ROOKLIDGE & WYSONG
L. D. ROOKLIDGE
J. T. WYSONG
AUTHORIZED
SALES
CHEVROLET
SERVICE
COMPLETE AUTOMOTIVE SERVICE

Homeland 6-0526

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La Mesa

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San Diego Motors
230 A Street—Opposite Medico-Dental Building
San Diego’s oldest and largest
LINCOLN-MERCURY DEALER
- Complete Downtown Sales and Service
- Immediate New Car Delivery
- Factory Authorized Service
- Fine Used Cars

Phone Franklin 9-1291
Shop Hours: 7:30 A.M. to 5 P.M.
Display Room open all week — Saturday, Sunday, Evenings

(1950) SAN DIEGO DIRECTORY CO.'S
Ernie Walters
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SAN DIEGO'S ONLY EXCLUSIVE MERCURY DEALER
AUTHORIZED MERCURY
SALES AND SERVICE
1444 UNIVERSITY AVE. (AT NORMAL) WOODCREST 8-1103

Carlson & Simpson, Inc.
Complete Service
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KELLY-SPRINGFIELD TIRES ELECTRIC AUTO-LITE SERVICE

JOE EATON
Dodge — Plymouth
Dodge Trucks
Complete Automotive Service
WHOLESALE AUTO PARTS FOR ALL
CHRYSLER BUILT CARS
8068 La Mesa Blvd., La Mesa Tel. Homeland 6-3216

HUDSON — SEVERIN CO.
YOUR HUDSON DEALER ON THE BOULEVARD
Randolph 1183
2829 El Cajon Blvd. San Diego
Tel. Franklin 6127

Packard
MOTOR CARS
MARINE MOTORS
JORDAN MOTOR SALES CO.
1372 Kettner Blvd. at Ash San Diego

BARRON & McLAIN
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AUTOMOBILE PARTS
A. B. SHAW CO.
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Wholesale Distributors of
AMERICAN HAMMERED PISTON RINGS
Wholesale Jobbers of
AUTOMOBILE PARTS — GARAGE EQUIPMENT
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FORREST DE FRATE

COMPLETE
AUTO REPAIR SERVICE

“ANY MAKE—ANY MODEL”

OVERHAULING OUR SPECIALTY

COMPLETE BRAKE SERVICE

TOWING

MECHANICAL SERVICE 24 HOURS

831 SECOND AVENUE

Tel. Main 1439  Res. Tel. Talbot 5277

COMPLETE
CHEVROLET SERVICE
AND
MAINTENANCE REPAIRS

BODY AND FENDER WORK
PAINTING — UPHOLSTERY

CAMPBELL CHEVROLET
Since 1923

16th and Broadway  Franklin 1234

...About Your Car Owner Lists

Whatever information an auto owner puts on his license application appears on the new Polk official car owner registration list, now available to you. Every name on a Polk car owner list is “cleaned” ahead of time. Only names of persons to whom mail can be delivered are compiled for you. Polk Car Owner Lists are not “loaded” with extra names that would waste your time and money in sending out mail, or in making personal calls.

Success or failure of any direct mail advertising program depends on your keeping that list up to date.

Serving the Automotive Industry and Its Dealers Since 1923

R.L. POLK AND COMPANY, Direct Mail Advertising Division
HEADQUARTERS: POLK BUILDING, 431 HOWARD ST., DETROIT 31, MICHIGAN
BRANCHES AND PRODUCTION PLANTS: New York Chicago Philadelphia Cleveland St. Louis Cincinnati Trenton

SAN DIEGO CITY DIRECTORY (1950)
AUTOMOBILE SPRING and BRAKE SERVICE

SAN DIEGO SPRING AND BRAKE WORKS, INC.
Since 1925

LEAF AND AUTOMOTIVE COIL SPRINGS
OVERLOAD AND HELPER SPRINGS
REPAIRING — RETEMPERING
SPECIAL LEAF SPRINGS MADE TO ORDER

SERVICE ON ALL TYPES OF
MECHANICAL, HYDRAULIC, VACUUM AND AIR BRAKE SYSTEMS.
TRUCK AND BUS BLOCKS
INDUSTRIAL FRICTIONS
CLUTCH FACINGS

BEARING DEPARTMENT
TIMKEN — HYATT — FAFNIR — NEW DEPARTURE
AUTOMOTIVE AND INDUSTRIAL SIZES
HEAVY DUTY PILLOW BLOCKS
THRUST AND NEEDLE BEARINGS

TRUCK AXLES
OIL SEALS AND GREASE RETAINERS

220 G Street (corner 2nd Ave.)
SAN DIEGO
Telephone Main 5116

AUTOMOBILE TIRES

CANTOR BROS.
San Diego’s Largest RECAPPERS Since 1926
DIAMOND TIRES NATIONAL BATTERIES

Franklin 3165
1035 Market St.
San Diego

OUT OF SIGHT!
OUT OF MIND!
OUT OF BUSINESS!

The importance of keeping firm and product names in the public eye is recognized by all business men. It is astonishing to see how a firm or product, however meritorious, will slip into the limbo of the forgotten if not persistently advertised.

THE CITY DIRECTORY IS THE NATURAL MEDIUM FOR KEEPING A BUSINESS OR PRODUCT NAME IN THE SPOTLIGHT. INSIST ON BEING WELL REPRESENTED IN ITS PAGES.
HENRY STODDART
AUTO WRECKING

Parts for All Makes of Cars
Auto Accessories – Batteries and Tires

Cars Bought for Cash

670 FIRST AT G
Tel. Main 1880

Common Sense...
About City Directory Circulation

The true value of advertising circulation is circulation consulted.

To be exact by actual survey in twenty-four average American cities by actual count each city directory averaged three and one-half consultations for each business day.

To be conservative we will eliminate the sixty Sundays and Holidays when no tests were made.

For every thousand directories sold there will be an average of three and one-half daily consultations for each book for three hundred and five days, therefore—

\[ 1000 \times 3\frac{1}{2} \times 305 = 1,067,500 \]

Consultations or Circulation Consulted
COMPLETE FINANCIAL INFORMATION
At Your Finger-Tips
in
POLK’S BANKERS ENCYCLOPEDIA

Published

March

September

Price

$27.50

A Copy

The Bank Directory
Comprehensively Reported—Conveniently Arranged

Bank data includes officers, directors, latest dated statement, transit number with routing symbol, departments and memberships.

Investment Bankers and Stock Exchanges with memberships are reported at each city location.

Section listing legal reserve Life Insurance Companies with officers, directors and statement.

Sections reporting available information on banks operating outside of the United States.

Each state or section is arranged as a complete Directory, with a tab index to make all data easily accessible.

R. L. POLK & CO.
Publishers
130 Fourth Avenue, North, Nashville 3, Tennessee

★ Largest Directory Publishers in the World ★

SAN DIEGO

MAIN OFFICE. Franklin 7711 ........................................ 615 BROADWAY
FIFTH AND MARKET ............................................. 600 FIFTH AVE.
FIVE POINTS ..................................................... 1943 WEST WASHINGTON
HILLCREST ......................................................... 406 UNIVERSITY AVE.
LOGAN HEIGHTS ................................................ 2196 LOGAN AVE.
40TH AND EL CAJON ......................................... 4002 EL CAJON BLVD.
NORTH PARK ....................................................... 3933 30TH
VAN DYKE-UNIVERSITY AVE. .............................. 4246 UNIVERSITY AVE.
LA JOLLA ............................................................. PROSPECT AND GIRAUD AVE.
LINDA VISTA ....................................................... 2225 LINDA VISTA PLAZA
OCEAN BEACH ..................................................... 4996 NEWPORT AVE.
CHULA VISTA .................................................... 3RD AVENUE AT 5TH
CORONADO ........................................................... PARK PLACE AND ORANGE AVE.
ENCINITAS ......................................................... D AND STATE HIGHWAY
ESCONDIDO .......................................................... GRAND AND BROADWAY
FALLBROOK ........................................................ MAIN AND ALVARADO
LA MESA ............................................................. 9250 LA MESA BLVD.
NATIONAL CITY .................................................. 5 EAST 6TH
OCEANSIDE ........................................................ 202 NORTH HILL
RAMONA ............................................................. MAIN AND SEVENTH
SOLANO BEACH .................................................. HIGHWAY AND PLAZA
CAMP PENDLETON ................................................ U. S. NAVAL HOSPITAL FACILITY
67 YEARS
In the
SERVICE
of
SAN DIEGO

The First National
Trust & Savings Bank
OF SAN DIEGO

A Bank For Everybody

Established August 27, 1883

5th and Broadway (Main Office) - Fairmount and University
30th and University - Rosecrans and Midway
Coronado - El Cajon - La Jolla - La Mesa - Lemon Grove - National City
3 NEW SECURITY SERVICES
HELP YOU TAKE BETTER CARE OF YOUR MONEY

Every banking need of business, individual and estate is served by the seven City and County offices of Security Bank. Now there are 3 new services available at Security Bank, downtown. These new services make banking easier, faster . . . much more convenient.

1. AUTO BRANCH, on 5th Avenue below E. Drive in . . . make deposits or note payments . . . cash checks . . . drive out . . . all in a straight line at street level. An account at any Security Bank permits you to use the Auto Branch.

2. AUTO PARK, at 6th Avenue and E. PARK FREE for 30 minutes when on business at Security downtown. Use it for regular parking, too. Inside parking, convenient . . . an ideal place to park whenever you’re downtown. Open from 7:30 a.m. to 6:30 p.m.

3. PERSONAL LOAN DIVISION, 850 6th Avenue. For salaried men and women who prefer bank services, bank rates and value bank credit. Prompt, confidential loans made on salary or furniture. Phone Main 7183. Ask for Personal Loan Division.

Get the kind of financial service you need . . . at any one of the seven offices of Security Bank, the bank of personal service.
BUILDING CONTRACTORS

FINER HOMES AT LOWER COST

San Diego's leading builders in the medium price field

THE ONLY REAL GUARANTEE OF QUALITY IS THE REPUTATION OF YOUR BUILDER

CONVENIENT FINANCING ARRANGED

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BUILDING MATERIALS

H. G. Fenton Material Company

CRUSHED ROCK
SAND AND GRAVEL
CEMENT
PRE-MIXED CONCRETE COMPANY
READY MIXED CONCRETE

SAN DIEGO OFFICES
1245 NATIONAL AVENUE
Phone, Franklin 6224

Yard and Warehouses — 13th at Newton Avenue
Our Plants and City Warehouses Assure You Prompt Service at All Times

---

Know Your Directory SYMBOLS

A means TELEPHONE SUBSCRIBER

HOME OWNER "" AND ""

If you wish to know whether a man owns his home or has a telephone, refer to the Householders and Street Guide Section of your City Directory. The symbols shown above enable you to learn if the occupant owns the home and is a telephone subscriber.
J. S. SCHIRM COMPANY
PIONEERS IN SAN DIEGO
ESTABLISHED 1885

BUILDING MATERIALS
OF ALL KINDS

268 Fourth Avenue
Tel. Franklin 9-8181

BUILDINGS

SPRECKELS BUILDING
On Broadway from First to Second

A first class office building in downtown San Diego where "Courteous and Efficient Service" to tenants is of prime importance.

Latest design Elevator equipment manufactured by Westinghouse, giving speedy service to any floor of the building.

The Spreckels Building is the only office building in San Diego with parking facilities in the basement and with Elevator Service from there to the offices above.

If you are interested in office space and will accept nothing but the best in maintenance, service and modernization, we invite your inquiry.

OWNERS
SPRECKELS BUILDING COMPANY
OAKLEY J. HALL, President
653 Spreckels Building - Telephone Franklin 4111

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Retailers Board of Trade
Operated by Merchants Credit Assn.

A Non-Profit Member-Owned Organization
Affiliated With
THE ASSOCIATED CREDIT BUREAUS OF AMERICA

2000 Offices in United States and Canada
DIGNIFIED AND PERSONALIZED SERVICE
Specializing in the Collection of Consumer Accounts

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6TH AND BROADWAY, SAN DIEGO 1, CALIFORNIA

Telephone Main 9147
FRED L. TRAIN, Gen'l. Mgr.
Telephone Main 9148
GEO. K. BARTON, Collection Mgr.
COLLECTIONS

CREDIT RESEARCH BUREAU
H. M. HANNA, Mgr.

Alert and Personalized Collection Service

121 Broadway, 326-327 Spreckels Bldg., San Diego 1, California
Main 1643

CONCRETE BLOCKS

for

Homes • Garden Walls
Commercial Construction
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"HAZARD BLOC"

- 150 sizes and styles
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- Lifetime Permanency
- Low Insurance Rates
- Fireproof, Earthquake-proof, Termite-proof
- Low cost and fast construction
- Call F-0182 for Free Estimate

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ARNOLD REALTY CO.
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ARNOLD HOME BUILDERS, INC.
(GENERAL CONTRACTORS)

ARNOLD MORTGAGE CO.
Combine to Arrange For Your
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2. HOME DESIGN
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Arnold Service Since 1869

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HENRY L. LANDT
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CONTRACTING CO.

Engineering Contractors
Grading and Paving

Telephone Franklin 0182
2548 Kettner Boulevard and Friars Road, Mission Valley

SIDNEY A. LaBEARD
GENERAL CONTRACTOR

RESIDENCE COMMERCIAL

GENERAL REPAIRS
Estimates Cheerfully Furnished

3455 - 37th Street, San Diego 5
Phone Randolph 2349

CREDIT REPORTING AGENCIES

Complete Credit Service
Collections Any Part of the United States and Canada

MERCHANTS CREDIT ASSOCIATION
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Collection Dept., RETAILERS BOARD OF TRADE

A Mutual Cooperative Association

Serving and Owned by
The Business and Professional Men
Since 1908

15th Floor San Diego Trust & Savings Building
6th and Broadway, San Diego 1, California

Telephone Reporting Department — Franklin 6241
Telephone Collection Department — Main 9147

FRED L. TRAIN, Secretary-Manager
How to Use This Directory

To get the most good from this Directory you must know what it contains and how to use it. You cannot get this knowledge by glancing hastily through the book and assuming that your mind grasps a full idea of its contents from the name.

Read the Title Page, Front of Book and Glance Over The Index.

THE PUBLISHERS
GOLDEN ARROW DAIRY

Fine
Quality
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Delightfully Different!
The chef at your favorite café knows the importance of serving "delightfully different" foods on his menu. That's why most San Diego chefs use Hage's "delightfully different" ice cream and milk.

Take a tip from YOUR chef. Feature Hage's in your meals, too.

Hage's
ICE CREAM
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Make Sears your one-stop shopping center where you are always sure of first quality merchandise at the lowest selling price. This unchanged policy of complete satisfaction on every article offered has made Sears America's Headquarters for all Home Appliances.

"Satisfaction guaranteed or your money back"

SIXTH AND C STREET - TEL. FRANKLIN 6571
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A Good Store Since 1886

BROADWAY AT SIXTH

Montgomery Ward

Everything for the Family, Home and Car

B STREET AT EIGHTH
TEL. FRANKLIN 9-6011

TRY WHITNEY’S first
SAVE MONEY — TIME — STEPS

53 Complete Departments serving nearly every need of family, home and car.

Sale prices on every item every day of the year.

A convenient store with all essential service but no frills.
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H & H DRUG STORE
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Two Registered Pharmacists on Duty at All Times
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CECIL B. GROVE
CONTRACTOR

ROCK AND SAND
DUMP TRUCKING
GRADING AND EXCAVATING

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DO YOUR EMPLOYERS FURNISH YOU WITH THE LATEST EDITION OF THE CITY DIRECTORY?

You need it at your elbow at all times, to protect your company from forgers and bad-check artists. A few questions, checked against City Directory information, will trip them at once. Intelligent use of the City Directory for this purpose has saved thousands of dollars and helped make some cities "too sharp" for bad-check "operators."

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CONSTRUCTION MACHINERY
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SAN DIEGO 12, CALIF.

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When You Say It With Flowers Say It With Ours

Florists . . .
AND NURSERYMEN

Nursery, Sales Yard, Office and Floral Depot

Flowers Furnished for Every Occasion

Tel. Main 2871
3572 LOGAN AVE.
SAN DIEGO, CALIF.
Bonded Member
F. T. D.

Choice Flowers
Plants, Shrubs, Trees
We will deliver your order without charge
to all points of Metropolitan San Diego and
the entire South Bay area.
Floral Arrangements for All Occasions
FUNERALS • WEDDINGS • BANQUETS, ETC...
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Our courteous, dependablestaff insures:

- Unfailing readiness to serve
- Carefully coordinated efficiency in the protection of community service
- Sincere kindness in time of need
- Conscientious fulfillment of individual preference
- Individual attention to details that mean so much

The most convenient mortuary to thousands of San Diego families.

ONE Call for Complete Funeral Service—
- Mausoleum
- Crematory
- Shipping and the Cemetery of YOUR CHOICE

Only the years bring experience—which, joined with honest endeavor, assure a beautiful and lasting memory picture—when we are called to serve.

Merkley-Austin
Mortuary
3655 Fifth Ave.

Telephone
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Day or Night

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SEVEN SPACIOUS FLOORS EXCLUSIVELY
DEVOTED TO THE PRESENTATION OF...

Home Furnishings
... of Character

The H. L. Benbough Company has adequately met the Home Furnishings requirements of San Diego and adjacent areas for nearly one-half century, and will welcome the opportunity of helping you enjoy a better furnished home.

“The Furniture Fashion Center of San Diego”

FURNITURE
RUGS, CARPETSDRAPERIESBEDDINGMATTRESSES
GAS AND ELECTRIC
APPLIANCES
OFFICE FURNITURE AND EQUIPMENT

Free Interior Decorating Service

Telephone
Main 5131
“B” Street at 4th Ave.
downtown San Diego

(1950) SAN DIEGO DIRECTORY CO.'S

SAN DIEGO CITY DIRECTORY (1950)
YOU CAN ALWAYS GET IT AT

Davidson FURNITURE

AND USUALLY FOR LESS

Complete Home Furnishings for Every Room in Your Home

FURNITURE
RUGS AND LINOLEUMS
REFRIGERATORS, STOVES and WASHERS
OIL STOVES
SMALL APPLIANCES

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A Store Built on Service and Quality

COR. 15TH AND MARKET TEL. FRANKLIN 7541

ANDERSON FURNITURE CO.

NEW AND USED FURNITURE
STOVES — RUGS — OFFICE FURNITURE

WE BUY, SELL AND EXCHANGE
NEW AND USED FURNITURE

751 7th Avenue 741 F Street
766 8th Avenue

ESTABLISHED 1915 Telephone Jackson 4181

COMPLETE FURNISHINGS FOR ALL TYPES OF HOMES

You'll Like to Do Business With Burnett's
Vast Varieties Courteous Service Fair Prices Easy Budget Terms
FREE PARKING in our own lot

Burnett's FURNITURE CARPETS APPLIANCES

University at Seventh Avenue

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GLOBE FURNITURE CO.
COMPLETE HOME FURNISHINGS
HOUSEHOLD APPLIANCES

1196 BROADWAY
Tel. Franklin 6441

FURNITURE
CARPETS & RUGS
APPLIANCES
HOUSEHOLD FURNISHINGS
6505 El Cajon Blvd.
At Rolando Village
Telephones Talbot 2191 and 2192

GAS AND ELECTRIC COMPANIES
GENERAL BUSINESS OFFICES
of the
SAN DIEGO GAS & ELECTRIC COMPANY
are located in the
Electric Building — 861 Sixth Avenue
Telephone: Main 6981
San Diego 12, California

District Offices
Address
Telephone
Chula Vista........... 337 3rd Avenue
.................. Hancock 2-1169
Coronado........... 1005 "C" Avenue
.................. Henley 3-3114
Escondido........... 153 East Grand Avenue
.................. Escondido 148
La Jolla........... 7849 Girard Avenue
.................. Glencove 5-2131
La Mesa........... 3329 La Mesa Boulevard
.................. Homeland 6-3224
Linda Vista........... 2321 Linda Vista Plaza
.................. Woodlawn 7-0661
National City........... First Natl. Bank Bldg., 22 E. 8th St.
.................. Greeley 7-4117
Oceanside........... 620 2nd Street
.................. Oceanside 2115
San Juan Capistrano........... 31788 S. State Highway
.................. San Juan Capistrano 34

COMPANY OFFICES FOR APPLICATIONS AND COLLECTIONS
East San Diego........... 4219 University Avenue
El Cajon........... 137 South Orange Avenue
Encinitas........... 644 2nd Street
Hillcrest........... 516 University Avenue
Logan Heights........... 2214 Logan Avenue
Normal Heights........... 3356 Adams Avenue
North Park........... 2859 University Avenue
Ocean Beach........... 4985 Niagara Avenue
Vista........... 548 South Santa Fe Avenue

APPOINTED REPRESENTATIVES FOR SERVICE
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Borrego Springs, Borrego Pharmacy........... Mrs. L. W. Lindberg
Fallbrook, Main and Fig Streets........... Loo M. Graffin
Imperial Beach, 5th and Coronado........... Eva C. Disinger
Julian, Julian Hardware........... T. W. Plueger
Lincoln Acres, 2641 Ridgeway........... W. F. Baker
Mission Beach, 3741 Mission Boulevard........... Mrs. Maude Wiltse
Pacific Beach, 1905 Garnet Avenue........... Mrs. L. J. Eno
Ramona, 337 Main Street........... Ramona Irrigation District
San Clemente, 1 North El Camino Real........... Bank of America
San Ysidro, 134 E. San Ysidro Boulevard........... T. R. Newberry
South Laguna, 31652 South 2nd Avenue........... South Coast County Water Co.

APPOINTED REPRESENTATIVES FOR COLLECTIONS ONLY
Alpine, Alpine Drug Store........... R. E. McCuttie
Bostonia, Bostonia Post Office........... W. Murray Wright
Carlsbad........... Carlsbad Mutual Water Company
Crow Point, 3465 Ingraham Street........... M. J. Michael
Del Mar........... Del Mar Water Co.
Encanto, 6417 Imperial Avenue........... Lyles Variety Store
Lakeside........... Valley Commercial & Savings Bank
Lemon Grove, 7785 Broadway........... Lindley Pharmacy
Loma Portal, 2944 Lytton Street........... Loma Portal Pharmacy
Pacific Beach, 875 Garnet Avenue........... Security Trust & Savings Bank
Palm City, 672 National Avenue........... Ludwig Never
Point Loma, 1139 Rosecrans Street........... Point Loma Pharmacy
Repair Base Housing, National City........... Mrs. Paul Rabahl
Solano Beach........... Bank of America
30th and Imperial........... S & M Drug Co
**GAS AND OIL SERVICE**


**STAR & CRESCENT COMPANIES**

**STAR & CRESCENT OIL CO.**
**STAR & CRESCENT STATIONS, INC.**
**STAR & CRESCENT FERRY COMPANY**
**STAR & CRESCENT TRANSPORTATION CO.**
**SPRECKELS BUILDING COMPANY**
**SAN DIEGO MARINE CONSTRUCTION CO.**
**SAN DIEGO PROPERTIES, INC.**
201 WEST BROADWAY, INC.

**Distributors of Tide Water Associated Products**

**PLANTS**

San Diego, 834 West Grape
San Diego, Ft. of G Street, Marine Terminal
El Cajon, 305 West Main
Vista, 219 South Santa Fe
Fallbrook, Fig and Main

**PHONES**

Franklin 4111
Main 7806
Hilldale 4-3361
Vista 411
Fallbrook 371

Flying “A” Gasoline • Flying “A” Ethyl Gasoline
Veedol Oils and Grease • Tydol Motor Oils
Federal Tires • Aero Batteries
National Brand Auto Supplies

**NORTH ISLAND AND BAY FERRY SERVICE**

**TOWING AND TANKER SERVICE**

**STORE AND OFFICE RENTALS**

**SHIP BUILDING AND REPAIRS**

Franklin 4151
Franklin 4151
Franklin 4114
Franklin 4111
and Franklin 9-8051

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**YOUR FRIENDLY ASSOCIATED DEALER**

You Will Find Him In Modern Service Stations Everywhere In San Diego County

Caters to Every Automotive Service Need

He is an expert lubricator—Knowing How to Safeguard Intricate Modern Motors With Veedol and Tydol Motor Oils and Grease

**LOCATIONS**

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RUDY’S ASSOCIATED SERVICE
Box 22

**BONITA**
BONITA ASSOCIATED SERVICE

**BOSTONIA**
CHARLES’ ASSOCIATED SERVICE
Second & Peach Streets

**CHULA VISTA**
BOUCHARD ASSOCIATED SERVICE
305 Third Avenue
BROW’S SERVICE STATION
395 National Avenue

**DE HESA**
ERNSHAW’S SERVICE STATION

**ENCINITAS**
KEITH’S ASSOCIATED SERVICE
Highway 101
Post Office Box 398

**ESCONDIDO**
HOBLE’S ASSOCIATED SERVICE
Highway 395 & Creston Drive
LOCH ASSOCIATED SERVICE

**FALLBROOK**
GRACE’S ASSOCIATED SERVICE
Falls and Main Streets

**LA MESA**
J. J. FREEMAN’S ASSOCIATED SERVICE
1290 E. West Boulevard

**LEUCADIA**
FRANK’S ASSOCIATED SERVICE
Highway 101

**LINDA VISTA**
STULLMAN’S ASSOCIATED SERVICE
301 North Hill Street

**MARTINDALE & SONS ASSOCIATED SERVICE**
302 South Hill Street

**PINE VALLEY**
PINE VALLEY ASSOCIATED SERVICE

**SAN DIEGO**
BOB’S ASSOCIATED SERVICE
301 - 12th Avenue
BROADWAY GARAGE
Serranus Building
CRAWFORD’S ASSOCIATED SERVICE
DEERING’S ASSOCIATED SERVICE
1263 Sixth Avenue
DOWNS & HUTCHINSON ASSOCIATED SERVICE
901 “C” Street
DURAN GEORGE’S ASSOCIATED SERVICE
127 Washington Street
GROVE’S ASSOCIATED SERVICE
3008 El Cajon Boulevard
HEINRICHSAUS ASSOCIATED SERVICE
5003 Balboa Avenue
HUTCHINSON ASSOCIATED SERVICE
6001 Hillside Avenue
STU KENNEDY’S ASSOCIATED SERVICE
132 West “C” Street

**SAN DIEGO MARINE CONSTRUCTION CO.**

**SAN DIEGO PROPERTIES, INC.**
201 WEST BROADWAY, INC.

**STARS AND TANKER**

**AND TANKER**

**AND TANKER**

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**GAS AND OIL SERVICE**

**YOUR FRIENDLY ASSOCIATED DEALER**

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**STAR & CRESCENT OIL CO.**

**Plants**

San Diego, 834 West Grape
San Diego, Ft. of G Street, Marine Terminal
El Cajon, 305 West Main
Vista, 219 South Santa Fe
Fallbrook, Fig and Main

**Phones**

Franklin 4111
Main 7806
Hilldale 4-3361
Vista 411
Fallbrook 371

Distributors Throughout San Diego County of Associated Products

**FLYING “A” GASOLINE**

**FEDERAL TIRES**

**VEEDOL OILS AND GREASES**

**TYDOL OILS AND GREASES**

**NATIONAL BRAND AUTO SUPPLIES**

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(1950) SAN DIEGO DIRECTORY CO.'S
CALIFORNIA GLASS CO.

“Lustraglass”
The New Glass

PLATE GLASS

WINDOW GLASS

AUTOMOBILE GLASS

MIRRORS

RESILVERING

MEDICINE CABINETS

DISTRIBUTORS

AMERICAN WINDOW GLASS

TRIM-SET
Superior Metal Windows

FENTRON STEEL WORKS
Steel and Aluminum Windows

VENTA WINDOWS
Controlled Ventilation

NATCOR
Store Fronts

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WHITE

J M Weston)

INSURANCE GROUP, 2100 Third Avenue Bldg, 521 Broadway, Tel Franklin 9-1244

H ALLE CO THE, Sand Diego Trust & Savings Bldg, 530 Broadway, Tel Franklin 5411 (For further information see page 83 Buyers’ Guide and front cover)

MARTIN & GORTON, 1350 Fourth Ave, San Diego 2121 Broadway, Tel Franklin 9-3233

MILLER FRED AND ASSOCIATES, 325 E 8th, Tel Franklin 5410, Res Tel 2010 and 7-5282, 7 and 5-7252, National City (For further information see page 84 Buyers’ Guide and front side lines)

MILLS RICHARD A CO INC, 6686 4th Av at Hill St, Tel 9-5199

MASON, 1407 Broadway, Tel 9-1211

MUNSON CHESTER N INSURANCE AGEN­CIES, 94-44 Sand Diego Trust & Savings Bldg, 530 Broadway, Tel Franklin 7488

PAGE 1153

San Diego Trust & Savings Bldg, 530 Broadway, Tel Franklin 5076

WEDDING SĮ CIARA (life) 521 Broadway, Tel Franklin 5076

WILSORD J O 1024 2nd st Tel 3-4088

WILCOX J C 2841 El Cajon Blvd, Tel Talbot 5274

WINTER B O 1025 Broadway

WHITE & ENGLISH NATIONAL BANK, 1601 Hill Sand Diego 1610 Pacific Avenue, Tel Franklin 530 Broadway, Tel Franklin 5076

WHITE M G - STARKE INSURANCE CORP, 1017 El Cajon Blvd, Tel Franklin 5076

WHITEWRIGHT A 9-2100 and 7-5200 in­formation see page 87 Buyers’ Guide and left side lines

WILLIAMS B M 1043 Garnet, Tel Humboldt 8-5988 (For further information see page 125 Buyers’ Guide and left side lines)

WILLIAMS C 1017 El Cajon Blvd

WILSON J C 511 Broadway

WILSON B C 1022 22nd St

WOLCOTT PAUL J 3653 Valmonte

WYATT S 1007 Broadway

ZACHARY JOHN E 521 Broadway

Insurance Companies

ACACIA LIFE & ACCIDENT CO OF AMERICA, 261-262 Orpheum Theatre Bldg, 204 B, Tel Franklin 2958

AETNA INSURANCE GROUP, The Hale Co, 121 Broadway, Tel 9-0561

AETNA INSURANCE GROUP, 909 First Na­tional Bldg, 507 Fifth Av, Tel Franklin 9-1211

ALLSTATE INSURANCE CO, 1610 Pacific Ave, Tel 9-3753

AMERICAN INDEPENDENT MEDICAL & HEALTH Assn 425 Broadway, Tel 9-8725

AMERICAN NATIONAL INSURANCE Co (ordinary dept) 425 Broadway, Tel 9-1211

AMERICAN SOCIETY, CHESTER N Munson Insurance Agency, 1020 20th St, Tel Franklin 7991

BANKERS LIFE INSURANCE CO, 210 2nd Av, Tel 9-1210

BANKERS LIFE INSURANCE CO, 121 Broadway, Tel Franklin 9-2119 and 9-2110

BENEFICIAL STANDARD LIFE INSURANCE Co 121 Broadway, Tel Franklin 5411

BRAUN F W & CO, 406 Orpheum Theatre Bldg, 204 B, Tel Franklin 2958

BRIGHT INSURANCE AGENCY THE, 905 Broadway, Tel 9-0589

BRAUN F W & CO, 406 Orpheum Theatre Bldg, 204 B, Tel Franklin 2958

YALE & ATKINSON 1021 Broadway

YATES E A 1007 Broadway

YATES R W 1007 Broadway

ZACHARY JOHN E 521 Broadway

Insurance Brokers

AVELDSON-FISHER CO, 204 Sand Diego Trust Bldg, 530 Broadway, Tel 9-1200

BARTLEY & BARNEY, Second Floor Scripps Building

BARTLEY & BARNEY, Second Floor Scripps Building

BRADBURY NELSON & CO, 36th St, Tel 9-2853

BRADBURY NELSON & CO, 36th St, Tel 9-2853

BRAUCKMANN F W & CO, 406 Orpheum Theatre Bldg, 204 B, Tel Franklin 2958

BROOKS & CO, 1320 2nd Av, Tel 9-1210

CLOUSE H L-General Insurance 380 Broadway

CUTRI INSURANCE AGENCY INC, Suite 1016

First National Bldg, 507 Fifth Av, Tel Franklin 9-1211

FIALA INSURANCE AGENCY, 121 Broadway, Tel 9-1210

FREI ERAL INSURANCE AGENCY, 121 Broadway, Tel 9-1210

FRICKER INSURANCE AGENCY, 121 Broadway, Tel 9-1210

FREDERICK & PICKERING INSURANCE AGENCY, 121 Broadway, Tel 9-1210

FINKELSTEIN & STEINMETZ, Established 1885, 530 4th Av, Tel Franklin 9-8725

FLACK & BAILLEY INSURANCE AGENCY, 344 4th Av, Tel 9-1210

FRANKLIN INSURANCE SERVICE, Inc., 425 Broadway, Tel 9-1211

GOODWIN PERCY H, 300 First National Bldg, 507 Fifth Av, Tel Franklin 5411 (For further information see page 87 Buyers’ Guide and left side lines)

HAY LE CO THE, San Diego Trust & Savings Bldg, 530 Broadway, Tel Franklin 5411 (For further information see page 83 Buyers’ Guide and front cover)

HETTINGER & BROWN, 1700 and 7-5282, 7 and 5-7252, National City (For further information see page 84 Buyers’ Guide and front side lines)

HUMBOLDT INSURANCE INDUSTRIES, 1020 20th St, Tel Franklin 5411

HUMBOLDT INSURANCE COMPANY, 1020 20th St, Tel Franklin 5411

HUMBOLDT INSURANCE INDUSTRIES, 1020 20th St, Tel Franklin 5411

HUMBOLDT INSURANCE INDUSTRIES, 1020 20th St, Tel Franklin 5411

J M Weston)

INSURANCE GROUP, 2100 Third Avenue Bldg, 521 Broadway, Tel Franklin 9-1244

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J M Weston)

INSURANCE GROUP, 2100 Third Avenue Bldg, 521 Broadway, Tel Franklin 9-1244

J M Weston)
**Jewelers—Wholesale and Importing**

(See also Diamonds and Precious Stones)

**BROKER** CARL W. Bowers’ Jewelers 1044, 2951 University Av, Tel Jackson 2954, 251 W. Broadway, National City (For further information see page 98 Buyers’ Guide and right top lines)

JESSOP & SONS INC, 101 5th Av, Tel Franklin 9768, 240 E Broadway, National City (For further information see page 99 Buyers’ Guide and left top lines)

**Jewelry Repairers**

(BRITISH) J A & SON, 1051 4th Av, Tel Franklin 9768, Girard Avenue, National City (For further information see page 99 Buyers’ Guide and left top lines)

**Jewelry Stores**

(See also Diamonds and Precious Stones)

**BROKER** CARL W. Bowers’ Jewelers 1044, 2951 University Av, Tel Jackson 2954, 251 W. Broadway, National City (For further information see page 98 Buyers’ Guide and right top lines)

JESSOP & SONS INC, 101 5th Av, Tel Franklin 9768, 240 E Broadway, National City (For further information see page 99 Buyers’ Guide and left top lines)

**Jewelry Stores**

(See also Diamonds and Precious Stones)

**BROKER** CARL W. Bowers’ Jewelers 1044, 2951 University Av, Tel Jackson 2954, 251 W. Broadway, National City (For further information see page 98 Buyers’ Guide and right top lines)

JESSOP & SONS INC, 101 5th Av, Tel Franklin 9768, 240 E Broadway, National City (For further information see page 99 Buyers’ Guide and left top lines)

**Jewelry Stores**

(See also Diamonds and Precious Stones)

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**Jewelry Stores**

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JESSOP & SONS INC, 101 5th Av, Tel Franklin 9768, 240 E Broadway, National City (For further information see page 99 Buyers’ Guide and left top lines)

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JESSOP & SONS INC, 101 5th Av, Tel Franklin 9768, 240 E Broadway, National City (For further information see page 99 Buyers’ Guide and left top lines)

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JESSOP & SONS INC, 101 5th Av, Tel Franklin 9768, 240 E Broadway, National City (For further information see page 99 Buyers’ Guide and left top lines)
LA MESA
LUMBER

Established 1907

COMPLETE

STOCK OF

BUILDING

MATERIALS

La Mesa
6931
Spring St.

LA MESA

For List of Abbreviations see Pages 19 and 20
Window Cleaners
Chester R H 618-orange, Chula Vista
Window Washing Co 801 3d av Chula Vista
Elkington 2521 Newport av
Max J W 1418 E
Sanderson Peter D 6144 Arden way
San Diego Window Cleaning Co 1685 2d av
Vestergaard F E 81 Rockaway st
Wright J W 5650 Univ av

Window Displays
JAY DISPLAYS, 228 B. Tel Franklin 6028

Window Glass
CALIFORNIA GLASS CO, 2527 National Av, Tel Franklin 7291 (For further information see page 70 Buyers’ Guide)

Window Shade Dealers
Runyon C R 1035 Univ av

Window Shade Manufacturers
Albertson F D 3011 Normal
Alexander John 1168 11th av
BALL SHADE UNLIMITED CO, 4584 S
Columbia Blvd, Tel Talavera 2300 (For further information see page 70 Buyers’ Guide)
Cooper J A 2385 Chamorro
Parks & A D 3075 Univ av
Smith Harry Shade & Linoleum Co 3912 Univ av

UNIVERSITY WINDOW SHADE CO, 1023 University av Tel University 1111

Windows—Steel
CHAMBERS STEEL CO, Steel and Aluminum
11th and Broadway, 3007 11th st

Wines and Liquors—Retail
HAMILTON’S LTD—FINE FOODS, 644 C cor 6th Av, Tel Fremont 2917 (For further information see page 70 Buyers’ Guide and right side line)

Wines and Liquors—Wholesale
BOHEMIAN DISTRIBUTING CO LTD, 1025 W Laurel, Tel Franklin 8862
YOUNG’S MARKET COMPANY, 711 5th Av, Tel Franklin 1511 (For further information see pages 70 and 99 Buyers’ Guide)

Wiring—Light and Power
REYNOLDS ELECTRIC CO OF SAN DIEGO, 218 West P, Tel Franklin 4272 (For further information see page 57 Buyers’ Guide and right side line)

Women’s Apparel—Retail
Ace Flag Shop 1022 5th av
SHELTON’S SHOPS, 1071 6th av cor 6th and C (Downtown), Tel Franklin 4406, 2001 University Av (North Park) Tel Jackson 4510, 2001 University Av (Mira Mesa) Tel Jackson 4510
Fordham Lulu Mrs 2525 National av
LION CLOTHING CO, 56 Broadway at 6th Av, Tel Franklin 4105 (For further information see page 74 Buyers’ Guide)
Herrington’s Smart Shop 8913 Highland av Natl C
SCOTTI’S GLADS SMART SHOP, 1188 6th av, Tel Franklin 2316

Women’s Furnishing Goods—Retail
GOODWILL INDUSTRIES OF SAN DIEGO COUNTY (Used) 402-424 5th av, Tel Franklin 7691 (For further information see page 86 Buyers’ Guide)
GRAYSON’S 1038 5th Av, Tel Franklin 8809
HARTER’S INC 635 C, Tel Main 5055
MARSTON COMPANY THE, 5th av, 6th av and C, Tel Main 7913

Women’s Wearing Apparel
GRAYSON’S, 1038 5th Av, Tel Franklin 8809

Women’s and Misses’ Wearing Apparel
GRAYSON’S, 1038 6th Av, Tel Franklin 8809
HARTER’S INC 635 C, Tel Main 5055

Wood Dealers
Imperial Wood & Panel Yard 4900 Imperial av
Hustenborn J D 2798 Univ av
SILVERTHORN’S INC, 550 16th, Tel Franklin 9211
Simmons W D 1114 Garnet

Wrapping Service—Package
Liden H L 656 5th av

X-Ray Apparatus and Supplies
(Sales plus Phonetics and Hospital Supplies)
General Electric X-Ray Corp 351 Grape

Year Goods Dealers
WALKER’S, 6th Av, 6th Av at Broadway, Tel Franklin 7211 (For further information see page 56 Buyers’ Guide)

Yarns—Retail
Caraway Esther Mrs 5106 UT Av, Tel Cochrane 8806
Cobbie L A Mrs 3506 Park blvd
Shields Yarn Shop 4210 Casa

Yarns—Wholesale
Bacchus M M Mrs 8506 La Mesa blvd La Mesa

Yeast Manufacturers
Jorgenson O E 3152 Commercial

SAN DIEGO DIRECTORY CO.’S
1950
DIRECTORY
OF THE FOLLOWING TOWNS

Chula Vista
Coronado
La Jolla
La Mesa
National City

Copyright 1950 by
SAN DIEGO DIRECTORY CO.

For list of abbreviations see pages 19 and 20
NEED A
PAINTER
PLUMBER
ROOFER
CONTRACTOR
FLOOR MAN
CONSULT THE CLASSIFIED BUSINESS SECTION

THE TRUNK MAN
Established 1919

Exclusive Famous Makes

WISHPHIP

Mendel
Luggage

Now only one store
one of the finest in U.S.A.
1045 - 6th Avenue

Complete Equipment for Travelers including
Luncheon and Thermos Kits
Animal Carriers
Passport Cases
Ladies' Hand Bags
Wool Robes & Cases
Medicine Cases
Luggage Covers
Liquor Sets
Pullman Slippers
Travel Books

Practical Gifts
Adult Games
Desk Sets
Sewing Cases
Manicure Sets
Leather Picture Frames
Diaries
Electric Shavers

Repairing, Gold Lettering
Special Goods to Order

PHONE
2438

CHULA VISTA CITY DIRECTORY 1950

CHULA VISTA—Is located eight miles south of San Diego on the shore of San Diego Bay in a fertile valley almost within whispering distance of Mexico, the mountains and the sea. From the Spanish translation Chula Vista means “Beautiful View,” and indeed the city upholds its name. It is in a valley that produces many things that are good for mankind. First, on this list is celery, lemons, cucumbers, beans, peppers, airplanes and manufacturing.

INDUSTRY—Chula Vista has had a rapid, yet substantial growth and is humming with activity. The answer is electricity, lemons, cucumbers, beans, peppers, airplanes and manufacturing.

SCHOOLS—Educational advantages are of the best. Five elementary schools, one Junior High School and one High School. San Diego State College is only a few minutes drive.

CHURCHES—The religious and moral welfare of the community is well provided for by the many denominations, housed in well appointed edifices.

RECREATION—Chula Vista points with pride to three beautiful parks—City Park, Library Park and Mission Park. City Park at Third and Park Way is a thing of beauty, with trees, flowers and shrubs, pools, bridges, pathways and a beautiful outdoor bowl or stone masonry. Golfing, fishing, swimming, hunting, horseracing and camping are only a few minutes drive from the center of the city. For further information write

THE CHULA VISTA CHAMBER OF COMMERCE

CALL FRANKLIN
4111
FOR HIGHEST QUALITY BURNER
ON
HEATER OILS
STAR & CRESCENT OIL COMPANY
PROMPT DELIVERY SERVICE

C. A. GRAY
DEALER
DODGE BROTHERS
Motor Cars
And Trucks
PLYMOUTH
Motor Cars
Complete Service
501 West Broadway
PHONE FRANKLIN
3101

BEKINS
SHIPPING
At 7th and Broadway
PHONE
3144

Kettner Blvd at
"B" Street
3727 El Cajon Blvd.
VAN & STORAGE CO.
Coronado, approximately one mile square, population 18,000, located just across the bay from San Diego, is a city and resort center combined, harboring no manufacturing or big commercial plants, but a city of wonderfully attractive homes, four fine parks, modern business blocks, fine churches and schools.

The famous Hotel del Coronado, open all year, and attracting world travelers from January to December, is located on the ocean side of Coronado. On the north and connected by a narrow strip of sand is the great Naval Base, North Island.

Miles of ocean beaches, glorious in their seaward sweep, stretch across the southern boundary of the city and beside the Silver Strand to Mexico. Sparkling for boating.

Schools, churches, all assure a superb comfort in a friendly community.

Alphabetical List of Names

Coronado City Directory 1950

Coronado City (1950) San Diego Directory Co.'s

Compliments of Coronado Chamber of Commerce

Coronado, approximately one mile square, population 18,000, located just across the bay from San Diego, is a city and resort center combined, harboring no manufacturing or big commercial plants, but a city of wonderfully attractive homes, four fine parks, modern business blocks, fine churches and schools.

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Miles of ocean beaches, glorious in their seaward sweep, stretch across the southern boundary of the city and beside the Silver Strand to Mexico. Sparkling for boating.

Schools, churches, all assure a superb comfort in a friendly community.

That life in Coronado is delightful is apparent, for geography and climate have been kind to this "island-at-the-tip-of-the-Silver-Strand." It's easy to play in Coronado, and it's entirely pleasant to live here, so closely in touch with the mainland, yet so free from its hurry and stress. Whether you come to Coronado for a few weeks or as another of its permanent residents, you will find a new adventure in happy living awaiting you.
For Quality, Value, Selection in
HOME FURNISHINGS of CHARACTER
Stylish for Homes of Today.
Telephone Main 5131
"B" Street at 4th Ave.

SILVERWARE
f---4

Our
BBordj er Lee
Blair Bryan E (Doris L)
Boileau Almerian R (Maybelle) photog 1016 Isabella av
Bogusch Grace (wld H R) h753 G av
Board
Blizard Floyd H r728 G av
Bleecker Jas asst youth center dir City Recreation

FREE
PUBLIC

Wm C
12th Ave.

CITY DIRECTORY

JULY, 1950

NEW CAR SALES

1170 5th Ave.

FREE USE

2 8 7 1

USED CARS

LAWSON-SCHILLER CO.
JEWELRY - SILVERWARE WATCHES

1170 5th Ave.
Tel. Main 3011
LOTTIE L. CRAWFORD and VICTOR R. LUNDY
AUTHORIZED MORTGAGE LOAN BROKERS FOR
THE PRUDENTIAL INSURANCE CO. OF AMERICA
3 Westmoreland Ave., Room 101, San Diego, Calif.

943 Seventh Avenue - Telephone Main 3016
San Diego, California
<table>
<thead>
<tr>
<th>Last Name</th>
<th>First Name</th>
<th>Address</th>
<th>Phone Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Andrade</td>
<td>Luis</td>
<td>1001 Ocean Dr</td>
<td>555-1234</td>
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<td>Alvarez</td>
<td>Maria</td>
<td>1234 5th St</td>
<td>555-4567</td>
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<td>Barber</td>
<td>John</td>
<td>678 6th Ave</td>
<td>555-7890</td>
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<td>Sarah</td>
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<tr>
<td>Carter</td>
<td>David</td>
<td>456 Cedar Ln</td>
<td>555-2222</td>
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<td>Davies</td>
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<td>786 Oak Dr</td>
<td>555-3333</td>
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<td>Edwards</td>
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<td>James</td>
<td>786 Walnut Pl</td>
<td>555-6666</td>
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<td>Harris</td>
<td>John</td>
<td>123 Elm St</td>
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<td>555-4444</td>
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<td>555-8888</td>
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<tr>
<td>Nguyen</td>
<td>James</td>
<td>786 Maple Ave</td>
<td>555-9999</td>
</tr>
</tbody>
</table>

**Note:** This is a fictional example of a phone book directory page.
TRADE!
You like to patronize those concerns which are in business to stay.
It's human to expect that such business establishments always stand back of the wares they sell.
The advertising in this Directory is suggestive of the stability and permanency of the advertisers.
Frauds, fakes, get-rich-quicks and other schemers have little use for directory advertising.
It lives too long.
The modern City Directory is a business institution.
It occupies a place peculiarly its own. It is as necessary to the progress and development of a city generally as anything would be which deals with such fundamentals as the citizens themselves.
If you are not advertising your business in the Directory, we may explain how and why it will pay you.

The Publishers.
When You See Our Name

on a

CITY DIRECTORY

You Can Be Assured That

It Means . . .

1st—Every effort has been made to obtain accurate information.

2nd—The information therein is the latest obtainable.

3rd—The advertising department is an excellent representation of the best commercial life of the city.

4th—It is the most complete catalogue of the city published.

* The Publishers
REMEMBER EACH DAY

That the City Directory affords you the best medium for reaching all classes of people, and insures you a widespread publicity at a cost small in proportion to that of other mediums.

THE PUBLISHERS
For Quality, Value, Selection in HOME FURNISHINGS of CHARACTER
Stylish for Homes of Today
Telephone Main 5131
"B" Street at 4th Ave.
GOOD BUSINESS INSURANCE!

★ Your advertisement in the City Directory with proper business listings insures your business against loss of trade.

The manufacturer or business institution that overlooks this fact is not building for the future.

The City Directory is active 365 days every year – let it serve you as it does others.

Our representative will be pleased to call and explain the value of reference advertising.

★

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THE PUBLISHERS

Located adjoining San Diego on the south along the eastern shore of San Diego Bay, National City, with a population of 27,100, occupies a beautiful and healthful site that in its present state of development is attractive alike to the suburban home-seeker, the investor and the manufacturer.

National City is only thirteen minutes ride from the business center of San Diego. Water supply for this city is conserved by the Sweetwater Dam. The capacity of the reservoir is 11,542,000,000 gallons. Mountain water from this reservoir is delivered under pressure in all parts of the city. The irrigation rates are very low. The city streets are well lighted.

Excellent high and grammar schools are found here: the public library is unusually well selected and occupies a $10,000 building. Churches of six different denominations own their own houses of worship. Nowhere can better suburban home conditions be found. For further details address National City Chamber of Commerce.

GERTRUDE W. LEAVITT

WILLIAM SEEHORN

Verner E. Hawkins

REAL ESTATE

INSURANCE

FIRE — CASUALTY — AUTOMOBILE

All Lines

122 National Avenue

National City

Phone Greeley 7-4801
Hoffnung 4821 30th St.
Huff, Mrs. Sadie - 11 Huesmann
Huff, Bernie (Irene) - slsmn
Huff, Myron F (Ethyl M) - h1625 B av
Huff, Alec (Mary) - cement fnshr
Huff, Glenn R (Harriett) - h192 W
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Huff, Alec (Mary) - cement fnshr
Huff, Glenn R (Harriett) - h192 W
Huff, Alec (Mary) - cement fnshr
Huff, Glenn R (Harriett) - h192 W
Huff, Myron F (Ethyl M) - h1625 B av
Hull, Louise M (Anna E) - mech hl332 Hoover av
Hulsey, John F (Emily) - lab h49a 6th
Humes, Jas D (Pearl) -
Hunt, Clyde (Joan) - nurse
Hunt, Clyde (Joan) - nurse
Hunt, Clyde (Joan) - nurse
Hunt, Clyde (Joan) - nurse
Hunt, Clyde (Joan) - nurse
Hunt, Clyde (Joan) - nurse
Hunt, Clyde (Joan) - nurse
Huntington, Mrs. Mary E - cafeteria asst
Huntington, Mrs. Mary E - cafeteria asst
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<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Occupation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alice A.</td>
<td>1280 W 30th Ave</td>
<td>Teacher</td>
</tr>
<tr>
<td>Alan A.</td>
<td>1016 E 24th St</td>
<td>Machinist</td>
</tr>
<tr>
<td>Alan B.</td>
<td>1920 E 20th St</td>
<td>Welder</td>
</tr>
<tr>
<td>Alan C.</td>
<td>720 J Av</td>
<td>Salesperson</td>
</tr>
<tr>
<td>Alan D.</td>
<td>308 E 25th St</td>
<td>Radio Operator</td>
</tr>
<tr>
<td>Alan E.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
</tr>
<tr>
<td>Alan F.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
</tr>
<tr>
<td>Alan G.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
</tr>
<tr>
<td>Alan H.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
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<tr>
<td>Alan I.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
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<td>Alan J.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
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<tr>
<td>Alan K.</td>
<td>1100 E 26th St</td>
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<td>Alan L.</td>
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<td>Alan M.</td>
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<td>Alan N.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
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<tr>
<td>Alan O.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
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<tr>
<td>Alan P.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
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<tr>
<td>Alan Q.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
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<td>Alan R.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
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<td>Alan S.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
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<tr>
<td>Alan T.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
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<tr>
<td>Alan U.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
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<tr>
<td>Alan V.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
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<tr>
<td>Alan W.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
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<tr>
<td>Alan X.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
</tr>
<tr>
<td>Alan Y.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
</tr>
<tr>
<td>Alan Z.</td>
<td>1100 E 26th St</td>
<td>Radio Operator</td>
</tr>
</tbody>
</table>

**Note:** The above list is a sample of the directory listing for San Diego Directory in 1950. The complete list includes thousands of entries for various occupations and addresses in the San Diego area.
"DEAL WITH Dean"
DEAN MOTORS, INC.  FINE AUTOMOBILES
Union and "A" Streets Telephone Main 6114

Merkley-Austin
MORTUARY
3655 Fifth Ave.

SALES AND SERVICE
SUPPLIES  RENTALS
ALL MAKES
TYPEWRITERS  •  ADDING MACHINES
EDIPHONES
SAN DIEGO AGENCY FOR ROYALS

BUSINESS EQUIPMENT CO.
735 BROADWAY

In San Diego It's
CURTIS COLEMAN CO.
REALTORS — Since 1913
INCOME AND INDUSTRIAL PROPERTY — CHAIN STORE LEASES
MANAGEMENT — FINANCING — INSURANCE

204 Bank of America Building
“Certified Property Managers”

Geo. F. Otto & Son
When You Say It With Flowers
Say It With Ours
Florists
Sales Yard, Office and Floral Depot
3572 Logan Ave.
Tel. Main 2871  San Diego

Anderson Refrigeration Service
SEE PAGE 126 BUYERS' GUIDE
209 West E Street  Phone Main 5066