

SINCE 1878—THE ORIGINAL

STAGNARO DEEP SEA FISHING TRIPS

Center
of
Municipal
Pier



**COTTARDO
STAGNARO
FISHING
CORP.**

**BAIT &
EQUIPMENT
FURNISHED**

"THE STAGNARO'S"

Cottardo, Malio, Babe, Stago, Dodie, Joe,
Robert, Estrella, Betty, and Gilda

LEAVE EVERY HALF-HOUR

6:30 A.M. to Noon - Return 2 P.M.

TICKETS AT MUNICIPAL PIER

Also Speed Boat Rides from
Pleasure Pier at the Casino

Santa Cruz 715

Night Phone Santa Cruz 377

Fishing Tackle—Whse & Mfrs

Brown Jack Co 258-12th Av. S Cruz 2079-J
TAKEUCHI BROTHERS 341 Market S F
Whse Jobbers-Fishing Tackle & Supplies
(Toll) Call "Operator" for. Sutter 1873

Fishing Trips

CAPITOLA PIER & BOAT CO

DEEP SEA FISHING TRIPS ON JO-GENE

OUR BEAUTIFUL NEW BARGE
Equip with All Modern Conveniences
Trips 7 a.m. to 2 p.m. Daily - Row Boats for Rent
PIER & CAFE OPEN 6 AM

Capitola Pier. S Cruz 3752-J

JOHNSON'S FISHING TRIPS

Municipal Wharf. S Cruz-2430

NICOLL'S FISHING TRIPS

Municipal Wharf. S Cruz 2668-W
(See Advertisement This Page)

RAMER'S FISHING CAMP

Pinto Lake. Watsonvil 14-W-11

STAGNARO COTTARDO FISHING CORP

Malio Stagnaro-Mgr
Babe Stagnaro-Skipper
Center Municipal Wharf. S Cruz 715
If no answer call. S Cruz-377
(See Advertisement This Page)

Fixit Service

Doty Paul W W Park Av. Boulder Crk 417-R
ED'S FIXIT SHOP 67 Spruce. S Cruz-169-J

MATTOS MANUEL J

FIXIT SHOP

We Mfg. and Repair Most Anything
Lawn Mowers Repaired - Sharpened
Tools Grinding & Sharpening
Sewing Machines Repairing

338 Soquel Av. S Cruz-3473

Pottinger's Fixit & Appliances

Mill Ben Lomond 140-W

Flameproofing

PARAMOUNT PEST CONTROL SERV

469 Main. Watsonvil 25:64
115 Pacific Av. S Cruz: 2365-W

SANTA CRUZ ELECTRICAL CO

See Our Adv Electric Contractors
Also Under Signs
Soquel Hy. S Cruz-3726

FISH



with

UNCLE LOU AND HAVE FUN

DEEP SEA FISHING

NICOLL'S FISHING TRIPS

LOUIS F. DAVISON

BAIT & TACKLE FURNISHED

Clean Boats

CENTER OF WHARF

OFFICE 1/3 FROM APPROACH

Municipal Wharf. Santa Cruz 2668-W

If no answer call Santa Cruz 43

ANY TIME

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

Classified
TELEPHONE SECTION

Flavoring Extracts

McNess Products
 Jesse W Hankins-Dealer
 Mattison S Cruz-1875-R

Floor Cleaning Service

STRAWN MELVIN D 28 Tharpe.....Watsnvil 1616

Floor Coverings

See Specific Kinds; i.e., Linoleum Headings;
 Rugs & Carpets Headings

Floors—Materials & Laying

Atwood Harold D Jose..... S Cruz-4028
 (See Advertisement This Page)

EAST SIDE LUMBER YARD

332 Soquel Av. S Cruz-748

STEWART FRANK 21 Hall..... S Cruz-3715
STRAWN MELVIN D 28 Tharpe.....Watsnvil 1616

**FOUR THOUGHTFUL ITEMS
 OF TELEPHONE PROCEDURE—**

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

Floors—Refinishing

Atwood Harold D Jose..... S Cruz-4028

MIKKELSEN J C

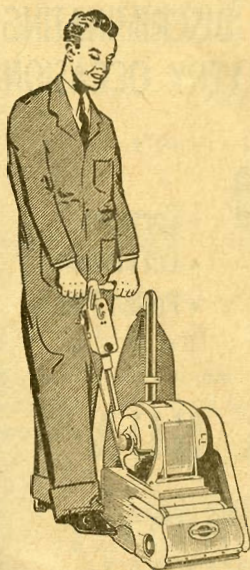
FLOORS
 SANDED & REFINISHED
 LICENSED - INSURED
 Over 25 Years in the Floor Business
 222 Mission..... S Cruz 408

STRAWN MELVIN D

STRAWN FLOOR CO.
 FLOORS LAID, SANDED, FINISHED
 OLD FLOORS REFINISHED
 FLOORS CLEANED & WAXED
 FINNEL SYSTEM - HOT WAXING
 28 Thappe.....Watsnvil 1616

Floors—Tile—See Tile Headings

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.



FLOORS

NEW FLOORS
 LAID - SANDED - FINISHED

OLD FLOORS
 REFINISHED LIKE NEW

HAROLD D. ATWOOD
 LICENSED CONTRACTOR

JOSE AVE. (Live Oak District)

Phone **SANTA CRUZ 4028**

P. O. Box 864, Santa Cruz, Calif.

Flowers



BONDED MEMBER



FLOWERS BY WIRE

PAT & GWEN CARROLL, Owners

Phone Day or Night
WATSONVILLE

2170

381 E. Lake - Watsonville

APPROPRIATE FOR EVERY OCCASION

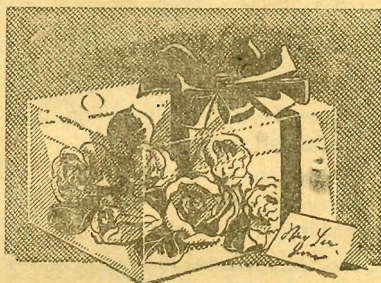
- FUNERAL DESIGNS
- CORSAGES - CUT FLOWERS
- WEDDING BOUQUETS

Conveniently Yours

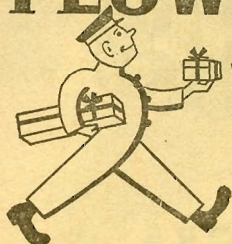
AISLE RUNNER - CANDELABRA - ALTAR BASKETS

Carroll's Flowers

Our Motto: Pre-War Service



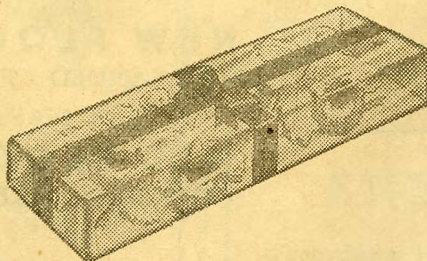
FLOWERS



WE DELIVER

DISTINCTIVE & ORIGINAL FLORAL CREATIONS FOR THE DISCRIMINATING ON EVERY OCCASION

- Weddings
- Funerals
- Banquets



- Corsages
- Cut Flowers
- Potted Plants

IRENE BOOMER & SON

Flowers Telegraphed Anywhere

OPEN EVENINGS AND SUNDAYS - PHONE ANY TIME

DELIVERY SERVICE

1314 Ocean St.

Phone Santa Cruz 4627-W

Florists—Retail

Alladin Nursery & Florist
 Old Santa Cruz Rd. Watsnvil-90-J-1
 Baird's Floral Studio 1024 Main Watsnvil 2581
 (See Advertisement Following Page)

BARNHILL ELWIN S
 Member Florist Telegraph Delivery
 275 Soquel S Cruz-742

BOOMER & SON FLORIST
 1314 Ocean S Cruz 4627-W
 (See Advertisement Opposite Page)

By keeping a list of frequently called numbers—you can save much time and effort. There is space for this purpose in the front of your Directory which you may find helpful.

CARROLL'S FLOWERS

381 E Lake Av. Watsnvil 2170
 (See Advertisement Opposite Page)
EL PAJARO GARDENS 400 Bridge Watsnvil-705
FERRARI THE FLORIST 10 Soquel Av. S Cruz 1840
 (See Advertisement Following Page)

Hyde H A Co Hyde Park Watsnvil-44
HYDE H A CO FLOWER SHOP
 Hyde Pk. Watsnvil 948-J
 (See Advertisement Following Page)
 Kadotani & Son Florists 74 Marnell S Cruz 3331-W
 (Continued Next Page)

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.



*Located
 2 Miles East
 On Riverside
 Road*

*Is as
 Near to You
 As Your
 Telephone*

We will gladly "Charge It"

Call

Watsonville 1560

We Grow Our Own FLOWERS to Give You Only THE FINEST QUALITY at a Much LOWER COST.

You May Have PROMPT, COURTEOUS DELIVERY Without Charge at ANY HOUR.

One of the Finest Gardens in Central California

OPEN EVERY DAY - AVAILABLE ALL HOURS

Funerals - Weddings - Corsages

*Who
 SELLS IT?*

When a specific product or service is needed and there is an uncertainty as to who sells it

THE
Classified
**TELEPHONE
 SECTION**

Will Direct You

**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

H. A. Hyde Co's

FLOWER SHOP

HYDE & MAIN STREETS

JERRY WENDLING, *Mgr.*

PHONE

WATSONVILLE 948-J

If No Answer Call WATSONVILLE 671-M

Consult us for

QUALITY FLOWERS

- WEDDINGS
- FUNERALS
- BANQUETS
- EVERY OCCASION

ARTISTIC ARRANGEMENT
EFFICIENT SERVICE

Flowers Telegraphed Thru F. T. D.

We Solicit Charge Accounts



BAIRD'S Floral STUDIO

"Special Flowers for Special Occasions"

WEDDINGS

Banquets & Decorations

FUNERALS

Casket Sprays - Floral Designs

CORSAGES

(Cut Flowers, Etc.)



**S & H GREEN STAMPS
GIVEN**

Call Us and Charge It

MEMBER Day & Night Phone

Watsonville 2581

1024 Main St.

Watsonville

Florists—Retail—(Cont'd)

PALOMAR HOUSE OF FLOWERS

Hotel Palomar Arcade S Cruz-385

(See Advertisement This Page)

PERRY'S FLOWER GARDEN

Aromas Watsonville 109-W-12

SILLIMAN FRANCIS Riverside Rd. Watsonville 1560

(See Advertisement Preceding Page)

STEWART FLORAL SHOP

Flowers Telegraphed Anywhere

164 Water S Cruz-189

STOFFERS LILLIAN

Memorial Av & Larkin Vly Rd. Watsonville 2642-W

Florists—Wholesale

Davenport Flower Farm Aromas Watsonville 123-J-3

PERRY'S FLOWER GARDEN

Aromas Watsonville 109-W 12

Viviani Emilio Evergreen Co 247 High. S Cruz 3030-W

Watsonville Evergreen Co E Lake Av. Watsonville 2617

Flower Bulbs

See Bulbs—Wholesale; also Seeds & Bulbs—Retail

Fluorescent Lighting Apparatus & Fixtures

FLUOR-DA-LIGHT CO 621 Ocean S Cruz 2309-W

Flywheels—Repairing

See Automobile Repairing; also Welding

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

Palomar
HOUSE OF FLOWERS
Hotel Palomar Arcade

FLOWERS FOR ALL OCCASIONS

*Flowers Telegraphed
Anywhere*

W. L. TREFFRY

Phone Santa Cruz 385



For the Finest in

Flowers



Call
Santa Cruz 1840

Residence 2504-J

for

Ferrari the Florist

10 Soquel Ave.



Food Products

- Calif Packing Corp 34 Jehl Av. Watsnvil 129-J
- GENERAL MILLS INC REP**
- M N Allen
- 118 May. S Cruz 1374-W
- Heinz H J Co 1st&Walker. Watsnvil-57
- La Roi's 24 E Lake Av. Watsnvil-1449
- McNess Products Mattison. S Cruz-1875-R
- MONTEREY BEACH PACKING CO**
- Pickle Products & Sauerkraut
- Veg-Fruits-Jams-Preserves
- 25 SanJuan. Watsnvil-1598
- Mungai Bros
- Brussel Sprout Ranch
- CoastRd. S Cruz-8-Y-5
- Pickering E Snta Cruz Watsonville Hwy.S Cruz 17-J-1
- Rawleigh Products
- Carl L Lucking
- 151 Benito Av. S Cruz 3296-W
- Rose Robt B 746 N Branciforte Av. S Cruz 4605-J
- SANTA CRUZ PROCESSORS**
- Pacific Fresh Fish & Poultry
- 17 Church. S Cruz-888
- Plant
- John Susich-Production Manager
- Chestnut&Laurel. S Cruz-183
- Tru-Value Food Products 372 Front. S Cruz-3270
- Watkins Products Dealer
- R H Breland
- 176 Pacheco Av. S Cruz 2571-J

Food Products Brokers

- Curtice P B 223 Center. Watsnvil-339-J
- Perry Brokerage Co
- Frozen Food Products
- Pajaro Valley Bank Bldg. Watsnvil-2017
- Russell's Food Distributor 49th Av. S Cruz 51-J-2
- West Coast Brokerage Co Brix Bldg Fresno
- (Toll) Call "Operator" for. Fresno 4-1867
- Y & L Sales Co 249 Walker. Watsnvil 2640

Food Products-Dehydrated

- Baker Food Products Co Wall & Walker. Watsnvil 2618

Foods-Frozen-See Frozen Foods

Foot Appliances

BOLLINGER A

ARCH SUPPORTS

Modern Compositions, Leather, Sponge Rubber.
Also all types of light weight metal
Arches & Braces
Over 35 Years Experience in Foot Work
Rt 2 Box 707Y Santa Cruz
Rodeo Gulch Road. S Cruz 1348-W

Form Clamps

See Contractors' Equipment Headings

Forwarding-Freight

See Freight Forwarding.

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.

Foundries-Brass, Bronze, Aluminum, Magnesium, Etc

FELTON ALUMINUM CO INC

PERMANENT MOLDS
ALUMINUM & MAGNESIUM
QUANTITY PRODUCTION

Mailing Address P. O. Box 1078, Santa Cruz

Felton Felton 434-W

SANTA CRUZ FOUNDRY

Capitola Av & Hill Soquel. S Cruz-49-W-3

SOETH E G BRASS FOUNDRY

760-23d Av Oakland
(Toll) Call "Operator" for. Andover 1-4811

Foundries-Iron

Carlson Enterprise Foundry Co 110 River. S Cruz 114

Fox Farms-See Fur Farms

Fraternal Organizations

See also Associations

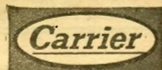
Elks Park Bear Crk Rd. Boulder Crk 129
Springfield Grange Salinas Rd. Watsnvil 898

Freezers-Food Storage Units

See also Refrigeration Equipment-Commercial;
also Refrigerators-Domestic

CARRIER FOOD FREEZERS

Self-contained cabinets for
FAST FREEZING, and
storage of meats, poultry,
fruit and vegetables.



"FOR INFORMATION CALL"

DISTRIBUTOR

WINTHER RAY CO 1245 Folsom S F

(Toll) Call "Operator" for. Underhill 7121.

GENERAL ELECTRIC HOME FREEZERS

"Tireless Coldmaker" sealed in
steel gives ceaseless freezing
efficiency — year after year
after year. "Perfect-Seal" in-
sulation cuts operating costs to
an average of a few pennies
a day.



"WHERE TO CALL"

SALES & SERVICE DEALERS

Knapp Bill 23-3d. Watsnvil 365

LARKIN'S REFRIGERATION SERVICE

Roache Dist. Watsnvil 2576

LEASK'S DEPARTMENT STORE

Pacific & Church. S Cruz 555

SALES DEALERS

YATES & BAIL ELECTRIC CO

Mill Ben Lomond 68-M

Freight Forwarding

HIGHWAY TRANSPORT INC

640 Soquel Av. S Cruz-1030

HIGHWAY TRANSPORT INC 50 Pine.Watsnvil-2386

Freight Motor Carriers

See Motor Freight Companies Headings

Frozen Food Lockers—Renting

NATIONAL ICE & COLD STORAGE CO OF CALIF Kearney Ext. Watsnvil 800
 (See Advertisement This Page)
 Santa Cruz Frozen Foods 142 River. S Cruz 4183
UNION ICE CO THE 155 Chestnut. S Cruz 1200

WATSONVILLE FROZEN FOOD LOCKERS

COMPLETE LOCKER SERVICE
 WHOLESALE MEATS

625 Main. Watsnvil-90

Frozen Foods

Calif Freezing & Cold Storage Co
 345 Ford. Watsnvil 530
 Freezicle The 502 Beck. Watsnvil 506-J
FRESH FROZEN FOODS DIV OF- UNITED FROZEN FOODS CORP Kearney Ext. Watsnvil 1667
 Frozen Foods Forwarders 618 Lincoln. Watsnvil 447-J
GOLDEN STATE COMPANY LTD
 637 Main Watsnvil-122C
 Juillard Frozen Food Co Railroad Av. Watsnvil-223
 Martin Geo F & Co Kearny Ext. Watsnvil-133
MARTIN & SON Larkin Vly. Watsnvil 41-W-1
MERYL'S MARKET 302 Emeline. S Cruz 4444-W
RUSO A L & CO
 Dryers-Packers & Cold Storage
 Processing & Quick Freezing
 249 Walker. Watsnvil 2640
 If no answer call. Watsnvil 687-W

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

COLD STORAGE LOCKERS



RENT A LOCKER

For

Quick Freezing

OF MEATS, FRUITS & VEGETABLES

Phone Watsonville 800

NATIONAL ICE AND COLD-STORAGE CO. OF CALIF.

KEARNEY EXT.

Frozen Foods—(Cont'd)

RUSO FROZEN FOODS—

MARTIN & SON Larkin Vly. Watsnvil 41-W-1

UNION ICE CO THE 155 Chestnut. S Cruz 1200
UNITED FROZEN FOODS CORP-FRESH FROZEN FOODS DIV OF Kearney Ext. Watsnvil 1667
WATSONVILLE FROZEN FOOD LOCKERS

625 Main. Watsnvil-90
 Watsonville Processed Foods Inc
 841 Walker. Watsnvil 2271

WESTERN FROZEN FOODS CO INC

QUICK FREEZING
 OF FRUITS AND
 VEGETABLES

Kearny Ext. Watsnvil-2301

Western Frozen Foods Co Inc Plant No 2
 Aptos 103
 Y & L Sales Co 249 Walker. Watsnvil 2640

Fruit Drying

Copriviza Geo & Son Pine. Watsnvil-318
 Hiura Co Beach Rd. Watsnvil 2496
 Papac N G & Sons 201 Walker. Watsnvil-204
 Santa Cruz Fruit & Vinegar Co
 Mattison Lane. S Cruz-2441-M
 Sing Hop Drier Co 320 Locust. Watsnvil-1656
 Watsonville Processed Foods Inc
 841 Walker. Watsnvil 2271
 Western Fruit & Evaporating Co
 17 Grove Watsnvil-517

Fruit Juices

Schiavon & Bauer Pajaro Rd. Watsnvil 94-J-2
 Sunbeam Juice Co 17th Av. S Cruz 3250-R

Fruit Packers' Equipment

Goodale Manufacturing Co 38 Menker. Watsnvil-1815

Fruit & Vegetable Brokers

Kavanagh Distributing Co Lettunich Bg. Watsnvil 2392
 McClintic Henry J 1112 Ocean. S Cruz 1810
 Rippel Fred Chittenden. Watsnvil 122-W-1
 Tugel Fred F
 Merchandise-Box Shook Etc
 Appleton Hotel. Watsnvil-1600
 Watsonville Brokerage Co
 Lettunich Bldg. Watsnvil-2597

Fruit & Vegetable Growers & Shippers

Abrams Jos Olive Springs Rd. S Cruz 58-J-1
 Antle Bud 221 Walker. Watsnvil-2370
APTOS FRUIT CO INC
 Apples All The Time
 Wall Watsnvil 1479
 Aromas Mushroom Co Aromas. Watsnvil 124-J-1
 Bachan Fruit Co Ford & Walker. Watsnvil-293
 Balich Packing House San Juan Rd. Watsnvil-28-W-11
BARGIACCHI P&SON
 Artichokes-Broccoli-Brussels Sprouts
 Coast S Cruz-7-F-5
BERTOLLI I CO
 Artichoke Growers
 Coast Rd. S Cruz-2-F-23
 Birbeck F V Co Aromas. Watsnvil 56-W-13
 Birbeck F V Co Salinas Rd. Watsnvil 162
 Borina N M Riverside Rd. Watsnvil-230
 Braycovich J P 1st & Walker. Watsnvil-1018
 Brownlee E C Trout Gulch Rd. Aptos-57-J
 (Continued Next Page)

Fruit & Vegetable Growers & Shippers-(Cont'd)

BUAK WM

Green Valley District Cold Storage-Apples
Green Valley Rd. Watsnvil-2354
Bubalo A S Walker. Watsnvil 1547-J
Butler Nick Kearney Ext. Watsnvil-31
Central Coast Marketing Assn Inc
Pajaro Watsnvil 2004
Central Coast Marketing Tomato Shed
Salinas Rd. Watsnvil 829-W

CROSETTI J J CO Salinas Rd. Watsnvil-466
(See Advertisement This Page)

Davenport Producers Assn Davenport. . . S Cruz-9-F-2
Debenedetti J L Co Mission. S Cruz-623
DODGE PACKING CO INC Pajaro. Watsnvil-2360
DRAGICH T Aromas. Watsnvil 123-W-4
Dunlap Edw C 184 Wall. Watsnvil 1712
If no answer call. Watsnvil 18-F-5
Eaton O O Sn Juan Rd. Watsnvil 88
Fiorovich Paul Jr 1st & Walker. Watsnvil-2580
Fiorovich Paul Jr 15 Gardner. Watsnvil-1017
Forrester Linton E Freedom. Watsnvil 537
Franceschini F & Co Coast Rd. S Cruz-3-F-21
Franich Bros Kearney Ext. Watsnvil-561

FRANICH MARTIN JOHN CO
Kearney Ext. Watsnvil-1088

FRESH FROZEN FOODS DIV OF-UNITED FROZEN FOODS CORP Kearney Ext. Watsnvil 1667

GORDOLA ARTICHOKE RANCH CO
Artichokes-Broccoli-Brussels Sprouts
Coast Rd. S Cruz-2-F-15

GULCH RANCH
Artichokes-Sprouts
Coast S Cruz-2-F-14

Holly Coxon & Co 152 W Lake. Watsnvil 2544
KALICH M L & CO Pajaro. Watsnvil-1021
KALICH M L & CO Wall. Watsnvil-1440
Kusalich L N 367-3d. Watsnvil 216
KUSANOVICH&MATULICH CO
304Walker Watsnvil-2149

LAPIDUS & NUTTING Walker. Watsnvil-942
Lettunich Lewis W Lettunich Bldg. Watsnvil-294
Lorenzi B Co Coast Rd. S Cruz-2-F-12

MADESKO MITCHELL Kearny. Watsnvil-36
Mann Elwin Packing House
Specializing In Apples

Snta Cruz Rd. Watsnvil 408
Marinovich Packing Sheds Salinas Rd. . . Watsnvil-1664
Martin John Franich Co Kearney Ext. . . Watsnvil-1088
Massera Al 206A Salinas Rd. Watsnvil 2126

MATIASEVICH COLD STORAGE
Pajaro Watsnvil-646

MATULICH T J CO

PACKERS & SHIPPERS OF
LETTUCE
MIXED VEGETABLES
SHIPPED IN REFRIGERATED CARS
APPLES
Beach Watsnvil-2110

MEIDL JOSEPH H 32 Walker. Watsnvil 1320
Miramar Ranch Co Coast Rd. S Cruz-2-F-3

MT MADONNA APPLE CO-OP INC

367 Ford. Watsnvil 1252
If no answer call. Watsnvil 479-R
Nelson Produce Co Beach Rd. Watsnvil 2784-W
Norjo Ranch Olive Springs Rd. S Cruz 58-J-1
Ocean View Ranch Co Davenport. S Cruz-10-F-2
Oliver Frank S & Son 5th&Walker. Watsnvil-17
OLIVER FRANK S & SON
19 W Lake Av. Watsnvil 1637
Oliver Frank & Son 345 Ford. Watsnvil 2152-W
Porter Berry Farm Riverside Rd. Watsnvil 9-W-11
Porter Thomas B 12 Maple. Watsnvil-777

RANCHO DEL MAR ARTICHOKE RANCH
Artichoke & Sprout Growers
Coast Rd. S Cruz-3-F-14

Resetar P M Kearney Ext. Watsnvil-631
Rider H A Snta Cruz Rd. Watsnvil 96-W-3

Rodgers Bros E Lake. Watsnvil-311
Rodoni D & Co
Sprouts & Artichokes
Coast Rd. S Cruz-3-Y-4
SALINAS VALLEY VEGETABLE EXCHANGE
Fagundes Ranch-SalinasHwy. Watsnvil-2088
Redman Ranch 1st. Watsnvil-19
Santa Cruz Artichoke & Sprout Growers
Mission. S Cruz-64

SAVERIA F J CO
Lettuce-Vegetables-Berries
Wall & Pine. Watsnvil-694

Schuman Farms San Juan Rd. Watsnvil-11-W-1
Schuman Farms Watsonville Junction. . . Watsnvil-2080
Scurich Stephen Snta Cruz Rd. Watsnvil 312
Sears Bros & Co Pajaro Rd. Watsnvil-1036
Seaside Ranch Co Davenport. S Cruz-4-F-3
Smiley M E Co 701 Palm. Watsnvil-157
SMITH C C Washy. S Cruz-2612-W
SMITH JERE CO Beach Rd. Watsnvil-2592
Smith Jere F 27 Gonzales. Watsnvil 2519
Stolich P P Wall. Watsnvil-982
Tambellini Bros Co Davenport. S Cruz-10-F-11
Tomassello T O Co Beach Rd. Watsnvil 864
Ucovich Rado 355Locust. Watsnvil-618

UNITED FROZEN FOODS CORP-FRESH FROZEN FOODS DIV OF Kearney Ext. Watsnvil 1667

VALENCIA FRUIT GROWERS
OldSanJoseRd Soquel. S Cruz-4230
Vukasovich Bud 320 Walker. Watsnvil-6

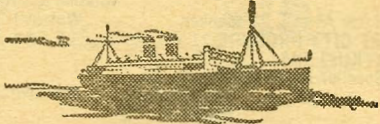
WATKINS JIM

Specializing in
CAULIFLOWER
11 High. Watsnvil-2328

(Continued Next Page)

J. J. CROSETTI CO.

FRUIT & VEGETABLE
Growers - Packers - Shippers



EXPORT
WE SHIP ANYWHERE - EVERYWHERE

Phone **Watsonville 466**

EL CENTRO CALIF. WATSONVILLE CALIF.
Mail Address P. O. Box 230
WATSONVILLE

Fruit & Vegetable Growers & Shippers—(Cont'd)

WATSONVILLE APPLE DISTRIBUTORS

Nick Marasovic
318 Walker.....Watsnvl 1013
Watsonville Exchange Inc Beach Rd.....Watsnvl-26
Watsonville Vegetable Growers
Beach Rd. Watsnvl-1023
Willoughby R & Sons Springfield Dist. Watsnvl 65-J-1

Fruits—Dried

Braycovich J P 1st & Walker.....Watsnvl-1018
Hiura Co Beach Rd.....Watsnvl 2496
KALICH M L & CO Pajaro.....Watsnvl-1021
Watsonville Processed Foods Inc
841 Walker.....Watsnvl 2271

Fruits & Vegetables—Retail

Bridge Market 129 Main.....Watsnvl 1742
EBERT'S DEPARTMENT STORE
415 Soquel Av.....S Cruz 765
JACKSON'S GROCERY 26 Porter.....Watsnvl-1626
LESLIE PRODUCE 118 Walnut Av.....S Cruz 3508
LESLIE PRODUCE 150 Water.....S Cruz 113
Petroni S 686 Soquel Av.....S Cruz-2803-W

Fruits & Vegetables—Wholesale

Arrow Citrus 7th Av.....S Cruz-3142-W
Braycovich J P 1st & Walker.....Watsnvl-1018
**EASWEST PRODUCE COMPANY DIVISION OF
SAFEWAY STORES INCORPORATED**
Lettunich Bldg.....Watsnvl-2376
KALICH M L & CO Pajaro.....Watsnvl-1021

LESLIE PRODUCE

SANTA CRUZ
"BEST QUALITY"
WHOLESALE PRODUCE
Resorts - Hotels - Restaurants

150 Water.....S Cruz 113

MATIASEVICH COLD STORAGE

Pajaro.....Watsnvl 646
MOORE HERB Chestnut Av.....S Cruz-3405
Pfyffer Bros Co Mission.....S Cruz-3530
Picanso M W 1st&Walker.....Watsnvl-37
Rilovich Fruit Co 306 Walker.....Watsnvl-762
S & L Produce 141 Walker.....Watsnvl-58
S & L PRODUCE 141 Walker.....Watsnvl-2272
Santa Cruz Artichoke & Sprout Growers
Mission, S Cruz-64

Stricker Alma E 21 Menker.....Watsnvl-2571
SURF CITY PRODUCE 21 Water.....S Cruz-3985
WATKINS JIM
Specializing In Cauliflower
11 High.....Watsnvl 2328

Fuels

See Specific Kinds, i.e., Coal & Coke Dealers;
Oils—Fuel & Heating; Wood; Etc

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

Funeral Directors

BRENKWITZ MORTUARY

A V Brenkwitz-Proprietor
212 Laurel.....S Cruz 79
(See Advertisement Opposite Page)

MEHL'S FUNERAL HOME 222 E Lake.Watsnvl-1940

SMITH IRVIN M

Complete Funeral Service
Burial - Shipment
Cremation - Mausoleum

LICENSED SINCE 1908

9 Cayuga.....S Cruz 2272

Wessendorf Mortuary 51 Church.....S Cruz-42
(See Advertisement Opposite Page)

WHITE'S MORTUARY 38 Walnut Av.....S Cruz 4150
WHITE'S MORTUARY 609 Main.....Watsnvl 278

Fungicides—See Insecticides

Fur Dealers—Retail

Elsom's Women's Apparel Shop
132 Pacific Av, S Cruz-985

Fur Farms

Atkinson Elmer Fur Farm
Finished Silver Fox Furs At Ranch Prices
Santa Cruz-Watsonville Hwy.....Aptos-436-W
Bay Pets
Breeders of Quality Chinchillas & Mink
20531 E 14th Hayward
(Toll) Call "Operator" for.....Lucerne 1-7420

Furnaces—Heating

BUTANE FUEL CO 49 Pacific.....S Cruz 3460
CAOTHERS & SONS 59 Front.....S Cruz-673
Coast Counties Gas & Electric Co

22 Pacific Av. S Cruz-2525
Coast Counties Gas & Electric Co
5th&Main, Watsnvl-67

FREIERMUTH HARDWARE & PLUMBING CO

Coleman Furnaces & Heaters
247 Main.....Watsnvl 69

ROSENSTEEL JACK

313 Capitola Av Capitola.....S Cruz 49-W-1

SANTA CRUZ PLUMBING SUPPLY CO

320 Soquel Av.....S Cruz-2143

VETTERLE & HOUGHTON BUTANE & APPLIANCE CO

State Hwy Soquel.....S Cruz 4467

Furnaces—Repairing & Cleaning

PAT'S PLUMBING SUPPLIES

112 Van Ness Av.....Watsnvl 180

To Find Someone

IN YOUR NEIGHBORHOOD WHO SELLS IT

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

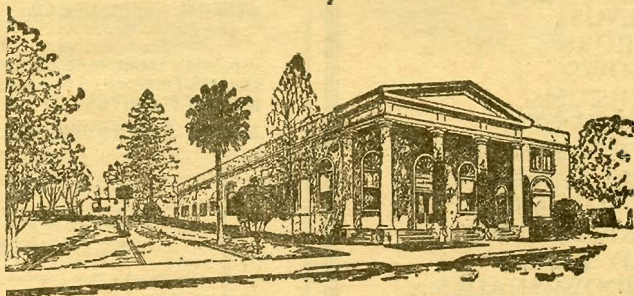
LOOK IN THE

Classified
**TELEPHONE
SECTION**

Since
1880

No Deserving Family Refused

Thoughtful Service
at a very reasonable cost



WESSENDORF MORTUARY

MORTICIANS IN SANTA CRUZ SINCE 1880

CHAPEL 51 CHURCH STREET

Ample Parking Facilities on Our Own Grounds

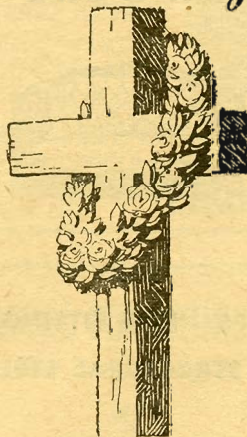
Telephone SANTA CRUZ 42

FRONTIERS *beyond*

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

THE PACIFIC TELEPHONE
AND TELEGRAPH COMPANY

BRENKWITZ *Mortuary*



Since 1938

A. V. BRENKWITZ
Proprietor

Phone Santa Cruz 79
Residence Santa Cruz 2562-W

212 Laurel St.

Santa Cruz

ROBERTS & SILVA FURNITURE CO.

- BEDS
- RUGS
- SPRINGS
- MIRRORS
- PILLOWS
- LINOLEUMS
- MATTRESSES
- OIL HEATERS
- TABLE LAMPS
- FLOOR LAMPS
- REFRIGERATORS
- CARD TABLES
- WINDOW SHADES
- VENETIAN BLINDS
- STOVES AND RANGES

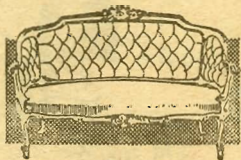
Phone
WATSONVILLE

931

17-3rd St.

FURNITURE

NEW & USED



ALSO

PIPE - PIPE FITTINGS
& STRUCTURAL STEEL

ACE FURNITURE NO. 2

299 Soquel Ave.

Phone SANTA CRUZ 1061

Furniture—Antique—See Antiques—Dealers

Furniture Dealers—New

Ace Furniture No 2 299 Soquel Av. S Cruz 1061
(See Advertisement This Page)

California Furniture Co 101-3d. Watsonvil 125

EASTERN FURNITURE CO 353 Pac Av. S Cruz-2111
(See Advertisement This Page)

FORD'S DEPARTMENT STORE
407 Main. Watsonvil-590

Fulmer-Tanner Co 231 Pacific Av. S Cruz 3282

GENERAL FURNITURE CO
288 Pacific Av. S Cruz 97
(See Advertisement Opposite Page)

Jacobson's Furniture Co 12 River. Watsonvil 1079

Lippert's Furniture 55 Brennan. Watsonvil-1901

MCCABE FURNITURE CO 262 Pacific Av. . S Cruz-33

MCCALL-COHEN FURNITURE & PAINT CO

FURNITURE
HOME APPLIANCES
HARDWARE & PAINT
TWO ENTRANCES TO STORE

269 Pacific Ave
11 Cathcart. S Cruz-2119

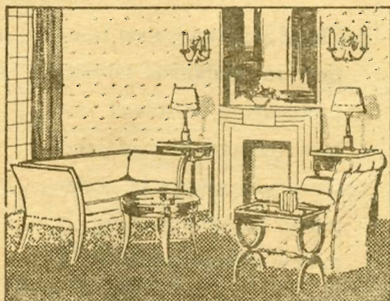
(Continued Next Page)

People can't reach you by telephone when the instrument is left "off the hook". Your line is "busy" or "out of order" to anyone calling.

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

EASTERN FURNITURE CO.

D. HABER, *Proprietor*



HOUSEHOLD GOODS
STOVES - CARPETS - RUGS

*One of Santa Cruz County's Oldest
and Largest Home Furnishers*

353 PACIFIC AVE. Santa Cruz 2111

Furniture Dealers—New—(Cont'd)

- Modern Furniture Factory
Watsonville Hwy S Cruz-3480
(See Advertisement This Page)
- Modern Furniture Store Freedom... Watsnvil 2440-W
(See Advertisement This Page)
- Pacific Furniture 205 Pacific Av. S Cruz 344
(See Advertisement This Page)
- People's Exchange 177 Soquel Av. S Cruz 4144
- RED FRONT TRADING POST**
Snta Cruz-Watsonville Hwy. S Cruz 276
(See Advertisement This Page)
- ROBERTS&SILVA FURNITURE CO**
17-3d Watsnvil-931
(See Advertisement Opposite Page)

SPUNG FURNITURE

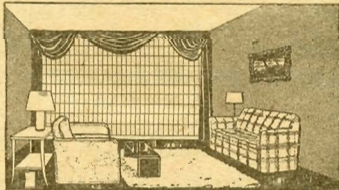
Complete Line of Furniture

- PHILCO & CROSLEY REFRIGERATORS
- PHILCO - ZENITH & CROSLEY RADIOS
- MAGIC CHEF & TAPPAN GAS RANGES
- EASY & A B C WASHERS

543 Main..... Watsnvil 345

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 nation-wide unity of method and spirit means a telephone service of the utmost dependability.

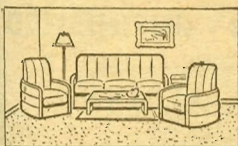
PACIFIC FURNITURE
"THE FRIENDLY STORE"



YOUR CREDIT IS GOOD HERE!

205 Pacific Ave. **Santa Cruz 344**

RED FRONT TRADING POST

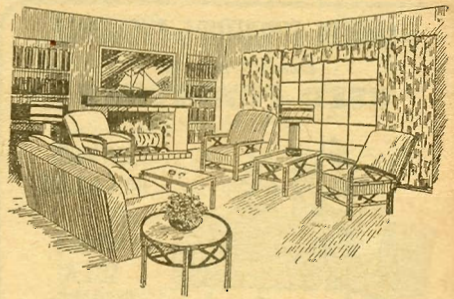


- CARPETS
- LINOLEUM
- STOVES
- MIRRORS
- WASHERS
- ICE BOXES

Complete Line of
NEW & USED HOME FURNISHINGS

3 1/2 Miles East on Santa Cruz-Watsonville Hwy.

Phone Santa Cruz 276



COMPLETE HOME FURNISHINGS & APPLIANCES

Gifts - Kitchenware - Pottery

Phone

Watsonville 2440-W

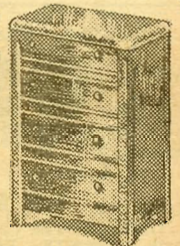
MODERN Furniture Store

M. W. HANCE, Prop.

Corner of Clifford Ave. on Freedom Hwy.
FREEDOM

FURNITURE

- MADE TO ORDER
- UNFINISHED FURNITURE
- BAR & OFFICE EQUIPMENT
- CABINET MAKING
- Radios & Furniture Refinished



Modern Furniture Factory

J. E. DOMRIES & SON, Owners
Rt. 2, Box 8, Santa Cruz

Watsonville Hy. **Santa Cruz 3480**

GENERAL FURNITURE CO.

"The Bargain Spot"



Special Prices to Courts, Motels & Apts. Owners

OUR PRICES ARE THE LOWEST IN TOWN

"See for Yourself!"

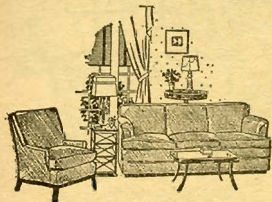
288 Pacific Ave.

Santa Cruz 97

HAMELIN FURNITURE EXCHANGE

Dealers in Better

USED FURNITURE



**ANTIQUES
BRIC-A-BRAC**

**WE BUY
SELL &
EXCHANGE**

Call Us for Estimates

325 Soquel Ave. Santa Cruz 2460-J

We Buy & Sell
FURNITURE

NEW OR USED

Best Cash Prices Paid

Phone Watsonville 1964

**CARL'S
FURNITURE STORE**

P. O. Box 117, Freedom - Santa Cruz Hwy.

**USED
FURNITURE**

WE BUY & SELL

USED STOVES - TOOLS - FISHING TACKLE
TENTS - LINOLEUM - RADIOS
HEATING APPLIANCES
UNFINISHED FURNITURE

TRADER'S HEADQUARTERS

191 Soquel Ave. Santa Cruz 1524

**USED
Furniture**

Phone
WATSONVILLE 1934-R

**WE BUY - SELL - EXCHANGE
REPAIR & REFINISH**

AL'S Second Hand Store

18 SAN JUAN ROAD WATSONVILLE

Furniture Dealers—Used

ACE FURNITURE NO 2 299 Soquel Av. S Cruz 1061

AL'S SECOND HAND STORE

18 Sn Juan Rd. Watsonville 1934-R

(See Advertisement This Page)

Boulder Creek Trading Post

Central Boulder Crk-101-J

CARL'S FURNITURE STORE Freedom, Watsonville 1964

(See Advertisement This Page)

CHARLIE'S FURNITURE STORE

Freedom, Watsonville-261

Comstock Furniture Store No 1

363 Soquel Av. S Cruz-4073

EASTERN FURNITURE CO 353 Pac Av. S Cruz-2111

GENERAL FURNITURE CO

We Buy Sell & Exchange

288 Pacific Av. S Cruz 97

Hamelin Furniture Exchange

325 Soquel Av. S Cruz-2460-J

(See Advertisement This Page)

JACOBSON'S FURNITURE CO

One of

PAJARO VALLEY'S NEWEST & LARGEST
New & Used Furniture Store

We Buy—Sell & Exchange
PLENTY OF FREE PARKING

Pajaro

12 River. Watsonville 1079

JAKE'S FURNITURE & HARDWARE

FURNITURE - HARDWARE

AND

ARMY SURPLUS

GENERAL MERCHANDISE

252 Main. Watsonville 2316

KNAPP BILL

New & Used-Bought-Sold-Exchanged

23-3d Watsonville-365

PEOPLE'S EXCHANGE 177 Soquel Av. S Cruz 4144

(See Advertisement This Page)

RED FRONT TRADING POST

See Our Adv Under Furniture Dealers-New

S Cruz Watsonville Hy. S Cruz-276

Soquel Exchange Soquel. S Cruz 2844-W

SPECKMAN'S FURNITURE STORE

WE BUY & SELL

USED FURNITURE

OF ALL KINDS

ALSO A COMPLETE LINE OF ARMY SURPLUS

We Also Handle Junk of All Kinds

17th Av & Watsonville Hwy. S Cruz 2446-R

(Continued Next Page)

Furniture

NEW - USED - UNFINISHED

MATTRESSES - CHESTS

SPRINGS - BEDDING

Bought & Sold

Santa Cruz 4144

PEOPLE'S EXCHANGE

177 SOQUEL AVE.

One Block East of the Bridge

Furniture Dealers—Used—(Cont'd)

- TRADER'S HEADQUARTERS**
191 Soquel Av. S Cruz 1524
(See Advertisement Opposite Page)
- VETERANS SALVAGE SHOP**
Disabled American War Veterans
354 Pacific Av. S Cruz 1816-J

Furniture Repairing & Refinishing

- AL'S SECOND HAND STORE**
See Our Adv Under Furniture Dirs—Used
18 Sn Juan Rd. Watsonville 1934-R
Kaiser's Upholstery 290 Soquel Av. S Cruz-2007
Modern Furniture Factory Watsonville Hwy. S Cruz-3480

Furniture—Unfinished

- General Furniture Co 288 Pacific Av. S Cruz 97

Furniture Upholstering

See Upholsterers

Furs—See Fur Headings

Garages

See also Automobile Repairing

- A A A Calif State Auto Assn Emergency Road Service
120 Front. S Cruz-3000

APPLETON GARAGE

- Sonflieth Motors
219 Van Ness Av. Watsonville-1720
Aptos Village Garage The State Hwy. Aptos-88
Beach Garage 1st & Cliff. S Cruz 4300
Ben Lomond Garage Mill & Main. Ben Lomond 169
Ben's Garage 3 Salinas Rd. Watsonville 2785-W
Bigelow's Motor Shop
Sn Lorenzo River Dr. Ben Lomond-77
Bill's Garage 340 Soquel Av. S Cruz-1418-M
Capitola Garage Capitola. S Cruz-2970-J
Clayton's Service Station
625 Soquel Av. S Cruz 1727-W
Coker's Garage & Mfg Co 474 Brommer. S Cruz-1563
Concrete Garage Capitola. S Cruz-53-W-2
Craig Joe W Capitola Rd. S Cruz 2544-J
Cress Garage & Service Station
Central Boulder Crk-7-W
CROWLEY & TRAUlsen
W Lake & Van Ness Av. Watsonville-1877
DAY & NIGHT GARAGE
Front & Laurel. S Cruz 2194-J
Felton Garage. Felton 14
FRANICH INSIDE GARAGE
24-Hour Towing Service
440A Main. Watsonville-82
Freedom Garage Freedom. Watsonville-129-W
Fuson & Ward 499 1/2 Pacific. S Cruz-1836
Girarde Auto Service 109 Knight. S Cruz 992
Guenther's Garage 136 River. S Cruz-454

Garages—(Cont'd)

- Hall Garage Hall Dist. Watsonville-83-J-2
Harbin's Mobile Service 1203 Main. Watsonville 1872
HARRY'S SERVICE GARAGE 113 Main. Watsonville 627
Howard's Automotive Service 129 River. S Cruz 3911
Industrial Garage Beach Rd. Watsonville-1246

K & H AUTOMOTIVE SERVICE

COMPLETE AUTO REPAIRS

AUTHORIZED DEALERS
Thompson Exchange Motors
Dayton Tires & Batteries

536 Seabright Av. S Cruz 4439-W

KNIGHT MOTOR CO 480 Pacific Av. S Cruz 2010
LAWSON TOM BUICK AGENCY

- Buick Sales & Service
Freedom Watsonville-720
Ocean Garage 1400 Ocean. S Cruz 4265

O'RIELLY BILL INC

AUTHORIZED DEALER
DODGE & PLYMOUTH
Genuine Parts & Service
Dodge "Job Rated" Trucks

Two Locations
1ST & CLIFF — FRONT & LAUREL

1st & Cliff. S Cruz 4300

- Ormsby's Garage 116 River. S Cruz 4088-M
Palomar Garage 120 Front. S Cruz-3000

PERRAULT HAROLD 9 E 5th. Watsonville 2145

- Portola Garage 245 Main. Watsonville-190
Ragon's Service & Garage
Union Service Lubrication & Repairs
Vine & Locust. S Cruz 2270-J

REID & GLINES GARAGE

- General Auto Repairing & Welding
1324 Lincoln. Watsonville 1512

ROBERD'S GARAGE

- General Repairing Auto & Truck
Snta Cruz Rd. Watsonville 58-J-3
Scotts Valley Garage & Service Station
Scotts Valley. S Cruz-9-W-3
Service Garage & Machine Shop
206 Salinas Rd. Watsonville 987

SHERMAN M L Rodriguez S Cruz 3077-W

SMITH FLOYD 140 Grove. Watsonville 1645

SONFLIETH MOTORS

- Appleton Garage
219 Van Ness Watsonville-1720
(See Advertisement This Page)

STREATOR'S GARAGE 305 Laurel. S Cruz 3086-R

SUNSET GARAGE 345 Younglove Av. S Cruz 4125-W

TEX'S GARAGE 601 E Lake. Watsonville-786

TONY'S AUTO SERVICE Capitola Rd. S Cruz-3815-M

TRANSIT GARAGE 301 Pacific Av. S Cruz-407

VALLEY SUPER SERVICE Sn Lorenzo River Dr. Boulder Crk-51


WORLEY'S GARAGE State Hwy. Felton 137-J

Garbage Collection

- City Garbage Co Beck. Watsonville-207
County Garbage Co Rio Del Mar. Aptos-436-J
San Lorenzo Valley Garbage Service
South Boulder Crk 144

Garbanzos—See Beans—Dried

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




DODGE - PLYMOUTH
AUTHORIZED
DEALER

APPLETON GARAGE
SONFLIETH MOTORS

Genuine Parts & Service
Dodge "Job Rated" Trucks

Repairs on All Makes

WATSONVILLE 1720
219 Van Ness



Garden Equipment & Supplies—Retail

- Brookman Hardware 637 Soquel Av. S Cruz-3943
- EBERT'S DEPARTMENT STORE**
415 Soquel Av. S Cruz 765
- FARMERS' COOPERATIVE EXCHANGE**
315 River S Cruz 1802
- FARMERS' COOPERATIVE EXCHANGE**
Walker Watsnvil 111
- GERMAIN'S SEED & PLANT CO**
425 Main Watsnvil-2212
- LEAR'S DRIVE IN HARDWARE**
Soquel & Riverside Av. S Cruz 4113-R

RUSSEL & CHAMBERS

Garden Equipment & Supplies
 Patio & Lawn Furniture
 Barbecues & Lawn Umbrellas
 Electric & Gas Appliances
 193 Water. S Cruz 4224

- SANTA CRUZ FEED & FUEL CO**
Soquel & Ocean. S Cruz 441
- WILLOUGHBY'S NURSERY**
302 Frederick. S Cruz 2241-W
(See Advertisement This Page)

Garden Equipment & Supplies—Wholesale

- GERMAIN'S SEED & PLANT CO**
425 Main Watsnvil-2212
- SANI-SOIL—**
REDWOOD FIBRE PRODUCTS CO INC
Farmers & Merchants Bldg S Cruz-3417

Garden Furniture Dealers

- Fuson Chas 8 N Branciforte Av. S Cruz 3924-W
- RUSSEL & CHAMBERS**
Patio & Lawn Furniture
Barbecues & Lawn Umbrellas
Garden Equipment & Supplies
Electric & Gas Appliances
193 Water. S Cruz 4224

Gardeners

- Noe C T 63 Pearl. S Cruz 2025-M

Garments

See Women's Coats & Suits Headings; also
 Women's Wearing Apparel Headings

Gas—Bottled

- BUTANE FUEL CO** 49 Pacific. S Cruz 3460
- Rockgas Co Sn Lorenzo River Dr. Felton-45

Gas Companies

- Coast Counties Gas & Elect Co 5th & Main. Watsnvil-67
 If no answer call. Watsnvil-160
- Coast Counties Gas & Electric Co
 22 Pacific Av. S Cruz-2525
 If no answer call. S Cruz-674

Gas Equipment

- Rockgas Co
 Installations And Repairs
 Sn Lorenzo River Dr. Felton-45
 If no answer call. Felton-21
 If no answer call. Boulder Crk 29
- Vetterle & Houghton Butane & Appliance Co
 State Hwy Soquel. S Cruz-4467

Gasoline & Oil Marketers & Distrs

- Degen W Co 626 Orchard Av. Watsnvil 285
- General Petroleum Corp
 Office Washington & Center. S Cruz 507
- General Petroleum Corp Pajaro. Watsnvil-187
- General Petroleum Corp of Calif
 3d & Union. Watsnvil-2516
- MATHSON PETROLEUM CO**
 Also Diesel & Stove Oils
 41 Porter Dr. Watsnvil-1693
- RICHFIELD OIL CORP** Encinal. S Cruz-2940
 If no answer call. S Cruz-2308
- Richfield Oil Corporation Railroad Av. Watsnvil-863
- SEASIDE OIL CO**
 Tim Coakley-Distributor
 E Lake & Alexander. Watsnvil-1158-M
- Seaside Oil Co 110 Sn Juan Rd. Watsnvil-1158-J
- SIGNAL OIL CO**
 Also Diesel & Stove Oils
 Beach Rd. Watsnvil-146
- Texas Company 34 Coral. S Cruz-776
- Texas Company Distributor The
 Beach Rd. Watsnvil-395-M
- Tide Water Associated Oil Co Salinas Rd. Watsnvil-310
- WIGHT FRED L** Snta Cruz Rd. Watsnvil-880

Gasoline Service Stations

See Service Stations

Gears

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

**WILLOUGHBY'S
 NURSERY**

"Everything for the Garden"

- Garden Supplies
- Insecticides
- Fertilizer
-
- Fruit, Citrus
 and
- Ornamental Trees



- Camellias
- Rhododendrons
- Azaleas - Roses
- Lilac - Wisteria
- Fuchsias
- Pelargoniums
- Bedding Plants

Phone **Santa Cruz 2241-W**

225 Frederick St. - Santa Cruz

Gift Shops

Bowman-Forgey Stationery Co 146 Pac Av. S Cruz-206
 De Witt's 11 Walnut Av. S Cruz 380
 (See Advertisement This Page)
 Fulmer's Gift Shop Boardwalk. S Cruz 354-M
 Landis'
 Stationery-Greeting Cards-Magazines
 Freedom Watsnvil-812
 Shadow Gardens State Hwy. Ben Lomond 73-M
 Watsonville Bowl 25-3d. Watsnvil 808
YOUR STORE 179 Pacific Av. S Cruz-3461

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.

Ginger Ale—See Beverages—Non Alcoholic

Glace Fruits

See Confectioners Headings; also Fruits & Vegetables Headings

Glass—Auto, Plate, Window, Etc

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

CHURTON'S GLASS SHOP

PLATE GLASS - FURNITURE TOPS
 MIRRORS - RESILVERING
 SASH CORDS REPLACED
 SASH GLAZED
 WINDOW GLASS

"There's No Ache to the Price of Our Panes"

375 Front. S Cruz 768

CODIGA GLASS SHOP 454 Ocean. . . . S Cruz-3348
EAST SIDE LUMBER YARD

332 Soquel Av. S Cruz-748

(Continued Next Page)

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.

De Witt's

111 WALNUT AVE

SANTA CRUZ

CALIF

Phone Santa Cruz 380

Open Stock Dinnerware

Stemware - China - Glassware

Homewares

Free Gift Wrapping

**COMPLETE GLASS SERVICE
 FOR ALL PURPOSES**

**MIRRORS
 PICTURE FRAMING
 FURNITURE TOPS**

GLASS



CLEAR
 GLASS

ORLANDO'S
 GLASS SHOP

**RESILVERING - PLATE
 SKYLIGHT - WINDOW GLASS
 STORE FRONT CONSTRUCTION
 AUTO SAFETY GLASS**

18-E 5th

TEL. WATSONVILLE 1975

GLASS-AUTO, PLATE WINDOW ETC.

**Glass—Auto, Plate, Window, Etc—
(Cont'd)**

- FREEDOM AUTO WRECKING**
Auto Glass Cut & Installed
Santa Cruz Rd. Watsnvil-550-W
- ORLANDO'S GLASS SHOP** 18 E5th. . . Watsnvil-1975
(See Advertisement Preceding Page)
- Parker L R** 355 Pacific Av. S Cruz-196
- PETERSON & TRAUlsen MFG CO**
76 Porter. Watsnvil-2502
(See Advertisement This Page)
- SANTA CRUZ GLASS CO** 355 Pacific Av. S Cruz-196

Glass—Block, Structural, Etc.
SANTA CRUZ GLASS CO 355 Pacific Av. S Cruz 196

Gold Fish—See Pet Shops

Golf Courses—Private
PASATIEMPO GOLF COURSE OF SANTA CRUZ

Green Fees Week Days \$1.50 Saturdays, Sundays & Holidays \$2.50 Annual Rates Los Gatos Hwy. S Cruz-1601

Golf Courses—Public
Watsonville Golf & Country Club
Salinas Rd. Watsnvil-538

Government Offices—City
See Alphabetical Directory under "Name of City"

Government Offices—County
See Alphabetical Directory under "Santa Cruz County of"

Government Offices—Federal
See Alphabetical Directory under "U S Government"

Government Offices—State
See Alphabetical Directory under "Calif State of"

An estimated 107,600,000 telephone conversations are completed daily in the United States—this includes both local and long distance calls.

GLASS

PLATE GLASS
FURNITURE TOPS
AUTO GLASS - INSTALLED
MIRRORS & RESILVERING
GLASS OF ALL KINDS

PETERSON & TRAUlsen
MANUFACTURING CO.

76 Porter Drive
Watsonville 2502

Governors
FLYBALL PIERCE GOVERNORS—
AUTO ELECTRIC SUPPLY CO
Mechanical & Vacuum Types
543 Vn Ness Av SF
(Toll) Call "Operator" for Market 4418

Graining—See Painting Contractors

Gravel—See Sand & Gravel

Greases
Hydrotex Industries Olympia. Felton 417-Y-3
SALINAS TALLOW WORKS
See Our Adv Under Tallow
P O Box 41 Salinas
(Toll) Call "Operator" for Salinas 4780

Greeting Cards—Retail
Bowman-Forgey Stationery Co
146 Pacific Av. S Cruz-206
Don's Plaza Stationery Store 6Pacific. . . S Cruz-172

Grocers—Retail
ABMA'S FOOD CORNER
142 N Branciforte Av. S Cruz-2303
Aptos Meat Market Aptos. Aptos 412
B & R Grocery Capitola Rd. S Cruz-51-W-3
Bay & Capitola Market
Capitola Av & Bay Capitola. S Cruz-49-J-1
BAY & MISSION MKT Bay & Mission. . . S Cruz-3165
Beach Grocery 264 Riverside Av. . . . S Cruz-4485
Berry's Black & White Store Capitola. . S Cruz-20-W-2
BERTS WAREHOUSE MARKET
Salinas Rd. Watsnvil-1526

- Bettencourt Eugene C 220 Ocean. . . . S Cruz 2340-M
- BI-RITE MARKET** E Lake & Carr. . . . Watsnvil-1334
- Boulder Creek Market Central Av. . . . Boulder Crk-36
- Burks Grocery Snta Cruz Hwy. Watsnvil 908-W
- CAMP EVERS** ScottsVly. S Cruz-39-W-1
- CANTON MARKET** 260 Pacific Av. . . . S Cruz-2286
- CANTON MARKET** 174 Main. Watsnvil-794
- Capitola Grocery Capitola. S Cruz-20-J-3
- Carlson's Crescent Grocery
349 Soquel Av. S Cruz-3362-J
- Casserly Store Casserly Dist. Watsnvil 99-W-11
- CIRCLE MARKET**
Meats-Frzn Foods-Fruits-Veg-Beer-Wine
214 California Av. S Cruz 545
- Clear View Grocery 170 W Cliff Dr. . . . S Cruz 4472-W
- Coastway Market 530 Mission. S Cruz-3227
- CORNELL'S GROCERY**
Snta Cruz Rd. Watsnvil 1421-R
- CORRALITOS CASH STORE**
J E Prendergast-Mgr
Corralitos Watsnvil-25-J-1
(Continued Next Page)

When

you want to find a business
concern in a hurry

Look

in the **YELLOW PAGES**

They contain almost every type of commercial
enterprise in easily found classifications.

Grocers-Retail-(Cont'd)

CURTIS GROCERY 16 Sn Juan Rd. Watsnvl 1123
Davenport Cash Store Davenport. S Cruz-12-Y-11

DAVIDSON'S GROCERY

Cold Meats-Frzn Foods-Candies-Ice Cream
7th Av & Rodriguez. S Cruz-3923-J
Davis K L Home Grocery 109 Prospect.Watsnvl-959-J
Del Mar Grocery 17 Av&E Cliff Dr. S Cruz-2872
Dickinson's Store

Coal-Wood-Ice-Wines-Liquors-Hardware

. Ben Lomond-58
Dollars Grocery Store Mt Hermon. Felton-91
EAKER BROS MARKET 629 Main. Watsnvl 807-J
East Lake Grocery 401 E Lake. Watsnvl-722

EBERT'S DEPARTMENT STORE

415 Soquel Av. S Cruz-765
Ellis Market S Cruz-Watsonville Hy. S Cruz-2698-R
Fairway Market Freedom. Watsnvl-333
Farrow's Grocery 403 River. S Cruz-553
Felton Acres Community Store

Felton Acres. Felton-9-J
FELTON MARKET. Felton-2-J
Fitting E C Redwood Grove. Boulder Crk-39-Y-4
Foodland Market 435 Ocean. S Cruz-4155

FOSTERS MKT Porter Dr. Watsnvl-553
French & American Grocery 207 Main. Watsnvl-244
Friendly Market 404 Pacific Av. S Cruz 1882
Gardiner's Market Sn Juan Rd. Watsnvl 23-W-5

GENERAL MARKET NO 2

411 SeabrightAv. S Cruz-4124
Gonzales Ted L Snta Cruz Watsonville Hwy.Aptos 90-R
Graff's Cash Grocery 510 Errett Cir. S Cruz 1365
Grant's Food Market Pine&Basin Wy. Boulder Crk-28
Hagler Harold G 236RiversideAv. S Cruz-135

HANDY GROCERY 99 Soquel Av. S Cruz-4113-J
Hansen Grocery Store 453 Seabright Av. S Cruz 4534
Harding Meat Market 296 Pacific Av. S Cruz-2884
HEIGHTS MARKET 1006 Main. Watsnvl-2040

Hill J H

Gasoline-Bear
Wildwood Boulder Crk-39-Y-14
Hill's Market 1028 Main. Watsnvl-1420
Hi-Way Grocery S Cruz-Watsvl. Aptos-128-W
Hollen's Brookdale. Boulder Crk-426

Home Grocery

Drug Sundries
Amesti Rd. Watsnvl 111-W-11
Hughes' Grocery

Wts Hwy & Monterey Av. S Cruz-38-J-13
Hyde Park Mkt 751 Main. Watsnvl 764
International Grocery Store 120 Main. Watsnvl-1638

IVERSEN CLIFTON F

E Lake & Holohan Rd. Watsnvl-1388-R
JACKSON'S GROCERY 26 Porter. Watsnvl-1626
Jane's Grocery 142-1st. Watsnvl 891

Johnnie's Cash Store Central Av. Boulder Crk-40
Juillard-Cockcroft Corp 67 Rooney. S Cruz 3950-W
Juillard-Cockcroft Corp Salinas Rd. Watsnvl-900
Lake Cash & Carry Lake Dist. Watsnvl 14-F-23
Landess&Touhy Grocery

Meats & Poultry
398Pacific S Cruz-1366

LINCOLN MARKET

Ray E Fitzsimons-Prop
939 Lincoln. Watsnvl 578

M & M GROCERY 280 Main. Watsnvl-701
Manchester Clint Corralitos. Watsnvl-31-J-11
McAbee Acres Grocery Store

McAbee Acres. Boulder Crk 103-Y-15
McHugh & Bianchi 2 Pacific Av. S Cruz-11
Menu Mart The 328 Union. Watsnvl 804

MERYL'S MARKET

Finest Foods the Market Provides
FRESH FRUITS - VEGETABLES
FROZEN FOODS
MEATS
BEER - WINE

Open Daily 8 AM to 7:30 - Sat. 8 AM to 8 PM
DAILY DELIVERY SERVICE

302 Emeline. S Cruz 4444-W

MIDWAY STORE WatsHwy. S Cruz-2612-W

Mission Drive-In Market

Open All Day-Sundays
Soquel Av&Front. S Cruz-2722

Mom's Camp. Boulder Crk-109-J

MORAN LOUIS A Tanglewood. Felton-40

Mt Hermon Grocery Mount Hermon. Felton 401

Ocean&Barson Market
Groceries-Meats-Beer-Wine

71 Ocean. S Cruz-2361

Olsen's El Rio Grocery

2106 N Pacific Av. S Cruz 4088-W

Opal Cliffs Food Center

41st Av & E Cliff Dr. S Cruz 3823-J

Pac Food Mart 360 Pacific Av. S Cruz 356

Palm Hill Grocery 642 Palm. Watsnvl-806

Peck's Country Store Snta Cruz Rd. Watsnvl 1486

PENNY-WISE FOOD MART

Open 8 AM-7 PM-Meat-Groc-Veg-Beer-Wine

Freedom. Watsnvl-1231

Peter Paul's Grocery 75 Leibbrandt Av. S Cruz 3657

Plaza Grocery 35 Pacific. S Cruz-86

PORT OF CALL GROCERY

ECliff&Eucalyptus PleasurePt. S Cruz-4189

QUALITY CASH GROCERY

Open Sun-Meats-Cold Beer-Wine

Stockton Capitola. S Cruz-5-J-2

Quick's Market

Mission Dr&Watsonville Hwy. S Cruz-1726

RALPH'S MARKET

156 Water. S Cruz 3884

Ray & Jones Cash Grocery
17 Sn Juan Rd. Watsnvl 1934-M

Roy's Market Felton-52

Rushton W O Soquel S Cruz-54-W-1

Ryan's Grocery State Hwy. Ben Lomond 168-J

SAMS SERVICE STATION 159Bridge. Watsnvl-245

Sanchez Lorenzo 3 Van Ness. Watsnvl 2319

Schmidt D & S Freedom. Watsnvl-1585

Seacliff Park Grocery Seacliff. Aptos-59

Seidlinger's Grocery 549 SoquelAv. S Cruz-3937

SHOPPERS CORNER 259 Soquel Av. S Cruz-752

Silver's Market 632 SoquelAv. S Cruz-4264

Smith's Grocery 162 Water. S Cruz-1708

Spud's Market 142-2d. Watsnvl 53

Star Cash Grocery 538 Main. Watsnvl 1612

Stickle's Market Capitola Rd & 17th. S Cruz-399

Stop 'N Shop Market 436 Mission. S Cruz-212

THRIFT MARKET 516 Main. Watsnvl 614

Titus Grocery & Meat Market

Oak&Snta Cruz Rd. Watsnvl-203

Tony's Grocery 220 Ford. Watsnvl-2356

Tower Market Snta Cruz Rd. Watsnvl 2622

Star Cash Grocery No 2 15 Front. Watsnvl 724-W

TWIN LAKES GROCERY

7thAv TwinLakes. S Cruz-3450

Valley View Market

Groceries & Meats

Amesti Rd. Watsnvl 17-W-4

Van's Store State Hwy. Aptos-22

WESTERMAN WAYSIDE GROCERY

Snta Cruz Rd. Watsnvl 84-J-11

WHITE GROCERY THE

O G Robinson-Mgr

Aromas. Watsnvl-70-J-1

WILLBANKS BROS

SOQUEL RED & WHITE

SUPER MARKET

GROCERIES - MEATS - VEGETABLES

HARDWARE - PAINT - GLASS

SHOES and GENERAL MERCHANDISE

Soquel S Cruz 1627

Windham Cash Grocery 71 Windham. S Cruz-2460-W
YE STORE

George Sanford & Harry Lewis-Props

110 Otis. S Cruz 3733-W

(Continued Next Page)

The oldest of all the telephone indus-
try's traditions is service.

Grocers—Retail—(Cont'd)

Younglove Market
Younglove & Mission S Cruz 1628-W

YOUR MISSION MARKET

PERRY HUNTSMAN, Prop
GROCERIES - VEGETABLES - FRUITS
FROZEN FOODS
BEER & WINE
MEATS - DELICATESSEN
OPEN DAILY & SUNDAY

1515 Mission S Cruz 4092

Grocers—Whse

HUNTER & LOPES Freedom Watsnvil-2476
JUILLARD-COCKCROFT CORPORATION
Salinas Rd. Watsnvil 900
Ledyard H H 35 Vine S Cruz-487
Santa Cruz Cash&Carry
Bags-Tobacco & Candy
24Bulkhead S Cruz-2450

Guides—Shippers'—See Publishers

Guns

COATS HERB 157 Pacific Av. S Cruz 300

Gypsum

MACDONALD K W CO
Kearney & Walker Watsnvil-92
After 6 PM Call Watsnvil-1847-W

Haberdashery

See Men's Furnishings Headings

Hair Removing

Park Beauty Shop 355 Main. Watsnvil-193

Hairdressers—See Beauty Shops

Halls & Auditoriums

Santa Cruz City Civic Auditorium Church. . S Cruz-103

Handicraft Supplies

National Craft Suppliers
1486 MacArthur Blvd Oakland
(Toll) Call "Operator" for. KE llog 3-4753

Hardware—Marine—See Hardware Headings

Hardware—Retail

Beeler's Hardware 396 Soquel Av. S Cruz-1721-W
BOSSO BROS 21 Mission S Cruz-977
If no answer call S Cruz-1631-W
BOULDER CREEK BUILDING MATERIAL &
SUPPLY CO Central Av. Boulder Crk-99
BROOKMAN HARDWARE
637 Soquel Av. S Cruz-3943
(See Advertisement This Page)
Byrne Bros 46 Pacific S Cruz-710
CAPITOLA HARDWARE Capitola S Cruz 45-W-3
EAST SIDE LUMBER YARD
Builders Hardware
332 Soquel Av. S Cruz-748
FARMERS' COOPERATIVE EXCHANGE
315 River S Cruz 1802
FARMERS' COOPERATIVE EXCHANGE
Walker. Watsnvil-111
FARMERS MERCANTILE CO
233 Van Ness Av. Watsnvil 1318
(See Advertisement This Page)

FELTON HARDWARE & SUPPLY CO INC
State Highway No 9 Felton 137-W
FORD'S DEPARTMENT STORE
407 Main. Watsnvil-590

Foster's Supply 22 Porter Drive Watsnvil-1332-J
Freedom Hardware Co Freedom Watsnvil-323
FREIERMUTH HARDWARE & PLUMBING CO
247 Main Watsnvil-69
Imfeld John J 541 Seabright Av. S Cruz 1897-W
IZANT'S HARDWARE Soquel S Cruz-54-J-1
JOHNSON CHET 173PacificAv. S Cruz-3648

LEAR'S DRIVE-IN HARDWARE
PLENTY OF PARKING SPACE
WHEN SHOPPING FOR
PAINTS - HARDWARE
TOOLS - HOMEWARES
Tool Sharpening & Locksmithing
Just Over the Bridge From Center of Town
Soquel & Riverside Av. S Cruz 4113-R

(Continued Next Page)



HARDWARE

BOYSEN & DUNNE
100% PURE
PAINTS
WALLPAPER
ROOFING
MATERIALS

PLUMBING
HOUSEHOLD &
FARM SUPPLIES

MAGIC CHEF GAS RANGES
HOTPOINT ELECTRIC APPLIANCES
WESTINGHOUSE RADIOS

Santa Cruz
3943 or 3695-J
**BROOKMAN
HARDWARE**
637 SOQUEL AVE.

COMPLETE LINE

HARDWARE
FARM AND INDUSTRIAL

Pulleys - Bearings - Tools
Pipe and Fittings
Flat and V Belts
Fencing - Hose

Luberfiner Sales and Service

**FARMERS MERCANTILE
COMPANY**

Watsonville
233 VAN NESS AVE. 1318

Hardware-Retail-(Cont'd)

Leckman's Mountain Store.....Felton-71-W
LORD'S BUILDERS SUPPLY
 652 Soquel Av.....S Cruz-1354
McCALL-COHEN FURNITURE & PAINT CO
 11 Cathcart.....S Cruz 2119
PAJARO VALLEY HARDWARE 12Peck.Watsonville-112
SANTA CRUZ HARDWARE CO
 52 Pacific Av. S Cruz-95
SANTA CRUZ LUMBER CO
 Builders Hardware
 227River.....S Cruz-452
SAUERS' R R HARDWARE STORE
 348 SoquelAv.....S Cruz-2003
 Toney F W Aptos.....Aptos-39
 Valley Hardware Central Av.....Boulder Crk-100-J

Hardware-Whsle & Mfrs

SEABOARD EQUIPMENT & SUPPLY CO
 Jobbers & Distributors of
CANNERY & PACKERS' SUPPLIES
MILL SUPPLIES - HARDWARE
 Ship Chandlery - Industrial Equipment
 Wholesale Only
 340 Tyler Monterey
 (Toll) Call "Operator" for... Monterey-9584

Hardwood Floors

See Floors-Materials & Laying

Hardwoods-See Lumber Headings

Harvesters-See Agricultural Implements

Hatcheries-Fish

Brookdale Fish Hatchery Berkeley Wy.Boulder Crk-64
 Division of Fish Game.....Boulder Crk-427

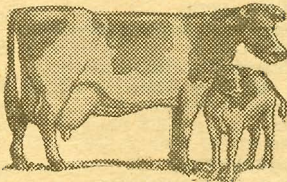
Hatcheries-Poultry

MISSION HATCHERY OF SANTA CRUZ
 Snta Cruz-Watsonville Hwy. S Cruz-420
ROLLINS WILLIAM R 100 Oak Wy...S Cruz 360-W
 (See Advertisement This Page)
SANTA CRUZ HATCHERY
 Jose & Rodriguez.....S Cruz-335
VALENCIA POULTRY FARM
 Rockshire-Barred Rock-New Hampshire
 Chicks & Hatching Eggs-Aptos
 Valencia Rd.....Watsonville 36-J-4
VERN'S FEED STORE 36Porter.....Watsonville-1810

Hats-Renovators

MISSION CLEANERS 24 Mission.....S Cruz-1944
 Oliverius Cleaners 460 Main.....Watsonville-56

H. C. ELLINGWOOD
HAY DEALER



ALFALFA - OAT HAY - STRAW
 Phone **Watsonville 23-W-1**
 101 HIGHWAY
 Mail Address Route 1, Box 68, Aromas
WATSONVILLE

Hawaiian Goods-See Gift Shops

Hay-Retail

VERN'S FEED STORE 36 Porter.....Watsonville 1810

Hay-Whsle

CARDOZA MARION 4 Ocean.....S Cruz 3176-W
ELLINGWOOD H C 101 Hwy.....Watsonville-23-W-1
 (See Advertisement This Page)

Health Food Products-Retail

Jacobson's House of Health
 388 Soquel Av.....S Cruz 4667-W
McNess Products
 Jesse W Hankins-Dealer
 Mattison.....S Cruz-1875-R

Hearing Aids

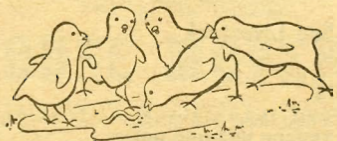
ACOUSTICON BOBBITT CO
 ACOUSTICON IMPERIAL
 SMALLEST YET MOST POWERFUL
 TUNES IN SPEECH—TUNES OUT NOISE
 Free Service Clinic Every Fri. Afternoon at
 Economy Drug Co., 182 Pacific, S. Cruz, 3
 San Jose 20
 Medico Dental Bldg San Jose
 (Toll) Call "Operator" for.... Ballard-5654

AUREX SAN JOSE CO

Bank of America Bldg San Jose
 (Toll) Call "Operator" for..... Columbia-6633
 Holst Jens Jr 57 Caledonia.....S Cruz 4633-W
 Horsnyder Pharmacy
 108 Pacific Av.....S Cruz 59
 (Continued Next Page)

ROLLINS HATCHERY

Member I.B.C.A.



"When Better Chicks Are Hatched We'll Hatch Them"

- NEW HAMPSHIRE
- BARRED ROCKS
- HYBRIDS - BX - CX
- WHITE LEGHORNS
- AUSTRIA WHITES

FROM BLOOD TESTED FLOCKS

Complete Line

POULTRY EQUIPMENT

HAWKINS, JAMESWAY-BROWER
 BROODERS, DEBEAKERS, WIRE
 QUALITY FEEDS

100 Oak Way

Santa Cruz 360-W