Licensed - Insured

504 Spring..... S Cruz 4126

Murray Carle W ECliffDr&13thAv... S Cruz-2152-J  
 Niswender Paul E 134ChilvertonAv... S Cruz-3391  
 (Continued Next Page)

**PIONEER BUILDERS**  
 Homes You Can Afford



RICHARD P. FREYTAG  
 Builder of Fine Homes  
**SANTA CRUZ 3724-W**  
 51 PACIFIC AVE. SANTA CRUZ



**Contractors—Building—(Cont'd)**

**PARKER C F**

BUILDING CONSTRUCTION  
COMMERCIAL & RESIDENTIAL  
Fully Insured  
HOME OFFICE

1644 Monterey Blvd S F  
(Toll) Call "Operator" for . . . . . Overland 3723  
Baldwin Dr. . . . . Aptos 507-W

Pioneer Builders Redwood Av. . . . . Boulder Crk 155-J  
**PIONEER BUILDERS** 51 Pacific Av. . . S Cruz 3724-W  
(See Advertisement Opposite Page)

**ROSEWALL T H**

GENERAL  
CONTRACTOR

ALL KINDS OF CARPENTER  
AND CABINET WORK

544 Main . . . . . Watsnvil-1232  
If no answer call . . . . . Watsnvil-1251

Rosewall T H Riverside Rd. . . . . Watsnvil-1251  
Steele W D 213 Bay . . . . . S Cruz 2396-J  
Welch R D 129 W Lake . . . . . Watsnvil-42  
Wilson Louis L 40 Prospect Hgts. . . . S Cruz 2993-W  
Winebrenner Geo & Son  
246 Seabright . . . . . S Cruz 1529-W  
(See Advertisement Opposite Page)  
Winkel William T 324 N Branciforte Av. . S Cruz-3052  
Zweigle Jack 30th. . . . . S Cruz-3031-J

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

**Contractors—Concrete**

**BATT W**

WENDELL BATT

General Concrete Construction  
**EXCAVATING**  
HEAVY DUTY TRUCKING  
ROUTE 3 BOX 230 SANTA CRUZ

7th & 4th Twin Lakes. . . . . S Cruz 4043-R

Bertolucci G A 325 Barson. . . . . S Cruz 3105-W  
**COSTELLA E G & SON** 422 Emeline Av. . S Cruz 419  
**GRANITE CONSTRUCTION CO**

292 Water . . . . . S Cruz 108  
**GRANITE CONSTRUCTION CO**  
Beach Rd. . . . . Watsnvil-2404

Johnson Western Company  
Reinforced Gunite Construction  
2331 Blanding Alameda

(Toll) Call "Operator" for . . . Lakehurst 3-3744  
**KENISON & SON** State Hwy & Laurel . . Felton 53-W  
**KENYON BROS** 281 Water . . . . . S Cruz-641

**ORR ROBERT** 166 Carey Av. . . . . Watsnvil 2646-J  
Rubel Emory 396 Laurel. . . . . S Cruz-3261

(See Advertisement This Page)  
Teichert A & Son Inc 101 Hwy. . . . Watsnvil 23-W-2  
Ward Lawrence A High Brookdale. . Boulder Crk-66-W

**Contractors—Ditching**

**PETERS A J & SON**

MACHINE TRENCHING  
AND BACKFILL

Underground Utilities  
Storm Drains - Sewer - Gas  
And Water Installations

534 Stockton Av Sn Jose  
(Toll) Call "Operator" for . . . Columbia-3430

**EMORY RUBEL**

**GENERAL CONCRETE CONSTRUCTION**

CONCRETE SIDEWALKS  
DRIVEWAYS - FOUNDATIONS  
COMMERCIAL BUILDINGS  
INDUSTRIAL PLANT CONSTRUCTION  
COMPRESSOR WORK  
SANDBLASTING, ETC.

Phone

**SANTA CRUZ 3261**

If no answer call Santa Cruz 273



**Contractors—Electric**  
See Electric Contractors—Industrial & Household

**Contractors' Equipment**

**BURAN EQUIPMENT CO**  
Tractors—Compressors—Road Bldg Equip  
Hoisting Equipment—Truck Shovels  
777-100th Av Oakland  
(Toll) Call "Operator" for . . . . .Trinidad-5335

**COAST EQUIPMENT CO** 948 Bryant San Francisco  
(Toll) Call "Operator" for . . . . .Market-5740

**CONTRACTORS EQUIPMENT SERVICE**  
**SALES - SERVICE**  
**RENTALS**  
OF NEW & USED EQUIPMENT  
Manufacturers' Agent for  
**MOORE EQUIPMENT**  
24-HOUR SERVICE  
2015 Blake Berkeley  
(Toll) Call "Operator" for . . . . .Berkeley 2097

**CORNELL TRACTOR CO**  
W Lake&Walker. Watsnvil-1126

**Contractors' Equipment—Renting**

**ROBERSON G A**  
EQUIPMENT RENTED  
EXCAVATING & GRADING  
GENERAL BULLDOZER WORK  
GRAVEL & OILING  
Rt 1 Box 410A  
Glen Canyon Rd. . . . .S Cruz 56-J-5

**Contractors—Excavating**

**KARSTEDT L C**  
Grading—Excavating & Flood Control  
River Ext. . . . .Watsnvil 1737  
Residence 356-3d . . . . .Watsnvil-1498  
**MADDOCK V W** 320 California . . . . .S Cruz 2192-R  
**McMULLEN J W** Felton Forest . . . . .Felton 140-W

**REED DAVID**  
STATE LICENSED  
**CONTRACTOR**  
ROAD BUILDING & MATERIALS  
DUMP TRUCK HAULING  
CATERPILLAR BULLDOZER  
P O Box 335 Soquel  
Orchard . . . . .S Cruz 38-W-12

**Contractors—General**

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

(Continued Next Page)

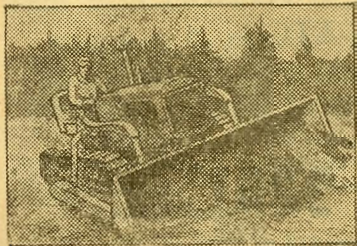
It pays to make frequent use of the Classified Telephone Directory. It lists services, stores, products and professional people—all classified for your convenience.

**KENISON & SON**  
**GENERAL CONTRACTORS**

*"Homes of Personality, Quality & Design"*



WORKING FOR THE VALLEY'S FUTURE



**ROADS BUILT**                      **CONCRETE POURING**  
**LAND CLEARED &**                      **&**  
**LEVELED**                                      **FINISHING**

Phone

**Felton 53-W**

Evenings Felton 32-J

State Hwy. & Laurel  
Between Big Trees & Felton



**Contractors—General—(Cont'd)**

**BALDWIN MERLE C**

GENERAL CONTRACTORS  
 Refrigeration Construction  
 Mill & Cabinet Work  
 16 Gonda.....Watsnvil-1465

**BRAUNFELD CHAS** Glen Arbor..Ben Lomond 127-J  
 Cardwell Leo Construction Co  
 Office 530 Pacific Av.....S Cruz 4454-J  
 Yard 221 Lighthouse Av.....S Cruz 3515-W

**CARRITHERS C L**

Road & Sub-Division Grading  
 Equipment For A Fast & Efficient Job  
 Tractors-Scrapers-Bulldozers-Rippers  
 43 Harkins Rd Salinas  
 (Toll) Call "Operator" for.....Salinas-8623  
 Dudfield John J Capitola Dr.....S Cruz-3815-W  
 English Leonard 41st.....S Cruz-2626-R  
 Evans Harry E 7th.....S Cruz-4202-J  
 Granite Construction Co  
 218 Highland Av.....S Cruz 764-J

**GRANITE CONSTRUCTION CO**

292 Water.....S Cruz 108

**GRANITE CONSTRUCTION CO**

Office & Yard Beach Rd.....Watsnvil-2404

Equipment Yard Beach Rd.....Watsnvil-1246

**GRIGGS ELMER E** 46 Coolidge.....Watsnvil 2789-W

(See Advertisement This Page)

Hackbarth Orlo C 33 Magnolia.....S Cruz-705

Hazard F R 41 N Branciforte Av.....S Cruz 1953-J

Heidloff W B 17th & Alice.....S Cruz 3035

**KENISON & SON** State Hwy & Laurel...Felton 53-W

(See Advertisement Opposite Page)

**KENYON BROS** 281 Water.....S Cruz-641

Lechleiter Jos A Larkin Vly Rd.....Watsnvil 1129-M

**LEON'S MACHINE WORKS INC**

General Engineering Contractors  
 Specializing in  
 Structural Steel Construction  
 Designing - Fabrication & Erection  
 115 San Juan.....Watsnvil 2524

**NASH JOHN E**

GENERAL CONTRACTOR  
 P O Box 2 Soquel  
 Old Sn Jose Rd.....S Cruz 22-J-11

**BUILDING CONTRACTOR**

*Licensed & Insured*

REMODELING & NEW CONSTRUCTION

*Monterey Bay & San Lorenzo  
 Valley Area*

ELMER E. GRIGGS

46 Coolidge St. **Watsonville 2789-W**  
 Or Boulder Creek 24-M

Ralston Bros 401 Ocean Vw Av.....S Cruz 2830-J  
 Ralston W T 122 Effie.....S Cruz 4435-W

**ROSEWALL T H**

GENERAL CONTRACTOR  
 ALL KINDS OF CARPENTER  
 AND CABINET WORK  
 544 Main.....Watsnvil 1232  
 If no answer call.....Watsnvil 1251

Styles Harry E Jr  
 Sn Lorenzo & Notley Dr.....Boulder Crk 409-J  
 Trent L L 225 Parnell.....S Cruz 3378-J  
 Wells Robt K 332 Fairmount Av.....S Cruz 2736-J  
 Wilson George G 9 Manor Pl.....S Cruz-1297  
 Winebrenner Geo & Son  
 246 Seabright Av.....S Cruz 1529-W

**Contractors—Heating & Ventilating**

See also Plumbers

**CAROTHERS & SONS** 59 Front.....S Cruz 673

Mathews T E Fall Crk Rd.....Felton 140-J

**SANTA CRUZ PLUMBING SUPPLY CO**

320 Soquel Av.....S Cruz 2143

**WILSON GEO H** 30 Water.....S Cruz 61

**Contractors—Masonry**

**WARD LAWRENCE A**

High Brookdale.....Boulder Crk-66-W

**Contractors—Painting**

See Painting Contractors

**Contractors—Paving**

**GRANITE CONSTRUCTION CO**

292 Water.....S Cruz 108

**GRANITE CONSTRUCTION**

Beach Rd.....Watsnvil-2404

**KARSTEDT L C** River Ext.....Watsnvil 1737

**Contractors—Pipe Line**

Kruly J L Co 5th Av & E Cliff.....S Cruz-4196

**Contractors—Plastering—See Plasterers**

**Contractors—Plumbing—See Plumbers**

**Contractors—Roofing—See Roofers**

**Contractors—Sidewalk**

See Contractors—Concrete

**Conveyors**

**BUEHRER E C ASSOCIATES**

562 Bryant San Francisco

(Toll) Call "Operator" for.....Sutter-4594

Imperial Engineering Co

2356 Sn Pablo Av Berkeley

(Toll) Call "Operator" for.....Ashberry 1174

**Cooking Utensils**

Morrison Franklin

Vollrath Lo-Heat Stainless Steel

328 Poplar.....S Cruz 3588-J

**Copper**

**MARWEDEL C W**

Sheet-Rod-Tube-Wire

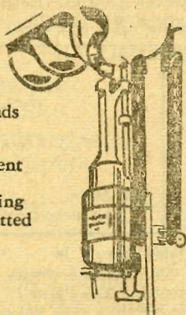
Everything For The Shop

1235 Mission San Francisco

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



**Fast, Accurate  
Portable Crankshaft  
Grinding**



Cracked Blocks and Heads  
Repaired  
Motor Rebuilding  
Complete Valve Equipment  
Reboring - Welding  
Lathe Work - Rod Aligning  
Pins Fitted - King Pins Fitted  
Armatures Turned

Phone  
**WATSONVILLE 908-J**

**SPARKS' MACHINE SHOP**  
AT THE MONUMENT, SANTA CRUZ ROAD

*Gold's*

**EXCLUSIVE CURTAIN LAUNDRY**

*"The Business That Service Built"*

CURTAINS - FANCY HAND IRONED LINENS  
LACE TABLE CLOTHS  
WASHED & IRONED BY HAND

*Visitors Welcome*

283 WATER ST.

**Phone Santa Cruz 4644-W**

**When You Have  
FORGOTTEN . . . A NAME**

*Recommended  
By Someone*

You remember someone having recommended a certain concern or dealer, but can't remember the name recommended.

LOOK IN THE

*Classified*  
**TELEPHONE  
SECTION**

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

**Copyholders—See Office Equipment**

**Cork Insulation**

See Insulation Materials—Cold & Heat

**Corned Meats—See Meat—Whlse**

**Corsets—Retail**

Carter's Foundation Shop 114 Pacific Av. S Cruz-3992  
Charis Foundation Garments Representative  
50 Riverside Av. . . . . S Cruz 2177-J  
**SPIRELLA CORSET REPRESENTATIVE**  
Surgical & Made To Measure Corsets  
41 Clifford. . . . . Watsnvil 2440-J

**Cosmetics—Retail**

Merle Norman Cosmetics 114 Pacific Av. . . S Cruz 801  
**SALON LOUISE** 59 Walnut Av. . . . . S Cruz 2043  
**VOGUE BEAUTY SALON**  
Merle Norman Cosmetics  
110-3rd . . . . . Watsnvil-865

**County Government Offices**

See Alphabetical Directory Under "Santa Cruz  
County of"

**Crankshaft Grinding**

**QUALITY MACHINE SHOP**  
533 W Sn Carlos Sn Jose  
(Toll) Call "Operator" for. . . . . Ballard 5472  
Spark's Machine Shop Snta Cruz Rd. . . Watsnvil 908-J  
(See Advertisement This Page)

**Creameries—See Milk & Milk Products**

**Credit Reporting Agencies**

**ASSOCIATED CREDIT BUREAU OF AMERICA—**  
**CREDIT BUREAU OF SANTA CRUZ\***  
118 Union. . . . . S Cruz 462  
Credit Bureau of Santa Cruz 118 Union. . . S Cruz 462  
Santa Cruz Business Men's Assn  
112 Pacheco Av. S Cruz-3720-W

**Crematoriums**

**I O O F CREMATORY & CEMETERY**  
696 Ocean. S Cruz-286  
Pajaro Valley Memorial Park Mausoleum &  
Crematory Hecker Pass. . . . . Watsnvil 2740  
Santa Cruz Mausoleum Corp  
Ocean&Graham Hill Rd. S Cruz-1777

**Culverts**

Monterey Concrete Pipe Company  
Irrigation Pipe—John Kristich  
Salinas Rd. . . . . Watsnvil-1180

**Curtain & Blanket Cleaners**

Gold's Geo Exclusive Curtain Laundry  
283 Water. . . . . S Cruz 4644-W  
(See Advertisement This Page)

**Curtain Stretchers—Mfrs**

Peacock Mfg Co 355 Main. . . . . Watsnvil-881

**Curtains—Retail**

De Costa's 114 Locust. . . . . S Cruz 3876

The instruction pages of the telephone directory are of real help . . . telling how to make the best use of the dial telephone.



## Dairies & Dairy Products

See Milk & Milk Products

## Dancing Academies

Fort-Barka School of Dancing  
510 Mission ..... S Cruz 2355  
**HONEYCUTT'S SCHOOL OF DANCING**  
22A Porter Dr. .... Watsonville 295-W

## Dancing—Public

Byd-A-Whyte Dance Pavilion  
Wildwood ..... Boulder Crk 39-Y-22

## Day Nurseries

Sheehan Mary 426A Madison ..... Watsonville-2116

## Deafness Aids—See Hearing Aids

## Defense Agencies—See Associations

## Dehydrators

Huira Co Beach Rd. .... Watsonville 2496  
Watsonville Processed Foods Inc  
841 Walker ..... Watsonville 2271

## Delicatessens—Retail

Belle's Delicatessen Brookdale . . . Boulder Crk 161-W  
Riverside Salad Bowl 63 Ocean ..... S Cruz 4519

### SANTA CRUZ DELICATESSEN & FOOD SERVICE

#### COMPLETE SERVICE

For Parties, Banquets, Barbecues  
and Picnics  
Hot and Cold Foods, Salads, Etc.  
AL BENNETT, Prop.

520 Laurel ..... S Cruz 1280-W

### SALAD BOWL DELICATESSEN

Our Specialty—Hors-D'Oeuvres—Salads  
406 Seabright Av. .... S Cruz 4120  
Village Pantry 149 Water ..... S Cruz-1192-J

## Delivery Service

Al's Parcel Delivery Service  
73 Brookside Av. .... S Cruz 1825-W  
**DELIVERY SERVICE** 251 Forrest Av. S Cruz 3713-R  
Mowry John Jr 324 Locust ..... S Cruz 2492-W  
P D Q Delivery 127 Van Ness ..... Watsonville 574  
**SANTA CRUZ BOULDER CREEK PARCEL  
SERVICE** Riverside Grove . . . Boulder Crk 428-Y-14

## Dental Laboratories

Grant Harris Medico Dental Bldg. . . . S Cruz-1286-J  
Santa Cruz Dental Laboratory 215 Locust. S Cruz 1359  
Watsonville Dental Laboratory  
Lettunich Bldg. .... Watsonville-135

## Dental X-Ray Laboratories

See X-Ray Laboratories

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.

## Dentists

Ashcraft Harry Center&Carr ..... Watsonville-191  
**BARRON FREDERICK**  
Practice Limited To  
Plate Dentistry—Extractions  
By Appointment Only  
431 Broadway ..... S Cruz-4476  
**BAUMGARDNER E W** 100-3d ..... Watsonville-196  
Bliss Le Baron 221 Locust ..... S Cruz 838  
Bliss Philip P 221 Locust ..... S Cruz 838  
Carman Clyde C Locust&Vine ..... S Cruz-611  
Cochrane C T 38 Pacific Av. .... S Cruz-1531  
Cowden Marshall W 84 Walnut Av. .... S Cruz-15  
**CURETON WILLIAM**  
Plate Work  
197 OceanViewAv. .... S Cruz-2810  
Dakan Geo H Medico Dental Bldg. .... S Cruz-199  
Franklin Wm F 213 E Lake Av. .... Watsonville  
Ginocchio Andrew B Medico-Dental Bldg. S Cruz-4489  
**GURNEE CLINTON** 213 E Lake Av. .... Watsonville-250  
Hanahan W J Santa Cruz Co Natl Bk Bldg. S Cruz-67  
Ito F H 110 Union ..... Watsonville-1208  
Jarvis Wayne S Crz County Natl Bank Bldg. S Cruz-67  
Johnston Malcolm Medico-Dental Bldg. S Cruz-4460  
Knego Peter S 20 E Lake Av. .... Watsonville 2510  
Linscott L M 112½ Pacific ..... S Cruz-1517  
Lockwood A T  
Limited to Extractions and Oral Surgery  
Trust Bldg. .... S Cruz 1760  
Low W A State Hwy. .... Felton 124-J  
Marquess Pierre W 97 Church ..... S Cruz-76  
Nelson F Norman Center & Union ..... S Cruz 1733  
Raffanti Enrico F 225 Soquel Av. .... S Cruz-4446  
Rodgers J Arthur Center&Carr. .... Watsonville-191  
Santos Harold A Soquel ..... S Cruz 3234-R  
**SHAW S J** Santa Cruz Theatre Bldg. .... S Cruz-3068  
Shea Francis Lettunich Bldg. .... Watsonville-714  
Shoemaker C H  
Orthodontist  
Center & Lincoln ..... S Cruz 373  
Simmers W E 108 Vine ..... S Cruz 4110  
If no answer call. .... S Cruz-1190-R  
Smith L E Lettunich Bldg. .... Watsonville-925  
**SMITH VERYL C**  
Plate Work & Extractions  
Porter Bldg. .... Watsonville 555  
Stanley W L 60 Lincoln ..... S Cruz-620  
Steinwand A R 146 Walnut Av. .... S Cruz 1888  
Whitaker F A Mill. .... Ben Lomond-120  
Woodard J D Lettunich Bldg. .... Watsonville 2660

## Deodorants

Rowland Harold & Co 10-8th Av. .... S Cruz 3095-W

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

## 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**



**Department Stores**

Ben Franklin Store 391 Soquel Av. . . . . S Cruz-759-R  
 De Costa's 114 Locust. . . . . S Cruz 3876

**EBERT'S DEPARTMENT STORE**  
 415 Soquel Av. . . . . S Cruz 765  
 (See Advertisement This Page)

**FORD'S DEPARTMENT STORE**  
 407 Main. Watsnvil-590  
 Glasiers' Variety Bazaar Central Av. . Boulder Crk-118

**LEASK'S DEPARTMENT STORE**  
 Pacific&Church. S Cruz-555  
 (See Advertisement This Page)

**MONTGOMERY WARD&CO**  
 Retail Dept Store 554Main. . . . . Watsnvil-1520  
 Catalog Department 554Main. . . . . Watsnvil-2355

**MONTGOMERY WARD&CO CATALOG OFFICE**  
 71Pacific. . . . . S Cruz-3800  
 National Dollar Store 232 Pacific Av. . . . S Cruz-2980  
 National Dollar Stores Ltd 349 Main. . Watsnvil-1185

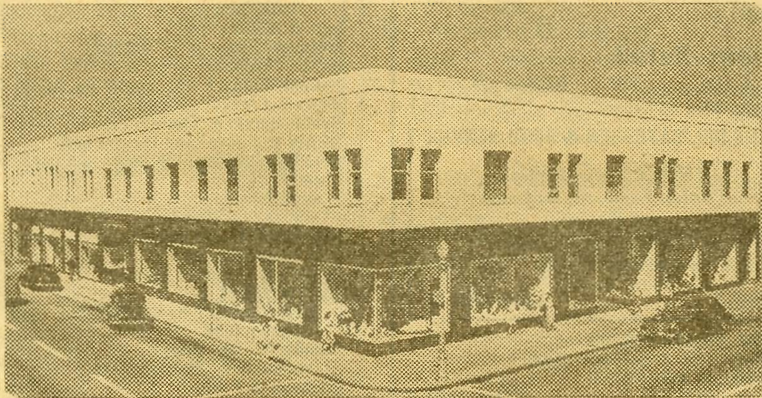
Newberry J J Co 166 Pacific Av. . . . . S Cruz-1084  
 Penney J C Co 317 Main. . . . . Watsnvil-848  
 Penney J C Co Inc 246 Pacific Av. . . . . S Cruz 1198  
 Rocky's Beach Service 100 Cliff. . . . . S Cruz 1537-J  
 Woolworth F W Co 176 Pacific Av. . . . . S Cruz-127  
 Woolworth F W Co 333 Main. . . . . Watsnvil-534

**Desks—Repairing**

See Furniture Repairing & Refinishing

If you're not sure of a telephone number, please try the Directory first. The chances are that the number is listed, and if you can avoid that unnecessary call to Information, it's just that much time saved all around.

*Leask's* • **PACIFIC AT CHURCH STREET**



**A COMPLETE DEPARTMENT STORE**

*The Friendly Store Where  
 Everyone Shops With Confidence*

**Phone Santa Cruz 555**

"SINCE 1915"

**EBERT'S**

**FEED - HAY - GRAIN**  
 SEEDS - PLANTS - FERTILIZERS  
 POULTRY SUPPLIES  
 INSECTICIDES  
 BIRD & DOG SUPPLIES  
 WOOD & COAL  
 MILLING SERVICE  
 415 Soquel Ave.  
**Santa Cruz 765**

**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**



**Detective Agencies**

Devine National Detective Agency Inc

1286 California St San Francisco

(Toll) Call "Operator" for . . . . .OR dway-3040

**HITCHCOCK PATROL & DETECTIVE SERVICE**

INC Redwood Grove. . . . . Boulder Crk 103-Y-4

(See Advertisement This Page)

Interstate Audit &amp; Detective Bureau

2910 Telegraph Oakland

(Toll) Call "Operator" for . . . . .Twinoaks 6868

Often it is a convenience for various members of your household or business to have personal listings in the Telephone Directory. The cost of these extra listings is small.

**METROPOLITAN DETECTIVE AGCY**

CONFIDENTIAL INVESTIGATIONS  
SHADOWING & SURVEILLANCE  
EVIDENCE PROCURED & PRESERVED  
BY PHOTOGRAPHY  
MISSING PERSONS LOCATED

428 Foam Monterey

(Toll) Call "Operator" for . . . . .Monterey 6297

Moulton Graham

San Jose Investigations Bureau

1322 Spencer San Jose

(Toll) Call "Operator" for . . . . .Ballard 7042-W

(See Advertisement This Page)

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

# DETECTIVES

FREE CONSULTATION

CONFIDENTIAL — DAY &amp; NIGHT SERVICE

Problem Specialists

**ATTORNEY SERVICE**

DOMESTIC &amp; DIVORCE INVESTIGATIONS

CONDUCTED WITHOUT PUBLICITY

EVIDENCE PROCURED AND PRESERVED

BY PHOTOGRAPHY &amp; RECORDING EQUIPMENT

PERSONS SHADOWED AND

INVESTIGATED CONFIDENTIALLY

MISSING PERSONS AND WITNESSES LOCATED

INSURANCE INVESTIGATIONS

ACCIDENTS, LOSSES BY THEFT,

BLACKMAIL AND MURDER

KIDNAPPED CHILDREN LOCATED

IN CONTROVERSIES INVOLVING THE CUSTODY OF

CHILDREN, WE MAKE EXCEPTIONALLY

EXHAUSTIVE INVESTIGATIONS

SEMI-FRAUDULENT TRANSACTIONS INVESTIGATED

AND RESTITUTION EFFECTED PRIVATELY

AUTO REPOSSESSIONS

*Employees Investigated for Firms and Corporations**Agents in All Principal Cities*

GRAHAM MOULTON - LICENSED &amp; BONDED

## SAN JOSE INVESTIGATIONS BUREAU

PHONE

(Toll) Call

**Ballard 7042-W**

ADDRESS

**1322 Spencer**

SAN JOSE, CALIF.

*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**

## DETECTIVE SERVICE

UNIFORMED GUARDS

EXPERIENCED OPERATORS

*Residential Patrol Service In*

BOULDER CREEK-BROOKDALE-BEN LOMOND

FELTON AND THE

SURROUNDING TERRITORY

**HITCHCOCK PATROL****& DETECTIVE SERVICE INC.**

REDWOOD GROVE

**BOULDER CREEK 103-Y-4**



**Diamonds—Jewelry—See Jewelers Headings**

**Diaper Supply Service**

See also Laundries  
 Baby Diaper Service  
 Soquel Av & N Branciforte Av. . . . . S Cruz 1561-W

**Dinnerware—See Chinaware Headings**

**Display Designers & Builders**

**MONTEREY DISPLAY SERVICE**  
 301 Monroe Monterey  
 (Toll) Call "Operator" for . . . . . Monterey 8463

**Doctors**

See Specific Kinds, i.e., Chiropradists;  
 Chiropractors; Dentists; Osteopathic Phys. &  
 Surgeons and Osteopathic Phys; Physicians &  
 Surgeons, M.D.; Etc

**Dog Kennels**

Dungloe Kennels  
 Snta Cruz-Watsonville Hwy. . . . . S Cruz 3252-J  
 (See Advertisement This Page)

**Dog Hospitals—See Veterinary Hospitals**

**Dogs**

See also Dog Kennels; also Pet Shops

**KLEEN KENNELS**

Boarding, Bathing & Clipping  
 Delousing & Defleaing  
 REASONABLE RATES

Rt 3 Box 607

Capitola Rd . . . . . S Cruz 3923-R

Surfside Ranch Davenport Landing . . . . S Cruz 4-Y-15

**Doors—Shower Bath**

See Shower Bath Compartments

**Doughnuts**

Al's Donut Shop 197 Pacific Av. . . . . S Cruz 3271  
**POWELL'S DO-NUTRY**  
 Glazed Potato-Do-Nuts-Coffee-Ice Cream  
 114 Water. . . . . S Cruz 1919-R

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

**Doughnuts—(Cont'd)**

**VELVET CREAM DO-NUTS**

ALWAYS FRESH AND TASTY

FEATURING

GLAMOR DOGS

"The Glorified Hot Dog on a Stick"

306 Ocean. . . . . S Cruz 1290-J

**Draftsmen**

Bill's Studio  
 Residential Designing  
 1612 Bay. . . . . S Cruz 4063-J  
 Easterly-Hall & Ellenwood  
 1006A Lincoln. . . . . Watsonvil 2322  
 Pierovich Nic M 222 N Branciforte Av. . S Cruz 4216-J

**Draperies—Retail**

**DE COSTA'S** 114 Locust. . . . . S Cruz 3876  
**EASTERN FURNITURE CO**  
 353 Pacific Av. S Cruz-2111  
 Mansfield's On The Heights 1121 Main. . Watsonvil-775

**Draying**

See also Trucking  
 Clark Bros Motor Transport System  
 144 W Lake. . . . . Watsonvil-746

**Dress Suits—See Clothing Headings**

**Dresses—Retail**

**CARMELITA'S**  
 Stockton & Capitola Av Capitola. . . S Cruz 19-J-1  
 Cinderella Shoppe 531 Main. . . . . Watsonvil-1160  
**EBERT'S DEPARTMENT STORE**  
 415 Soquel Av. S Cruz-765

**ELSON'S WOMEN'S APPAREL SHOP**

SMART FASHIONS  
 FOR  
 MISS AND MATRON

132 Pacific Av. . . . . S Cruz 985

**FASHION THE**

Coats-Dresses-Formals-Millinery  
 427 Main . . . . . Watsonvil-222  
**JUSTIN APPAREL SHOPS** 412 Main. . . Watsonvil-501  
 Justin Apparel Shops Ltd 140 Pacific Av. . S Cruz-966  
**MCCORD A M SR** 344 Laurent. . . . . S Cruz 1396-R  
 (See Advertisement This Page)

(Continued Next Page)



**DUNGLOE KENNELS**  
 "Collies of Merit"  
 Member Collie Club of America and Collie Club of No. Calif.  
 Mr. and Mrs. P. A. Doran, Owners  
 Route 2, Box 511 Santa Cruz, Calif.  
 Santa Cruz-Watsonville Hwy.  
**SANTA CRUZ 3252-J**

YOU'LL LOOK SMART IN A  
**SHEBA ANN Original**  
 From Maker to You  
 Telephone for Free Showing of Our Personalized Frocks by a Qualified Fashion Counselor  
**A. M. McCord, Sr.**  
 Dist. Mgr.  
 344 LAURENT  
**Santa Cruz 1396-R**





**Dresses—Retail—(Cont'd)**

Mode-O-Day Frock Shop 114 Pacific Av. S Cruz-1224-W  
**MODE O'DAY FROCK SHOP** 441 Main. Watsnvil-140  
**REAUME'S APPAREL** 117 Walnut Av. S Cruz 4272  
 Robert's 337 Main. Watsnvil-1861  
 Swink Dora Dress Shop  
 Complete Line of Women's Apparel  
 120 Pacific Av. S Cruz-1346  
**TRAYLER'S APPAREL** 461 Main. Watsnvil 1876  
**TREND O'FASHION APPAREL SHOP**  
 148 Pacific Av. S Cruz 3190

**Dressmakers**

Hansen Avis Mrs 151 Soquel Av. S Cruz-4138-W  
 Kelly Clara E 26-2d Av Seabright. S Cruz-1068-R  
 Smythurst Phebe A Mrs 113 Locust. S Cruz 1713

**Drilling—Well**

See Water Well Boring & Drilling

**Druggists—Retail**

Ashcraft Pharmacy 455 Main. Watsnvil-137  
**BIG TREE PHARMACY**  
 P J Freeman-Prop  
 344 Pacific Av. S Cruz-257  
 Capitola Pharmacy Capitola. S Cruz-20-J-5  
 City Drug Store 325 Main. Watsnvil-33  
 Corner Drug Store 359 Main. Watsnvil-51  
**EAST SIDE DRUG STORE**  
 Prescriptions-Free Delivery  
 C M Cook-Prop  
 405 Soquel. S Cruz-569

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

**Druggists—Retail—(Cont'd)**

**ECONOMY DRUG CO**

CUT RATE DRUGS  
 PRESCRIPTIONS  
 CAREFULLY COMPOUNDED  
 SANTA CRUZ 3

182 Pacific Av. S Cruz-3

**ECONOMY DRUG CO**

CUT RATE DRUGS  
 PRESCRIPTIONS  
 CAREFULLY COMPOUNDED  
 WATSONVILLE 248

429 Main. Watsnvil-248

Fairway Drug Store Freedom. Watsnvil-1577

**FELTON DRUG STORE**

Prescriptionist-Frank Castagna  
 Baldwin Felton-101  
 Horsnyder Pharmacy 108 Pacific Av. S Cruz-59

**JOHNSON DRUG CO**

ALBERT MEYER  
 PRESCRIPTIONS  
 GIVEN FIRST ATTENTION  
 REXAL STORE  
 COSMETICS - SUNDRIES - MAGAZINES  
 Across from Hotel Resetar  
 510 Main. Watsnvil-407

(Continued Next Page)

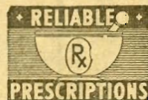
**MELVIN'S  
 DRUG STORE**



The Most Important Part of  
 Our Business Is Filling Physicians'

**PRESCRIPTIONS**

*Biologicals  
 Pharmaceuticals*



*Sick Room  
 Supplies*

A Walgreen Agency

76 Pacific Ave.

Phone  
 SANTA CRUZ 666



# Mission Pharmacy



Fred Carcello, Prop.

**DRUGS - PRESCRIPTIONS**

LIQUORS

S & H GREEN STAMPS

**Santa Cruz 2780**

Corner Mission & Bay Sts.

## KILFOYL CUT RATE DRUG CO.

*Open Every Day of the Year  
From 8 A.M. to 9 P.M.  
Including Sundays*

**PRESCRIPTIONS**

**DRUGS  
TOILETRIES  
SUNDRIES**



Authorized Agents  
for Acceptance of  
Coast Counties  
Gas & Electric Bills

American Express  
Money Orders  
Issued Here

FOR  
**FREE DELIVERY**

Twice a Day — Phone

**Santa Cruz 4168**

409 SOQUEL AVE.  
NEXT TO EBERT'S

## Druggists-Retail-(Cont'd)

- KILFOYL DRUG CO** 409 Soquel Av. . . . . S Cruz 4168  
(See Advertisement This Page)  
**McRae Melvin C** 76 Pacific Av. . . . . S Cruz-666  
**Melvin's Drug Store** 76 Pacific Av. . . . . S Cruz-666  
(See Advertisement Preceding Page)  
**Mission Pharmacy** 481 Mission. . . . . S Cruz 2780  
(See Advertisement This Page)  
**MODEL DRUG STORE**  
Walnut & Pacific Av. . . . . S Cruz 143  
**PALMER DRUG CO** 40 Pacific. . . . . S Cruz 56  
(See Advertisement This Page)

### PALMTAG'S DRUG STORE

PRESCRIPTIONS  
CAREFULLY FILLED

Open Every Day

179 Main. . . . . Watsnvil-172

- PRESCRIPTION PHARMACY** 408 Main.Watsnvil-195  
San Lorenzo Valley Drug Store  
Central Av. . . . . Boulder Crk 132-R  
**SANTA CRUZ PHARMACY**  
Prompt Free Delivery-Penslar Products  
W D Price-Proprietor  
247 Soquel Av. . . . . S Cruz-1718  
**SEABRIGHT PHARMACY**  
A B McIntyre-Prop  
537 Seabright Av. . . . . S Cruz 341  
**Soquel Pharmacy**  
Snta Cruz-Watsonville Hwy Soquel .S Cruz-713

### STEINHAUSER & EATON

THE REXALL DRUG STORE  
RELIABLE PRESCRIPTION SERVICE  
HEADQUARTERS FOR  
EVERYTHING IN PHOTOGRAPHY  
Directly Opposite Fox Theatre  
R. T. EATON & A. G. HALL, Proprietors  
313 Main. . . . . Watsnvil-32

- WALTER'S PRESCRIPTION PHARMACY**  
Professional Pharmacists  
221 Soquel Av. . . . . S Cruz-3434  
**Water Street Pharmacy** 156 Water. . . . . S Cruz-2768

## Druggists' Sundries

- ECONOMY DRUG CO** 182 Pacific Av. . . . . S Cruz 3

## Druggists-Whsle & Mfrs

- MARY ANDREWS SALON HOME PERMANENT—**  
**DEL MAR PRODUCTS** 1209-8th Av Oakland  
(Toll) Call "Operator" for. . . . . Twinoaks 6257

# DRUGS

PRESCRIPTION SERVICE  
SUNDRIES - LIQUORS  
FREE DELIVERY

Phone  
**SANTA CRUZ 56**

**PALMER  
DRUG CO.**

40 Pacific Ave.



**Drums—Musical**

See Musical Instruments Headings

**Dry Cleaners—See Cleaners & Dyers**

**Dry Goods—Retail**

- Daly Bros 345 Main..... Watsnvil-87
- EBERT'S DEPARTMENT STORE**  
415 Soquel Av. S Cruz-765
- Jang Co 311 Main..... Watsnvil-1917
- Johnson L C 267 Soquel Av..... S Cruz-795

**Dude Ranches**

- E Bar M Ranch..... Felton 417-Y-22

**Dump Truck Bodies**

See Trucks—Motor, Bodies & Equipment

**Duplicating Machine Supplies**

- WALTER RADELL CO**  
Rex-O-Graph Master Sets  
Tempo Film Stencils & Inks  
523 Market S F  
(Toll) Call "Operator" for..... Garfield 4773

**Duplicating Machines**

- COAST COUNTIES BUSINESS SUPPLY**  
119 Pacific Av..... S Cruz-561
- REX-O-GRAPH SPIRIT DUPLICATORS—**  
WALTER RADELL CO 523 Market S F  
(Toll) Call "Operator" for..... Garfield 4773
- TRI-COUNTY TYPEWRITER CO**  
119 E. Lake..... Watsnvil 264

**Duplicating Machines—Used**

**WALTER RADELL CO**

All Makes Rebuilt  
Stencil and Fluid Process  
Duplicators  
Bought - Sold - Expert Repairing  
523 Market St Francisco  
(Toll) Call "Operator" for..... Garfield 4773

**Dyers—See Cleaners & Dyers**

**Dyers—Rug—See Rug & Carpet Dyers**

**Ear Phones—See Hearing Aids**

**Eggs—Whsle**

- POULTRY PRODUCERS OF CENT CALIF**  
119 Madrone..... S Cruz 789
- Vern's Feed Store 36 Porter..... Watsnvil-1810
- Western Dairy Products Inc 190 Soquel Av. S Cruz 180

**Electric Appliances—Household, Repairing**

- Adams Electric Co Central..... Boulder Crk-403-W
  - Bail B E Mill..... Ben Lomond-68-M
  - Breckon Electric Porter Soquel..... S Cruz-26-J-11
  - DYSLY'S EAST SIDE HOME APPLIANCE**  
407 Soquel Av..... S Cruz 4105
  - Felton Electric & Appliance Co State Hwy, Felton 92-R  
Johnston Ed 107 River..... S Cruz-1066
  - Knapp Bill 23-3d..... Watsnvil-365
- (Continued on Pages 52 & 53)

**SANTA CRUZ APPLIANCE SERVICE DEPT.**

**COMPLETE SERVICE**

ON ALL MAKES & TYPES OF GAS AND ELECTRIC

**APPLIANCES**

SMALLEST TO LARGEST

**OUR WRITTEN GUARANTEE YOUR PROTECTION ON SALES & SERVICE**

*"Don't be satisfied with less"*

345 Pacific Ave.

Phone Santa Cruz 1963-W





*Authorized*  
**GENERAL  
ELECTRIC**

*Sales & Service*

PHONE  
**Santa Cruz 4041-J**

- REFRIGERATORS
- WASHING MACHINES
- ELECTRIC RANGES
- FROZEN FOOD LOCKERS
- RADIOS - ETC.

*"All Types of Traffic Appliances"*

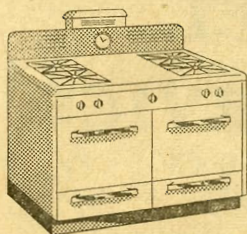
**SOQUEL HOME APPLIANCE**

WATSONVILLE HWY. AT CENTER

SOQUEL

**RUSSELL & CHAMBERS**

193 WATER



*"For Gracious Living"*

Electric & Gas Appliances  
Patio & Lawn Furniture  
Barbecues & Lawn Umbrellas  
Garden Equipment & Supplies

PHONE  
**Santa Cruz 4224**

*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**



## Electric Appliances—Household, Repairing—(Cont'd)

**SANTA CRUZ APPLIANCE**  
345 Pacific Av. . . . . S Cruz-1963-W  
(See Advertisement Page 51)

Santa Cruz Electrical Co Soquel Hwy. . . . . S Cruz-3726

**SOQUEL HOME APPLIANCE**  
Watsonville Hwy & Center Soquel . . . S Cruz 4041-J  
(See Advertisement Opposite Page)

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

**TEX'S REPAIR SHOP** 57 Loughhead . . . Watsnvil 2228  
Yates & Bail Electric Co Mill. . . . . Ben Lomond-68-M

## Electric Appliances Household, Retail

See also specific headings such as; Freezers—Food Storage Units; Kitchen Equipment; Ranges & Stoves—Dealers; Refrigerators—Domestic; Sewing Machines—Domestic; Vacuum Cleaners—Dealers; Washing Machines—Dealers

Aptos Electrical Shop  
State Hwy & Trout Gulch Rd. . . . . Aptos-24-W

**COATS HERB** 157 Pacific Av. . . . . S Cruz 300

Cox Electric Co 159 Pacific Av. . . . . S Cruz-565

Dysle's East Side Home Appliance  
407 Soquel Av. . . . . S Cruz-4105

Electrical Appliance Co 442 Main. . . . . Watsnvil-1845

**FREIERMUTH HARDWARE & PLUMBING CO**  
247 Main. . . . . Watsnvil-69

**GENERAL APPLIANCES** 122 Pacific Av. S Cruz-4024  
Hall's Appliance & Radio 11-3d. . . . . Watsnvil-2204

**JOHNSON CHET** 173 Pacific Av. . . . . S Cruz-3648  
Knapp Bill 23-3d. . . . . Watsnvil-365

**LEASK'S DEPARTMENT STORE**  
Authorized G E Dealer  
Pacific & Church. . . . . S Cruz 555

**McCALL-COHN FURNITURE & PAINT CO**  
11 Cathcart. . . . . S Cruz 2119

Mert Carlyon & Co 500 Main. . . . . Watsnvil-2442

Russell & Chambers 193 Water. . . . . S Cruz 4224  
(See Advertisement Opposite Page)

**SANTA CRUZ APPLIANCE**  
107 Walnut Av. . . . . S Cruz 301  
Soquel Home Appliance  
Watsonville Hwy & Center Soquel. . . S Cruz 4041-J

**STATE RADIO & APPLIANCE**

THE BEST - PLUS SERVICE  
A COMPLETE LINE OF  
**HOME APPLIANCES**  
Featuring Nationally Advertised Brands  
WASHING MACHINES - REFRIGERATORS  
RADIOS - RANGES - IRONERS  
VACUUM CLEANERS - HOME FREEZERS  
& SMALL APPLIANCES  
301 Vine . . . . . S Cruz 784

**WATSONVILLE ELECTRIC CO**  
1046 Main. . . . . Watsnvil 202

## Electric Contractors—Industrial & Household

Aclams Electric Co Laurel & State Hwy. . Felton 64-W

Allen L W Santa Cruz-Watsonville Hwy  
From Watsonville Exchange Only  
(No Inter-City Charge)

Ask "Operator" for Enterprise 10799

Allen L W Santa Cruz-Watsonville Hwy. . . S Cruz 4133-W

Boulder Creek Electric Service  
Central Av. . . . . Boulder Crk 87-J

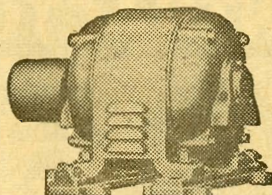
**CARROLL FRANK** 107 River. . . . . S Cruz-1066  
If no answer call. . . . . S Cruz-2542-W

Central Electric Co 307 Main. . . . . Watsnvil-209

**COX ELECTRIC CO** 159 Pacific Av. . . . . S Cruz-565  
Electrical Appliance Co 442 Main. . . . . Watsnvil 1845  
(See Advertisement Following Page)

(Continued Next Page)

## Electrical CONTRACTOR



FRANCHISED DEALER FOR U. S. ELECTRIC MOTORS

**Industrial & Residential Wiring**  
**WESTINGHOUSE APPLIANCES**  
**L & H ELECTRIC RANGES**

Phone **2092**  
Watsonville

DAY OR NIGHT  
If no answer call  
Watsonville 2435-R

## WATSONVILLE ELECTRIC CO.

JOHN ANTICH, Prop.  
1046 Main

## COLD-CATHODE

INTERIOR LIGHTING

*Designing & Manufacturing*

- INDUSTRIAL
- COMMERCIAL
- RESIDENTIAL

We Manufacture & Service  
All Types of

## NEON SIGNS

COMMERCIAL INTERIOR DECORATING  
FLAMEPROOFING

*Santa Cruz  
Electrical Co.*

ROUTE 2, BOX 5A, SANTA CRUZ, CALIF.

Soquel Hwy.  
Near 7th Ave.

Phone Santa Cruz 3726



# Electrical CONTRACTOR



INDUSTRIAL  
AND  
HOME  
WIRING

Complete Lines of  
**RADIOS - REFRIGERATORS  
RANGES - FREEZERS**

## ELECTRICAL APPLIANCE COMPANY

442 MAIN

Phone

**Watsonville 1845**

## ELECTRICAL CONTRACTOR COMMERCIAL - INDUSTRIAL RESIDENTIAL

Repairs

### AL YOUNG ELECTRIC SERVICE

Santa Cruz 362-J

Mail Address Box J, Soquel, Calif.

Porter St.

Soquel

## ELECTRICAL CONTRACTORS

ELECTRICAL INSTALLATIONS  
Maintenance & Repair

Santa Cruz 868

### JOHNSON ELECTRIC

344 SOQUEL AVE.

## Electric Contractors—Industrial & Household—(Cont'd)

### FELTON ELECTRIC & APPLIANCE CO

State Hwy. . . . . Felton 92-R

### GODFREY-HEYWOOD ELECTRIC SERVICE

COMPLETE

COMMERCIAL & RESIDENTIAL  
INSTALLATION & REPAIR

Yours For

Complete Electrical Service

Corner of Lower Capitola Dr &

Redwood Av . . . . . S Cruz 4263

**HOQUE BRUCE E** 130 Doyle . . . . . S Cruz 677-J

**JOHNSON ELECTRIC** 344 Soquel Av. . . . . S Cruz 868

(See Advertisement This Page)

**JUST-RITE ELECTRIC** 311 Van Ness, Watsonville-853

Kanzler Harry Central Av. . . . . Boulder Crk 101-W

(See Advertisement This Page)

Mellor Jos H 228 Fairmount . . . . . S Cruz 483

Olsen Paul J W Park Av. . . . . Boulder Crk 417-J

**PAJARO VALLEY ELECTRIC SHOP**

1020 Main . . . . . Watsonville-1944

**SANTA CRUZ ELECTRICAL CO**

Soquel Hwy . . . . . S Cruz-3726

(See Advertisement Preceding Page)

Smith Irvin M

Irvin M Smith Res 116 Magnolia

452 Water . . . . . S Cruz 2272

**WATSONVILLE ELECTRIC CO**

1046 Main . . . . . Watsonville-2092

(See Advertisement Preceding Page)

**YOUNG'S AL ELEC SERV**

Porter Soquel . . . . . S Cruz 362-J

(See Advertisement This Page)

## Electric Equipment—Retail

Electric Shop 450 Main . . . . . Watsonville-425

## Electric Equipment—Service & Repairing

**PAJARO VALLEY ELECTRIC SHOP**

1020 Main . . . . . Watsonville-1944

Tex's Repair Shop 57 Loughead . . . . . Watsonville 2228

## Electric Heaters

See Electric Appliances—Household Headings

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

## ELECTRICAL CONTRACTOR

RESIDENTIAL & INDUSTRIAL

**Wiring** Plugs, Etc.

**Fixture** Repairs & Installation

**Alterations** New or Old Work

**Electric Motor** Trouble Shooting

BOULDER CREEK

**101-W**

### HARRY KANZLER

Central Ave.

Boulder Creek



**Electric Light & Power Companies**

Coast Counties Gas & Electric Co  
 22 Pacific Av. S Cruz-2525  
 If no answer call..... S Cruz-674  
 Coast Counties Gas & Electric Co  
 5th&Main. Watsnvil-67  
 If no answer call..... Watsnvil-160  
 Pacific Gas & Electric Company  
 Davenport. S Cruz-17-F-4  
 Public Utilities Calif Corp Central Av. Boulder Crk 25

**Electric Motors**

Watsonville Electric Co 1046 Main... Watsnvil 2092

**Electric Motors—Repairing**

Electric Service Co Larkin Vly.... Watsnvil 41-W-1  
 Lewis Motor Shop 9 Church..... S Cruz-1224-J  
 Meade Motor Works 635 S 1st San Jose  
 (Toll) Call "Operator" for..... Columbia-3070  
 (See Advertisement This Page)  
 Paul's Electric Repair Shop 375 Front.... S Cruz 768  
 (See Advertisement This Page)  
 Sinclair John W New Brighton..... S Cruz-15-W-11  
**STATE ELECTRIC CO** 301 Vine..... S Cruz 784  
 (See Advertisement This Page)

**TOWNSEND'S AUTO ELECTRIC**

Motors - Generators  
 All Makes & Models  
 Rebuilt - Rewound - Repaired  
 ELECTRICAL SPECIALISTS

14 E Lake..... Watsnvil-421

Wilbanks Electric Motor Service  
 111 Locust..... S Cruz 4057

**Electric Ranges**

See Ranges & Stoves Headings

**Electric Signs—See Signs**

**Electric Supplies—Whsle & Mfrs**

**SACRAMENTO ELECTRIC SUPPLY CO**  
 711 Capitol Av Sacramento  
 (Toll) Call "Operator" for... Sacramento 2-0719

**Electric Water Heaters**

See Water Heaters Headings

**Electrical Service—Automobile**

See Automobile Electrical Service

**Electricians**

See Electric Contractors Headings

**Electrolysis Treatments—See Hair Removing**

**Electronic Equipment & Supplies**

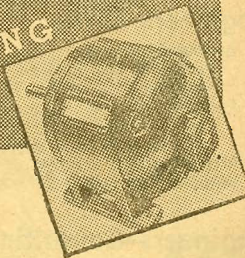
Mod-A-Tron Electronics 97 Myrtle... S Cruz-3543-R

**Employment Agencies**

Calif State  
 Department of Employment  
 Claims Employment Service  
 21 W Lake Av..... Watsnvil 660  
 Calif State Of  
 Employment Dept Of 23 Front..... S Cruz 2500  
 (Continued Next Page)

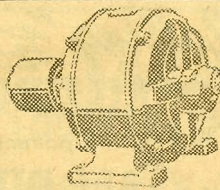
**STATE  
 ELECTRIC  
 CO.**

**MOTOR  
 REBUILDING**  
 Any Type Any Size  
**REWINDING  
 REPAIRS**



301 Vine St.

**Santa Cruz 784**



**DON'T SHUT  
 DOWN**

Use Our Service  
 Motors While We  
 Repair Yours

REWINDING REPAIRING RECONDITIONING  
 USED MOTORS

**MEADE MOTOR WORKS**

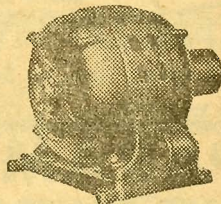
635 S. 1st - SAN JOSE

**(Toll) Call Columbia 3070**

Night Phone (Toll) Columbia 1887

**MOTORS**

REWOUND  
 REPAIRED  
 REBUILT



**Santa Cruz 768**

If no answer call 1525-W

**Paul's Electric Repair Shop**

379 Front St.



**Employment Agencies—(Cont'd)**

**CARVER J W**

GENERAL RANCH HANDS  
HARVEST HANDS  
PICKING-PACKING OF  
GENERAL FARM PRODUCTS  
BONDED - INSURED - LICENSED  
15-1st ..... Watsonvil 482-R

Farm Labor Office Agri Ext Serv  
119 Soquel Av..... S Cruz-4210  
Farm Labor Office Agricultural Extension Service  
1201 Lincoln..... Watsonvil-1885

**Enchiladas—See Tamales Headings**

**Encyclopedias—See Book Dealers**

**Engineers—Civil**

Bowman&Williams  
Registered Civil Engineer  
27Front ..... S Cruz-961  
Foss Jas C Co The  
Civil-Hydraulic & Petroleum Engineers  
Co 1st Natl Bank Bldg..... S Cruz 1042-W  
McPhetres D M 27Front..... S Cruz-961  
Williams Tom Polk Jr 27Front..... S Cruz-961

**Engineers—Consulting**

Berner Engineering Co 1682 Naglee Av San Jose  
(Toll) Call "Operator" for..... Columbia 6627  
McCandless Howard F  
First Nat'l Bank Bldg Monterey  
(Toll) Call "Operator" for..... Monterey 8437

**Engineers—Mechanical**

Berner Engineering Co 1682 Naglee Av San Jose  
(Toll) Call "Operator" for..... Columbia 6627  
McCandless Howard F  
First Nat'l Bank Bldg Monterey  
(Toll) Call "Operator" for..... Monterey 8437  
St Clair C L 41st Av&Soquel Hwy..... S Cruz-1773-J

**Engineers Petroleum**

Ham T Fenton Co 1st Natl Bank Bldg .S Cruz 1042-W

**Engines**

**BUDA ENGINES—**

*DISTRIBUTOR*

**KING-KNIGHT CO**  
Gasoline-Diesel-Marine  
Complete Stock Of Parts & Supplies  
774 Folsom San Francisco  
(Toll) Call "Operator" for..... Sutter-7192

**BURAN EQUIPMENT CO**

Murphy-Diesel & Novo-Sales & Parts  
777-100th Av Oakland  
(Toll) Call "Operator" for..... Trinidad-5335

**Engines—Repairing & Rebuilding**

**PERRAULT HAROLD** 9 E 5th..... Watsonvil 2145

**Engravers—Photo**

Camera Shop 19 Walnut Av..... S Cruz-3445

**Escrow Companies**

Penniman Santa Cruz County Title Co  
106 Locust..... S Cruz 3005

**Excavating—See Contractors—Excavating**

**Explosives**

**HERCULES POWDER—**

CALROCK ASPHALT CO Coast Rd. S Cruz-3-F-23

**SANTA CRUZ HARDWARE CO**

52PacificAv ..... S Cruz-95

**Express Forwarding**

Air Express Service Railway Express Agcy Inc  
S P Depot..... S Cruz 36  
Railway Express Agency Pajaro..... Watsonvil-104  
Railway Express Agency Inc S P Depot.... S Cruz-36

**Exterminating**

See also Termite Control

**CARDIFF G DARRELL**

**COMPLETE PEST CONTROL**

RATS - MICE - TERMITES  
ROACHES - ANTS - MOTHS - ETC.  
SPRAYING GARDENS & ORCHARDS  
WEED CONTROL AND SOIL FUMIGATION

At 7th Ave  
Watsonville Hy..... S Cruz 2612-J

Paramount Pest Control Service  
115 Pacific Av..... S Cruz 2365-W

**PARAMOUNT PEST CONTROL SERV**  
469 Main..... Watsonvil 2564

(See Advertisement This Page)

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

**Calling "DOC KILZUM" his patients ALL DIE that's why he is**

**PARAMOUNT IN CONTROL OF**

- Bats
- Roaches
- Bed Bugs
- Moths
- Silverfish
- Water Beetles
- Rats
- Mice
- Carpet Beetles
- Fleas
- Ants
- Termites
- FLIES

**MOTH and FLAME PROOFING**

469 MAIN STREET • WATSONVILLE 2564  
115 PACIFIC AVE. • SANTA CRUZ 2365-W  
36 W. GABILAN • (Toll Call) SALINAS 7713

**PARAMOUNT PEST CONTROL SERVICE**

Oakland, San Francisco, Los Angeles, Portland, Seattle, San Jose, Vallejo, Redwood City, Stockton, Santa Rosa, Sacramento, Modesto, San Luis Obispo, Fresno, Bakersfield, Santa Barbara, San Bernardino, Santa Ana, El Centro, Petaluma, Eureka, Long Beach, Monterey, Salinas, Santa Cruz, Watsonville.



**Extracts—See Flavoring Extracts**

**Farm Implements**

See Agricultural Implements

**Farm Supervisors**

Dalton Herbert Green Vly Rd. . . . Watsnvil 100-J-11

**Favors—Novelty—See Novelties Headings**

**Federal Government Offices**

See Alphabetical Directory under "U S Government"

**Feed Dealers**

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

**EBERT'S DEPARTMENT STORE**  
415 Soquel Av. . . . . S Cruz 765  
(See Advertisement Following Page)

**ELLINGWOOD H C**  
Wholesale Hay & Straw  
101 Hwy. . . . . Watsnvil 23-W-1

**FARMERS' COOPERATIVE EXCHANGE**  
315 River . . . . . S Cruz 1802  
Mill 17th Av. . . . . S Cruz-477  
(See Advertisement This Page)  
(Continued Next Page)

Books, ash trays, ornaments can keep your telephone "off the hook." In that case it's "busy" to anyone who calls. Please keep objects from under your telephone.

**SANTA CRUZ FEED & FUEL CO.**

ALBERS AUTHORIZED DEALER

SEEDS

- FERTILIZERS • PEAT MOSS
- POULTRY SUPPLIES
- INSECTICIDES
- GARDEN POTTERY
- GARDEN TOOLS

See Our Friendly Trade Board  
List the Things You Have to Sell  
Free Service

**WOOD & COAL**

Phone  
**Santa Cruz 441**

SOQUEL AV. & OCEAN

BALANCE  
DOES  
IT



BALANCE  
DOES  
IT

PILLSBURY DISTR.

**The Ideal Feed for  
POULTRY - DAIRY - HOGS**

Phone

**Watsonville 1810**

Hay - Grain - Coal  
Fertilizers - Baby Chix Daily  
Eggs

*Bought & Sold*

**VERN'S  
FEED STORE**

36 Porter

Watsonville

**FARMERS'  
COOPERATIVE EXCHANGE  
POULTRY AND DAIRY  
FEEDS**

Complete Farm & Ranch  
Supplies & Equipment

Hardware & Farm Implements

**SEEDS & FERTILIZERS**

**FARMERS'  
COOPERATIVE EXCHANGE**

315 River  
Telephone  
Santa Cruz  
1802

Walker St.  
Telephone  
Watsonville  
111

CLIFFSIDE

17th Ave.

Phone Santa Cruz 477



**Feed Dealers—(Cont'd)**

**FARMERS' COOPERATIVE EXCHANGE**

Walker, Watsnvil-111  
 Farmers Feed & Supply Co Soquel . . . . . S Cruz-342  
 Fleisgiss 146 Bixby . . . . . S Cruz 2437-J  
 Freedom Hardware Co Freedom . . . . . Watsnvil-323

**HIGHWAY FEED STORE**

S. G. RICHARDSON, Proprietor  
 PILLSBURY-LARRO & TAYLOR BRANDS  
 POULTRY - DAIRY & HOG FEED  
 Best Quality Alfalfa Hay  
 Poultry & Stock Remedies, Fertilizers, Etc.  
 Soquel Hwy . . . . . S Cruz-368

Pinto Lake Poultry Farm  
 Feed & Supplies

Amesti Dist. . . . . Watsnvil-20-W-11  
**ROLLINS WILLIAM R** 100 Oak Wy. . . . . S Cruz 360-W  
 Santa Cruz Feed & Fuel Co  
 Soquel Av.&Ocean. S Cruz-441

(See Advertisement Preceding Page)  
**VERN'S FEED STORE** 36 Porter . . . . . Watsnvil-1810  
 (See Advertisement Preceding Page)

**WESTERN DAIRY PRODUCTS INC**  
 190 Soquel Av. . . . . S Cruz 180

**Fencing Equipment & Supplies**  
 See Sporting Goods Headings

**Fertilizers—Retail**

B & B Fertilizer Co 174 Center . . . . . S Cruz-4062  
 (See Advertisement This Page)

**BLUFF & STEPHENS**  
 Fertilizer Hauling & Spreading  
 Common Carrier  
 38 Porter . . . . . Watsnvil-169

**COULSTON E N**

CHICKEN MANURE  
 We Haul and Spread  
 Vega Road . . . . . Watsnvil 117-J-2

Santa Cruz Feed & Fuel Co Soquel&Ocean.S Cruz-441  
**STEPHENS M G** 218C Alvarado. . . . . Watsnvil 718-W  
 (See Advertisement This Page)

**WILLOUGHBY'S NURSERY**  
 See Our Adv Under Nurseries  
 302 Frederick . . . . . S Cruz 2241-W

**WOOLCOCK BROS**

FERTILIZER SPREADING  
 Riverside Rd. . . . . Watsnvil 5-J-12  
 Day Phone . . . . . Watsnvil 2317  
 If no answer call. . . . . Watsnvil 2432-J

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.

"SINCE 1915"  
**EBERT'S**  
 Quality - Low Prices  
**Dry Goods - Ready-to-Wear**  
 Marie Dressler Dresses for Large Women  
 WE FIT THE HARD-TO-FIT  
 Largest Lunch Counter in County  
 Free Parking for Customers  
 415 Soquel Ave.  
**Santa Cruz 765**



**Hauling & Spreading**  
**NATURAL**  
**FERTILIZER**  
 Phone  
**Watsonville 718-W**  
**M. G. STEPHENS**  
 218-C Alvarado Watsonville

**LIQUID**  
**FERTILIZERS**  
 MARL-GRO  
 SOIL CONDITIONER  
 MIXED FERTILIZERS  
 FUNGICIDES - INSECTICIDES  
 SULPHURS  
 HARMONE SPRAYS - WEED KILLERS  
**B & B FERTILIZER CO.**  
 WM. BARNHART & BERT TUANA  
 174 Center Santa Cruz 4062




**Fertilizers—Whsle & Mfrs**

**ALLIED PACIFIC COMPANY** 610-16th Oakland  
(Toll) Call "Operator" for.....Twinoaks-3808  
**B & B FERTILIZER CO** 174 Center.....S Cruz 4062  
**BEST FERTILIZERS CO THE**  
Howard Olson-Dist Sales Mgr  
161 N 5th Sn Jose  
(Toll) Call "Operator" for.....Ballard 168  
**BOYER H F FERTILIZER SERV**  
Exclusive Mfrs of Du-Grow Brand  
1st&Van Ness.....Watsnvil-818  
El Rancho Santa Cruz Jarvis Rd.....S Cruz 46-J-11

**GROWERS SERVICE CO**  
**FERTILIZERS**  
Soil Fumigation & Weed Control Materials  
Insecticides - Orchard Sprays  
Crop Dusting - Gypsum  
P.O. Box 628 Watsonville  
Beach Rd.....Watsnvil 1960

**MACDONALD K W CO**  
Kearney & Walker.....Watsnvil-92  
After 6 PM Call.....Watsnvil-1847-W  
**PACIFIC GUANO COMPANY**  
Ford&Walker. Watsnvil-40

**SHELL AGRICULTURAL AMMONIA**  
Shell NH<sub>3</sub> (Agricultural Ammonia), the Fertilizer Richest in Nitrogen—81% Guarantee. Improve Yield, Quality of Irrigated Crops. Save Time, Money, Worry. Call Your Nitrogation Expert.  
  
"WHERE TO GET SERVICE"  
**SHELL AGRICULTURAL AMMONIA SERVICE**  
1201 Castroville Rd Salinas  
(Toll) Call "Operator" for....Salinas-4672

**Fertilizing Equipment**

Stephens M G 218C Alvarado.....Watsnvil 718-W

**File Sharpening**

See Tool Grinding & Sharpening

**Filing Equipment & Supplies**

**DIEBOLD INC** 724 Ellis S F  
(Toll) Call "Operator" for.....Graystone 5131  
**VISIBLE RECORD EQUIPMENT CO** 724 Ellis S F  
(Toll) Call "Operator" for.....Graystone 5131

**Filters**

Rol-Pak Co Hillside.....Ber Lomond-136-W

**Financing**

See also Loans  
Mercantile Acceptance Company 144 Front.S Cruz 22  
Mercantile Acceptance Corp of Calif  
144 Front.....S Cruz 22  
Monterey Bay Finance Co 74Front.....S Cruz-616

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.

**Fire Protection Equipment**

**COAST FIRE FIGHTING SERVICE**  
FIRE FIGHTING EQUIPMENT OF ALL KINDS  
CO<sub>2</sub> - SODA - ACID - FOAMS  
CARBON TETRACHLORIDE  
AND ALL COMMERCIAL  
FIRE FIGHTING EQUIPMENT  
SALES & SERVICE  
Lockhart Gulch Rd.....Felton 418-Y-14

**Fire Protection Service**

Eighth Area Fire Dept Scotts Vly.....S Cruz 9-W-3  
Freedom Fire Dept Freedom.....Watsnvil 431

**Firearms—See Sporting Goods Headings**

**Firewood—See Wood**

**Fish—Retail**

Cavalier's Fish Market 26 Peck.....Watsnvil-645  
**OLIVARD'S AT THE WHARF**  
Municipal Wharf.....S Cruz 48  
**RUSSO BROS**  
Fresh Fish & Bait Daily  
30 Van Ness.....Watsnvil-1510  
**SANTA CRUZ FISHERIES**  
Municipal Wharf.S Cruz-435  
**STAGNARO BROTHERS**  
Municipal Wharf.S Cruz-1740  
**STAGNARO COTTARDO FISHING CORP**  
Malio Stagnaro-Mgr  
Babe Stagnaro-Skipper  
Center Municipal Wharf.....S Cruz 715  
Sukekane J 448-2d.....Watsnvil 1547-R

**Fish—Whsle**

Evans & Ingram 1225 Mission.....S Cruz 983-W  
**GENERAL FISH CORPORATION**  
Municipal Wharf.S Cruz-179  
**OLIVARD'S AT THE WHARF**  
Municipal Wharf.....S Cruz 48  
**PALADINI A INC** Municipal Wharf.....S Cruz-307  
**SANTA CRUZ FISHERIES**  
Municipal Wharf.S Cruz-435  
Stagnaro Brothers Municipal Wharf.....S Cruz-1740  
**STAGNARO COTTARDO FISHING CORP**  
Malio Stagnaro-Mgr  
Babe Stagnaro-Skipper  
Batista Dodi Stagnaro  
Center of Municipal Wharf.....S Cruz 715  
Van's Sea Foods 685 Mission.....S Cruz 959-W

**Fishing Bait**

**RUSSO BROS**  
Fresh Fish & Bait Daily  
30 Van Ness.....Watsnvil-1510  
**STAGNARO COTTARDO FISHING CORP**  
Center of Municipal Wharf.....S Cruz 715

**Fishing Supplies**

Cartwright W W MunicipalWharf.....S Cruz-920-J

**Fishing Tackle—Retail**

See also Sporting Goods—Retail  
**COATS HERB** 157 Pacific Av.....S Cruz 300  
Trader's Headquarters 191 SoquelAv....S Cruz-1524  
**UNITED CIGAR AGENCY** 36 Pacific.....S Cruz-187

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