

Avalon

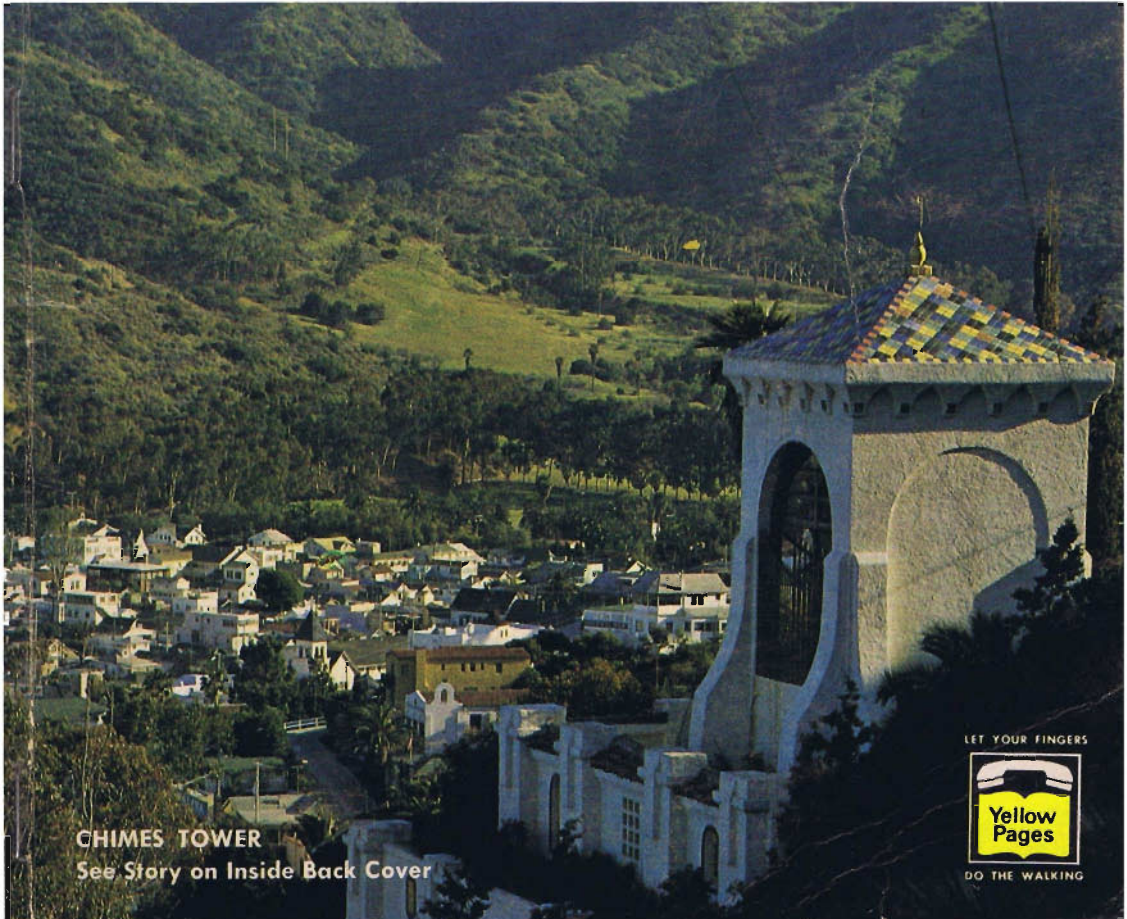
Telephone Directory

**See Map on Back Cover
for Communities Served**

Area Code 213 • July 1971



Pacific Telephone



CHIMES TOWER

See Story on Inside Back Cover

LET YOUR FINGERS



DO THE WALKING

emergency calls

for non-emergency calls, see alphabetical pages

Fire	Avalon City: call 100 Los Angeles County: call 145
Sheriff and Police	call 174
Doctor	Write in your Doctor number
Ambulance	call 100
F.B.I.	Federal Bureau of Investigation: call Los Angeles 272-6161
Coast Guard	Search and Rescue Emergencies: call Long Beach 590-2311
	or in any Emergency call Operator The information contained in these listings has been prepared with great care, but we cannot guarantee that it is complete or in all cases correct.
warning	Give up your party line in an emergency California Penal Code section 384 makes it a misdemeanor for any person who shall willfully refuse to immediately relinquish a telephone party line when informed that such line is needed for an emergency call to a fire department or police department or for medical aid or ambulance service. Also, any person who shall secure the use of a telephone party line by falsely stating that such line is needed for an emergency call, shall be guilty of a misdemeanor. "Emergency" means "a situation in which property or human life is in jeopardy and the prompt summoning of aid is essential."

other calls

Business Office	BUSINESS OFFICE Ask Operator for Business Office Manager D. M. Byrkit If the Business Office is closed and your request is of an emergency nature, call Operator and ask for the Traffic Operating Manager. YELLOW PAGES CUSTOMER SERVICE OFFICE Los Angeles, 3470 Wilshire Blvd. 90010 To inquire about advertising in this directory call 381-9281
Directory Assistance (Information)	Local ask Operator for Directory Assistance Long Distance ask Operator for Directory Assistance in distant city (no charge)
Local	Santa Catalina Island—give Operator the number
Long Distance	Inside 213 Area give Operator the telephone number Outside 213 Area give Operator the area code and telephone number

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Weather (local)	Ask operator for 535
Weather (Los Angeles and vicinity)	Ask operator for (Los Angeles) 554-1212
(Same rates apply as a call to Los Angeles Civic Center)	
Zip code for Avalon	90704

prefix locations in the 213 calling area

PREFIX	LOCATION	PREFIX	LOCATION	PREFIX	LOCATION
221	Los Angeles	341	Canoga Park	447	Arcadia
222	Los Angeles	342	Reseda	448	El Monte
223	Los Angeles	343	Reseda	449	Pasadena
224	Los Angeles	344	Reseda	451	Santa Monica
225	Los Angeles	345	Reseda	454	Santa Monica
227	Los Angeles	346	Canoga Park	455	Santa Monica
231	Los Angeles	347	Canoga Park	456	Malibu
232	Los Angeles	348	Canoga Park	457	Malibu
233	Los Angeles	349	Reseda	459	Santa Monica
234	Los Angeles	351	Sierra Madre	461	Los Angeles
235	Los Angeles	352	Sunland-Tujunga	462	Los Angeles
240	Glendale	353	Sunland-Tujunga	463	Los Angeles
241	Glendale	354	La Canada	464	Los Angeles
242	Glendale	355	Sierra Madre	465	Los Angeles
243	Glendale	356	Sierra Madre	466	Los Angeles
244	Glendale	357	Monrovia	467	Los Angeles
245	Los Angeles	358	Monrovia	469	Los Angeles
246	Glendale	359	Monrovia	472	West Los Angeles
247	Glendale	360	San Fernando	473	West Los Angeles
248	La Crescenta	361	San Fernando	474	West Los Angeles
249	La Crescenta	362	San Fernando	475	West Los Angeles
254	Los Angeles	363	San Fernando	476	West Los Angeles
255	Los Angeles	365	San Fernando	477	West Los Angeles
256	Los Angeles	367	San Fernando	478	West Los Angeles
257	Los Angeles	368	San Fernando	479	West Los Angeles
258	Los Angeles	370	Redondo	481	Los Angeles
261	Los Angeles	371	Redondo	482	Los Angeles
262	Los Angeles	372	Redondo	483	Los Angeles
263	Los Angeles	373	Redondo	484	Los Angeles
264	Los Angeles	374	Redondo	485	Los Angeles
265	Los Angeles	375	Redondo	486	Los Angeles
266	Los Angeles	376	Redondo	487	Los Angeles
268	Los Angeles	377	Redondo	489	Los Angeles
269	Los Angeles	378	Redondo	498	Long Beach
270	Beverly Hills	379	Redondo		
271	Beverly Hills	380	Los Angeles	520	Los Angeles
272	Los Angeles	381	Los Angeles	521	Los Angeles
273	Beverly Hills	382	Los Angeles	530	Compton
274	Beverly Hills	383	Los Angeles	531	Compton
275	Beverly Hills	384	Los Angeles	532	Gardena
276	Beverly Hills	385	Los Angeles	534	Compton
277	Beverly Hills	386	Los Angeles	535	Hawthorne
278	Beverly Hills	387	Los Angeles	536	Hawthorne
279	Beverly Hills	388	Los Angeles	537	Compton
280	Alhambra	389	Los Angeles	541	Redondo
281	Alhambra	390	Mar Vista	542	Redondo
282	Alhambra	391	Mar Vista	545	Redondo
283	Los Angeles	392	Santa Monica	547	San Pedro
284	Alhambra	393	Santa Monica	549	San Pedro
285	Alhambra	394	Santa Monica	552	Beverly Hills
286	Alhambra	395	Santa Monica	553	Beverly Hills
287	Alhambra	396	Santa Monica	554	Los Angeles
288	Alhambra	397	Mar Vista	556	Beverly Hills
289	Alhambra	398	Mar Vista	559	Culver City
291	Los Angeles	399	Santa Monica	563	Los Angeles
292	Los Angeles			564	Los Angeles
293	Los Angeles	420	Long Beach	566	Los Angeles
294	Los Angeles	421	Long Beach	567	Los Angeles
295	Los Angeles	422	Long Beach	569	Los Angeles
296	Los Angeles	423	Long Beach	570	Alhambra
299	Los Angeles	424	Long Beach	572	Alhambra
		425	Long Beach	573	Alhambra
320	Torrance	426	Long Beach	576	Alhambra
321	Los Angeles	427	Long Beach	577	Pasadena
322	El Segundo	428	Long Beach	579	El Monte
323	Gardena	429	Long Beach	581	Los Angeles
324	Gardena	430	Long Beach	582	Los Angeles
325	Lomita	431	Long Beach	583	Los Angeles
326	Lomita	432	Long Beach	585	Los Angeles
327	Gardena	433	Long Beach	587	Los Angeles
328	Torrance	434	Long Beach	588	Los Angeles
329	Gardena	435	Long Beach	589	Los Angeles
330	Covina	436	Long Beach	590	Long Beach
331	Covina	437	Long Beach	591	Long Beach
332	Covina	438	Long Beach	592	Long Beach
333	Covina	439	Long Beach	593	Long Beach
334	Covina	440	Mount Wilson	594	Long Beach
335	Covina	441	Pasadena	595	Long Beach
336	Covina	442	El Monte	596	Long Beach
337	Covina	443	El Monte	597	Long Beach
338	Covina	444	El Monte	598	Long Beach
339	Covina	445	Arcadia	599	Long Beach
340	Canoga Park	446	Arcadia		
				620	Los Angeles
				621	Los Angeles
				622	Los Angeles

(A telephone prefix may serve more than one community)

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213 calling area prefix locations

PREFIX	LOCATION	PREFIX	LOCATION	PREFIX	LOCATION
623	Los Angeles	741	Los Angeles	862	Downey
624	Los Angeles	744	Los Angeles	863	Norwalk
625	Los Angeles	746	Los Angeles	864	Norwalk
626	Los Angeles	747	Los Angeles	865	Norwalk
627	Los Angeles	748	Los Angeles	866	Norwalk
628	Los Angeles	749	Los Angeles	867	Norwalk
629	Los Angeles	750	Los Angeles	868	Norwalk
630	Compton	751	Los Angeles	869	Downey
631	Compton	752	Los Angeles	870	Los Angeles
632	Compton	753	Los Angeles	871	Los Angeles
633	Compton	754	Los Angeles	872	Los Angeles
634	Compton	755	Los Angeles	873	Los Angeles
635	Compton	756	Los Angeles	874	Los Angeles
636	Los Angeles	757	Los Angeles	875	Los Angeles
638	Compton	758	Los Angeles	876	Los Angeles
639	Compton	759	Los Angeles	877	Los Angeles
640	El Segundo	761	North Hollywood	878	Los Angeles
641	Inglewood	762	North Hollywood	879	Los Angeles
643	Hawthorne	763	North Hollywood	880	Canoga Park
644	Hawthorne	764	North Hollywood	881	Reseda
645	Inglewood	765	North Hollywood	882	Canoga Park
646	Inglewood	766	North Hollywood	883	Canoga Park
647	El Segundo	767	Sun Valley	884	Canoga Park
648	El Segundo	768	Sun Valley	885	Reseda
649	Inglewood	769	North Hollywood	886	Reseda
650	Los Angeles	770	Los Angeles	887	Canoga Park
651	Los Angeles	771	Los Angeles	888	Canoga Park
652	Beverly Hills	772	Los Angeles	889	Agoura
653	Los Angeles	773	Los Angeles	892	San Fernando
654	Los Angeles	774	Los Angeles	893	San Fernando
655	Los Angeles	775	Los Angeles	894	San Fernando
656	Los Angeles	776	Los Angeles	896	San Fernando
657	Beverly Hills	777	Los Angeles	897	San Fernando
658	Los Angeles	778	Los Angeles	899	San Fernando
659	Beverly Hills	779	Los Angeles		
660	Los Angeles	780	Van Nuys	920	Norwalk
661	Los Angeles	781	Van Nuys	921	Norwalk
662	Los Angeles	782	Van Nuys	922	Downey
663	Los Angeles	783	Van Nuys	923	Downey
664	Los Angeles	784	Van Nuys	925	Norwalk
665	Los Angeles	785	Van Nuys	926	Norwalk
666	Los Angeles	786	Van Nuys	927	Downey
667	Los Angeles	787	Van Nuys	928	Downey
670	Inglewood	788	Van Nuys	931	Los Angeles
671	Inglewood	789	Van Nuys	932	Los Angeles
672	Inglewood	790	La Canada	933	Los Angeles
673	Inglewood	791	Pasadena	934	Los Angeles
674	Inglewood	792	Pasadena	935	Los Angeles
675	Hawthorne	793	Pasadena	936	Los Angeles
676	Hawthorne	794	Pasadena	937	Los Angeles
677	Inglewood	795	Pasadena	938	Los Angeles
678	Los Angeles	796	Pasadena	939	Los Angeles
679	Hawthorne	797	Pasadena	941	Whittier
680	Los Angeles	798	Pasadena	943	Whittier
681	Los Angeles	799	Pasadena	944	Whittier
682	Los Angeles			945	Whittier
683	Los Angeles	820	West Los Angeles	947	Whittier
684	Los Angeles	821	Mar Vista	949	Whittier
685	Los Angeles	822	Mar Vista	960	Covina
686	Los Angeles	823	Mar Vista	962	Covina
687	Los Angeles	824	West Los Angeles	963	Covina
688	Los Angeles	825	West Los Angeles	964	Covina
689	Los Angeles	826	West Los Angeles	965	Covina
691	Whittier	828	Santa Monica	966	Covina
692	Whittier	829	Santa Monica	967	Covina
693	Whittier	830	San Pedro	968	Covina
694	Whittier	831	San Pedro	969	Covina
695	Whittier	832	San Pedro	971	Los Angeles
696	Whittier	833	San Pedro	972	Los Angeles
697	Whittier	834	San Pedro	973	Hawthorne
698	Whittier	835	San Pedro	977	Los Angeles
699	Whittier	836	Culver City	980	North Hollywood
		837	Culver City	981	Van Nuys
		838	Culver City	982	North Hollywood
		839	Culver City	983	Van Nuys
721	Montebello	842	Burbank	984	Van Nuys
722	Montebello	843	Burbank	985	North Hollywood
723	Los Angeles	845	Burbank	986	Van Nuys
724	Montebello	846	Burbank	987	Van Nuys
726	Montebello	847	Burbank	988	Van Nuys
728	Montebello	848	Burbank	989	Van Nuys
731	Los Angeles	849	Los Angeles	990	Van Nuys
732	Los Angeles	851	Los Angeles	993	Reseda
733	Los Angeles	859	Norwalk	994	Van Nuys
734	Los Angeles	860	Norwalk	997	Van Nuys
735	Los Angeles	861	Downey		
737	Los Angeles				

(A telephone prefix may serve more than one community)

types of calls



Station

Place a station call if you'll talk with anyone who answers. Rates are lower than person calls and charging begins when the called telephone is answered. (See pages 5—7.)



Person

Place a person call when you wish to talk to a particular person or extension phone. Tell the "OPERATOR" you wish to make a "person" call. Charging starts when conversation begins with the person called or anyone else agreed upon, or the extension. Rates are higher than station calls.



Collect, Credit Card and Calls Charged to Another Number

You can call "collect" if the person or firm you are calling agrees to pay the charge. You can also charge a call to your credit card or to another number. Rates for these calls are explained on pages 5 & 7.



Conference

You can talk with several people in different places at the same time. Tell the "OPERATOR" you wish to make a conference call.



Mobile and Marine Service

You can make Local and Long Distance calls to automobiles, trucks, trains, aircraft and boats equipped for telephone service. Ask Operator for the Mobile Service Operator, or the Marine Operator, unless you've been instructed otherwise.



Overseas

Calls to practically all the world's telephones can be made from your telephone. Tell the Operator you wish to place an overseas call and give the name of the country you are calling. Reduced rates apply on calls to many countries during certain hours and on Sunday.



Toll Free Calls

You can call free to telephone numbers that are preceded by Zenith or the Area Code 800.

Upon request the Operator will try to notify you at the end of a stated period of time.

long distance rates within california

Holiday rates apply all day on Washington's Birthday, Independence Day, Labor Day, Thanksgiving, Christmas and New Year's Day.

Typical Rates from Avalon are for the first 3 minutes and do not include tax. For rates to other points, ask the operator. An additional charge applies to all station collect calls and calls billed to another telephone. The minimum charge for these calls is 30 cents.

LOW		LOWEST	
Station Rates		Person Rates	
6AM-6PM Mon. thru Fri.		6PM-6AM Every night All day Sat. Sun. and Holidays	
Station Rates		Person Rates	
6AM-6PM Mon. thru Fri.		6PM-6AM Every night All day Sat. Sun. and Holidays	
CALIF.			
Anaheim	\$.45	\$.40	\$1.25
Beverly Hills	.45	.40	1.25
Blythe	.90	.70	1.85
El Centro	.80	.65	1.70
Fresno	1.00	.70	1.95
Inglewood	.45	.40	1.25
Laguna Beach	.40	.40	1.05
Lomita	.40	.40	1.05
Long Beach	.40	.40	1.05
Los Angeles	.45	.40	1.25
Modesto	1.15	.75	2.15
Newport Beach	.40	.40	1.05
Oakland	1.20	.80	2.25
Oceanside	.45	.40	1.25
Palm Springs	.65	.60	1.50
Redondo	.40	.40	1.05
Riverside	.55	.50	1.40
Sacramento	1.25	.80	2.30
San Bernardino	.55	.50	1.40
San Diego	.60	.55	1.45
San Francisco	1.25	.80	2.30
San Jose	1.15	.75	2.15
San Pedro	.35	.35	.90
Santa Ana	.40	.40	1.05
Santa Barbara	.70	.60	1.55
Stockton	1.20	.80	2.25
Ukiah	1.30	.80	2.35
Ventura	.60	.55	1.45
Victorville	.65	.60	1.50
West Los Angeles	.45	.40	1.25



LOWEST rates out of state (unassisted calls)*

STATION RATES

		8 AM-5 PM Mon. thru Fri.			5 PM-11 PM Mon. thru Fri. Sunday and Holidays		11 PM-8 AM EVERY NIGHT	
		8 AM-5 PM Sat. and Sun.			5 PM-11 PM Saturday		ONE MINUTE RATE	EACH ADDITIONAL MINUTE
		8 AM-5 PM Holidays						
ALA.	Birmingham	\$1.25	\$.65	\$.75	\$.75	\$.65	\$.25	\$.20
ARIZ.	Phoenix	.95	.50	.60	.60	.50	.20	.15
	Tucson	1.00	.50	.60	.60	.50	.20	.15
ARK.	Little Rock	1.25	.65	.75	.75	.65	.25	.20
COLO.	Denver	1.05	.50	.65	.65	.50	.20	.15
CONN.	Hartford	1.35	.70	.85	.85	.70	.35	.20
DEL.	Wilmington	1.35	.70	.85	.85	.70	.35	.20
D.C.	Washington	1.35	.70	.85	.85	.70	.35	.20
FLA.	Miami	1.35	.70	.85	.85	.70	.35	.20
GA.	Atlanta	1.35	.70	.85	.85	.70	.35	.20
IDAHO	Boise	1.05	.50	.65	.65	.50	.20	.15
ILL.	Chicago	1.25	.65	.75	.75	.65	.25	.20
IND.	Indianapolis	1.25	.65	.75	.75	.65	.25	.20
IOWA	Des Moines	1.25	.65	.75	.75	.65	.25	.20
KAN.	Wichita	1.15	.65	.70	.70	.65	.25	.20
KY.	Louisville	1.25	.65	.75	.75	.65	.25	.20
LA.	New Orleans	1.25	.65	.75	.75	.65	.25	.20
MAINE	Portland	1.35	.70	.85	.85	.70	.35	.20
MD.	Baltimore	1.35	.70	.85	.85	.70	.35	.20
MASS.	Boston	1.35	.70	.85	.85	.70	.35	.20
MICH.	Detroit	1.35	.70	.85	.85	.70	.35	.20
MINN.	Minneapolis	1.25	.65	.75	.75	.65	.25	.20
MISS.	Jackson	1.25	.65	.75	.75	.65	.25	.20
MO.	Kansas City	1.25	.65	.75	.75	.65	.25	.20
MONT.	Great Falls	1.15	.65	.70	.70	.65	.25	.20
NEB.	Omaha	1.15	.65	.70	.70	.65	.25	.20
NEV.	Las Vegas	.85	.50	.55	.55	.50	.20	.15
	Reno	1.00	.50	.60	.60	.50	.20	.15
N.H.	Manchester	1.35	.70	.85	.85	.70	.35	.20
N.J.	Atlantic City	1.35	.70	.85	.85	.70	.35	.20
N.MEX.	Albuquerque	1.00	.50	.60	.60	.50	.20	.15
N.Y.	Albany	1.35	.70	.85	.85	.70	.35	.20
	New York City	1.35	.70	.85	.85	.70	.35	.20
N.C.	Raleigh	1.35	.70	.85	.85	.70	.35	.20
N.D.	Fargo	1.25	.65	.75	.75	.65	.25	.20
OHIO	Cleveland	1.35	.70	.85	.85	.70	.35	.20
OKLA.	Oklahoma City	1.15	.65	.70	.70	.65	.25	.20
ORE.	Portland	1.05	.50	.65	.65	.50	.20	.15
PA.	Philadelphia	1.35	.70	.85	.85	.70	.35	.20
R.I.	Providence	1.35	.70	.85	.85	.70	.35	.20
S.C.	Columbia	1.35	.70	.85	.85	.70	.35	.20
S.D.	Sioux Falls	1.15	.65	.70	.70	.65	.25	.20
TENN.	Memphis	1.25	.65	.75	.75	.65	.25	.20
TEX.	Dallas	1.15	.65	.70	.70	.65	.25	.20
	Houston	1.25	.65	.75	.75	.65	.25	.20
UTAH	Salt Lake City	1.00	.50	.60	.60	.50	.20	.15
VT.	Burlington	1.35	.70	.85	.85	.70	.35	.20
VA.	Richmond	1.35	.70	.85	.85	.70	.35	.20
WASH.	Seattle	1.15	.65	.70	.70	.65	.25	.20
W.VA.	Charleston	1.35	.70	.85	.85	.70	.35	.20
WIS.	Milwaukee	1.25	.65	.75	.75	.65	.25	.20
WYO.	Cheyenne	1.15	.65	.70	.70	.65	.25	.20

***CALLS YOU COMPLETE WITHOUT OPERATOR ASSISTANCE TO POINTS WITHIN THE CONTINENTAL UNITED STATES.**

(This rate also applies to calls made from localities where customer cannot dial long distance direct.)

Typical rates from Avalon are for the first 3 minutes, except for the one minute rate 11 p.m. - 8 a.m., and do not include tax.

Holiday rates apply on New Year's Day, Independence Day, Labor Day, Thanksgiving and Christmas when they fall on weekdays.

rates out of state (operator assisted calls)*

*Collect or person calls, calls charged to another number or to a credit card, and calls placed from coin phones or from hotel guest phones.

Holidays: New Years Day, Independence Day, Labor Day, Thanksgiving and Christmas. Typical rates from Avalon are for the first 3 minutes and do not include tax.

STATION RATES

PERSON RATE

8AM-5PM
Mon. thru Fri.

5PM-8AM
Mon. thru Fri.

ALL HOURS
Sat., Sun. and
Holidays

ALL HOURS
Mon. thru Sun.
and Holidays

ALA. Birmingham	\$1.70	\$1.30	\$1.30	\$3.10
ARIZ. Phoenix	1.25	1.05	1.05	1.90
Tucson	1.35	1.05	1.05	2.15
ARK. Little Rock	1.70	1.30	1.30	3.10
COLO. Denver	1.45	1.10	1.10	2.40
CONN. Hartford	1.85	1.40	1.40	3.55
DEL. Wilmington	1.85	1.40	1.40	3.55
D.C. Washington	1.85	1.40	1.40	3.55
FLA. Miami	1.85	1.40	1.40	3.55
GA. Atlanta	1.85	1.40	1.40	3.55
IDAHO Boise	1.45	1.10	1.10	2.40
ILL. Chicago	1.70	1.30	1.30	3.10
IND. Indianapolis	1.70	1.30	1.30	3.10
IOWA Des Moines	1.70	1.30	1.30	3.10
KAN. Wichita	1.55	1.20	1.20	2.65
KY. Louisville	1.70	1.30	1.30	3.10
LA. New Orleans	1.70	1.30	1.30	3.10
MAINE Portland	1.85	1.40	1.40	3.55
MD. Baltimore	1.85	1.40	1.40	3.55
MASS. Boston	1.85	1.40	1.40	3.55
MICH. Detroit	1.85	1.40	1.40	3.55
MINN. Minneapolis	1.70	1.30	1.30	3.10
MISS. Jackson	1.70	1.30	1.30	3.10
MO. Kansas City	1.70	1.30	1.30	3.10
MONT. Great Falls	1.55	1.20	1.20	2.65
NEB. Omaha	1.55	1.20	1.20	2.65
NEV. Las Vegas	1.05	.95	.95	1.60
Reno	1.35	1.05	1.05	2.15
N.H. Manchester	1.85	1.40	1.40	3.55
N.J. Atlantic City	1.85	1.40	1.40	3.55
N.MEX. Albuquerque	1.35	1.05	1.05	2.15
N.Y. Albany	1.85	1.40	1.40	3.55
New York City	1.85	1.40	1.40	3.55
N.C. Raleigh	1.85	1.40	1.40	3.55
N.D. Fargo	1.70	1.30	1.30	3.10
OHIO Cleveland	1.85	1.40	1.40	3.55
OKLA. Oklahoma City	1.55	1.20	1.20	2.65
ORE. Portland	1.45	1.10	1.10	2.40
PA. Philadelphia	1.85	1.40	1.40	3.55
R.I. Providence	1.85	1.40	1.40	3.55
S.C. Columbia	1.85	1.40	1.40	3.55
S.D. Sioux Falls	1.55	1.20	1.20	2.65
TENN. Memphis	1.70	1.30	1.30	3.10
TEX. Dallas	1.55	1.20	1.20	2.65
Houston	1.70	1.30	1.30	3.10
UTAH Salt Lake City	1.35	1.05	1.05	2.15
VT. Burlington	1.85	1.40	1.40	3.55
VA. Richmond	1.85	1.40	1.40	3.55
WASH. Seattle	1.55	1.20	1.20	2.65
W.VA. Charleston	1.85	1.40	1.40	3.55
WIS. Milwaukee	1.70	1.30	1.30	3.10
WYO. Cheyenne	1.55	1.20	1.20	2.65

ALASKA, CANADA, HAWAII, MEXICO AND OVERSEAS POINTS

Reduced rate periods for these calls differ from those in the table above. The rates below (excluding tax) are for the first 3 minutes and for person day calls. Lower station rates are available to some points. Reduced rates may apply evenings or weekends and some holidays. Ask operator for details.

Alaska
Fairbanks \$ 6.60
Juneau 5.90
Australia ... 12.00
Bermuda ... 9.00

Canada
Calgary \$ 3.40
Montreal 4.50
England 9.60
Germany ... 12.00

Hawaii \$ 7.80
Japan 12.00
Mexico . Ask operator
Puerto Rico . 10.00
South America 12.00

area codes

TIME ZONES

- (H) Hawaiian Time
- (P) Pacific Time
- (M) Mountain Time
- (C) Central Time
- (E) Eastern Time
- (A) Atlantic Time

CITIES NOT LISTED—ASK OPERATOR FOR AREA CODE

Locality	Area Code	Locality	Area Code	Locality	Area Code	Locality	Area Code
ALABAMA		ILLINOIS		NEVADA		UTAH	
All Points (C)	205	Belleville (C)	618	All Points (P)	702	Fort Worth (C)	817
ARIZONA		Chicago (C)	312	NEW HAMPSHIRE		Houston (C)	713
All Points (M)	602	Chillicothe (C)	309	All Points (E)	603	San Antonio (C)	512
ARKANSAS		Decatour (C)	217	NEW JERSEY		VERMONT	
All Points (C)	501	Rockford (C)	815	Newark (E)	201	All Points (E)	802
CALIFORNIA		INDIANA		Trenton (E)	609	VIRGINIA	
Alameda (P)	415	Evansville (C)	812	NEW MEXICO		All Points (E)	703
Anaheim (P)	714	Gary (C)	219	All Points (M)	505	WASHINGTON	
Baker (P)	714	Indianapolis (E)	317	NEW YORK		Bremerton (P)	206
Bakersfield (P)	805	South Bend (E)	219	Albany (E)	518	Seattle (P)	206
Bishop (P)	714	IOWA		Binghamton (E)	607	Spokane (P)	509
Carmel (P)	408	Council Bluffs (C)	712	Buffalo (E)	716	Tacoma (P)	206
Chula Vista (P)	714	Des Moines (C)	515	Levittown (E)	516	Yakima (P)	509
Corona (P)	714	Dubuque (C)	319	New York City (E)	212	WEST VIRGINIA	
Coronado (P)	714	KANSAS		Syracuse (E)	315	All Points (E)	304
Fontana (P)	714	Kansas City (C)	913	NORTH CAROLINA		WISCONSIN	
Fresno (P)	209	Topeka (C)	913	Charlotte (E)	704	Altoona (C)	715
Fullerton (P)	714	Wichita (C)	316	Raleigh (E)	919	Green Bay (C)	414
Hemet (P)	714	KENTUCKY		NORTH DAKOTA		Madison (C)	608
Huntington Beach (P)	714	Covington (E)	606	All Points (C and M)	701	Milwaukee (C)	414
India (P)	714	Louisville (E)	502	OHIO		WYOMING	
Laguna Beach (P)	714	LOUISIANA		Akron (E)	216	All Points (M)	307
La Jolla (P)	714	New Orleans (C)	504	Cincinnati (E)	513	CANADA	
Lake Arrowhead (P)	714	Shreveport (C)	318	Cleveland (E)	216	ALBERTA	
Newport Beach (P)	714	MAINE		Columbus (E)	614	Calgary (M)	403
Oakland (P)	415	All Points (E)	207	Dayton (E)	513	BRITISH COLUMBIA	
Oceanside (P)	714	MARYLAND		Springfield (E)	513	Vancouver (P)	604
Oxnard (P)	805	All Points (E)	301	Toledo (E)	419	MANITOBA	
Palmdale (P)	805	MASSACHUSETTS		OKLAHOMA		Winnipeg (C)	204
Palm Springs (P)	714	Boston (E)	617	Ardmore (C)	405	NEW BRUNSWICK	
Palo Alto (P)	415	Salem (E)	617	Oklahoma City (C)	405	Moncton (A)	506
Paso Robles (P)	805	Springfield (E)	413	Tulsa (C)	918	NOVA SCOTIA	
Pomona (P)	714	MICHIGAN		OREGON		Halifax (A)	902
Riverside (P)	714	Battle Creek (E)	616	All Points (M and P)	503	ONTARIO	
Sacramento (P)	916	Detroit (E)	313	PENNSYLVANIA		Fort William (E)	807
San Bernardino (P)	714	Grand Rapids (E)	616	Erie (E)	814	Ottawa (E)	613
San Clemente (P)	714	Lansing (E)	313	Philadelphia (E)	215	Sudbury (E)	705
San Diego (P)	714	Sault Ste. Marie (E)	906	Pittsburgh (E)	412	Toronto (E)	416
San Francisco (P)	415	MINNESOTA		Scranton (E)	717	Windsor (E)	519
San Jose (P)	408	Duluth (C)	218	RHODE ISLAND		QUEBEC	
Santa Ana (P)	714	Minneapolis (C)	612	All Points (E)	401	Montreal (E)	514
Santa Barbara (P)	805	Rochester (C)	507	SOUTH CAROLINA		Quebec (E)	418
Santa Rosa (P)	707	St. Paul (C)	612	All Points (E)	803	Trois Rivières (E)	819
Vallejo (P)	707	MISSISSIPPI		SOUTH DAKOTA		SASKATCHEWAN	
Ventura (P)	805	All Points (C)	601	All Points (C and M)	605	Regina (C)	306
Yucaipa (P)	714	MISSOURI		TENNESSEE		MEXICO	
COLORADO		Independence (C)	816	Chattanooga (E)	615	Mexicali (P)	903
All Points (M)	303	Kansas City (C)	816	Knoxville (E)	615	Tijuana (P)	903
CONNECTICUT		St. Louis (C)	314	Memphis (C)	901		
All Points (E)	203	Springfield (C)	417	TEXAS			
DELAWARE		MONTANA		Amarillo (C)	806		
All Points (E)	302	All Points (M)	406	Dallas (C)	214		
DISTRICT OF COLUMBIA		NEBRASKA		El Paso (M)	915		
Washington, D.C. (E)	202	Grand Island (C)	308				
FLORIDA		Omaha (C)	402				
Miami (E)	305						
Pensacola (C)	904						
Tampa (E)	813						
GEORGIA							
Atlanta (E)	404						
Savannah (E)	912						
HAWAII							
All Points (H)	808						
IDAHO							
All Points (M and P)	208						

"Beep" Tone

Occasionally people need to record or monitor telephone conversation for business or other reasons. When this is being done, you will hear a beep tone every 15 seconds to let you know that your conversation is being recorded or monitored. This signal is legally required to protect you.

Customer Provided Equipment

Equipment, apparatus, devices or systems not furnished by the Telephone Company may be used with telephone instruments and associated equipment furnished by the Telephone Company provided such use complies with the Company's tariffs. These tariffs are designed in the interest of good telephone service and to prevent hazards to customers and Company employees.

Employee Identification Cards

For your protection, all telephone people who visit your home or office carry a Pacific Telephone identification card showing their name, photograph, signature and physical description.

Obscene or Harassing Calls

Obscene or harassing calls are prohibited by federal and state laws. A person who makes or permits such calls to be made over a telephone under his control may be fined or imprisoned or both. Federal Communications Act, Section 223; California Penal Code, Section 653m.

Out-of-Town Directories

If your telephone service needs require that you frequently use a directory for a city, or calling area, other than your own, out-of-town directories are available through our Business Office. Most may be had without additional cost. Others may be obtained for a reasonable charge. For information, just call our Business Office.

Public Telephones

Instructions are posted on or near telephone instruments. Please report service difficulties. A charge is not made on calls which are not completed.

Rates

Rates and practices included in the directory are based upon those in effect at the time the directory was closed for printing and are subject to such changes as may be made from time to time.

Tariffs

Tariffs, showing rates and rules for telephone service and facilities, are on file with the California Public Utilities Commission. They are available in our Business Offices for public inspection. In addition, leaflets covering basic rates for service are available upon request.

Telegrams

(From non-coin telephones)

Call the number listed for Western Union

(From coin telephones)

Ask Operator for Western Union

From non-coin telephones charges will appear on your telephone bill. From coin telephones pay as you would for a telephone call. To send cablegrams or radiograms, or for additional information, see the listing of Western Union Telegraph Company in this directory.

Yellow Pages—Advertising

For information regarding Yellow Pages advertising, call 381-9281 the YELLOW PAGES CUSTOMER SERVICE OFFICE, 3470 Wilshire Blvd., Los Angeles, California 90010.

All listings are in alphabetical order.

To find the name:

1. Find the page. See key names at top corner. (Key names are the first and last names on each page.)
2. Find the column. Scan columns across top of page. Select the column where the name would most likely appear.
3. Find the name. Check down the column to the name you want.

Government listings:

1. Yellow Pages—See GOVERNMENT OFFICES Easy Reference List of Frequently Called Offices. White Pages—See steps 2-5 below.
2. State offices—See California State of
3. City offices—See (Name of city) City of
4. County offices—See (Name of county) County of
5. Federal offices—See United States Government

Letters used as names:

1. Find at the beginning of the listings of that letter. Example: R L Institute—see beginning of the R's. It will be listed alphabetically.

Numbers used as names:

1. Find number as it is spelled.
Example: 299 Corner Cafe—see Two Nine Nine Corner Cafe.

LIABILITY OF UTILITY AND CUSTOMER RESPONSIBILITY

LIABILITY OF UTILITY

The Pacific Telephone and Telegraph Company has tariff rules dealing with the limitation of its liability in connection with errors and omissions relating to telephone service. These rules do not apply to situations involving willful misconduct, fraudulent conduct or violations of law. There are special provisions dealing with gross negligence. If an error or omission has been made by the Pacific Telephone and Telegraph Company in your listing in the telephone directory, you may be entitled to relief under these tariff provisions. In many instances you may be eligible for a credit allowance in accordance with tariff rules. This information notice summarizes the provisions of such rules. For complete information on the tariff provisions, please contact the nearest "Pacific Telephone" business office. Thereafter, if you wish further information, you may call the California Public Utilities Commission in San Francisco or Los Angeles.

The purpose of telephone utility credit allowance and limitation of liability tariff rules is to relate the telephone company's responsibility for errors or interruptions to amounts not to exceed the pro rata charges for services rendered. The basic rule applicable to all telephone services is as follows:

Except as noted above and fully set forth in RULE NO. 14 OF SCHEDULE CAL. P.U.C. NO. 36-T, the liability of the utility for damages arising out of mistakes, omissions, interruptions, delays, errors or defects in any of the services or facilities furnished by the utility (including exchange, toll, private line, supplemental equipment, directory and all other services) shall in no event exceed an amount equal to the pro rata charges to the customer for the period during which the services or facilities are affected by the mistake, omission, interruption, delay, error or defect; provided, however, that where any mistake, omission, interruption, delay, error or defect in any one service or facility affects or diminishes the value of any other service said liability shall include such diminution, but in no event shall the liability exceed the total amount of the charges to the customer for all services or facilities for the period affected by the mistake, omission, interruption, delay, error or defect.

The specific form of rule applicable to interruptions in exchange telephone service is as follows:

The utility shall allow, for interruptions in exchange telephone service of 24 hours or more not due to conduct of the customer, an amount equal to the fixed

monthly charges for exchange service multiplied by the ratio of the days of interruption to thirty days. When interruptions continue beyond 24 hours, credit allowance will be given in successive 24-hour multiples. Similar but not identical provisions apply to private line and other telephone services. For details of provisions covering allowances for interruptions in such other services you should call your nearest "Pacific Telephone" business office.

For errors or omissions in listings or advertisements in telephone directories, allowances are provided as follows:

A. For listings in telephone directories furnished without additional charge, an amount not in excess of the minimum monthly charge to the customer for exchange service during the effective life of the directory in which the error or omission occurred.

B. For listings in alphabetical telephone directories furnished at additional charge set forth in SCHEDULE CAL. P.U.C. NO. 17-T, an amount not in excess of the charge for that listing during the effective life of the directory in which the error or omission occurred.

C. For listings, additional lines of information and advertisements in alphabetical and classified directories furnished as set forth in SCHEDULE CAL. P.U.C. NOS. 39-T, 40-T, and 106-T, an amount based upon pro rata abatement of the charge in such degree as the error or omission affected the listing, additional lines of information or advertisement.

For information on allowances available in the event of errors or omissions in information records or in special directories, you should contact your nearest "Pacific Telephone" business office.

CUSTOMER RESPONSIBILITY

"The customer assumes full responsibility concerning the right to use any name or address in a directory listing and agrees to hold the Utility free and harmless of and from any claims, loss, damage, or liability which may result from the use of such listing. The Utility does not undertake to determine the legal, contractual, or other right to use of a name or address to be listed in a telephone directory. The customer shall notify the Utility of any change on non-service address in writing."

A

A All Areas Associated Telephone Bail Agency	
San Pedro	
From The Following Exchanges Only	
Avalon	
(No Charge) Ask Opr For	Zenith 20400
A-1 TAXI SERVICE	
224Whittly Avln	705
A-U Drive Boat Rentals	
125Metrople Avln	1199
Abbott Margaret B Mrs	606Beacon Avln
Abbott Oce Jr ins	1008
AtwaterArcde Avln	152
Res 225Marilla Avln	1056
If No Ans Call	833-3513
Abbott Orval W L	150EastMiddlTer Avln
	735
ABE'S LIQUOR STORE	
122 Sumner Avln	656
Ables John E	606Beacon Avln
	712
Abney Dan	313 Sumner Avln
	889
Afflerbaugh Edna M	226Clarissa Avln
	728W
Ah Chin Jerry	
317 Metrople Avln	435
Airport	See Catalina Airport
Alcoholics Anonymous	322Clemente Avln
	178
Alderson Pat	123Viedelou Avln
	833
Alexander E B Dr	Hiawatha Avln
	486
Alexander J	367 Sumner Avln
	52
Allen Clyde N	321Marilla Avln
	1123
Allen Harry A	134Hill Avln
	952
Allen Howard C	316Whittly Avln
	165
Alpaugh Norman	114Hill Avln
	276
Alvero Katherine	603Beacon Avln
	181
Amar E J	340Whittly Avln
	188R

AMBULANCE-EMERGENCY

For Emergency Calls See Inside Front Cover
Or Call Operator
For Private Ambulance See Yellow Pages Under
Ambulance Headings

AMERICAN CEMENT CORP CATALINA ROCK DIV

EmpreLandng Avln 1099

AMERICAN EXPRESS SPACE BANK RESERVATIONS

No Charge To Calling Party 800 238-5000

AMERINDIAN ARTS & CRAFTS gifts

Metrople & Crescnt Avln 334

Ames John 201EastWhittly Avln 1129

Andersen Kay 221Clarissa Avln 756

Anderson Dick Ltd POBox1179 Avln 1179

Andrus Donald C 129B Olive Avln 327W

Anthony Irma 367 Sumner Avln 546

Arcade Advance Distributing Co

225Crescnt Avln 352

Arcade Barber & Beauty Shop

119 Sumner Avln 10

Arcos De Oro Hotel 230Marilla Avln 870

ARDEN FARMS CO

112Clarissa Avln 232

Armstrong Irena 11PeblyBchRd Avln 993

Arno Joe 108EMiddleTer Avln 504

Arnold Frank T DDS 204Metrople Avln 490

ARNO'S SEA FOOD GROTTTO

313Crescnt Avln 171

Attic Dinner House The 124 Sumner Avln 399

Attractive Painting & Decorating

350Metrople Avln 526

ATWATER HOTEL

125 Sumner Avln 630

Austin Ella Lee 349 Sumner Avln 411

Avalon Arcade 601Crescnt Avln 291

Avalon Beverage Sales 9CanyonTer Avln 965

AVALON BOAT STAND CO INC

PleasrePier Avln 455

AVALON BOWLING INC

601Crescnt Avln 291

AVALON CATALINA ISLAND CHAMBER OF

COMMERCE PleasrePier Avln 723

AVALON CITY OF

CITY HALL	209Metrople Avln	220
CITY MANAGER	209Metrople Avln	221
EMERGENCY FIRE & AMBULANCE		

EMERGENCY SALT WATER & SEWER BREAKS	209Metrople Avln	100
	209Metrople Avln	203
If No Answer Call		174

FIRE DEPT OFC	209Metrople Avln	203
HARBOR DEPT WAREHOUSE	FallsCnynRd Avln	299
HARBOR MASTER	PleasrePier Avln	535
POLICE STN	211Metrople Avln	174
RECREATION DEPT		

WAREHOUSE	FallsCnynRd Avln	794
	ElEncantoCommunityCenter Avln	928

Avalon Community Church 234 Metrople Avln 80

AVALON ELECTRICAL CONTR CO

800Crescnt Avln 624

Avalon Harbor Master PleasrePier Avln 833-8444

AVALON HUT HOTEL

221Whittly Avln 906

Avalon Inn 309Beacon Avln 164

Avalon Ins Agcy

Avalon Ofc AtwaterArcde Avln 152

San Pedro Ofc 803 SGaffey San Pedro 833-3513

AVALON LIQUOR STORE & GIFTS

112Catalina Avln 930

Avalon Marine Service AvalonHarborCasinoMole Avln 618

AVALON MUNICIPAL HOSPITAL

100FallsCnynRd Avln 700

Avalon News Stand 230Crescnt Avln 77

Avalon Nursery 414Beacon Avln 819

Avalon Public Schools

Principal's Office FallsCnynRd Avln 790

Counselor's & Nurse's Offices FallsCnynRd Avln 440

Avalon Radio Service 208Metrople Avln 163

Avalon Realty AtwaterArcde Avln 94

Avalon Seafood PleasrePier Avln 197

Avalon Shoe Repair Shop 101PeblyBchRd Avln 986

Avalon Theatre CasinoBldg Avln 179

Avalon To Newport Passenger Service

CabrilloMole Avln 451

AVALON TRANSFER & STORAGE

301Clarissa Avln 777

Avalos Service Center 225Metrople Avln 1063

Avila Silverio J-3Tremnt Avln 1068

B

Badostain Ernest M 124Hiawatha Avln 1037

Baker Carl A Mrs 315Whittly Avln 332

Baker Harrison R Jr 336Clarissa Avln 374

Baker Harrison R Sr 330Clarissa Avln 261

Ball Jayne E AvalonTer Avln 101

Barber Ruth 122 Sumner Avln 109

Barrington Plumbing Co See Porter Plumbing

320Metrople Avln 1039

BATHHOUSE OF AVALON showers

Metrople & Crescnt Avln 334

Bay View Hotel 124Whittly Avln 600

Beach Raymond 615Crescnt Avln 312

Beaches Dept See Los Angeles County Of

Beadle Tom 327Metrople Avln 418

Becker Kurl 324LosLomasDr Avln 120

Becker W H Mrs 361½ Sumner Avln 323W

Behm Clara 124ChimesTower Rd Avln 881

Behrshmidt W E 319Eucalyptus Avln 433

Beireis Janitorial & Carpet Service 319Beacon Avln 28

Beireis Pete 319Beacon Avln 453

Belky Blanche M 214Catalina Avln 439

Bell Marjorie E 159B Crescnt Avln 104

Bell Telephone Company See Pacific Telephone

Bellegris Gregg 257EastWhittly Avln 1142

Belsito Renato 251EastWhittly Avln 1040

Bender Arthur E 342Eucalyptus Avln 186M

Benwell Burton EavalonTer Avln 12J

Berkey Emma 211Clarissa Avln 425

BIG MIKE'S TAVERN & GRILL

128Catalina Avln 641

Biggs Fred C 1CanyonTer Avln 281

Billingsley Naomi 211Clarissa Avln	751
Bilonick Chas 225Marilla Avln	166
Black John B 358 Sumner Avln	609
Blackledge D J 309Marilla Avln	509
Blair Thos A 206EastWhittly Avln	499
Blake Barbara 307½ SunnyLn Avln	1171
Bluemle Veda T Mrs 337Clarissa Avln	536
Bogard Dorothy M BirdPkRd Avln	353
Bombard Alfred H 113Vieudelow Avln	551
Bombard Douglas CatalinaIsthmus Avln	303
Bond Allen W 410Tremnt Avln	558
Bostrom Milton R 126Hiawatha Avln	674
Bowers Tom E 323Beacon Avln	308
Bowler John D Jr 109MaidenLn Avln	398
Bowman Ezra 356Catalina Avln	356
Braddon V 340Metrople Avln	349
Brain T 336Eucalyptus Avln	730
Brandt Jackie 216Descanso Avln	877
Braslow Arthur 335A Metrople Avln	5
Braslow Lawrence MD 302Clarissa Avln	1043
Bray Bruce Mrs 121Vieudelow Avln	118
Brewer Dyke G 181EavalonTer Avln	9
BURGESS CARMEN rl est	
109Clarissa Avln	514
Brisacher Bill 347Clarissa Avln	61
Brodehl Arnold 334Whittly Avln	807
Brooks Jack B 324 Sumner Avln	485
Brooks Myrl Mrs 134Whittly Avln	792
Brown J O 335A Metrople Avln	1044
Brown Marshall G Chilido Inc 110Catalina Avln	1092
Brown Matthew 335Clemente Avln	924W
Brown Stanley N 325Descanso Avln	938
Brown Townsend 124ChimesTowRd Avln	859
Bull H C 126Clarissa Avln	483W
BUOYS & GULLS OF CATALINA	
407Crescent Avln	416
Burgener Robt D 109ChimesTowRd Avln	259
Burgess Aileen C 103Vieudelow Avln	56
BURGESS & BURKE INC	
316Marilla Avln	447
Burke James E Burgess & Burke Inc 316Marilla Avln	447
Burnett Loren E 335EastWhittly Avln	749
Burns Robt P Jr 119Marilla Avln	190R
Burris Michael W 195Crescent Avln	787
Burrows Carolyn 243Descanso Avln	738
Burt Georgia B 507Beacon Avln	206R
Burt Joel A-2-AWrightTerrceRd Avln	441
Busby Elizabeth 321Descanso Avln	89
Buscaglia Guido 356Whittly Avln	93
Business Office Pacific Telephone	See Inside Front Cover
Busse Gertrud B-3-BWriglyRdTer Avln	518
Busy Bee 306Crescent Avln	1034
Butler Courts 338Eucalyptus Avln	117
Butte Robt J 226Catalina Avln	956
Butts Lloyd A 419Beacon Avln	285

C

Cadman G E 304Descanso Avln	402
Cameron Herbert Jdgc 310Clarissa Avln	1128
Cameron Lou 301Beacon Avln	493
Cameron Mike 303Beacon Avln	885
CAMPO BRAVO	
421Crescent Avln	35
Capitani John 256MiddlTerrceRd Avln	1042
Capitani Lena 301Clarissa Avln	364
Carrasco Ralph Mrs 339Clarissa Avln	1029
CARSON CARL W INC	
117Whittly Avln	124
Carson Jack 359 Sumner Avln	342
Carter Jas S 326Whittly Avln	1130
Carter Ray 336½Eucalyptus Avln	112
Carter Velma 222Metrople Avln	86R
Caruso Wm 10CanyonTer Avln	214
CASA GRANDE	
353Clarissa Avln	341
Casino Ballroom CasinoBldg Avln	437
Caswell Ray EAvalonTer Avln	543
Caswell Robt L Sr 4PebbyBchRd Avln	126
Catalina A' Calling Hotel Reservations	120 Sumner Avln.655
Catalina Accommodation Air Boat And Steamship Reservation Agency 6607WSunset LosAngeles.	469-2111
CATALINA AIR LINES INC	
PleasrePier Avln	385

Catalina Art Association CasinoBldg Avln	808
Catalina Auto & Bike Rentals Crescent Metrople Avln.	111
CATALINA-AVALON MALIBU INN	
888LasLomasDr Avln	325
From Los Angeles Telephones Call	625-1020
Catalina Beach House 200Marilla Avln	1078
Catalina Beverage Co 311 Sumner Avln	620
CATALINA BIBLE CHURCH	
346Catalina Avln	73
Catalina Capri 229Metrople Avln	461
CATALINA CLEANERS	
223Metrople Avln	57
Catalina Convention Bureau 305Eucalyptus Avln	987
CATALINA COUNTRY CLUB RESTAURANT	
Sumner&Tremnt Avln	960
CATALINA COVE AND CAMP AGCY	
CatalinaIsthmus Avln	303
From San Pedro Telephones Call	547-4882
CATALINA DEPARTMENT STORE	
421Crescent Avln	151
Catalina Disposal Co 321Clemente Avln	675
CATALINA DIVERS SUPPLY	
PleasrePier Avln	330
CATALINA FREIGHT LINE	
PebbyBchRd Avln	248
CATALINA HARDWARE STORE	
125Metrople Avln	400
Catalina Hunting Lodge CatalinaIsthmus Avln	650
CATALINA ICE CREAM & DONUT SHOPPE	
122Catalina Avln	361
CATALINA ISLAND GOLF CLUB	
GolfCrse Avln	530
Catalina Island Hotel Reservation Service	137Marilla Avln.1140
Catalina Island School ToyonBy Avln	611
Catalina Island Visitors Bureau 305Eucalyptus Avln	987
CATALINA ISLAND YACHT CLUB	
30CasinoWy Avln	22
CATALINA ISLANDER	
615Crescent Avln	500
CATALINA MOORING SERVICE	
CatalinaIsthmus Avln	303
CATALINA MOTOR CRUISERS	
CabrilloMole Avln	789
CATALINA OPERATIONS COMPANY	
Genl Ofcs 150Metrople Avln	605
Building Supplies PebbyBchRd Avln	19
Garage And Service Station TremontAv Avln	513
Motor Tour Div 150Metrople Avln	350
Pleasure Boat Div 150Metrople Avln	350
CATALINA ROCK DIV OF AMERICAN CEMENT	
CORP EmpreLandng Avln	1099
Catalina Rock & Ranch Co MiddlRnch Avln	436J
CATALINA SEA PLANES INC	
IsldBusPlaza Avln	116
CATALINA SIGHTSEEING BOATS	
150Metrople Avln	350
CATALINA SIGHTSEEING BUSES	
150Metrople Avln	350
CATALINA SIGHTSEEING TOURS	
150Metrople Avln	350
CATALINA STABLES	
BirdPkRd Avln	478
CATALINA STEAMSHIP LINES	
CabrilloMole Avln	789
Catalina Taxi Service	176
Catalina Tourist Bureau 305Eucalyptus Avln	987
CATALINA TOWING SERVICE INC	
371EastWhittly Avln	779
CATALINA VISITOR'S INFORMATION AND SERVICES CENTER	302Crescent Avln
CATALINA'S AIRPORT-IN-THE-SKY	143
Caywood Virgil 134Hill Avln	848
CHAMBER OF COMMERCE-AVALON CATALINA ISLAND	
PleasrePier Avln	723
Chambers Herbert S 322Marilla Avln	405
Charles Nancy 228Descanso Avln	679
Chellberg Ben E-2Tremnt Avln	206J
Cherry Jas H Dr 35MiddleTer Avln	472
CHET'S HARDWARE	
AtwatrArcde Avln	990
Chi Chi Club 107 Sumner Avln	585
Chilido Inc night clubs 110Catalina Avln	1092
Church Mary Ann 48EAvalonTer Avln	882
Cicconi Jerry Mrs 373EastWhittly Avln	373
Cicconi Virgilio 246Whittly Avln	542
City Government	See Avalon City Of

Clark Charles M Mrs 329Clemente Avln.....468
 Clarke Fred T 133UpperTer Avln.....951
 Clayton Arlene R Melody's Children's Shop
 106 Sumner Avln.706

CLOUD SEVEN HOTEL

137Marilla Avln.....454
 From San Pedro Telephones Call.....833-1500

COAST GUARD

Search & Rescue Emergencies
 See Inside Front Cover Or Call Operator

Cody Wm F 128Vieduelou Avln.....992
 Collier Russell 326C Whittly Avln.....7
 Colonel's Kentucky Fried Chicken

111Clarissa Avln.....131
 Community Congregational Church 236Metropole Avln.....80
 Connaughton F M 6Tremnt Avln.....642
 Connolly-Pacific Co

PebbyBchRd Avln.....626
 Conover Harry L 310-C Metropole Avln.....370W
 Conrad Rich F Mrs 1100live Avln.....776W

Constable Avalon Judicial Dist. See Los Angeles County Of
 Coombes Harold 17CanyonTer Avln.....1087

Cooper Norman MtAdaRd Avln.....505
 Corrigan E Lee 215Descanso Avln.....610
 Cortez Nellie G 336Metropole Avln.....971

Cotter Frank 333WriglyTerrceRd Avln.....617
 County Government. See Los Angeles County Of

Cowell Harvey H 349Descanso Avln.....527
 Cox Donald E 347Descanso Avln.....525
 Cox Mat A 321Catalina Avln.....968J

Cozy-Inn 336Metropole Avln.....1082
 Craig Mary J 324Descanso Avln.....757
 Crandall L W 352Catalina Avln.....477

Cranton Robt L 345Clarissa Avln.....1045
CRAZY DAISY COIFFEURS

421Crescent Avln.....444
 Crescent Cafe The 501Crescent Avln.....491
 Cromas H Earl 359EastWhittly Avln.....1095

Crosby Gail E 367 Sumner Avln.....106J
 Crow C L SunshineTer Avln.....657
 Croxton Lucius O 204Descanso Avln.....277

Crozier Michael 316LasLomasDr Avln.....408
 Cummings John 230Metropole Avln.....340

D

D'Arcy Duke 134Hiawatha Avln.....144
 Dashnaw Gwen Mrs 333Catalina Avln.....1093
 Davey Jones Locker 300Crescent Avln.....417

Davey Kathy 334Whittly Avln.....849
 Davy John B 261EastWhittly Avln.....795
 Dawes Steve 1290live Avln.....158

DEACON JOHN F Avalon Electrical Contr Co
 800CrescentAv Avln.....624

Dean Abraham 359Catalina Avln.....33
 Dean Betty 359Catalina Avln.....33
 Dean Dennis 359Catalina Avln.....33

DeBoard John P 316½Catalina Avln.....1073
 De Board Room 120 Sumner Avln.....1137
 De Board Walk 505Crescent Avln.....355

Deep Rock Artesian Water Co 311 Sumner Avln.....620
 Dennis Guy H 131Hill Avln.....162
 Derloshon Jack 19CanyonTer Avln.....1118

Descanso Beach Club DescansoCynRd Avln.....484
 Dillen Motel 237 Sumner Avln.....1070
 Dillenbeck D T Dillen Motel 237 Sumner Avln.....1070

Dion Emilina 350Metropole Avln.....963
 Directory Assistance Information. See Inside Front Cover
 Dirksen Kenneth 310Clemente Avln.....32

Dixon Laura G Mrs 126Marilla Avln.....358J
 Dockery Nando G 114Clarissa Avln.....29J
 Dockery Thos 139Whittly Avln.....983J

Douglas Wm G 233Clarissa Avln.....475
 Dow John S 138Whittly Avln.....865
 Downer Hal 342Clarissa Avln.....406

Dozier Angelo 604Beacon Avln.....154
 Draft Board. See Avalon City Of-City Hall
 Driftwood Gift Shop 220Crescent Avln.....729

Dunkerley Norman 215A Beacon Avln.....12W
DUTTON REALTY

101Metropole Avln.....39
 Dutzi Alex Jr 309EastWhittly Avln.....191

E

EDISON CO.....See Southern California Edison Co
 Edson Marjorie 340 Sumner Avln.....427
 Ehinger Howard W 328Descanso Avln.....1067

Eisenhut Dale D CasinoBldg Avln.....66
EL GORDO'S hotel

326Metropole Avln.....737
 Ellsworth Terry 310Whittly Avln.....924M
 El Nido Hotel

351Catalina Avln.....142
 Elphison Clifford QuailCynRd Avln.....754
 El Rancho Escondido

Manager.....772R
 Stables.....772J
 El Rancho Hotel

145Marilla Avln.....603

EMERGENCY SERVICES

Fire-Police-Sheriff-Ambulance
 See Inside Front Cover Or
 In Any Emergency Call Operator

Engel Verner W 340B Metropole Avln.....783
 Engel Wm W 16PebbyBchRd Avln.....635
 Erickson Mildred W

130A Marilla Avln.....460
 Escobedo Carlos 306Descanso Avln.....949
 Essy's Art Gallery 'n' Gifts

106Catalina Avln.....1177
 Estes Raymond F AvalonRd Avln.....445

F

Falk Fred J 308Catalina Avln.....245

FEDERAL BUREAU OF INVESTIGATION

Emergency Calls See Inside Front Cover
 Or Call Operator

Felix Jim I-2Tremnt Avln.....974
 Felkley Margaret C 316Descanso Avln.....941
 Fennie J L EAvalonTer Avln.....354

Fennie Mabel 325Clemente Avln.....59
 Ferguson Beth A 316Clemente Avln.....202
 Ferlet Lora Mrs 312Clarissa Avln.....136

Fetty Homer 224Beacon Avln.....766
 Findlay C S 363Whittly Avln.....119M
 Finie Philip A 317LosLomasDr Avln.....1025

Finley Ed 335WWhittly Avln.....947
 Fire Dept

For Areas Not Listed Below
 Emergency Calls See Inside Front Cover
 For Avalon City Business Calls.....See Avalon City Of

Los Angeles County
 Patrol Station Avalon Canyon

To Report A Fire Only.....145
 Business.....424

FIREMAN'S FUND AMERICAN INSURANCE COMPANIES

1950E17th SantaAna.....714 835-9111
 Fisher Ruth L 314½Eucalyptus Avln.....1062
 Flaherty E D 341Clarissa Avln.....801

Flaiz John Jr 8CanyonTer Avln.....209
 Fletcher C F 332Metropole Avln.....365
 Fletcher D O 311EastWhittly Avln.....496

FLYING YACHTSMAN RESTAURANT

& COCKTAIL LOUNGE 403Crescent Avln.....590
 Ford Jas V 335B Metropole Avln.....108M
 Forester Fire Warden Dept.....See Los Angeles County Of

Foss Calvin 326Metropole Avln.....737
 Fox Angie L 206EastWhittly Avln.....1143
 French Augusta G Mrs

331Eucalyptus Avln.....243
 Frenzel A R 1190live Avln.....1071
 Fresco Arloa B 315Marilla Avln.....256W

Fricke John T 153AvalonTer Avln.....994
 Friedman Miron B 335Whittly Avln.....1085
 Frost G C 341Catalina Avln.....760

Fry Roy 316 Sumner Avln.....15
 Fuller S W 311Clemente Avln.....648
 Fun Shop keys 113Catalina Avln.....339

G

Gaede Bob MiddlRnchRd Avln	522W
Gagos G H Dr chirprctr 331 1/2 Sumner Avln	24
Gamble Fred Jr 215Clarissa Avln	348

GARAGE AND SERVICE STATION TREMONT

TremontAv Avln	513
Garcia Felipe 318Metropole Avln	740
Garcia Frank R N-1Tremont Avln	539
Garcia Louis D-1Tremont Avln	922
Garvey Paul 317 Sumner Avln	798

GARY'S MOORING & DIVING SERVICE

371EastWhittly Avln	779
Gavin L G 220Descanso Avln	1020
Gaylord Lawrence Shorty 336Whittly Avln	519

GAYLORD'S TV SERVICE

336Whittly Avln	519
Gemilere Geo 35PebbyBchRd Avln	265
Gemilere Geo George's Marine Service	206Catalina Avln.274

GENE'S PHOTO & ROCK SHOP

519Crescent Avln	511
George Ralph N 326Descanso Avln	324
George's Marine Service 206Catalina Avln	274
Gibson Jas C 327Clemente Avln	258W
Gill Marilyn 603Beacon Avln	224
Ginnett Chas Mrs 350Eucalyptus Avln	336
Girl Scout Hut 803Crescent Avln	913
Given Robt R 314Clemente Avln	659
Glenar M 227Beacon Avln	421

GLENMORE PLAZA HOTEL & RESTAURANTS

120 Sumner Avln	17
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GOLDEN WEST AIRLINES

PleasurePier Avln	385
Golightly George E 9CanyonTer Avln	965
Gomez Miguel 346Metropole Avln	130
Gonzales Antonio G 332Metropole Avln	1007
Gonzales Annie J 335Whittly Avln	874
Gonzales C L 336Metropole Avln	1082
Gonzales Dorothea 330Metropole Avln	742
Gonzalez Antonio M 322Metropole Avln	769
Gonzalez Heleodoro 332Clemente Avln	67
Goodwin Eugene K 322 Sumner Avln	625
Gordy Edwin 209Beacon Avln	1170
Goslin Jack T 332Metropole Avln	49
Grasko Teena S 316Metropole Avln	517
Gray Jos P 206Descanso Avln	602
Greene Dave 220Metropole Avln	1127
Griffith Oscar E 114A MaidenLn Avln	442
Guion Anthony D 312Clemente Avln	414
Guion J S AtwaterArcde Avln	148
Guion J S 415Crescent Avln	498
Guion J S EastAvalonTer Avln	231
Guion Virginia 256MiddlTerreRd Avln	957
Guthrie H B 206EastWhittly Avln	717
Guthrie Isabel 207Beacon Avln	929
Guzman O S Mrs M-3Tremont Avln	538

H

Hale Chas 237Whittly Avln	755M
Hall Art 1UpperTer Avln	1110
Hall C I Turp A-1-AWriglyRdTer Avln	310
Hall Hattie 225Marilla Avln	943W
Hall Tim 137Whittly Avln	379
Halstead Anna 314Whittly Avln	78
Hamblen Jean L 360Whittly Avln	360
Hamilton Matthew J 335Whittly Avln	1010
Hamilton Rayden 308Clemente Avln	931
Hanberry Wm F 232Clarissa Avln	74
Hancock John O 107Viedelou Avln	68
Handke Lloyd A-1CanyonTer Avln	767

HANK'S PLUMBING

A-1CanyonTer Avln	767
Hansen Heloise 358Descanso Avln	463R
Hapi-Hut 888LasLomasDr Avln	325
Hapke Wally 354 Sumner Avln	241
Harbor Master	See Avalon City Of

HARBOR VIEW INN

TwoHarborsIsthmus Avln	650
Hardman Jas G 312Descanso Avln	462
Hargrave P K 318Eucalyptus Avln	946R
Harris Ford M Avalon Radio Service	208Metropole Avln.163

Harris Warner D 139Whittly Avln	791
Harrison Eddie Capt 314Beacon Avln	713
Harrison Florence Mrs 312Beacon Avln	775W
Harter Jean 208Whittly Avln	528J
Hartley Wm H 208Descanso Avln	1091
Harvey Bruce 237Descanso Avln	369
Haun Diane 1CanyonTer Avln	1133
Hawley Robt C 331Catalina Avln	321W
Hawryluk Bo 246Whittly Avln	110M
Hay John F 345Catalina Avln	999
Hays Fred 357 Sumner Avln	537
Health Dept	See Los Angeles County Of
Heininger Mike 336Eucalyptus Avln	730
Heise John 24CanyonTer Avln	494
Hellawell Donald CanyonTer Avln	886
Henderson M F Mrs 317-A Clarissa Avln	759
Henderson Nettie M 415Beacon Avln	317
Henry Jas P 361EastWhittly Avln	110R
Henthorn Earl Mrs 702Crescent Avln	62

HERMOSA HOTEL & HOUSEKEEPING COTTAGES

131Metropole Avln	747
Hernandez Andrew H-1Tremont Avln	945
Hernandez J M L-2Tremont Avln	977
Hernandez Magdaleno K-1Tremont Avln	1048
Hernandez Mary 327Metropole Avln	4
Hernandez Mary C H-2Tremont Avln	658
Hernandez Odie Mrs 310Marilla Avln	6M
Hernandez Sam 236Whittly Avln	107J
Hernandez Sam Jr C-3CWriglyTerreRd Avln	1028
Hernandez Tony T H-2Tremont Avln	658
Herrington Thos L 22PebbyBchRd Avln	671
Hertz Worldwide Car & Truck Reservations	800 654-3131

No Charge To Calling Party	800 654-3131
Hexom J E 133UpperTer Avln	829
Hill Lenita 373Whittly Avln	1035
Hill Wm R 305Eucalyptus Avln	987
Hiniker Lani 211Descanso Avln	670
Hite Gene 331Eucalyptus Avln	381R
Hochberg Dorthee 421Crescent Avln	704
Hodge Hilda 111-A Olive Avln	1033
Hodge Kieffer 1190live Avln	944
Hoefs Mark 22QuailCnynRd Avln	377
Holliday Kenneth J 13CanyonTer Avln	639
Holmes Bob 145EMiddleTer Avln	653
Holmes Geo 317Clemente Avln	813
Holmes Jack CountryClbApts Avln	1160
Holscher Lucille A 222Clarissa Avln	728J
Holt Chas 212Clarissa Avln	255R

HOSPITAL AVALON MUNICIPAL

100FallsCnynRd Avln	700
Host H G 1290live Avln	129

HOTEL ATWATER

125 Sumner Avln	630
Hotel Campo Bravo 421Crescent Avln	35

HOTEL CATALINA

129Whittly Avln	27
From San Pedro Telephones Call	831-4252
Hotel Cloud Seven 137Marilla Avln	454
Hotel Edgewater htl 413-B Crescent Avln	678
Hotel Mac Rae 409Crescent Avln	246

HOTEL MONTEREY

108 Sumner Avln	264
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HOTEL SCARLETT & RESTAURANT

111Crescent Avln	555
Hubbard Dixy 339Metropole Avln	443
Hugo Howard 311Eucalyptus Avln	474
Hultberg Eric N 129B Viedelou Avln	331
Hummel H G 335Whittly Avln	816

HURRICANE COVE

305Crescent Avln	540
Hutchison Ruth L EAvalonTer Avln	1175

I

Ida Court 223Metropole Avln	150
INDIAN ARTS & CRAFTS gifts	
Metropole&Crescent Avln	334

INFORMATION AND SERVICES CENTER

VISITOR'S 302Crescent Avln	1111
Inlow Clara B 314Marilla Avln	981

Ionescu John 3MtAdaRd Avln	734
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Irvine Ronald 201Clarissa Avln	236
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Island Baggage Service CabrilloMole Avln	1164
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Island Gift Shop 304Crescent Avln	338
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Island Grocery 117Catalina Avln	250
ISLAND KNIT SHOPPE	
124Catalina Avln	238
ISLAND MARINE & SPORTS	
124Catalina Avln	238
ISLAND PRESS Catalina Islander	
615Crescent Avln	500
ISLAND REXALL PHARMACY	
417Crescent Avln	36
Island Sportswear 425Crescent Avln	156
Ives Russell W 326-A Whittly Avln	95

J

Jackson Ellis R 125Clarissa Avln	939
Jeffries Alfred 702Crescent Avln	1011
Jeffries Tholen D 343Clarissa Avln	263
JEFF WASH & AVALON BATHHOUSE	
Metropole & Crescent Avln	334
Joe's Rent-A-Boat Pleasure Pier Avln	455
JOHNSON CARL JR Avalon Liquor Store & Gifts	
112Catalina Avln	930
Johnson Trudy 355 Sumner Avln	858
Johnston Mahala 6PebbleBchRd Avln	295
Jones Chile 153Crescent Avln	1005
Jonsrud Gordon E 24PebbleBchRd Avln	633
Judy's Hair House 103Metropole Avln	953
June's Petite Boutique 111Crescent Avln	555

K

K B I G Radio Station AirprtRd & RentnPs Avln	200
K B I G Radio Station AirprtRd & RentnPs Avln	300
Kay W T 353Clemente Avln	292
Kay's House Of Beauty 208Metropole Avln	756
Kelly Beverly U 199ChimesTowRd Avln	1001
Kelly Frank A Jr 199ChimesTowRd Avln	966
Kelly Frank A Sr 114Hill Avln	476
Kelly's Auto & Bike Rentals Crescent & Metropole Avln	111
Kendall C H 353 Sumner Avln	170
Kenkel Myrtle 119Marilla Avln	6R
Kennedy Bob C 224Clarissa Avln	1049
Keppel Wallace 114Marilla Avln	936W
Kimball Henry S 118BonitaWy Avln	450
King Griddle Inc coffee shop 125 Sumner Avln	260
King Kenneth K MiddlRnchRd Avln	311R
Kingett Art Service 130Metropole Avln	660
Kingett Florence E 227 Sumner Avln	223
Kirk Geo W 150Marilla Avln	242
Kissling Gus 320-A Metropole Avln	676
Knight Wm 342A Metropole Avln	1014
Knight's Deli 107Metropole Avln	218
Kreil Dennis 337½ Descanso Avln	832
Kreil Jeanne 112Catalina Avln	1120
Kreil Michael 120Whittly Avln	1134
Kress K 334Clarissa Avln	1151
Krug Bill rl est 233 Sumner Avln	750
Kruse Donald E 310-B Metropole Avln	383R

L

La Cantina restrnt	
PebbleBeachRd & AmphibianRamp Avln	758
Lagasse H Huntley Rev Catalina Bible Church	
346Catalina Avln	73
Lake Don 42MiddlTerrceRd Avln	122
Lamb Warren F Mrs 125Clarissa Avln	205
Lanfranchi A 342Descanso Avln	225
Langhorne Gordon 106Olive Avln	1145
Langin L H 310Catalina Avln	721
Larson Don Dr 335Eucalyptus Avln	1059
Lasagna Mary 234Descanso Avln	431
LAS CASITAS GARDEN HOTEL	
Tremnt Avln	226
Laurance A L 104EMiddleTer Avln	64
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AtwaterArcde Avln	147
Laurin W J 321Marilla Avln	266
Lauro Ferdinando 316Metropole Avln	549
Lauro Madelyn 316Metropole Avln	549
Lazar Ann 312Catalina Avln	1026
Leadbetter Myrtle 340A Metropole Avln	547
Leavitt Keith 318Clarissa Avln	703
Lee Harry L 173EAvalonTer Avln	1047

Lee Robt Eugene 5CanyonTer Avln	666
LEI ALOHA'S	
704Crescent Avln	799
Leonhardi Quinton 314Metropole Avln	644
Leonhardt Eileen 603Beacon Avln	1009
LEO'S CATALINA DRUG STORE	
401Crescent Avln	189
Leslie Jerry M 363Whittly Avln	1167
Letcher Alfred 604-A Beacon Avln	141
Levin David HamltBch Avln	420
Lewis E A Mrs 352Catalina Avln	201
Liddell Orval E 330Descanso Avln	287
Lind Blanche 344Clarissa Avln	188J
Lisa Joyce Bridal Veils 126Marilla Avln	305
Little Chester B 336Descanso Avln	119W
Lloyd's Of Avalon 315Crescent Avln	541
Loftus Edw M 325Clarissa Avln	1098
Lolo's Plaza Barber Shop 128-A Sumner Avln	920
Long Beach-Catalina Cruisers Crescent Mole Avln	69
Loper Lawrence 367 Sumner Avln	134
Lopez Angel I-3 Tremnt Avln	940
Lopez Gilbert I 1 Tremnt Avln	636
Lopez Leonard A 335Whittly Avln	159
Lopez Pastor 227 Sumner Avln	761
Lopez Sally A-3 Tremnt Avln	183
Lopez T C C-2 Tremnt Avln	497
Lopez Vernon V C-2 Tremnt Avln	497

LOS ANGELES COUNTY OF

BEACHES DEPT AvalonPleasurePier CatIs	856
CONSTABLE AVALON JUDICIAL DIST	
215 Sumner Avln	426
HEALTH DEPT 215 Sumner Avln	185
LIBRARY PUBLIC 215 Sumner Avln	1050
LOS ANGELES COUNTY FIRE DEPT	
Patrol Station Avalon Canyon	
To Report A Fire Only	145
Business	424
MUNICIPAL COURT 215 Sumner Avln	26
Loskamp A P Mrs 309Clarissa Avln	480
Loud Catherine Mac Lean 217Beacon Avln	366
Loudin J Frank 718-A Crescent Avln	211
Love W B 35MiddlTerrceRd Avln	1166
Lowder Walter B 265EastWhittly Avln	397
Lucky Seven Apts 326C Whittly Avln	7

M

Macdonald Katherine 320Clarissa Avln	954J
MacFarlane Debbie 115½ Marilla Avln	878W
Machado Frank Mrs C-3 Tremnt Avln	387
Machado Freddie EAvalonTer Avln	268
Machado Joe 363A EastWhittly Avln	382
Mackey Percy E 220Catalina Avln	63
Mackie Arch M EAvalonTer Avln	135
McLean Roderick A 223Marilla Avln	273J
MacNaughton Arthur 322Catalina Avln	796
Macpherson Donald 335Catalina Avln	423
MALIBU INN	
888LasLomasDr Avln	325
Malone Cliff 235Clarissa Avln	358W
Malotte Richard D 108MiddleTer Avln	1159
Margolin Bruce M atty 1800NHighlnd LosAngeles	
Day Or Night Call	461-3281
Marin Josephine H-5 Tremnt Avln	284
Marina Federal Savings & Loan Assn	
PostOfcArcde Avln	744
Marincovich Mike 123Vieudolou Avln	83
Marine Barriers Inc 330Descanso Avln	287
Marlene's Craft House 115Marilla Avln	1079
Marlin Club 108Catalina Avln	44
Martin Jesus H-3 Tremnt Avln	329
Masse Paul E 22CanyonTer Avln	548
Maxwell Wm H CatalinaAirprtInTheSky Avln	320
Maya Manuel M M-4 Tremnt Avln	884
Mayberger Rita 367 Sumner Avln	550
Mayer Fred J 718Crescent Avln	545
McClanahan Rube Mrs 361Marilla Avln	55
McClintock E V 306½ Descanso Avln	1072
McComsey Bernard 218Descanso Avln	323M
McCormick John J 1Crescent Avln	315
McElroy Violet E 227EastWhittly Avln	20

McGavin Garnet 195 Crescent Avln.	1155
McIntosh Harry R 319 Whittly Avln.	781
McIntosh Hugh 120 Whittly Avln.	995
McIntyre Gertrude 361 Sumner Avln.	316
McKee Sue 507 Beacon Avln.	207M
McKenna Ferron H 344 Los Lomas Dr Avln.	153
McKenney Chas E 337 Sumner Avln.	672
Mc Laren John F 129A Viadellou Avln.	1158

MC LEISH S W

238 Clarissa Avln.	651
Meiklejohn Ellen T 308 Clarissa Avln.	347
Meis Catherine L 302 Clemente Avln.	16
Meis Gregory L 302 Clemente Avln.	16
Meis Gregory L Atwater Arcde Avln.	94
Meisenheimer Peggy 224 Beacon Avln.	862
Melody's Children's Shop 106 Sumner Avln.	706
Melville John 316 Clarissa Avln.	1017
Mexicali Inn 111 Metropole Avln.	664
Meyerhoff Arthur Associates Inc 200 Sumner Avln.	395
Meyerhoff Arthur E 15 Canyon Ter Avln.	1016
Meza Manuel J B-1 Tremnt Avln.	473
Miguel M D 236 Clarissa Avln.	851
Mike's Char-Broiler 109 Crescent Avln.	645
Miller Kenneth 322 Eucalyptus Avln.	396
Miller W A 308 Marilla Avln.	986
Miller Wm O B-1 B-Wrigley Rd Ter Avln.	48
Mock John C 123 1/2 Whittly Avln.	1144
Momary Wm 109 Viadellou Avln.	745
Montague Dorothy D 127 Viadellou Avln.	622
Montague Robt T 243 Clarissa Avln.	814

MOONEY ARTHUR ins agt

Atwater Arcde Avln.	709
Moore Bruce 219 East Whittly Avln.	31
Moore Rosebel H 306 Whittly Avln.	419

MORAND ARNOLD E

Falls Canyon Rd Avln.	1003
Moricich Harry 122 Viadellou Avln.	90
Morris Geo F 9 Pebbley Bch Rd Avln.	649
Morris Robt E Standard Oil Co Of Calif Western Operations Inc Casino Pier Avln.	46

Morris Robt L 358 Metropole Avln.	512
Mortgage Company Bracken 306 E P C St Hwy Long Beach.	432-7946

Mulica Donald 239 Descanso Avln.	867
Municipal Court	See Los Angeles County Of
Muravez Ralph J 333 Eucalyptus Avln.	1023
Murphy Estelle G 119 Clarissa Avln.	855
Murphy Richard J 18 Cannon Ter Avln.	65
Murray Lyn 219 Clarissa Avln.	621
Myers Phyllis B 108 Maiden Ln Avln.	1135
Myers Silvia G 348 1/2 Descanso Avln.	732

N

NCR Company See National Cash Register Company	
The 2760 Atlantic Long Beach.	549-1330
Nasef Richard 127 Marilla Avln.	296
National Cash Register Company The 2760 Atlantic Long Beach.	549-1330

NAVIGATION ELECTRONICS CORP

Falls Canyon Rd Avln.	1003
Neil Russell Pebbley Bch Rd Avln.	212
Newman Kenneth L 304 Clemente Avln.	876
Nichols M B 90 Casino Wy Avln.	262
Nicholson Homer Dr 331 Sumner Avln.	404
Nissen Pete 325 Catalina Avln.	968W
Nolt M R 348 Catalina Avln.	1169
Noot's Scoop & Pizna Parlor 120 Sumner Avln.	82
Nuttall Fred 209 Whittly Avln.	1090

O**O' BANNON ELECTRIC**

126 Marilla Avln.	305
Oberlin P J 117-A Whittly Avln.	105
O'Connell E W 222 Descanso Avln.	1024
O'Connor Dorothy 206 East Whittly Avln.	321M
O'Flaherty Jos S 112 Lower Olive Avln.	818
Olden Steever B 405 Crescent Avln.	1055
Olsen W F 519 Crescent Avln.	465
Orange Julius 215 Crescent Avln.	1163
Osborne Wm Bryan 333 Las Lomas Dr Avln.	824
Osteen Jack 319 Las Lomas Dr Avln.	969
Otto Frank W Mrs 324 Catalina Avln.	841

P**PACIFIC TELEPHONE**

135 Whittly Avln.	Ask Operator For Business Office
If An Emergency Or No Answer Call.	Chief Operator
Building Industry Consulting Service	
Commercial Buildings 1149 Gower Los Angeles	
Call Collect.	461-5101
Residential Buildings	
Call Collect Los Angeles.	621-1291

Padilla Antonio 89 H-4 Tremnt Avln.	733
Padilla Shirley 322 Descanso Avln.	835
Palmer Ernest L 231 Beacon Avln.	322

PANCAKE COTTAGE THE

118 Catalina Avln.	726
Paradisi Enzo 316 Whittly Avln.	482
Park Blanche 355 Catalina Avln.	252
Parker Alfred E 134 Whittly Avln.	792
Parks Harold H 127A Marilla Avln.	314
Parsons Martha Mrs 110 Olive Avln.	725
Party Line Shop 507 Crescent Avln.	929
Patterson Yvonn C 243 1/2 Descanso Avln.	383J
Paul Marshall 315 Catalina Avln.	506
Paulson F M 354 Descanso Avln.	628

PAVILION LODGE

513 Crescent Avln.	465
Peddler's Three 108 Metropole Avln.	662
Peggy's Gifts & Souvenirs	

104 Sumner Avln.	155
Pendleton Ernest R 224 1/2 Whittly Avln.	240
Perluss Abe Abe's Liquor Store	

122 Sumner Avln.	656
Perluss Norman W 329 Las Lomas Dr Avln.	665
Perry Margaret 123 Whittly Avln.	237
Perry Michael L 110 Olive Avln.	805
Pete's Snack Bar 132 Sumner Avln.	523
Petrich V L 415 Crescent Avln.	678
Phelps Harold D 330 Eucalyptus Avln.	378
Phelps John B-2 Canyon Ter Avln.	925
Phelps Pete 304 Crescent Avln.	338
Phillips Jos 301 Catalina Avln.	275
Phillips Leslie 352 Sumner Avln.	762
Phillips Phil C E Avalon Ter Avln.	923
Phone Company	See Pacific Telephone
Piacentini Anthony M 225 Descanso Avln.	719
Piacentini John 310A Whittly Avln.	926
Piacentini Jos J 204 Descanso Avln.	752
Piacentini Michael A East Avalon Ter Avln.	961
PicNic Fry 104 Claressa Avln.	1121
Pillsbury L A 242 Clarissa Avln.	852
Piltch Melba W 130 Hiawatha Avln.	948
Piltch Rudy 130 Hiawatha Avln.	948
Pine Jas A 123 Olive Avln.	776J
Plett Betty 139 Whittly Avln.	13

POLICE DEPT

For Emergency Calls See Inside Front Cover	
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For All Other Calls---See Avalon City Of	

Pollard Nathan A 315 Maiden Ln Avln.	42
Ponce Margarita S A-4 Tremnt Avln.	401W
Ponce Robert C A-4 Tremnt Avln.	401W
Ponce Bruce 111 Olive Avln.	409
Poole John Broadcasting Co	
Airprt Rd & Rentn Ps Avln.	300

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320 Metropole Avln.	1039
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Potter Donald 325 Las Lomas Dr Avln.	132
Pratt Olive 210 1/2 Whittly Avln.	313
Prego Continental Restaurant	

605 Crescent Avln.	31
Preston Robt L Mrs 327 Metropole Avln.	222
Prevezich Geo C G-1 Tremnt Avln.	983W
Prewitt Dan L 342 Sumner Avln.	1094
Pritchard T 111-B Olive Avln.	774M
Pritchard Victoria 340 Descanso Avln.	492
Propst Allen Douglas Middle Ranch Rd Avln.	436R
Puckett Thos 327 Clarissa Avln.	823
Putnam Albert A 45 East Terrace Avln.	980
Putnam Wm C 306 Clemente Avln.	727
Pyburn Geo A 21 Pebbley Bch Rd Avln.	335
Pyle Alice 328 Eucalyptus Avln.	946M

Q

Quackenbush Paul J 231Descanso Avln	271
Quatrochi Frank 308 Sumner Avln	1074
Quinn Jos T 247½Clarissa Avln	975
Quinn Ray PebblyBchRd Avln	825

R

Radde Jack D 314¼Metropole Avln	736
Radio Station K B I G AirprtRd&RentnPs Avln	300
Radon Geo H 327Eucalyptus Avln	714
Rae Jas H 106Viudelou Avln	102
Ralston Elmer W 326Clarissa Avln	302
Rapson Margaret 1120live Avln	765
Recreation Dept	See Avalon City Of
Reed Bert MiddleTer Avln	230
Reed Cliff 132Viudelou Avln	967
Reese Harry 343Clemente Avln	827
Reetz W J 356 Sumner Avln	552
Regalado Ann 332Clemente Avln	471
Regan Florence 339 Sumner Avln	785
Reid Parlante T 315Descanso Avln	962
Reitinger Dennis F 307Descanso Avln	1027
Reitz Manly 306Catalina Avln	534M
Renton Malcolm 105Crescent Avln	233
Renwick F C 348Descanso Avln	524
Reyes Michael 355Descanso Avln	778
Reynolds Margaret 207Beacon Avln	929
Rhea Wm H 8PeblyBchRd Avln	483J
Riedel Agnes V 207Beacon Avln	273W
Rigg Jas P 4CanyonTer Avln	297
Riley Donald P 334 Sumner Avln	1002
Rinehart Edw T 348Catalina Avln	1022
Ritter Hal C chr sci pr 120Whittly Avln	1165
Rivas Lauro 315Whittly Avln	764
Roach Jos B 316Metropole Avln	337
Robinson L E DDS 203Metropole Avln	652
Robinson Pettie & Stritz AtwaterArce Avln	1060
Rogan Judy Judy's Hair House	103Metropole Avln
Rogers Fred R 104 Sumner Avln	155
Rohlik F 257EastWhittly Avln	1054
Romo Adolfo J-1Tremnt Avln	307
Romo Jose P D-2Tremnt Avln	193
Rosati Shirley BirdPkRd Avln	353
Rose Leonard J 45MiddlTerrceRd Avln	716
Rose Roy 45EastTerrce Avln	964
Rose's Rag Shop 415Crescent Avln	797
Rosin Stanley A 328EastWhittly Avln	1058
Ross Clyde J Jr 311½Marilla Avln	459
Royle S M 14CanyonTer Avln	272
Rugg Oliver W 1100live Avln	836
Russell Shirley L 604Beacon Avln	632
Rutter Buff 108Catalina Avln	44
Rutter Buff 353Eucalyptus Avln	253
Ryan Don F 337Descanso Avln	1057
Ryan Sylvester 247Clarissa Avln	593J
Rydell Raymond A 108Viudelou Avln	529

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Safeway Store No 1 123Metropole Avln	280
St Catherine's Church EastBeacon Avln	192
Salamunovich Pete G 344Eucalyptus Avln	464
Saldana Herman MiddlRnchRd Avln	522M
Saldana Jose 343Metropole Avln	293
Saldana Juan Martin 307Whittly Avln	213
Saldana Lolo 128A Sumner Avln	920
Saldana Margarita 343Metropole Avln	282
Salmon F J 111-A Olive Avln	1033
Salt Water & Sewer Breaks Emergency	See Avalon City Of
Sampson S E 343Metropole Avln	438
Samson Vic 307½ Sumner Avln	677
Sand Trap The FallsCynRd Avln	879
Sanford Sandy 120Whittly Avln	638
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SANTA CATALINA ISLAND COMPANY

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Security Patrol 150Metropole Avln	976
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Sargent Wm G Mrs 357Clarissa Avln	180
Sargent's Book Shop	230Crescent Avln
Saucedo Frank 300Catalina Avln	1088
Saucedo Maria M-2Tremnt Avln	458
Scanlan Richard 317Metropole Avln	435
Scaramucci V Scari's Hotel & Restaurant	111Crescent Avln

SCARI'S HOTEL & RESTAURANT

111Crescent Avln	555
Schanck Diane 309Catalina Avln	1086
Schatan Howard A 305 Sumner Avln	351
Schatan Milton Blackie 217 Sumner Avln	91
Scheidell Grayce 211Clarissa Avln	425
Scholl Michael D MD 204Metropole Avln	96
If No Answer Call	700
Schools-Public	See Avalon Public Schools
Schug Richard H MD 357Whittly Avln	840
Schulte Mary L El Nido Hotel 351Catalina Avln	142
Schultz Gaylin 409Beacon Avln	103
Schwartz Donald E 244Clarissa Avln	1019
Scott's Manor newsprs bks & magzns	307 Sumner Avln

Seals Carmen F-1Tremnt Avln	92
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Sears Catalog Sales Merchant	128A Sumner Avln

Seaway Of Catalina PebblyBchRd Avln	547-1402
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SECURITY PACIFIC NATIONAL BANK

523Crescent Avln	70
Seidl Evelyn B 187LowrTerrceRd Avln	138
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210A Metropole Avln	771
Silverton Harold M Mrs 234Clarissa Avln	283
Slosson O M 187E AvalonTer Avln	553J
Smiley Robert B 249EastWhittly Avln	707
Smiley Robert W 249EastWhittly Avln	707
Smith Betty Sumner & Tremnt Avln	18
Smith Chas B 129Viudelou Avln	1066
Smith E E 343Eucalyptus Avln	1113
Smith Faith 724Crescent Avln	973
Smith Gene Gene's Photo & Rock Shop	519Crescent Avln

Smith Helen F 310EastWhittly Avln	43
Smith Hugh T 333Clemente Avln	842
Smith J A Mrs 309Clemente Avln	488
Smith Jim 210A Metropole Avln	771
Smith Larry 255EastWhittly Avln	1015
Smith Paul Mrs 336 Sumner Avln	81
Smyth Susan 7LowrTerrceRd Avln	1097
Snedden L B 331 Metropole Avln	370M
Somich Jas P 335Whittly Avln	1006
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SOUTHERN CALIFORNIA EDISON CO

Business Office 609Crescent Avln	1077
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Collection Office 611Crescent Avln	921
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Warehouse PebblyBchRd Avln	932
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Squire Hazel G 342½Descanso Avln	495
Staff R E MD 117MaidenLn Avln	149
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Pebbley Bch Rd Avln	646
Stark Sharon A 224 Whittly Avln	826
Sterrett Larry C 14 Pebbley Bch Rd Avln	843
Stevenson Elizabeth 311 Whittly Avln	190M
Stewart Norman K 106 Olive Avln	430
Stewart Sharon 507 Beacon Avln	207W
Stirtz Harry W Jr CPA	
Atwater Arcde Avln	1060
Stockinger Everett C painting contr	
350 Metrople Avln	526
Stokes Lynn A 243 Whittly Avln	864
Stone Cliff 319 Sumner Avln	29R
Stonebraker Kathryn	
320B Metrople Avln	1004
Stout N Wayne 334 Catalina Avln	640
Stringfellow Wm B Jr	
160E Middle Ter Avln	586
Strobel Frank C 3 Canyon Ter Avln	613
Sunderman Florence 10 Pebbley Bch Rd Avln	3011
Sundgren Sheldon A 110 Las Lomas Dr Avln	722

SURF RESTAURANT

225 Crescent Avln	372
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Swanfeldt Andrew Mrs 330 Sumner Avln	344
Swett Josephine 320 Descanso Avln	982
Swingrover Melvin L Canyon Ter No2 Avln	868

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Tarback Sophie 603 Beacon Avln	854
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Tollstedt Carl H 138 Clemente Avln	1138
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105 Sumner Avln	345
Townsend Robt 244 Descanso Avln	634
Trapp Allen 19 Pebbley Bch Rd Avln	1065
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Post Office Hotl Atwater Bldg Avln	84
University Of Southern California Marine Biological Lab Fishrmns Cve Cat Is	811
Unzueta Jesus M-1 Tremont Avln	401J
Upton Roger M Jr 228 Catalina Avln	739
Upton Roger M Sr 341 Sumner Avln	125
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517 Crescent Avln	125
Ur Mark V 124 1/2 Hiawatha Avln	834
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Valdez Manuel H Mrs 304 Sumner Avln	1046
Valencia Carlos V 112 Bonita Wy Avln	257
Vandeman Steve 335 Whittly Avln	838
Van den Akker Kryne 322 Catalina Avln	796
Vander Velde Henry	
9 Bird Pk Ln Avln	30
Vanderville Gerry V 317 Metrople Avln	375
Verassi Jean 121 Whittly Avln	991W
Vickers John J 301-A Clarissa Avln	533
Vidulich Bliss R 320 Eucalyptus Avln	357
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111 Crescent Avln	555
Vines Harry 46 Avalon Ter Avln	267
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302 Crescent Avln	1111
Voci Gilbert M 139 Whittly Avln	629
Voci Jos 302 Sumner Avln	516
Voishan Geo 317 Descanso Avln	870
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Vojkovich Pete 337 Catalina Avln	210

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Walker Evelyn 119 Marilla Avln	741
Walker Irene D 367 Sumner Avln	1036
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Web Service Co 3690 Freeman Bl Redondo Beach	772-5131
Weber Frank L 321 Clemente Avln	954R
Wegmann Herbert A 368 Whittly Avln	368
Weiler Frances 335 Whittly Avln	75
Weir Wendall W Rev 310 Beacon Avln	80
Weller Ken 349 Sumner Avln	1196
Wells Esther Canyon Ter Avln	673
WELLS FARGO BANK NA	
415 W 5th Los Angeles	626-8441
Wellsco Real Estate Management Corp Div Of Wells Fargo Bank NA 909 N Sepulveda El Segundo	640-0883
Welz Edw A 323D Metrople Avln	14
Wenger Betty R 604 Beacon Avln	837
Westbrook Motel Rooms & Apts 217 Sumner Avln	91
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Western Union Telegraph Co 120 Sumner Avln	655
Whelan Fern 300 Catalina Avln	958
Whitaker Bill R 243 1/2 Clarissa Avln	845
White Geo D 724 Crescent Avln	186W
White Laurence C 139 Whittly Avln	810
White Wilbur L 209 Descanso Avln	8W
Wilcox Eric P Pleasre Pier Avln	1053
Wilkening Howard 375 Las Lomas Dr Avln	661
Wilkinson Thos 147 Marilla Avln	123
Williams Harvey 326B Whittly Avln	984
Williams Johnnie N-2 Tremont Avln	298
Williamson Gled 330 Clemente Avln	544W
Windham Mary D 150 Marilla Avln	508
Windle J W 301 Clarissa Avln	204
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Winter Robt J 244 Clarissa Avln	169
Wirth Sheldon F 230 Descanso Avln	554R
Wiseman Lillian M 606 Beacon Avln	386
Wiseman Thos 50 Upper Ter Avln	857
Wood Arnold C-1 CWrigly Rd Ter Avln	235

Woodbridge Virginia
 4901Radfrd NorthHollywood.877-4354
 Woodbridge Virginia A I D & N S I D
 If No Answer Call345 Sumner Avln.667
 Woodward Elizabeth877-4354
 335Whittly Avln254J
 Wright Billy J
 341Clemente Avln559
 Wright Chas O 200Catalina Avln8J
 Wright Floyd E
 323Catalina Avln254R
 Wright Mayo D 212Descanso Avln487
 Wrigley Philip K
 SunshneTer Avln198
 Writer Lee T 329Eucalyptus Avln133
 Wyvell Phyllis C
 D-2-DWriglyRdTer Avln1084

Y

Yandow Charlene 327Metrople Avln4
 Young Elizabeth 124ChimesTowrRd Avln782
 Youngker Richard W 23PebblyBchRd Avln532

Z

Zager Leo Leo's Catalina Drug Store 401Crescnt Avln 189
 Zalesky Joe 225Hiawatha Avln774W
ZANE GREY PUEBLO HOTEL
 199ChimesTowrRd Avln966
 Zip Codes-Call Main Post Office
 See U S Government-Post Office Dept



Use it

- When you are in doubt as to who deals in a commodity or service—
- When you want a brand name product—
- When you are uncertain about a business address or telephone number—
- When an emergency arises—
- When in doubt as to the identity of a recommended business concern—
- When you wish to locate a dealer in your neighborhood.

LIABILITY OF UTILITY AND CUSTOMER RESPONSIBILITY

The Pacific Telephone and Telegraph Company has tariff rules dealing with the limitation of its liability in connection with errors and omissions relating to telephone service. These rules do not apply to situations involving willful misconduct, fraudulent conduct or violations of law. There are special provisions dealing with gross negligence. If an error or omission has been made by the Pacific Telephone and Telegraph Company in your listing in the telephone directory, you may be entitled to relief under these tariff provisions. In many instances you may be eligible for a credit allowance in accordance with tariff rules. This information notice summarizes the provisions of such rules. For complete information on the tariff provisions, please contact the nearest "Pacific Telephone" business office. Thereafter, if you wish further information, you may call the California Public Utilities Commission in San Francisco or Los Angeles.

The purpose of telephone utility credit allowance and limitation of liability tariff rules is to relate the telephone company's responsibility for errors or interruptions to amounts not to exceed the pro rata charges for services rendered. The basic rule applicable to all telephone services is as follows:

Except as noted above and fully set forth in RULE NO. 14 OF SCHEDULE CAL. P.U.C. NO. 36-T, the liability of the utility for damages arising out of mistakes, omissions, interruptions, delays, errors or defects in any of the services or facilities furnished by the utility (including exchange, toll, private line, supplemental equipment, directory and all other services) shall in no event exceed an amount equal to the pro rata charges to the customer for the period during which the services or facilities are affected by the mistake, omission, interruption, delay, error or defect; provided, however, that where any mistake, omission, interruption, delay, error or defect in any one service or facility affects or diminishes the value of any other service said liability shall include such diminution, but in no event shall the liability exceed the total amount of the charges to the customer for all services or facilities for the period affected by the mistake, omission, interruption, delay, error or defect.

The specific form of rule applicable to interruptions in exchange telephone service is as follows:

The utility shall allow, for interruptions in exchange telephone service of 24 hours or more not due to conduct of the customer, an amount equal to the fixed

monthly charges for exchange service multiplied by the ratio of the days of interruption to thirty days. When interruptions continue beyond 24 hours, credit allowance will be given in successive 24-hour multiples. Similar but not identical provisions apply to private line and other telephone services. For details of provisions covering allowances for interruptions in such other services you should call your nearest "Pacific Telephone" business office.

For errors or omissions in listings or advertisements in telephone directories, allowances are provided as follows:

A. For listings in telephone directories furnished without additional charge, an amount not in excess of the minimum monthly charge of the customer for exchange service during the effective life of the directory in which the error or omission occurred.

B. For listings in alphabetical telephone directories furnished at additional charge set forth in SCHEDULE CAL. P.U.C. NO. 17-T, an amount not in excess of the charge for that listing during the effective life of the directory in which the error or omission occurred.

C. For listings, additional lines of information and advertisements in alphabetical and classified directories furnished as set forth in SCHEDULE CAL. P.U.C. NOS. 39-T, 40-T, and 106-T, an amount based upon pro rata abatement of the charge in such degree as the error or omission affected the listing, additional lines of information or advertisement.

For information on allowances available in the event of errors or omissions in information records or in special directories, you should contact your nearest "Pacific Telephone" business office.

"The customer assumes full responsibility concerning the right to use any name or address in a directory listing and agrees to hold the Utility free and harmless of and from any claims, loss, damage, or liability which may result from the use of such listing. The Utility does not undertake to determine the legal, contractual, or other right to use of a name or address to be listed in a telephone directory. The customer shall notify the Utility of any change on non-service address in writing."



"YELLOW PAGES"

(Classified Telephone Directory)



JULY 1971 ISSUE

for

AVALON

For 'Yellow Pages' Advertising Information, Call Operator for 381-9281, The Yellow Pages Customer Service Office, 3470 Wilshire Blvd., Los Angeles, California 90010.

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Stirlitz Harry W Jr Atwater Arcade.....Avaln 1060

Accounting & Bookkeeping Machines & Supplies

NCR ACCOUNTING MACHINES—

NATIONAL CASH REGISTER CO THE
2760 Atlantic Av Long Beach. 549-1330

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ACCURATE OFC MACHINE CO

3720 Atlantic Av Long Beach. 426-6513
American Typewriter Sales Co

344 E 4th Long Beach. 435-7451

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438 W 7th St Long Beach. 833-2451

NCR ADDING & CALCULATING MACHINES—

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Meyerhoff Arthur Associates Inc 200 Summr. Avaln 395

Advertising—Directory & Guide YELLOW PAGES



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A CONVENIENT SERVICE FOR REGIONAL
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FLYING TIGER AIRFREIGHT WORLDWIDE—
FLYING TIGER LINE INC THE

5720 Avlon Dr LA. 646-3160

Air Line Companies

Catalina Air Lines Inc Pleasure Pier.....Avaln 385
(Please See Advertisement Page 2)

CATALINA SEA PLANES INC

Island Bus Plaza. Avaln 116

(Please See Advertisement Page 2)

FLYING TIGER AIRFREIGHT WORLDWIDE—
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All Major Airlines at Los Angeles International
Serving 15 So. California Cities & Catalina Island

"INFORMATION
& RESERVATIONS"

Golden West Airlines Pleasure Pier....Avaln 385

(Continued Page 3)

Make the Classified Telephone Directory
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find help

fast . . .

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ONLY SERVICE TO LONG BEACH
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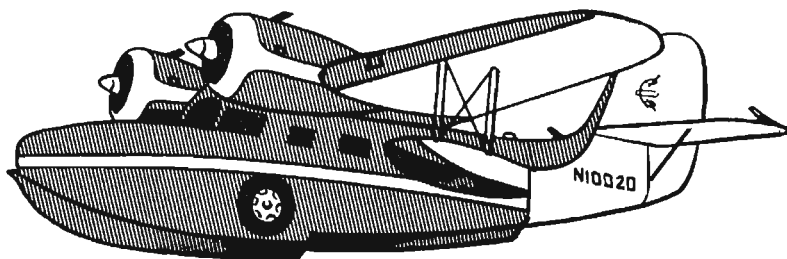
CALL

Avalon 385

A Division of Golden West Airlines - CATALINA AIR LINES INC., is a Scheduled Airline with Quick and Easy Trips Connecting with all Major Airlines at Los Angeles & Long Beach Airports and Major Southern California Communities.

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IN SAN PEDRO**

**SCHEDULED SERVICE TO
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AIRPORT**

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SAN PEDRO

547-1161

FOR A DIRECT LINE FOR RESERVATIONS IN SAN PEDRO CALL 831-0215

CALL FOR RESERVATION

AVALON 116

IF NO ANSWER CALL
LOS ANGELES

775-3341

Air Line Companies (Cont'd)

WESTERN AIRLINES—
WESTERN AIRLINES
Reservations & Passenger Information
..... 646-4311

Air Travel Ticket Agencies

BEACH C F TRAVEL SERV 452 Locust LB. 432-6457

Aircraft Charter & Rental Service

Catalina Air Lines Inc. Pleasure Pier..... Avaln 385
CATALINA SEA PLANES INC
Island Bus Plaza. Avaln 116

Aircraft Equipment, Parts & Supplies

Navigation Electronics Corp Falls Canyn... Avaln 1003

Airports

CATALINA'S AIRPORT-IN-THE-SKY... Avaln 143

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Bowers Ambulance Service
430 E Pac Cst Hwy Long Beach. 591-3371
DILDAY AMBULANCE & CONVALESCENT AIDS
Air Ambulance
1219 Pacific Long Beach..... 437-0801

Amusement Places

Avalon Arcade Same as Avalon Bowling Inc
601 Crescent. Avaln 291
AVALON BOWLING INC 601 Crescent... Avaln 291

Antiques—Dealers

JUNE'S PETITE BOUTIQUE
Mad Clothes & Antiques
111 Crescent..... Avaln 555
PEDDLERS THREE 108 Metropole Avn... Avaln 662

Apartments

Butler Courts 338 Eucalyptus..... Avaln 117
Cozy-Inn 336 Metropole..... Avaln 1082
EL GORDO'S
See Our Advertisement under Hotels
326 Metropole..... Avaln 737
El Rancho Hotel 145 Marilla..... Avaln 603
Hotel Mac Rae
Please See Our Ad under Hotels
409 Crescent..... Avaln 246
Hotel Monterey 108 Sumner..... Avaln 264
Ida Court 223 Metropole..... Avaln 150
Lucky Seven Apts 326 Whittly..... Avaln 7
WESTBROOK MOTEL ROOMS & APTS
See Our Ad under Hotels
217 Sumner..... Avaln 91
Zane Grey Pueblo Hotel
199 Chimes Tower Rd. Avaln 966

Four Thoughtful Items of Telephone Procedure:

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

Architects

White Jack L
23114 Canzonet Woodland Hills. 347-3635

Art Galleries & Dealers

Catalina Art Association Casino Building... Avaln 808
Essy's Art Gallery N' Gifts 106 Catalina... Avaln 1177

Artificial Eyes—Human

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Forman S M 37 Pine Long Beach..... 435-6219

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PACIFIC TELEPHONE
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135 Whittly

Artists—Commercial

Kingett Art Service 130 Metropole..... Avaln 660

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District Office
Long Beach Harbor 936 Pine LB..... 437-0791
CANCER SOCIETY Same as American Cancer
Society of Los Angeles County
1550 W 8th LA. 387-4201

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Hagenbaugh Murphy & Davies
1301 W 2nd Los Angeles. 624-9861
Knowles Thomas P
See Slate & Leoni-A Professional Corp
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Slate & Leoni-A Professional Corporation
Los Angeles 458 S Spring LA..... 625-0161
Anaheim 201 E Lincoln Anaheim... 714 956-2551
El Monte 10949 Valley Mall El Monte... 443-9421
Long Beach 110 Pine Long Beach... 435-7421
Norwalk 12749 S Norwalk BI Norwalk... 868-2226
Van Nuys 6364 Van Nuys BI Van Nuys... 787-8071
Margolin Bruce M
Margolin Fenster & Sacks
Day or Night Call
Suite #615
1800 N Highland Los Angeles..... 461-3281
Meis Gregory L Atwater Arcade..... Avaln 94
Porter Herbert M
Day and Night Call
5059 W Pico LA..... 937-5700
Schulein Sidney A
Slate & Leoni-A Professional Corporation
Los Angeles 458 S Spring LA..... 625-0161
Long Beach 110 Pine Long Beach... 435-7421
Norwalk 12749 S Norwalk BI Norwalk... 868-2226
Seldin Sol D
See Slate & Leoni-A Professional Corp
Sirois Robert M
See Slate & Leoni-A Professional Corp
Slate Hugh
Slate & Leoni-A Professional Corporation
Los Angeles 458 S Spring LA..... 625-0161
Anaheim 201 E Lincoln Anaheim... 714 956-2551
El Monte 10949 Valley Mall El Monte... 443-9421
Long Beach 110 Pine Long Beach... 435-7421
Norwalk 12749 S Norwalk BI Norwalk... 868-2226
Van Nuys 6364 Van Nuys BI Van Nuys... 787-8071
(Continued Next Page)

When you need special services, look in the Yellow Pages first—often you'll find these services located right in your neighborhood.

Attorneys (Cont'd)

Slate & Leoni-A Professional Corporation
 Los Angeles 458 S Spring LA.....625-0161
 Anaheim 201 E Lincoln Anaheim...714 956-2551
 El Monte 10949 Valley Mall El Monte...443-9421
 Long Beach 110 Pine Long Beach...435-7421
 Norwalk 12749 S Norwalk BI Norwalk...868-2226
 Van Nuys 6364 Van Nuys BI Van Nuys...787-8071
 Stepsay Barry B
 See Slate & Leoni-A Professional Corp

Automobile Dealers—New Cars

KOTT & SMOLAR FORD

Imported Cortina-Sales & Service
 Leasing & Daily Rental Cars Available
 336 W Anaheim Wilmington.....835-6621

Santa Catalina Island Auto Rentals & Sales
 Crescent & Metropole Avln. Avaln 111

VOLKSWAGEN SALES AND SERVICE

SEDANS & KARMANN GHAS
 (Available with Automatic
 Stickshift) SQUAREBACKS
 & FASTBACKS (Available
 with fully Automatic
 Transmission) STATION
 WAGONS, CAMPER &
 TRUCKS



"FOR INFORMATION CALL"

DEALER

HARRISON VOLKSWAGEN

999 Long Beach BI LB. 436-5221

WILLYS SALES—

RANCHO JEEP SUPPLY

6309 Paramount Long Beach. 423-0477

Automobile Renting & Leasing

BUDGET RENT-A-CAR

247 E Ocean Long Beach. 432-2951

CATALINA AUTO & BIKE RENTALS

Same as Santa Catalina Island Auto
 Rentals & Sales

Crescent & Metropole Avln. Avaln 111

FORD RENT-A-CAR SYSTEM

Rent the latest model Ford,
 Torino, Pinto, Maverick, Mus-
 tang, Thunderbird for as little
 or as long as you need it. Low
 rates include insurance. One
 phone call does everything.



AMES LEON FORD

1840 S Pacific Coast Hwy Rdn Bch. 378-0311

COLETTO FORD INC

1553 S Pacific SpPed. 832-5315

Automobile Renting & Leasing (Cont'd)

HERTZ RENT A CAR

CALL HERTZ
 TOLL-FREE
 TO RESERVE
 A FORD

OR OTHER FINE CAR
 ANYWHERE
 IN THE WORLD

Hertz

WORLDWIDE RESERVATIONS
 AND INFORMATION

Hertz Worldwide Car Truck and Motor

Homes Reservations

No Charge to Calling Party

.....800 654-3131

Kelly's Auto & Bike Rentals Same as Santa
 Catalina Island Auto Rentals & Sales
 Office Located at 217 Crescent Ave
 Crescent & Metropole Avln. Avaln 111

Automobile Repairing & Service

TREMONT ST GARAGE AND SERVICE

STATION Tremont. Avaln 513

Baggage Transfer

ISLAND BAGGAGE SERVICE

PICK-UP & DELIVERY
 TO HOME - HOTELS - BOATS & AIRLINES
 HOURS 8:30 TO 5:30
 24 HOUR LOCKER SERVICE

Located on the Citys Cabrillo Wharf
 Cabrillo Mole Avaln 1164

Bail Bonds

A ALL AREAS ASSOCIATED TELEPHONE

BAIL AGENCY San Pedro

From the following exchanges only

Avalon

(No Charge) Ask Operator for..... Zenith 2-0400

Ballrooms

Casino Ballroom Casino Bldg..... Avaln 437

Banks

SECURITY PACIFIC NATIONAL BANK

523 Crescent. Avaln 70

WELLS FARGO BANK NA

For Information Regarding Our

Services or Locations

415 W 5th LA..... 626-8441

Banquet Rooms

CATALINA COUNTRY CLUB RESTAURANT

Sumner & Tremont Avln. Avaln 960

Barbers

Lolo's Plaza Barber Shop 128-A Sumner... Avaln 920

Baths

Jiffy Wash & Avalon Bathhouse

Metropole & Crescent. Avaln 334

Look first in the Classified Section of your
 telephone book. It's the handiest way to
 find people who sell things, fix things, do
 things.

Good party-line neighbors are considerate
 party-line users. Remember these golden
 rules:

- Space your calls instead of making sev-
 eral without a break.
- Talk only as long as necessary on each
 call.
- When you finish talking replace the re-
 ceiver properly.
- Ask your youngsters to be considerate,
 too.

Batteries—Storage—Retail

ARCO BATTERIES—

ARCO BATTERY MFG CO INC

327 N Harbr SanPedro. 833-2431

Island Marine & Sports

Auto-Marine-Camping-Transistor

124 Catalina Avaln 238

Beauty Salons

ARCADE BARBER & BEAUTY SHOP

Cmplt Expert Beauty Serv & Wig Styling

119 Summr Avaln 10

Crazy Daisy Coiffeurs 421 Crescent Avaln 444

(Please See Advertisement This Page)

JUDY'S HAIR HOUSE 103 Metropole Avaln 953

Kay's House of Beauty 208 Metropole Avaln 756

crazy daisy coiffeurs

PERMANENTS
TINTS - COLOR
HAIR CUTTING
WIGS - SALES & SERVICE

OPEN ALL YEAR

SUMMER
7 DAYS A WEEK
SUNDAYS BY
APPOINTMENT ONLY

WINTER
5 DAYS
A WEEK

Avalon 444

LOCATED IN CAMPO BRAVO HOTEL
421 CRESCENT



Good neighbors are considerate party-line users. Remember these party-line golden rules:

- Space your calls instead of making several without a break.
- Talk only as long as you have to on each call.
- When you finish talking replace the receiver properly.
- Ask your youngsters not to monopolize the telephone.

A Handy Man

FOR ANY JOB—

and perhaps you want him quickly. It's easy to find the one nearest you by looking in the

Yellow Pages

Beds—Renting

Bowers Ambulance Service

430 E Pac Cst Hwy LongBeach. 591-3371

Beer & Ale Distributors

Avalon Beverage Sales 9 Canyon Ter. Avaln 965

COORS BEER—

WARNER H M & SON DISTRIBUTORS

300 Crescent. Avaln 417

Beverages—Soft Drinks, Mixers, Etc—Distributors & Bottlers

Avalon Beverage Sales 9 Canyon Ter Avn. Avaln 965

Catalina Beverage Co 311 Summr. Avalon 620

Boat Builders & Repairers

COLONIAL YACHT ANCHORAGE

Berth 204 Wilmington. 830-1161

GEORGE'S MARINE SERVICE

206 Catalina Av. Avaln 274

Boat Dealers

Miller Stan Sailboats 245 Marina Dr LB. . 597-0393

Boats—Charter

A-U DRIVE BOAT RENTALS

Charters to All Catalina Island Points

125 Metropole Avaln 1199

Boats—Renting & Leasing

A-U DRIVE BOAT RENTALS

Rental Leasing and Charter Trips

125 Metropole Avaln 1199

AVALON BOAT STAND CO INC

Pleasure Pier. Avaln 455

(Please See Advertisement This Page)

CATALINA SIGHTSEEING BOATS

150 Metropole. Avaln 350

Behind on orders? Let handy Classified introduce the suppliers you need. It's fast. It's convenient. Wise buyers say there's nothing like the Yellow Pages of your telephone book for getting in touch with almost everyone around who sells things, fixes things, does things. Try Classified once . . . you'll use it often.

AVALON BOAT STAND CO. INC.

PLEASURE PIER

Rent-a-Boat

Best of Equipment

Reasonable Rates

BOATS
AND TACKLE
FOR
RENT

SPORTFISHING



LOCKER 46 - PLEASURE PIER -
AVALON - CATALINA ISLAND
Phone Avalon 455

Book Dealers

Avalon News Stand
Books-Magazines & Sundries
230 Crescent Avaln 77
Scott's Manor 307 Summer Avln. Avaln 933

Boxes-Corrugated & Fibre

Gabriel Container Co
4300 Union Pacific Los Angeles. 261-8142

Boxes-Wooden

Hunter Woodworks Inc
1235 E 223rd Torrance. 775-2544

Bridal Gowns & Accessories

Lisa Joyce Bridal Veils 126 Marilla Avln. ... Avaln 305

Building Materials

CATALINA OPERATIONS COMPANY
150 Metropole. Avaln 605
Warehouse Pebbly Beach call. Avaln 19

Buildings-Metal

SOULE' STEEL

Complete range of industrial, commercial, and recreation buildings.
Clear-span, post-free interiors
Land locating, leasing, financing.

Soulé steel
Building Division

"FOR INFORMATION CALL"

SOULE' STEEL COMPANY
6200 Wilmington LA. 585-0911

Burglar Alarm Systems

Communicator Industries Inc
18455 Burbank Tarz. 987-1243

Buses-Charter & Rental

CATALINA SIGHTSEEING BUSES
150 Metropole. Avaln 350

Business Forms & Systems

Reynolds & Reynolds Co The
11500 Shermin Wy NH. 875-0933

Business & Trade Organizations

AVAILON CATALINA ISLAND CHAMBER
OF COMMERCE
Open All Year Round
Hours-9AM to 5PM
Pleasure Pier Avaln 723
CATALINA CONVENTION BUREAU
305 Eucalyptus. Avaln 987

California State Offices

For Easy Reference List of Frequently Called Numbers
See Government Offices
For a Complete List of Offices
See White Pages under "California State of"

The Bell System is a world-wide telephone system. It owns and operates a major portion of the nation's telephones . . . and its lines connect with practically all the rest. In all, about 95% of the world's telephones can be reached through the Bell System.

Candy & Confectionery-Retail

Lloyd's of Avalon
Catalina Salt Water Taffy
315 Crescent Avaln 541

Cash Registers & Supplies

ACCURATE OFC MACHINE CO
3720 Atlantic Av LB. 426-6513
ALLEN R C CASH REGISTERS-
ACCURATE OFC MACHINE CO
3720 Atlantic Av Long Beach. 426-6513

NCR CASH REGISTERS

Only Company Branch
Office In This City.
New & Factory Rebuilt
Cash Registers sold,
bought, rented & exchanged.
Genuine factory made parts and supplies.
Service 'til midnight.

NCR

"WHERE TO BUY THEM"

NATIONAL CASH REGISTER CO THE
2760 Atlantic Av Long Beach. 549-1330

Chair Caning

Cane & Basket Supply Co
1283 Cochran Los Angeles. 939-9644

Children's & Infants' Garments-Retail

Melody's Children's Shop 106 Summer. Avaln 706

Chiropractic Doctors

Gagos G H
Week Ends-By Appointment
331 1/2 Summer Avaln 24

Christian Science Practitioners

Ritter Hal C 120 Whittley Ava 1165

Churches-Catholic, Roman

St Catherine's Church East Beacon. Avaln 192

Churches-Evangelical Free

Catalina Bible Church
Sunday School 9:45-Worship 11AM & 7PM
H. Huntley Lagasse, Pastor
346 Catalina Avaln 73

Churches-United Church of Christ

COMMUNITY CONGREGATIONAL CHURCH
Also Known as Avalon Community Church
Sun School 9:45AM-Winter Wor 11AM & 7PM
Summer Wor June 1 thru Sept 10AM & 7PM
Rev Wendell W Weir PhD
236 Metropole Avaln 80

City Government Offices

For Easy Reference List of Frequently Called Numbers
See Government Offices
For a Complete List of Offices
See White Pages under "Name of City"

You can shop at home . . . easily and comfortably . . . by thumbing through the Yellow Pages. Your Classified Directory lists 'most every store in town . . . helps you find everyone who sells and serves.

Cleaners & Dyers

Catalina Cleaners 223 Metropole Avaln 57
(Please See Advertisement This Page)

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses and when her telephone is not in use, sees that it is hung up.

2 HOUR SERVICE Available DRY CLEANING 1 DAY SERVICE

**FREE PICK-UP &
DELIVERY**

EXPERT ALTERATIONS & REPAIRS

Special Rates on 6 to 8 Pound Loads

QUALITY DRAPERY CLEANING

CATALINA CLEANERS

HOURS: 7:30 A.M.-5:30 P.M.
(Daily Except Sunday)

Avalon 57

223 METROPOLE - AVALON
(1 Block West of Crescent)

Helping . . .

Courteous, friendly, dependable, America's telephone service is a unifying force—helping to make the nation One.



PACIFIC TELEPHONE

Clubs

CATALINA ISLAND GOLF CLUB Golf Course. Avaln 530
CATALINA ISLAND YACHT CLUB
For Members Only
30 Casino Wy. Avaln 22
Descanso Beach Club Descanso Canyon Rd. Avaln 484
Tuna Club
For Members Only
Crescent Avaln 79

Cocktail Lounges

ARNO'S SEA FOOD GROTTO 313 Crescent. Avaln 171
CATALINA COUNTRY CLUB RESTAURANT
Sumner & Tremont Avln. Avaln 960
**FLYING YACHTSMAN RESTAURANT &
COCKTAIL LOUNGE** 403 Crescent. Avaln 590
HURRICANE COVE 305 Crescent. Avaln 540
SCARI'S HOTEL & RESTAURANT
Cocktail Lounge-Dancing Nitely
111 Crescent Avaln 555
Village The 509 Crescent. Avaln 216
Waikiki The New 106 Metropole Av Avln. Avaln 309

Communications Consultants

PACIFIC TELEPHONE
135 Whittly
Ask Operator for Toll Free Number

Contractors—Alteration

BURGESS & BURKE INC
See Ad under Contrs-Bldg, Genl
316 Marilla Avaln 447

MC LEISH S W

"SERVING AVALON 21 YEARS"
Contractor
Residential & Commercial
NEW CONSTRUCTION
&
REMODELING
238 Clarissa Av. Avaln 651

Contractors—Building, General

BURGESS & BURKE INC

COMMERCIAL - RESIDENTIAL
ALTERATIONS - REPAIRING
NEW CONSTRUCTION
P.O. BOX 185
316 Marilla Av. Avaln 447

CATALINA OPERATIONS COMPANY

150 Metropole. Avaln 605
Connolly-Pacific Co Pebble Bch. Avaln 626

MC LEISH S W

"SERVING AVALON 21 YEARS"
Contractor
Residential & Commercial
NEW CONSTRUCTION
&
REMODELING
238 Clarissa Av. Avaln 651

Copying Machines & Supplies

ACCURATE OFC MACHINE CO
3720 Atlantic Av LB. 426-6513

All kinds of products and services . . . are listed in the Yellow Pages. Keep the Classified Telephone Directory handy—it saves you time and effort.

County Government Offices

For Easy Reference List of Frequently
Called Numbers See Government Offices
For a Complete List of Offices See
White Pages under "Name of County"

Crutches

Bowers Ambulance Service
430 E Pac Cst Hwy Long Beach .591-3371

Delicatessens—Retail

AVALON LIQUOR STORE & GIFTS

Complete Line of Party Foods
HOT & COLD HORS D'OEUVRES
ALL OCCASION PARTY CAKES
PETITE FOURS
SPECIALTY GROCERY ITEMS
Dairy - Meats - Canned & Frzn. Foods
112 CatalinaAvln 930

Knight's Deli 107 Metropole.....Avaln 218

Dental Laboratories

FOR
"DENTAL LABORATORIES"
LOOK
UNDER THE HEADING
"LABORATORIES-DENTAL"

Dentists

Arnold Frank T 204 Metropole.....Avaln 490
Robinson L E 203 Metropole.....Avaln 652

Department Stores

CATALINA DEPARTMENT STORE
421 Crescent .Avaln 151

Divers

ANDERSON DICK LTD
Underwater Photography
Still & Motion Pictures
-And Just About Anything Else-
P O Box 1179.....Avaln 1179

Memory plays tricks with telephone numbers. When in doubt, please look in the telephone directory **first**.

Divers (Cont'd)

ASHENBRENNER JIM DIVING SERVICE

UNDERWATER SALVAGE
REPAIR - INSPECTION

Scuba Instruction & Underwater
Equipment

MOTION PICTURE WORK

12538 Ventura North Hollywood...766-5555

GARY'S MOORING & DIVING SERVICE

371 East Whittley .Avaln 779
(Please See Advertisement This Page)

Divers' Equipment & Supplies

Catalina Divers Supply Pleasure Pier.....Avaln 330
ISLAND MARINE & SPORTS 124 Catalina.Avaln 238

Dogs

DANJO KENNELS

DOBERMANS & DEER HOUNDS

AKC STUD & PUPS SHOW & PETS

BANKAMERICARD

25401 S Normandie HarCty.....325-2121
ResidenceAvaln 1094

Doughnuts

CATALINA ICE CREAM & DONUT SHOPPE

Fresh Buttermilk-Devils Food Donuts
122 Catalina Avln.....Avaln 361

Drapery Cleaners

Catalina Cleaners 223 Metropole.....Avaln 57

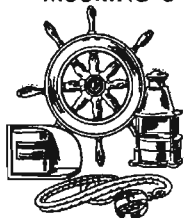
Dresses—Retail

Waltah Clarke's Hawaiian Shop
423 Crescent Avln .Avaln 168

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

GARY'S

MOORING & DIVING SERVICE



MOORINGS
Installed & Maintained
Complete Marine Service
Towing
Marine Salvage
Boat Salvage

Avaln 779

371 EAST WHITTLEY

DAY
OR
NIGHT

Need

something altered or repaired?
Save time and trouble . . .

look in the . . .

Classified

**Telephone
Directory**

**AVALON
ELECTRICAL
CONTRACTOR CO.
JOHN F. DEACON**



SINCE 1946



**Frigidaire
SALES & SERVICE**

STATE LICENSED
FREE ESTIMATES

Avaln 624

P.O. BOX 783 - AVALON

Electric Appliances—Major

Avalon Electrical Contr Co 800 Crescent... Avaln 624
(Please See Advertisement This Page)

Electric Appliances—Small—Dealers

Avalos Service Center 225 Metropole... Avaln 1063
(Please See Advertisement This Page)

CATALINA HARDWARE STORE

125 Metropole . Avaln 400

Four Thoughtful Items of Telephone Procedure:

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



GENERAL ELECTRIC

APPLIANCES



Whirlpool

Authorized SALES & SERVICE

**CALL 1063
AVALOS SERVICE CENTER**

225 METROPOLE

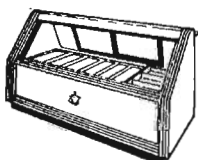
AVALON

**REFRIGERATION
SERVICE**

Kelvinator

SEALED UNITS & OPEN TYPES

SCOTSMAN



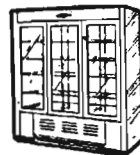
MEAT CASES



ICE MACHINES



FROZEN FOOD CASES



REACH-IN
REFRIGERATORS

Electric Companies**SOUTHERN CALIFORNIA EDISON CO**

Genl Ofc 609 Crescent..... Avaln 1077

Electric Contractors-Industrial & Residential**AVALON ELECTRICAL CONTR CO**

John F Deacon

800 Crescent

Avaln 624

O'BANNON ELECTRIC 126 Marilla Avn. Avaln 305

(Please See Advertisement This Page)

Learn who sells things or who repairs things by referring to the Yellow Pages. They are packed with useful information.

**O'Bannon
Electric**

Westinghouse 

SALES & SERVICE

- REFRIGERATION SERVICE
- COMPLETE REWIRING
- RESIDENTIAL & COMMERCIAL

FREE ESTIMATES

**24-HOUR
EMERGENCY SERVICE**

**AVALON
305**

STATE
LICENSED

POST OFFICE
BOX 1497

126 MARILLA • AVALON

Who SELLS IT?

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

The

Classified
**TELEPHONE
DIRECTORY**
Will Direct You

Encyclopedias**WORLD BOOK ENCYCLOPEDIA-CHILDCRAFT-****SALES MANAGER****FIELD ENTERPRISES EDUCATIONAL**

CORP 21535 Hawthorne Torrance. 370-3549

Engineers-Marine**Marine Barriers Inc** 330 Descanso..... Avaln 287**Fabric Shops****Island Knit Shoppe** 124 Catalina..... Avaln 238**Island Marine & Sports** 124 Catalina..... Avaln 238**Federal Bureau of Investigation****For Emergency Calls See****Inside Front Cover or Dial "Operator"****For Business Calls See****White Pages under "U.S. Government"****Yellow Pages Under Government Offices****Federal Government Offices****For Easy Reference List of Frequently****Called Numbers See Government Offices****For a Complete List of Offices See****White Pages Under "U.S. Government"****Fence Contractors****ACE FENCE CO****A COMPLETE STATEWIDE SERVICE****IF IT'S FENCE WORK****WE WILL DO IT****INSTALLERS - CONSULTANTS****MANUFACTURERS****FOR ALL TYPES OF FENCING****2618 N San Gabriel Rosemead...280-1155****Fire Department****For Emergency Calls See****Inside Front Cover or Dial "Operator"****For Business Calls See****White Pages under "Name of City" or****"Name of County"****Yellow Pages Under Government Offices****Fire Extinguishers****Bowers Ambulance Service****430 E Pac Cst Hwy LongBeach. 591-3371****First Aid Supplies****Bowers Ambulance Service****430 E Pac Cst Hwy LongBeach. 591-3371****Fish & Seafood-Retail****AVALON SEAFOOD** Pleasure Pier..... Avaln 197**Fishing Bait****A-U DRIVE BOAT RENTALS****U-Drive Boat Rentals & Charter Trips****125 Metropole Avaln 1199****Avalon Seafood Pleasure Pier..... Avaln 197****ISLAND MARINE & SPORTS** 124 Catalina. Avaln 238

Our free Telephone Planning Service will be glad to advise you about concealed telephone wiring and convenient telephone outlets.

Fishing Parties

A-U Drive Boat Rentals 125 Metropole... Avaln 1199
AVALON BOAT STAND CO INC
 Pleasure Pier, Avaln 455
 (Please See Advertisement This Page)

The men and women of 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."

AVALON BOAT STAND CO. INC.

PLEASURE PIER

Rent-a-Boat

Best of Equipment

Reasonable Rates

BOATS
AND TACKLE
FOR
RENT

SPORTFISHING



LOCKER 46 - PLEASURE PIER -
 AVALON - CATALINA ISLAND
Phone Avaln 455

Fishing Tackle Dealers

A-U Drive Boat Rentals 125 Metropole... Avaln 1199
CATALINA HARDWARE STORE
 125 Metropole, Avaln 400
ISLAND MARINE & SPORTS
 We Accept Bankamericard & Master Charge
 See Our Ad under Sporting Gds-Dlrs
 124 Catalina Avaln 238

Florists—Retail

VICTOR'S FLOWERS

4316 E South St Lkwd. 634-4224
 (Please See Advertisement This Page)

Four Thoughtful Items of Telephone Procedure:

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

VICTOR'S FLOWERS

FLOWERS BY WIRE . . .

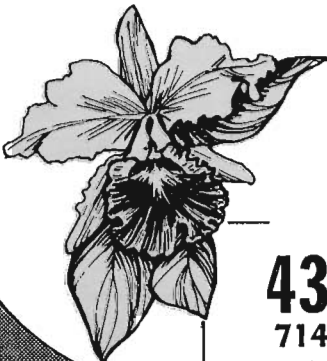
WEDDINGS
 CORSAGES
 FUNERALS

ALL SPECIAL OCCASIONS

OPEN 7 DAYS - 8 A.M. TO 9 P.M.

WE HONOR ALL MAJOR CREDIT CARDS

TWO LOCATIONS



CYPRESS

431-1394

714 828-8066

4302 LINCOLN AVE.
 Across Forest Lawn

LAKEWOOD

634-4224

4316 E. SOUTH ST.
 Corner Lakewood Blvd.
 Adjacent to Long Beach Airport



Food Products

Warner H M & Son Distributors
300 Crescent. Avaln 417

Food-Ready to Serve**ARNO'S SEA FOOD GROTTO**

Please See Our Ad under Restaurants
313 Crescent Avaln 171

Avalon Liquor Store & Gifts 112 Catalina. Avaln 930

BIG MIKE'S TAVERN & GRILL

128 Catalina. Avaln 641

(Please See Advertisement This Page)

Catalina Ice Cream & Donut Shoppe

122 Catalina Avln. Avaln 361

Colonel's Kentucky Fried Chicken

111 Clarissa. Avaln 131

De Board Room 120 Sumner..... Avaln 1137

OPEN 24 HOURS**During Summer Season****BAR-B-QUE**

- Spare Ribs
- Chicken

ASSORTED
SANDWICHES

Avalon 641

**BIG MIKE'S Tavern & Grill**

128 CATALINA AVE. - AVALON

Food-Ready to Serve (Cont'd)

De Board Walk 505 Crescent..... Avaln 355

Mexicali Inn 111 Metropole..... Avaln 664

Mike's Char-Broiler 109 Crescent..... Avaln 645

Orange Julius 215 Crescent Avln..... Avaln 1163

PANCAKE COTTAGE THE 118 Catalina..... Avaln 726

Pete's Snack Bar 132 Sumner..... Avaln 523

Surf Restaurant 225 Crescent..... Avaln 372

Formal Wear-Rental

Raymond's Tux Shop

3843 Atlantic LongBeach. 427-0115

Freight Forwarding

Catalina Freight Line Pebbly Beach Rd.... Avaln 248

Fruits & Vegetables-Whsle**CORSARO PRODUCE**

SERVING AVALON

Wholesale • Distributor

Fresh Fruits • Vegetables

Frozen Foods for

Restaurants • Schools • Institutions



"24-HOUR PROMPT SERVICE"

CORSARO PRODUCE CO

1920 E 8th Los Angeles. 323-3811

Funeral Directors

Dilday Brothers Long Beach Mortuary

244 Redondo LB. 438-1145

(Please See Advertisement This Page)

(Continued Next Page)

DILDAY

R. BURR DILDAY

LONG BEACH CHAPEL

244 REDONDO

438-1145



DECATUR L. DILDAY

BROTHERS

HUNTINGTON BEACH CHAPEL

17911 BEACH BLVD.

714 592-1671

Funeral Directors (Cont'd)**DILDAY FAMILY FUNERAL DIRECTORS****TWO CONVENIENT
LOCATIONS**Lakewood Chapel
3936 Woodruff - 421-8411

Dilday Family Funeral Directors

1250 Pacific Long Beach 436-9024

HALVERSON-LEAVELL MORTUARYOnly Mortuary in Avalon
Serving Avalon & Mainland

Henry Halverson Res.: 325-4240

Ray Beach Res.: Avalon 312

576 W 6th San Pedro 832-4221

UTTER-MC KINLEY MORTUARIES

Across from Long Beach Airport

2727 E Carson Lkwd. 537-1911

Furniture Dealers—New

Peddlers Three 108 Metropole Avln. Avaln 662

Furniture Dealers—Used

Peddlers Three 108 Metropole Avaln 662

Gardeners

Avalon Nursery 414 Beacon Avaln 819

**Gasoline & Oil Marketers &
Distributors**Standard Oil Company of California Western
Operations Inc

Casino Pier Avaln 46

Pebble Bch Avaln 646

Gift Shops

Amerindian Arts & Crafts

Metropole & Crescent. Avaln 334

(Please See Advertisement This Page)

AVALON LIQUOR STORE & GIFTS

112 Catalina. Avaln 930

Davey Jones Locker 300 Crescent Avaln 417

Get it fixed fast . . . telephone a repairman
listed in the Classified Directory. It's your
handiest guide to those who sell and serve.

Amerindian

ARTS & CRAFTS

Handmade
OPEN
7 DAYS

Avalon 334

Metropole & Crescent

**Gift Shops (Cont'd)**

Driftwood Gift Shop 220 Crescent. Avaln 729

Essy's Art Gallery 'N' Gifts

106 Catalina Avln. Avaln 1177

Fun Shop 113 Catalina Avaln 339

Island Gift Shop 304 Crescent. Avaln 338

Peggy's Gifts & Souvenirs

Bankamericard & Master Charge Accepted

104 Summr Avaln 155

Treasure Cove 405 Crescent Avaln 1055

Upton's House of Wood 517 Crescent Avaln 125

Glass—Auto, Plate, Window, Etc**MARINE GLASS CO**

1335 Magnolia Av Long Beach .599-1301

Golf Courses—Public**CATALINA ISLAND GOLF CLUB**

Golf Course. Avaln 530

(Please See Advertisement This Page)

Sand Trap The Falls Canyon Rd. Avaln 879

A thoughtful party-line user answers her
telephone bell promptly . . . places her own
calls accurately, so that they do not have
to be placed again . . . does not monopo-
lize the telephone at the inconvenience of
others . . . teaches children, too, the little
telephone kindnesses and when her tele-
phone is not in use, sees that it is hung up.

CATALINA ISLAND GOLF CLUB

Picturesque 9 Hole Course

OPEN 7 DAYS A WEEK

Class A Golf Pro

2 Tennis Courts

Club & Racket Rental

**ELECTRIC
GOLF CARTS**

**Avalon
530**

**REPAIR SERVICE**

When one of the many household
articles gets out of order, you will
find a repair service quickly and
easily when you

LOOK IN THE

Yellow Pages

GOVERNMENT OFFICES**Easy Reference List of Frequently Called City, County, State and Federal Government Numbers****CATALINA ISLAND AREA****AIRPORTS**

For Flight Information & Reservations
Call Airlines Direct. See Yellow Pages
Hdg "Air Line Companies"
Catalina Airport in the Sky..... Avaln 143
Long Beach Municipal Directors Ofc..... 421-8293
Los Angeles International Admin Ofc..... 646-5252

ALCOHOLIC BEVERAGE CONTROL

Calif State Long Beach Ofc..... 424-0941

AMBULANCE

FOR EMERGENCY CALLS ONLY SEE
INSIDE FRONT COVER
OR CALL "OPERATOR"

For Private Ambulance See Yellow
Pages Hdg "Ambulance Service"

ASSESSOR See Tax Offices Below**BUILDING & SAFETY**

Los Angeles County
Lomita Ofc..... 326-3630

CHAMBER OF COMMERCE..... Avaln 723**CITY HALL**

Avalon..... Avaln 220
L A City Admin Ofc SnPedro..... 831-9211

COAST GUARD

US Govt Search & Rescue LB..... 590-2311

COURT HOUSE - LA County LA..... 625-3414**COURTS**

Avalon Municipal LA County..... Avaln 26

DISTRICT ATTORNEY

Los Angeles County LongBeach..... 432-0411

DRAFT BOARD See Selective Service System**EMPLOYMENT**

State Human Resources Development Center
Long Beach..... 599-5871
Unemployment Ins Ofc
Long Beach..... 599-5871
Wilmington..... 834-3481

EQUALIZATION BOARD

Calif State Long Beach Ofc..... 427-9931

FBI

US Govt - LB..... 432-6951
If no ans call Los Angeles Ofc..... 272-6161

FEDERAL INFORMATION

Long Beach FTS Operator..... 831-9281
Los Angeles Information Center LA..... 688-3800

FIRE DEPTS

FOR EMERGENCY CALLS ONLY SEE
INSIDE FRONT COVER
OR CALL "OPERATOR"

For All Other Calls

Avalon..... Avaln 203
Los Angeles County..... Avaln 424

FIRST AID

Avalon Hospital 100 Falls Canyon Rd..... Avaln 700

FRANCHISE TAX BOARD

Calif State LongBeach..... 435-9116

HARBOR DEPT

L A City Genl Ofcs SnPedro..... 832-7241

HARBOR MASTER..... Avaln 535**HEALTH DEPT - LA County**..... Avaln 185**HOSPITALS**

Avalon Municipal 100 Falls Canyon Rd..... Avaln 700
Veterans Hospitals US Gov't
Long Beach..... 498-1313
West Los Angeles..... 478-3711

IMMIGRATION & NATURALIZATION

US Dept of Justice Los Angeles..... 688-2791

INCOME TAX See Tax Offices Below**INTERNAL REVENUE SERVICE**

Federal Tax Info & Assistance LA..... 688-4040
Other Business - LB Ofc..... 426-1703

LIBRARY - LA County..... Avaln 1050**LICENSES**

Automobile-State Motor Vehicle Dept
Long Beach..... 426-7111
Bicycle-Business-Dog..... Avaln 220
Marriage..... Avaln 26

MEDICARE See Social Security Admin**MOORAGES**

For Reservations See Yellow Pages

"Boat Headings"

For Immediate Moorage

Harbor Master..... Avaln 535

PASSPORTS

Federal Passport Agency LA..... 688-3283

POLICE DEPTS

FOR EMERGENCY CALLS ONLY SEE

INSIDE FRONT COVER

OR CALL "OPERATOR"

For All Other Calls

Avalon..... Avaln 174

Long Beach..... 436-9811

Los Angeles..... 485-2121

POST OFFICE..... Avaln 84**PROBATION DEPT**

Los Angeles County LongBeach..... 432-0411

PUBLIC SOCIAL SERVICES

Los Angeles County

Old Age Benefits-Aid to Disabled-Aid to

Families-Child Welfare-Medical LB..... 591-6611

State Social Welfare Ofc LB..... 427-0973

PUBLIC UTILITIES COMMISSION

Calif State Los Angeles..... 620-2564

REGISTRAR OF VOTERS

Los Angeles County LA..... 628-9211

RUBBISH COLLECTION..... Avaln 675**SELECTIVE SERVICE SYSTEM**

Avalon City Hall..... Avaln 220

Long Beach Office..... 436-6010

SHERIFF

FOR EMERGENCY CALLS ONLY SEE

INSIDE FRONT COVER

OR CALL "OPERATOR"

For All Other Calls

Los Angeles County

Avalon..... Avaln 174

Los Angeles Headquarters..... 626-9511

SHIP INFORMATION

US Navy Ship Info LB..... 547-6801

SOCIAL SECURITY ADMIN

Old Age-Survivors-Disability-Health Ins-Medicare

US Govt LongBeach..... 435-3411

STREET MAINTENANCE..... Avaln 220**TAX OFFICES**

County Tax Collector LA Ofc..... 625-3611

Federal Income Tax Info LA..... 688-4040

For Other Business Call LB Ofc..... 426-1703

State Income Tax LB..... 435-9116

UTILITIES

Avalon Emergency

Salt Water & Sewer Breaks..... Avaln 203

Pacific Telephone Co

Business Ofc Ask Operator for Business Office

Repair Service Day or Night Ask Operator

For "Repair Service"

Southern California Edison Co

Business Ofc..... Avaln 1077

Service Calls After 5 PM & Saturdays

Sundays & Holidays call Avaln 72

WEATHER REPORTS

Local-Harbor Master..... Avaln 535

US Govt Weather Bureau

Los Angeles and Vicinity Latest Forecast

24 hour Los Angeles number. 554-1212

Grocers—Retail**ISLAND GROCERY**

Free Delivery
117 Catalina Avaln 250

SAFeway STORE NO 1

We Deliver
123 Metropole Avaln 280

Grocers—Wholesale**INTERSTATE RESTAURANT SUPPLY**

901 E 31st Los Angeles. 232-4141

Hair Goods—Retail

Crazy Daisy Coiffeurs 421 Crescent Avaln 444

Handicraft Supplies—Retail

Marlene's Craft House 115 Marilla Avaln 1079

Hardware—Retail**CATALINA HARDWARE STORE**

BankAmericard & Master Charge
125 Metropole Avaln 400

Chet's Hardware Atwater Arcade Avaln 990

ISLAND MARINE & SPORTS 124 Catalina. Avaln 238

TRUE VALUE HARDWARE STORES

America's
Largest Hardware
Chain
over 3500 stores
in 50 states.
This buying power means greater selection and lower
prices for you. Shop at True Value Hardware Stores for
Savings!



"WHERE TO BUY THEM"

Chet's Hardware Atwater Arcade Avaln 990

Hearing Aids**BELTONE HEARING AIDS**

Beltone Hearing Aids—Call Collect
138 E 3rd Long Beach 437-7437

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

HANDY MAN OR SPECIALIST

You're almost certain to find
the person or firm to do the
job you want done when you

LOOK IN THE

.. Classified
TELEPHONE DIRECTORY

Highway Patrol

For Emergency Calls See
Inside Front Cover or Dial "Operator"
For Business Calls See
White Pages under "California State of"
Yellow Pages under Government Offices

Hobby & Model Construction**Supplies—Retail****MARLENE'S CRAFT HOUSE**

All Types of Craft Supplies
Craft Classes Available
115 Marilla Avaln 1079

Hospital Equipment & Supplies

Bowers Ambulance Service
430 E Pac Cst Hwy Long Beach. 591-3371

Hospitals

Avalon Municipal Hospital
Visiting Hours: 2PM-4PM 7PM-8PM
100 Falls Cynyn Rd Avaln 700

Hotels**ATWATER HOTEL**

Please See Ad for Hotel Atwater
125 Summer Avaln 630

AVALON HUT HOTEL 221 Whittley Avaln 906

(Please See Advertisement Page 20)

Avalon Hut Hotel 221 Whittley Avaln 0590

AVALON INN

ALL LARGE OUTSIDE ROOMS

PRIVATE ENTRANCES

CENTER OF AVALON

1 Block From Beach

309 Beacon Avaln 164

BAY VIEW HOTEL 124 Whittley Avln. Avaln 600

CATALINA-AVALON MALIBU INN

888 Las Lomas Dr. Avaln 325

Catalina Beach House 200 Marilla Avaln 1078

CATALINA CAPRI

Rooms—Cottages with Complete Facilities
Open-Year-Around Special Group Rates

229 Metropole Avaln 461

CLOUD SEVEN HOTEL 137 Marilla Avaln 454

(Please See Advertisement Page 18)

EL GORDO'S

Entrance on Sunnlylane
326 Metropole Avaln 737

(Please See Advertisement Page 21)

EL NIDO HOTEL 351 Catalina Avaln 142

(Continued Page 17)

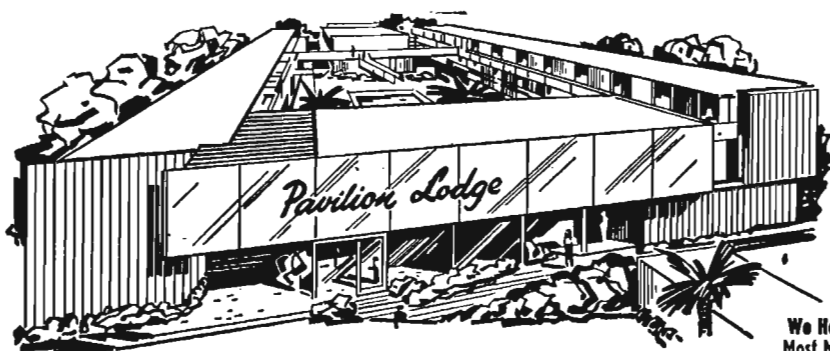
&
Incidentally

Prompt answering of a
telephone's ring is thought-
ful, courteous — and good
business.

PACIFIC TELEPHONE

Pavilion Lodge

BEACH FRONT LOCATION - CATALINA



AAA Recommended

Simmons Box Springs & Mattresses

ONE OF THE LARGEST HOTELS

COURTESY COFFEE IN ROOMS

EACH WITH PRIVATE BATH

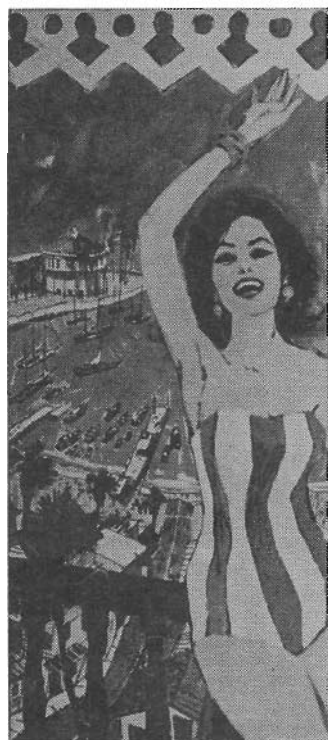
COLOR T.V. IN EACH ROOM

EUROPEAN PLAN - OPERATED BY **W. F. OLSEN**
513 CRESCENT AVE.

We Honor
Most Major
Credit Cards

COMPLETE
HOTEL SERVICE
 FOR RESERVATIONS CALL

Avaln 465



FOR YOUR ISLAND VACATION

Hotel Catalina

129 Whittley Avenue, Avalon, California
 Santa Catalina Island

Large Rooms with Private Baths and Family Cottages newly decorated just a short stroll from the beach-front promenade.

For Fun in the Sun - HOTEL CATALINA

FOR RESERVATIONS

Avalon 27

OR

831-4252

SUMMER PHONE

Hotels (Cont'd)**EL RANCHO HOTEL**

SPEND A HAPPY VACATION WITH US
 SOME ROOMS WITH VIEW - LARGE PATIO
 FREE BREAKFAST COFFEE DAILY
 4 ROOM COTTAGE WITH PRIVATE PATIO
 Just 1/2 Block from Beach - Courtesy Car
 145 Marilla Avaln 603
 If no answer call..... 693-9189
 Or 698-5039

GLENMORE PLAZA HOTEL & RESTAURANTS

120 Sumner. Avaln 17
 Hermosa Hotel & Housekeeping Cottage
 131 Metropole. Avaln 747
 For Reservations call..... 469-2111
 Or call Direct to Avaln

HOTEL ATWATER 125 Sumner..... Avaln 630

(Please See Advertisement This Page)

Hotel Campo Bravo 421 Crescent..... Avaln 35

(Please See Advertisement Page 18)

HOTEL CATALINA 129 Whittley..... Avaln 27

(Please See Advertisement Page 16)

(Continued Page 19)

The Yellow Section is the quickest way to find almost everyone in town who fixes things, sells things, does things.

93 out of every 100 references to the Yellow Pages lead to action—either a visit, a call, or a letter.

HOTEL ATWATER

Catalina's Family Hotel

ALL ROOMS
 HAVE TELEVISION

Open Week-Ends in May
 Daily from June 13th
 Closed After Sept. 11th

W. F. OLSEN, Operator
 125 SUMNER AVE.

We Honor
 Most Major
 Credit Cards

LARGEST DOWNTOWN HOTEL

100 ROOMS WITH BATH
 CENTRALLY LOCATED - 1/2 BLK. FROM STEAMER PIER

Complete hotel service - coffee shop, barber shop,
 beauty shop, gift shop, women's ready-to-wear shop,
 notary public, post office all in
 same building.

Phone **Avaln 630**

Friendly

SERVICE

Our desire to give you the best possible telephone service and to make the Bell System a friendly, helpful outfit could not be fulfilled without plain, old-fashioned courtesy.

**THE PACIFIC TELEPHONE
 and TELEGRAPH COMPANY**

A Handy Man

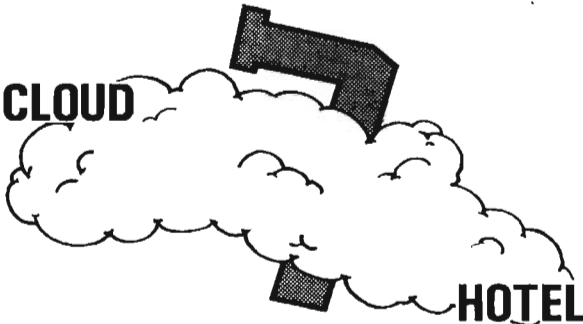
FOR ANY JOB—

and perhaps you want him quickly. It's easy to find the one nearest you by looking in the

Yellow Pages

"ONE OF THE NEWEST HOTELS IN TOWN"

CLOUD



- ALL 18 ROOMS
AIR CONDITIONED
- PRIVATE BATH & SHOWER
- FREE MORNING COFFEE
- QUEEN SIZE BEDS
- TV EVERY ROOM
- FREE ICE
- REFRIGERATORS
IN EVERY ROOM

FREE TRANSPORTATION

TO & FROM PIER

SPECIAL RATES FOR COMMERCIAL TRAFFIC



AVALON 454

SUMMER PHONE

833-1500



"½ Block from the Beach"

137 MARILLA - AVALON



HOTEL
CAMPO
BRAVO



SPANISH RANCHO ATMOSPHERE
AN EXCELLENT FAMILY HOTEL • ON-THE-BALCONY ROOMS
OVERLOOKING AVALON HARBOR ON THE BEACH

- All Double Bedroom Accommodations
- Excellent Decor
- Se Habla Español
- Each Room Opens onto the Courtyard Overlooking the Harbor

421 CRESCENT AVE., AVALON
P.O. BOX 767

PHONE

Avalon 35

Hotels (Cont'd)

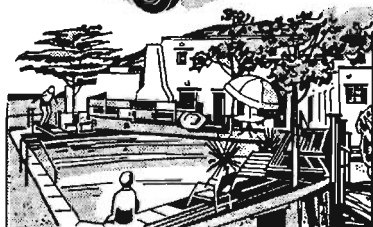
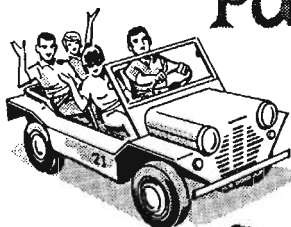
Hotel Edgewater 413-B Crescent.....Avaln 678
 Hotel Mac Rae 409 Crescent.....Avaln 246
 (Please See Advertisement Page 20)
HOTEL MONTEREY
 Open Year Around
 108 Summr.....Avaln 264
 Ida Court 223 Metropole.....Avaln 150
 Las Casitas Garden Hotel Tremnt.....Avaln 226
 (Please See Advertisement Page 20)
 Malibu Inn 888 Las Lomas Dr.....Avaln 325

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

PAVILION LODGE 513 Crescent.....Avaln 465
 (Please See Advertisement Page 16)
SCARI'S HOTEL & RESTAURANT
 Sky Lounge & Boutique
 111 Crescent.....Avaln 555
 Schulte Mary L 351 Catalina.....Avaln 142
 (Continued Page 21)

Do you need a separate listing in the Telephone Directory . . . under your own name . . . so that your friends and business associates can reach you at work? Call our Business Office for details.

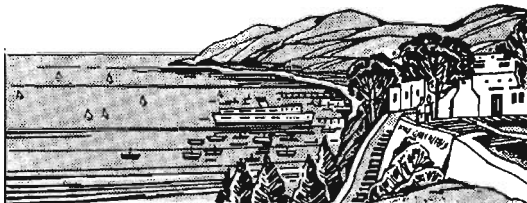
ZANE GREY PUEBLO HOTEL



BEV & FRANK KELLEY INVITE YOU TO
 WRITE BOX 216, AVALON
 ZIP CODE 90704

OR CALL **Avalon 966**
 FOR RESERVATIONS

- FRESH WATER POOL
- QUEEN SIZE BEDS
- FREE BUS SERVICE
- FM MUSIC
- PANORAMIC VIEW
- COMPLIMENTARY COFFEE
- ROMANTIC ATMOSPHERE
- NEAR CHIMES TOWER
- HORSES, BICYCLES &
PRIVATE CARS AVAILABLE



When You Have No Idea "WHERE TO BUY IT"

You may be a newcomer or perhaps you've never had the need for a certain product or service. In either case

LOOK IN THE

Yellow Pages

You'll Find "WHERE TO BUY IT"

To Find an
AUTHORIZED
 Sales and Service Dealer

When you want the "genuine"

Yellow
PAGES

They Tell "Where to Buy It"

in a nationally-advertised
 product or service

LOOK IN THE

LAS CASITAS Garden Hotel



Large Pool Patio Especially
Suited for Group Accommodations



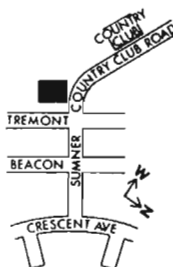
Adjacent to Golf Course,
Riding, Tennis, & Dining Room

**AVALON
226**

P.O. BOX 615, AVALON

- Delightful stucco bungalows, wall-to-wall carpeting with full **kitchens**, living rooms, bedrooms and private patios
- Each bungalow equipped with color television and vented heat, swimming pool and children's playground
- Approved by Mobil Guide and 100% AAA

W. F. OLSEN, Operator



In AVALON It's THE HUT



**CLEAN ROOMS
REASONABLE RATES**

Quiet - Homey Atmosphere

Avaln 906

AVALON HUT HOTEL
221 WHITTLEY

HOTEL MAC RAE AND APTS.

Member Diners' Club -
BankAmericard - Carte Blanche -
Master Charge - American Express
WITH OPEN AIR PATIOS
All Rooms With Tile Showers
Coffee & Donuts
**ON THE
OCEAN FRONT**



Avalon 246

409 Crescent Ave. - Box #1331 - (Between the 2 Piers)

WESTBROOK MOTEL

1/2 Blk. from Beach

- ★ CENTER OF TOWN
- ★ NO HILLS TO CLIMB
- ★ CLOSE TO ALL ACTIVITIES
- ★ IN QUIET ZONE

Avaln 91

217 SUMNER AVE.

Hotels (Cont'd)

The Catherine Hotel 702 Crescent. Avaln 288
 Waikiki The New 106 Metropole Av Avn. Avaln 309
 Westbrook Motel Rooms & Apts 217 Summer. Avaln 91
 (Please See Advertisement Page 20)

ZANE GREY PUEBLO HOTEL

199 Chimes Tower Rd. Avaln 966
 (Please See Advertisement Page 19)

For best results with your telephone—please be sure of the number (if in doubt, consult the telephone directory); then speak with lips close to the mouthpiece, using your natural tone of voice.

EL GORDO'S

HOUSEKEEPING COTTAGES
 APARTMENTS & ROOMS
 (Kitchens & Private Baths)

LOOKING FOR A
 QUIET, HOMEY ATMOSPHERE?
 FAMILIES WELCOME
 ENJOY OUR RESTFUL SHADED PATIOS

AVALON 737

326 METROPOLE (P.O. BOX 1505)
 AVALON, CALIF.

Have you tried the handiest shopping center in town? It's right at your elbow—the Yellow Pages of your telephone book. Quick Classified has solved many a buyer's problems. Let it help you get in touch with almost everyone you need who sells things, does things, fixes things.

Who SELLS IT?

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

The

Classified
TELEPHONE
DIRECTORY
 Will Direct You

Hotels & Motels—Out-of-Town Reservations

Catalina A' Calling Hotel Reservations
 120 Summer. Avaln 655
CATALINA-AVALON MALIBU INN
 888 Las Lomas Dr. Avaln 325
CATALINA ISLAND HOTEL RESERVATION SERVICE 105 Pebbly Beach Rd. Avaln 1140

Ice Cream & Frozen Desserts—Dealers

CATALINA ICE CREAM & DONUT SHOPPE

Featuring Brookdale Ice Cream
 Spicy Buttermilk Donuts
 122 Catalina Avn. Avaln 361

Ice Cream & Frozen Desserts—Mfrs & Distrs

ARDEN FARMS CO 112 Clarissa. Avaln 232

Information Bureaus

VISITOR'S INFORMATION AND SERVICES
 CENTER 302 Crescent. Avaln 1111

Insurance

ABBOTT OCE JR

Dependable Insurance
 for Your Protection
 Estab. 1930

Atwater Arcade Avaln 152
 Res 225 Marilla Av. Avaln 1056
 803 S Gaffey SnPedro. 833-3513

Abbott Oce Jr Atwater Arcade. Avaln 152
 If no ans call. Avaln 1056

AVALON INSURANCE AGCY Same as Abbott
 Oce Jr Atwater Arcade. Avaln 152

FIREMAN'S FUND AMERICAN

CHECKING
 INSURANCE?
 CHECK
 THE
 HAT



Fireman's Fund American
 Insurance Companies
 1950 E 17th Santa Ana. 714 835-9111

AGENT

ABBOTT OCE JR 803 S Gaffey SnPed. . . 833-3513

MOONEY ARTHUR

"FOR ALL YOUR
 INSURANCE NEEDS"

SEE

ART MOONEY

ASSOC. WITH OCE ABBOTT JR.

Atwater Arcade Avaln 709

(Continued Next Page)

If your party doesn't answer right away, wait a minute. You'll get your number more often if you give the other person time to answer.

Insurance (Cont'd)**NEW YORK LIFE INSURANCE COMPANY**

330 E 3rd Long Beach. 436-5207

RESERVE INSURANCE—**RESERVE INSURANCE CO WESTERN**

REGIONAL OFC 3550 Wilshire LA. 386-8111

**Intercommunication Equipment
& Systems****PACIFIC TELEPHONE**Ask Operator for Toll Free Number
135 Whittly**Interior Decorators & Designers**

Woodbridge Virginia A I D & N S I D

345 Sumner Avaln 667

If no answer call..... 877-4354

Janitor Service

Beireis Janitorial & Carpet Service

319 Beacon. Avaln 492

**Kitchen Cabinets & Equipment—
Household****GENEVA KITCHENS**

320 S Robrtn Los Angeles. 272-9651

Laboratories—Marine Biological

University of Southern California Marine

Biological Lab

Fishermans Cove CatalinaIs. Avaln 811

Laundries**ULRICH LAUNDRY**

Hotel - Apt's. - Personal

LAUNDRY SERVICE

Restaurant - Bar - Club

LINEN SUPPLY SERVICE

Plant #2:

321 Tremont Av. Avaln 376

Main Plant:

113 Metropole Avaln 470

Have you tried the handiest shopping center in town? It's right at your elbow — the Yellow Pages of your telephone book. Quick Classified has solved many a buyer's problems. Let it help you get in touch with almost everyone you need who sells things, does things, fixes things.

MORE AND MORE*People*

ARE SAVING BOTH TIME AND
EFFORT BY USING THE
YELLOW PAGES AS A
BUYERS' GUIDE.

PACIFIC TELEPHONE**Laundries—Self Service****JEFFY WASH & AVALON BATHHOUSE**

Metropole & Crescent. Avaln 334

(Please See Advertisement This Page)

ULRICH LAUNDRY

Coin Operated Laundry

Located Down Safeway Alley

Open 24 Hours

113 Metropole Avaln 470

People cannot telephone you if your telephone is off the hook. After each call, please place the receiver on the hook properly.

JEFFY WASH**(LAUNDERETTE)****AVALON****BATHHOUSE****(HOT SHOWERS)****AMERINDIAN CRAFTS****(HANDMADE)****OPEN 7 DAYS****Metropole & Crescent****AVALON 334****SHOPPING****FOR A HARD-TO-GET***Product?*

Thumb through the
Yellow Pages of your
telephone book ...
it's probably listed
there!

**THE PACIFIC TELEPHONE
and TELEGRAPH COMPANY**

Libraries—Public

Los Angeles County of 215 Summr. Avaln 1050

Linen Supply Service

Ulrich Laundry 321 Tremont. Avaln 376

The Bell System is a world-wide telephone system. It owns and operates a major portion of the nation's telephones . . . and its lines connect with practically all the rest. In all, about 95% of the world's telephones can be reached through the Bell System.

Liquor Stores**ABE'S LIQUOR STORE**

Serving Catalina Over 25 Years

FREE DELIVERY

ICE CUBES

OPEN TILL 2 A.M.

Prompt - Courteous Service

122 Summr. Avaln 656

AVALON LIQUOR STORE & GIFTS

112 Catalina. Avaln 930

(Please See Advertisement This Page)

(Continued Next Page)

Buy through the Yellow Pages.



AVALON LIQUOR STORE

WE DELIVER . . .

We Accept:
MASTER CHARGE
DINERS CLUB
CARTE BLANCHE

◇ OPEN YEAR 'ROUND

MEMBER

Avalon Lions Club &
International Footprinters Assn.

JAYNE & CARL JOHNSON JR.
Owners

Specializing in
HOT & COLD HORS D'OEUVRES

"Let Us Keep Your House in the Best of Spirits"
ICE CUBES - PARTY FOODS

GIFTWARES

Avaln 930

112 CATALINA

(Foot of Pleasure Pier)



To Find an
AUTHORIZED
Sales and Service Dealer

When you want the "genuine"
in a nationally-advertised
product or service

LOOK IN THE

Yellow
PAGES

They Tell "Where to Buy It"

LOOK FOR IT
IN THE

Classified

BE SURE TO TELL HIM
YOU SAW IT
IN THE

Yellow Pages

**THE PACIFIC TELEPHONE
and TELEGRAPH COMPANY**

Liquor Stores (Cont'd)

Tomcat's Liquor 105 Sumner Avaln 345
(Please See Advertisement This Page)

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

Tomcat's Liquor



• Large Selection • Major Brands
FREE DELIVERY



**Centrally
Located**

**Open
Until
2 A.M.**

**BEER
WINE
ICE CUBES**

Avaln 345

105 SUMNER

Liquor—Whsle

WESTERN DISTRIBUTING CO

7145 Tujunga North Hollywood . 875-2707

Loans**BENEFICIAL FINANCE LOANS**

You're good for more at Beneficial. Loans up to \$10,000. Homeowner loans on real and personal property—\$5,000 to \$20,000 and more. Ask for the full amount you have in mind. Beneficial . . . where the money is.



"WHERE TO CALL"

Beneficial Finance Companies

524 S Pacific San Pedro . 833-5206

Bracken Mortgage Co

306 E Pacific Coast Hwy Long Beach . 591-4494

Marina Federal Savings & Loan Association

Post Office Arcade . Avaln 744

SECURITY PACIFIC NATIONAL BANK

MAKE US YOUR
FINANCIAL PARTNER
FOR
PERSONAL LOANS



Security Pacific National Bank

523 Crescnt . Avaln 70

Security Pacific National Bank 523 Crescnt . . Avaln 70

Wells Fargo Bank NA

Santa Ana Offices

Orange Co Dealer Contract Center

2323 N Broadway Santa Ana . 714 835-5281

FOUR THOUGHTFUL ITEMS OF TELEPHONE PROCEDURE

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and slowly, with the lips just clearing the transmitter.
4. Please replace the receiver gently when through talking.

Emergency!

An emergency arises—you need help quickly! The quickest way of finding whom to call is to—

LOOK IN THE

Yellow Pages

The

Yellow Pages

tell

who sells it—

who repairs it.

Lumber—Retail**SPAR LUMBER CO INC**

1325 Harbor Ave LB. 436-9285
(Please See Advertisement This Page)

Four Thoughtful Items of Telephone Procedure:

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

Marine Equipment & Supplies**Avalon Marine Service**

Avalon Harbor Casino Mole. Avaln 618

CATALINA COVE AND CAMP AGCY

Catalina Isthmus. Avaln 303

CATALINA HARDWARE STORE

Bankamericard & Master Charge

125 Metropole Avaln 400

ISLAND MARINE & SPORTS

COMPLETE BOATING
& MARINE SUPPLIES

Johnson Outboard Motors

Sales & Service

Bankamericard & Master Charge

124 Catalina Avaln 238

MARINE RADIO SERVICE

COMPLETE

Marine Radio & Radar

EQUIPMENT & SUPPLIES

147 N Avalon Wilm. 835-6646

Markets**AVALON LIQUOR STORE & GIFTS**

Liquor & Deli Items

112 Catalina Avaln 930

Island Grocery 117 Catalina Avaln 250

HANDY — these Yellow Pages will tell you where you can buy 'most anything.

LUMBER



Spar Lumber Co.
INC.

"Everything
in Wood
for Boat
Builders"

**RARE HARDWOODS
& VENEERS**

- Mahogany
- Maple
- Birch
- Ash
- Cherry
- Walnut
- Teak
- All Glues
- Marine Plywoods & Mouldings

**BENDING OAK - MAST & SPAR SPRUCE
FLAT & VERTICAL GRAIN DOUGLAS FIR**

Whatever Your Individual Style or Specification
We Can Fill Your Needs Quickly with Our Custom Service

ASK ABOUT OUR CONDITIONAL GUARANTEE—WE DELIVER

Open Daily 8 A.M. - 4:30 P.M. - Sat. 8 A.M. - 2 P.M.

775-1541 • 436-9285

1325 HARBOR AVE., LONG BEACH
First Block North of Anaheim - Just West of Long Beach Freeway

Men's Clothing & Furnishings— Retail

Buoys & Gulls of Catalina 407 Crescent... Avaln 416

Milk & Milk Products

ARDEN FARMS CO 112 Clarissa... Avaln 232

Moorages

GARY'S MOORING & DIVING SERVICE

371 East Whittley, Avaln 779
(Please See Advertisement This Page)

Need something? Get the habit of checking the Yellow Pages for where to buy.

GARY'S
MOORING & DIVING SERVICE



MOORINGS
Installed & Maintained
Complete Marine Service

Towing
Marine Salvage
Boat Salvage

Avaln 779

DAY
OR
NIGHT

371 EAST WHITTELEY

Behind on orders? Let handy Classified introduce the suppliers you need. It's fast. It's convenient. Wise buyers say there's nothing like the Yellow Pages of your telephone book for getting in touch with almost everyone around who sells things, fixes things, does things. Try Classified once... you'll use it often.

Books may raise **RECEIVER**

Books are all right in their place—
But their place is not under the
receiver of your telephone. They
may raise the receiver just enough
to interrupt your telephone service.
See that your telephone is not
"booked" for trouble.

**THE PACIFIC TELEPHONE
and TELEGRAPH COMPANY**

Motels

ATWATER HOTEL

Please See Our Ad under Hotels

125 Sumner Avaln 630

Bay View Hotel 124 Whittley Avn. Avaln 600

CATALINA-AVALON MALIBU INN

888 Las Lomas Dr. Avaln 325

Catalina Capri 229 Metropole. Avaln 461

Catalina Island Hotel Reservation Service

105 Peppy Beach Rd. Avaln 1140

CLOUD SEVEN HOTEL

SPARKLING NEW

4 ROOM AIR CONDITIONING

TV IN EVERY ROOM

OPEN ALL YEAR ROUND

See Our Ad Under Hotels

Summer - Call from San Pedro 833-1500

137 Marilla Av. Avaln 454

Dillen Motel 237 Sumner. Avaln 1070

El Nido Hotel 351 Catalina. Avaln 142

HOTEL ATWATER

Please See Our Ad under Hotels

125 Sumner Avaln 630

Hotel Campo Bravo 421 Crescent. Avaln 35

HOTEL CATALINA

See Our Ad under Hotels

129 Whittley Avaln 27

LAS CASITAS GARDEN HOTEL

Please See Our Ad under Hotels

Tremont Avaln 226

PAVILION LODGE

Please See Our Ad under Hotels

513 Crescent Avaln 465

ZANE GREY PUEBLO HOTEL

Please See Our Display Ad under Hotels

199 Chimes Tower Rd. Avaln 966

Motorcycles & Motor Scooters

HARLEY DAVIDSON OF LONG BEACH

3654 Long Bch Bl Long Beach. 426-7101

Planning to build? Don't forget to select in advance convenient locations for telephone outlets and have them marked on your plans. And be sure that plans specify telephone conduit to be built in during construction.

When You Have No Idea "WHERE TO BUY IT"

You may be a newcomer or perhaps you've
never had the need for a certain product or
service. In either case

LOOK IN THE

Yellow Pages

You'll Find "WHERE TO BUY IT"

Moving & Storage Service

**AERO MAYFLOWER WORLD-WIDE
MOVING SERVICE**

MOVING IS EASY . . .
THE MAYFLOWER WAY!



"FOR INFORMATION CALL"

AUTHORIZED AGENT

REX L HODGES INC VAN & STORAGE

21st & Santa Fe Long Beach. 435-8936
3701 Industry Ave Lakewood. 427-8968

Avalon Transfer & Storage 301 Clarissa. . . Avaln 777
(Please See Advertisement This Page)



MOVING
ENGINEERS

**Avalon Transfer
& Storage**

JOHN W. R. WINDLE AND SONS
301 Clarissa Ave., Avalon, Calif.

**LOCAL &
WORLD WIDE
MOVING**

TRUCKING - PACKING - CRATING

Main Office - Avalon, California

Phone: AVALON 777

Mainland Contact • John Windle Jr. • Bellflower
925-5566

A Handy Man

FOR ANY JOB—

and perhaps you want him
quickly. It's easy to find the
one nearest you by looking
in the

..Classified.....
TELEPHONE DIRECTORY

Emergency!

An emergency arises—you need help
quickly! The quickest way of finding
whom to call is to—

LOOK IN THE

Yellow Pages

Newspapers

CATALINA ISLANDER

Keep in Touch With Avalon Year 'Round
With Islander Mailed to Your Home
615 Crescent Avaln 500

LOS ANGELES TIMES

**Los Angeles
Times**

TAKE THE TIMES AT HOME!

Largest home-delivered circulation in the nation. World
leader in Classified Advertising.

"WHERE TO CALL"

Scott's Manor 307 Sumner. Avaln 933

SCOTT'S MANOR

Home Delivery-Independent Press
Telegram-Herald Examiner-LA Times
307 Sumner Avln. Avaln 933

Night Clubs

Chi Chi Club 107 Sumner Avln. Avln 585
Chilido Inc 110 Catalina. Avaln 1092
Marlin Club 108 Catalina. Avaln 44

Nurseries—Retail

Avalon Nursery 414 Beacon. Avaln 819

Outboard Motors

Avalon Boat Stand Co Pleasure Pier. Avaln 455

JOHNSON OUTBOARD MOTORS

FIRST IN
DEPENDABILITY

**Johnson
SEA-HORSES**

More Johnsons used than any other outboard.
Famous for quietness, pioneers of the "V".
Local service by Johnson trained experts.

"WHERE TO BUY THEM"

ISLAND MARINE & SPORTS

124 Catalina. Avaln 238

Oxygen

Puritan Bennett Corporation
17855 E Rowland Industry. 964-3415

Oxygen Therapy Equipment

Bowers Ambulance Service
430 E Pac Cst Hwy Long Beach. 591-3371

Paint Dealers—Retail

CATALINA HARDWARE STORE
125 Metropole. Avaln 400

Painting Contractors

Stockinger Everett C 350 Metropole. Avaln 526

Pallets & Skids

Hunter Woodworks Inc
1235 E 223rd Torrance. 775-2544

Need Somebody to wash the windows, scrub
the floors, do the dirty work around the
house? Look in the Classified Telephone
Directory. Those handy Yellow Pages in-
troduce you to most everyone in town who
sells and serves.

Party Favors & Supplies

Party Line Shop 507 Crescnt. Avaln 929

Pest Control**DEWEY PEST CONTROL**

It Costs So Little
to be Pest Free
Complete
Pest Control
We Do the Work
or Furnish Materials

**"FOR INFORMATION CALL"**

Dewey Pest Control Co
Call Collect

..... 666-1361
After Hours call..... Avaln 32

Western Exterminator Company..... 436-4453

Pet Shops**KING'S PETS & SUPPLIES**

ESTABLISHED SINCE 1941

One Of The Largest Selections Of
Birds - Animals - Reptiles & Trop. Fish
On The West Coast

OPEN 7 DAYS - MON & FRI EVENINGS

1165 E Pacific Cst Hwy LongBeach 591-4435
(1/2 Blk W. of Orange)

Pharmacies

ISLAND REXALL PHARMACY 417 Crescnt. Avaln 36
(Please See Advertisement This Page)

Every hello is a good buy.

Pharmacies (Cont'd)**LEO'S CATALINA DRUG STORE**

401 Crescnt. Avaln 189

(Please See Advertisement This Page)

FOUR THOUGHTFUL ITEMS OF**TELEPHONE PROCEDURE**

1. Please answer promptly.
2. Please be on the line when the party you want answers.
3. Please speak distinctly and slowly, with the lips just clearing the transmitter.
4. Please replace the receiver gently when through talking.

LEO'S Catalina Drug Store

DRUGS - GREETING CARDS
FILMS - COSMETICS - SUNDRIES

PRESCRIPTION*Specialists***The Only Corner Drug Store in Avalon**

WE GIVE S & H GREEN STAMPS

Avalon 189

401 CRESCENT
OPPOSITE STEAMER PIER

ISLAND PHARMACY PRESCRIPTIONS

PROFESSIONALLY COMPOUNDED

DRUGS

FILM

COSMETICS



SUNDRIES

CAMERAS

GREETING CARDS

FREE DELIVERY**Avaln 36**

WE GIVE
BLUE CHIP
STAMPS

Rexall

OPPOSITE
PLEASURE
PIER

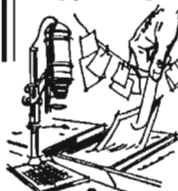
417 CRESCENT AVENUE

Photographers—Commercial

Gene's Photo & Rock Shop 519 Crescent... Avalon 511
(Please See Advertisement This Page)

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

GENE'S
PHOTO & ROCK SHOP
COMMERCIAL PHOTOGRAPHER



**CONVENTIONS
BUSINESS PROPERTY
PHOTO FINISHING**

*Rock Jewelry and
Rocks for Collections
and Hobbies*

AVALN 511 • 519 CRESCENT

Photographic Equipment & Supplies—Retail

ISLAND REXALL PHARMACY 417 Crescent. Avaln 36

Physicians & Surgeons, M.D.

Scholl Michael D
Member LA County Medical Assn
General Practice
204 Metropole Avaln 96
If no ans call..... Avalon 700

Shapero Harris J
Cosmetic Injection Therapy
5532 La Palma LaPalma..... 714 828-8410

Plumbing Contractors

CARSON CARL W INC 117 Whittley..... Avaln 124
(Please See Advertisement Page 30)

HANK'S PLUMBING A-1 Canyon Ter..... Avaln 767
(Please See Advertisement Page 31)

(Continued Page 31)

Behind on orders? Let handy Classified introduce the suppliers you need. It's fast. It's convenient. Wise buyers say there's nothing like the Yellow Pages of your telephone book for getting in touch with almost everyone around who sells things, fixes things, does things. Try Classified once... you'll use it often.

When
REPAIRING
of any kind is
NEEDED

you'll find the service fast when you

Look in the

"Yellow Pages"

PLUMBING

SALES & SERVICE

WATER HEATERS

WATER SOFTENERS

PLUMBING FIXTURES

GARBAGE DISPOSALS

HEATING

- REPAIRS
- ALTERATIONS
- NEW CONSTRUCTION
- DRAIN & SEWER CLEANING

AVALON

1039

FREE ESTIMATES

— TERMS —

PORTER PLUMBING

Formerly Barrington Plumbing Co.

320 METROPOLE
AVALON

P.O. BOX 246
AVALON

PLUMBING & HEATING

SOFT WATER



- REPAIR
- REMODELING
- CONSTRUCTION

featuring SALES & SERVICE on
DAY & NIGHT WATER HEATERS
WEDGEWOOD HOLLY RANGES
NORGE WASHERS & DRYERS

CARL W. CARSON INC.

SERVING AVALON SINCE 1921

AVALON 124

SHOP & OFFICE at
117 WHITTLEY

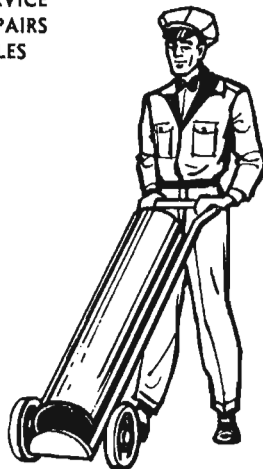


Rayne
SOFT WATER SERVICE

SINCE 1928

HOME OWNED
OR RENTAL

- INSTALLATION
- SERVICE
- REPAIRS
- SALES



Plumbing Contractors (Cont'd)

PORTER PLUMBING 320 Metropole... Avaln 1039
(Please See Advertisement Page 30)

The Bell System is a world-wide telephone system. It owns and operates a major portion of the nation's telephones . . . and its lines connect with practically all the rest. In all, about 95% of the world's telephones can be reached through the Bell System.

Plumbing Fixtures & Supplies—Mfrs

COMPOTITE SHOWER PAN

355 Gindie LA. 483-4444

Podiatrists

Rauch A A

Member of Calif & American Podiatry Assns

Downtown Torrance

1524 Cravens Torrance 328-8660

Rauch A A 1524 Cravens Torrance 328-8822

Like this shopping service? Tell the business man you found him in the . . .

"Yellow Pages."

HANK'S PLUMBING

LICENSED
24 HOUR SERVICE

AVALN-767

P.O. BOX 322
A-1 CANYON TERRACE

A Handy Man

FOR ANY JOB—

and perhaps you want him quickly. It's easy to find the one nearest you by looking in the

Yellow Pages

Books may raise

RECEIVER

Books are all right in their place—
But their place is not under the
receiver of your telephone. They
may raise the receiver just enough
to interrupt your telephone service.
See that your telephone is not
"booked" for trouble.

PACIFIC TELEPHONE

Police Department

For Emergency Calls See
Inside Front Cover or Dial "Operator"
For Business Calls See
White Pages Under "Name of City"
Yellow Pages Under Government Offices

Post Offices

See White Pages under "U.S. Government"
Zip Codes—See Green Index

Printers

ISLAND PRESS
General Business Printing
Publishers of Catalina Islander
615 Crescent Avaln 500

Publishers—Directory & Guide

YELLOW PAGES



Advertising in the Yellow Pages
Offers - Market Coverage
Circulation
Proved Usage

Yellow Page Advertising
Reaches Buyers at the Time
They are Ready-to-Buy

"WHERE TO BUY IT"

PACIFIC TELEPHONE
Ask Operator for Toll Free Number
3470 Wilshire Los Angeles.....381-9281

Publishers—Periodical

Catalina Islander 615 Crescent..... Avaln 500

Radio Stations & Broadcasting Companies

K B I G Radio Station
Airport Rd & Renton Pass. Avaln 200
K B I G Radio Station
Airport Rd & Renton Pass. Avaln 300
Poole John Broadcasting Co
Airport Rd & Renton Pass. Avaln 300

Radio—Whse & Mfrs

TOPP ELECTRONICS 2331 S Tubeway LA.685-3180

Ranges & Stoves—Repairing & Parts

Avalos Service Center 225 Metropole..... Avaln 1063

Real Estate

Avalon Realty Atwater Arcade..... Avaln 94
BRIGGS CARMEN 109 Clarissa Avaln 514
Dutton Realty 101 Metropole..... Avaln 39
Krug Bill 233 Summr..... Avaln 750
LAURANCE A L Atwater Arcade..... Avaln 147

Real Estate Loans

BENEFICIAL FINANCE COMPANIES
524 S Pacific San Pedro. 833-5206
Bracken Mortgage Co
306 E Pacific Coast Hwy Long Beach. 591-4494

Many buyers turn to the Yellow Pages first.

Records—Phonograph—Retail

Island Marine & Sports 124 Catalina..... Avaln 238

Recreation Centers

Avalon City of
El Encanto Community Center Avln. Avln 928

Refrigerators & Freezers—Repairing & Parts

AVALOS SERVICE CENTER
225 Metropole. Avaln 1063

Resorts

Catalina Cove and Camp Agcy
Catalina Isthmus. Avaln 303

CHAMBER OF COMMERCE-AVALON
CATALINA ISLAND Pleasure Pier. Avaln 723

Restaurant Equipment & Supplies

INTERSTATE RESTAURANT SUPPLY
901 E 31st Los Angeles. 232-4141

Restaurants

Arno's Sea Food Grotto 313 Crescent..... Avaln 171
(Please See Advertisement Page 33)

Attic Dinner House The 124 Summr..... Avaln 399

BIG MIKE'S TAVERN & GRILL
128 Catalina. Avaln 641
(Please See Advertisement Page 33)

Busy Bee 306 Crescent Avaln 1034

CATALINA COUNTRY CLUB RESTAURANT
Summr & Tremont Avln. Avaln 960
(Please See Advertisement Page 33)

CATALINA ICE CREAM & DONUT SHOPPE
Doughnuts & Coffee-Ice Cream-Etc
122 Catalina Avln..... Avaln 361

Crescent Cafe The 501 Crescent..... Avaln 491

DE BOARD ROOM
Open All Year
Coffee Shop & Dining Room
120 Summr Avaln 1137

DE BOARD WALK
Open Daily at 7:00AM
Open Nightly Till 3:00AM
505 Crescent Avaln 355

FLYING YACHTSMAN RESTAURANT & COCKTAIL LOUNGE 403 Crescent. Avaln 590

HAPI-HUT 888 Las Lomas Dr..... Avaln 325

KING GRIDDLE INC
Located in Atwater Hotel
125 Summr Avaln 260

La Cantina
Pebble Beach Rd & Amphibian Ramp. Avaln 758
(Please See Advertisement Page 34)

Lloyd's of Avalon 315 Crescent..... Avaln 541

MEXICALI INN 111 Metropole..... Avaln 664

MIKE'S CHAR-BROILER
And Twisties
After Hours
109 Crescent Avaln 645

Noot's Scoop & Pizza Parlor 120 Summr..... Avaln 82

PANCAKE COTTAGE THE 118 Catalina..... Avaln 726

PicNic Fry 104 Claressa..... Avaln 1121
(Continued Page 34)

Have you tried the handiest shopping center in town? It's right at your elbow — the Yellow Pages of your telephone book. Quick Classified has solved many a buyer's problems. Let it help you get in touch with almost everyone you need who sells things, does things, fixes things.

OPEN 24 HOURS During Summer Season

Featuring
BAR-B-QUED
Spare Ribs & Chicken
Poor Boys - Hamburgers
Assorted Sandwiches

FOOD TO GO



Avalon 641

Free Delivery

BIG MIKE'S Tavern & Grill

128 CATALINA AVE. - AVALON

Catalina Country Club Restaurant

DINNERS

DINING - PATIO - BANQUET ROOMS

**PRIME EASTERN MEATS
SEA FOODS - DAILY FRESH**

Visit Our Gourmet Room
in the New Wine Cellar

Your Host

JOHN LEONHARDI

For Reservations Call

Avalon 960

SUMNER & TREMONT - P.O. BOX 1402 - AVALON

Arno's Sea Food Grotto

Serving Catalina Since 1934

OPEN 6 A.M.

BREAKFAST

• Cocktails

LUNCH

• Excellent Wines

• Beer

DINNER

- Seafoods
- Steaks
- Chicken

**"OPEN YEAR
AROUND"**

FOOD TO GO & GOOD TOO

Avalon 171

313 CRESCENT

Overlooking the Harbor, Between the Piers

Restaurants (Cont'd)

PREGO CONTINENTAL RESTAURANT

Specializing in Italian Food

605 Crescent Avaln 31

SCARI'S HOTEL & RESTAURANT

Sky Lounge & Boutique

111 Crescent Avaln 555

SURF RESTAURANT

225 Crescent Avaln 372

Waikiki The New 106 Metropole Av. Avaln 309

Wilcox Eric P. Pleasure Pier Avaln 1053

Pacific Telephone's policy is to give the best possible telephone service at the least possible cost to the public with fair treatment of employees and investors.

LA CANTINA

**Authentic
Mexican
Food**

& HAMBURGERS



"Ice Cold Beer
& Wine"

AVALON 758

Away from the crowd in Pebbly Beach
OUTDOOR PATIO

PEBBLY BEACH & AMPHIBIAN RAMP

REPAIR SERVICE

When one of the many household articles gets out of order, you will find a repair service quickly and easily when you

LOOK IN THE

Yellow Pages

When You Have No Idea
"WHERE TO BUY IT"

You may be a newcomer or perhaps you've never had the need for a certain product or service. In either case

LOOK IN THE

Yellow Pages

You'll Find "WHERE TO BUY IT"

Riding Academies

Catalina Stables

See Our Ad under Stables

Bird Park Rd. Avaln 478

Rock

Catalina Rock Div of American Cement Corp

Empire Landing. Avaln 1099

Roofs-Structures & Trusses

STANDARD STRUCTURES INC

Glu Lam Beams-Arches-Decking

P O Box K Santa Rosa 707 544-2982

Rooming Houses

CASA GRANDE

Sleeping Rooms

For Seasonal Workers

353 Clarissa Avaln 341

Westbrook Motel Rooms & Apts

See Our Ad under Hotels

217 Sumner Avaln 91

Rubber Stamps

ACCORD PLASTIC ENGRAVING INC-

JENSEN RUBBER STAMPS DIV

Stamps Manufactured Daily

408 E 3rd LB. 432-5459

Rubbish Hauling

Catalina Disposal Co 321 Clemente Avaln 675

Savings & Loan Associations

**MARINA FEDERAL SAVINGS
& LOAN ASSOCIATION**

Save or borrow at

federally chartered and

supervised Marina

Federal Savings.



"FOR INFORMATION CALL"

**MARINA FEDERAL SAVINGS & LOAN
ASSOCIATION**

Post Office Arcade. Avaln 744

Saws

MC CULLOCH POWER CHAIN SAWS-

DEALERS

CATALINA HARDWARE STORE

125 Metropole. Avaln 400

STIHL CHAIN SAWS

Engineered & Manufactured

By

West Germany's Master

Craftsmen Since 1927

All With Automatic Chain Oilers

Standard Equipment

"WHERE TO BUY IT"

DISTRIBUTOR

Midway Distributing Company Inc

15629 S Clanton Circle SFSps. 921-4515



93 out of every 100 references to the Yellow Pages lead to action—either a visit, a call, or a letter.

Scaffolding

BLISS LUMBER CO

Laminated or Rodded Plank
7151 Telegraph Rd LA. 728-4447

Schools—Academic—Colleges & Universities

University of Southern California Marine
Biological Lab
Fishermans Cove CatalinaIs. Avaln 811

Schools—Academic—Kindergarten, Elementary & Secondary

Avalon Public Schools
Counselor's & Nurse's Offices
Falls Canyon Rd. Avaln 440
Principal's Office Falls Canyon Rd. Avaln 790
Catalina Island School Toyon Bay. Avaln 611

Septic Tanks

Nottingham M C Co of Calif
4922 N Irwindale Irwindale. 283-0407

Sewage Disposal Systems

Nottingham M C Co of Calif
4922 N Irwindale Irwindale. 283-0407

Sheriff's Office

For Emergency Calls See
Inside Front Cover or Dial "Operator"
For Business Calls See
White Pages Under "Name of County"
Yellow Pages Under Government Offices

Shoe Repairing

Avalon Shoe Repair Shop
Leather & Canvas Goods
We Specialize in Leather & Canvas Repairs
101 Pebbly Bch Rd. Avaln 986

Shopping Service

Sears Catalog Sales Merchant 128A Sumner. Avaln 128

Sightseeing Tours

CATALINA SIGHTSEEING TOURS
Catalina Operations Co
150 Metropole. Avaln 350
VISITOR'S INFORMATION AND SERVICES
CENTER 302 Crescent. Avaln 1111

Signs

Signs by Jim Smith 210A Metropole. Avaln 771

Skin Diving Equipment

CATALINA DIVERS SUPPLY Pleasure Pier. Avaln 330
ISLAND MARINE & SPORTS
We Accept BankAmericard & Master Charge
See Our Ad under Sporting Gds-Dlrs
124 Catalina. Avaln 238
SCUBA DUBA DIVE

SKIN DIVING INSTRUCTION

All Underwater Equipment

Sales - Rentals - Repairs

Wet Suits - Cert. Air - Boat Trips

Gold Dredging - Salvage

12538 Ventura NorthHollywood. 761-7833

Social Service & Welfare Organizations

Alcoholics Anonymous 332 Clemente. Avaln 178
AMERICAN CANCER SOCIETY
District Office
Long Beach Harbor
936 Pine LongBeach. 437-0791

Sporting Goods—Dealers

CATALINA HARDWARE STORE
125 Metropole. Avaln 400

ISLAND MARINE & SPORTS

Johnson Outboard Motors

Marine & Sports Equipment

FISHING TACKLE

Skin Diving Equipment

OPEN YEAR 'ROUND

We Accept BankAmericard & Master Charge

124 Catalina. Avaln 238

Sportswear—Retail

CATALINA DEPARTMENT STORE
421 Crescent. Avaln 151

ISLAND SPORTSWEAR 425 Crescent. Avaln 156

Lei Aloha's 704 Crescent. Avaln 799

Rose's Rag Shop 415 Crescent. Avaln 797

SPORT BAR OF CATALINA 117 Summr. Avaln 195

Stables

Catalina Stables Bird Park Rd Avn. Avaln 478
(Please See Advertisement This Page)

Shop in the Yellow Pages.

HORSES FOR HIRE

EXPLORE CATALINA ON HORSEBACK

- MANY MILES OF
SCENIC TRAILS
REASONABLE RATES

Special Rates for Parties
Instructors or Escorts Available



CALL AVALN 478

CATALINA STABLES

J. W. CHANDLER - Operator

On Bird Park Road Across From High School

SERVICE plus . Quality

Good telephone apparatus gives good
service—Bell System service is based
on Western Electric quality.

PACIFIC TELEPHONE

Answer promptly, speak clearly, hang up
gently—three friendly telephone habits.

State Government Offices

For Easy Reference List of Frequently Called Numbers
See Government Offices
For a Complete List of Offices
See White Pages under "California State of"

Steamship Agencies

BEACH C F TRAVEL SERV 452 Locust LB.432-6457

Steamship Companies

Avalon to Newport Passenger Service
Cabrillo Mole. Avaln 451
Catalina Motor Cruisers Cabrillo Mole. . . . Avaln 789
Catalina Steamship Lines Cabrillo Mole. . . . Avaln 789

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Brass Plastics Oilbd Stencils
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SIMS LOUIS Q MARINE SURVEYORS
24-HOUR SERVICE
MARINE SURVEYING
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CATALINA POOL SUPPLY
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Hurricane Cove 305 Crescent. Avaln 540

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A-1 TAXI SERVICE 224 Whittley Avn. . . . Avaln 705
(Please See Advertisement This Page)
Catalina Taxi Service Avaln 176
TAXI A-1 224 Whittley Avn. Avaln 705

Good party-line neighbors get better party-line service. If you must make an emergency call and find the line in use, explain the circumstances to the person using the line. He'll understand . . . and will be glad to give you the right-of-way!

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FAST - DEPENDABLE - COURTEOUS - CLEAN

A-1 TAXI SERVICE

SAFE COMFORTABLE SERVICE
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DICK MOORE, Owner

224 WHITTLEY

AVALON, CALIF.

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Ask Operator for Toll Free Number
135 Whittly

Telephone Companies

PACIFIC TELEPHONE
135 Whittly
Ask Operator for Business Office
If An Emergency Call..... Chief Operator
Building Industry Consulting Service
Commercial Bldgs 1149 Gower Los Angeles
Call Collect.....461-5101
Residential Bldgs
Call Collect Los Angeles.....621-1291

Telephone Planning Service

PACIFIC TELEPHONE
Building Industry Consulting Service
Commercial Bldgs 1149 Gower Los Angeles
Call Collect.....461-5101
Residential Bldgs
Call Collect Los Angeles.....621-1291

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GAYLORD'S TV SERVICE
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PACIFIC TELEPHONE
Ask Operator for The Time

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VISITOR'S INFORMATION AND SERVICES CENTER 302 Crescent. Avaln 1111

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CATALINA TOWING SERVICE INC
371 East Whittly. Avaln 779
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HARBOR OFFICE SUPPLY
438 W 7th SnPed. 833-2451

United States Government Offices

For Easy Reference List of Frequently Called
Numbers See Government Offices
For A Complete List of Offices See
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Arcade Advance Distributing Co
225 Crescent. Avaln 352

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WEB SERVICE CO.....772-5131

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311 Sumner.....Avaln 620

A thoughtful party-line user answers her telephone bell promptly . . . places her own calls accurately, so that they do not have to be placed again . . . does not monopolize the telephone at the inconvenience of others . . . teaches children, too, the little telephone kindnesses and when her telephone is not in use, sees that it is hung up.

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PORTER PLUMBING 320 Metropole Avaln 1039
(Please See Advertisement This Page)

Behind on orders? Let handy Classified introduce the suppliers you need. It's fast. It's convenient. Wise buyers say there's nothing like the Yellow Pages of your telephone book for getting in touch with almost everyone around who sells things, fixes things, does things. Try Classified once . . . you'll use it often.

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The Bell System is a world-wide telephone system. It owns and operates a major portion of the nation's telephones . . . and its lines connect with practically all the rest. In all, about 95% of the world's telephones can be reached through the Bell System.

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- 4 PASSERS-BY WHO WERE IMPRESSED BY YOUR PLACE OF BUSINESS
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• THESE BUYERS WILL FIND YOUR FIRM EASILY . . .

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- ★ IF YOU CAPITALIZE THE NAME & LIST OTHER KNOWN SPELLINGS OF THE NAME.
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- ★ IF YOU LIST UNDER EVERY CLASSIFIED HEADING THAT PERTAINS TO YOUR BUSINESS.
- ★ IF YOU DISPLAY YOUR EMBLEM OR SLOGAN.
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LOOKING FOR ANY FIRM BECAUSE THEY ARE . . .

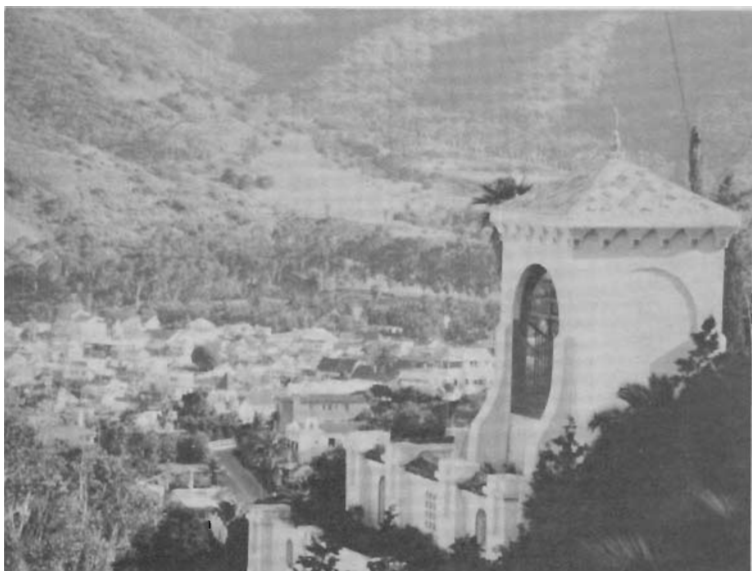
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- ★ STOCKS OF MERCHANDISE
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- ★ SIZE OF FIRM
- ★ ECONOMY FEATURES
- ★ AREA SERVED

TELL THEM A COMPLETE STORY ABOUT YOUR BUSINESS UNDER EVERY HEADING THAT APPLIES

CHIMES TOWER



Chimes Tower is a small mission-style bell carillon nestled halfway up the hill on the western side of Avalon Bay behind the almost legendary Casino.

This well-known Avalon landmark, a gift of Mr. and Mrs. William Wrigley, Jr., was built by the Santa Catalina Island Company in 1926. It was first played for the Easter sunrise services. Thereafter, it was played upon the arrival and departure of the steamers.

The tower is equipped with a "Deagan" 1½ octave chime mechanism, using direct current operated solenoids to actuate hammers which strike vertically hung bronze tubes, each tuned to a different note. Formerly, the chimes were played on a small keyboard at the old steamer pier location. In 1955, this keyboard was moved to the tower due to deterioration of the sixty pair control cable between the two locations.

The tower is floodlighted at night and the chimes automatically strike the one-quarter hours and hours in the traditional Westminster fashion. In addition, many festive events and holidays are enhanced with the playing of tunes appropriate for the occasion.

The Chimes Tower is perhaps best remembered by the countless thousands of visiting yachtsmen from the world over who have been welcomed and bade farewell by its notes.

WITH YELLOW PAGES AND WHITE PAGES FOR ENTIRE MAP



This map illustrates the geographical layout of Santa Catalina Island and the town of Avalon. The island is depicted in yellow, with the town of Avalon and its immediate surroundings also highlighted in yellow. The map includes labels for various locations such as Santa Catalina Island, Avalon, Descanso Bay, Casino Point, Avalon Bay, and the Cabrillo Peninsula. It also shows numerous streets and landmarks like the Avalon Municipal Hospital and Golf Course.

Island Features:

- Santa Catalina Island:** The main landmass, with labels for Santa Catalina Island, Catalina Harbor, Little Harbor, China Pt., Long Pt., Seal Rocks, and Isthmus Cove.
- Avalon:** The town located on the southern tip of the island, with labels for Avalon, Avalon Bay, and the Cabrillo Peninsula.
- Descanso Bay:** A bay located to the west of the town of Avalon.
- Casino Point:** A point located on the western shore of the town of Avalon.
- Avalon Bay:** A bay located to the east of the town of Avalon.
- Cabrillo Peninsula:** A peninsula located to the east of the town of Avalon.
- Abalone Point:** A point located on the eastern shore of the town of Avalon.

Streets and Landmarks:

- Streets:** The map shows a network of streets including Stage Rd, Casino Point, Avalon Bay, and the Cabrillo Peninsula. Other streets shown include West End, Arrow Pt., Catalina Harbor, Little Harbor, China Pt., Long Pt., Seal Rocks, Isthmus Cove, Descanso Bay, Casino Point, Avalon Bay, and the Cabrillo Peninsula.
- Landmarks:** The map includes labels for the Avalon Municipal Hospital and the Golf Course.

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