

Hearing Aids—(Cont'd)

LYONS JIMMIE

COMPLETE SERVICE FOR THE
HARD OF HEARING
BELTONE MONO-PAC
ORIGINAL AND BEST
We Carry Batteries for All Makes
Room 309 San Jose Zone 15
1st Natl Bank Bldg San Jose
(Toll) Call "Operator" for Columbia-110

ORR EDDIE Z

PARAVOX
THE ORIGINAL ALL IN ONE
VACUUM TUBE HEARING AID
Service & Accessories for All Aids
EVEREADY BATTERIES
383 Capitola Av. S Cruz 44-J-2

Heaters

See also Furnaces—Heating
Calif-Fresno Supply Co 120 Van Ness. . . Watsnvil-2501

Heaters—Water

See Water Heaters Headings

Heating Apparatus

See Specific Kinds, i.e., Oil Burners;
Water Heaters, Etc

Heating Contractors

See Contractors—Heating & Ventilating

Hemstitching

Sewing Machine Shop 112 Wall. Watsnvil-684

Hides

See also Tanners
SALINAS TALLOW WORKS P O Box 41 Salinas
See Our Adv Under Tallow
(Toll) Call "Operator" for Salinas 4780

Hogs—See Livestock

Homes

Alta's Rest Home 315 Mission. S Cruz 3443
BATTERSON NURSING HOME
See Our Adv Under Sanitariums
Mattison Ln. S Cruz-1477
Bayview Rest Home 1906 Mission. S Cruz 3612
HOLLY HAVEN REST HOME
Bed & Ambulatory Cases-M Tennant-Mgr
94 Church. S Cruz-635-W
MISSION HILL BOARDING HOME FOR THE AGED
A Boarding Home For The Aged
129 Mission. S Cruz 1940
Pine Crest Sanitorium
Soquel & Sn Jose Rd. S Cruz 14-J-14

REA'S NURSING HOME

MALE & FEMALE PATIENTS ACCEPTED
DAY & NIGHT NURSING
FOR
Bed Patients & Convalescents
FRED & MARJORIE REA
919 Main. Watsnvil 1803

Tilley's Roost State. Boulder Crk-48-Y-11

Homes—(Cont'd)

WOODWARD REST HOME
Home For The Aged & Bed Patients
238 NBranciforte. S Cruz-3414-J

Honey

North Star Honey Co Green Vly Rd. Watsnvil 22-W-11

Horseshoers

McGivern J R 94 Curtis. S Cruz-3129-W

Hose—Rubber

Cook Belting Co 401 Howard San Francisco
(Toll) Call "Operator" for Douglas-6681

Hospitals

HALCO LIQUOR SANITARIUM
5538 Telegraph Oakland
(Toll) Call "Operator" for Piedmont 6161
Mission Hospital & Sanitarium
228 High. S Cruz 629
Santa Cruz Emergency Center
605 Center. S Cruz 4400
For Emergencies Only call S Cruz 2457-R
Santa Cruz Hospital 222 Soquel Av. S Cruz-2415
Sisters' Hospital 190 W Cliff Dr. S Cruz 1700
WATSONVILLE HOSPITAL
Hospital Monte Vista & Prospect. Watsnvil-64
Nurses Home Monte Vista & Prospect. Watsnvil-1414

Hotels

Adolph's Place
Italian Dinners
69 Front. S Cruz-2018
Ardmore Hotel 438A Main. Watsnvil-1490
Arlington Hotel 9 Mission. S Cruz-4008
Bay View Hotel. Aptos-99
Beach Hill Inn 2d & Main. S Cruz-740
Bon Rey Hotel 316 1/2 Pacific Av. S Cruz-3811
BORRADORI'S SWISS-AMERICAN HOTEL
24 Water. S Cruz-2269
California Hotel
Nellie Fredericks
257 Main. Watsnvil-1895
CASA BLANCA HOTEL Beach & Main. . . . S Cruz 105
CASA DEL REY HOTEL Cliff & Beach. . . S Cruz 2400
Chamberlin Hotel 75-3d. S Cruz-4524
Colonial Hotel 229 Pacific Av. S Cruz-1368
Colonial Hotel 14 1/2 Peck. Watsnvil-1696
Del Mar Hotel East Cliff Dr & 19th. . . S Cruz-4359
Del Monte Hotel 302 Walker. Watsnvil-2479
Drake Hotel 236 Pacific. S Cruz-2138
El Rancho Motor Inn 211 Water. S Cruz 758
FURRER HOTEL 519 Beach. S Cruz 3636
Garibaldi Hotel
Norman & Peter Costello-Proprietors
Front. S Cruz-90
GRANADA HOTEL
Vlassis Bros-Proprietors
280 Riverside. S Cruz-3882
HOLLAND'S MOTEL
Housekeeping & Hotel Accommodations
100 E Cliff Dr. S Cruz-1449
Hotel Alexander Pacific & Locust. . . . S Cruz-790
HOTEL AMES 432 Main. Watsnvil-213
Hotel Appleton Wall & Van Ness. Watsnvil-580
Hotel Casa Del Rey Cliff & Beach. . . . S Cruz-2400
Hotel Central 242 Main. Watsnvil 18
HOTEL GRAYSTONE
James A Thornton Proprietor
315 Pacific Av. S Cruz 43
HOTEL MCCRAY
Jacob Lieberman Managing Owner
Pacific & 3d. S Cruz 2207
Hotel Plaza 103-3rd. Watsnvil-1772

(Continued Next Page)

Hotels—(Cont'd)

HOTEL RESETAR

Ray J Dwyer—Mgr

Lake&Main..... Watsnvil-1100
 Hotel Rio Del Mar Rio Del Mar..... Aptos-80
 Hotel Ritz 117 Wall..... Watsnvil-1207
 Hotel Royal 418 Main..... Watsnvil-1262

HOTEL ST GEORGE

Geo J Carstulovich—Proprietor

Pacific Av..... S Cruz-700
 Jensen Swede Salinas Rd..... Watsnvil-1994

MOTEL DEL PRADO

ONE OF CALIFORNIA'S BEST
 MOTOR HOTELS

ALL MODERN CONVENIENCES
 SHOWERS AND TUB BATHS - FREE RADIOS
 HOTEL SERVICE EXCLUSIVELY
 MEMBERS UNITED MOTOR COURTS

7th Av&Highway 1.....S Cruz-2613

MOUNTAIN VIEW RANCH HOTEL

Mt View Rd..... S Cruz-320
 Ocean View Hotel Davenport..... S Cruz-10-Y-31
 Pacific Hotel Railroad Av..... Watsnvil-45

PALOMAR HOTEL

Andy Balich Proprietor

131 Pacific Av..... S Cruz-2900
 Piedmont Hotel 430 Pacific Av..... S Cruz-2730

PINES THE

Smith & Smith

27 Water..... S Cruz-4590
 Pyrmont Hotel 457A Main..... Watsnvil-1223

RALEY'S MOTEL 781 Main..... Watsnvil 1673
 Riverside Hotel Barson & Riverside..... S Cruz 3940

RIVIERA HOTEL

Hotel & Restaurant—M Carniglia Prop

675 Pacific Av..... S Cruz 1958-M
 Roma Hotel 15-1st..... Watsnvil-2299
 Royal Hotel 340 Pacific Av..... S Cruz-4478

ST GEORGE HOTEL

Geo J Carstulovich—Proprietor

Pacific Av..... S Cruz-700
 Santa Cruz Hotel Vine&Locust..... S Cruz-484

SCHEURER'S GUEST HOME

A Nice Place To Spend A Vacation

177 Mission..... S Cruz-3880
 Seabright Hotel 433 Seabright Av... S Cruz-2769-W

SOQUEL INN

Walter E Fikes—Managing Owner

Dining Rm Open to Public 5 PM to 8 PM

Soquel..... S Cruz-26-J-2

TOWN AND COUNTRY LODGE

Formerly Hotel Dickinson—G O Perry—Owner

Bridge..... Ben Lomond 4

TROVATORE HOTEL & RESTAURANT THE

703 Pacific Av..... S Cruz-436

UNIVERSAL HOTEL

K D French and Al Cursi Props

1st&Main..... Watsnvil-541
 Virginia Hotel 228 Pacific Av..... S Cruz-1298-J
 Yale Hotel 500 Pacific Av..... S Cruz 3624

House Movers

Clark & Clark 428 J..... Watsnvil 2042

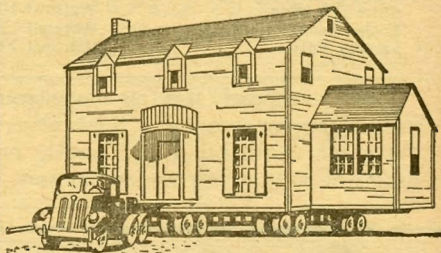
(See Advertisement This Page)

Doan Frank H 41st Av..... S Cruz 12-J-2

(See Advertisement This Page)

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

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

HOUSE MOVING

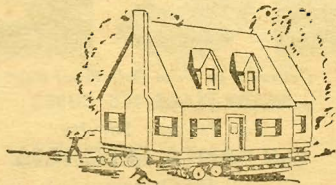
**MOVING - RAISING
 SHORING**

*Speed - Safety - Savings***FRANK H. DOAN**

P. O. Box 89, Capitola

41st Ave.

Santa Cruz 12-J-2

**HOUSE MOVERS**

HOUSES & BUILDINGS

Moved - Bought - Sold

MACHINERY & BOILERS MOVED

No Job Too Large or Too Small

**CEMENT WORK
 FOUNDATIONS**

COMPLETELY INSURED

Phone

Watsonville 2042**CLARK & CLARK**

MOVERS & RIGGERS

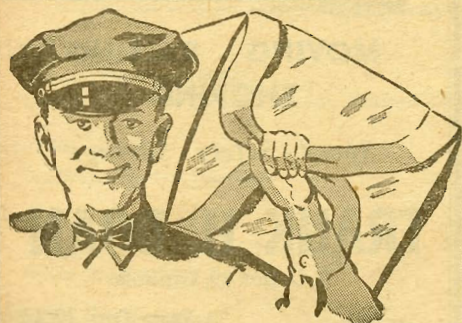
OFFICE—428 J STREET

YARD—250-1ST STREET

Ice

Apple Growers Ice & Cold Storage Co
Beach Rd. Watsnvil-1234
Mid-State Ice Co 4 River Watsnvil 2186
Pajaro Valley Cold Storage Co
2nd&Walker. Watsnvil-2060
UNION ICE CO THE 155 Chestnut. S Cruz 1200
(See Advertisement This Page)
UNION ICE CO THE
Office 771 Main..... Watsnvil-1000
Engine Room Pajaro..... Watsnvil-1341
Factory Pajaro..... Watsnvil-1340

Have you heard "The Telephone Hour"
radio program recently? Guest artists of
the music world bring you weekly pro-
grams of outstanding musical interest.



ICE

Delivered in Clean Drip-Proof Bags

READY-MADE ICE CUBES

For Prompt Service

Call **SANTA CRUZ 1200**

155 Chestnut

WATSONVILLE 1000

771 Main

**THE UNION ICE
COMPANY**

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**

Ice Cream Dealers

COAST CREAMERY

ICE CREAM
For All Occasions
FOUNTAIN - SANDWICHES

MAKE US YOUR PARTY
SUPPLY HEADQUARTERS

359 Pacific Av. S Cruz 390

GOLDEN STATE COMPANY LTD

637 Main. Watsnvil-1220

Landis' Freedom..... Watsnvil-812

LANE'S CHOCOLATE FROSTED MALTED

Boardwalk S Cruz-178

Lane's DeLuxe Frozen Custard Boardwalk. S Cruz-102

White-House Creamery 385 Soquel Av. . S Cruz 759-M

Ice Cream—Mfrs & Distrs

CREAMERY SERVICE INC 258 Soquel Av. S Cruz-326

MEADOW GOLD ICE CREAM—

MOORE C J 34 Western Dr. Watsnvil-1968

MEADOW GOLD ICE CREAM DIV OF BEATRICE

FOOD CO Los Gatos

From Santa Cruz Exchange only (No Inter-City

Charge) Ask "Operator" for Enterprise 10785

MISSION CREAMERIES INC

183 Front..... S Cruz-197

521 Main..... Watsnvil-2284

Moore C J 34 Western Dr. Watsnvil-1968

Ice Skating Rinks—See Skating Rinks

Implements—Agricultural

See Agricultural Implements

Income Tax Consultants

See Tax Consultants

Indexing Systems & 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

Indian Goods—See Gift Shops

Infants' Garments

See Children's & Infants' Garments Headings

Insecticides

ALLIED PACIFIC COMPANY 610-16th Oakland

(Toll) Call "Operator" for Twinoaks-3808

CALIFORNIA SPRAY CHEMICAL CORP

1st&Walker. Watsnvil-176

Castle A L 248 View Mountain Vw

(Toll) Call "Operator" for Mountain View-511

GERMAIN'S SEED & PLANT CO

425 Main Watsnvil-2212

GROWERS SERVICE CO

INSECTICIDES

Distributors of

Soil Fumigation & Weed Control Materials

CROP DUSTING - ORCHARD SPRAYS

FERTILIZERS - GYPSUM

P.O. Box 628 Watsonville

Beach Rd. Watsnvil 1960

PACIFIC GUANO COMPANY

Ford&Walker Watsnvil-40

SANTA CRUZ FEED & FUEL CO

Soquel & Ocean. S Cruz 441

Insulating Contractors—Cold & Heat

Calif Insulation Co 51 Pacific Av. S Cruz-3824
 Coast Counties Insulation Co
 158 Front. S Cruz 4656-W
 (See Advertisement This Page)

EAGLE INSULATION

For Homes and Buildings
 Everlasting protection against
 Summer Heat
 Cuts fuel bills as much as 45%
 Fire Proof - Moisture Repellent



"SERVICE RENDERED BY"

CLAWSON L H CO 177 W Snta Clara
 (Toll) Call "Operator" for.Ballard 3202

**JOHNS-MANVILLE ROCK WOOL
 HOME INSULATION**

For year round comfort, lower fuel bills. Product of one of the oldest, largest insulation manufacturers. pioneers in Home Insulation. Scientifically "Blown" by expert crews.



"WHERE TO BUY IT"

CALIF INSULATION CO

51 Pacific Av. S Cruz-3824

Watsonville Insulation Co 304 Walker. . . Watsnvil 2149

WATSONVILLE INSULATION CO

304 Walker. Watsnvil 1296-J
 (See Advertisement This Page)

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

HOME & COLD STORAGE

INSULATION

ROCK WOOL - FIBRE GLASS - REDWOOD BARK
 BLOWN INTO YOUR HOME OR INSTALLED IN BATTS

Up to 40% **FUEL SAVING** in Winter

Up to 20° **COOLER** in Summer

In Either New or Old Construction

FIRE - TERMITE - VERMIN PROOF

Rustproof Screens
 Weather Stripping

**SANTA CRUZ
 4656-W**

Licensed & Bonded
 Contractors
Free Estimates

BUILDING MATERIAL DEALERS

**COAST COUNTIES
 INSULATION COMPANY**

158 FRONT ST.

SANTA CRUZ

for
Your Convenience

Directories for other cities are available in the Business Offices and at attended public telephone stations.

**WATSONVILLE
 INSULATION CO.**

CONTRACTORS
 INDUSTRIAL INSULATION
 SOUND CONTROL
 COLD STORAGE CONSTRUCTION
 ASBESTOS PRODUCTS

304 Walker St. Watsonville

Watsonville 1296-J

If no answer call Watsonville 2149

Johns - Manville INSULATION

(BLOWN INTO YOUR HOME)

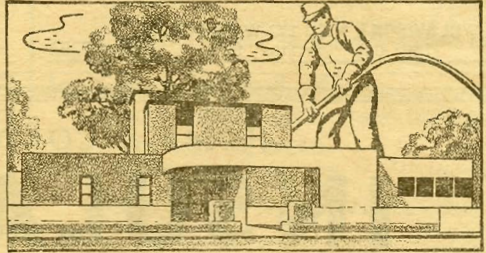


15 DEGREES COOLER
—In Summer

30% FUEL SAVING
—In Winter

A permanent insulation that is fire-proof, rot proof, vermin proof and water proof. It is scientifically blown into your home—no fuss or muss. Our specially designed trucks are manned by a staff of experts who use every consideration to cause you no inconvenience.

CONVENIENT MONTHLY PAYMENTS
ALL WORK AND MATERIALS
FULLY GUARANTEED



CALIFORNIA INSULATION CO.

51 PACIFIC AVE., SANTA CRUZ

FOR FREE ESTIMATES
Telephone Santa Cruz

3824

H. R. ANDERSON

Serving **SANTA CRUZ** and **WATSONVILLE**
for

WEST COAST LIFE

INSURANCE

LIFE • ACCIDENT • HEALTH

ESTATE PLANNING - BUSINESS INSURANCE

77 Different Insurance Contracts

INCLUDING ORDINARY - TERM - 20 PAY LIFE & ENDOWMENTS
EDUCATIONAL POLICIES FOR CHILDREN

Family Income & Retirement. 10, 15 and 20-Year Plan. Insurance with Life Income
ANNUITIES, SINGLE PREMIUM CONTRACTS, MORTGAGE PROTECTION
LEAVE THEM A HOME, NOT A MORTGAGE

COMPLETE Coverage for sickness and accident, for the entire family
Hospital expense policies to fit your particular needs.

Office Lettunich Bldg. Room 222

Watsonville 2551

Res. Watsonville 1226-W

Insulation Materials—Cold & Heat

CALIF INSULATION CO 51 Pacific Av. S Cruz-3824
 (See Advertisement Opposite Page)
 Calif Insulation Co 442 Main..... Watsnvil-2537
 Coast Counties Insulation Co
 158 Front..... S Cruz 4656-W
EAST SIDE LUMBER YARD
 332 Soquel Av..... S Cruz 748
 Gable Jack 27 Campbell..... S Cruz 4656-R
GRAY & SINNOTT Felton..... Felton 113
NORTON PHELPS LUMBER CO 7th Av. S Cruz 168
 Redwood Fibre Products Co Inc
 Manufacturers-Wholesale Only
 Farmers&MerchantsBldg..... S Cruz-3417

VAN ARSDALE-HARRIS CO
ENGINEERS & CONTRACTORS
 ASBESTOS & CORK
 MARINE & INDUSTRIAL INSULATION
 SOUND CONTROL
 COLD STORAGE CONSTRUCTION
 JAMISON COLD STORAGE DOORS
 595-5th Sn Francisco
 (Toll) Call "Operator" for..... Exbrook 4404

Insurance Agents & Brokers

AETNA LIFE INSURANCE—
 FLYNN JOHN M 532 Lincoln..... Watsnvil 2552
 If no answer call..... Watsnvil 187

ALDRICH & OELLERICH
 480 Pacific Av..... S Cruz 4287-M
 Andersen E L 18 Cooper..... S Cruz-2026
 Anderson C Vincent 404Main..... Watsnvil-765
 Anderson H R 606 Oregon..... Watsnvil-1226-W
 Anderson H R Lettunich Bldg..... Watsnvil 2551
 (See Advertisement Opposite Page)

ARIAS ERNEST P
 All Types Of Insurance
 335 Main..... Watsnvil-711

BALICH ANDY Palomar Hotel..... S Cruz-139
 Bankers Life Co. Agent 256 Windsor. S Cruz 4334-W
 Barre Charles M Central Av..... Boulder Crk-10
 Bartlett Frank W
 All Lines Of Insurance
 456 Main..... Watsnvil-682

Bevans Bros 18 Cooper..... S Cruz-2026
 Blaisdell Ins Agency 115 Locust..... S Cruz 522

BOWEN RUBY PRINGLE MRS
 307 Berkeley Wy..... S Cruz 2331-W

BRUNJES & FALLIS 177 Pacific Av. S Cruz-4100
CALIF PAC TITLE INS CO 12 Cooper. S Cruz-2200

CANFIELD C E & SON
INSURANCE
 Since 1906
 103 Pacific..... S Cruz-529

Cartwright C G 407 Seabright Av. S Cruz 3545-R
COSTELLA & CO

We Represent All Lines Of Insurance
 123 Locust..... S Cruz 177

Cumming W N 309 Main..... Watsnvil-1140

DANIEL ARTEMESIA 367 Soquel Av. S Cruz 1878-R

DRESSEL LOYT 117 Locust..... S Cruz 706

Eggleston Stanley G Chanticleer..... S Cruz 4045-W
 Ellis Harry H 469 Main..... Watsnvil-77
 (See Advertisement This Page)

FARMER'S INSURANCE GROUP
 33 Pacific..... S Cruz-4250
 (See Advertisement This Page)

FARMER'S INSURANCE GROUP
 255A Main..... Watsnvil 1698

Finn & Finn 51 Pacific Av..... S Cruz 232

(Continued Next Page)

**FARMERS
 INSURANCE GROUP**
AUTO - TRUCK - FIRE
All Lines of Insurance



G. L. JOHANNES
DISTRICT AGENT

OFFICES AT
SANTA CRUZ

33 Pacific Ave.

Phone Santa Cruz 4250

WATSONVILLE

255½ Main St.

Phone Watsonville 1698

INSURANCE

- Fire
- Accident
- Bonds
- Burglary
- Health
- Liability
- Glass
- Automobile
- Life
- Compensation

HARRY H. ELLIS

469 MAIN

WATSONVILLE 77

**When You Need
 INSURANCE**

CALL

C. B. NEWSOM

Real Estate - Insurance

Every Known Kind of Insurance

Phone
WATSONVILLE 1093

20 Wall

**Insurance Agents & Brokers—
(Cont'd)**

Flynn John M 532 Lincoln.....Watsnvil 2552
Fowler Wm H 214River.....S Cruz-417

GEHRKE WILBUR J

NEW YORK LIFE
INSURANCE COMPANY

Residence & Office
34A Sudden.....Watsnvil-2589-J

HALL M C REALTOR 18 Pacific.....S Cruz 3241
(See Advertisement This Page)

INSURANCE

FIRE
AUTOMOBILE - LIABILITY - COMPENSATION
GLASS - AIRCRAFT

If It's Insurable—We Insure It

MISSION REALTY CO.
69 MISSION Santa Cruz 3920

FRED A. HARBERT
INSURANCE
AGENCY

**INSURANCE
SPECIALISTS**

Santa Cruz 451
106 MISSION

TO BE SURE



INSURE
with
MCHALL

See
C. R. "Bob" WOOD Insurance Mgr.
18 Pacific Ave. Phone Santa Cruz 3241

HAMMER C G

Hartford Insurance
Title Insurance Bldg.....S Cruz-2300
HARBERT FRED A AGENCY 106 Mission.S Cruz 451
(See Advertisement This Page)
Hardware Indemnity Insurance Co of Minnesota
Bain Av Capitola. S Cruz-3823-W

HARDWARE INSURANCE—

HANBY L GARRETT
Bain Av Capitola. S Cruz-3823-W

Hardware Mutual Insurance Co of Minnesota
Bain Av Capitola. S Cruz-3823-W

HASTIE INS SERVICE 465 Main.....Watsnvil-164
Henrick L I 317A Walnut Av.....S Cruz 4617-W

HOOPER & FINSON
175 Capitola Av Capitola.....S Cruz 2538-J

JOHANNES G L
All Lines Of Insurance
255A Main.....Watsnvil 1698

JOHNSON & ANDERSEN

ALL LINES OF
INSURANCE

18 Cooper.....S Cruz 2026

Kershner G C Glen Canyon Rd.....S Cruz-43-J-4
Kessler Harlan P
Riverview & Oak Capitola.....S Cruz 19-J-13

MacQuiddy T Malcolm 19 Wall.....Watsnvil-1
Mac's Realty Co 213 Pacific Av.....S Cruz-1006
McDonald J E 105 San Juan.....S Cruz-4420-W
McSherry Chas E 15 Wall.....Watsnvil-975
McSherry & Hudson 9 E 3rd.....Watsnvil-62
Metropolitan Life Ins Co Agt
215 Walnut Av.....S Cruz 4694-W

METROPOLITAN LIFE INSURANCE CO
REPRESENTATIVE
George Price
Roselawn Tract
18 Sydney Av.....Watsnvil-1716

Miller Chester L Agency
All Forms Of Insurance
16 Wall.....Watsnvil-607

Miller R Selleck 115 Locust.....S Cruz 522
Minogue Lloyd B 9 Wall.....Watsnvil-142

MISSION REALTY CO 69 Mission.....S Cruz 3920
(See Advertisement This Page)

MORSE MAY AUBREY 224 Locust.....S Cruz 2860
Murray Harry E 56 Pacific Av.....S Cruz-653

NEWSOM C B 20 Wall.....Watsnvil-1093
(See Advertisement Preceding Page)

NITTLER&DARROW 74Front.....S Cruz-616

NORTHWESTERN MUTUAL LIFE INS CO
AGENT
THE DIVIDEND PAYING COMPANY
FRANCIS M HARRIS.....Residence S Cruz 762-R
Special Agent
JOHN L. OESCHGER.....Residence S Cruz 28-J-3
District Agent
110 Mission.....S Cruz 3929-W

Parker Henry 358 Pacific Av.....S Cruz-3334
Pfingst Edward P
General Insurance
12 Maple.....Watsnvil-75

PIMENTEL W J 112 Locust.....S Cruz 430
Prudential Insurance Co Representative
449-6th Av.....S Cruz 2679-R

RADFORD HENRY A 135 Pacific Av.....S Cruz-457
Rittenhouse R R Rittenhouse Bldg.....S Cruz-400
Scurich A L 254 Main.....Watsnvil-846
(Continued Next Page)

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

**Insurance Agents & Brokers—
(Cont'd)**

STATE FARM MUTUAL AUTO INSURANCE

AUTO
Featuring 80% Collision
LIFE
For Retirement & Protection



FIRE - Featuring Rental Value Protection
"Policyholder Protection Our First Consideration"
"WHERE TO BUY IT"

AGENTS

JOHNSON SYDNEY B
128 Clifford Av. Watsnvil 2871-W
LEMMON ROBT G 712 California. S Cruz 4438-J
LUND C M Mt Hermon Rd. Felton 418-Y-12

State Farm Mutual Auto Ins Agcy
Mt Hermon Rd. Felton 418-Y-12
State Farm Mutual Auto Ins Agcy
712 California. S Cruz 4438-J
State Farm Mutual Auto Ins Agcy
128 Clifford Av. Watsnvil 2781-W
Stitser F C Pasatiempo. S Cruz-4546-W
Sullivan Insurance Agcy 22 Wall. Watsnvil 60
Violante Lawrence J 292 Ocean. S Cruz 2749-J
Voris James R Realty Co 143 Walnut Av. S Cruz 1990
Welch Ray W 1026 Main. Watsnvil-1186
WHITE REALTY CO 155 Pacific Av. S Cruz 118
WILSON BROS 142 Pacific Av. S Cruz 54
Young R L Mt Hermon. Felton 79

**Insurance Companies &
General Agencies**

Constitution Life Co of Amer
204 Fair Av. S Cruz 4049-M
NEWSOM C B 20Wall. Watsnvil-1093
PRUDENTIAL INSURANCE CO
REPRESENTATIVE 202Carey. Watsnvil-2177
State Farm Insurance Companies Agcy
SantaCruzRd Watsnvil-58-W-11

Insurance Consultants

Rasmussen Peter Jr Rodeo. S Cruz 696-R

**Insurance Premium Financing
See Financing**

Insurance—Title—See Title Companies

Intercommunicating Systems

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

Interior Decorators

Merrill Helen M Snta Cruz Rd. Watsnvil 108-J-3
Norris Mary 219 Olive. S Cruz 4441-R

Investigators

Retail Credit Co Inc Rio Del Mar. Aptos-149-W

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.

Investments

DAVIES & MEJIA
163 Pacific Av. S Cruz 4442
(See Advertisement This Page)
Davies & Mejia 22 Peck. Watsnvil-63
Eaton John 133 Evergreen. S Cruz 4153
RICHEY & BAIKIE
Stocks & Bonds
60 Pacific Av. S Cruz-812
Rittenhouse & Rittenhouse Rittenhouse Bg.S Cruz-400

Investments—Real Estate—See Real Estate

Iron Ornamental Work

HELLWIG R IRON WORKS 407 Vine Sn Jose
(Toll) Call "Operator" for. Ballard 236

Iron—Scrap—See Junk Dealers

Ironing Machines

EASY IRONERS—
SANTA CRUZ APPLIANCE
107 Walnut Av. S Cruz 301
IRONRITE IRONERS—
SANTA CRUZ APPLIANCE
107 Walnut Av. S Cruz 301
THOR IRONERS—
SANTA CRUZ APPLIANCE
107 Walnut Av. S Cruz 301

Hear many of the world's outstanding musical artists on the Telephone Hour—N.B.C., Monday nights.

*Complete Investment
AND Brokerage Service*

DAVIES & MEJIA

Members

NEW YORK STOCK EXCHANGE
SAN FRANCISCO STOCK EXCHANGE
CHICAGO BOARD OF TRADE

TRANS-LUX
N. Y. S. E. TICKER SERVICE
Direct Private Wire

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Offices in

SAN FRANCISCO - OAKLAND - BERKELEY
SACRAMENTO - VALLEJO - SALINAS
MONTEREY - BAKERSFIELD

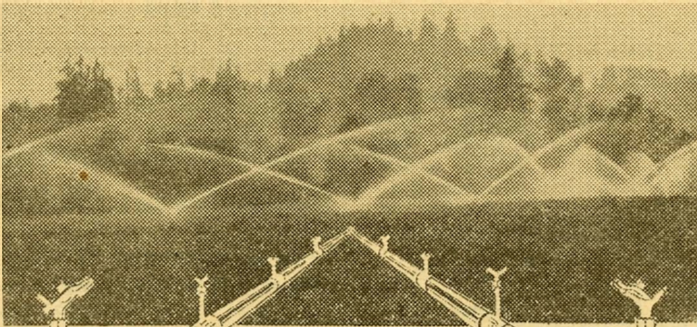
SANTA CRUZ - WATSONVILLE

PHONE
SANTA CRUZ
4442
163 Pacific Ave.

E. M. Jones
Resident Manager

PHONE
WATSONVILLE
63
22 Peck St.

F. S. Weaver
Resident Manager



Insure Your Crops
Increase Your Profits

Make Rain When and Where
You Want It with

IRRIGATION
STOUT

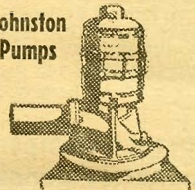
ALUMINUM IRRIGATION SYSTEMS

FREEDOM GENERAL REPAIR & PUMP CO., INC.

P. O. Box 66
Freedom, Calif.

Telephone Watsonville 1911
If no answer call Watsonville 2253-M

Johnston
Pumps



Jolley's
**JEWELERS
& SILVERSMITHS**

Featuring the Finest in
DIAMONDS

GRUEN - HAMILTON - ELGIN
LONGINES - WALTHAM - BULOVA
WATCHES

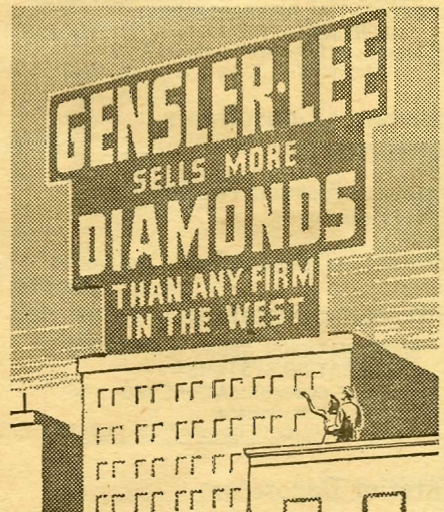


Featuring All Brands of
Fine Silverware Including
WALLACE · GORHAM · INTERNATIONAL

SOUTHERN PACIFIC
WATCH INSPECTORS

Expert Watch Repairing

428 Main **Watsonville 1748**



17 STORES IN THE WEST

"Leading Credit Jewelers"
In Santa Cruz

214 Pacific Ave.

Phone **Santa Cruz 4517**

GENSLER-LEE
JEWELERS

"Over 45 Years of Service"

Irrigation Systems & Equipment

Freedom General Repair & Pump Co
Freedom Watsonville 1911
(See Advertisement Opposite Page)

Janitor Service

SANTA CRUZ JANITOR SERVICE

HOUSE CLEANING - FLOOR WAXING
WINDOWS AND WALLS WASHED
VENETIAN BLINDS CLEANED
Contract Work—Complete in Every Line
DEALER FOR STYNAMITE CLEANER

317 E Cliff Dr. S Cruz 1511-J

Jellies—Whlse—See Canners

Jewelers—Mfrs

Plympton Jewelry Co
Mfrs of Pearl of The Pacific Jewelry
184 Center. S Cruz 949-J

Jewelers—Retail

ALEXANDER A 44 Pacific Av. S Cruz-3898
GENSLER-LEE JEWELERS
214 Pacific Av. S Cruz-4517

(See Advertisement Opposite Page)

GREEN'S JEWELRY STORE

323 Main. Watsonville-1800
Hall J V 454 Main. Watsonville-811-W

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

MACLEAN'S JEWELERS

184 Pacific Av. S Cruz-592
(See Advertisement This Page)

Pennell's Jewelers 124 Pacific. S Cruz-2540
Soquel Jeweler Main Soquel. S Cruz 10-J-2

TROUTFETTER LEON B 443 Main. Watsonville 123
(See Advertisement This Page)

Williams Dell 226 Pacific Av. S Cruz-1120-J
(See Advertisement This Page)

Jewelers—Whlse

Bell & Smith 40-1st S F
(Toll) Call "Operator" for. Sutter 0248

Jewelry Engravers

Ten Bruin John 274 Trevelyan Av. S Cruz 2555-J

Hear the music of distinguished artists brought to you each Monday night, over N.B.C. stations, by the Telephone Hour's "Great Artist Series."

Young Women

There May Be

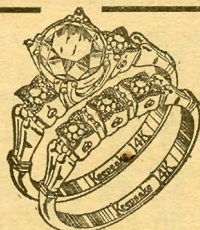
Employment Opportunities

and a

PERMANENT POSITION FOR YOU

with

THE PACIFIC TELEPHONE AND TELEGRAPH COMPANY



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KEEPSAKE DIAMOND RINGS
BULOVA - ELGIN - HAMILTON WATCHES
WE BUY OLD GOLD
Watsonville Since 1920

LEON B. TROUTFETTER

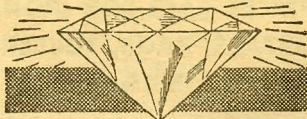
443 MAIN WATSONVILLE 123



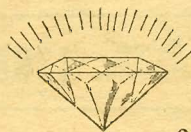
JEWELERS

184 Pacific Ave. • Santa Cruz

THE HOUSE OF DIAMONDS
Diamonds - Watches - Silverware
Watch and Jewelry Repairing



Phone Santa Cruz 592



DELL WILLIAMS - Jeweler

DIAMONDS - WATCHES
FINE WATCH REPAIRING

Specializing in Chronographs

Jewelry Repairing - Engraving - Stone Setting

Our 21st Year in Business in Santa Cruz

226 Pacific Ave. Santa Cruz 1120-J

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

Junk Dealers

ACE FURNITURE NO 2 299 Soquel Av. . S Cruz 1061
BERMAN'S CALIF SALVAGE & MACHINERY CO 627 Walker Watsonville 1308
 (See Advertisement This Page)
COAST SALVAGE Freedom Watsonville-1749
 (See Advertisement This Page)
Speckman's Furniture Store
 17th Av & Watsonville Hwy S Cruz 2446-R

Kerosene—See Oils—Fuel & Heating

Keys—See Locksmiths

Kitchen Equipment

FELTON MFG CO State Hwy Felton 122-J

Knit Goods—Blocking—See Cleaners & Dyers

Labor Contractors

Levy R W 1043 Main Watsonville 2238
MILLER WALTER
 Labor Furnshd-Transported To-From Job
 7 Sn Juan Rd. Watsonville-2235

Labor Organizations

Am Fed of Musicians Loc 346
 105 Lincoln S Cruz 4604-W
 C I O Loc 78 115 Van Ness Watsonville-97
 Culinary & Bartenders Union No 345
 109 Pacific Av. S Cruz-411
 Fruit & Produce Drivers Warehousemen Loc No 890
 326 Walker Watsonville 2596
 General Truck Drivers Union No 287
 109 Pacific Av. S Cruz-411
 If no ans call Watsonville-2310
OPERATING ENGINEERS UNION LOCAL NO 3
 M G Murphy-Business Representative
 40 N Morrison Av San Jose
 (Toll) Call "Operator" for Columbia-6748
 Sales-Delivery Drivers & Warehousemen's Union
 Local 296 50 Beverly Av Capitola . S Cruz 3752-W
 Santa Cruz Labor Council OddFellowsBldg.S Cruz-3481
 Teamsters Union Local 287 9 E LakeAv.Watsonville-2310

We Buy and Sell

WAR SURPLUSES

TOP
PRICES PAID FOR IRON, METALS, RAGS, RUBBER, PAPER, MAGAZINES

Used Machinery & Pipe
We Also Buy Automobiles for Junk

Phone
Watsonville 1308

BERMAN'S CALIF. SALVAGE & MACHINERY CO.

627 Walker St. Watsonville

Laboratories—Dental

See Dental Laboratories

Laboratories—Medical

Campbell's Clinical Laboratory Service -
 15 Mission S Cruz-264
 If no answer call S Cruz-1700
 Gates Jay M Vine&Church. S Cruz-1100

Laboratories—X-Ray—See X-Ray Laboratories

Lacquer Finishing

See Painting Contractors

Ladies' Tailors—See Tailors—Ladies'

Land Leveling

See also Contractors—Excavating
 Bone L H 49th Av S Cruz 48-W-4
 Carrithers C L 43 Harkins Rd Salinas
 (Toll) Call "Operator" for Salinas-8623
 Gravelle Donald A 10 S Main Soquel. . S Cruz 3234-J

Landscape Architects

HYDE H A CO Hyde Park. Watsonville-44
 McKague Robt E
 Call Before 8 AM or After 5 PM
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Landscape Construction

GONZALES TED L

COMPLETE LANDSCAPE SERVICE

We Go Anywhere

Snta Cruz-Watsonville Hwy Apts 90-R

Other members of your household may be identified in the community by means of additional listings in the Telephone Directory.

CASH FOR YOUR JUNK



IRON - METAL - PIPE & RAGS
 We Will Call

COAST SALVAGE

Rt. 3, Box 92 WATSONVILLE 1749
 Freedom, Calif. Santa Cruz Hwy.

Laundries

BABY DIAPER SERVICE

Soquel Av & N Branciforte Av. S Cruz 1561-W
(See Advertisement This Page)

Ben Lomond Laundry & Dry Cleaning, Ben Lomond-37

Capitola Laundry

10 El Camino Capitola. S Cruz-51-W-13

Conrad's Cash & Carry Laundry

251 Forrest Av. S Cruz 3713-R

Golds' Geo Exclusive Curtain Laundry

283 Water. S Cruz 4644-W

Haro's Laundry 1205 Main. Watsnvil 2511

(See Advertisement This Page)

Individual Home Laundry

1517 Seabright Av. S Cruz 2037

KERRICK LAUNDRY & DRY CLNG

159 Front. S Cruz-1500

(See Advertisement This Page)

RAY'S LAUNDRY & DRY CLEANING

18 Maple Av. Watsnvil 2350

SAM WO LAUNDRY 332 Pacific. S Cruz-4455

SANTA CRUZ FRENCH LAUNDRY

440 Pacific Av. S Cruz-1530

(See Advertisement This Page)

SANTA CRUZ HELP-U-SELF LAUNDRY

WE DO WET WASH

Blankets 10c Extra

OPEN 8 AM TO 6 PM

TUES & FRI—8 AM TO 7 PM

644 Soquel Av. S Cruz 3695-W

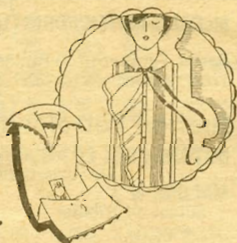
Watsonville Laundry & Dry Cleaning Co

212 Main. Watsnvil-8

Laundries—Baby Garment—See Laundries

**SANTA CRUZ
FRENCH
LAUNDRY**

Destallats Bros., Props.



NO HARSH CHEMICALS USED

Try us and you will be satisfied

SINCE Call **SANTA CRUZ 1530**

1922

440 Pacific Ave.

HARO'S LAUNDRY

HELP YOURSELF LAUNDRY

75c an Hour - 10 De Luxe Maytags

—Cut Rate—

DRY CLEANING & LAUNDRY

1205 MAIN STREET

Phone

Watsonville 2511

Since 1900
**KERRICK
LAUNDRY
& Dry Cleaning**



- DRAPERIES
- CURTAINS
- BLANKETS
- UPHOLSTERED FURNITURE
- Oriental & Domestic*
- RUGS

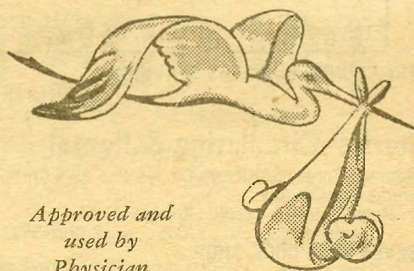
SANATONE
Cleaning and Dyeing

*Complete
Laundry and Cleaning Service*

Telephone
**SANTA CRUZ
1500**

159 FRONT ST.

SANTA CRUZ



*Approved and
used by
Physician*

Hospital - Nurse and Mother

WASHING

- DIAPERS • CLOTHES
- BEDDING

Diapers Supplied

Santa Cruz 1561-W

From Watsonville Call Collect

Baby Sifters & Practical Nurses Listed

Safe for Baby

Easier for Mother

**BABY
DIAPER SERVICE**

Soquel & N. Branciforte Ave.

Laundries—Blanket & Curtain
See Curtain & Blanket Cleaners

Laundries—Self Service

Crittenden Self Service Laundry
600 Madison.....Watsnvil 2672-J
Haro's Laundry 1205 Main.....Watsnvil 2511
Lauderette 390 Soquel Av.....S Cruz 4667-J

Laundry Trays

See Plumbers' Supplies Headings

Lawn Mowers—Repairing & Sharpening

BOSSO BROS 21 Mission.....S Cruz-977
Cresley L J 537 Bellevue Av.....S Cruz 1628-J
LEAR'S DRIVE IN HARDWARE
Soquel & Riverside Av.....S Cruz 4113-R
MATTOS MANUEL J 338 Soquel Av....S Cruz-3473
WATSONVILLE CYCLERY 200 Bridge..Watsnvil-503

Lawyers—See Attorneys

Leather

MacPherson Bros Leather Co
730 Mission San Francisco
(Toll) Call "Operator" for.....Douglas-7822

Letter & Addressing Service

See also Multi-Copy Service

SEIGLE RUTH

MIMEOGRAPHING
ADDRESSOGRAPH
SERVICE

1059 N Branciforte.....S Cruz 3978-J

TRI-COUNTY BUSINESS SERVICE

119 E Lake.....Watsnvil 15

Libraries—Circulating & Rental

Bowman-Forgye Stationery Co 146 Pac Av.S Cruz-206
Clarke Caroline Ray
Metaphysical & Occult Library
Highland.....S Cruz-3921-W
SEVEN SEAS BOOK SHOP
PalomarArcade.....S Cruz-4292
TRI-COUNTY BUSINESS SERVICE
119 E Lake.....Watsnvil 15
Watsonville Bowl 25-3d.....Watsnvil-808

Libraries—Public

Aptos Library S Crz Co Libry Br
State Hwy.....Aptos 180-J
Santa Cruz City of Public Library 52 Church.S Cruz-70
Watsonville Public Library 310 Union..Watsnvil-2197

Light & Power Companies

See Electric Light & Power Companies

Lighting Fixtures—Retail

JOHNSON ELECTRIC 344 Soquel Av....S Cruz 868
WATSONVILLE ELECTRIC CO
1046 Main.....Watsnvil 2092

We invite you to tune in Monday nights, N.B.C. stations, to enjoy the Telephone Hour and its guest artists.

Lime

Cowell Henry Lime & Cement Co 530 Pac..S Cruz-273
Macdonald K W Kearney&Walker.....Watsnvil-92

Limes—Fresh

See Fruits & Vegetables Headings

Linen Supply Service

Mission Linen Supply 506Water.....S Cruz-4141
(See Advertisement Opposite Page)

OAKLAND CALIFORNIA TOWEL CO

50 YEARS CLEAN SERVICE
Linens and Garments Rented
To Every Business and Profession
Restaurants - Barber Shops - Beauty Parlors
Doctors - Dentists - Fountains - Markets, Etc.
958-28th Oakland
(Toll) Call "Operator" for...Templebar-2711

Linoleum Layers

Bearup Linoleum Co 38 Dolores Av..Watsnvil 2790-W
Crawford L M GoldGulch.....Felton-73-J

Linoleum—Retail

CUMMINGS D C CO

LINOLEUM

ASPHALT TILE - RUBBER TILE - PLASTIC TILE
FOR FLOORS - SINKS - WALLS
TABLES - COUNTERS

1323 Hwy No 1 Monterey
(Toll) Call "Operator" for...Monterey 9031
Or.....Monterey 4696

EASTERN FURNITURE CO 353 Pac Av.S Cruz-2111
HOCOM'S SHADES & LINOLEUM

145 Pacific Av.S Cruz-1331

McCALL-COHEN FURNITURE & PAINT CO

11 Cathcart.S Cruz-2119

Pacific Furniture 205 Pacific Av.....S Cruz 344
Trader's Headquarters 191 SoquelAv....S Cruz-1524

Liquefied Petroleum Gases

BUTANE FUEL CO 49Pacific.....S Cruz-3460
(See Advertisement Page 94)

MALONE W J

Butane Distributor
Pine.....Boulder Crk-131-W
(Continued on Pages 93 & 94)

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

**SHOP IN THE
YELLOW PAGES**

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

LOOK IN THE

Classified
TELEPHONE SECTION

MISSION LINEN AND TOWEL SUPPLY SERVICE



Serving the Best the Best

OUR SERVICE IS REASONABLE
DEPENDABLE & PROMPT

*We Supply Linens, Towels
& Garments for Every Use*

Santa Cruz

506 Water St.



4141

BUTANE — PROPANE LIQUEFIED PETROLEUM GASES

INSTALLATIONS — CONVERSIONS
& APPLIANCES

Commercial and Domestic Tanks and Cylinders
Roper Ranges - Servel & Philco Refrigerators

BUTANE CARBURETORS

VETTERLE & HOUGHTON BUTANE & APPLIANCE CO.

ELECTRIC RANGES FLOOR FURNACES
WATER HEATERS PHILCO RADIOS
WASHING MACHINES ELECTRIC APPLIANCES

Plumbing - All Kinds

MAIN OFFICE **Soquel — Santa Cruz 4467**

WATSONVILLE OFFICE: 422 Salinas Road

Watsonville 1962

Liquefied Petroleum Gases— (Cont'd)

PETERSEN'S BUTANE SERVICE
Riverside Rd. Watsonville-1338
(See Advertisement This Page)

ROCKGAS CO
Tank Gas For Domestic Use
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
(See Advertisement Preceding Page)

Liquor Stores

Aptos Liquor Store State Hwy. Aptos 505-J

BARGETTO'S LIQUOR STORE

LIQUORS - WINES - COLD BEER
Wines Direct From Our Local Winery
OPEN EVERY DAY

19 Water. S Cruz 396
Winery Sales Office. S Cruz 396

Beach Liquors 307 Beach. S Cruz 4674-W

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

PROPANE TANKS

ALL SIZES

Commercial & Domestic Installations

- HOT WATER HEATERS
- FLOOR FURNACES
- CIRCULATING HEATERS

PETERSEN'S BUTANE SERVICE

Riverside Road

WATSONVILLE 1338

PROPANE and BUTANE DELIVERIES

TANKS
FOR SALE OR LEASE
BUTANE APPLIANCES
SANTA CRUZ 3460

BUTANE FUEL CO.

49 Pacific Ave.

Santa Cruz

Liquor Stores—(Cont'd)

BUTLER'S FAMILY LIQUOR STORE

LIQUOR - WINE - COLD BEER
Mixers - Tobacco - Magazines
"TO PLEASE IS OUR MOTTO"
DELIVERY SERVICE
OPEN EVERY DAY - SAT. UNTIL MIDNIGHT
241 Front. S Cruz-3310-W

COSTELLA'S CHALET Felton. Felton 133
DAY'S TONY LIQUORS

BEER - WINE - LIQUORS
DOMESTIC & IMPORTED
Store Hours 10 a.m. to 8 p.m.
DAILY & SUNDAYS
FREE DELIVERY 2 PM DAILY

415 Seabright Av. S Cruz 271

East Side Tavern 354 Soquel Av. S Cruz 1011

FIVE&TEN LIQUOR STORE

D E Dunn
382 Pacific Av. S Cruz-1748

FREEDOM LIQUOR STORE Freedom. Watsonville 1544

George's Club 328 Walker. Watsonville-300

Green Cellar 251 Main. Watsonville-1400

Guidotti A 41 SnJuan. Watsonville-1099

Harry's 5 & 10

Liquors & Off Sale Liquors
453 Main. Watsonville-1678

JACK'S LOG CABIN 534 Main. Watsonville-1144

Johnnie's Cash Store Central Av. Boulder Crk-40

LITTLE BROWN JUG LIQUOR STORE

452 Main. Watsonville-2546

McGinty Abner P 279 Soquel Av. S Cruz 1664-W

Nick's Liquors Felton. Felton 10

PAJARO VALLEY LIQUOR STORE

16 W Lake. Watsonville-814

Parsons D L Liquor Store Soquel Hwy. S Cruz-26-W-2

Pete's Liquor Store 146 Water. S Cruz 3247-W

Polly-Anna Liquor Store 338 Pacific Av. S Cruz-676

Progress The 506 Main. Watsonville-114

Riverside Liquors 269 Riverside. S Cruz-532

SANTA CRUZ LIQUOR STORE

H E Gilboe
123 Pacific. S Cruz-3520

THRIFT MARKET 516 Main. Watsonville-614

VAN ANTWERP LIQUOR STORES

4 Big Stores in Santa Cruz & Watsonville

Polly-Anna Store 338 Pacific Av. S Cruz-676

Victors Store 224 Pacific Av. S Cruz-4058

Little Brown Jug 452 Main. Watsonville-2546

Office-Van Antwerp Store

172 Front. S Cruz-633

Victors Liquor Store 224 Pacific Av. S Cruz-4058

WATSONVILLE LIQUOR STORE

22 E Lake. Watsonville-2542

Liquor Treatment—See Sanitariums

Liquor-Whse

George Joseph Distr 111 River. S Cruz-4484

GLASER BROS 33 Vine. S Cruz-395

JUILLARD INC Salinas Rd. Watsonville 900

Juillard Inc Salinas Rd. Watsonville-1135

Monterey County Liquor Co Rio Del Mar. Aptos-54

Monterey County Liquor Co

220 Backius. Watsonville 554

MONTEREY COUNTY LIQUOR CO

232 Monterey Salinas

(Toll) Call "Operator" for. Salinas-6918

W W Gunn Mgr Res. S Cruz-4117

Livestock

COMMUNITY BREEDING FARM

W E Bill Hughes-Mgr
Mtry Bay Golf & Country Club.. S Cruz-25-W-14
Gaine W R
Live Stock Bought & Sold
109 Sutphen..... S Cruz 3145-W
PETERSEN E M Riverside Rd..... Watsnvil 1670

Livestock Supplies—See Feed Dealers

Loans

See also Financing

Bendell Wm W 25 E 5th..... Watsnvil-212
Community Loan Inc 17 Church..... S Cruz 888

MERCANTILE ACCEPTANCE COMPANY
144 Front..... S Cruz 22

PAJARO VALLEY NATIONAL BANK
Main&Peck. Watsnvil-2240

ROBLEY MOTORS 555 Main..... Watsnvil 211
(See Advertisement This Page)

WATSONVILLE CONSOLIDATED NATIONAL FARM LOAN ASSN OFFICE

FEDERAL LAND BANK LOANS
4%
FARM LOANS

Lettunich Bldg..... Watsnvil-1070

WILSON BROS

REAL ESTATE LOANS

4% ON PREFERRED CITY HOMES,
SMALL FARMS AND COUNTRY HOMES
5% FLAT OR INSTALLMENT LOANS
6% SHORT TERM LOANS
NO PAY OFF PENALTIES

142 Pacific Av..... S Cruz 54

Loans—Real Estate

See Loans; also Banks; also Building & Associations; also Financing; Etc

Lockers—Frozen Food

See Frozen Food Lockers—Renting

Locksmiths

BOSSO BROS 21 Mission..... S Cruz-977
If no answer call..... S Cruz-1631-W

LEAR'S DRIVE IN HARDWARE
Soquel & Riverside Av..... S Cruz 4113-R
(See Advertisement This Page)

Smith Fixit Shop 826 Pine..... S Cruz 4657-W

WATSONVILLE CYCLERY 200 Bridge.. Watsnvil-503
Nites-Sun & Holidays Call.... Watsnvil-38-W-11
(See Advertisement This Page)

Lodges—See Associations

Lodging Houses—See Rooming Houses

Loose Leaf Systems & Supplies

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

Lubricating Oils—See Oils—Lubricating

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

LOANS

AUTO - TRUCK

\$50.00 to \$1500.00

Strictly Confidential

CASH AT ONCE

Phone

WATSONVILLE

211

ROBLEY MOTORS

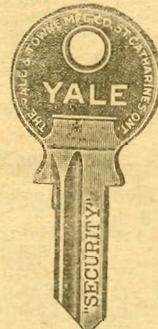
555 MAIN

WATSONVILLE

WATSONVILLE CYCLERY

D. R. ETCHISON

LOCKSMITH



Safes Opening & Repairing

All Types Locks Repaired

Car Doors Opened

Day & Night Service

Phone **Watsonville 503**

Nights, Sundays, Holidays Watsonville 38-W-11
200 BRIDGE ST.

KEYS



AUTOMOBILE & HOUSEHOLD

KEYS MADE ANYTIME
CARS OPENED

LEAR'S HARDWARE

SOQUEL & RIVERSIDE AVE.

Santa Cruz 4113-R

If No Answer Call **SANTA CRUZ 2236-W**

Lumber-Retail

CENTRAL SUPPLY CO Beach Rd. Watsnvil-232
DUDFIELD-BOYLE LUMBER CO
 See Our Adv Under Building Materials
 Watsonville Hwy & 17th Av. S Cruz 3438
EAST SIDE LUMBER YARD
 332 Soquel Av. S Cruz-748

FELTON LUMBER CO

LUMBER - ROOFING
 MOULDINGS - PLYWOOD
 REDWOOD

Felton Felton 153-J

Freedom Lumber Co Freedom Watsnvil-43
GONZALES TED L
 Snta Cruz Watsonville Hwy. Aptos 90-R
HAMMOND LUMBER CO Freedom Watsnvil-1299
HAMMOND LUMBER CO & CABINET SHOP
 Walker&Kearney. Watsnvil-584
HANSEN LUMBER CO Salinas Rd. Watsnvil 2554
 (See Advertisement This Page)
HAYWARD HOMER T LUMBER CO
 47 W Lake. Watsnvil-141
HEBBRON-NIGH LUMBER COMPANY
 491 Pacific Av. S Cruz-25
HUGHES LUMBER CO 576 Soquel Av. . S Cruz-1371
 Locatelli Bros. Boulder Crk-145-W
NORTON PHELPS LUMBER CO 7th Av. . S Cruz-168
SAN LORENZO LUMBER CO
 474 Soquel Av. S Cruz 246
SANTA CRUZ LUMBER CO Central Av. Boulder Crk-26
SANTA CRUZ LUMBER CO Felton 24
SANTA CRUZ LUMBER CO 227River. . . S Cruz-452
 Srock Clarence Bay Soquel. S Cruz-17-J-5
WATSONVILLE LUMBER CO W Lake. Watsnvil-348

Lumber-Whsle

Dudfield-Boyle Lumber Co
 Watsonville Hwy & 17th Av. S Cruz 3438
 Hammond Lumber Co & Cabinet Shop
 Walker&Kearney. Watsnvil-584
MONTEREY BAY REDWOOD CO
 Olive Springs. S Cruz-763
 Santa Cruz Lumber Co Felton 24
 Garage Felton-25
 Santa Cruz Lumber Co Felton. S Cruz 4184
SANTA CRUZ LUMBER CO 227River. . . S Cruz-452

People can't reach you by telephone when the instrument is left "off the hook". Your line is "busy" to anyone calling. For full use of your telephone, please keep your instrument "hung up"—ready for service!

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

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ANDERSON HERBERT E SR 548 Main. Watsnvil-120
FRANICH INSIDE GARAGE 440A Main. . Watsnvil-82
 Gibbs Hugh E 17th Av. S Cruz 3195-J

GRAFF'S MACHINE & REPAIR SHOP

CHARLIE GRAFF, Proprietor
PRECISION LATHE WORK

Saw Mandrels & Propeller Shafts
 Made or Repaired
 Any Kind of Bushings Made to Order
 Hydraulic Jacks Repaired

367 Ocean. S Cruz-4321

HULL & WELLS MACHINE SHOP

108 River. S Cruz 3274-W
 (See Advertisement This Page)

HUSTON WALTER A 309 Front. S Cruz 119

LEON'S MACHINE WORKS INC

Farm & Industrial Equipment
BUILT & REPAIRED

Arc & Acetylene Welding of All Types

STRUCTURAL STEEL
 Prefabrication - Erection - Construction
GENERAL MACHINISTS

115 Sn Juan. Watsnvil-2524

St Clair C L 41st Av&Soquel Hwy. . . . S Cruz-1773-J

SANTA CRUZ FOUNDRY

GENERAL MACHINE WORK

SHOT BLASTING
PRODUCTION MANUFACTURING
BRASS BRONZE & ALUMINUM
CASTINGS

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

SERVICE GARAGE & MACHINE SHOP

206 Salinas Rd. Watsnvil 987
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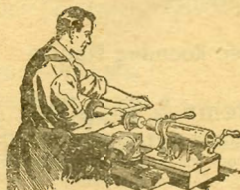
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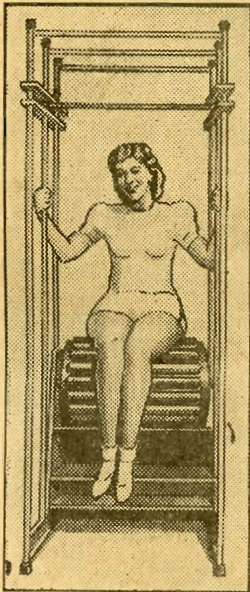
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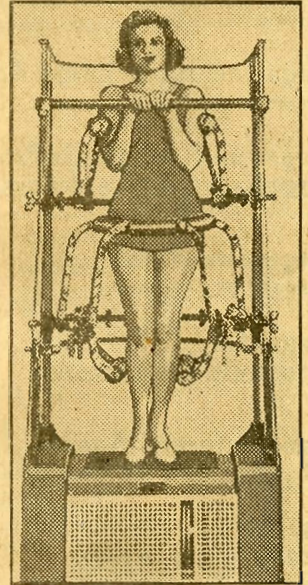
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